Inspiration and Backstory

Our organizational values emphasize bravery & boldness and our work encompasses creating change for the entire state. We wanted a logo that emphasized our state wide movement and presence, and is brave and bold (and modern). We are heading a movement to raise consciousness and create change – this is not delicate work, and we need a logo that embodies that.
ACESDV'S CORE BELIEFS

OUR MISSION

Our mission is to end sexual and domestic violence in Arizona by dismantling oppression and promoting equity among all people.

OUR PURPOSE

The Arizona Coalition to End Sexual and Domestic Violence:

AMPLIFIES awareness of sexual and domestic violence to reduce stigma, prevent violence, and champion healing and justice.

SUPPORTS organizations in building and sustaining trauma-informed responses and comprehensive sexual and domestic violence services.

COLLABORATES with survivors and community partners to end violence and oppression by shifting culture, systems and policy.

LEADS the anti-sexual and domestic violence movement in Arizona through centering and elevating the needs and voices of survivors.
OUR VALUES

TRANSPARENT COMMUNICATION
We cultivate healthy relationships in order to personalize our interactions and communicate in an ongoing and dynamic way.

RESPECT
We show care for others by listening to, acknowledging and respecting all voices.

EQUITY
We prioritize the personal and professional development of all team members, especially those most impacted by oppression.

INCLUSION
We consciously celebrate, reflect and promote inclusivity.

BRAVERY & BOLDNESS
We practice bravery and embrace boldness. We practice radical candor.

ACCOUNTABILITY
We hold ourselves and others accountable when bias, harm and oppression occur.

COMPASSION
We take responsibility for our words and actions, leading with grace, compassion, and a commitment to changing behavior.

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OUR LOGO'S EVOLUTION

VERSION 1
DV only, woman in the middle with arms outstretched, name of coalition in a circle around her.

VERSION 2
Changed the name of the Coalition, added in sexual violence, now dual. Changed to include teal, still have the person, but removed the gender of the person.

PRESENT VERSION
Logo that emphasizes our state wide movement and presence, and is brave and bold (and modern).

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LOGO'S DOS AND DON'TS

Correct logo usage with examples

DO NOT change the color. Use only the colors in the palette.

DO NOT crop the logo.

DO NOT add shadows or effects.

DO NOT rotate the logo.

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COLOR CODES

Approved Color Values

ACESDV uses both a primary and secondary color palette. The primary color palette should be used predominantly on materials, while the secondary color palette should be used sparingly as accents to complement the primary palette.

Yellow (febc38) is the main color of the coalition and must be used at least 10% on all designs.
The official ACESDV typefaces are Montserrat, Montserrat Thin, Montserrat Semi-Bold, Montserrat Extra-Light, Montserrat Extra-Bold, and Montserrat Classic. (All Montserrat family is acceptable). These may be used as all CAPS or Regular Type.

Montserrat
Aa BbCc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Montserrat
Montserrat Italic
Montserrat Semi-Bold
Montserrat Semi-Bold Italic
Montserrat Extra-Light
Montserrat Extra-Light Italic
Montserrat Extra-Bold
Montserrat Extra-Bold Italic
Montserrat Classic

DOWNLOAD LINK TO MONTSESRAT FAMILY: https://fonts.google.com/specimen/Montserrat
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YELLOW PAINT SWIPES AND DOTS

To help create a brand that is recognizable and cohesive, the use of yellow (fecb38) paint swipes and dots (circles) may be used on posts/graphics/presentations/etc.

Examples

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CONTACT US

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