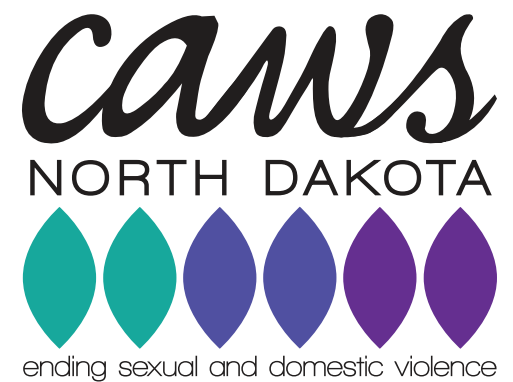


CAWS North Dakota Brand Style Guide



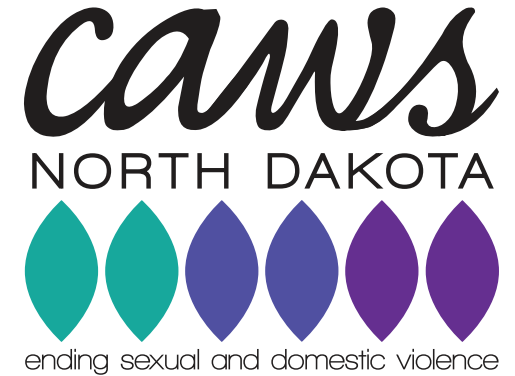
Introduction

The following style guide for the CAWS North Dakota logo highlights all graphic elements that encompass the brand. These standards are intended to be tools and guidelines that enable users to maintain a consistent voice to the public. Please refer to this when developing any internal or external communications using the CAWS North Dakota logo. These standards are intended establish and help maintain a strong brand identity for CAWS North Dakota. The following standards apply to all forms of media communication, including web, print materials, news articles, event signatures and email correspondence.



Origins of the logo

The CAWS North Dakota logo is an all-encompassing design that represents the organization as a whole. CAWS North Dakota, formally known as the North Dakota Council on Abused Women's Services (NDCAWS), was originally formed in 1978 to provide shelter and advocacy to battered women of domestic violence. This work is represented in the logo by the color **purple**. The Coalition Against Sexual Assault in North Dakota (CASAND) is represented by the **teal** color in the logo. In 1992 CAWS North Dakota merged with CASAND, joining the efforts of local domestic and sexual violence services. The center **violet** represents the collaboration of these two entities.



The six pedals of advocacy represent the mission and values of the organization:

1

Connection

Making sure victims are safe and connected to the right people

2

Information

Providing information, resources and tools for change

3

Respect & Validation

Honoring people's experiences, cultural differences, and emotions

4

Confidentiality

Offering a safe and confidential environment

5

Boundaries

Working within professional and respect-based boundaries

6

Hope

Creating an environment where hope can thrive

Logo structure

The CAWS North Dakota logo is comprised of three components; a **graphic device**, **word mark** and a **tagline**.



- The distinctive graphic device that is the core visual descriptor for the logo is referred to as the pedals of advocacy. The pedals **MUST** be used with the CAWS North Dakota logo at all times and cannot be combined with any other logo or messaging.
- The CAWS North Dakota word mark should never be altered nor should it stand alone as an image without the distinct pedals. North Dakota should never be abbreviated to ND.
- The tagline "ending sexual and domestic violence" is fixed artwork and it should **NEVER** be used without the rest of the logo.
- The CAWS North Dakota logo was originally created in Adobe Illustrator. High resolution versions of the logo can be found at www.cawsnorthdakota.com.

Logos

In cases where the original CAWS North Dakota logo is unsuitable for the nature of the communication, a horizontal version may be used. The horizontal version is intended for very LIMITED use only. This would apply, for example, only to websites and in email correspondence.



In LIMITED circumstances a single letter can be used strictly for purposes of an icon, such as a favicon, also known Web site icon, which is most commonly 16x16 pixels.



The use of the logo without the tagline is very LIMITED and should only be reproduced from authorized artwork.



Color variations

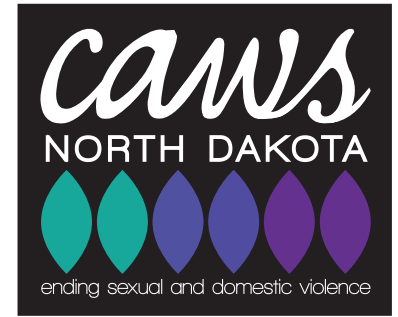
Consistent use of colors is vital to CAWS North Dakota's identity. Always reproduce the logo in four colors on a white background whenever possible (this is the preferred version of the logo).



For the tagline, black is the most acceptable, and white may be used for dark backgrounds, but other colors should never be used.



If the background is too dark to ensure clear legibility of the four color logo reverse the word mark to white. It is only to be used when reproduction limitations force its use.

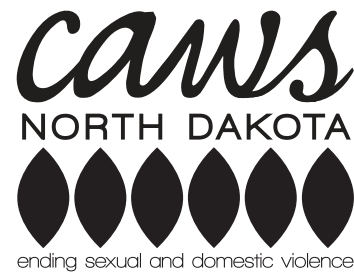


Note: Black background does not print

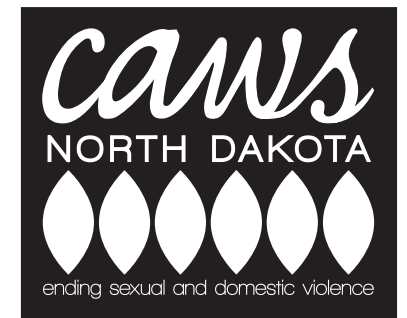


Note: Black background does not print

When production constraints do not allow the use of the four color version, use the black version of the logo. The black logo should be used on a white or light background. This is not a preferred usage. Gray is NEVER to be used for the logos.






If the background is too dark to ensure clear legibility of the one color logo reverse the logo to white. The white logo should be used only on a black/dark background. This is not a preferred usage. It is only to be used when reproduction limitations force its use.

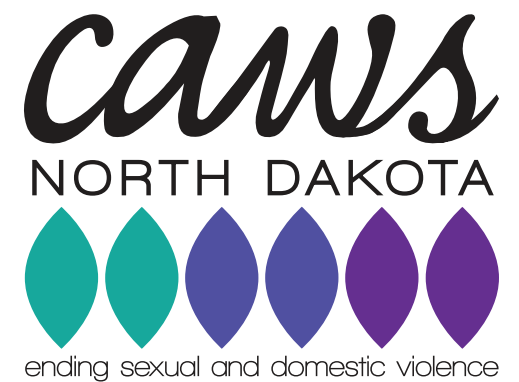


Note: Black background does not print

Color palatte

Only use the color palette, the color formulas and percentages as specified in this document. These colors should always be used when displaying the logo and designing other visual elements for communications materials in print and electronic media.

Color	CMYK (for print)	RGB (for web)	Hex code (web-safe)	
	Teal	C:79 M:10 Y:46 K:0	R:0 G:167 B:155	#00a79b
	Violet	C:80 M:79 Y:1 K:0	R:82 G:80 B:160	#5250a0
	Purple	C: 75 M:98 Y:4 K:0	R:101 G:47 B:141	#652f8d



Guidelines

In order to preserve the integrity of the brand, it is imperative that users avoid changing or distorting the logo. Below are some examples of logo misuse:

- Do not attempt to re-create any portion of the logo.
- Do not rotate, skew, redraw, re-proportion, or otherwise alter or distort the logo or its elements in any way.
- Do not combine the logo with any other element—such as logos, words, graphics, photos, slogans or symbols—that might seem to create a hybrid mark.
- Do not reproduce the logo in colors other than those suggested in this document.
- Do not place the logo or any part of the logo on top of an image or on a patterned background that makes it difficult to read.
- Do not use any version of the logo with a drop shadow or create any type of border around it.
- Do not use any version of the logo in outline form
- Do not reproduce the logos with a tint or a gradient.

