



## BRAND GUIDE

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A person is shown from the chest up, holding their right hand up with the palm facing forward in a universal 'stop' gesture. The image is heavily tinted with a solid blue color, making the person's skin and clothing appear in shades of blue and purple. The background is a plain, light blue.

# OUR BRAND

Imagery with hands demonstrates WISE taking a stand against violence. This type of imagery can be used in any case where you bring awareness to ending domestic violence like posters, social media or billboards.

## \\\\\\ BACKGROUND



**WISE**  
**AGAINST**  
**VIOLENCE**

If you've known WISE for a while, you may remember our previous branding. The previous branding was targeted to mainly women, as the brand was called WISE Women's Information Service, Inc. Over time, we have found that we help a wide range of individuals from many different backgrounds, regardless of gender. We wanted our rebrand to represent this.

The new branding utilizes bold typography, vibrant colors, and empowering imagery that will represent strength to our audience regardless of their demographic.

# //// BRAND VALUES



## MISSION

WISE Against Violence provides advocacy, safety options, support services to survivors of domestic violence, sexual assault, stalking, and sex trafficking. WISE Against Violence empowers individuals and families through respect and equality, and works toward strengthening our communities through awareness, prevention, and education.

## VISION

Empowering people to create violence free communities.

## VALUES

Advocacy  
Inclusivity  
Safety  
Awareness  
Community  
Dignity  
Respect

## tone & manner

Stable  
Light  
Humanistic  
Protective  
Optimistic



A photograph of two young men, one standing and one leaning against him, both wearing white t-shirts. The image is heavily tinted with a warm orange color. The man on the left is looking directly at the camera, while the man on the right is leaning his head against the first man's shoulder and looking slightly away from the camera.

# OUR VISUAL IDENTITY

WISE should have a powerful on campus presence at Ferris State University. Imagery students can relate to should be used on campus flyers, presentations, signs, and in the WISE campus office.

## \\\\\\ LOGO SYSTEM



### SIGNATURE

The primary "WISE AGAINST VIOLENCE" signature should be used when the full name does not appear in another place in the design. For example, if the website domain name appears on the page, you should only use the logotype or brand mark. The signature should also be used on large format assets but not used on smaller scale assets, because "Against Violence" is not readable at smaller sizes.



### LOGOTYPE

The secondary "WISE" logotype is used on its own if the website is displayed on the content produced. This may also be used on slightly smaller formats than the signature because it does not include "Against Violence" and can be scaled smaller.



### BRAND MARK

The "W" brand mark is used for the profile images on WISE social media channels. It is also used in any small formats where the logotype is not readable.



### ONE COLOR VERSION

The one color version of the brand mark should only be used when color printing is not available. The slash mark should stand out and have an outline of .50pt to still stand out.

## \\ \\ \\ \\ WISE PEOPLE SYSTEM

The WISE People Symbol represents the individual survivor of domestic or sexual violence and how WISE is there to support them. When the symbol is repeated in a band, it represents the strength in numbers when survivors come together.

A single slash can be used in place of a letter in a display type (see pages 20-24). Slashes can be used repeatedly in a band with logo, or with the hotline phone number.

For spacing of the repeated slash symbol, refer to Logo Spacing and Sizing on page 15.





The official typeface for WISE is Gotham. This typeface was chosen for its boldness across many designed elements. The Gotham family includes many different weights, offering hierarchy for different applications.

## GOTHAM

The Gotham font can be purchased from this link:

<https://www.typography.com/fonts/gotham/styles/gotham1>

It is recommended to purchase the “Gotham 1 Bundle,” which is priced at \$199.

## WHEN TO USE GOTHAM VS. MONTERRAT

If you are unable to gain access to Gotham, Montserrat is a free font available for download on Google Fonts at:

[fonts.google.com/specimen/Montserrat](https://fonts.google.com/specimen/Montserrat)

If the Gotham font is purchased, it is recommended to be used in all designs that will be printed. When creating items such as social media graphics or any website content, it is recommended to use Montserrat.

Gotham Typography Example

## HEADER — YOU ARE NOT ALONE

### SUBHEADER — WE CAN HELP

Body — WISE provides advocacy to more than 600 survivors and their children every year through the shelter and outreach program.

Montserrat Typography Example

## HEADER — YOU ARE NOT ALONE

### SUBHEADER — WE CAN HELP

Body — WISE provides advocacy to more than 600 survivors and their children every year through the shelter and outreach program.

# WISE COLOR PALETTE

WISE colors are bold and powerful, so don't be afraid to have fun with them. The primary Purple and Teal should be used the most, then Magenta and Orange. Black and White should be used as body copy colors to contrast their backgrounds.

	<b>WISE PURPLE</b> #410099 RGB: 65 0 153 CMYK: 90 100 1 2 PANTONE: Violet U
	<b>WISE TEAL</b> #1ECAD3 RGB: 30 202 211 CMYK: 66 0 22 0 PANTONE: 319 U
	<b>WISE MAGENTA</b> #C028B9 RGB: 129 40 185 CMYK: 35 88 0 0 PANTONE: Purple U
	<b>WISE ORANGE</b> #FF9E18 RGB: 255 158 24 CMYK: 0 43 98 0 PANTONE: 1375 U

## \\\\\\ COLOR USAGE

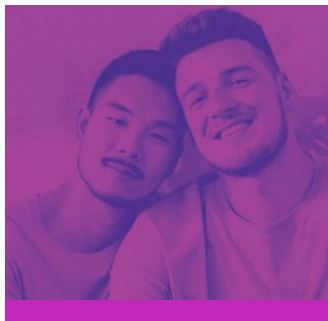
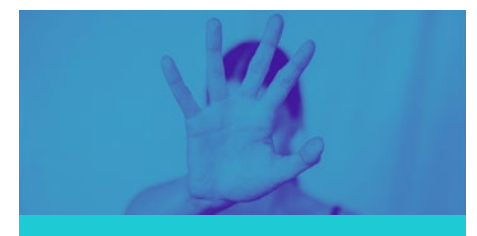
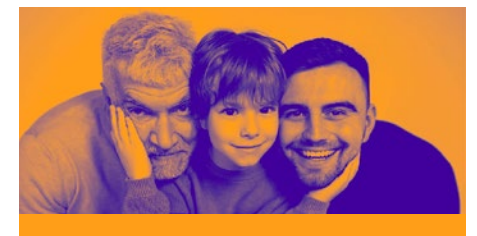
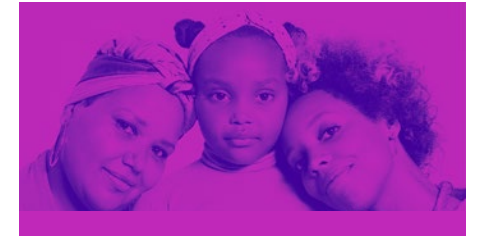
Only use the logo in purple or white as shown.

Slashes should always match the color of the slash in the logo when in the same design.



## IMAGE LIBRARY

A complete image library with stylized, ready to use photos for WISE to access. These photos may be used across multiple applications. There are 3 color schemes to choose from using the WISE color palette. If new images are needed, download from [www.pexels.com](https://www.pexels.com)



## IMAGE EDITING



To create the duotone effect in **Adobe Photoshop**, follow these steps:

1. Adjust image sizing depending on application.
2. Make any necessary change to overall image quality (ex: brightness or contrast). This may not be necessary on all photos.
3. Create a new Gradient Map adjustment layer.
4. Set Gradient Map to Reverse.
5. Set WISE Purple as the darker color on the right.
6. Set WISE Teal, Magenta, or Orange as the lighter color on the left.
7. Save and export the photo.

To create the duotone effect in **GIMP**, follow these steps:

1. Adjust image sizing depending on application.
2. Make any necessary change to overall image quality (ex: brightness or contrast). This may not be necessary on all photos.
3. Then turn the image to a black and white version. Click on Color in the top menu then desaturated and desaturated again.
4. Create a new layer.
5. Apply WISE Purple to the color box and drop it into the new layer.
6. In the mode menu, hit screen.
7. Create a new layer and repeat step 5 with the Teal, Magenta, or Orange.
8. In the mode menu, hit multiple.
9. Save and export the photo.





# OUR GUIDELINES

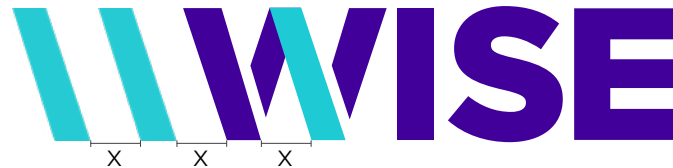
Domestic violence harms 15 million children in the US each year. Imagery representing children and families should be used when creating giveaways and flyers.



## \\ \\ \\ LOGO SPACING & SIZING



Always make sure the “clear space” or breathing room around the WISE logo is at least the width of the “E” in WISE. This ensures that the logo is easily identifiable, visible, and legible wherever it appears.



When the wordmark is next to the repeated slash mark, leave the same amount of space that is between the slashes of the letter “W”.

Minimum logo widths:



96 pixels (screen)  
1" (print)



50 pixels (screen)  
1/2" (print)



18 pixels (screen)  
3/16" (print)

## \\\\\\ LOGO PLACEMENT



In almost all applications, the WISE logo will be placed in the upper right corner when possible.

On all documents, the space to the top and the right of the logo are half of the width of logo.

For example, on the letter-sized documents, the logo should be 0.5" away from the top and right side. The logo should be 1" in width.

## COMMON MISTAKES



Do not change the sizing or placement of the tagline.



Do not make the type lowercase.



Do not change the font or try to remake the logo. Only use the files provided.



Do not squish or stretch the logo or WISE People Symbol.



Do not make the logo all one color.



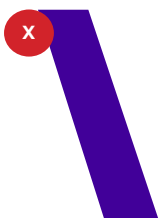
Do not use colors outside of the palette



The WISE People Symbol should not be used as a mask with type or image.



Never use the repeated Symbol in a band that is separate from the logo or phone number lockup.



Never use purple as a slash color, so that the slash stands out.



Do not edit the color of an image incorrectly. (See page 13)



Do not crop out key parts of the image.



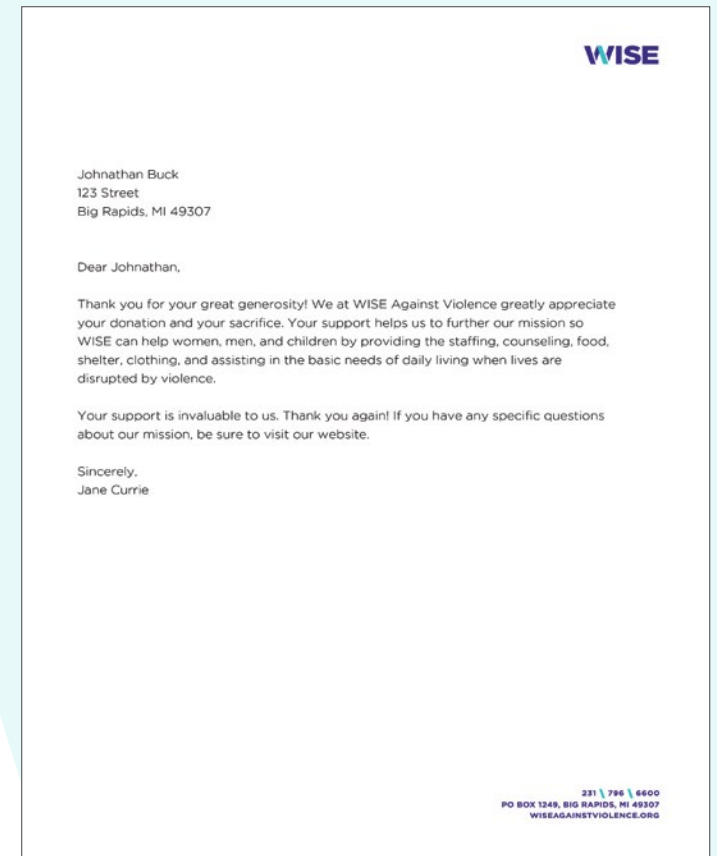
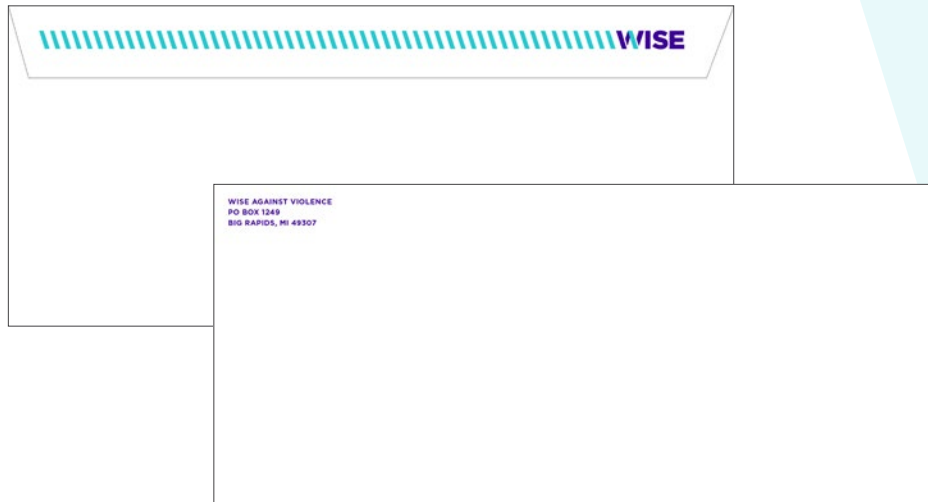
Do not stretch or shrink images.

A photograph of three people of different ethnicities and ages, all looking directly at the camera with serious expressions. The person on the left is a Black man with curly hair and a goatee, wearing a white t-shirt. The person in the center is a man of Asian descent with long hair tied back, wearing a grey sweater; a tattoo on his neck reads "I AM NOT A THING". The person on the right is a Black woman with long braids, wearing a white t-shirt. The entire image is overlaid with a semi-transparent blue filter.

# APPLICATION

Domestic violence hurts individuals from a variety of backgrounds. Use all-embracing imagery in any outreach like the brand website, social media, or posters.

# \\\\\\ BUSINESS STATIONERY






## \\\\\\\\ AMENITIES







**WISE  
AGAINST  
VIOLENCE**

# STOP

IS YOUR DATE  
GIVING YOU AN  
UNCOMFORTABLE  
GUT FEELING?

DO YOU FEEL  
TRAPPED, UNSAFE  
OR AFRAID?

**TAKE A TAB BELOW**

If you or a friend are experiencing violence or abuse at home from your partner or a family member, call the WISE AGAINST VIOLENCE HOTLINE at 231-796-6600

231 / 796 / 6600	231 / 796 / 6600	231 / 796 / 6600	231 / 796 / 6600	231 / 796 / 6600	231 / 796 / 6600	231 / 796 / 6600	231 / 796 / 6600	231 / 796 / 6600	231 / 796 / 6600	231 / 796 / 6600
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**WISE  
AGAINST  
VIOLENCE**  
P.O. BOX 1249  
BIG RAPIDS, MI 49307

**GIVING  
TUESDAY**

Join us for a national day of raising funds and generating awareness.

**WISE raised over  
\$27,000 in 2020**

This helped fund WISE shelters, legal aid, and other programs.  
Help us surpass this sum this year and give assistance to families and individuals of sexual and domestic violence in your community.



**WISE**

**GIVING TUESDAY**  
is November 30, 2022

# WE ARE STRONGER TOGETHER

GO TO [WISEAGAINSTVIOLENCE.ORG](https://wiseagainstviolence.org) FOR EVENT INFO AND UPDATES

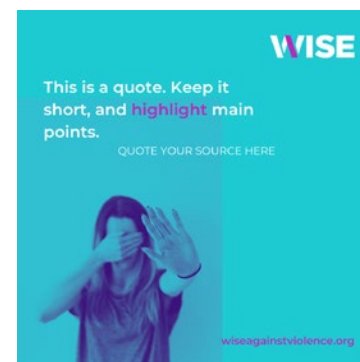
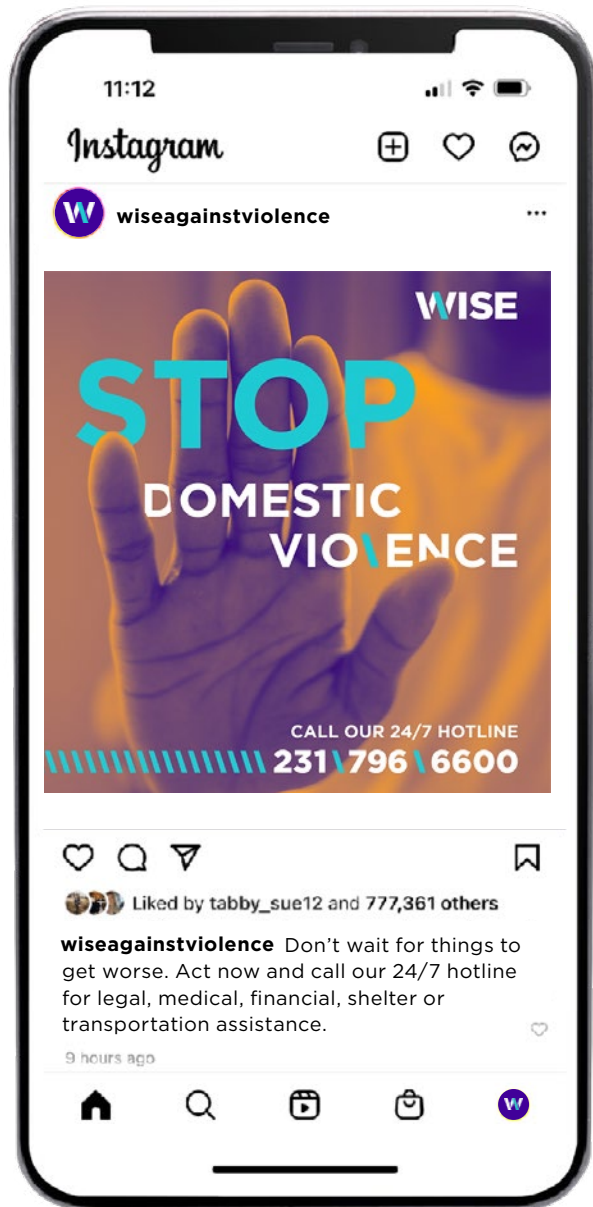
# \\\\\\ AWARENESS

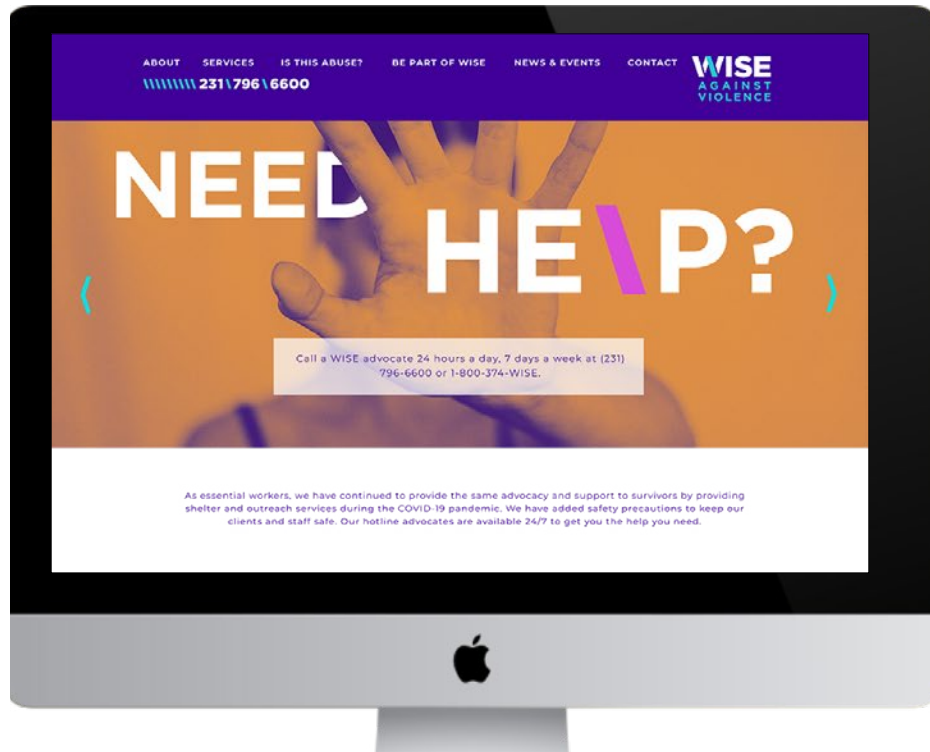












As essential workers, we have continued to provide the same advocacy and support to survivors by providing shelter and outreach services during the COVID-19 pandemic. We have added safety precautions to keep our clients and staff safe. Our hotline advocates are available 24/7 to get you the help you need.

## EMPOWERING PEOPLE TO CREATE VIOLENCE FREE COMMUNITIES

SAFE EXIT

WISE Against Violence provides crisis intervention and support services to survivors of domestic and sexual violence by empowering individuals, children and families along with our community partners to reclaim their sense of self.



### 24-Hour Emergency Shelter

WISE has an emergency shelter located in Big Rapids for single women and women with children who are fleeing domestic violence or sexual abuse.



### 24-Hour Hotline

Advocates are available 24/7 to speak with survivors of domestic or sexual violence. Call 1-800-374-WISE.



### Advocacy Services

WISE's Outreach Program is designed to serve clients who do not need emergency shelter.



### Classes

Throughout the year, WISE advocates lead classes for clients in Mecosta, Osceola and Newaygo counties. Class topics include pattern changing, parenting and general group support.



### Domestic Violence/Sexual Assault Response Team

WISE and our community partners operate the Domestic Violence/Sexual Assault Response Team to serve survivors in all Mecosta, Osceola and Newaygo counties.

## THANK YOU TO OUR SPONSORS



### WISE AGAINST VIOLENCE

WISE Against Violence is a nonprofit serving Mecosta, Osceola and Newaygo Counties by providing crisis intervention and support services to survivors of domestic and sexual violence.

### SHOW YOUR SUPPORT

Donate  
Volunteer  
Like WISE on Facebook



### LATEST NEWS

WISE 5K Fun Run/Walk 2021  
Cancelled Events 2020  
WISE Dinner Theater 2020  
Giving Tuesday 2019



# \\\\\\ POWERPOINT TEMPLATE

You can find a blank template and a full presentation with content that introduces the WISE brand in the brand kit, [www.freshmindsthinkdesign.com/wise](http://www.freshmindsthinkdesign.com/wise).

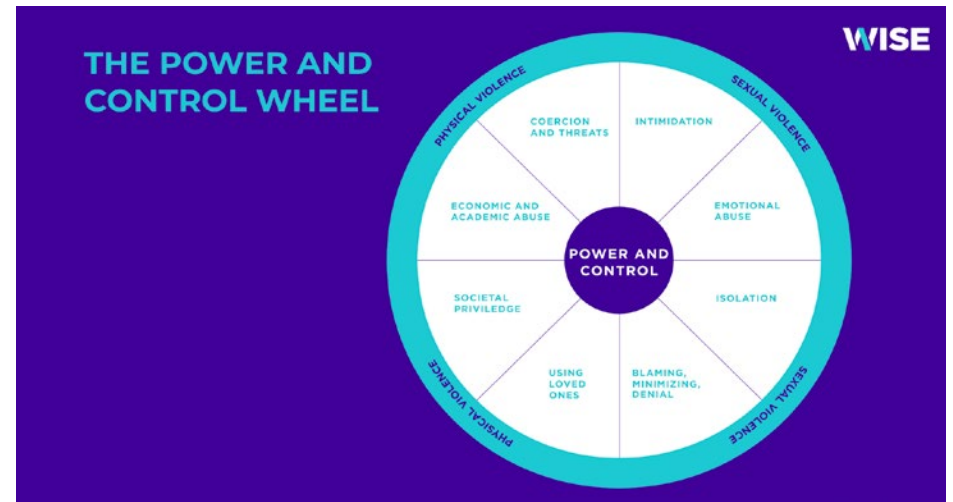


**WISE**

## YOU ARE NOT ALONE

At WISE we seek to empower others to create violence free communities because we are stronger when we fight together.

[wiseagainstviolence.org](http://wiseagainstviolence.org)



**WISE**

## DID YOU KNOW?



**1 in 3 women** will be victims of Domestic Violence.

**1 in 4 men** will be victims of Domestic Violence.

**WISE**

## HOW CAN YOU BE THE CHANGE?

### FOR YOUR COMMUNITY

- \\ Don't be a bystander
- \\ Believe & Support a Survivor
- \\ Volunteer at your local Domestic Violence Organization

### FOR A SURVIVOR

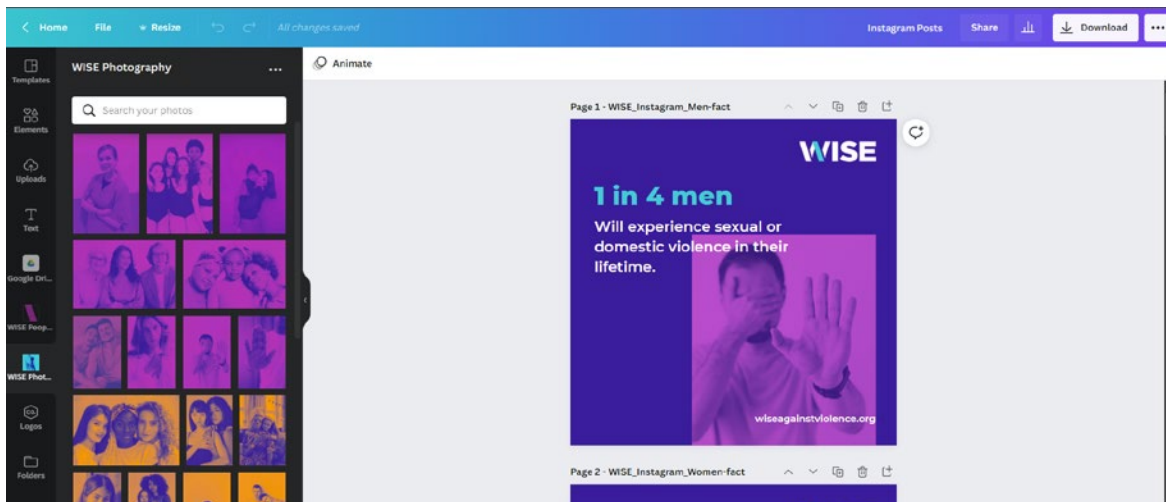
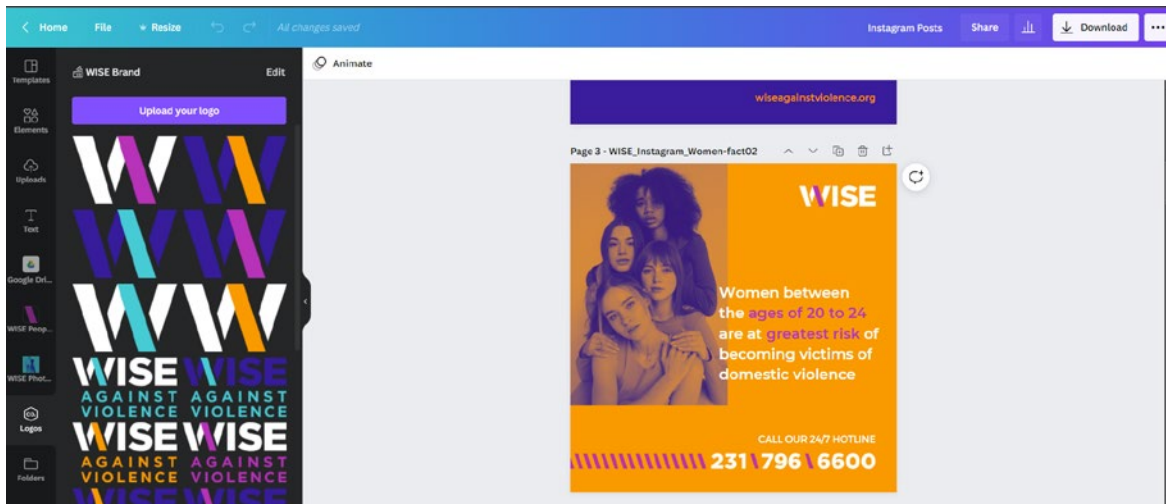
- \\ Tell them they did the right thing
- \\ Help them understand Self-Care
- \\ Understand healing takes time
- \\ Focus on accomplishments & strengths
- \\ Support them, even if they don't leave



# \\\\\\ CANVA SYSTEM

To use the social media templates:

1. Navigate to [www.canva.com](https://www.canva.com) and login.
2. Select All Your Folders from the navigation sidebar.
3. Select the Templates Folder.
4. Select the Facebook or Instagram templates file.
5. Create a copy of the template you would like to use.
6. Edit the post with your own content.
7. Select Share in the upper right corner to instantly post your design to Facebook, Instagram, or both!



# \\\\\\ CONTACTS & RESOURCES

For any questions or concerns please contact:

Jane Currie, Executive Director  
jcurrie@wiseagainstviolence.org  
(231) 527-9208

Jessica Wilson, Finance Director  
jwilson@wiseagainstviolence.org  
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## DOWNLOADS AND LINKS

All graphics, logos, and image files are available from:  
[www.freshmindsthinkdesign.com/wise](http://www.freshmindsthinkdesign.com/wise)

Templates for social media posts and other marketing materials can be found in WISE's Canva account at:  
[www.canva.com](http://www.canva.com)