



defense
ongo

BRAND STANDARDS AND GUIDELINES

October 2017

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Our Logo & History



The goal of **defenseongo** is to provide awareness and prevention against domestic violence; and to support and uplift victims, giving them a voice and a space to start over.

Defense On Go is a mobile application created as a sub-section of the Daughters Against Domestic Violence (DADV). It is purposed to create safer dating with local, relevant background checks and helps by Providing domestic abuse victims with the location of nearby abusers.

Anatomy of the logo:

- The logo is composed of grey and purple hues, purple being the statement color of domestic violence awareness. Purple also represents many meanings that align with our tone of voice, and conveys the emotions we want newly empowered women to feel.
- With women being primary audience we serve, we chose the female gender symbol as representation.
- Our goal is to protect, prevent, and inform - thus showing a shield which is reflective of that purpose.



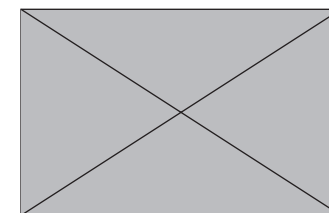
Logo Spacing & Sizing



The Defense On Go logo is always separated from other visual elements by an area of isolation. This is an area of clear space between the logo and any other graphic imagery. Isolating the logo from other visual elements keeps it clear of visual interference and makes it stand out.

No design (graphic) elements, type or photos should come too close to the logo. Always give cushion around the logo. See examples of spacing with the black boxes around the logo to the right.

The primary logo and type should always be kept in proper proportion to maintain the integrity of the logo. Always use the approved logo files and use only vector files of the logo when printing professionally. Never try to recreate the logos yourself. If you need to scale the logo, always constrain proportions so the height and width are scaled together. To maintain the correct proportions of the logo, always hold down the shift key as you drag the corner to increase or decrease its size.



An Image or body of text would start at about this space - away from the logo

Logo Configuration & Usage



The logo can be used in a few ways. The primary logos are the original purple logos that feature the text aligned horizontally and vertically. The logo may also be used as a standalone.

Secondary logos are the

Using the logo on specified backgrounds:

On white colored backgrounds:

The Primary Purple logos, and the black and white colored logos may be used. (JPG or PNG - a PNG image is an image or logo that has a transparent background)

On colored backgrounds:

- Always use a PNG Image version of the logo.
- Always use the purple or white logos on dark backgrounds.
- Always use the black or purple logos on light backgrounds.

Primary Logos



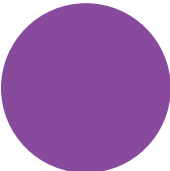
Secondary Logos




Organization Colors



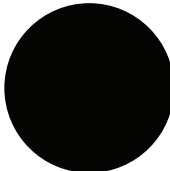
The color palette visually defines the Defense On Go brand and sets it apart from competitors. Each Color has a distinct role in how viewers see the brand as a cohesive unit, helping to set the tone of voice.



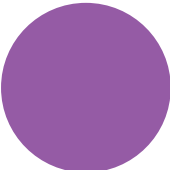
Vivid Violet
#804894
128,72,148
Primary Text




Mercury
#E6E6E6
230,230,230



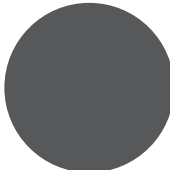
Black
#000000
0,0,0



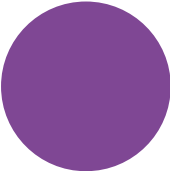
Trendy
#965BA5
150,91,165



Porcelain
#EDF0F1
237,240,241



Abbey
#58595B
88,89,91
Text Body



Affair
#804894
128,72,148



Alto
#DADADA
218,218,218

Typeface

This is the primary font that is used on web, and print. A typeface is a unifying element and also gives personality to the design while conveying expertise in what's being said and how it's presented.

Helvetica

Regular • Light • **Bold** • *Italic*

Tone of Voice



Tone of voice is the unifying aspect of the brand that brings all associated people together. We want users of the app and website to be enlightened to the power and control they now have in their life. This is again, why we chose the color purple.

Purple's meaning of power, ambition, wisdom, independence and so much more aligns with the ongoing message that we want to convey to victims. They no longer have to be abused, they DO have a choice, and they CAN start new beginnings. This app is purposed to create that sense of strength, unity, support, and compassion a domestic violence victim needs.