

saprea

# Brand Identity Guidelines

VERSION 8.0



These guidelines outline the core assets of Saprea’s brand identity and serve as direction and a resource, offering visual and verbal components, as well as guidance for creating strong, recognizable, and effective communications.

While Saprea’s identity is well-defined, it’s also flexible enough that future visionaries should be able to create future assets with the aid of these guidelines. Close attention to the contents of these pages will help ensure that our efforts are consistent and true to the spirit of what we’ve built so far.

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SECTION 1.0

# Brand Strategy



## Section 1.0 Brand Strategy Overview

Our brand strategy includes a set of strategic components that capture the essence of who we are. Every touchpoint of our brand should be anchored by our foundational Brand Strategy. Distilled down into compact words, phrases, and personas, these elements help us stay focused and grounded and serve to define our ideal reputation.

## 1.1

### Positioning Statement

Saprea is the nonprofit that's leading the charge against child sexual abuse, shedding light on the issue and its harms, and supporting communities around the world in healing and prevention. Backed by a team of clinical experts and a willful community of survivors and defenders, we are liberating individuals and society from child sexual abuse and its lasting impacts. With clinically proven tools and resources, we empower survivors, parents, and community members with the knowledge they need to protect, heal, and overcome.

Saprea is the nonprofit known for using proven, practical methods for confronting and overcoming child sexual abuse.

## 1.2

### True North

This statement captures the drive and internal heartbeat of our organization. Why do we exist? What compels us to do this work every day?

Saprea exists to liberate individuals and society from child sexual abuse and its lasting impacts.

## 1.3

### Mission Statement

This statement captures the purpose of our organization's work. What does our work achieve and through what tools?

We empower healing for individuals who were sexually abused as children or adolescents through retreats, support groups, and online resources.

We educate and engage parents and caregivers to protect children from sexual abuse through community and online resources.

We drive awareness to motivate individuals to take action against child sexual abuse.

Heal the One. Protect the Many.



## 1.4 Brand Attributes

Brand personality defines our voice and distinctive character. What do we want people to think about how we sound, look, and act? How is our personality different from any other brand in our industry?

### Hopeful

We exude an optimism that is grounded in substance, truly believing that a future without child sexual abuse and the trauma it inflicts is possible.

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### Compassionate

We extend a deep level of understanding, empathy, and fellowship that can be felt in every interaction.

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### Wise

Discernment informed by research and clinical experience prepares us to approach every situation and every story with practical and professional understanding.

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### Approachable

We know our subject matter is heavy and complex, so we intentionally make our resources and information accessible and actionable.

---

### Willful

Our work and its impact are intense, yet beautiful, equipping parents with knowledge that inspires action and empowering survivors with healing that inspires transformation.

## 1.5

### Target Audiences

Target audiences hone in on our primary archetypes. They tell us who the ideal customer is for the value we provide and whose attention we most want to capture. If we can attract this kind of person, it will result in attracting the people who surround them.

#### THE SURVIVOR

Not knowing where to turn, The Survivor is at a standstill. From depression to panic attacks, the ongoing trauma symptoms experienced from being sexually abused as a child can impact their relationships, health, career, and overall wellbeing. Years of therapy, self-help gurus, and podcasts haven't been enough so they are looking to find a new light that can help them overcome the ongoing fear, anxiety, and shame. For them, our therapeutic services provide just that – practical tools, supportive community, and real hope.

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#### VALUE PROPOSITION

“Saprea’s powerful resources have had a transformative impact on my healing process.”

## 1.5 Target Audiences

Target audiences hone in on our primary archetypes. They tell us who the ideal customer is for the value we provide and whose attention we most want to capture. If we can attract this kind of person, it will result in attracting the people who surround them.

### THE PROACTIVE PARENT

Parents have so many concerns they are trying to address: *Is my child healthy? Will she be well-adjusted and social? Is his teacher paying him enough attention? Is the neighborhood kid paying her too much attention?* With young children parents feel the constant responsibility of protecting their children from harm, and they have recently learned of an incident of child sexual abuse in their closeknit community. As a result, they are newly interested in resources that can empower them to keep their children safe.

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### VALUE PROPOSITION

“Saprea empowers me with tools and information around child sexual abuse prevention.”

## 1.5 Target Audiences

Target audiences hone in on our primary archetypes. They tell us who the ideal customer is for the value we provide and whose attention we most want to capture. If we can attract this kind of person, it will result in attracting the people who surround them.

### THE SUPPORTER

There are many causes that compete for The Supporter's attention, but none that feel as critical and close to home as child sexual abuse. The Supporter feels compelled to make a difference, and is painfully aware, saddened, and angered by the incidence of abuse. Their heart is primed for giving, but they need to be reached with a compelling story, immediate steps to take action, and a clear understanding of the impact they'll have when they partner with us, over the rest.

---

### VALUE PROPOSITION

"I feel a personal connection with the work that Saprea is doing, and am convinced that they are doing it right."

SECTION 2.0

# Verbal Identity

The bottom half of the page features five horizontal, wavy white lines that create a sense of movement and depth against the dark teal background.

## Section 2.0

### Verbal Identity

#### Overview

Our verbal identity works with our visual identity to express a unique and well-rounded whole. Verbal tools, such as our Brand Voice and key messages, help us write and speak on-brand and clearly communicate our values. This section provides the tools and applications needed to express who we are, what we do, and why what we do matters. We aim to be clear, compelling, and consistent in all our messaging.

# 2.1

## Brand Voice

Our brand voice defines how our brand speaks, allowing us to stand out in a sea of sameness. When writing for Saprea, take great care to keep these qualities in mind. It will help ensure that all of our communications are credible and compelling.

The guardrails listed to the right provide clarity for writers so that they can strike the right tone and achieve what a "compassionate sage" sounds like.

Quick tip: When you don't have this guide before you, you can simply ask yourself, "Does what I'm writing sound like the voice of a compassionate sage?"

Compassionate: Feeling or showing concern for someone who is sick, hurt, poor, etc.

Sage: A profoundly wise individual.

### BRAND VOICE ARCHETYPE: THE COMPASSIONATE SAGE

Our brand voice is represented by the tone of the Compassionate Sage. We speak with great knowledge and expertise on the subjects of child sexual abuse healing and prevention, and we do so in a way that's nurturing, empowering, and thoughtful. While we need to speak to parents, donors, and community members with directness and shed light on the facts, we also need to be mindful of survivors, their healing journeys, and what might trigger a negative reaction. We seek a gentle balance of emphasizing the critical nature of our work, while being careful with how we address the topic among certain audiences.

#### WORD BANK

#### USE THIS...

- Saprea
- sexual abuse
- move forward
- proactive parents
- community
- clinically proven
- learn with others
- reduce the risk
- suffering from the effects
- Community

#### NOT THIS

- SAPREA
- sex abuse
- thrive
- prospective parents
- sisterhood
- expert
- share your struggles
- broken/damaged
- circle of influence

## 2.2

### Sample Headlines

The quickest, most effective way to bring our Brand Voice to life is through headlines. Like the title of a page, a headline appears prominently, catching the reader's attention.

We have provided a bank of headlines here, but their usage will depend on context, audience, and intent. Often paired with compelling images or supporting copy, headlines rarely stand in isolation.

This page represents headlines that are appropriate for all audiences.

ALL

When you support a survivor, you impact an entire community

Child sexual abuse happens in every community. What will you do to fight it?

Use your voice to break the silence.

1 in 5 is a survivor of child sexual abuse. Look around—you're not alone.

Children shouldn't lose their childhood to sexual abuse.



## 2.2

### Sample Headlines

The quickest, most effective way to bring our Brand Voice to life is through headlines. Like the title of a page, a headline appears prominently, catching the reader's attention.

We have provided a bank of headlines here, but their usage will depend on context, audience, and intent. Often paired with compelling images or supporting copy, headlines rarely stand in isolation.

This page represents headlines that are appropriate for all audiences.

ALL

There is hope for every survivor. Change is possible.

Words are powerful. Dialogue is critical.

Resources rooted in research. Support rooted in community.

When you support women, you support entire communities.

## 2.2

### Sample Headlines

The quickest, most effective way to bring our Brand Voice to life is through headlines. Like the title of a page, a headline appears prominently, catching the reader's attention.

We have provided a bank of headlines here, but their usage will depend on context, audience, and intent. Often paired with compelling images or supporting copy, headlines rarely stand in isolation.

This bank of headlines is tailored to prevention audiences.

#### PREVENTION

Child sexual abuse is pervasive—and preventable.

Let's open our eyes and use our voices. Child sexual abuse happens in every community.

Bring child sexual abuse to the surface.

As parents, we must speak clearly, demonstrate bravery, and build confidence.

Hard dialogue is healthy.

## 2.2

### Sample Headlines

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We have provided a bank of headlines here, but their usage will depend on context, audience, and intent. Often paired with compelling images or supporting copy, headlines rarely stand in isolation.

This bank of headlines is tailored to prevention audiences.

#### PREVENTION

Fight against abuse.

1 in 4 girls is sexually abused before they turn 18. That's 1 in 4 neighbors, 1 in 4 playmates, 1 in 4 daughters.

Child sexual abuse is a systemic problem across the globe—but you can stop it from happening in your own backyard.

## 2.2

### Sample Headlines

The quickest, most effective way to bring our Brand Voice to life is through headlines. Like the title of a page, a headline appears prominently, catching the reader's attention.

We have provided a bank of headlines here, but their usage will depend on context, audience, and intent. Often paired with compelling images or supporting copy, headlines rarely stand in isolation.

This bank of headlines is tailored to survivors.

#### HEALING

You don't need to face the trauma of child sexual abuse alone.

Don't lose another day—learn tools to heal.

You know what its like to deal with the trauma of child sexual abuse. We know how to help you heal.

Don't "get over it." We can help you work through it.

## 2.3

### Conversation Starter

The conversation starter is a succinct, single-sentence introduction for our brand. It answers the question, “What is Saprea?” and can be used in conversation to both provide clarity and to encourage further discussion.

Saprea exists to liberate individuals and society from child sexual abuse and its lasting impacts.

## 2.4

### Opening Paragraph

Our opening paragraph allows us to introduce key aspects of our brand, helping our audiences understand who we are and how we differ from other communities.

This paragraph is meant to serve as a guide that can be built on and tailored to fit specific audiences and contexts.

Sample applications include intro paragraphs on marketing brochures and leave-behinds, as well as the 'About Us' section of the website.

Saprea is a nonprofit that's leading the charge against child sexual abuse, shedding light on the issue, and supporting communities around the world in healing and prevention. Backed by a team of clinical experts and a willful community of survivors and defenders, we are liberating individuals and society from child sexual abuse and its lasting impacts. With clinically proven tools and resources, we empower survivors, parents, and community members with the knowledge needed to protect, heal, and overcome.

## 2.5 Key Messages

This serves as an introductory paragraph for the Saprea Retreats, giving people an overview of what to expect and explaining the core benefits of attending.

### THE SAPREA RETREAT

The path that led you here may have been difficult and painful, but you're not alone. The Saprea Retreat is a place where you can feel safe and be surrounded by other survivors who understand your experiences. At the retreat you will learn, set intentions, and move forward in your healing journey.

Led and designed by a team of licensed clinical therapists, our retreat provides education, tools, techniques, and practices for addressing childhood trauma, and experiences to nurture your healing and growth. Our retreats include four days in person, followed by a self-directed online course. The in-person experience lays a foundation for healing that the online course builds on for deeper understanding and application. Because of our generous donors, the retreat experience is free.

## 2.5 Key Messages

This serves as an introductory paragraph to our Support Groups, providing an overview of what to expect and why people should attend.

### SAPREA SUPPORT GROUPS

One of the key aspects to healing from child sexual abuse is connecting with other survivors who understand where you're coming from. Connection is the power that fuels a Saprea Support Group, which is enhanced by the clinically proven tools and resources that nurture your healing. Gathering within this community will not only help you, but will also encourage and empower others in their healing journeys.



## 2.5 Key Messages

This paragraph introduces proactive parents and concerned community members to our prevention resources, helping them understand the problem and encouraging them to take action.

### SAPREA ONLINE PREVENTION RESOURCES

*No one I know would do something like that.*

*This would never happen in my family.*

*There aren't any predators in my neighborhood.*

When it comes to child sexual abuse, many of us feel like our kids aren't at risk. The problem is, they are. Child sexual abuse happens every day, in every community. Research indicates that one in four girls and one in six boys will be abused before the age of 18. And the perpetrators usually aren't strangers—they are the people in your life. At Saprea, we're here to help you protect the children you love from potential threats, as well as the risk of a lifetime of struggles that often follows sexual abuse. Saprea Online Prevention Resources provide helpful guides and evidence-based tools so that you can identify the signs, reduce the risks, and empower your kids with education and support.

## 2.5 Key Messages

This paragraph does a good job of introducing people to our online healing resources and encourages them to read on.

### SAPREA ONLINE HEALING RESOURCES

The impacts of child sexual abuse can be lifelong. No matter where you are on your healing journey, Saprea Online Healing Resources offer clinically proven practices and applicable tools that can help you get through today and prepare you for challenging moments down the road. Our Online Healing Resources are the result of the expertise, research, and experience of our clinical and educational professionals, as well as renowned trauma and healing experts.

## AUDIENCE FRAMEWORK

Saprea's target audiences are very diverse in need and circumstance. Our Audience Framework allows us to highlight each one with detail, touching on who they are, what they need from us, and what we want them to do next. Additionally, each audience is then given a set of key messages and calls-to-action based on their individual needs and what we want them to do next.

This framework is a great guide for understanding the differences between our equally important target audiences and how we should communicate with each one. Keeping the Compassionate Sage in mind, these key messages should steer us in the right direction when crafting messaging and allow us to communicate effectively and on-brand.

## 2.6

### Audience Framework

This paragraph is a summary of the framework developed for Saprea's audience of survivors.

## Survivors

### WHO ARE THEY?

Adults who are survivors of childhood sexual abuse. While they come from different places, backgrounds, and circumstances, many of them share similar challenges in adulthood, from unhealthy relationships to substance abuse and depression. Survivors often feel alone, ashamed, and don't know where to turn for help.

### WHAT DO THEY NEED FROM US?

The trauma associated with CSA can be lifelong and difficult to overcome. Survivors need a safe environment where compassion is combined with knowledge and solutions to help them address their trauma and achieve personal growth. They come to us for evidence-based and high-quality resources, a compassionate community, and effective clinical support.

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### WHAT DO WE WANT THEM TO DO NEXT?

- Go to [www.saprea.com](http://www.saprea.com) or follow us on social media
- Download our resources
- Sign up for a retreat
- Find or start a support group
- Tell your friends about us
- Volunteer

## 2.6

# Audience Key Messages

This serves as an introductory paragraph to our audience framework for survivors.

## Survivors

### CONVERSATION STARTER

Saprea exists to help you heal from the lasting impacts of child sexual abuse.

### NOT SURE?

- Attend a Saprea retreat and build a foundation for post-traumatic growth in our safe and effective healing environment.
- Download our clinically proven resources to address post-traumatic symptoms, learn healing principles, and build a foundation for your healing journey.
- Join a Saprea support group, where you'll have access to clinically-proven tools and a supportive community who understands what it means to be a survivor—and nurture post-traumatic growth.

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### WHAT DO WE WANT THEM TO DO NEXT?

Now that you know the power of a Saprea retreat, share your experience with others who might benefit from our powerful tools and supportive community. We're always expanding our reach and updating our bank of resources. Connect on social media and continue to learn and grow with us.

## 2.6

### Audience Framework

This paragraph is a summary of the framework developed for Saprea's audience of parents/ community.

# Parents/Community

#### WHO ARE THEY?

Proactive caregivers and parents who have encountered something in their environment that heightened awareness of the issue of child sexual abuse. Community leaders who know the problem exists but lack a structured approach to a solution for those they influence.

#### WHAT DO THEY NEED FROM US?

They are looking for empowering resources and tools to reduce the risk of abuse happening to their kids or in their community. They want proven and actionable tips, tools, and conversation starters.

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#### WHAT DO WE WANT THEM TO DO NEXT?

- Go to [www.saprea.com](http://www.saprea.com) or follow us on social media
- Download our resources
- Drive community awareness/teach education courses in their communities
- Volunteer
- Tell their friends about us

## 2.6

### Audience Key Messages

This serves as an introductory paragraph to our audience framework for parents/community.

## Parents/Community

### CONVERSATION STARTER

Saprea exists to help you safeguard children from sexual abuse and its lasting impacts.

### NOT SURE?

- Download our prevention resources and get step-by-step tools for identifying the signs, reducing risk, and empowering your children.
- Because of the taboo nature of this topic, open dialogue is difficult. Help us spread awareness in your community by educating people about the real threats of child sexual abuse and how we can all stand up, take action, and prevent it from happening to our children, friends, and neighbors.

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### WHAT DO WE WANT THEM TO DO NEXT?

Now that you've engaged with Saprea prevention resources, help protect the children in your community by teaching a community education class. Help us spread awareness by sharing on social, telling your friends, and having healthy dialogue with the people around you.

## 2.6

### Audience Framework

This paragraph is a summary of the framework developed for Saprea's audience of individual donors.

# Individual Donors

#### WHO ARE THEY?

Concerned individuals and families who have disposable income and an annual philanthropy budget. They often know someone who has been affected by child sexual abuse or experienced it themselves, so this issue is close to their hearts.

#### WHAT DO THEY NEED FROM US?

They are looking for a world-class, trustworthy organization with proven results. They want to know that their money is going to good use, so they don't want us to feel too large or bureaucratic. They appreciate getting insight into the heart and passion we have for this work and want to hear stories that allow them to connect with our cause on a deep level.

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#### WHAT DO WE WANT THEM TO DO NEXT?

- Go to [www.saprea.com](http://www.saprea.com) or follow us on social media
- Donate
- Attend or host a fundraising event
- Volunteer



## 2.6

# Audience Key Messages

This serves as an introductory paragraph to our audience framework for individual donors.

## Individual Donors

### CONVERSATION STARTER

Saprea exists to liberate individuals and communities from child sexual abuse and its lasting impacts.

### NOT SURE?

When you support Saprea, you're not only impacting the hundreds of women who attend a retreat or a support group—you're impacting their families, their friends, and their entire communities. When you help one, you help many.

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### WHAT DO WE WANT THEM TO DO NEXT?

Our work is making a positive difference in people's lives. Read our survivor stories or watch our videos to hear how your dollars can change a life—and heal an entire community. Donate today and help us protect our daughters, sons, friends, and neighbors.

## 2.6

### Audience Framework

This paragraph is a summary of the framework developed for Saprea's audience of corporate donors.

# Corporate Donors

#### WHO ARE THEY?

Large companies with sizable Corporate Social Responsibility annual budgets. They have a giving strategy and are responsible for finding organizations that will help them meet their priorities.

#### WHAT DO THEY NEED FROM US?

They are looking for a world-class, trustworthy organization with proven results. They require a good deal of communication and reporting and want to see tangible, widespread impact. Corporations like to support hot-button issues, so they like a relevant, impactful topic that will make them look good to their customers and shareholders.

---

#### WHAT DO WE WANT THEM TO DO NEXT?

- Donate
- Attend a fundraising event
- Advocate for the issue
- Fundraise via customers/employees

## 2.6

### Audience Key Messages

This serves as an introductory paragraph to our audience framework for corporate donors.

# Corporate Donors

#### CONVERSATION STARTER

Saprea exists to liberate individuals and society from child sexual abuse and its lasting impacts.

#### NOT SURE?

- Saprea is a well of support, education, and clinically proven tools for preventing and healing from child sexual abuse.
- When you become a Saprea corporate partner, you become an ally to vulnerable communities across the world.
- The lasting impacts of child sexual abuse are palpable. This type of trauma can lead to significant emotional and interpersonal issues, as well as economic, societal, and work challenges.
- When one woman is impacted, her whole world is impacted—and the cumulative impacts can be seen and felt far and wide.

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#### WHAT DO WE WANT THEM TO DO NEXT?

Your partnership will help us in our fight to end the systemic impacts of child sexual abuse. When you support Saprea, you are joining a strong network of committed partners that's working to protect the innocence of the world's children.

SECTION 3.0

# Visual Identity



Saprea's visual identity is a unified system comprising core elements such as brandmark, typography, photography, and color, as well as extended expressions including iconography and graphic linework. This range of tools is designed to be flexible and expandable. To effectively define the Saprea brand, these visual tools must be aligned across every touchpoint, from social media to the website.

## 3.1

### Brandmarks: Centered Brandmark

The primary representation of our brand is our brandmark, which contains both our symbol and our logotype. The centered version stacks both elements. The horizontal version uses the elements side-by-side. Select the brandmark that best matches the spacial requirements of the context.

To ensure legibility at small sizes, always maintain set proportion, and never show the centered brandmark smaller than 0.75 inches or 72 pixels wide.



saprea

## 3.1

### Brandmarks: Horizontal Brandmark

The primary representation of our brand is our brandmark, which contains both our symbol and our logotype. The centered version stacks both elements. The horizontal version uses the elements side-by-side. Select the brandmark that best matches the spacial requirements of the context.

To ensure legibility at small sizes, always maintain set proportion, and never show the horizontal brandmark smaller than 1 inch or 96 pixels wide.



## 3.1 Brandmarks: Symbol

Our symbol is an open and communal abstract mark. The basic shape is a circle—a whole, healing shape. Its petal and leaf-like forms universally communicate the swirling motion of growth. The central core shows a radiating spark of knowledge and hope.

This mark was inspired by the dahlia, which—like Saprea—is both a warning signal and a representation of inner strength, change, and dignity.

It has the potential to become our most recognizable asset and should be used simply and consistently across all communications. It may be used on its own without the logotype, only when our name is present nearby, or when our brand has already been introduced. For example, a front cover of a brochure that has our centered brandmark may show the symbol alone on the back cover.

The symbol and logotype also may be used separately, in nearby context. For example, our logotype at the top of a layout and our symbol marking the brand at the bottom.

To ensure legibility at small sizes, always maintain set proportions, and never show the symbol smaller than ¼-inch or 24 pixels wide.





## 3.1

### Brandmarks: Logotype

Our Saprea logotype is typeset in all lowercase with a hint of serif and a mix of sans. It feels approachable, established, and modern.

It has the potential to become our most recognizable asset, alongside our symbol, and should be used simply and consistently across all communications. It may be used on its own without the symbol, only when our name is present nearby, or when our brand has already been introduced. For example, the menu bar of our website may use our horizontal brandmark, and the footer may only contain our logotype.

The symbol and logotype also may be used separately, in nearby context. For example, our logotype at the top of a layout and our symbol marking the brand at the bottom.

To ensure legibility at small sizes, always maintain set proportion, and never show the brandmark smaller than 0.75 inches or 72 pixels wide.

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## 3.2

### Brand Extensions

Saprea offerings (currently Retreats, Support Groups, and Prevention) do not have their own logos or an official logo lockup. Rather, treat materials that are specialized for any offering in the manner similar to what is shown here.



HEALING

DID YOU KNOW?

*1 in 4 girls*  
will be sexually  
abused before  
age 18.

---

Survivors often experience the traumatic effects of abuse into adulthood. These effects may include:

- Anxiety
- Addiction

### 3.3

## Brandmark Usage: Exclusion Zone

The exclusion zone ensures the legibility and impact of the brandmark by isolating it from competing visual elements such as text and supporting graphics.

The minimum clear space around the centered brandmark is equal to the cap height of the "s" in the logotype (as shown in the diagram). This zone should be considered the absolute minimum safe distance; in most cases, the symbol should be given even more space to breathe.

This exclusion zone rule applies to all versions of the brandmark.



### 3.3

## Brandmark Usage: Exclusion Zone

The exclusion zone ensures the legibility and impact of the brandmark by isolating it from competing visual elements such as text and supporting graphics.

The minimum clear space around the horizontal brandmark is equal to the cap height of the "s" in the logotype (as shown in the diagram). This zone should be considered the absolute minimum safe distance; in most cases, the symbol should be given even more space to breathe.

This exclusion zone rule applies to all versions of the brandmark.



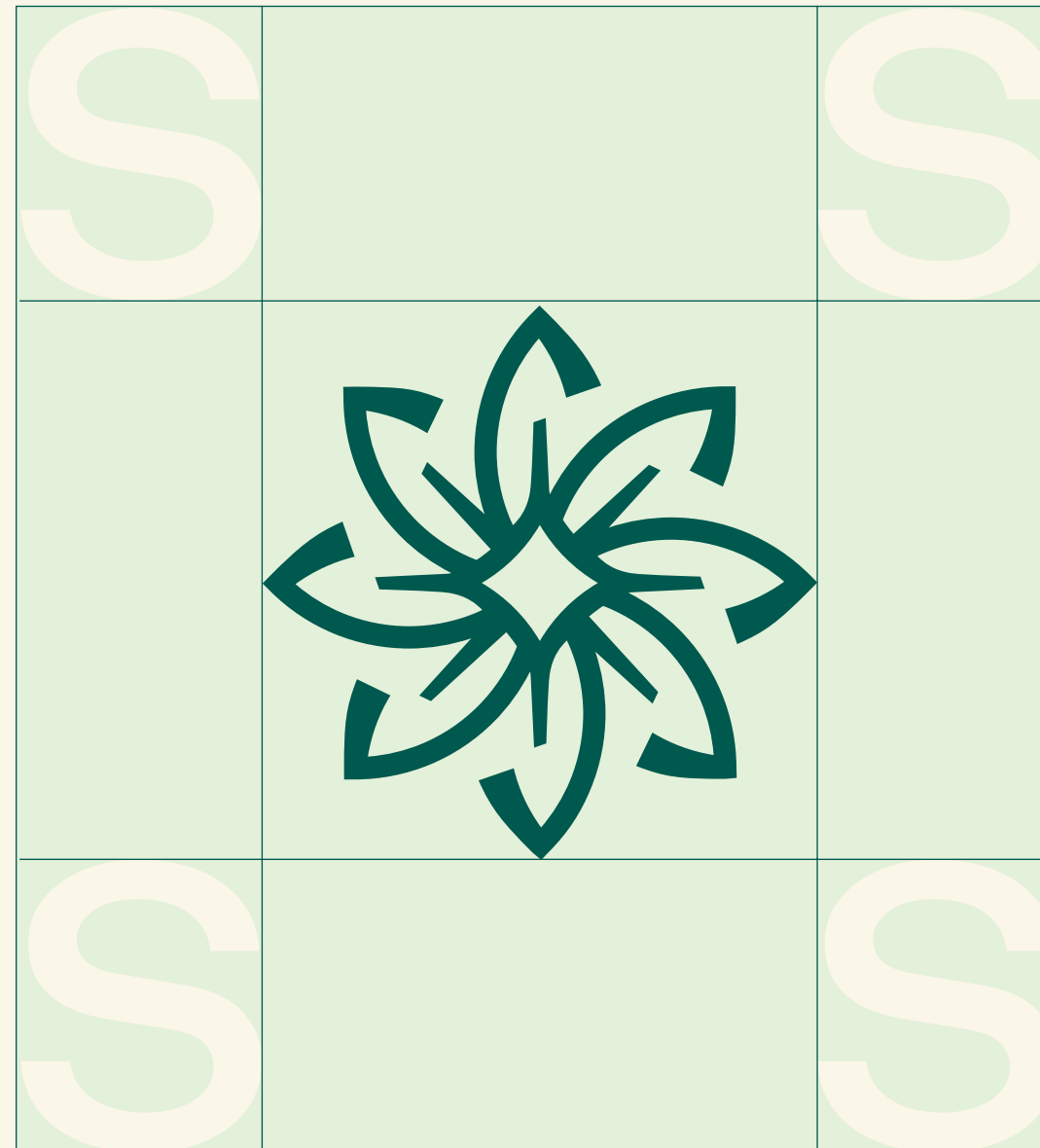
### 3.3

## Brandmark Usage: Exclusion Zone

The exclusion zone ensures the legibility and impact of the symbol by isolating it from competing visual elements such as text and supporting graphics.

The minimum clear space around the symbol is equal to the cap height of the "s" in the logotype (as shown in the diagram). This zone should be considered the absolute minimum safe distance; in most cases, the symbol should be given even more space to breathe.

This exclusion zone rule applies to all versions of the brandmark.



### 3.3

## Brandmark Usage: Exclusion Zone

The exclusion zone ensures the legibility and impact of the brandmark by isolating it from competing visual elements such as text and supporting graphics.

The minimum clear space around the logotype is equal to the cap height of the "s" in the logotype (as shown in the diagram.) This zone should be considered the absolute minimum safe distance; in most cases the symbol should be given even more space to breathe.

This exclusion zone rule applies to all versions of the brandmark.



### 3.3 Brandmark Usage: Colorways

Saprea's brandmark should be rendered in Cream, Mint, Saprea Green, or Evergreen only. When placed on a dark background (Saprea Green, Plum, Burnt Orange, Steel, or Evergreen), the brandmark should be Cream or Mint. Conversely, when placed on a light background (Cream, Mint, Lilac, Light Yellow, or Blue Gray), the brandmark should be Saprea Green or Evergreen.

These color usage rules apply to all versions of the brandmark, wordmark, and symbol.



# 3.4 Color: Palette

Saprea's brand colors serve as the foundational palette that works universally across all media. These colors anchor and balance the brand visually. Refer to the Applications section for specific usage examples.

*Note:* Differences in substrate and process can affect color. Variations in color also may occur on-screen as a result of different screen calibrations and/or software application being used. The CMYK, RGB, and hexadecimal equivalents provided here are guidelines only and should not be considered to provide an exact match. Always proof carefully against the PANTONE Color Standard.

**SAPREA GREEN**  
PMS 561 C / 561 U  
CMYK 91 / 13 / 60 / 53  
RGB 0 / 89 / 78  
HEX #00594E

**CREAM**  
25% TINT OF PMS 7499 C / 7499 U  
CMYK 1 / 2 / 8 / 0  
RGB 250 / 246 / 232  
HEX #FAF6E8

**MINT**  
30% TINT OF 358C / 358U  
CMYK 11 / 0 / 17 / 0  
RGB 227 / 240 / 218  
HEX #E3F0DA

**PLUM**  
PMS 669 C / 669 U  
CMYK 80 / 97 / 0 / 45  
RGB 63 / 43 / 86  
HEX #3F2B56

**BURNT ORANGE**  
CMYK ONLY  
CMYK 0 / 63 / 69 / 0  
RGB 217 / 114 / 72  
HEX #D97247

**STEEL**  
PMS 7545 C / 7545 U  
CMYK 74 / 50 / 31 / 36  
RGB 65 / 84 / 100  
HEX #415464

**LILAC**  
PMS 524 C / 524 U  
CMYK 11 / 21 / 0 / 0  
RGB 213 / 194 / 215  
HEX #D5C2D7

**LIGHT YELLOW**  
PMS 60% TINT OF 134 C / 134 U  
CMYK 0 / 11 / 40 / 0  
RGB 255 / 225 / 164  
HEX #FFE1A4

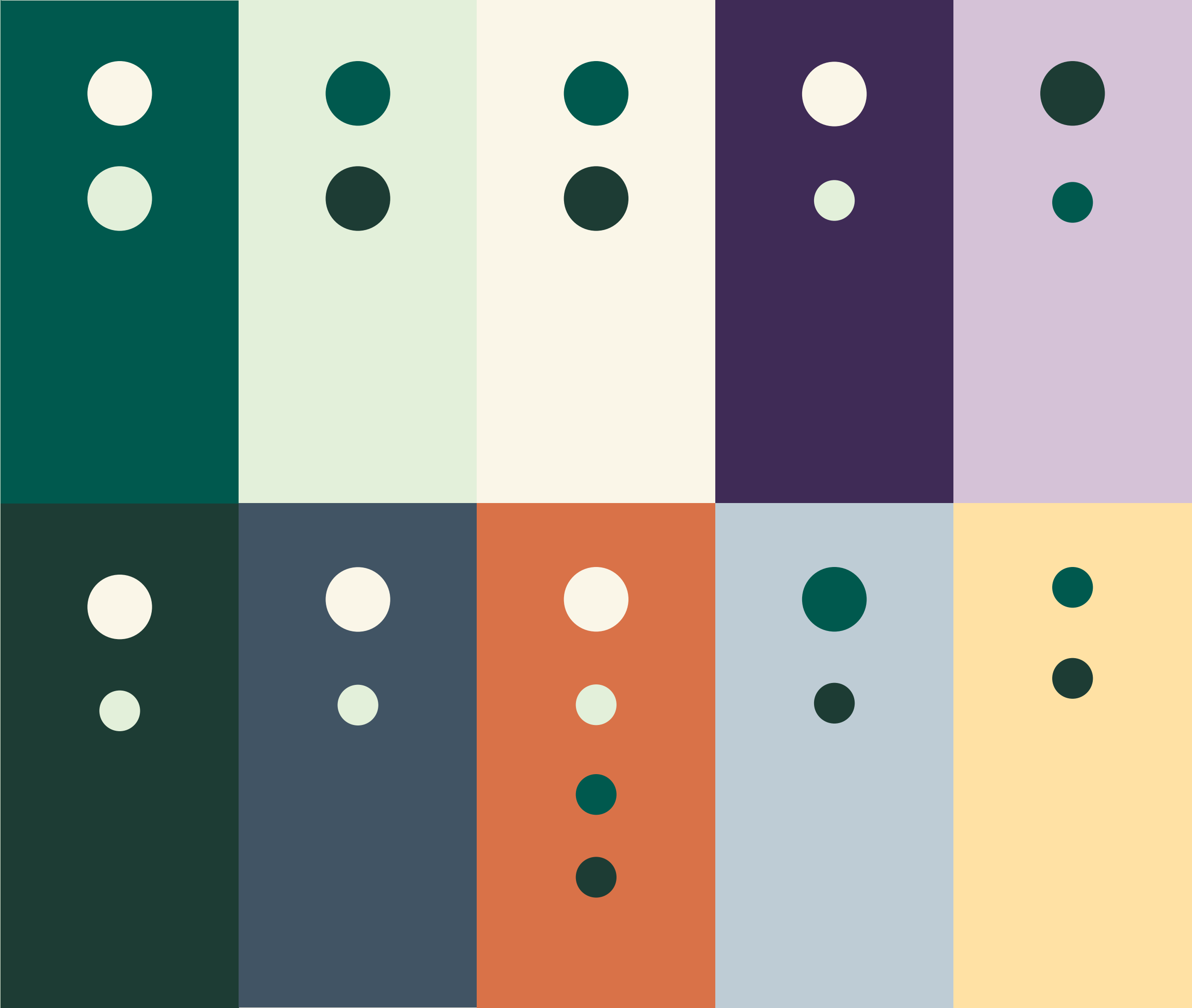
**BLUE GRAY**  
PMS 5455 C / 5455 U  
CMYK 23 / 8 / 2 / 0  
RGB 190 / 204 / 213  
HEX #BECCD5

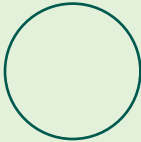
**EVERGREEN**  
PMS 560 C / 560 U  
CMYK 86 / 30 / 65 / 75  
RGB 29 / 60 / 52  
HEX #1D3C34



# 3.4 Color: Usage

These color usage rules should be used for typography color pairings and additional graphic elements. Preferred pairings are designated by the larger circles, while less desirable or less accessible pairings are designated by the smaller circles.



 Preferred Pairings  
All Type Sizes Permitted

 Large Type Sizes Only

## 3.5

# Typography: Overview

Saprea's type suite consists of three typefaces: Domaine Text, Founders Grotesk, and Founders Text. These typefaces create harmony when paired together. Domaine's artful characters are balanced out with the functional modernity of Founders Grotesk.

Commitment to these typefaces will create a consistent and strong identity.

*Small Descriptors:* Use Founders Grotesk Medium in ALL CAPS with tracking set to 120.

*Headings:* Use either Domaine Text Regular or Founders Grotesk Regular, or a mix of both, in titlecase or sentence case. Use italics for emphasis. Do not match font sizes numerically; rather, set sizing so that x-heights are equal.

*Subheadings:* Use either Domaine Text Regular or Founders Grotesk Regular. Do not mix typefaces in subheadings or body copy.

*Body copy:* Use Founders Text most often. Domaine Text and Founders Grotesk also may be used for large body copy.

# saprea

SMALL DESCRIPTOR

Heading A: Domaine Text Regular & *Italic*  
Heading B: Founders Grotesk Regular & *Italic*

Medium Body Copy & Subheads: Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



## 3.5

### Typography: Domaine Text

Domaine Text is used for headlines, subheads, and body copy. When used for headlines and subheads, Domaine should be set in title case or sentence case.

*Licensing:* <https://klim.co.nz/buy/domaine>

#### DOMAINE TEXT

AaBbCcDdEeFfGgHhIi  
JjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz  
1234567890!@£#\$€%&\*?

---

#### WEIGHTS

· Regular, Regular Italic, Medium, Medium Italic

## 3.5

### Typography: Founders Grotesk

Founders Grotesk can be used for headlines, subheads, and body copy. Reference the Applications section for specific examples of typeface usage. Founders Grotesk may be set in title case, sentence case, or uppercase, depending on its usage.

*Licensing:* <https://klim.co.nz/retail-fonts/founders-grotesk/>

#### FOUNDERS GROTESK

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890!@£#\$%^&::+\*?

---

#### WEIGHTS

- Regular, Regular Italic, Medium, Medium Italic

## 3.5

### Typography: Founders Grotesk Text

Founders Grotesk Text is used for longer text paragraphs. It is a neutral, robust typeface that works well at both large and small sizes. Reference the Applications section for specific examples of typeface usage. Founders Grotesk Text should only be used in body copy, nothing else.

Note: Always set body copy in sentence case.

*Licensing:* <https://klim.co.nz/retail-fonts/founders-grotesk-text/>

#### FOUNDERS GROTESK TEXT

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890!@£#\$%^&,:;+\*?

---

#### WEIGHTS

- Regular, Regular Italic

## 3.18

### Mixed Typography

Domaine Text may be paired with Founders Grotesk to create mixed typographic layouts. Type styles will not always be the same point value, so sizes of fonts must share the same x-height.

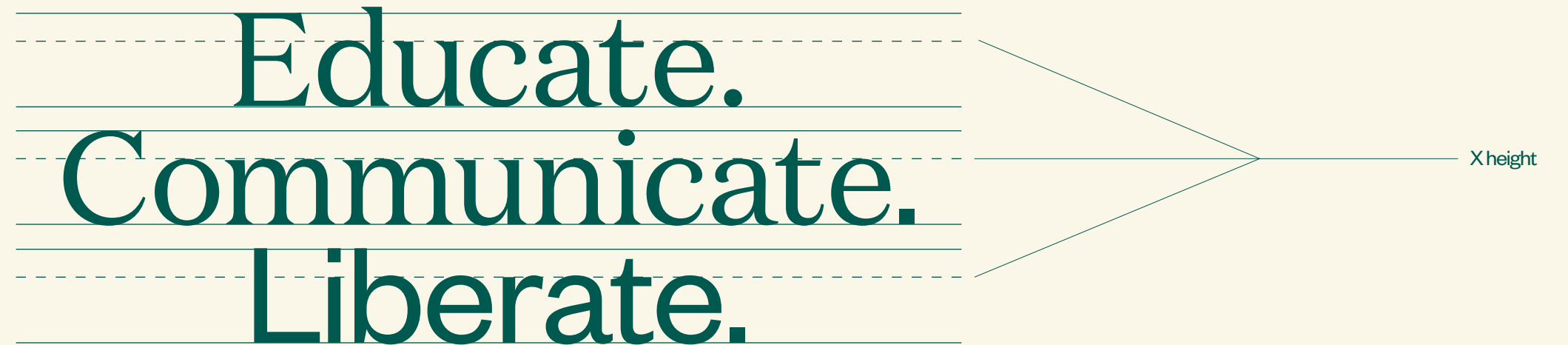
Mixed typography should be used primarily for headings or subheadings, as typeface differentiation can diminish when scaled down.

#### MIXED-TYPE USAGE

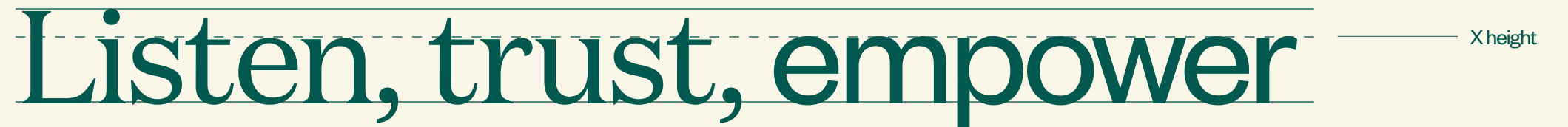
Dialogue is critical



Educate.  
Communicate.  
Liberate.



Listen, trust, empower



## 3.5 Typography: CTA & Button Styles

When buttons are side by side or stacked, make buttons an equal size for consistency. Button styles can vary from outlines to stills, but should remain in Saprea's primary color palette. H2 CTAs on web or emails also may use their active orange color.

### H1 BUTTON STYLE

FOR HEALING

FOR PREVENTION



FOR PREVENTION

FOR HEALING



### H2 BUTTON STYLE

LEARN MORE >

READ MORE STORIES >

## 3.5

### Typography: Google Font Alternates

If Domaine is unavailable, our Google font alternative is Playfair Display. This typeface should be used when our brand fonts are unavailable. This typeface is secondary to Domaine—to be used only when Domaine is not available.

<https://fonts.googleapis.com/css2?family=Playfair+Display&display=swap>

If Founders Grotesk or Founders Grotesk Text are unavailable, our Google font alternative is Roboto. This typeface should be used when our brand fonts are unavailable. This typeface is secondary to Founders Grotesk—to be used only when Founders Grotesk is not available.

[https://fonts.google.com/specimen/Roboto?category=Sans+Serif&preview.text=saprea&preview.text\\_type=custom&preview.size=50](https://fonts.google.com/specimen/Roboto?category=Sans+Serif&preview.text=saprea&preview.text_type=custom&preview.size=50)

#### PLAYFAIR DISPLAY

AaBbCcDdEeFf  
GgHhIiJjKkLlMm  
NnOoPpQqRrSs  
TtUuvwXxYyZz  
1234567890  
!@£#\$%&\*?

#### WEIGHTS

· Regular, Regular Italic, Medium, Medium Italic

#### ROBOTO

AaBbCcDdEeFf  
GgHhIiJjKkLlMm  
NnOoPpQqRrSs  
TtUuVvWwXxYyZz  
1234567890  
!@£#\$%^&::+\*?

#### WEIGHTS

· Regular, Regular Italic, Medium, Medium Italic



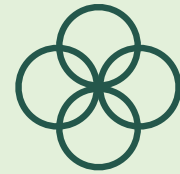
## 3.6 Iconography

Saprea's iconography is constructed in a single color, mono-linear style. Icons may be literal or abstracted representations of services, clinical behaviors, or actions.

---

### SERVICES

Support Groups



Retreats



Online Resources



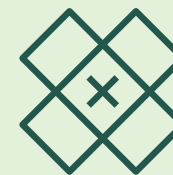
---

### CLINICAL BEHAVIORS

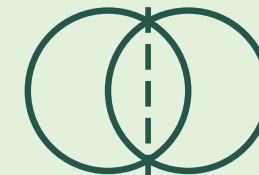
Self-Care



Substance Abuse



Relationship Problems



---

### ACTIONS

Print



Watch Video



Discuss



## 3.6 Iconography: Color Usage

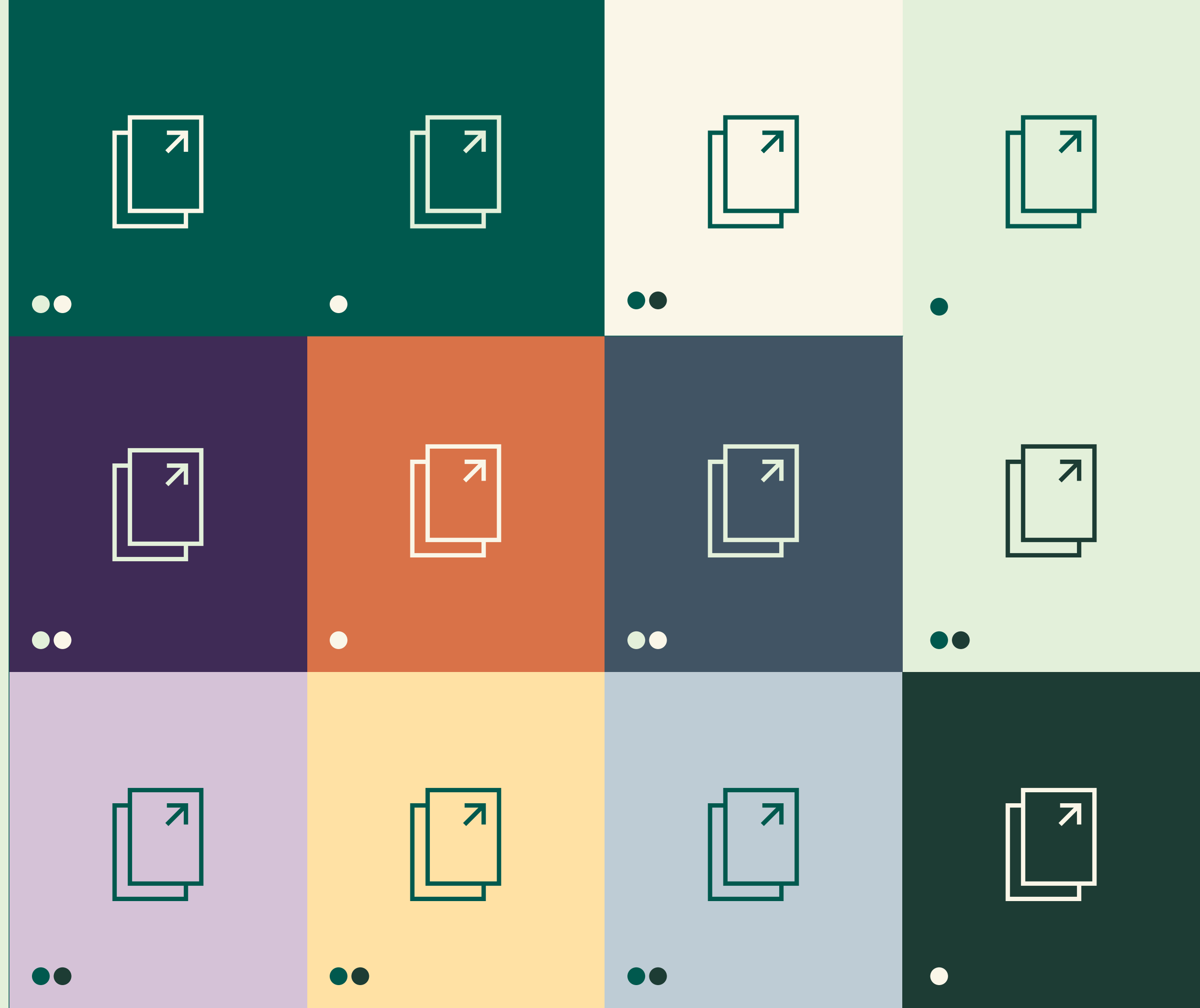
Follow the diagram on this page to determine colorways for icon usage.

Use Cream or Mint icons on backgrounds that are Green, Plum, or Steel.

Use Cream icons when backgrounds are Burnt Orange or Evergreen.

Use Green icons on backgrounds that are Cream, Mint, Lilac, Light Yellow, or Blue Gray. If icons are so small that legibility is of concern, Evergreen icons also may be used on these backgrounds.

Dots designate permitted color usage for iconography; any unlisted color pairings are prohibited.





## 3.7 Photography

### SURVIVORS

The community is the backbone of Saprea and should be reflected in our photography. Let the well-being and creativity of our residents drive photography choices and design decisions.

Something about studio portraits and environmental portraiture too.

### EMPHASIZE

- Male and female survivors
- Aspects of their story
- Honesty and strength through eye contact or natural posing

### AVOID

- Overly posed shots
- Stock photography feel
- Disengaged people





# 3.7 Photography

## SUPPORT GROUPS

Saprea shows this offering through gatherings of people in environments of connection and learning.

## EMPHASIZE

- Naturally lit or brightly lit group settings
- An individual or a moment of connection between a couple of individuals through cropping, which still gives the feel of a group setting

## AVOID

- Stock shots that are clearly of school work or that feel religious
- Poor lighting
- Cluttered spaces





## 3.7 Photography

### PREVENTION CONVERSATIONS

Our prevention photography should primarily feature parents and caregivers engaging with children, teens, or young adults, often in heartfelt conversations..

### EMPHASIZE

- Conversations that feel comfortable and casual
- Families and people of all ages and ethnicities

### AVOID

- Overly staged or posed shots that have an inauthentic or stock photography feel





## 3.7 Photography

### ENVIRONMENTAL/LIFESTYLE

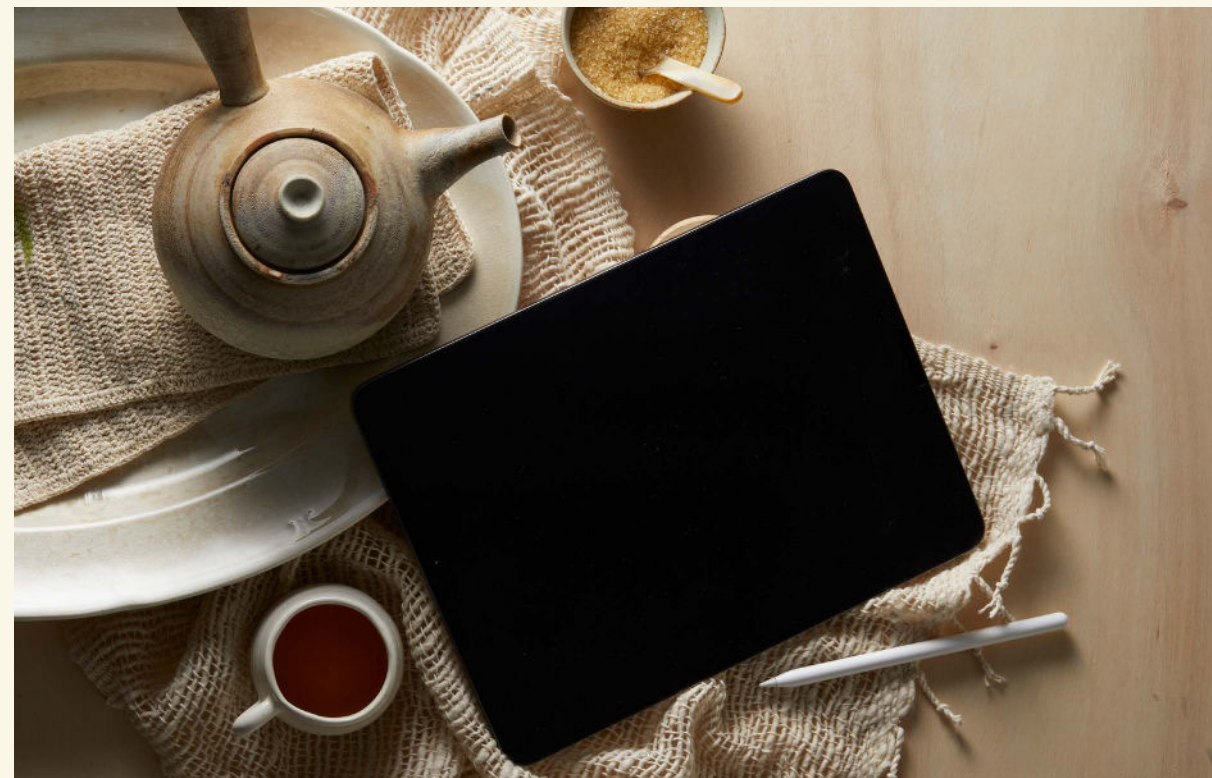
Our environmental photography should primarily feature authentic and organically styled environments when possible.

### EMPHASIZE

- Organic settings or environments that complement the tones of the brand
- When a human element is included, such as hands, represent people of all ages and ethnicities

### AVOID

- Stock photos that feel overly staged.





## 3.7 Photography

### STILL LIFE

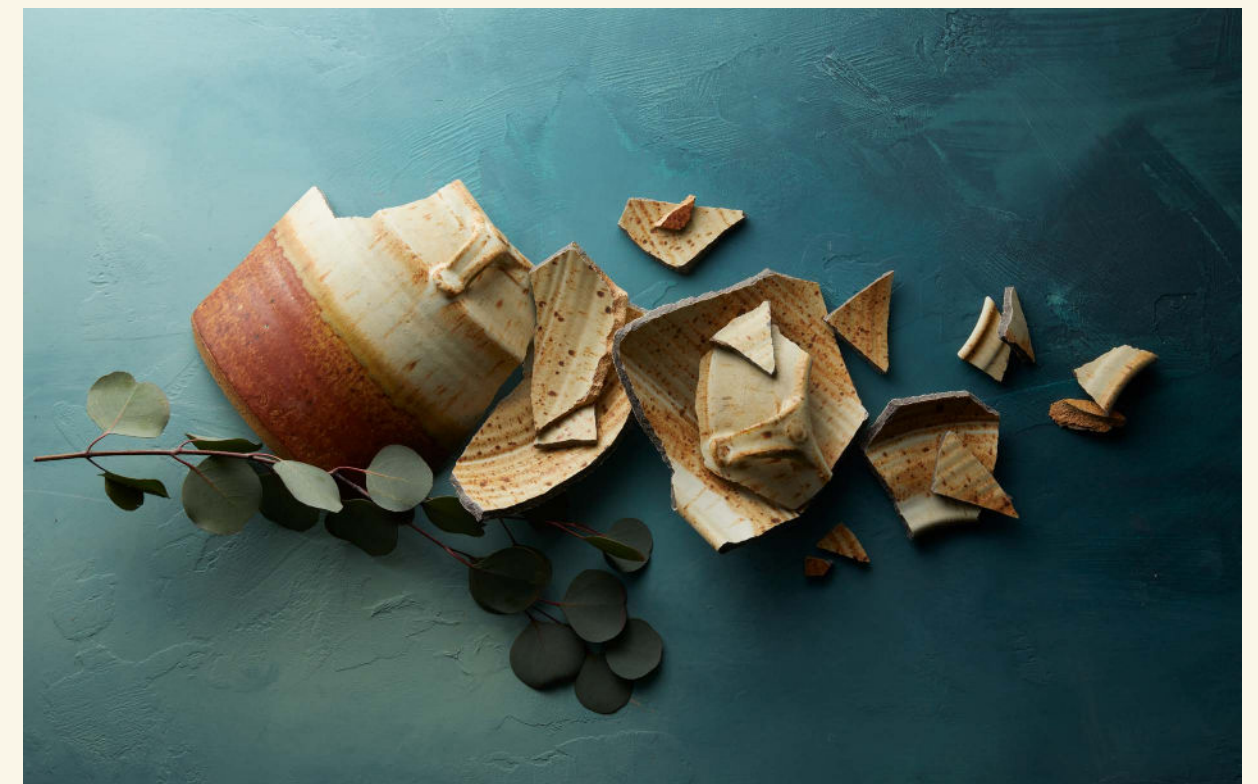
Our still-life photography should primarily feature authentic and organically styled textures and propping for the topic or background use intended.

### EMPHASIZE

- Organic backgrounds and elements that complement the brand's tones and healing activities.
- When a human element is included, such as hands, represent people of all ages and ethnicities
- Authentic textures suggestive of underlying themes of healing qualities such as salt, wood, or art.

### AVOID

- Stark contrasts, harsh, blownout photography, or overly staged shots.





## 3.8 Linework Styles

### GROUNDING LINES AND HAIRLINE BORDERS

When a border is helpful to provide contrast and separation between backgrounds, use hairline weights, most often in Saprea Green. When contrast and separation are not an issue, do not use borders. Using borders too often could create a visual theme of entrapment, when our visual language is most often meant to communicate freedom and openness. Our visual language is meant to communicate clarity, so at times, borders help achieve that goal. If visual clarity can be accomplished with a grounding line rather than a full border, use that.







## 3.9 Graphic Devices

### GRAPHIC DEVICES

Saprea's three graphic devices can be used as accents throughout collateral. They may be used to accent paragraph breaks, as bullet points, or as additional graphic assets when visual interest is needed. These graphic icons follow the same color usage rules as Saprea's iconography.



- Bullet Point
- Bullet Point
- Bullet Point
- Bullet Point



AS A PARENT:

We must speak clearly,  
demonstrate *bravery*,  
and build confidence.



Fact 1:

Lorem Ipsum Dolor Sinat  
Lorem Ipsum Dolor Sinat



Fact 2:

Lorem Ipsum Dolor Sinat  
Lorem Ipsum Dolor Sinat

SECTION 4.0

# Brand Application




## Section 4.0

### Applications Overview

The examples shown in this section help cast vision for a variety of applications. These mock-ups demonstrate both the flexibility and consistency of Saprea's brand identity system. Note the use of the visual tools and messaging components that work together to create an instantly recognizable brand.

## 4.1 Healing One-Pager

 **saprea** HEALING

**DID YOU KNOW?**

*1 in 4 girls*  
**will be sexually  
abused before  
age 18.**

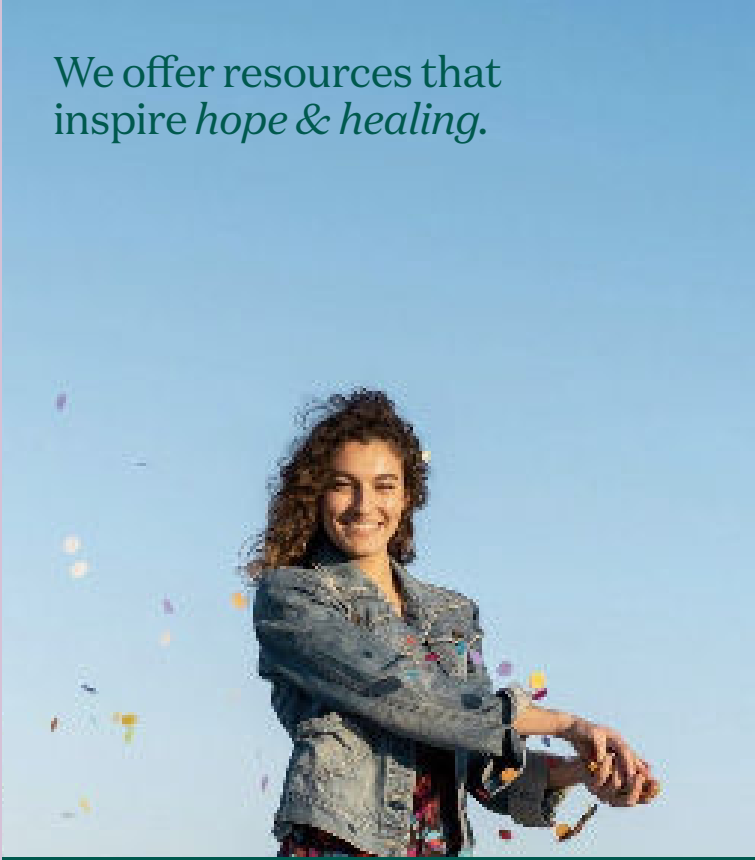
---

Survivors often experience the traumatic effects of abuse into adulthood. These effects may include:


- Anxiety
- Depression
- Flashbacks
- Addiction
- Detachment
- Suicide

---

**We offer resources that  
inspire *hope & healing.***




[SAPREA.ORG/HEALINGRESOURCES](https://saprea.org/healingresources)



**Heal at Home  
with Online Resources**

Survivors learn more about their trauma through our ever-expanding library of resources. Visit [youniquefoundation.org/resources](https://youniquefoundation.org/resources) to learn more.


---



**Heal in Community  
with Support Groups**

Women create a community of healing close to home with our worldwide, survivor-led support groups. Visit [saprea.org/support groups](https://saprea.org/supportgroups) to learn more.

---



**Heal at a Retreat  
with Other Survivors**

A free, four-day retreat where women connect with a community, learn about the effects of trauma, and become empowered to heal. Visit [saprea.org/retreats](https://saprea.org/retreats) to learn more.

## 4.2 Prevention One-Pager



**Stand firm in  
defending your  
child's *innocence*.**

Saprea is dedicated to liberating individuals and society from child sexual abuse and its lasting effects.

**If your child is sexually abused, they face the reality of:**

- Suffering from depression
- Struggling in school
- Burying their pain in substance abuse
- Engaging in unhealthy relationships
- Contemplating suicide

**But you can make a *difference*.**

[SAPREA.ORG/PREVENTION](https://SAPREA.ORG/PREVENTION)

Printables   Charts   Blogs   Videos   Interactives

**Our research-based *resources***  
help you reduce the risk of child sexual abuse.

Talk with your kids today.

If you have any questions about this guide, need additional brand elements, or want to make sure your communication best represents the Saprea guide, please contact Creative Manager, Ashley Giessing, at [agiessing@saprea.org](mailto:agiessing@saprea.org).