



say NO 2 family violence™

Brand Guidelines
Version 1.1

Creating a
consistent
brand

**An organisation's
brand is one
of its most
important assets.
It creates a point
of difference and
must be applied
consistently.**

Say No 2 Family
Violence (SN2FV)
wordmark

say NO
2 family
violence™

Wordmark

The Say No 2 Family Violence (SN2FV) wordmark is a dynamic representation of the services provided by the organisation.

The deep blue colour represents the values of integrity, trust and authority whilst the light tones create a striking point of difference and represents the offer of help, hope and warmth.

The stacked version of the wordmark is the preferred version and should be used where possible in most applications.

HORIZONTAL
WORDMARK

say NO 2 family violence™

STACKED
WORDMARK

**say NO
2 family
violence™**

Wordmark variations

There are several versions of the wordmark which allow it to have flexibility in various applications, backgrounds and colour modes.

POSITIVE COLOUR
BRANDMARK

say NO
2 family
violence™

WHITE REVERSED
COLOUR WORDMARK

say NO
2 family
violence™

POSITIVE MONO
WORDMARK

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WHITE REVERSED
WORDMARK

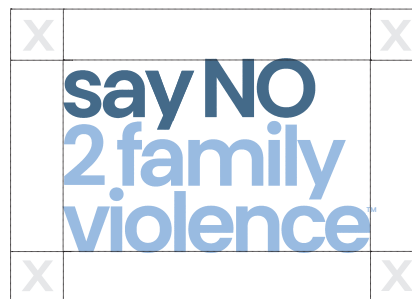
say NO
2 family
violence™

Dimensions & clear space

Clear space refers to the area around the wordmark into which no other element should extend.

Allowing sufficient clear space enables the wordmark to have maximum presence. Therefore it is highly recommended to allow more than the minimum clear space wherever possible.

The recommended clear space indicated with the 'x' is the equivalent of the height of the capital 'M' in the wordmark.



20 mm

say NO
2 family
violence

Minimum size

Minimum size refers to the smallest recommended size the wordmark should appear.

The SN2FV wordmark should not appear smaller than 20mm wide in print applications, and 60 px wide in digital applications. The 'stacked' format should be used in minimum size applications.

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Background application

The SN2FV wordmark should only ever be placed on backgrounds that provide good contrast and legibility, ensuring that it always has maximum presence.

ON A BUFF OR WHITE
BACKGROUND USE THE
DEEP BLUE AND GREY
COLOUR WORDMARK

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ON AN INTERMEDIATE
BACKGROUND USE THE
REVERSED WORDMARK

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ON A DARK BACKGROUND
USE THE REVERSED
WORDMARK

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2 family
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Colour usage

Primary Colours

The primary brand colours are those used in SN2FV wordmark - Sky Blue and Deep Blue. These colours should be the dominant colours in any digital or print applications.

Secondary Colours

The Buff, Pale Blue and Mid Blue should be considered secondary colours and used when highlights, accents or separation panels are required in digital and print applications. The Red should be used as an accent colour only - to highlight critical information or calls to action.

SKY BLUE

C38 M17 Y01 K00

R153 G187 B225

HEX #99BBE1

PMS 283C

DEEP BLUE

C79 M754 Y30 K08

R68 G106 B137

HEX #446A89

PMS 653C

BUFF

C07 M02 Y03 K00

R234 G241 B243

HEX #EAF1F3

PMS 656C

PALE BLUE

C16 M06 Y06 K00

R211 G224 B230

HEX #D3E0E6

PMS 642C

MID BLUE

C70 M41 Y24 K00

R89 G131 B162

HEX #5983A2

PMS 5415C

RED

C00 M94 Y90 K00

R237 G52 B46

HEX #F3EFE6

PMS BRIGHT RED C

Typography

The SN2FV brand typeface is the Poppins family of fonts.

Poppins Bold is used for display headlines and callouts.

Poppins Medium is used for subheadings. All body copy and text is to be set in Poppins Light, Regular or Medium.

Poppins is a Google Font. This means it is available for free download and license from the Google Fonts website as desktop and web font files. When Poppins is unavailable use only Arial or Helvetica.

Poppins

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%&*()+-.,?**

Poppins Light / Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%&*()+-.,?

Poppins Regular / Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%&*()+-.,?

Poppins Medium / Medium Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%&*()+-.,?**

Poppins Bold / Bold Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%&*()+-.,?**

Alternate Typefaces

For Word, Powerpoint and other internally created documents use Arial or Helvetica as an alternative to Poppins

Image library

There is a library of royalty free stock imagery available for use on SN2FV printed and digital applications.

Please contact the organisation for access to this library.



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Signage applications

Shown here are a number applications of the wordmark on temporary and display signage.





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Signage applications 2

Shown here are a number
applications of the wordmark on
temporary and display signage.



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