NO MÁS

JUNTOS PODEMOS PONER FIN A LA VIOLENCIA DOMÉSTICA Y AL ABUSO SEXUAL

STYLE GUIDE
UPDATED SEPTEMBER 2015

WHAT'S INSIDE

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ABOUT NO MÁS

NO MÁS is a collaboration of individuals, programs and organizations around the United States who are taking action to increase awareness and visibility to prevent and end domestic violence and sexual assault. A national initiative in partnership between Casa de Esperanza: National Latin@ Network and NO MORE, NO MÁS is exemplified by a signature blue vanishing point originated from the concept of a zero—as in "no more" domestic violence and sexual assault anywhere in our relationships, families, and communities.

Through NO MÁS, we challenge the mindset and behaviors that lead to this violence and encourage parents and community to talk with our youth to prevent violence. In the Latina and Latino community, our values include love, affection, and kindness as well as respect and equity grounded in strong family bonds and community. Violence does not reflect these values and we say NO MÁS!

THE NO MÁS LOGO

The logo is the visual embodiment of our shared goal: promoting an end to domestic violence and sexual assault in the Latina and Latino community.

Multiple iterations of logo are available for you to use, depending on your specific application. You can view those options in the following pages.

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THE VANISHING POINT ICON

Far more than an ordinary blue circle, the Vanishing Point is a powerful and positive icon that visually encapsulates NO MÁS.

- Its infinite and all-encompassing circular form represents the global community working together without boundaries

- It's a safe place where we all converge to lend support to those affected

- It's a light at the end of the tunnel, providing a view into a future free of domestic violence and sexual assault

- It's a definitive end, akin to punctuation closing a statement or a thought

THE TAGLINE

Our tagline is our rallying cry:

Juntos Podemos Poner Fin a la Violencia Doméstica y Abuso Sexual.

The NO MÁS tagline is a clear and compelling statement, wholly inclusive and universally understood regardless of gender, ethnicity, age, geographic location, or economic background.

Using the tagline as often as possible will provide important context and help expedite the process of educating the community about NO MÁS.
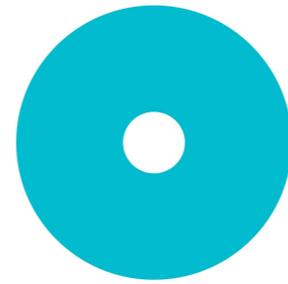
NO MÁS
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stacked logo with tagline

NO MÁS
JUNTOS PODEMOS PONER FIN A LA VIOLENCIA DOMÉSTICA Y AL ABUSO SEXUAL

in-line logo with tagline

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in-line logo M with tagline

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in-line logo L with tagline

LOGO USAGE DON'TS

1. Don't change the orientation

2. Don't change the colors

3. Don't place the logo on a busy background

4. Don't crop the logo in any way

5. Don't create your own tagline lockups*

6. Don't add effects to the logo (i.e. shadow effects, mirror effects, etc.)

7. Don't embellish the logo (don't add anything, such as flowers or aloha print)

8. Don't stretch, squeeze, or distort the logo

9. Don't use the logo on similarly-colored backgrounds

10. Don't embed the logo within a block of text

11. Don't add an outline to the logo

12. Don't bevel or emboss the logo

* A lockup is the final form of a logo with all of its elements locked in their relative positions. For the sake of maintaining consistency in all mediums, the lockup should not be taken apart or altered in any way. A good lockup will create a sense of cohesion between the elements.

THE COLOR PALETTE

A brand's color is its calling card. Our proprietary colors are the NO MÁS blue and the NO MÁS gray. Each of these colors has been custom-formulated to be completely unique to NO MÁS. Use them at their full intensity or tint them back to provide a range of tones.

Please note there are no Pantone® or other color book equivalents to the NO MÁS Blue and the NO MÁS Gray.

Avoid using full-intensity black in NO MÁS communications as the connotation of black and blue can be seen as negative.

Do not change the logo colors as they are an important aspect of branding and recognition.

NO MORE BLUE

C 73.7
M 0
Y 20
K 0

R 0
G 188
B 206

NO MORE GRAY

C 12.63
M 0
Y 0
K 59.29

R 112
G 125
B 133

ACCENT COLOR PALETTE

NO MORE Blue and NO MORE Gray should account for the majority of color usage in our communications.

The accent colors presented here provide a selection of deep and light complementary tones intended to extend the visual range of the NO MORE palette.

These colors must be used sparingly alongside colors in the NO MORE palette and may not be used on their own under any circumstances.

PMS 431 DARK GRAY	PMS 429 LIGHT GRAY	PMS 315 DARK TEAL	PMS 636 LIGHT BLUE
C 45	C 21	C 100	C 38
M 27	M 11	M 8	M 0
Y 17	Y 9	Y 18	Y 5
K 51	K 22	K 38	K 0
R 94	R 165	R 0	R 144
G 106	G 172	G 105	G 215
B 113	B 175	B 131	B 231

TYPOGRAPHY

Two typefaces have been chosen for NO MORE: Din 1451 Engschrift and Gotham Narrow.

Used in conjunction, they convey the bold, smart and inclusive tone reflective of our initiative.

Din 1451 Engschrift is a powerful, compressed typeface and may be used for headlines, subheads and other featured content. Headlines should be rendered in all capital letters.

Gotham Narrow is a versatile, highly-legible sans serif typeface and may be used for accent text and blocks of body copy. Body copy rendered using Gotham Narrow should be set in upper and lower case. Accent text may be set in either case configuration.

Use Gotham Narrow only in the weights listed here. Avoid using all capitals and heavier weights as this will cause visual discrepancy with Din 1451 Engschrift.

DIN 1451 ENGSCHRIFT

AaBbCcDdEeFfGg
1234567890&!()@

GOTHAM NARROW

AaBbCcDdEeFfGg
1234567890&!()@

Gotham Narrow Book   *Gotham Narrow Book Italic*
Gotham Narrow Medium   *Gotham Narrow Medium Italic*
Gotham Narrow Bold   *Gotham Narrow Bold Italic*

Vendis esci aut asperum fuga vid unt fuga. Et lauditem endant. Alictur secum rehendae aribus aliati dolut hil imenda sunt et omnit aspicillori tenistia dem quaepel lautasi ncipsam hilit, quo et ipitate molut alia pla denis qui blaborem inctem diam inve ligendic tem faccum volo destiaectur, quis dolo explam liquat, consedit plabor sam idebit utet et laborepuda imus.

ALTERNATIVE TYPOGRAPHY

If you have difficulty finding or paying for the fonts highlighted in the previous page, we encourage you to look at the following alternatives. There are two Google fonts that pair well with the NO MÁS branding. They are Oswald and Lato, and since Google fonts are *open source*, meaning they are free to use, you will be able to find them at www.google.com/fonts

Oswald regular
1234597890!@()
Oswald light
Oswald bold

Lato regular
1234567890!@()
Lato light
Lato bold

QUESTIONS?

If you have any questions, please do not hesitate to contact
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