



WOMEN AGAINST ABUSE
iPledge® Campaign
Toolkit Styleguide

PROUDLY SUPPORTED BY:



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Welcome to the iPledge® Campaign Toolkit!

The *iPledge Campaign* is a social awareness initiative that engages the community in taking a stand against domestic violence. Launched in 2008 by **Women Against Abuse**, the mission of *iPledge* is to inform the public about the ways in which they can have a **meaningful impact** in shaping attitudes about domestic violence and ultimately preventing abuse.

We hope you enjoy this step by step guide for getting involved in the effort to end domestic violence. We've designed this toolkit for you to be able to **take action** in your own community, whether that is a school, workplace, neighborhood, community group, place of worship or home.

Ending relationship violence requires a collective effort by each of us. **Sign the pledge** at iPledgeWAA.org and then use these tools and resources to live the pledge!

WHILE WE ENCOURAGE WIDESPREAD USE OF OUR FREE, DOWNLOADABLE IPLEDGE CAMPAIGN TOOLKIT AT www.iPledgeWAA.org, IT IS IMPORTANT THAT THESE GUIDELINES ARE FOLLOWED TO ENSURE THE QUALITY OF MESSAGING AND CONSISTENCY OF THE IPLEDGE BRAND. THANK YOU FOR JOINING US IN THIS LIFE-SAVING WORK!

Messaging

We're so glad you are helping to spread the iPledge® message. Abuse is **never** the victim's fault, so messaging should not appear to blame the victim or survivor. Instead, aim for language that is **empowering!** See our **Talking Points** and **Myth Busters** handout for more specific information related to messaging.

Also, *iPledge* is a nonpartisan campaign, so reference to *iPledge* or use of its graphics should not appear to support a particular political party, elected official or candidate.



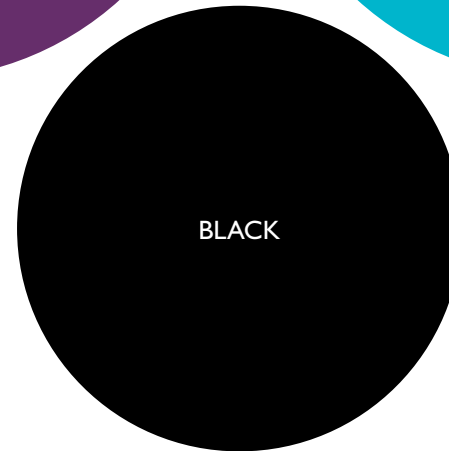
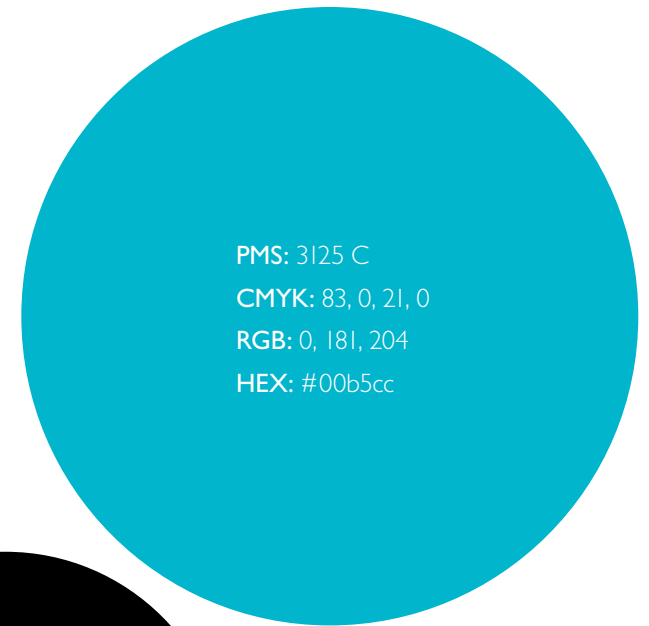
Photos & Videos

Photos and videos are a dynamic way to communicate the iPledge® message. Please be sure that the images and videos you use are appropriate. They should never be graphic or include injuries sustained by domestic violence, as these can be triggering to survivors that view them. Instead, we encourage the use of visuals that *convey hope, compassion and empowerment.*



Color Palette

The colors of the iPledge® identity are a key element of the Campaign's brand. We've included the color codes you may need to recreate *iPledge* materials.



Typeface

The iPledge® Campaign uses **Gill Sans** typeface. Consistent use of the specified fonts will help ensure the look of the *iPledge Campaign* across print materials. For OS X applications use Gill Sans. For Microsoft applications use Gill Sans MT.



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

Gill Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

Gill Sans Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&()*

Gill Sans Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&()*

Gill Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

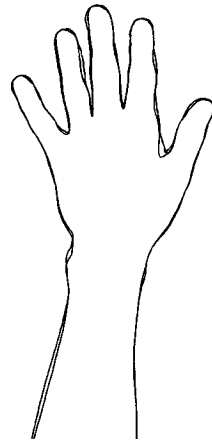
Graphics

The iPledge® graphics are hand drawn creations, so we ask users not to alter them in any way. Please use the official iPledge color palette. There can be no change to orientation, cropping, placing the mark on a busy background, no embellishments, and no stretching or squeezing the size.

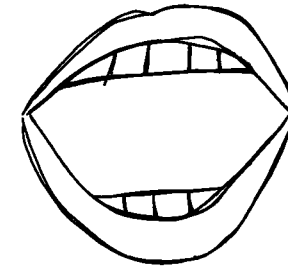
And remember to use care with what the iPledge graphics are placed on, particularly since they incorporate a hand print.

I PLEDGE®...

iPledge Header



iPledge Raised Hand



iPledge Mouth

I PLEDGE...
not to raise
my hand
in violence.

iPledge–Pledge 1

I PLEDGE...
to raise my voice
against violence.

iPledge–Pledge 2

Co-Branding & Use of Graphics

Co-branding iPledge® with your own logo widens our reach and is encouraged; however, please do not alter or add to the iPledge identity elements.

TEEN DATING VIOLENCE
Let's Talk About it.

WOMEN AGAINST ABUSE
ADVOCACY IN ACTION

Nearly 1.5 million U.S. high school students experience physical abuse from a dating partner in a single year.

Call: 1.866.331.9474
Text: 'LOVEIS' to 22522
Visit: Loveisrespect.org

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Text: 'LOVEIS' to 22522
Visit: Loveisrespect.org

FINANCIAL
Using money or gifts to control you, or controlling your money.

TYPES OF ABUSE

PHYSICAL	EMOTIONAL	SEXUAL	FINANCIAL
Any intentional and unwanted contact with you that may cause bodily harm or that make you afraid.	Undermining your confidence, provoking intimidation and humiliation, isolation and stalking.	Any action that pressures, coerces, or forces someone to do something sexually. Includes not respecting your sexual boundaries.	Using money or gifts to control you, or controlling your money.
Doesn't have to leave marks	Abuse often starts here	Includes restricting birth control	Can be very subtle

SHEER NUMBERS

- 1-in-10 High school students have been purposely physically hurt by a dating partner
- 1-in-4 High school girls have been victims of physical or sexual abuse
- 70% College students say they've been sexually coerced

TECHNOLOGICAL ABUSE

33% 1-in-3 Adolescents is a victim of dating violence

vs

81% Parents Don't believe teen dating violence is an issue

1-in-4 Teens have experienced technological abuse

Using technology like texting or social media to bully, harass, stalk, or intimidate a partner

- Monitoring cellphone activity
- Using social media to keep tabs
- Pressuring to send or receive explicit messages or images
- Steals or demands passwords

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Ads

Sizes in color and black & white:

Full Page: 8.5" x 11"

1/2 Page (Vertical): 4.25" x 11"

1/2 Page (Horizontal): 8.5" x 5.5"

1/4 Page: 4.25" x 5.5"

I PLEDGE...

to raise my voice against violence.

Speak up and make your voice heard. Take action against domestic violence by choosing not to remain silent. Make your pledge today.

iPledgeWAA.org
WOMEN AGAINST ABUSE
ADVOCACY IN ACTION

PROUDLY SUPPORTED BY: **verizon** wireless

#iPledgeBecause

PLACE YOUR LOGO AND EVENT INFORMATION HERE

I PLEDGE...

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iPledgeWAA.org
WOMEN AGAINST ABUSE
ADVOCACY IN ACTION

PROUDLY SUPPORTED BY: **verizon** wireless

#iPledgeBecause

PLACE YOUR LOGO AND EVENT INFORMATION HERE

Signage

Our **#iPledgeBecause** sign can be downloaded, cut out and used in selfies on your social media channel of choice! Share your reason for pledging and urge your friends to sign on too.



Fact Sheet

Fact sheets about relationship violence can be reproduced for widespread distribution.

TEEN DATING VIOLENCE

Let's Talk About it.



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ADVOCACY IN ACTION

Nearly 1.5 million U.S. high school students experience physical abuse from a dating partner in a single year.

Call: 1.866.331.9474
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PLACE LOGO HERE

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<i>Doesn't have to leave marks</i>	<i>Abuse often starts here</i>	<i>Includes restricting birth control</i>	<i>Can be very subtle</i>

SHEER NUMBERS



1-in-10

High school students have been purposely physically hurt by a dating partner



1-in-4

High school girls have been victims of physical or sexual abuse



70%

College students say they've been sexually coerced

33%

Adolescents is a victim of dating violence

vs

81%

Parents Don't believe teen dating violence is an issue

TECHNOLOGICAL ABUSE



Using technology like texting or social media to bully, harass, stalk, or intimidate a partner

- Monitoring cellphone activity
- Using social media to keep tabs
- Pressuring to send or receive explicit messages or images
- Steals or demands passwords

1-in-4 Teens have experienced technological abuse



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Signature Flyer

Customize this flyer to promote your own pledge signing drive.



The flyer features a purple header with the text "I PLEDGE..." in a white, distressed font. Below the header, there is a white background with a faint pattern of lips. The main text reads: "The iPledge Campaign calls on YOU to take a stand against domestic violence. Join the thousands of individuals who have signed our pledge against violence." Below this, there is a line for "organization name" followed by "is hosting an iPledge® signature drive." There are also lines for "Date:" and "Location:". The central section is titled "SIGN THE PLEDGE" and contains six rows of "Name" labels with horizontal lines for signatures. At the bottom, there is a paragraph of text about domestic violence, the website "www.iPledgeWAA.org", the hashtag "#iPledgeBecause", the Verizon Wireless logo, the Women Against Abuse logo, and a dashed box labeled "PLACE LOGO HERE". The footer includes the copyright notice "© 2015 Women Against Abuse, Inc."

I PLEDGE...

The iPledge Campaign calls on YOU to take a stand against domestic violence. Join the thousands of individuals who have signed our pledge against violence.

_____ is hosting an iPledge® signature drive.
organization name

Date: _____ **Location:** _____

SIGN THE PLEDGE

Name _____ Name _____

Name _____ Name _____

Name _____ Name _____

Name _____ Name _____

Name _____ Name _____

Name _____ Name _____

Name _____ Name _____

Domestic violence is a public health epidemic that affects 1 in 3 women across the United States. *But it doesn't stop there.* This is an issue that impacts you, your family, your neighborhood, your workplace, and your community. And ending domestic violence will require your help.

www.iPledgeWAA.org #iPledgeBecause

PROUDLY SUPPORTED BY:  

PLACE LOGO HERE

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Letterhead



E-mail Template (Plain Text)

Feel free to use all or part of this introductory email template to launch your own iPledge® Campaign.

I PLEDGE...

INTRODUCTORY EMAIL TEMPLATE

Instructions: Please adapt a version of the notes below as needed and distribute to your networks

Dear *Insert Name*,

Domestic violence is a public health epidemic that affects 1 in 3 women across the United States. But it doesn't stop there. This is an issue that also impacts **You** and has widespread implications for our entire community, workforce, emergency rooms, the courts, and the behavioral health sector.

The Women Against Abuse *iPledge Campaign* calls on the community to take a stand against domestic violence. The mission of *iPledge* is to inform city residents about the ways in which they can shape attitudes about domestic violence and ultimately prevent intimate partner abuse. More than 3,000 people have signed a pledge against violence through this campaign.

Name of Individual/Group/Organization is excited to add to these numbers by hosting an *iPledge Campaign* event on *date* at *location*. We are seeking to obtain **xxx pledge signatures!**

Add customized details regarding event.

I/We urge you to join us by signing the pledge at www.iPledgeWAA.org and *insert any other requests*. Together, we can end domestic violence!

Sincerely, *Insert Name*

www.iPledgeWAA.org
#iPledgeBecause

Philadelphia Facts

- Domestic violence is a major epidemic in our city, where the police respond to more than 100,000 9-1-1 calls that are domestic in nature each year.
- Women Against Abuse—which operates the only domestic violence safe havens in Philadelphia—was forced to turn away more than 12,000 requests for shelter last fiscal year due to lack of space.

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For more information about
iPledge® or this toolkit contact:

Women Against Abuse
info@womenagainstabuse.org
215.386.1280