Brand guideline for the global campaign and Solutions Summit Series
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Together to #ENDviolence is a global campaign and Solutions Summit Series to inspire the end violence against children community and catalyse the political and financial commitments needed to end violence against children by 2030.

The Together to #ENDviolence logo is simple and bold. The coloured circles represent the 17 colours of the Sustainable Development Goals (SDGs) and the seven colours of the INSPIRE Strategies. This shows the unified partnership amongst all the organisations and partners working together to end violence against children.

The logo is used in white on a purple background and purple on a white background. The circles do not change colours or forms no matter what.

The logo is used consistently throughout the materials to retain recognition. The logo should be used as is and should not be modified or altered in any way.

Contact communications@end-violence.org for the logo.
To protect the visual integrity of the logo, nothing is to appear within the clearance zone, which equals the width of the capital letter T from "Together" in the logo. This intentional spacing ensures the logo is always legible.
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**Logo**

colour palette

The leading and primary colour is purple. The logo should always be in purple or in white.

The secondary colour is orange.

The remaining colours are those from the circles underneath the logo, which represent both the SDGs and the INSPIRE Strategies.
Logo co-branding

When the Together to #ENDviolence logo appears alongside the logo of another organisation, the logo is scaled to have the same optical size. The size relationship and spacing is measured using the capital letter T of the word "Together".

When the logos are next to each other, the letter T is tripled and used for spacing. See the example on the top right.

When the logos are vertically stacked, a single letter T is used to measure spacing, starting at the bottom of the logomark.
Logo hierarchy

The Together to #ENDviolence logo should always appear next to the End Violence logo. For documents and materials, please use the standard template with both logos (see image on the top left).

When you are organising or co-organising an event, your logo and the logos of your partners should appear under the text, “Co-convening with” This hierarchy showcases the event as a Together to #ENDviolence contribution, while still amplifying the work of you and your partners.

Contact communications@end-violence.org for the Together to #ENDviolence logo and the End Violence logo.

Please see examples on the right.
Logo don'ts

On the right are examples of incorrect logo usage.

Don'ts:
- Do not change the colour of the name in the logo
- Do not put the logo on a same colour background
- Do not apply a drop shadow
- Do not change the colours of the circles
- Do not stretch or alter the shape of the logo
- Do not change the stack of the logo text
- Do not mask the text or circles
- Do not rotate the colours in the circles
Logo on imagery

Ensure the logo is legible and clearly visible on photographs.
When using a lighter image use the purple logo and when using a darker image use the white logo.
See examples on the right.
Typography

Proxima Nova is the font used at all time.
1. Proxima Nova Black is used for titles, call-out numbers, letters and symbols.
2. Proxima Nova Bold is used for headlines and to highlight body text.
3. Proxima Nova Regular is used for body text.

Proxima Nova is an open source font.
Download the correct font to ensure it works. Please double check against this page to ensure your typography is correct.
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Typography use

Proxima Nova Bold for titles

Proxima Nova Bold to highlight important text

Proxima Nova Bold to highlight important text like numbers or list

Proxima Nova Regular for body text

Violence against children is universal and affects one billion children a year.

That’s an epidemic of violence and abuse that undermines all other investments in children, including in their health and education, with long-term consequences for individuals, families and communities. The pre-COVID-19 economic cost of violence against children (VAC) has been estimated at between 2-3% of GDP.

Despite the global scale and national impact of VAC, and the widespread availability of evidence-based solutions such as the IN-FIRE strategies, political attention is lacking and financial resources are inadequate. As a community, we must step-up our collective efforts to make the human and economic case for investment and catalyse the political and financial commitments necessary to get to zero. And, we need to do so in the context of COVID-19.

Together to #FEndviolence is an urgent call to action as we enter the Decade of Action on the Sustainable Development Goals (SDGs) and consider how to build back safer for children both during and beyond the COVID-19 pandemic. It is an End Violence Partnership 18-month global campaign, incorporating a virtual Solutions Summit Series. The goal is to elevate the issue of VAC to be a global priority and catalyse the political and financial commitments needed to end VAC at home, online, at school and in communities, and sustain momentum as we move into a phase of accountability and country by country progress.

The campaign and virtual Solutions Summit Series will bring the growing end violence community together for the first time since the Solutions Summit in Sweden in 2018, strengthen existing partnerships and forge new alliances. The collective capabilities, capacities and networks of the End Violence Partnership will join forces to deliver change for children.

Together to #FEndviolence objectives

1. Elevate EVAC as a global priority for COVID-19 and post-COVID-19 policy, planning and financing
2. Showcase cost-effective, evidence-based solutions that can be scaled by governments and societies to build back better and safer for children (eg. INSPIRE and the WaPROTECT Model National Responses)
3. Secure new political and funding commitments to close the political and financing gap to end all forms of violence against children (SDG 16.2) by 2030

Together to #FEndviolence calls for:

1. New political commitments to prioritize EVAC during COVID-19 and in post-COVID-19 policy and plans to build back better and safer for children
2. A significant increase in global and national financial investments to EVAC at home, online, at school and in communities
3. Inclusivity and collaboration within government, across all sectors and with children themselves to scale up and implement evidence-based solutions and action plans

These broad global policy sets will be contextualized by EVAC communities at the national and city level and/or by communities and networks championing various forms of violence and violence that happens in a particular setting (at home, online or at school). These communities will determine what specific laws, policies and investments are necessary and realistic in their country or city.

*Note: These policy sets will be informed by a policy working group

When developing and choosing photography to use, follow this guidance:

- Focus on faces, get up close and personal with your subject
- A few people in focus generally warrant better results, when shooting groups, aim for a maximum of three people
- Shoot imagery with pops of color in clothing and/or environment
- Capture hopeful imagery
- Shots of the same subject in different contexts helps maximise a photoshoot

The images are always used with a purple background behind them, as shown on the right.
When highlighting a title, a coloured box is used in any colour from the circle’s colours of the logo.

The bullet points of a paragraph can be any colour, as long as it is one of the colours mentioned in page 3.

See example on the right.
Graphic Elements

When creating a box or a table, always use the same style and colours as the examples show on the right.
We have developed an iconography system to demonstrate essential concepts and subject matter. The icons should always include the colour blue, as shown on the right. The icon should always have a mix of colour-fill and outline.

**Graphic Elements**

**iconography**

The need for Together to #ENDviolence

- Official Development Assistance (ODA)
- Private Sector
- National budgets

Our main priorities

- At Home
- In and through schools
- Online
- Within the community
Applications examples banners

Here are some examples of the brand’s application on products.
Here are some examples of the brand’s application on products.
Applications examples presentation style

Here are some examples of the brand’s application on products.
Contact us

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Together to
#ENDviolence
End Violence Against Children