



# Beyond Stock Images

Using Graphic Design to Advance Prevention

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National Sexual Assault Conference  
Philadelphia, Pennsylvania  
August 22, 2019

# Learning Objectives

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1. Describe basic design concepts and how they can enhance prevention
2. Identify readily available design tools for elevating prevention
3. Implement elements of the creative brief into current prevention messaging and communication

**Who are we?**



**Celeste Espinoza**  
CALCASA  
cespinoza@calcasa.org



**Ashleigh Klein-Jimenez**  
PreventConnect, CALCASA  
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**Maddie George**  
TAASA  
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**Tori VandeLinde**  
PreventConnect, CALCASA  
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**Who are you?**

**How are you using  
graphic design in your  
prevention work?**





what is  
**GRAPHIC  
DESIGN?**

# What is graphic design?



It visually communicates ideas to an audience.

Source:  
CNN Article | [Fighting for public health through graphic design](#)



# Communicates to specific audiences



86TH TEXAS LEGISLATIVE SESSION

**HB 8**

Ending rape kit backlog

**SIGNED**

tasa  #txlege

CALCASA CALIFORNIA COLLEGE SEXUAL ASSAULT

**THE COST AND CONSEQUENCES OF SEXUAL VIOLENCE IN CALIFORNIA**

FEBRUARY 2018



I ASK I ASK I ASK I ASK I ASK

**I Ask**  
How to Teach Consent Early



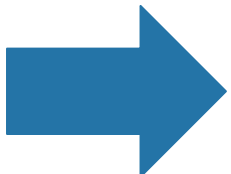
Late childhood and early adolescence is a time when children get messages about relationships and consent from TV shows, movies, social media, and friends. This makes it an ideal time for parents to have conversations about consent. Talking with your child now will encourage open and honest communication as they mature and enter their first relationships.

**BUYING THEM DRINKS**  
**≠**  
**BUYING THEIR BODY**

! The **best** way to get **CONSENT**  
**IS TO ASK**

WILLING INFORMED  
CLEAR ONLY YES  
NOT SAYING NO  
NO

means CONSENT    DOESN'T mean yes    means NO



**BUYING THEM DRINKS** **≠** **BUYING THEIR BODY**

THE BEST WAY TO GET  
**CONSENT IS TO ASK!**

NOT SAYING "NO" DOESN'T MEAN "YES"

NO MEANS NO

CLEAR WILLING INFORMED  
ONLY YES  
MEANS CONSENT

CUTTY BAGE

Sponsored by the OASIS Sexual Violence Prevention Task Force

**STOP**

Sexual Violence  
Before It Starts.



About **1 in 5**  
women have experienced  
rape or attempted rape  
in their lifetime.



About **1 in 15**  
men have been made to  
penetrate someone else  
during their lifetime.



**Stopping** sexual violence  
**before** it happens is a CDC priority.



**It can be prevented.**

CDC has developed a **technical package**  
to help states and communities use the best available  
evidence to prevent sexual violence.

Educates

# STOP Sexual Violence



It is important to **monitor and evaluate** your efforts while the field of violence prevention **continues to evolve.**



**Be a part of the solution.**

[www.cdc.gov/violenceprevention](http://www.cdc.gov/violenceprevention)

# Informs

**Be a part of the solution.**

[www.cdc.gov/violenceprevention](http://www.cdc.gov/violenceprevention)

Your prevention efforts may involve **developing new partnerships** or **working across sectors**.



**Including:**

Public Health, Government,  
Health Care Services, Social Services,  
Education, Businesses, Justice,  
Housing, Non-Governmental  
Organizations, Foundations

Together We Can Stop Sexual Violence.

**ACT NOW!**

Use CDC's technical package  
to begin or expand your prevention efforts.




**Persuades**

# Promotes

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**WE** consented  
each OTHER'S  
**BRAINS OUT**  
last night




Great sex begins  
how it ends.

With Yes,  
Yes,  
**Yes!**

learn more at [explicitconsent.org](http://explicitconsent.org)

**- WE had -**  
**MIND-BLOWING**  
consent




Great sex  
begins  
how it ends.

With Yes,  
Yes,  
**Yes!**

learn more at [explicitconsent.org](http://explicitconsent.org)

**I'VE NEVER**  
consented  
**that hard**  
**IN MY LIFE**

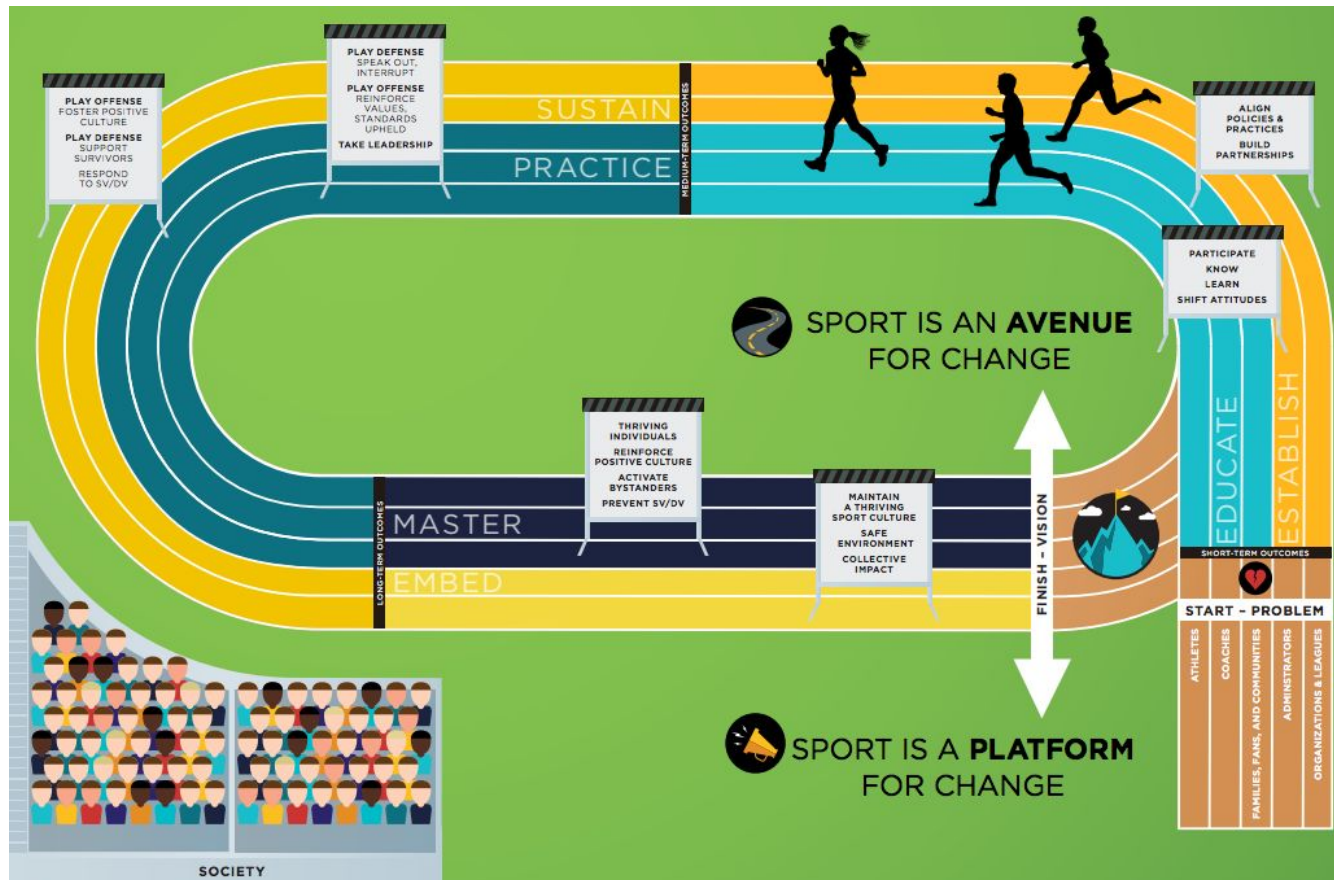


Great sex begins  
how it ends.

With Yes,  
Yes,  
**Yes!**

learn more at [explicitconsent.org](http://explicitconsent.org)

# Connects



<http://www.raliance.org/sport-prevention-center/roadmap/#vision>

**North Dakota** produces more oil than any other state in the nation. The majority of this oil comes from tribal lands.

**35** corporations extracting oil and countless man camps

**4 in 5** Native Americans have been raped, stalked or abused in their lifetime.

**man camp** [man kamp] noun

1. Place where male workers often work 12-hour days, are socially isolated for weeks or months at a time, and live in trailer parks that extend for miles.
2. They also become launching pads for serial sexual predators who endanger females for miles around.
3. According to ABC News, the man camps in North Dakota have increased the numbers of registered sex offenders living in the state. White communities in North Dakota, such as Watford City, have put moratoriums on building man camps, citing increased violence as reasons.

**SEXUAL ASSAULT ON THE PIPELINE**

**1 in 3** Native women are raped, stalked or abused every year.

**9 out of 10** perpetrators are Non-Native.

Sexual assault in Indian Country is already at a crisis level and the oil industry is making it even worse. The tribal communities who have been at ground zero since the North Dakota oil boom started have reported a doubling and tripling in calls for sexual assault and domestic violence.

**“Tribal Sovereignty is our lives. We can’t live without water; we can’t survive without being safe. All that is being taken away.”**  
— Carmen O’Leary (Cheyenne River Sioux Tribe), Coordinator, Native Women’s Society of the Great Plains

**force**  
upsettingrapeculture.com

Source: US Department of Justice’s Report “Violence Against American Indian and Alaska Native Women and Men”  
<https://www.ncjrs.gov/pdffiles1/nij/249753a.pdf>, source:photo29564.htm, media:email&dn\_content=HTML&dn\_campaign=SAFE-THE-QUALIXA-Congressional-Briefing-American-Indian-NPSV-Survey-Findings

Design: Sara Tomko / heavenmaking.com

<https://www.bitchmedia.org/article/link-between-oil-pipelines-and-sexual-assault>



+ **Graphic Design**



# Why did PreventConnect rebrand?

HOME | ABOUT US | CALCSA MAIN SITE | CONTACT

**PC PreventConnect**  
A NATIONAL ONLINE PROJECT DEDICATED TO THE PRIMARY PREVENTION OF SEXUAL ASSAULT & DOMESTIC VIOLENCE.

A CALCSA NATIONAL PROJECT CALCSA CALIFORNIA COALITION AGAINST SEXUAL ASSAULT

COMMUNITY RESOURCES EVENTS PROJECTS

[TWITTER](#) [FACEBOOK](#)  
[FLICKR](#) [RSS FEED](#)  
[VIDEO](#) [CONTACT](#)  
[PODCASTS](#) [CONFERENCES](#)  
[WIKI](#) [eLEARNING](#)

**Announcing the 2018 PreventConnect Web Conference Series**

PreventConnect is pleased to announce the 2018 web conference series, From a Cycle of Violence to a Culture of Safety and Equity. Join PreventConnect, our partners at Prevention Institute, and guests from across the country to discuss the value of community level sexual and domestic violence prevention, explore how sexual and domestic violence prevention relates to health equity and other [...]

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[CONTINUE READING →](#)

FEBRUARY 1, 2019

**February is Teen Dating Violence Awareness and Prevention Month**

This February is Teen Dating Violence Awareness and Prevention Month (TDVAPM). Data shows why it's important to focus on preventing sexual intimate partner and dating violence from young people...

My Tweets

**Popular Tags**

#PowerInPrevention A CALL TO MEN bystander bystander intervention campus campus sexual assault CDC child sexual abuse community mobilization Cordelia Anderson domestic violence Ending Child Sexual Abuse engaging boys engaging men evaluation Green Dot intimate partner violence Joan Tabachnick Leona Smith di Faustino media Ms. Foundation Ms. Foundation for Women NISVS NSAC NSVRC Podcast policy PreventConnect prevention Prevention Institute Primary

WEB CONFERENCE **TEEN DATING** PREVENTCONNECT

Wednesday, October 31, 2018  
11AM PT | 2PM ET

**PreventConnect**  
A CALCSA national online project dedicated to the primary prevention of Sexual Assault and Domestic Violence.

NSAC Conference

Fostering School Environments that Prevent Teen Dating Violence and Sexual Harassment

WEDNESDAY, OCTOBER 31, 2018  
(This web conference will be held only once)

TIME ZONE	TIME
HAWAII (HST/HDT)	8:00 AM - 9:30 AM
ALASKA (AKST/AKDT)	10:00 AM - 11:30 AM
PACIFIC (PST/PDT)	11:00 AM - 12:30 PM
MOUNTAIN (MST/MDT)	12:00 PM - 1:30 PM
CENTRAL (CST/CDT)	1:00 PM - 2:30 PM
EASTERN (EST/EDT)	2:00 PM - 3:30 PM

**REGISTER**

With a growing evidence-base around interventions like [this](#)

**OBJECTIVES:**

- Explore how to build the infrastructure needed to implement comprehensive school-based violence prevention (e.g. building school partnerships).
- Describe real-world examples of how practitioners and advocates are changing school environments through policies and practices.
- Engage in a dialogue about how to make change in school environments for violence prevention.

**CAMPUS** **PC**  
Intentional • Strategic • Comprehensive  
PreventConnect

Reimagining Institutional Approaches to Ending Sexual Violence: How to advance organizational change with the Culture of Respect Collective

Friday, September 28, 2018  
11am-12:30pm PT; 2pm-3:30pm ET

PreventConnect is a National program of the California Coalition Against Sexual Assault (CALCSA), Center for Disease Control and Prevention. The views and opinions presented in this web conference do not necessarily represent the official views of the U.S. government, CDC or CALCSA.

**PreventConnect**  
1215 K Street  
Suite 1850  
Sacramento CA  
95814

Website: [preventconnect.org](http://preventconnect.org)  
Email: [info@preventconnect.org](mailto:info@preventconnect.org)  
Email Group: [preventconnect.org/email-group](http://preventconnect.org/email-group)  
eLearning: [learn.preventconnect.org](http://learn.preventconnect.org)  
Wiki: [wiki.preventconnect.org](http://wiki.preventconnect.org)

[preventconnect.org/facebook](#) [preventconnect.org/YouTube](#)  
[preventconnect.org/twitter](#) [preventconnect.org/LinkedIn](#)  
[preventconnect.org/flickr](#) [preventconnect.org/Pinterest](#)

# How did PreventConnect rebrand?

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- Research
  - Creative Brief
- Ideation
- Development
- Revision
- Finalize

# Was the rebrand successful?

## February 2019 Newsletter



## New Year, New Look, New Podcasts

In this 2-part podcast, Celeste Espinoza, graphic designer for PreventConnect, walks us through the new PreventConnect logo and gives sexual and intimate partner violence practitioners tips on creating and updating their own visual representation.



### New Year, New Look: A conversation about our new brand

On this podcast, Celeste explains how she created our new logo and look, and connects key design elements to PreventConnect's values and community.

[Listen to Episode 1](#)



### New Year, New Look: Tips and tricks for enhancing our visual identities for prevention

Celeste explains the importance of prevention programs having a visual identity and an accompanying brand manual, and gives advice for non-designers creating their own visuals.

[Listen to Episode 2](#)

### typography

We chose a type family that mirrors our logo and what it represents. These typefaces are versatile, just like us. Comfortaa is approachable and current. This aligns with our approach of being accessible and engaged with our community. Raleway is straightforward, modern, and easy to read. Comfortaa is our standard typeface for titles, headers, and call outs. Raleway may be used as an alternative for titles, headers, and call-outs. Raleway is our standard typeface for copy and subtitles.

#### titles+headers+callouts

Comfortaa Light  
Comfortaa Regular  
Comfortaa Bold

#### alternate titles+headers+callouts

Raleway Regular  
Raleway Medium  
Raleway SemiBold  
Raleway ExtraBold

#### copy

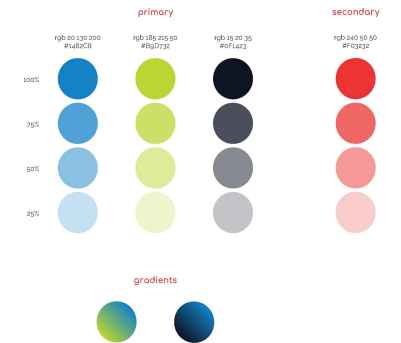
Raleway Thin  
Raleway Light  
Raleway Regular  
Raleway Medium  
Raleway SemiBold  
Raleway Bold  
Raleway ExtraBold  
Raleway Black

Raleway Thin Italic  
Raleway Light Italic  
Raleway Italic  
Raleway Medium Italic  
Raleway SemiBold Italic  
Raleway Bold Italic  
Raleway ExtraBold Italic  
Raleway Black Italic

preventconnect brand manual 9

### colors

Our color palette is vibrant and current. It strays away from the traditional colors used in our field. We take inspiration from the screens that connect us together. RGB, or red, green, and blue is the system that is used on computer displays to create colors in the visible spectrum. Our primary palette is used to represent the majority of our brand communications. The secondary color is included to introduce broader applications.



preventconnect brand manual 10

Our mission is to advance the primary prevention of sexual assault and intimate partner violence by building a community of practice among people who are engaged in such efforts.





**+ Graphic Design**



# Creating consistency through branding

## Before

The collage shows a variety of old branding materials:
 

- Informational brochures with inconsistent layouts and fonts.
- Membership forms with different headers and footers.
- Social media graphics with varying colors and styles.
- Various logos and headers that do not align with a single brand identity.

## After

The collage shows a variety of new branding materials:
 

- Informational brochures with a clean, modern layout and consistent fonts.
- Membership forms with a unified header and footer.
- Social media graphics with a consistent color palette and style.
- A unified logo and header across all materials.

TEXAS ASSOCIATION AGAINST SEXUAL ASSAULT

## Advocating for a Texas free from sexual violence.

6.3 million  
Forms of sexual assault in Texas

91%  
of sexual assault victims in Texas did not report to Law Enforcement

2 in 5  
women in Texas have been sexually assaulted

23%  
of women are victims of sexual assault or sexual harassment while in college

Many companies and individuals prefer to create a letterhead in a word processor or other software application. This generally includes the same information as pre-printed stationery but without the additional cost benefit.

Letterhead is the heading at the top of a sheet of letter paper (stationery). That heading usually consists of a name and an address, and a logo or corporate design, and sometimes a background pattern. The term "letterhead" is often used to refer to the whole sheet imprinted with such a heading.

Letterhead can then be printed on stationary by job printer or recycled on local input device or sent electronically. That heading usually consists of a name and an address, and a logo or corporate design, and sometimes a background pattern. The term "letterhead" is often used to refer to the whole sheet imprinted with such a heading.

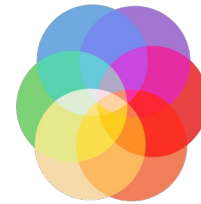
Sincerely,  
*Reza Asra*  
Reza Asra  
Executive Director

Texas Association Against Sexual Assault is the unifying voice to eliminate sexual violence in Texas. As the statewide coalition of rape crisis centers, advocates, and survivors, we are committed to fostering a culture that respects the fundamental rights and dignity of all Texans.

taasaa.org | taasainformation.org | taasainformation.org | taasainformation.org

# TAASA branded projects

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**SUSTAINING CHANGE 2019:  
PRIMARY PREVENTION INSTITUTE**



# The Design Process

# Research

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Who are you designing for?

What “problem” are you trying to solve?

What are you trying to achieve?

Who are you trying to reach?

How can you reach them?

Miscellaneous Important Information



# Research

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Who are designing you for?- **Mission, Values, Services, etc.**

What “problem” are you trying to solve?- **Awareness, donations, etc.**

What are you trying to achieve?- **Goals**

Who are you trying to reach?- **Audience, demographics, etc.**

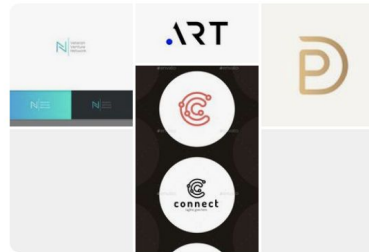
How can you reach them?- **Style and Tone**

Miscellaneous Important Information- **Deliverables, Budget, Timeline, Stakeholders, Point of Contact, etc.**

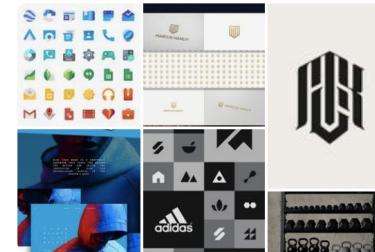
# Ideation

Inspiration  
Brainstorm  
Sketches

Tools: [Pinterest](#), [Behance](#), [Dribbble](#)



**PreventConnect**  
4 Pins



**aim strong**  
37 Pins



**SWAGRR Button Packaging**  
30 Pins



**Sacramento Zoo**  
56 Pins



**Sacramento Zoo Mood Board**  
191 Pins



**Character Franchise**  
125 Pins

# Development

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Design Assets

Principles of Compositions

Tools to Remember

# Design Assets | Color

---

Complementary

Analogous

Triad

Monochrome

Tool: [color.adobe.com](https://color.adobe.com) [canva.com](https://canva.com) [contrastchecker.com](https://contrastchecker.com)



# Design Assets | Color

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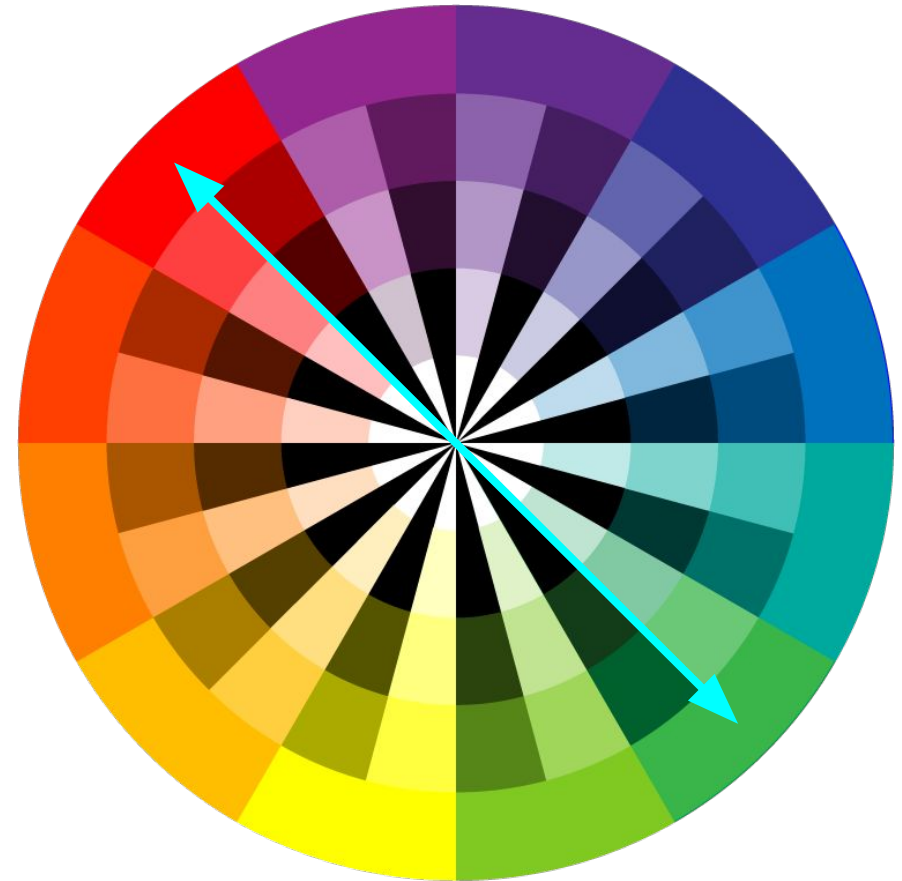
**Complementary** 

Analogous

Triad

Monochrome

Tool: [color.adobe.com](https://color.adobe.com) [canva.com](https://canva.com) [contrastchecker.com](https://contrastchecker.com)



# Design Assets | Color

---

Complementary

Analogous 

Triad

Monochrome

Tool: [color.adobe.com](https://color.adobe.com) [canva.com](https://canva.com) [contrastchecker.com](https://contrastchecker.com)



# Design Assets | Color

---

Complementary

Analogous

Triad 

Monochrome

Tool: [color.adobe.com](https://color.adobe.com) [canva.com](https://canva.com) [contrastchecker.com](https://contrastchecker.com)



# Design Assets | Color

---

Complementary

Analogous

Triad

**Monochrome** 

Tool: [color.adobe.com](https://color.adobe.com) [canva.com](https://canva.com) [contrastchecker.com](https://contrastchecker.com)





# Design Assets | **Images**

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Lines

Shapes

Texture/Pattern

Illustration

Photography

# Design Assets | Images

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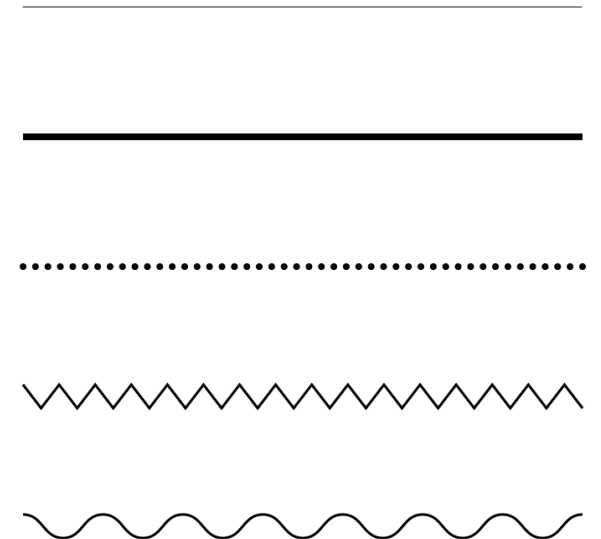
Lines

Shapes

Texture/Pattern

Illustration

Photography



# Design Assets | Images

---

Lines

Shapes

Texture/Pattern

Illustration

Photography



# Design Assets | Images

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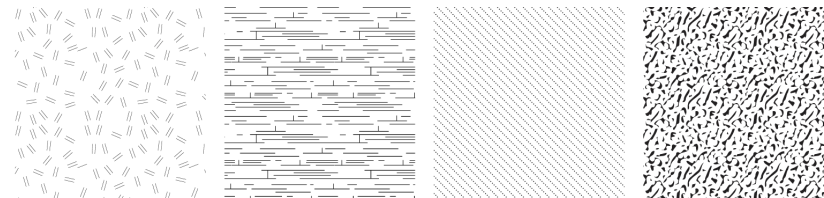
Lines

Shapes

Texture/Pattern

Illustration

Photography



# Design Assets | **Images**

---

Lines

Shapes

Texture/Pattern

**Illustration**

Photography



# Design Assets | **Images**

---

Lines

Shapes

Texture/Pattern

Illustration

**Photography**



# Design Assets | **Images**

---

Lines

Shapes

Texture/Pattern

Illustration

**Photography**

Tools: [Unsplash](#), [Pexels](#), [Broadly Gender Photos](#)



# Design Assets | Typography

Serif  
Sans Serif  
Hierarchy

<p><b>Serif.</b> Traditional, have feet.</p>	<p><b>Sans Serif.</b> Modern, feet free.</p>
<p><i>Script.</i> Cursive, a bit more decorative.</p>	<p><b>DISPLAY</b> Decorative, good as a design focal point.</p>

**FONT PAIRING BASICS**

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**Use Two Fonts**  
from the same typeface  
(Arial Black & Arial)

**USE CONTRASTING FONTS**  
serifs and sans serifs work well  
(Bebas & Georgia)

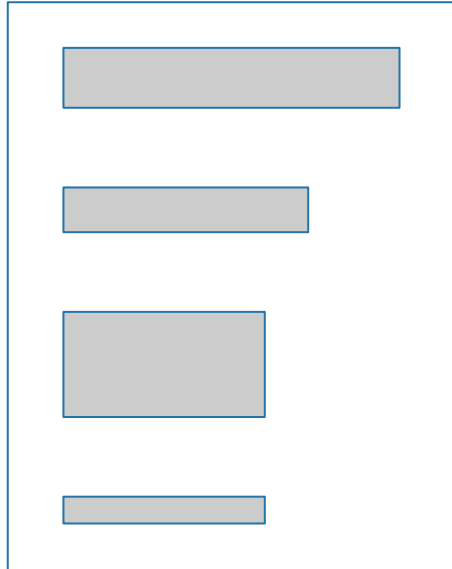
**Combine Sub Categories**  
that work well together  
(Gill Sans & Garamond)

**PAIR THE SAME**  
font moods  
(Amatic & Bellota)

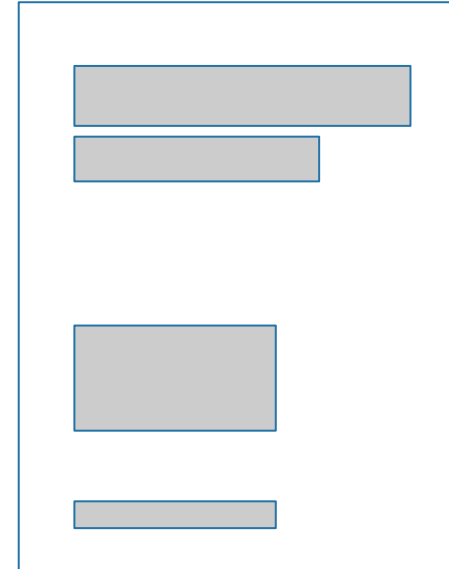
Tools: [Google Fonts](#), [Font Squirrel](#)



# Principles of Composition | Proximity



2020 National Sexual Assault Conference  
Bold Moves: Take action to End Sexual Assault  
September 2-4  
Anaheim, CA  
Hosted by CALCASA



2020 National Sexual Assault Conference  
Bold Moves: Take action to end Sexual Assault  
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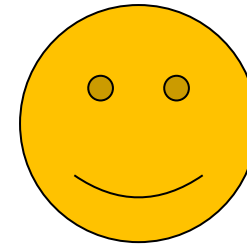
# Principles of Composition | **Negative Space**

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“NSAC 2019 was an amazing experience. I learned so many new things!”

-Celeste Espinoza

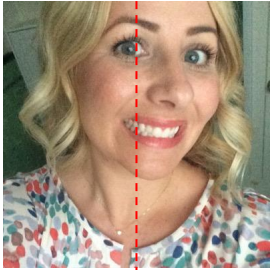


“NSAC 2019 was an amazing experience. I learned so many new things!”

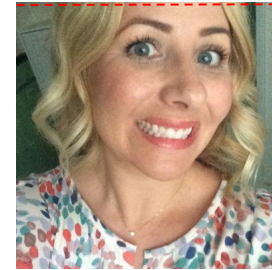
-Celeste Espinoza

# Principles of Composition | Alignment

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**Ashleigh Klein-Jimenez**  
PreventConnect, CALCASA



**Ashleigh Klein-Jimenez**  
PreventConnect, CALCASA



**Tori VandeLinde**  
PreventConnect, CALCASA



**Tori VandeLinde**  
PreventConnect, CALCASA

# Principles of Composition | Contrast

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**Ashleigh Klein-Jimenez**  
PreventConnect, CALCASA



**Tori Vandelinde**  
PreventConnect, CALCASA

# Principles of Composition | Repetition

The collage features several documents from TAASA:

- WHAT IS SEXUAL ASSAULT?**: A brochure defining sexual assault and providing resources.
- ABOUT US**: Information about TAASA's mission and services.
- WHAT WE DO**: A document detailing TAASA's programs and services.
- DID YOU KNOW?**: A graphic with statistics: 6.3 million sexual assault victims in the US, 91% of sexual assault victims in Texas did not report to law enforcement, 2 in 5 women in Texas have been sexually assaulted, and 23% of women are victims of sexual assault or sexual harassment while in college.
- GENERAL INFORMATION**: Contact information for TAASA.
- JOIN US!**: A recruitment graphic for TAASA.
- BECOME A MEMBER!**: A membership form with a list of benefits including TAASA materials and shipping, reduced registration fees for statewide TAASA conferences, and unlimited access to recorded webinars.
- INFORMATION FOR EDIS: Serving Incarcerated Survivors**: A document providing information for incarcerated survivors.
- Why Serve Incarcerated Survivors?**: A document explaining the importance of serving this population.
- PREVALENCE OF SEXUAL ABUSE IN DETENTION**: A document discussing the high rates of sexual abuse in detention facilities.
- WHAT IS PREA?**: A document defining Prevalence of Rape in American Jails and Prisons (PREA).
- WHAT SERVICES CAN I PROVIDE?**: A document listing the various services offered by TAASA.

**WE consented each OTHER'S BRAINS OUT last night**

Great sex begins how it ends.

With Yes, Yes, Yes!

learn more at [explicitconsent.org](http://explicitconsent.org)

**- WE had - MIND-BLOWING consent**

Great sex begins how it ends.

With Yes, Yes, Yes!

learn more at [explicitconsent.org](http://explicitconsent.org)

**I'VE NEVER consented that hard IN MY LIFE**

Great sex begins how it ends.

With Yes, Yes, Yes!

learn more at [explicitconsent.org](http://explicitconsent.org)

# Tools to Remember | Hierarchy

And you will read this at the end

**You will read  
this first**

And then you will read this  
Then this one

# Headline

Headline is a thin font, but first in order, largest, and a dark font

## Subheader

Subheader is a lighter color, bold, but dramatically smaller

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.

**Call to action.**

Call to action is bold, but small. It is not the least important, but the last thing you'd like the viewer to leave with

### Callout Header

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat

The callout box has a color behind it and a bold header. It's sitting at the same level as the body copy so that it doesn't compete with the header

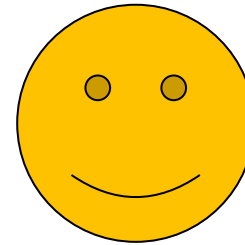
# Tools to Remember | Visual Balance

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“NSAC 2019 was an amazing experience. I learned so many new things!”

-Celeste Espinoza



“NSAC 2019 was an amazing experience. I learned so many new things!”

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# Tools to Remember | Visual Rules



Rule of Thirds



Golden Rule



# Free Design Resources

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★ [Canva](#): free online graphic design software, PLUS design school, PLUS free pro account for non-profits (must fill out [application](#) first)

[Creative Market](#): 6 free design goods every Monday, design elements and templates for purchase

[Humaaans](#): free illustrations of people

[coverr.co](#): free stock videos

[thenounproject.com](#): free icons for everything



[BIG list of free design resources](#)

# Revision

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Critique  
Feedback



# Finalize

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Print, upload, publish...

- File types:
  - PDF
  - JPG
  - PNG
- Quality
  - Dimensions
  - dpi/ppi



# QUESTIONS



**Thank you!**