

**LOVE 146**

END CHILD TRAFFICKING AND EXPLOITATION

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*Style Guide*

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**UPDATED MAY 2017**

## VOLUNTEERS



## *a special note to our* **SUPPORTERS & VOLUNTEERS:**

The guidelines in this document are intended to help Love146 shine wherever it's being represented. We know you do your best, and we hope this helps! Some principals in this style guide (especially in the imagery & approachability sections) may also be useful as we're all striving to be continually forming a more nuanced grasp of the issue.



***We are incredibly grateful for the care with which you handle our brand and the children whom it represents.***

One thing that's really important is clarifying that you're not Love146 staff or "official" voices of the organization. If you really love us, help keep us legally protected by making this clear where you are communicating about us. Instead of simply using our name & logo, you can use the words "in support of" or "to benefit" before it. On communication material where our brand is prominently represented, please place the phrase:

example: This Event or The Central Florida Team ***is a volunteer expression of Love146.***

FILL IN THE BLANK

## OUR LOGO



## WHY THIS LOGO?

We have taken her number so that we remember why this all started. So that we must tell her story. It is a number that was pinned to one girl, but that represents the millions enslaved. We wear her number with honor, with sorrow, and with a growing hope. For those who haven't heard of the girl who wore 146, the number will be questioned, so every time the Love146 logo is used it is an opportunity to

tell her story—and to tell the world that our story can be a different one for so many more. Love is in our name, because it is our motivating drive to end child sex trafficking and exploitation. We believe love to be the foundation of real, sustainable change. Martin Luther King Jr. said, “Justice at its best is love correcting everything that stands against love.” We are Love146.

## OUR LOGO



**LOVE146**

OUR LOGO CAN BE USED WITH OR WITHOUT THE TAGLINE, AND CAN BE SOLID BLACK OR WHITE.



**LOVE146**  
END CHILD TRAFFICKING AND EXPLOITATION

PAY CAREFUL ATTENTION TO LEGIBILITY. WHEN IN DOUBT ON THE CONTRAST OR PLEASANTRY OF THE RED NUMBERS ON A BACKGROUND, JUST USE AN ALL WHITE OR BLACK LOGO INSTEAD. NEVER USE THE TAGLINE IF IT BECOMES TOO SMALL TO READ.



**LOVE146**

IT CAN ALSO BE USED IN A WHITE/RED COMBO OR BLACK/RED COMBO, BUT THE SAFETY PIN SHOULD NEVER BE RED.



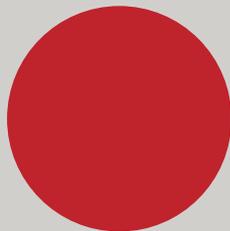
**LOVE**  
**146**

THE LOGO CAN BE USED IN A SQUARE FORMAT. IT'S NOT OUR FIRST CHOICE, BUT IT'S SMART IN CERTAIN SPACES, LIKE USER IMAGES & SOCIAL MEDIA PROFILES. THE SQUARE FORMAT SHOULD NEVER USE THE TAGLINE.

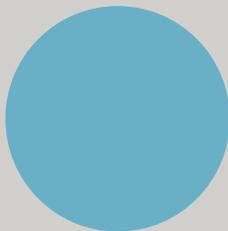
## OUR COLORS



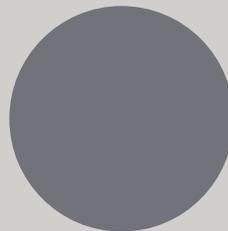
CMYK: 0 / 0 / 0 / 0  
RGB: 255/255/255  
HEX: FFFFFFFF



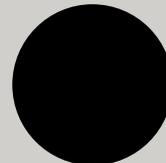
CMYK: 18 / 99 / 93 / 0  
RGB: 191 / 35 / 44  
HEX: BF232C



CMYK: 58 / 16 / 16 / 0  
RGB: 105 / 175 / 198  
HEX: 69B0C7



CMYK: 57 / 49 / 42 / 11  
RGB: 115 / 115 / 123  
HEX: 72727A



CMYK: 30 / 30 / 30 / 100  
RGB: 0 / 0 / 0  
HEX: 000000

## WHY THESE COLORS?

As we try to balance the emergency of child exploitation with the hope of restoration and abolition, this is reflected in the colors we use. Red is helpful in expressing both the harshness and immediate anger felt when confronted with the story of 146, as well as embody the passion and Love that drives us forward. We accent the concentrated energy of Red with a vibrant yet peaceful Blue. The hope carried in this Blue can be helpful in balancing the overwhelming and

heavy effects Red could have on viewers. We also have a cool grey as well as black and white. While black is part of our logo and helpful in conveying the darkness in this issue, we avoid predominantly Black designs as they don't demonstrate the hope and love we believe in. White lends peace, tranquility, and purity to designs; effective light and white space is a powerful tool when presenting such an issue as this.

## OUR COLORS

THERE ARE A RANGE OF SHADES THAT  
CAN SUPPLEMENT OUR MAIN COLORS.  
THESE ARE THEIR HEX VALUES:

518A9E 689DAF 69B0C7 76B6CC 8AC0D3 A0CDDA B5D7E1 C7E1E7

9F1C2E AD212C BF232C D2202B E51C2E F91C2E

201E23 313035 424145 56555A 6F6E72 73727A 8B898D A4A3A6 C3C3C6 D9D9DB E5E5E7

These colors in the middle here are your main players. These other shades can come in handy in certain places, such as web button groups and graphs. If possible, use our main brand red and/or blue as the heroes in any design, and use the other shades to support them.

## OUR TYPEFACES

END OF CHILD  
TRAFFICKING

*Nothing Less.*

Our Approach

### FJALLA ONE

Fjalla One is what you'll find in our logo for the word "Love", and it's ideal for titles and headers. For our logo, we use this font in all caps, and we also prefer you use this font in **ALL CAPS**. If you prefer not to use all caps, instead use the font Pathway Gothic One (see below). Fjalla One is great for a word or two, it's ok for a sentence or two, but more than that and you're crossing the line.

### GEORGIA

Georgia is what we use for body copy. This font communicates the professionalism that we exhibit throughout our work. Its italicized version can look great as subtitles, and in all caps it can carry the tone of authority or elegance, for something such as a high-end event.

### PATHWAY GOTHIC ONE

With a structure much like Fjalla, Pathway Gothic One can be used if you're looking for a slightly less bold option for a subheadline or pull quote.

## OUR TYPEFACES

+ MAILCHIMP

*Happy Holidays*

### ARIAL ALL CAPS BOLD

For mailchimp buttons and certain headers, we don't always have many options. Arial Bold typed in all caps is best for these circumstances.

### AND OTHER SEASONAL FAVORITES...

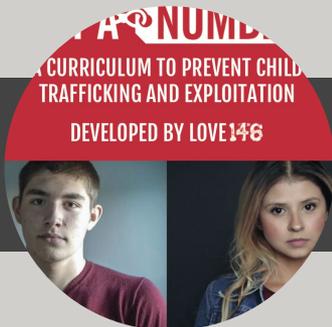
Within the Love146 brand, a touch of hand and a feeling of warmth and humanness is valuable. However, the world of “display typefaces” (like Northwell, which you see to the left), is a quickly changing scene. You think you've found the perfect one, and then a month later you see it at Target, Starbucks, and the Instagrams from a peer organization! It starts to feel “last season” within the collective subconscious, and that's when we pivot. You'll rarely find these fonts available in Google Docs/Slides. If you're inclined to use such a font in a design, reach out to the creative professional at Love146 and they'll hook you up with the fonts we're crushing on right now. Paired with our brand standards of course, like Fjalla, adding these fonts allow certain campaigns to have distinctive flair.

CLARITY

# LOVE146

...IS NOT SELF-EXPLANATORY. MAKE SURE IT'S CLEAR WHY WE'RE HERE.

Since our organization's name doesn't make things obvious, in situations where our tagline isn't used, people won't necessarily know what Love146 means or what we do. In a conversation, this is always a great opportunity to tell the story of our founding and the girl who wore the number 146. While we don't need to tell the story in every communication piece, we should always pause and ask: ***"Can someone very easily figure out what we're about when they see this?"*** It should be generally clear that we address child trafficking and exploitation. Note that social media platforms help by hosting this information very readily in our profiles, so while we should still be generally on topic, it's not as much of a concern there.



# CLARITY

*In many pieces, it will be best to include a bit more about our organization.*

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## HERE ARE SOME SAMPLES TO PULL FROM:

### A ONE LINER

Love146 is an international human rights organization working to end child trafficking and exploitation through survivor care and prevention.

### A FEW SENTENCES

Love146 working to prevent child trafficking & exploitation, care for survivors, and empower a growing movement. Founded in 2002, We serve children from our offices in Asia, the United Kingdom, and the United States. Love is the foundation of our motivation.

### A PARAGRAPH

Founded in 2002, Love146 is an international human rights organization working to end child trafficking and exploitation through survivor care and prevention. We serve children from our offices in Asia, the United Kingdom, and the United States. The trafficking and exploitation of children is one of the darkest stories and most severe human rights abuses imaginable. But for us, the hope of ending it is a reality. Love146 is helping grow the movement to end child trafficking while providing effective, thoughtful solutions. We believe in the power of love and its ability to effect sustainable change. Love is the foundation of our motivation.

## IMAGERY



## CHOOSING PHOTOGRAPHY

Using photography in communication can bring awareness of the tragic reality of child trafficking and exploitation while at the same time connecting us to the broader story of hope and love. The photos and images we use impact both the subject and the viewer. We must take both into consideration when selecting images. Because we believe in the reality of hope and the victory of love, our policy is that any image used that reflects a child's victimization must be placed near an image that illustrates strength, resilience, and hope.

To protect the children we serve, identity shouldn't be revealed in photos. To avoid manipulating viewer's emotions through shock and guilt, and to respect the dignity of the child, we also avoid sensationalizing the subject and never place the viewer in a position of power over the child or pity for the child. The individual pictured is someone's sister or brother, someone's daughter or son. A good guideline is, if it's not an image you'd like to see of your sibling or child, don't use it.

# IMAGERY

In selecting and editing photography,

## HERE ARE SOME HELPFUL GUIDELINES:



### AVOID HIGH CAMERA ANGLES

Choosing photos taken from a high angle can place the viewer in a position of power and invite the viewer to condescend in pity to help. Photos which are taken at eye level or even a lower angle highlight the strength and resilience of the child and invite the viewer to partner in further empowering the child.

### VICTIMIZATION ISN'T SEXY

Love146 must take a stand against exploitation and human degradation. Just because you can't see a nipple or a butt crack doesn't mean it's appropriate. Beware: while we may want to make the issue more approachable, we never ever want to achieve that by making images about the subject of trauma and abuse more seductive or provocative. In a culture where sex and violence so often appear side by side and become intertwined, we must be careful when situations come up where we are handling stories and subjects that involve both. Human beauty is to be celebrated, but sexualizing victimization is something to be consciously avoided.

# IMAGERY



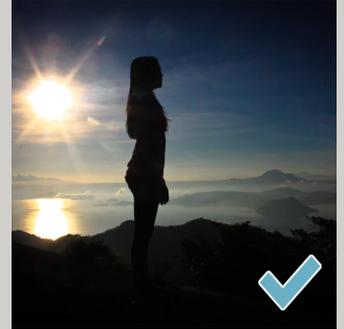
## AVOID SENSATIONALIZING

No image could capture the horror and deep injustice child sex slavery. However, we still avoid sensationalizing the issue in a way that would be intended to produce an effect of shock, fear, or guilt in the viewer. Treating the person pictured with respect is also a vital reason we choose not to sensationalize. Unless it's clearly and literally relevant to a specific story you've chosen to tell, avoid image of infants, taped mouths, blood splatters, cages, suitcases (with people inside), ropes, etc... These images are relevant to certain specific and extreme cases of human trafficking. But we believe these images actually interfere in helping victims self-identify and helping the public spot trafficking. Exaggeration can also devalidate the true and "typical" experiences of survivors of human trafficking, alienating the public from sympathizing with common trafficking cases.

## CONCEAL IDENTITY TASTEFULLY

Identity should never be discernible in images (whether the child has been exploited or not) without a release from both the child and parent/legal guardian. Blurring and blacking out of eyes rarely communicates hope and dignity and if it's necessary, it should be done sensitively and artfully; we prefer to use natural censorship, cropping (see above left) or other graphic elements to censor. Not only do we not reveal identity of the survivors we serve, we want to avoid any appearance of doing so. So, if you use stock photography or photos from prevention work, you can either choose to crop out identity, or put a disclaimer somewhere making it clear. Some version of the statement: ***Child pictured is a model and is not known to be exploited or Photo from Love146 prevention work, children not known to be exploited.***

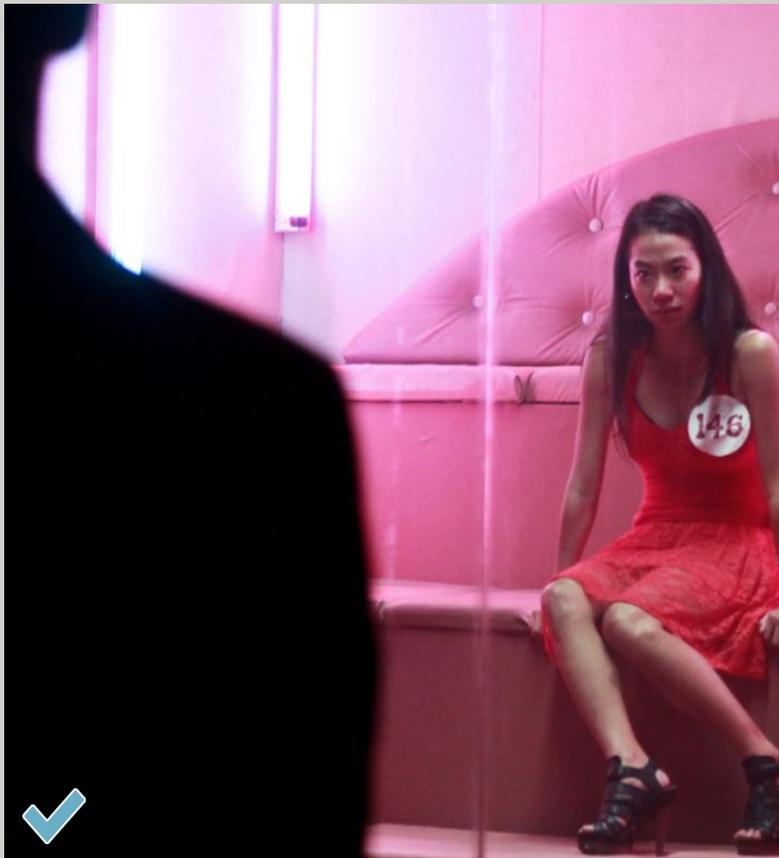
# IMAGERY



## HIGHLIGHTING HOPE

Instead choosing images that focus on the darkness of this issue, we always have the option of highlighting the hope we have for abolition and restoration. These images are more effective in communicating our values and celebrate the courage and strength of the children we are communicating about. If people can experience vicarious trauma, then they can also experience vicarious healing and recovery. That is the power and responsibility of communicating about this issue. The more we display the reality of light in dark situations such as these, the more we can give people the hope they need and deserve in their lives.

# IMAGERY



## HONEST & HUMANIZING PORTRAYAL

Hope is very important for sustainable motivation and involvement in the issue, but let's acknowledge that it's understandably hard to generate concern without the sense from viewers that there's a problem here. We know now not to sensationalize or sexualize the problem (meaning to make it arousing; not that we would deny the complex sexuality involved). So when we do portray the problem of trafficking or the solemnity fighting it requires, we must instead be honest and humanizing. The biggest failure in depictions of the problem is dehumanizing it -- which in its basic form is making the situation unimaginable and making the victim unrelatable. These are dark situations, but we have to allow viewers to find their place and imagine their involvement, which means we must remain honest and foster human connection through use of image and story.

*Identifiable children pictured above are models and are not known to be exploited.*

# GRAPHIC ELEMENTS

*Rather than reading every word in a design, most viewers will skim a piece, trying to determine where (or if) to start looking more closely.*

## ***HERE'S HOW WE CAN USE GRAPHICS TO HELP:***

### ICONOGRAPHY

Icons are a great way to convey your message quickly, and will allow folks glancing over your design to locate what's relevant to them. Use icons alongside titles/headlines to organize the elements of your piece and make it more intuitive. In addition to the Symbolset type families (found at [symbolset.com](http://symbolset.com)), we often purchase from [thenounproject.com](http://thenounproject.com).



### HIGHLIGHT IMPORTANT TEXT IN COLOR BARS



Want some text to pop? Want to bump up the legibility? Put that text in a **bar of color!** Look at the blue box just above this line, or the red box in the top left corner of the page. You can use it to emphasize a headline, or even like a highlighter for a short line within a block of type. Remember: this treatment is to emphasize text. If you use it too much one design, you're likely to do just the opposite and make things feel chaotic. If you're using it within a block of text, ask yourself: "If our literacy-fatigued masses only bother themselves to skim this, what do I want to make sure they see? Or what would convince them reading the rest of this is worth their time?"

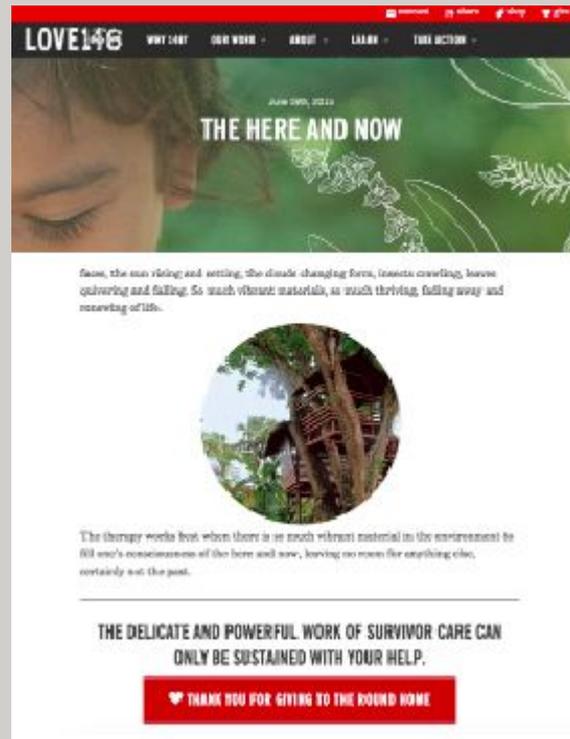
## USING GRAPHIC ELEMENTS TO ORGANIZE A DESIGN

### CIRCLES

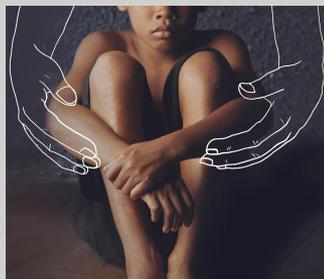
It should be no secret at Love146 that we like things round. Don't get us started on the perfection that is the circle and what it represents. Practically, a circle can be a simple way to allow an icon or a photo to stand out, while still feeling clean and simple. If you use circles to build a design, avoid a chaotic "bubbly" look and instead keep things uniform and organized. Additionally, since we crop to protect identity, circles provide another edge template that can be useful in making sure we don't show too much to identify a child.

### HAIRLINES

At Love146 we try to balance our passionate and emotionally charge artwork and language with an air of professionalism that also matches how we approach our work. Keeping a layout simple and organized is critical. Hairlines are a graphic element to lean on if it seems a design needs organization. Hairlines should be solid and thin (1-3px or similarly within the proportion of the design). For organizational graphic elements, avoid dotted or dashed hairlines. A more childlike, casual & artful look can be achieved in other ways - turn the page to learn about incorporating drawing...



## GRAPHIC ELEMENTS



## ADDING DRAWINGS

### WHITE LINE DRAWINGS OVER PHOTOGRAPHS

It's not a required graphic element - but one way we can keep Love146's visual communication distinctive, artful, whimsical and beautiful is layering white line drawings over photographs. Drawings remind us that there are humans involved in this; they can reflect an added layer of interpretation and imagination to a photograph. There is more than meets the eye, and we see a different world that's possible, and we'll show you a glimpse.

Practically, avoid drawings that look cartoony and keep the drawings themselves as an enhancement to photographs, as opposed to primary the subject of the image. Keep them pure white, and avoid drawings with any shading/shadows as they will look wrong when you make the image a negative.

From time to time, it's also ok to use a few words in a handwritten font or in your own handwriting, functioning just like the drawings do. Again, the point is always to remind the viewer that there is a hand and a human behind this piece of communication.

# PUTTING IT TOGETHER

Heroic text highlighted by a red bar.

A good example of how Georgia, use in all caps, can skew very classy.

Organizing with icons helps viewers quickly know what they might want to read more about.

This circle is great, but also takes the opportunity to remind folks that it's all about ending child trafficking and exploitation.

On print material, adding our basic contact information, as well as BBB & Charity Navigator credentials is good practice.

PROFOUND PROBLEMS THAT FACE US,  
OUR LABOR IS BEST  
**FUELED BY  
LOVE**  
- CORNEL WEST

**start with LEARNING**  
What's the difference between trafficking and exploitation? What are most common vulnerabilities? Who are the traffickers? Knowledge is power! Visit our website to explore the problem.

**partner MONTHLY**  
Monthly Partners sustain and rebuild our work. They are vital in protecting and restoring those affected by trafficking and exploitation. Be there for children today and tomorrow.

**host an EVENT**  
Local events are an amazing way to celebrate and support our work. Visit our site to get inspired, learn how to host your own event, and request a Love146 speaker.

**engage your FAITH**  
Contributions of faith are standing with us and are making lives of a world where children are safe and free. Visit our faith community webpage to learn more and welcome your congregation.

**TAKE ACTION**  
to end child trafficking and exploitation.

**tread on TRAFFICKING**  
Run a marathon, join a century ride, or host a 5K... all while raising our world! Put the active in action and set up your own Tread on Trafficking webpage!

**be safe ONLINE**  
Like the online world, the online world can be both wonderful and dangerous. Teach your children what to watch out for and how to respond accordingly. Learn more on our Online Safety page.

**empower your COMMUNITY**  
Get equipped to act in your own neighborhood. Download and review our Abuse Alert, Community, and Child Exploitation, Domestic Empowerment our Domestic Empowerment materials to see what would work in your city.

**join with OTHERS**  
Ready to join the crowd? We want to educate, equip and empower you and your friends to fight trafficking together. Visit our site to join or start a Love146 Task Force today.

TAKE THE NEXT STEP AT [WWW.LOVE146.ORG/ACTION](http://WWW.LOVE146.ORG/ACTION)

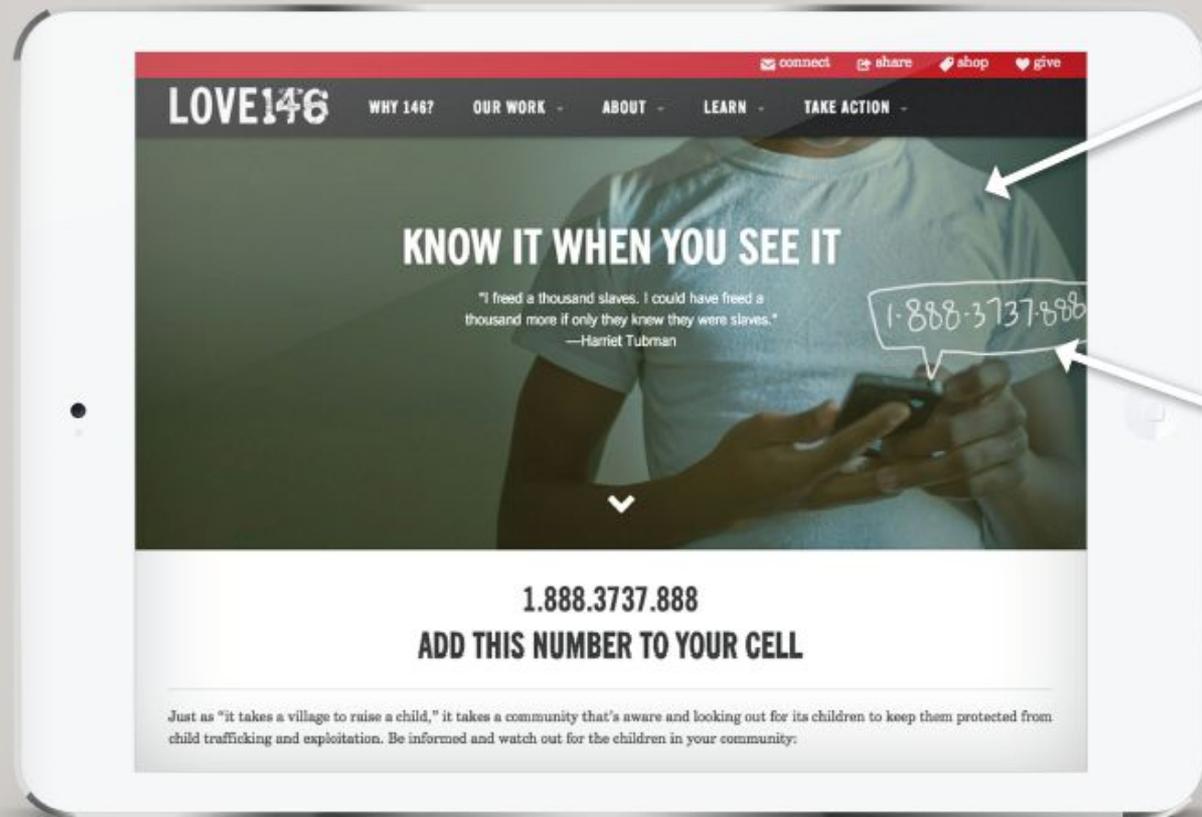
**be safe ONLINE**  
**empower your COMMUNITY**  
**join with OTHERS**

WWW.LOVE146.ORG | 303.772.4630 | 1818.018.01846.ORG  
LOVE146 IS A 501(C)(3) NON-PROFIT ORG

BBB  
CHARITY NAVIGATOR

**LOVE146**  
END CHILD TRAFFICKING AND EXPLOITATION

## PUTTING IT TOGETHER



*Photos don't have to be giggles and sunshine to remain dignifying. This photo portrays humanity and solemnity while remaining true to our brand.*

*Drawings on photos: if you keep them simple, you can do it! Here, just a few numerals is great. A few sentences would be too much.*

# PUTTING IT TOGETHER

*Brand basic fonts +  
some handwritten type*

*Love that Love146sy  
blue - #69B0C7*

*It's not always fitting to  
make the logo the hero of  
a design. Just make sure  
it always find a home.*

We welcomed Remy into the  
Love146 Round Home six years ago.

TODAY, SHE WANTED TO SHARE HER STORY  
*in her own words...*

HEAR HER STORY OF HOPE



In your whole life, the happiest  
moment is to feel free from the darkness.

LOVE146

Would you consider an additional gift specifically for our Round Home in the Philippines? This safe home that served Remy is in need of your support. To ensure the Round Home is fully funded, we must raise \$250,000 by June 30th. To meet this goal, we only need 1,000 people to each provide \$250.

*In MailChimp emails, use Arial  
all caps/bold for headlines and  
buttons when needed.*

*Dignifying and identity-  
concealed image.*

*Nice hairline.*

## PUTTING IT TOGETHER

*CMYK: 18 / 99 / 93 / 0 - The correct red.*

*Using a circle to crop a photo.*

*Using the typeface Georgia  
Italics to keep it classy in a  
professional headline spot.*

*Nice hairline.*

*"We are Love146"?  
What the heck is Love146...?  
Oh good, there it is.*

*We are*  
**LOVE146**

END CHILD TRAFFICKING AND EXPLOITATION



# PUTTING IT TOGETHER

*Imaginative and simple white doodles atop the photograph.*

*Bonus points for a circle that is #69b0c7 - our brand blue.*

*Great use of a seasonal script typeface paired with Fjalla One.*



# PUTTING IT TOGETHER



*Hopeful, humanizing, and identity concealed.*

*Important text in a color bar – right on!*

*Use of Pathway Gothic where it seemed a better fit to have a non-bold typeface. All caps it opted for here, but you can always use Pathway Gothic in sentence case as well.*

*Hairlines: sometimes just one isn't enough.*

*The logo at the top of the page and the tagline at the bottom. No room for ambiguity.*

# PUTTING IT TOGETHER



Hairlines.

Icons.

Circles.

Proper color & fonts.

A disclaimer explaining that this photo is from prevention work, and the child pictured isn't known to be exploited.

The words "child trafficking," always making it clear what we're about.

# PUTTING IT TOGETHER

*A situation where our tagline would have been too small to read, so it's left off, but the paragraph right below it makes sure to contain the words "children affected by trafficking and exploitation."*

*Also Hairlines.*

*Hopeful, simple, & identity concealed.*

*Color bars help highlight the most striking text for readers.*

*In Mailchimp emails, use Georgia for body copy & lead ins, and bold all caps Arial for headlines.*



**NOW YOU CAN MAKE IT.**

*Go in style.*

Ask for help when  
you need it! Reach out  
to Marilyn Murray on  
our Communications  
team questions about  
these guidelines:

**MARILYN@LOVE146.ORG**