

**LOVE 146**  
END CHILD TRAFFICKING AND EXPLOITATION

style guide • june 2014

dr. martin luther king jr. said,

**“DARKNESS CANNOT DRIVE OUT DARKNESS,**

*only light can do that.”*

The reality of sex slavery and exploitation is dark. Dreadful. Disturbing. Desperate. But that's not the whole reality. We at Love146 see and celebrate daily the reality of restoration; of lives brought to light; of children protected; the **reality of *hope***, and the **power of *love***. The choice to celebrate hope over horror, to never simply show the reality of darkness without balancing it with the reality of light, is the single most central value to Love146's visual and rhetorical style. In keeping this value we infuse the abolition movement with audacious hope and we respect the dignity of the children we serve. We believe in the power of love to affect change and we follow through with this in our communications just as we do in our programs. **In this style guide, you'll find guidelines and techniques that Love146 uses to follow through with this value.**

# THE 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 single number 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 with the number 146 pinned to her dress, the number will raise questions. Every time the Love146 logo is used it is an opportunity to tell Her story. And to tell the world that Her story can be different for so many more. Love is in our name, because it is our motivating drive to end child sex slavery and exploitation. We believe Love to be the foundation of real, sustainable change. Dr. Martin Luther King Jr. said, "*Justice at its best is love correcting everything that stands against love.*"

*we are* **LOVE146.**

BASIC LOGO



✓ STACKED SQUARE



✓ WITH PATCH



✓ SOLID WHITE



✓ SOLID BLACK



✗ STRETCHING



✗ SCALING ELEMENTS INDEPENDENTLY



**COLOR**

As we try to balance the grimness of child sex slavery and 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 stories of exploited children, as well as embodying 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. Black and White are also key colors to Love146's style that should be used thoughtfully. **Black** is part of our logo and helpful in conveying the darkness in this issue, however we avoid predominantly Black designs as they don't demonstrate the hope and Love which exist. **White** lends peace, tranquility, and purity; effective use of white space is a powerful tool when presenting this issue.





**Red**

**RGB** 190, 31, 37  
**CMYK** 18, 100, 99, 8  
# be1f25



**Blue**

**RGB** 105, 176, 199  
**CMYK** 58, 16, 16, 0  
# 69b0c7



**Black**

**RGB** 0, 0, 0  
**CMYK** 30, 30, 30, 100  
**Pantone** Black



**White**

**RGB** 255, 255, 255  
**CMYK** 0, 0, 0, 0  
**Pantone** White

**TYPEFACE**

In visual and written work, fonts become the voice we speak in. Love146 has chosen fonts that have the ability to carry and convey the tension of horror and hope. Of strength and fragility. The bold characters and capital letters of **BEBAS NEUE** can be confrontational, conveying the gravity of the situation. We balance this more robust typefaces with *Thirsty Script*. The presence of this font adds the touch of a person to a design, reminding us of the humanity of what we face. It can demonstrate both the fragility and vulnerability in this issue, as well as take a hopeful and gentle voice. Finally, if we aren't careful, this issue may easily feel overwhelming and chaotic. **Helvetica Neue** gives order, peace, and tranquility to our voice with its clean and pure appearance and high legibility.

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**BEBAS NEUE**

**OUR NAME IS HER STORY.**

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**THIRSTY SCRIPT**

*She replied, "My wish has come true, I am home."*

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**HELVETICA NEUE**

The complex influences of culture, religion economics and politics require a thoughtful, committed response.

**IMAGERY**

Using photography in communication can bring awareness of the tragic reality of child sex slavery 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.

## CAMERA ANGLE



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.

## CONCEALING IDENTITY



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 right) or other graphic elements to censor.

## NOT 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 sensitivity and respect is also a vital reason we choose not to sensationalize.

## 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 communication about.

