

# SAFE HOUSE PROJECT

## Brand Guide

Before use, I agree to read the included Brand Guidelines and only use logos in a manner consistent with the rules specified therein. Download does not indicate ownership or rights.

## About Us

Safe House Project's mission is to increase survivor identification beyond one percent through education, provide emergency services and placement to survivors, and ensure every survivor has access to safe housing and holistic care by accelerating safe house capacity and development across America.

Our vision is to united communities to end domestic sex trafficking and restore hope, freedom, and a future to every survivor.

Safe House Project (501c3) is a nonprofit combatting domestic sex trafficking by increasing victim identification of trafficked individuals through survivor-informed training, supporting victims in their escape, and increasing the number of restorative care opportunities for child trafficking victims.

To learn more about Safe House Project visit [www.safehouseproject.org](http://www.safehouseproject.org).

Questions? Email us at [info@safehouseproject.org](mailto:info@safehouseproject.org). or visit [www.SafeHouseProject.org](http://www.SafeHouseProject.org)

## Logos



## Colors

**Primary - #0F4C81**

**Secondary - #658DC6**

**Tertiary - #FFCC00**

**Black and White**

## Learn More

Website: [safehouseproject.org/donate](http://safehouseproject.org/donate)

Instagram: [@safehouseproject](https://www.instagram.com/safehouseproject)

Facebook: [@SafeHousePrjct](https://www.facebook.com/SafeHousePrjct)

LinkedIn: [www.linkedin.com/company/safe-house-project/](http://www.linkedin.com/company/safe-house-project/)

YouTube: [www.youtube.com/channel/UCsW4-ZQ8l4fnaZnNICXrDIQ](http://www.youtube.com/channel/UCsW4-ZQ8l4fnaZnNICXrDIQ)

## Fonts

**Header: Heebo Bold -30pt**

Sub-Header: Heebo Thin -15pt

Paragraphs: Heebo Regular- 10pt

ALL CAPS BLOCK FONT: BEBAS NEUE -15-30PT

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### Imagery

The images used in any graphics should show emotions but not disturb the viewer. Try to use images that have a light happy feeling with the underlying message being hopeful.

Imagery should try to contain all races, ages, and genders.

Images need to be survivor informed to empower the survivor.

Serious images can be used when appropriate, but should not have images of cuffs, ropes, chains, with hands tied, etc.

You can use our [social ambassador page](#) and our [Media Kit](#) as a resource for other graphics.

### Good Examples



### Bad Examples



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### HOW TO ADJUST YOUR LANGUAGE TO BE MORE SURVIVOR INFORMED IN YOUR COMMUNICATION

DO NOT SAY	TRY INSTEAD	WHY?
<i>"Slavery"</i>	<i>Human trafficking, sex trafficking, labor trafficking, trafficking</i>	Terms like "slavery" tend to sensationalize survivors' stories. This is a shock value word.
<i>"Victim"</i>	<i>Survivor</i>	Once a victim exits their trafficking situation, they are no longer a victim, they have survived. Calling a survivor a survivor empowers them to be in control of their own healing, journey, and life.
<i>"Rescue"</i>	<i>Escape, exit</i>	When a survivor leaves their trafficking situation, they have power and hope. It's just the beginning, yes, but using language like "escape" and "exit" empowers survivors to take part in their own story. It allows them the space to be involved in one of the biggest changes they may ever experience in their life.
<i>"Saved"</i>	<i>Helped, assisted</i>	This is particularly important when speaking directly to survivors. Whomever had a part in their escape certainly helped, but saying they "saved" the survivor discredits the exhausting, terrifying, hard work that survivors did to keep themselves alive during their situation and all the healing the survivor must work through following escape.
<i>Ask for details of a survivor's story</i>	<i>Let the survivor lead who, when, and how much they tell their story</i>	It is important to give survivors ownership of their own experiences. It is also important to not exploit a survivor's story for whatever purpose you are speaking with them.
<i>Focus only on the survivor's story</i>	<i>Pull in other relevant information to whatever topic you are discussing</i>	Survivors are so much more than their story. Talking about other things in their life can help them remember that, and it's always important to see a survivor as a whole person, not just what they have been through.
<i>Use trafficking terminology that the survivor has not brought up</i>	<i>Use only the language survivors use, and make sure you understand the definition and context before using the language</i>	This language can be triggering to survivors, and it can also be frustrating for survivors to hear others using language they feel they do not understand.
<i>Out someone as a survivor without their permission</i>	<i>Let them tell others that they are a survivor, ask before telling</i>	Outting someone as a survivor without their permission takes away their power, violates their trust, and can even be exploitive.