Beyond Stock Images
Using Graphic Design to Advance Prevention

National Sexual Assault Conference
Philadelphia, Pennsylvania
August 22, 2019
Learning Objectives

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  
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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
BUYING THEM DRINKS ≠ BUYING THEIR BODY

The best way to get consent is to ask.

Willing, informed, clear, only yes, not saying no means consent. Doesn't mean yes means no.

Sponsored by the OASIS Sexual Violence Prevention Task Force
Educates
STOP Sexual Violence

Promote Social Norms that Protect Against Violence
Teach Skills to Prevent Sexual Violence
Support Victims / Survivors to Lessen Harms
Create Protective Environments
Provide Opportunities to Empower and Support Girls and Women

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

Informs
Be a part of the solution.

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

WE consented each other’s brains out last night
Great sex begins how it ends.
With Yes, Yes, Yes!

-WE had- mind-blowing consent
Great sex begins how it ends.
With Yes, Yes, Yes!

I’ve never consented that hard in my life
Great sex begins how it ends.
With Yes, Yes, Yes!

learn more at explicitconsent.org
Connects

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

https://www.bitchmedia.org/article/link-between-oil-pipelines-and-sexual-assault
Why did PreventConnect rebrand?
How did PreventConnect rebrand?

- Research
  - Creative Brief
- Ideation
- Development
- Revision
- Finalize
Was the rebrand successful?

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.

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.

Typography

- Comfortaa Light
- Comfortaa Regular
- Comfortaa Bold

- Railways Regular
- Railways Medium
- Railways SemiBold
- Railways ExtraBold

Colors

- Primary
- Secondary
- Neutral

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.
Creating consistency through branding

Before

After
The Design Process
Research

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

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
Development

Design Assets
Principles of Compositions
Tools to Remember
Design Assets | Color

Complementary
Analogous
Triad
Monochrome

Tool: color.adobe.com canva.com contrastchecker.com
Design Assets | **Color**

- Complementary
- Analogous
- Triad
- Monochromer

Tool: color.adobe.com canva.com contrastchecker.com
Design Assets | **Color**

Complementary

Analogous

Triad

Monochromepath

Tool: [color.adobe.com](http://color.adobe.com) [canva.com](http://canva.com) [contrastchecker.com](http://contrastchecker.com)
Design Assets | Color

Complementary
Analogous
Triad
Monochrome

Tool: color.adobe.com canva.com contrastchecker.com
Design Assets | Color

Complementary
Analogous
Triad
Monochrome

Tool: color.adobe.com canva.com contrastchecker.com
Design Assets | Images

Lines
Shapes
Texture/Pattern
Illustration
Photography
Design Assets | Images

Lines
Shapes
Texture/Pattern
Illustration
Photography

WE SUPPORT
The Turning Point
Rape Crisis Center

Contact Plano City Council and
tell them to continue funding
counseling services for survivors

972-941-7107

citycouncil@plano.gov
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
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

Tools: Google Fonts, Font Squirrel

FONT PAIRING BASICS

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
(Amaro & Bello)
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

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

-Celeste Espinoza

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Principles of Composition | Alignment

Ashleigh Klein-Jimenez
PreventConnect, CALCASA

Tori VandeLinde
PreventConnect, CALCASA
Principles of Composition | Contrast

Ashleigh Klein-Jimenez
PreventConnect, CALCASA

Tori VandeLinde
PreventConnect, CALCASA
Principles of Composition | Repetition
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

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**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 volupat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisi. At vero eos et accusam et justo duo dolores et ea sint tem? Lacus cursus mattis, video congue, aenean quam.

**Callout Header** — Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volupat. 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, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volupat. 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, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volupat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

**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.

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

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Tools to Remember | Visual Rules

Rule of Thirds

Golden Rule
Free Design Resources

⭐ **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

Critique
Feedback

Design Critiques:
Encourage a positive culture to improve products.
Finalize

Print, upload, publish...

- File types:
  - PDF
  - JPG
  - PNG

- Quality
  - Dimensions
  - dpi/ppi
Thank you!