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HELLO... AND WELCOME!
ABOUT NO MORE

NO MORE promotes the use of a new national symbol to express support for ending domestic violence (DV) and sexual assault (SA) in our society. The NO MORE signature, worn and displayed by influencers, people working in the field of DV/SA and members of the general public, will raise visibility, create awareness, encourage conversation, and help break the social stigma surrounding domestic violence and sexual assault.

THE GROUP
NO MORE involves a broad coalition of funders, advocacy and service organizations and private sector volunteers from the top ranks of leading corporations, media companies and major branding and design firms.

THE GOALS
Too often, the realities about domestic violence and sexual assault remain hidden in the shadows, the victims riddled with shame and stigma. Despite the progress that has been made on these issues, there remains a critical need to expose and talk about this subject in the public domain. NO MORE reflects the aspiration to create a society in which there is no more domestic violence and no more sexual assault.

As with the peace sign, the yellow “support our troops” ribbon, the red AIDS ribbon or the pink breast cancer ribbon, the goal is to use this new symbol to help spark a national dialogue and move the issues of domestic violence and sexual assault higher on the public’s agenda.

THE OBJECTIVES
To have the NO MORE symbol adopted by domestic violence and sexual assault organizations, as an over-arching symbol that unifies the effort while not competing with the different logos/brands of these organizations.

To have influencers and as many members of the general public as possible, from all walks of life, wear or use the icon.

It is hoped that by accomplishing these objectives, we will be taking the first steps toward a broader level of change: that the increased visibility and dialogue will contribute to changing social norms, and ultimately to improved public policies and more resources.
BE CLEAR. BE CONSISTENT. BE NO MORE.
THE NO MORE SIGNATURE
NO MORE visual identity guidelines

Refer to the examples in “Putting it All Together” beginning on page 22 to see how the NO MORE visual identity comes to life in context.

THE NO MORE SIGNATURE
INTRODUCING OUR SIGNATURE

Bold. Brave. Powerful. NO MORE signature is the visual embodiment of our shared goal: promoting an end to domestic violence and sexual assault.

Our signature consists of three elements:
1. the NO MORE wordmark
2. the Vanishing Point icon
3. the tagline

Multiple iterations of the signature available for you to use, depending upon your specific application. We’ll discuss those options in the following pages.

But first, let’s talk about the most important visual element of our identity: the Vanishing Point icon...
The Vanishing Point icon must appear in the context of the wordmark until its meaning is universally understood.

THE NO MORE SIGNATURE

THE VANISHING POINT ICON

Far more than an ordinary blue circle, the Vanishing Point is a powerful and positive icon that visually encapsulates NO MORE.

• Its infinite and all-encompassing circular form represents the global community working together without boundaries
• It’s a safe place where we all converge to lend support to those affected
• It’s a light at the end of the tunnel, providing a view into a future free of domestic violence and sexual assault
• It’s a definitive end, akin to punctuation closing a statement or a thought

The Vanishing Point icon must figure prominently in each and every NO MORE communication touchpoint, regardless of medium or audience.
Our tagline is our rallying cry:
Together We Can End Domestic Violence & Sexual Assault

The NO MORE tagline is a clear and compelling statement; wholly inclusive and universally understood regardless of gender, ethnicity, age, geographic location or economic background.

Using the tagline as often as possible will provide important context and help expedite the process of educating the population about NO MORE and what we stand for.

To that end, the tagline may be used two ways:
1. Locked-up with the signature in one of several predesignated configurations (see page 11)
2. On its own, as a primary typographic communication such as a headline
THE NO MORE SIGNATURE
SIGNATURE CONFIGURATIONS

The NO MORE signature is available in two main configurations to facilitate application across a wide array of communications.

The inline signature is our primary mark and should be used as often as possible.

The stacked signature may be used when the Vanishing Point icon is the intended focus, a more vertical proportion is desired, or its final reproduction size is very small.

Both of these signature formats also have coordinating tagline lock-ups to accommodate reproduction in any medium, at any size.

Always ensure the tagline reproduces clearly and legibly. If the final reproduction size impedes legibility, use the version of the signature without the tagline.

Always use the provided artwork. Never attempt to recreate, reconfigure, recolor, reproportion or otherwise adjust the signature in any way.
THE NO MORE SIGNATURE
COLOR VARIATIONS

The NO MORE signature is also available in several color variations to adapt well to any reproduction scenario.

**Full color** signatures are available in spot, process and RGB versions, and should be used in most cases.

**Badge** signatures are enclosed in a white holding shape and allow the full color mark to be used effectively on busy or conflicting-colored backgrounds.

**Reverse** signatures are designated for use on dark backgrounds that do not impede legibility of the mark.

**Blue** signatures are intended for use when our proprietary NO MORE Blue is the only color available.

**Knockout (white)** signatures may be used in rare cases where the only option is to feature the mark knocked out of a dark field.

**Black** signatures are available for use in instances where color reproduction is not available, such as newsprint.

Never opt to use an alternate color version of the signature when full color reproduction is feasible.
The signature should always be surrounded by a minimum amount of clear space to protect it from competing visual elements.

THE NO MORE SIGNATURE

OBSERVING CLEAR SPACE

To ensure the legibility of the NO MORE signature, it must be surrounded with an adequate amount of clear space.

This “buffer zone” isolates the signature from competing elements such as photography, text or other logos that could detract attention and lessen its overall impact.

The inline signature clear space is equal to the width of the letter “O” in the NO MORE wordmark.

The stacked signature clear space is equal to the height of the letter “O” in the NO MORE wordmark.

Using the signature consistently wherever it appears helps to both establish and reinforce immediate association with NO MORE. The provided artwork must be used at all times.
In instances where the tagline is too small to appear legible, opt to use a version of the signature without the tagline.

**THE NO MORE SIGNATURE**

**MINIMUM SIZE USAGE**

Using The NO MORE signature in a consistent manner across all applications helps to both establish and reinforce recognition.

The illustration to the right provides minimum size specifications for all our signature variations.

The inline signature lock-up must appear no smaller than one inch or 72 pixels in width.

The inline signature must appear no smaller than 3/8 of an inch or 27 pixels in width.

The stacked signature must appear no smaller than 1/3 of an inch or 24 pixels in width.

As a rule, the tagline should not appear in sizes smaller than the equivalent of 3.25 point text.

Use these rules in conjunction with the clear space and color principles to ensure maximum visual impact.
Co-branding with other companies, causes, entities and individuals widens our reach and exposes NO MORE to significantly broader audiences. All in support of promoting an end to domestic violence and sexual assault are invited to make use of our signature.

There are two main ways to co-brand using the NO MORE signature:

**Partnership**: a 50/50 relationship between partner and NO MORE identities locked up in close proximity

**Endorsement**: a 60/40 or greater relationship between partner and NO MORE identities with no proximity requirements

Simply request permission via the Program Director, download the appropriate signature for your application and design it into your communications according to all the guidelines for usage outlined in this document.

See page 31 for illustrative examples of co-branding in action.
RESPECT OUR SIGNATURE

AS YOU WOULD ANY BRAND, PRODUCT OR CORPORATE LOGO. RECOGNITION IS BUILT ONLY WITH CORRECT AND CONSISTENT USE.

THE NO MORE SIGNATURE

SIGNATURE USAGE DONTs

1. Don’t change the orientation
2. Don’t change the colors
3. Don’t place the signature on a busy background
4. Don’t crop the signature in any way
5. Don’t create your own tagline lockups
6. Don’t add effects to the signature
7. Don’t embellish the signature
8. Don’t stretch, squeeze or distort the signature
9. Don’t use the signature on similarly-colored backgrounds
10. Don’t embed the signature within a block of text
11. Don’t add an outline to the badge signature
12. Don’t bevel or emboss the signature

When talking about The No More Project, always ensure there
NO MORE VISUAL LANGUAGE
NO MORE VISUAL LANGUAGE

THE NO MORE COLOR PALETTE

A brand’s color is its calling card. Our proprietary colors are NO MORE blue and NO MORE gray.

Each of these colors has been custom-formulated to be completely unique to us. Use them at their full intensity or tint them back to provide a range of tones.

Please note there are no Pantone® or other color book equivalents to NO MORE Blue and NO MORE Gray. Color swatches and more detailed information regarding these custom formulations are available by request on the NO MORE Spectral Sheet.

Please reference the breakdowns listed here, or the Spectral Sheet for wavelength, reflectance and CIE Lab specifications.

Avoid using full-intensity black in NO MORE communications as the connotation of black and blue can be seen as negative.

NO MORE BLUE

C 73.7
M 0
Y 20
K 0
R 0
G 188
B 206

NO MORE GRAY

C 12.63
M 0
Y 0
K 59.29
R 112
G 125
B 133
Use these accent colors sparingly alongside NO MORE Blue and NO MORE Gray to extend the range of our palette.

NO MORE VISUAL LANGUAGE

ACCENT COLOR PALETTE

NO MORE Blue and NO MORE Gray should account for the majority of color usage in our communications.

The accent colors presented here provide a selection of deep and light complementary tones intended to extend the visual range of the NO MORE palette.

These colors must be used sparingly alongside colors in the NO MORE palette and may not be used on their own under any circumstances.
DIN 1451 ENGSCHRIFT
AaBbCcDdEeFfGg
1234567890&!()@

GOTHAM NARROW
AaBbCcDdEeFfGg
1234567890&!()@

**DIN 1451 ENGSCHRIFT**
- **AaBbCcDdEeFfGg**
- **1234567890&!()@**

**GOTHAM NARROW**
- **AaBbCcDdEeFfGg**
- **1234567890&!()@**

_**Din 1451 Engschrift**_ is our identifying typeface and should be used carefully. Gotham Narrow acts as a strong supporting player.

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**NO MORE VISUAL LANGUAGE**

**TYPOGRAPHY**

**Two typefaces have been** chosen for NO MORE: Din 1451 Engschrift and Gotham Narrow.

*Used in conjunction, they convey the bold, smart and inclusive tone reflective of our initiative.*

*Din 1451 Engschrift* is a powerful, compressed typeface and may be used for headlines, subheads and other featured content. Headlines should be rendered in all capital letters.

*Gotham Narrow* is a versatile, highly-legible sans serif typeface and may be used for accent text and blocks of body copy. Body copy rendered using Gotham Narrow should be set in upper and lower case. Accent text may be set in either case configuration.

Use Gotham Narrow only in the weights listed here. Avoid using all capitals and heavier weights as this will cause visual discrepancy with Din 1451 Engschrift.

_Din 1451 Engschrift_ is our identifying typeface and should be used carefully. Gotham Narrow acts as a strong supporting player._
The Vanishing Point icon can be used many ways. Always ensure its application is aligned with the strategic tone of the communication.

**NO MORE VISUAL LANGUAGE**  
**THE VANISHING POINT ICON AS A GRAPHIC ELEMENT**

The Vanishing Point icon may also be incorporated into communications in more interpretive ways. These creative applications should complement—not stand in for—use of the NO MORE signature. The examples on this page demonstrate various ways in which the Vanishing Point icon may be interpreted. Usage of this icon includes but is not limited to:

- Supergraphics
- Repeat patterns
- Transparent textures
- Shapes to frame imagery

When used as a graphic element, the Vanishing Point icon still must appear in approved NO MORE colors. The only exception would be its use as a shape to frame a full-color image which may contain a broad spectrum of colors.
Ensure all imagery selected for use in NO MORE communications feels real, diverse, accessible and uplifting.

NO MORE VISUAL LANGUAGE

PHOTOGRAPHY

As the saying goes, a picture tells a thousand words. Photography is a powerful tool in telling the NO MORE story. Refer to the images and corresponding principles on this page when choosing pictures of people, places, spaces and concepts to be featured in NO MORE communications.
PUTTING IT ALL TOGETHER
Outdoor applications are one of the most highly visible vehicles for delivering the NO MORE message to the public.

Simplicity and scale work to great advantage in these environments. Note how the interplay of our assets—icon, colors, typography and various signature-tagline lock-ups—combine, resulting in a clean, bold and memorable presentation.
Events provide invaluable publicity and exposure for spreading the word about NO MORE. Here, we are able to reach broad audiences and make lasting connections by association—and aspiration—with prominent figures and the many businesses and industries who support our cause.

Our visual identity lends itself especially well to these environments, as illustrated here on the red carpet step-and-repeat. Consider applying the signature to all event-related communications, including but not limited to:

- Invitations (printed and electronic)
- Websites, blogs and portals
- Swag, giveaways and merchandise
- Awards, trophies and certificates

Our signature may be used in any of the many variations exhibited in this guideline.
Simplicity is the best policy when creating wearables. Rely on the signature and its components to deliver the most impactful message.

PUTTING IT ALL TOGETHER
SAMPLE APPLICATIONS: WEARABLES

Wearable items are our “walking billboards.” From the red carpet to the local gym, NO MORE wearables enable people of all stripes to express their support, commune with like-minded others and prompt the curious to inquire about the meaning behind the message they’re wearing.

Our signature may be screenprinted or embroidered on virtually any appropriate wearable item, from t-shirts and pin-back buttons, to baseball caps, messenger bags and sports uniforms.

When selecting colors for these items, it is suggested you choose light colors such as white and light heather gray, or dark colors like black, charcoal and navy.

Always ensure the color you choose presents our signature in a highly-legible, visible and on-brand manner.
The stunning simplicity of our Vanishing Point icon translates beautifully in jewelry applications.

Use the Vanishing Point icon for everything from enameled lapel pins and pendants, to cufflinks, earrings, buttons, scarf ties, snaps, zipper pulls... the possibilities are endless.

Dimensionally, the thickness of the object may vary depending upon the application, but the surface profile itself should remain flat like a coin, not rounded or “puffy” like a doughnut.

The icon’s finish may be rendered glossy, brushed or matte. Inject color using NO MORE Blue enamel, or cast the object from precious metals like gold, silver, platinum or titanium.
Items we use in our every day lives provide a fantastic opportunity to promote the NO MORE message. These “mini billboards” serve to remind us—and those around us—of our mantra.

From bumpers stickers affixed to our vehicles, to the ubiquitous mobile phone case always at-hand, to the beverage holders we tote along wherever we go, these basic accessories offer tremendous promotional potential.

Use the signature with or without the tagline to provide dramatic impact, or the Vanishing Point icon as a textural pattern for more subtle effect.
Use of photography is a powerful way to add color, texture and context to the NO MORE visual language in digital communications.

PUTTING IT ALL TOGETHER
SAMPLE APPLICATIONS: DIGITAL

Digital applications are a primary point of contact with the public and must present our best face to the world.

Use the NO MORE visual assets in a way that feels both strong and welcoming—never losing the impact of our brand—yet always inviting and encouraging dialog and participation in our safe and supporting community.

These applications should be comprised mostly of NO MORE visual assets, complemented only by compelling imagery that adds further texture, tone and context.
Always ensure NO MORE visual assets are applied correctly to reproduce faithfully and legibly in on-screen applications.

PUTTING IT ALL TOGETHER

SAMPLE APPLICATIONS: MOBILE

NO MORE mobile applications should be designed with simplicity and efficiency, emphasizing usability first and foremost.

Always respect all the usage principles when designing for mobile applications, paying particular attention to legibility and minimum size requirements.
Leverage the NO MORE visual assets to deliver a consistent experience across all social media platforms.

PUTTING IT ALL TOGETHER
SAMPLE APPLICATIONS: SOCIAL MEDIA

Social media is an important and wide-reaching complement to other NO MORE communication outlets. Leverage this tool to build community and immediacy and keep interactive on a continual basis. Always strive to create a consistent experience, be it on Facebook, Google+, Twitter or any other social media outlet.
Always respect usage guidelines for all involved parties’ identities when creating co-branded materials with NO MORE.

PUTTING IT ALL TOGETHER

SAMPLE APPLICATIONS: CO-BRANDED

The sky’s the limit when co-branding with NO MORE.

Strong and impactful partnerships are essential in building momentum for NO MORE.

All our visual assets have been specifically designed to extend the NO MORE presence to partner communications and offerings of all kinds.

Correctly applied, our signatures, Vanishing Point icon, proprietary colors and typographic style promote visual associations that, over time, will build recognition and awareness for our cause.

Presented here are just a few examples of how the NO MORE visual identity can be used in co-branded applications. Use these schematics to inspire your co-branding endeavors.

These examples are solely for illustrative purposes and do not imply NO MORE has relationships with the partners or products depicted.
DIRECTORIES
The exhibit to the right encapsulates all the primary inline signature variations available for your use. See pages 8-16 for signature usage guidelines.
The exhibit to the right encapsulates all the alternate inline signature variations available for your use.

See pages 8-16 for signature usage guidelines

### INLINE SIGNATURE / TAGLINE LOCK-UPS: MEDIUM

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### FILE DIRECTORY

#### ALTERNATE INLINE SIGNATURES

The exhibit to the right encapsulates all the alternate inline signature variations available for your use.

See pages 8-16 for signature usage guidelines
### FILE DIRECTORY

#### STACKED SIGNATURES

The exhibit to the right encapsulates all the stacked signature variations available for your use.

See pages 8-16 for signature usage guidelines

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DOWNLOAD THE SPECTRAL DATA SHEET
QUESTIONS? REACH OUT!

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