

Branding Guidelines

The National Center on Domestic Violence, Trauma and Mental Health (NCDVTMH) brand guidelines ensure consistent and accurate representation of our organization across all media and communications. Adhering to these guidelines maintains a strong, recognizable brand identity that reflects our mission and values.

MAIN LOGO



LOGO MARK



COLOR PALLETTE



#79C9B1



#6654A3



#00646B



#515F62

FONTS

Lora Regular
LATO LIGHT

When abbreviating the National Center on Domestic Violence, Trauma, and Mental Health, please only use the NCDVTMH shortened version.

Logo Usage

- Always use the official NCDVTMH logo provided in the press kit.
- Do not alter, stretch, or distort the logo in any way.
- Use the logo on a contrasting background to ensure legibility.
- When using the logo alongside other logos, ensure equal prominence and spacing.

Imagery

- Use high-quality images that reflect the diversity of survivors and communities we serve.
- **Choose images that convey empowerment, resilience, and hope.**
- **Avoid using gratuitous or graphic images of violence or trauma.**
- Obtain proper permissions and give credit to the photographer or source when using images.

Tone and Voice

- Use a compassionate, empowering, and respectful tone in all communications.
- Avoid sensationalizing or exploiting the experiences of survivors.
- Use person-first language (e.g., "person experiencing domestic violence" rather than "victim").
- Emphasize the importance of trauma-informed, culturally responsive approaches.
- Highlight the expertise and leadership of NCDVTMH in the field.