



MISSEY

Healing Wounds. Breaking Cycles.

BRAND GUIDELINES 2021

CONTENTS

Introduction	2
Brand Framework	3
Message Platform	8
The Logo	14
Colors	21
Typography	26
Graphic Elements	30
Photography	31
E-Mail Signature	32
Assets	33

INTRODUCTION

This guide will ensure consistent use and communication of MISSEY’s brand in both internal and external applications. It provides official creative usage guidelines to help achieve brand clarity and maintain MISSEY’s approachable, unique voice and style.

HOW TO USE THIS BRAND GUIDE

The guide is meant to create clarity and visual consistency across materials being created by our staff and in references to our brand used by outside parties. MISSEY staff, partners and consultants will use these standards to ensure that basic brand elements are incorporated when they design and produce marketing and outreach materials. Everyone associated with our organization, our programs and initiatives is responsible for ensuring the materials produced under their supervision adhere to these standards.

Please note that all electronic or printed publications, advertisements, flyers and other branding items must be approved by the MISSEY Communications Lead, [add name]

Contact:

Communications lead name

Email

Phone number

BRAND FRAMEWORK

At a Glance

PROMISE

Space to heal and know your power.

VALUES

Healing, Youth Voices, Integrity Relationships

PERSONALITY

Black girls front and center.

We are survivors lifting up survivors.

We are audacious.

We are tried and trusted.

POSITIONING

Through Black survivor leadership, and centering the voices of young people, MISSEY is addressing the root causes of sexual exploitation and is dedicated to collective healing and power.

The Brand Framework is an **internal guide** that captures the core essence of an organization. It is a set of simple but powerful concepts that define who MISSEY is at its best and the feeling and connection we want the people we work with to have about us. The brand framework is intended to be a guide for everything MISSEY does and says -- from our programming to our social media posts. It's purpose is to create consistency, clarity, affinity and loyalty among our most important audiences.

The Brand Framework answers these questions:

- What's the promise we are making to our audiences in every interaction?
- What are the values that lie at the heart of what we are doing?
- How has MISSEY evolved over time and what's unique about MISSEY today?
- What are we striving for MISSEY to become?
- What personality traits best convey all of the above?
- What role can only MISSEY play and how do we want MISSEY to stand out among its peers?

BRAND FRAMEWORK DEFINED

Brand Promise

The seed where all your potential lies. The mantra or shorthand phrase everyone inside MISSEY knows by heart and everyone outside MISSEY feels in their hearts.

Brand Promise is the value people receive from your work. It answers, “what do I get out of this relationship?”

The brand promise is not a public statement, but rather the thing that attracts the right people to you and compels them to stay in relationship with you over time.

Space to heal and know
your power.

BRAND FRAMEWORK DEFINED

Brand Values

Your values are the things (nouns) that drive everything you do. They animate your organization, bringing to life behaviors that align with your promise.

Values give moral meaning to the stories you tell, and provide the lifeblood to everything you do.

HEALING

To empower the young people we serve and sustain ourselves, we center healing in everything we do.

YOUTH VOICE

We make sure the youth we serve have a say in all levels of our organization. We see youth voice as a critical element of building power and self worth and work so that the youth we serve are able to advocate for themselves and know their power.

INTEGRITY

As responsible members of our community, we do what we say we're going to do. We are trustworthy and reliable; being accountable to the young people we serve, each other and ourselves is how we demonstrate our love.

RELATIONSHIPS

Exploitation relies on isolation. The antidote is healthy, strong, empowering relationships. For girls and nonbinary youth susceptible to sexual exploitation, caring, responsible relationships are their lifeline. For those of us serving them, building strong, long-term partnerships and community is how we will uproot sexual exploitation once and for all.

BRAND FRAMEWORK DEFINED

Brand Personality

Brand personality is how people experience you.

It is your style and what people first notice. It's where your culture, vibe and voice are expressed.

These attributes are what you want people to think of when they think of MISSEY.

WE ARE BLACK GIRLS FRONT AND CENTER.

MISSEY is Black femme-led and puts Black girls and nonbinary youth first in our work. Our lived experience gives us the perspective and presence to achieve healing and freedom for ourselves while making the world safer for Black girls and nonbinary youth of color.

WE ARE SURVIVORS LIFTING UP SURVIVORS.

We know what the young people we serve are going through because many of us have gone through it too. This work is personal for us and we are passionate and focused on healing ourselves and each other.

WE ARE AUDACIOUS.

Two decades ago, we were a leader in bringing the crisis of commercial sexual exploitation of US-born youth out of the shadows. Today, we are changing the conversation to focus on the root causes. We are boldly breaking the cycle of sexual exploitation and the systemic conditions that uphold it.

WE ARE TRIED AND TRUSTED.

We are devoted guides, always there to listen, comfort and lift up the young people we serve, and capable partners to the ecosystem of organizations and professionals we work with. Our dedication to ending sexual exploitation and the systemic conditions that uphold it -- racism, sexism and capitalism -- fuels our tireless commitment to serve and center young people.

BRAND FRAMEWORK DEFINED

Brand Positioning

Your brand position is your uniqueness when compared to others.

Your position statement positions you in the field relative to others. It reflects what is unique and special about you.

Through Black survivor leadership, and centering directly impacted young people, MISSEY is addressing the root causes of sexual exploitation and is dedicated to collective healing and power.

MESSAGE PLATFORM

These messages are informed by our insights and recommendations process, the brand and messaging strategy session we conducted with your team, combined with research-informed best practices of social change messaging that move people to action. Though written for this unique moment, the messages are intended to have longevity, keeping in mind that all good messaging is constantly evolving just like your organization.

These messages are “core” to MISSEY’s brand — how you want the organization to be perceived. The more you infuse these key ideas into your communications, the “stickier” they will become and, with time and persistence, you will change the story.

You can think of these messages as building blocks to use when developing any kind of content — a social media post, web copy, flier, sign-on letter, op-ed, blog, etc. We’ve stacked them in a specific order based on best practices that tell us to lead with our “why,” followed by our “so what,” and only then, outline our “how” in concise, salient terms. However, depending on the purpose and function of a specific piece of content, these messages can be combined in a variety of ways.

These messages are intended to be headlines or sign posts to lead people through your narrative. Each message can be further fleshed out and illustrated with a sprinkling of relevant data, personal stories and more detail as appropriate.

MESSAGE PLATFORM

Elevator Pitch

The goal of the elevator message is to get people nodding and asking the follow-up questions that keep you in an ongoing conversation – it is not a boilerplate statement intended to summarize the whole of what MISSEY is and does.

FOR THE SHORT ELEVATOR RIDE:

MISSEY is co-creating a world where girls and gender expansive youth are safe from sexual exploitation and know their power.

FOR THE LONGER ELEVATOR RIDE:

MISSEY is co-creating a world where girls and gender expansive youth are safe from sexual exploitation and know their power. Through Black survivor leadership, and centering directly impacted young people, we are healing ourselves and each other and addressing the root causes of sexual exploitation.

MESSAGE PLATFORM

Purpose (Why)

Purpose messages explain why you exist, what values drive your work, and what problem you are in business to solve. They provide salient context to position MISSEY as relevant and necessary in the world right now.

- Young girls and gender expansive youth should be defined by their strengths, passions, and ambitions - not by the trauma they have endured.
- Every girl and gender expansive young person deserves to grow up in a safe, supportive environment. But that's not the reality for too many young people, especially Black girls and youth of color experiencing poverty.
- Each year, commercial sexual exploitation claims the childhoods of hundreds of girls and gender expansive youth in Oakland. The Bay Area is known as a major hub for exploitation throughout the nation.
- Exploiters take advantage of young people who are neglected by the systems entrusted with their safety and well-being. We must understand how a young person's race, gender, and class impacts the likelihood of an exploiter targeting them.
- Girls and gender expansive youth of color, especially Black youth, are harmed by racist public policies from birth. They are policed, sexualized, and abused by society more than any other group of young people, sending a signal to exploiters that they are easy targets. To prevent and end the sexual exploitation of these young people, we also have to address the failures of our public systems.
- Too often, youth survivors escape exploitation only to face stigma from the rest of the world. We must make every space a safe, empowering space for survivors.

MESSAGE PLATFORM

Impact (What)

Impact messages help audiences understand why your work matters in terms of the difference you make. These messages provide the big-picture opening for you to share quantitative and qualitative data about MISSEY-specific wins and impact, and the personal stories of the people whose lives you have changed for the better.

- For more than 14 years, MISSEY has provided healing and pathways out of exploitation for more than thousands of young people. People from across the country and around the world have recognized MISSEY's unique survivor-led model.
- MISSEY played a leading role in bringing the crisis of commercial sexual exploitation of U.S.-born youth out of the shadows.
- MISSEY was one of the first direct service organizations to take a systems-level approach to prevention, intervention, and eradicating sexual exploitation. This approach made MISSEY instrumental in helping pass legislation to decriminalize survivors. We inspired widespread awareness, including award-winning films and public education campaigns.
- MISSEY has launched the careers of several national and community leaders and continues to nurture and empower young people to step into positions of leadership.
- Today, MISSEY continues to lead the way in making racial justice a core focus in the work of ending the sexual exploitation of young people.
- MISSEY is building power among young survivors and changing the conversation to focus on the root causes that lead to sexual exploitation. MISSEY is boldly breaking the cycle of sexual exploitation and working with our allies to rid systems of the racist policies that make Black girls and gender expansive youth vulnerable to exploitation. We will not rest until all Black girls and gender expansive youth are safe and thriving.

MESSAGE PLATFORM

Approach (How)

Approach messages explain how you produce the results outlined in the impact messages. These messages offer a deeper understanding of how MISSEY is structured and how you function, without getting too far into the details.

- At MISSEY, we believe in and witness daily the power, brilliance, and resilience of young people. We have been providing safe space, fostering healthy relationships, and breaking the cycle of sexual exploitation in the San Francisco Bay Area since 2007.
- Young survivors of sexual exploitation know best what kinds of support will help them heal and thrive. Our job is to listen to them and provide the resources they need while lifting up their voices and leadership.
- We support survivors and young people targeted by exploiters by providing direct service programming, training, prevention, policy advocacy, and creating leadership pathways for the youth we serve within our organization and community.
- MISSEY is survivor-led and survivor-centered and prioritizes youth voice in building services and systems for youth targeted by exploiters and healing from exploitation.
- We work to dismantle the systems that fail to protect Black girls and gender expansive youth most targeted by exploiters. By rooting out anti-Blackness, misogyny, and classism, we can create safer communities for all people.

MESSAGE PLATFORM

Approach (How)

Approach messages explain how you produce the results outlined in the impact messages. These messages offer a deeper understanding of how MISSEY is structured and how you function, without getting too far into the details.

- We use a set of distinctive, integrated strategies to create the conditions for healing, wellness, and self-determination for the young people we work with.
 - We disrupt the cycle that leads to exploitation by providing young people with the support they need to leave, avoid, and stay out of exploitative circumstances.
 - We help girls and gender expansive youth to imagine healthier, safer futures for themselves, support them in reflecting on and planning what it takes to get there, and then connect them to the opportunities to make safety and thriving real.
 - We strengthen our communities by investing in field leaders most able to identify exploited youth and guide them to the appropriate resources.
 - We provide models for building healthy relationships and self advocacy, tapping into ambition, and being accountable to self and others.
 - Through building relationships with girls and gender expansive youth, we help them recognize and embrace their inherent value, leadership ability, and right to a full and fulfilling life.
- MISSEY centers healing and wholeness in everything we do. We take a holistic approach to helping the young people we work with process their abuse and understand their inherent worth as important, unique, and powerful human beings deserving of safety, love and joy.

THE LOGO

Our Brand Mark

MISSEY's brand mark includes the specific combination of an emblem, logotype, and tag-line, arranged to amplify the organization's values; healing, amplifying the voices of our youth, integrity, and the importance of relationships.

The Emblem

To symbolize MISSEY's role within the community of Oakland, the enduring symbol of an oak tree—including roots and branches—represent networks, community, nurturing, and growth. Just as the roots and branches expand beyond the emblem's circular frame, MISSEY's impact will last beyond any single individual or point in time.

On the right is a young Black Femme, the focal point of MISSEY's work. She is deeply integrated within the tree because our work is not just for her and about her; as a survivor-led organization, our work IS that young Black Femme.



MISSEY

Healing Wounds. Breaking Cycles.

THE LOGO

Logotypes

The name of our organization is displayed in Bebas Neue, a font that is clean and elegant, and a bold statement of the importance of the work that we do.

Our slogan, “Healing wounds. Breaking cycles.” is encapsulated in the mark in the font Open Sans, as a constant reminder of the change we seek to create for our survivors.

BEBAS NEUE



MISSEY

Healing Wounds. Breaking Cycles.



OPEN SANS

THE LOGO

Logotypes

Our complete brandmark is comprised of the emblem and the logotype and the slogan. The entire logo must be used at all times; no single element of the logo should be used on its own, as each is crucial to the story—and impact—of our brand.

Our primary mark is the vertical, full-color version, and should be used whenever possible. We do, however, have a horizontal version as well as one-color applications that can be used if deemed necessary.



MISSEY
Healing Wounds. Breaking Cycles.

Exception: The emblem should NEVER be used on its own, with the exception of social profile images, where the name of the organization should be included in upper case as the organization's profile name. To be fully brand-compliant, the slogan should be included in the profile description for each social platform where the elements of the logo have been broken apart.



MISSEY
Healing Wounds. Breaking Cycles.



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MISSEY
Healing Wounds. Breaking Cycles.

THE LOGO

Clearspace

The clearspace guidelines show the recommended amount of space that should be present around the brandmark. The ‘x’ height of the entire mark is used to determine the amount of clearspace needed. Clearspace is ‘x’ and 1/4 of ‘x’ should be used as a measurement tool around each side of the mark to give the proper amount of clearspace. Clearspace applies to every iteration of the logo.

1/4X		
X		
		1/4X

THE LOGO

Scaling

The minimum scale for our brandmark is 1 1/4 inch wide for vertical print applications, 1 inch tall for horizontal print applications or 120 px wide/tall for digital applications.

Usage

Where possible, the full brandmark should be used. When selecting which logo to use, please refer to the guide at the right.



MISSEY
Healing Wounds. Breaking Cycles.

Minimum Scale
1.25", 120px wide



MISSEY
Healing Wounds. Breaking Cycles.

Minimum Scale
1"

THE LOGO

Brand Mark Misuse Examples

These logo misuse guidelines demonstrate violations of the provided assets. Abiding by these guidelines is vital in order to maintain visual consistency and the integrity of the MISSEY identity. These logo misuse guidelines apply to every MISSEY logo and graphic element.



MISSEY
Healing Wounds. Breaking Cycles.

DO NOT CREATE ADDITIONAL SINGLE COLOR VERSIONS OF THE LOGO. ONLY USE THE VERSIONS THAT HAVE BEEN PROVIDED.



MISSEY
Healing Wounds. Breaking Cycles.

DO NOT OUTLINE LOGO



MISSEY
Healing Wounds. Breaking Cycles.

DO NOT STRETCH LOGO



MISSEY

DO NOT USE THE SAME PRIMARY COLOR FOR LOGO AND BACKGROUND FILL



MISSEY
Healing Wounds. Breaking Cycles.

DO NOT ADJUST THE SPACE BETWEEN THE ELEMENTS OF OUR BRANDMARK



MISSEY
Healing Wounds. Breaking Cycles.

DO NOT ADD DROP SHADOWS



MISSEY
Healing Wounds. Breaking Cycles.

DO NOT CHANGE THE RATIO BETWEEN THE ELEMENTS OF OUR BRANDMARK.



MISSEY
Healing Wounds. Breaking Cycles.

DO NOT TILT THE MARK TO THE RIGHT OR LEFT

COLORS

Primary, Secondary, and Tertiary Colors

Color is a flexible and powerful way to communicate our brand identity. Our color palette is modern, clean, and most importantly, uses accents of our tertiary colors to make MISSEY feel warm and accessible. Our color palette is supported by a harmonious set of primary, secondary and tertiary colors. They are used to highlight content in a clear, purposeful way throughout our communications.

Carefully using the appropriate balance of correct brand colors is of great importance for maintaining brand consistency and strengthening brand recognition and recall.

									TEAL
PRIMARY	R:0	G:175	B:185	C:75	M:7	Y:29	K:0	HEX:#00AFB9	
									CORAL
PRIMARY	R:240	G:113	B:103	C:1	M:70	Y:55	K:0	HEX:#F07167	
									SAND
SECONDARY	R:254	G:217	B:183	C:0	M:16	Y:28	K:0	HEX:#FED9B7	
									EARTH
SECONDARY	R:168	G:107	B:103	C:31	M:63	Y:53	K:9	HEX:#A86B67	
									OCEAN
TERTIARY	R:0	G:129	B:167	C:85	M:38	Y:22	K:1	HEX:#0081A7	
NEUTRAL									
R:28 G:43 B:46									
C:81 M:63 Y:62 K:64									
HEX:#1C2B2E									

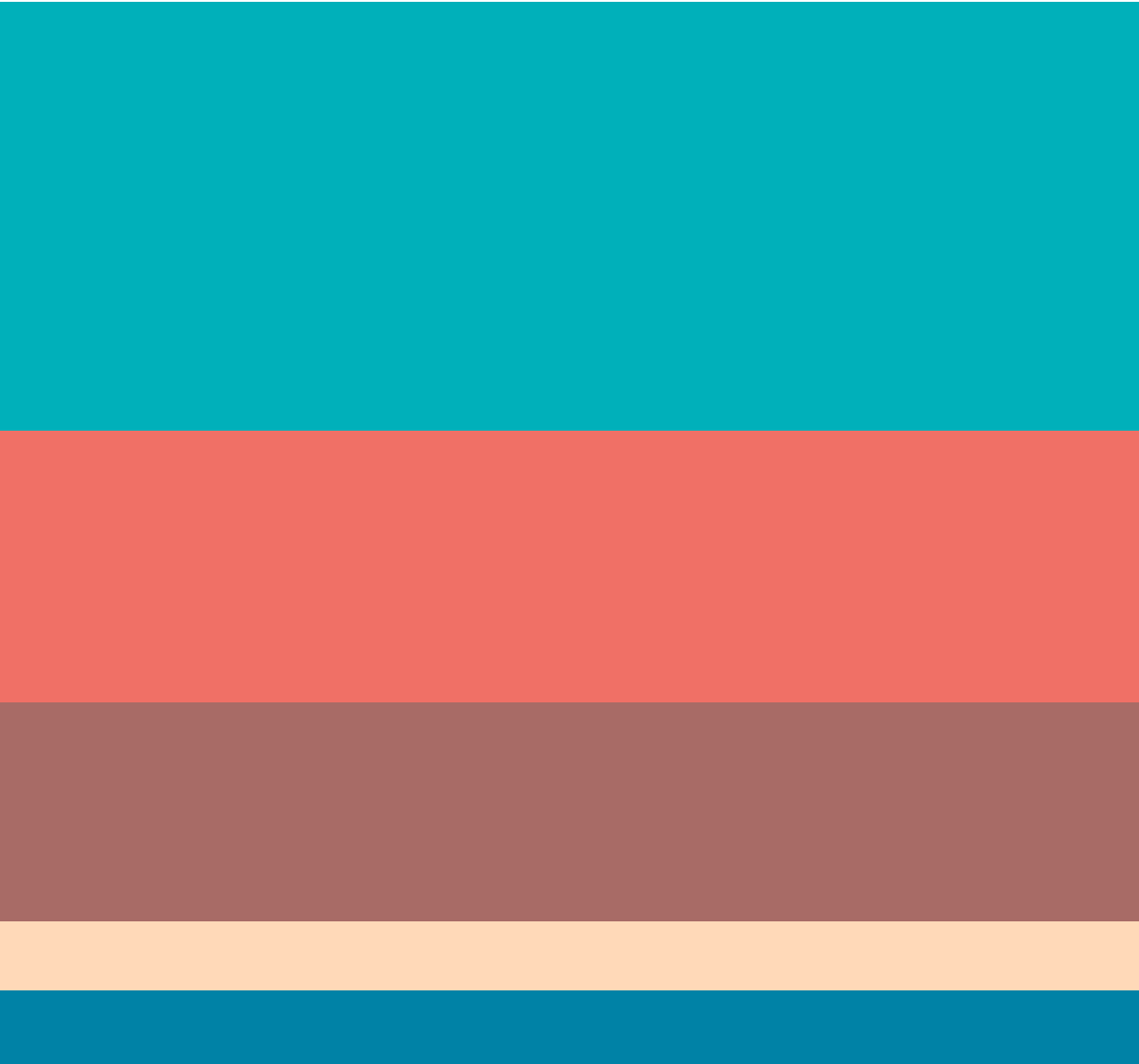
COLORS

Color Ratios

When applying color to any given piece of communication, reference the usage ratio shown at the right as a general guide. Our primary colors should be emphasized and used prominently in all communications.

Secondary and tertiary colors play a supporting role in graphics and are always paired with primary colors. The secondary colors can appear as background fills for information blocks.

Tertiary colors should be used in websites for small accent moments like underlines or hover state buttons and illustrations. When using these colors for social posts and out of home applications, tertiary colors can be used in a bolder manner like for typography, background fills, and swag.



COLORS

Brandmark Colorways

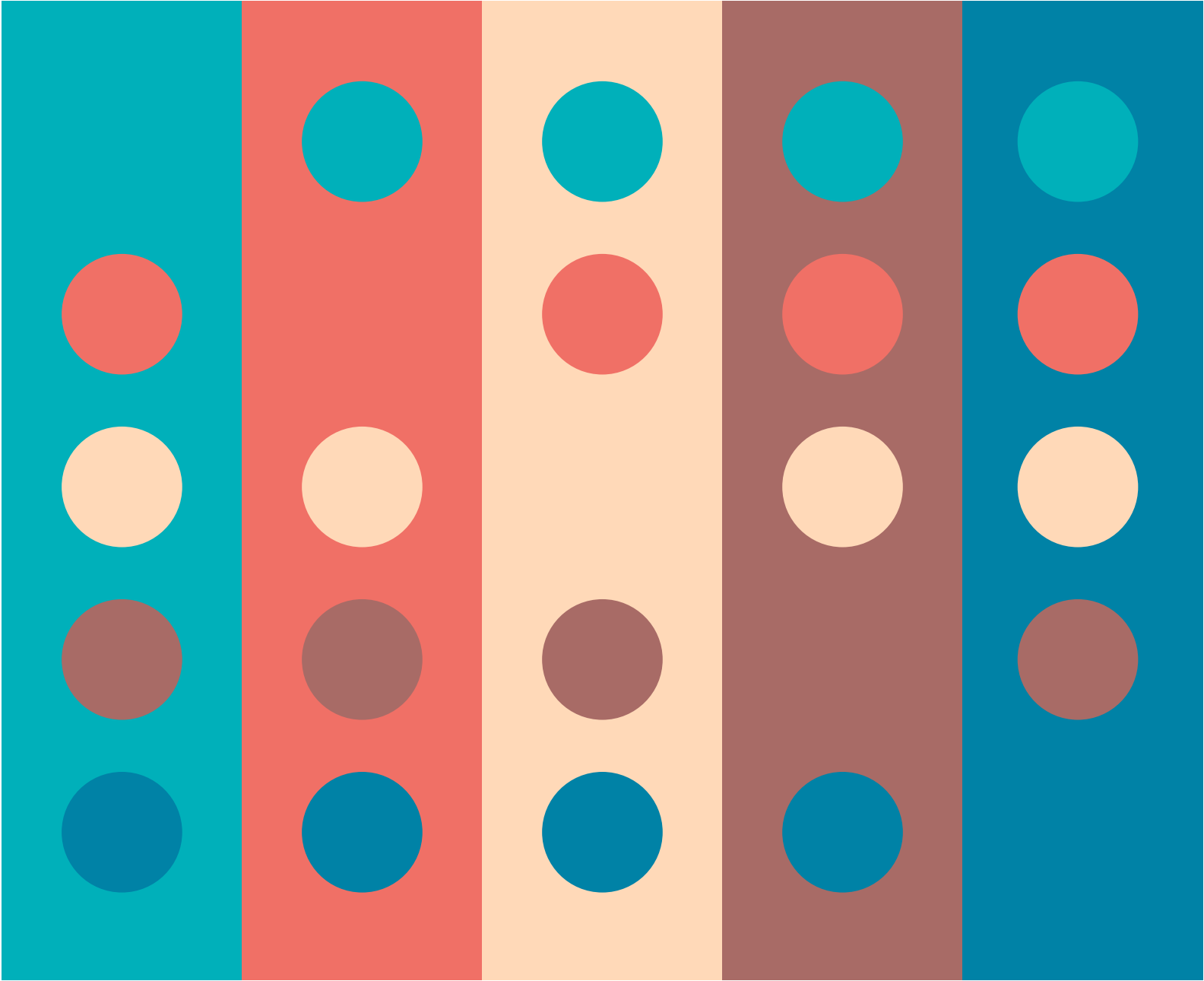
Refer to the color guide on the right when choosing which logo colors to use against different backgrounds.



COLORS

Color Pairings

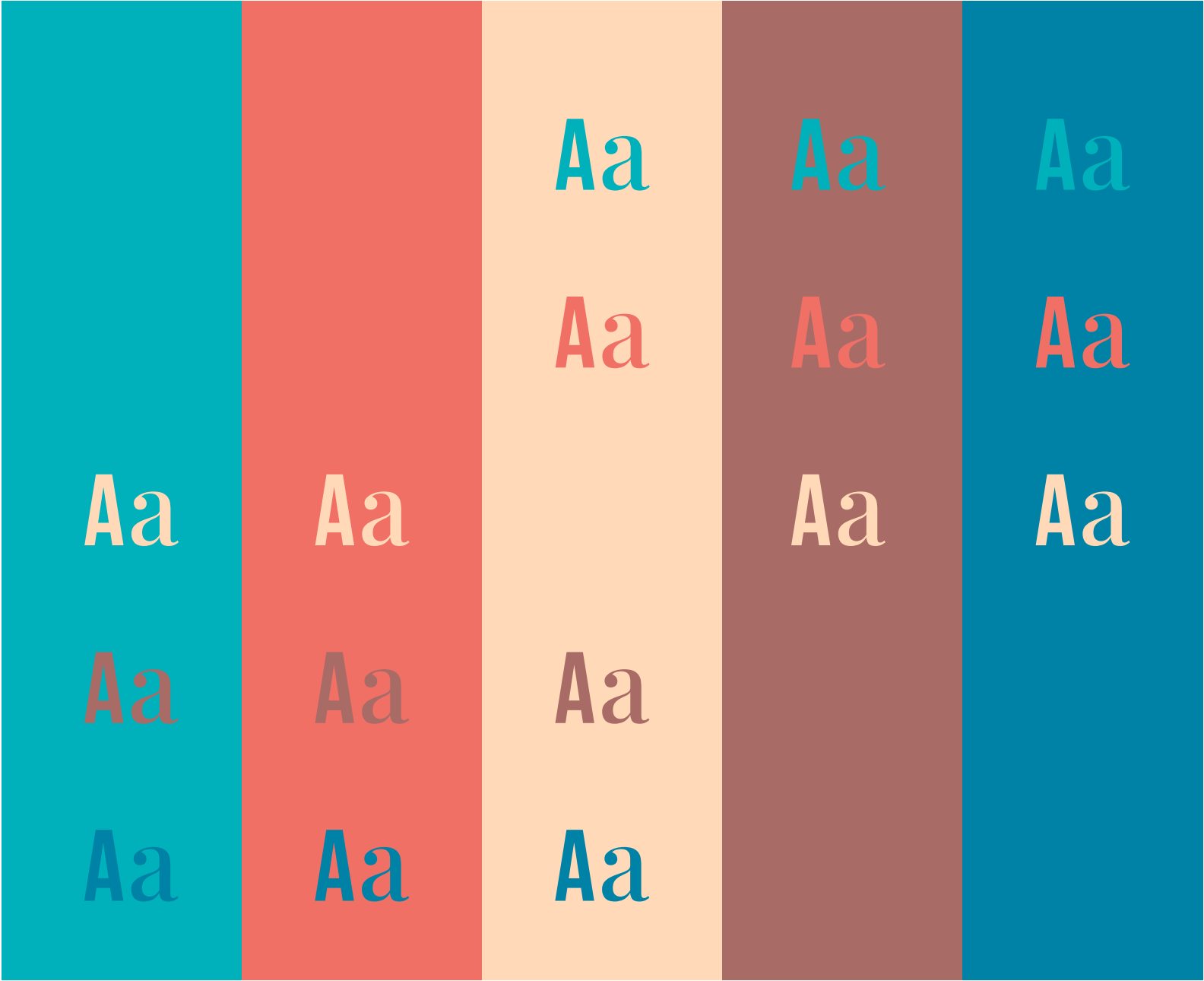
Refer to the color guide on the right when pairing colors in compositions. It is key to remember using whitespace, as well as keeping the balance of our teal and orange almost the same.



COLORS

Typography and Color

Refer to the color guide on the right when using typography in compositions.



TYPOGRAPHY

Tertiary Typeface

Our tertiary typeface is upper case Bebas Neue.

While Bebas Neue comes in a variety of styles, in our branding we only use Regular and Bold for consistency. The font is uncompromisingly bold, and should be used as our typeface only for main headlines, and title pages. When used correctly and consistently, it will create greater recognition for our brand.

KNOWLEDGE
IS POWER

BEBAS NEUE REGULAR
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

BEBAS NEUE BOLD
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

TYPOGRAPHY

Secondary Typeface

Our secondary typeface is Playfair Display, an elegant font that has special details in it's serifs. Use Playfair Display for headings, or sub headings or as callouts on a page.

We envision a world
without commercial
sexual exploitation.

PLAYFAIR DISPLAY REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

PLAYFAIR DISPLAY BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

PLAYFAIR DISPLAY SEMIBOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

TYPOGRAPHY

Primary Typeface

We use Open Sans as a workhorse for general body copy and paragraph highlights. A font package that includes 9 different versions as well as italics, the font is flexible, with enough versions to create compelling designs as well as clean and efficient. When used correctly and consistently, it will create greater recognition for our brand.

Our brand typefaces are all Google fonts that can be easily found and used. Please do not replace any of these fonts as we have not allocated any alternate fonts for regular use.

Healing wounds.
Breaking cycles.

OPEN SANS REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

OPEN SANS ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

OPEN SANS SEMIBOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

OPEN SANS BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

OPEN SANS EXTRA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

TYPOGRAPHY

Hierarchy

The goal of our visual system is to present information clearly and in an engaging way. Clear and consistent uses of typography unify messaging and create familiarity for our audience.

Changing font weights helps to create hierarchy in our communications. We’ve selected our fonts for specific tasks within this hierarchy.

As a general rule, the heavier the font, the less it should be used. The demonstration here shows how to use our fonts for maximum clarity while reinforcing who we are and how we sound.

We envision a world without commercial sexual exploitation.

OUR MISSION

To provide services to commercially sexually exploited youth, and to work for systemic change with the youth we serve.

KNOWLEDGE IS POWER

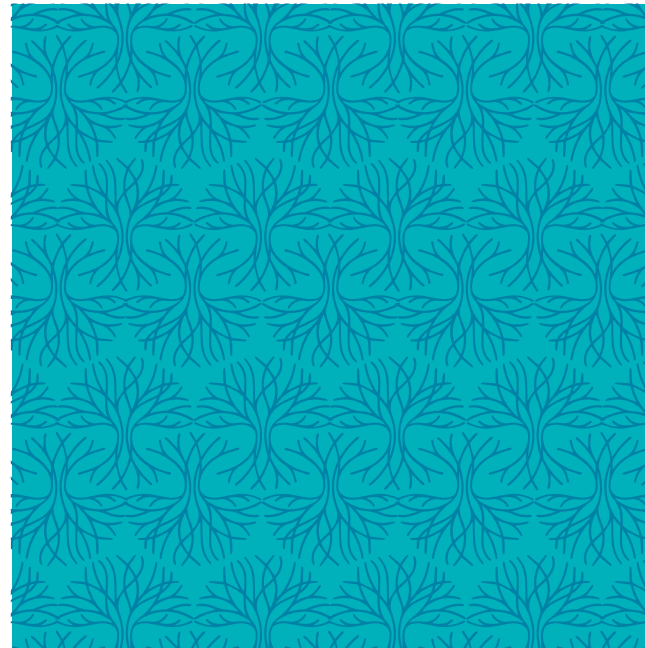
Connect with MISSEY

to answer your questions, provide services, or make referrals to appropriate resources. **to answer your questions, provide services, or make referrals to appropriate resources.**

GRAPHIC ELEMENTS

For social posts, out of home posters and swag, a graphic pattern based on our oak tree can be used.

The guide on the right, shows you how to manipulate the iconography of our oak tree to create interesting graphics and patterns. Our emblem can be flipped and scaled to create the patterns.



PHOTOGRAPHY

USE NATURAL LIGHTING

Photograph images on a clear day or near a large window.

POSITION

Position subject at an angle as shown in the diagram at the right. Light should be cast to one side of the face whenever possible to ensure soft shadows and contrast.

LIGHTING

Avoid positioning the light source directly in front of you or behind you.



E-MAIL SIGNATURE



Victoria Rodriguez

she/her/hers

PROGRAM ASSOCIATE

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victoria@misssey.org

[MISSEY.org](https://www.MISSEY.org)



ASSETS

Our brand assets available for download include logo files in PDF, JPEG, PNG, and EPS formats and all of our brand fonts.

For any questions, regarding the usage of the logos and related brand questions, please send your inquiry to **info@missey.org**

