2020 PARTNER GUIDE

to the Darkness to Light Brand

MISSION AND VISION

Darkness to Light is a national nonprofit committed to empowering adults to prevent child sexual abuse. We believe that protecting children is an adult's responsibility, and that through education and training adults will be empowered to act. Since our founding in 2000, nearly 2 million adults in 76 countries have been trained in our flagship program, *Stewards of Children*® by a network of 12,000 volunteer Authorized Facilitators.

> VISION: a world free of child sexual abuse. We envision a world in which adults form prevention-oriented communities that protect the child's right to a healthy childhood.
>
> MISSION: empowering adults to prevent, recognize, and react responsibly to child sexual abuse through awareness, education, and stigma reduction.

Our trainings are the only evidence-informed, adult-focused child sexual abuse prevention trainings proven to increase knowledge and change behavior. Our work empowers adults and organizations to bring best-practices in child safety to their own communities. For more information, visit www.D2L.org

REFERENCING OUR NAME

Darkness to Light is a nonprofit organization empowering adults to prevent child sexual abuse. Darkness to Light's flagship training program is called *Stewards of Children*®. Darkness to Light is three separate words. The "D" and "L" should be capitalized. *Stewards of Children*® is three separate words. The "S" and "C" should be capitalized. Any references to *Stewards of Children*® should be italicized, unless used in titles. *Stewards of Children*® is a registered trademark of Darkness to Light and the ® should always be used. All initial references to the program should be "Darkness to Light's *Stewards of Children*®," especially in titles. When possible, the logo should be used in lieu of other treatments.

LOGO GUIDELINES

20TH ANNIVERSARY CELEBRATORY LOGO

In honor of our 20th Anniversary in 2020, Darkness to Light will mainly utilize a celebratory logomark throughout the year. However, the original primary logo has also been updated to compliment this logo, and should be used on partner projects and longterm promotional materials (see page 2).

20 YEARS DARKNESS TO LIGHT®
TWO DECADES OF PREVENTING CHILD SEXUAL ABUSE

20 YEARS DARKNESS TO LIGHT®
TWO DECADES OF PREVENTING CHILD SEXUAL ABUSE

LOGO VARIATIONS

20 D2L.ORG

20 YEARS DARKNESS TO LIGHT®

The Darkness to Light logo should always remain intact. A reasonable amount of clear space should surround the logo for maximum readability. Any supplied logo format may be used in most applications to allow flexibility for space, however the primary logo is preferred. The Darkness to Light primary logo utilizes jade and grey, as shown. These colors may not be changed or altered in any way. When the logo is used on a dark background, the white reverse logo should be used.

PLEASE NOTE: The current Darkness to Light and Stewards of Children® logos capitalize the "TO" and "OF" respectively. Logos where these letters are not capitalized are not current and should be updated.

PRIMARY LOGO

DARKNESS TO LIGHT®
END CHILD SEXUAL ABUSE

DARKNESS TO LIGHT®
END CHILD SEXUAL ABUSE

LOGO VARIATION GUIDELINES

VARIATIONS

DARKNESS TO LIGHT®

In places where the primary logo would be very small, use the secondary logo instead. The "D" logomark may be used as a creative element in advertising and marketing, provided that some other reference to Darkness to Light is utilized in the design, as well.

STEWARDS OF CHILDREN® LOGO

DARKNESS TO LIGHT'S
STEWARDS OF CHILDREN®

DARKNESS TO LIGHT'S
STEWARDS OF CHILDREN®

SOCIAL MEDIA

Darkness to Light welcomes being tagged and referenced on social media, as long as the content of the post aligns with our mission, vision, and editorial requirements for photography. We also encourage sharing of our content, with the stipulation that Darkness to Light be given credit and tagged in the post.

Darkness to Light @D2Lorg @Darkness2Light Darkness to Light Darkness to Light

REFERENCE PHOTOGRAPHY

Darkness to Light uses bright, crisp, cheerful images. Stay away from busy or crowded imagery, or images that do not align with Darkness to Light's friendly, hopeful and calm voice. Preferably, feature images of happy and healthy children. We also recommend using photos of adults with happy children; these convey our message that it's an adult's responsibility to keep kids safe.

COLOR GUIDELINES

PRIMARY COLOR PALETTE

D2L JADE
HEX: #6AC395
CMYK: 46, 0, 24, 24
RGB: 106, 195, 149

D2L GRAY
HEX: #7C878C
CMYK: 11, 4, 0, 45
RGB: 124, 135, 141

SECONDARY COLOR PALETTE

LIME
HEX: #8dc63f
CMYK: 50, 0, 100, 0
RGB: 142, 198, 64

TEAL
HEX: #3FBFB7
CMYK: 67, 0, 4, 25
RGB: 63, 191, 183

LIGHT GRAY
HEX: #949CA1
CMYK: 5, 0, 0, 45
RGB: 147, 155, 161

MUSTARD
HEX: #EBB22A
CMYK: 7, 31, 96, 0
RGB: 235, 178, 42

BLOOD ORANGE
HEX: #F15839
CMYK: 0, 81, 84, 0
RGB: 241, 88, 57

MIDNIGHT
HEX: #59658E
CMYK: 73, 61, 24, 5
RGB: 89, 101, 14

For web copy, use 'ALMOST BLACK:'

HEX: #55524C
CMYK: 61, 56, 61, 35
RGB: 86, 82, 76

TYPOGRAPHY GUIDELINES

PRIMARY TYPEFACE:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Futura PT Bold

PRINT COPY TYPEFACE:

AaBbCc0123
Adobe Caslon Pro

DIGITAL COPY TYPEFACE:

AaBbCc0123
Lato Regular

If you have questions about Darkness to Light branding or how best to use it in your program, contact our Communications Department at media@D2L.org.