

PEACE
OVER
VIOLENCE

THERE IS NO
EXCUSE
AND NEVER
AN INVITATION
TO RAPE

**DENIM
DAY**
IN LA & USA

**SEXUAL
VIOLENCE
PREVENTION
AND EDUCATION
CAMPAIGN**

**THERE IS NO
EXCUSE
AND NEVER
AN INVITATION
TO RAPE**

**THERE IS NO
EXCUSE #1
SHE WAS WEARING
TIGHT
JEANS**

DENIM DAY HISTORY

In 1999 the Italian High Court overturned a rape conviction because the victim was wearing tight jeans at the time of the assault. The justices stated that the victim must have helped her attacker remove her jeans, from which they inferred consent. People all around the world were outraged. Wearing jeans on this anniversary became an international symbol of protest against erroneous and destructive attitudes about sexual violence.

WEAR JEANS WITH A PURPOSE

**PEACE
OVER
VIOLENCE**
ONE ON ONE. ONE BY ONE

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FOREWORD

ITALY, 1992 An 18-year old girl is picked up by her married 45-year old driving instructor for her very first lesson. He takes her to an isolated road, pulls her out of the car, wrestles her out of one leg of her jeans and forcefully rapes her. Threatened with death if she tells anyone, he makes her drive the car home. Later that night she tells her parents, and they help and support her to press charges. The perpetrator gets arrested and is prosecuted. He is convicted of rape and sentenced to jail.

He appeals the sentence. The case makes it all the way to the Italian Supreme Court. Within a matter of days the case against the driving instructor is overturned, dismissed, and the perpetrator is released. In a statement by the Chief Judge, he argued, "because the victim wore very, very tight jeans, she had to help him remove them, and by removing the jeans it was no longer rape but consensual sex."

Enraged by the verdict, within a matter of hours the women in the Italian Parliament launched into immediate action and protested by wearing jeans to work. This call to action motivated and emboldened the California Senate and Assembly to do the same, which in turn spread to Patricia Giggans, Executive Director of Peace Over Violence, and Denim Day in LA was born. The first Denim Day in LA was in April 1999, and has continued every year since.

DENIM DAY is a rape prevention education campaign, where we ask community members, elected officials, businesses and students to make a social statement with their fashion statement and wear jeans as a visible means of protest against misconceptions that surround sexual assault.

INTRODUCTION

This book contains a set of guidelines explaining how to use the visual identity and brand of DENIM DAY. The visual identity and brand of DENIM DAY was developed by PEACE OVER VIOLENCE.

The purpose of these guidelines is to assure that the identity and brand are implemented in a consistent and integral manner by third parties working with PEACE OVER VIOLENCE.

The visual identity and brand is like a living thing; it is always growing and changing. Yet, like a body is held up by a strong backbone, a brand consists of core elements that remain consistent. The core elements of the DENIM DAY brand and how to use them are described in this manual.

A brand is a culture that people identify with and belong to. For branding to be effective the visual identity must be applied consistently. Consistency yields recognition,

stronger presence, familiarity and trust. For a brand, repetition is reputation.

These guidelines present the visual vocabulary of the DENIM DAY IN LA & USA brand - a lexicon of graphic elements, color, typography, layout and photography - to use in the creation of articulate, powerful and vibrant communications to strike a chord with your key constituents.

The following guidelines and details ensure the brand consistency of DENIM DAY IN LA & USA. Please protect, love and care for your brand identity the same way you do for your cause.

LOGOTYPE

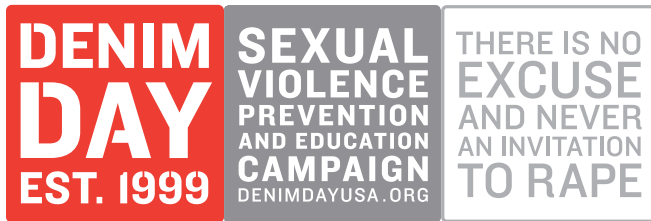


This is the DENIM DAY logotype. It is more than a typeface, word or name. It is an icon of the DENIM DAY brand, designed to communicate action, strength and trust.

Every piece of communication will carry this logotype. It is important to be consistent and treat it with care and respect. The more frequently people are exposed to our logotype, the more they will recognize it. Once recognized, it tells people what they are reading comes from us and no where else.

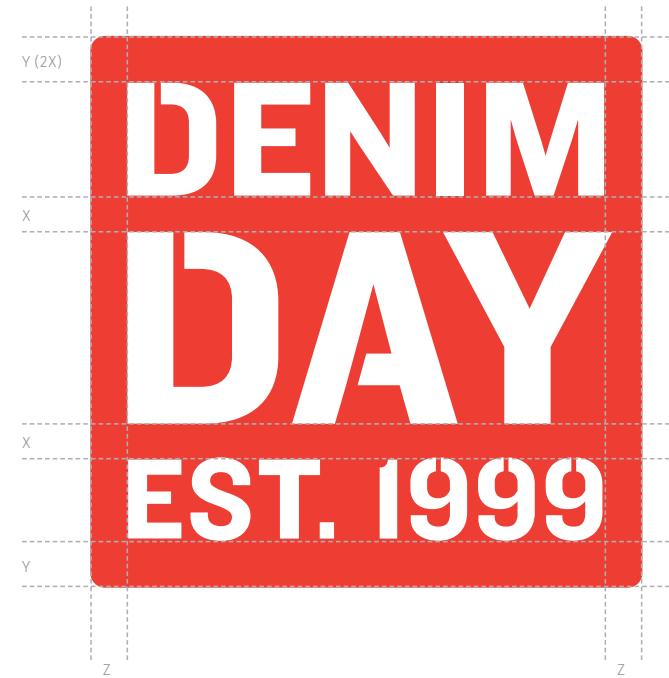
Therefore having the logotype on a piece of communication immediately gives the piece a certain personality—one imbued with the values of DENIM DAY. It also means that people will have certain expectations of the communication. Expectations that can only be met by DENIM DAY.

LOGOTYPE



In addition to the primary DENIM DAY logotype, additional DENIM DAY logotypes are structured into secondary and tertiary logotypes.

Primary, secondary and tertiary logotypes are set in the block style using all capital letters with meticulous attention given to proportion.



The DENIM DAY logotype has been carefully hand-drawn with particular attention to proportions (shown above).

The letters of the logotype, which look white, are in fact 'cut out' of the red foundation.

Do not attempt to re-create the logotype. Always use the original electronic artwork when using the logotype.

TYPOGRAPHY

KNOCKOUT #31

THE QUICK BROWN FOX JUMPED OVER THE
LAZY DOG
! 3 5 7 9 ? ! + \$ @

KNOCKOUT #51

WHENEVER THE BLACK FOX JUMPED THE
SQUIRREL GAZED SUSPICIOUSLY
2 4 6 8 0 () / &

The DENIM DAY logotype was custom drawn based on a font called Knockout #51, which is a member of a large font family designed by Hoefler & Frere-Jones of typography.com.

Secondary and tertiary DENIM DAY logotypes are similarly based on Knockout #31.

PALETTE



PANTONE RED 032C
C=0 M=90 Y=86 K=0
R=239 G=65 B=53
WEB #EF4035



PANTONE COOL GREY 9C
C=0 M=1 Y=0 K=51
R=145 G=145 B=149
WEB #919295



PANTONE COOL GREY 7C
C=0 M=0 Y=0 K=37
R=173 G=175 B=178
WEB #ADAFB2



PANTONE COOL GREY 5C
C=0 M=0 Y=0 K=29
R=190 G=192 B=194
WEB #BEC0C2

MISUSE



The DENIM DAY logotype is a valuable asset. Always use the artwork provided, and adhere to the specifications in these guidelines.

The above examples are of incorrect usage.

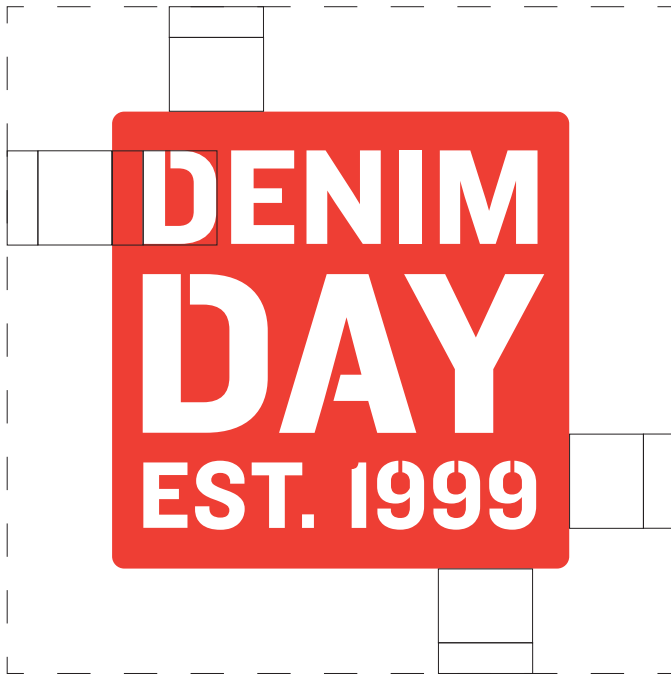
DO NOT stretch, skew, distort or crop the logotype. DO NOT fill the letters with color other than white or transparency. DO NOT add stroke or drop shadow to the logotype. NEVER recreate the logotype using any other font. DO NOT apply gradations or other color effects to the logotype.

PLACEMENT



On certain occasions when it is necessary for the DENIM DAY logotype to be reversed out of a solid color background, use this version of the logotype. Please use discretion, however, when placing this version of the logotype over shaded backgrounds and photography. Ultimately, legibility is the key deciding factor on this point.

PLACEMENT



The DENIM DAY NEW YORK CITY logotype must always be separated from other graphic elements. To ensure legibility, it should never be reduced to a size smaller than .5 inches. Give generous space around the logotype in your layouts so it appears uncluttered and clean.



As a rule, the logotype should always be surrounded with an amount of clear space equal to the width of the "D" in "DENIM" plus its adjacent space to the left.



BRAND MANAGEMENT CONTACT

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Rebeca Méndez Design, Principal

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Brand Strategist & Writer
Rebeca Méndez Design, Partner

MISSION

Building healthy relationships, families and communities free from domestic and interpersonal violence.

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213 . 955 . 9093 fax

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310 . 392 . 8381
213 . 626 . 3393

stalking hotline
877 . 633 . 0044

video phone
866 . 947 . 8684
866 . 824 . 9907

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892 north fair oaks avenue, suite D
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