

NORTH DAKOTA COUNCIL ON ABUSED WOMEN'S SERVICES/
COALITION AGAINST SEXUAL ASSAULT IN NORTH DAKOTA

QUARTERLY
NEWSLETTER

Cassandra



WWW.NDCAWS.ORG

OCTOBER 2012

WWW.FACEBOOK.COM/NDCAWS

IN THE NEWS! A new logo for a long legacy

by Jennifer Weisgerber
PR/Communications

As you look at the new CAWS logo, many of you for the first time, we hope it strikes you as a simple, clean design that's visually appealing. But we think you should know the story behind the imagery and a little about the process of how we got here.

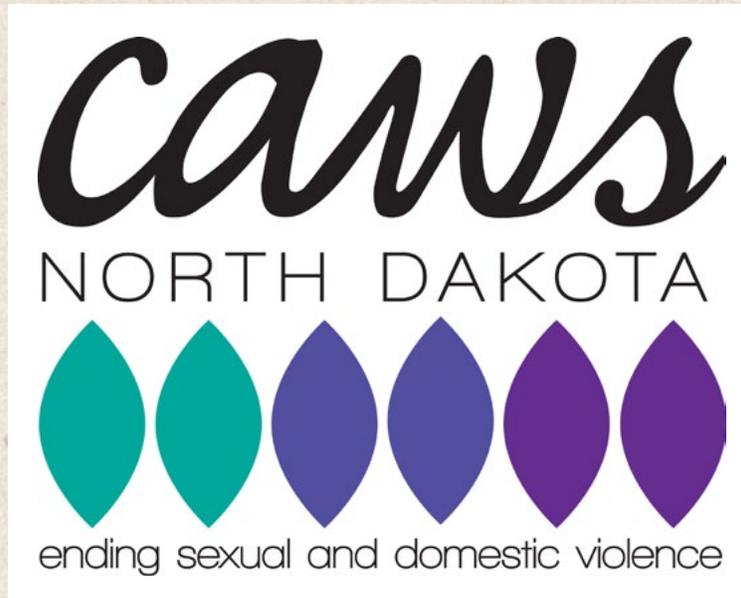
INSPIRATION

At the first Logo Feedback Committee meeting in July, we identified some important parameters the logo should work within. The group talked at length about moving to using CAWS as the working name for the coalition, rather than the (breathe first) "North Dakota Council on Abused Women's Services/Coalition Against Sexual Assault in North Dakota." Add to that a long name and long title, and it's apparent why we may struggle with word-of-mouth awareness! Many people around the state already refer to us as "CAWS" in shorthand, so it made sense to work from this commonality. The legal name of NDCAWS/CASAND will not change, just our working name.

So then, we asked ourselves, how do we make sure to honor and recognize the existence of the dual coalition and the sexual assault work we and our programs do? From this conversation came concrete ways we will prioritize sexual assault in our marketing, messaging, and materials:

Use of color, wording, and vision statement in the logo: We knew we wanted to work with traditional DV/SA colors, so by intentionally prioritizing teal, we are showing sexual assault work is high priority.

Organizational history/copy in publications: Along with the new focus on our marketing and nonprofit branding, we need to expand the



way we talk about the coalition in the publications we produce and in the organizational history on our website. Paying respect to the past is often best done through this – storytelling. We can continue the history of NDCAWS/CASAND to include this transition, and make sure to document it well through the digital tools we now have.

How CAWS staff talk about the coalition: It's always a good idea to have an "elevator speech," but part of our marketing that can't be overlooked is how we describe what CAWS is and the work we do. So I might say, "I work for CAWS North Dakota, which is a dual sexual assault and domestic violence coalition."

Other parameters we wanted to be mindful of were overlapping meaning and symbolism of images, keeping the logo simple while infusing deeper meaning, and conveying our vision for the future while acknowledging the past.

PETALS OF ADVOCACY

Breaking down the logo:

The petals (evocative of lotus flower petals) represent these components of advocacy: Respect and Validation, Hope,

Boundaries, Information, Confidentiality, and Connection.

The colors start with teal (our prioritization of sexual assault) and end with purple. The blending in the middle symbolizes our commitment as a dual coalition. The three sets of colors also represent the strategic core values of Identification, Intervention, and Prevention.

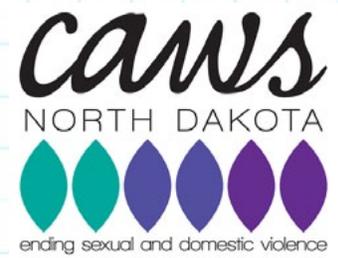
We have also changed our approach from "North Dakota CAWS" to "CAWS North Dakota."

The script was also a conscious choice. We wanted to acknowledge the women in this work, and a "feminine" (from a design standpoint) type was an accessible way to do so.

The addition of our tagline, "ending sexual and domestic violence," is a forward-thinking presentation of our long-term goals and also shows we prioritize sexual assault.

We hope this logo resonates with you – both as a thoughtful approach to this need and a creative way to think about the relationship between the work programs do and the existence of the coalition itself.

Let us know what you think!



CONTACT US

Janelle Moos
EXECUTIVE DIRECTOR
jmoos@endcaws.org

Linda Isakson
ASSISTANT DIRECTOR
jisakson@endcaws.org

Steph Gerhardt
TRAINING COORDINATOR
sgerhardt@endcaws.org

Rebecca Gerhardt
PREVENTION COORDINATOR
rgerhardt@endcaws.org

Patsy Hall-Hammeren
SA PROGRAM & POLICY COORDINATOR
phallhammeren@ndcaws.org

Suzanne Kramer-Brenna
RURAL OUTREACH COORDINATOR
skramerbrenna@ndcaws.org

Courtney Monroe
SEXUAL ASSAULT PROGRAM & RESOURCE SPECIALIST
cmonroe@endcaws.org

Dana Mees
TECH COORDINATOR
dmees@endcaws.org

Tisha Scheuer
SANE COORDINATOR
sane@endcaws.org

Kris Thompson
ACCOUNTANT
kthompson@endcaws.org

SHINE THE LIGHT ON DV

Light in the Window Campaign

Many communities are participating in the Light in the Window campaign, and you can too! Placing a purple light bulb in the window overnight in homes and businesses across North Dakota is a way of recognizing the problem of domestic violence.

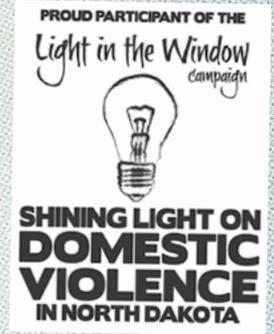
Get your free lightbulb and sign at the CAWS North Dakota film screening on Oct. 2!

We believe EVERYONE knows someone whose life has been affected by violence, and by shining the light on this issue, we can erase the stigma and connect people in our lives to much-needed resources. Some communities are providing light bulbs and posters while reaching out in direct ways; however, anyone can participate! For more information, call Jennifer at 701-255-6240, ext. 106 or email jweisgerber@ndcaws.org.

The next page features a poster you can print out and display next to your light.

2012 Light in the Window communities:

Bismarck
Beulah
Devils Lake
Grafton
Grand Forks
Wahpeton
Washburn



MY CAUSE, YOUR CAUSE,

Moving to a one-word working name will allow CAWS North Dakota to start a year-round pledge campaign of our very own – a way for our programs, community partners, state leaders, and people across North Dakota can show what their cause is.

At our awareness events, a photo booth will be there to gather even more reasons why people choose to get involved.

So why do you work to end sexual and domestic violence?

We'd love to know your CAUSE – look for opportunities to share at a photo booth at awareness events across the state. We'll also have a downloadable template online in October so people can upload their own photos.



CAWS NORTH DAKOTA