



24-hr. rape crisis hotline: 904.721.7273



This is the official logo used on our letterhead, website and any other legal document where the WCJ needs to be recognized formally.



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This version is our primary logo and should be used for most awareness materials that represent all the services of the WCJ – when talking about the organization.



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This version is to be used on awareness materials when representing only a certain program of the WCJ – like rape recovery or counseling. The official logo must accompany the use of this logo.

visual identity guidelines

alternate format



Women's Center of Jacksonville

This is a alternate format of the primary logo(s) to be used in instances where the primary logo is too wide.

These should not be used on awareness materials as they do not have the crisis hotline included.



advocacy.support.education.

This is a logo that will not be used very often.

It has been used on the signage at Colcord office due to sign width restrictions.

visual identity guidelines

some do and do-nots



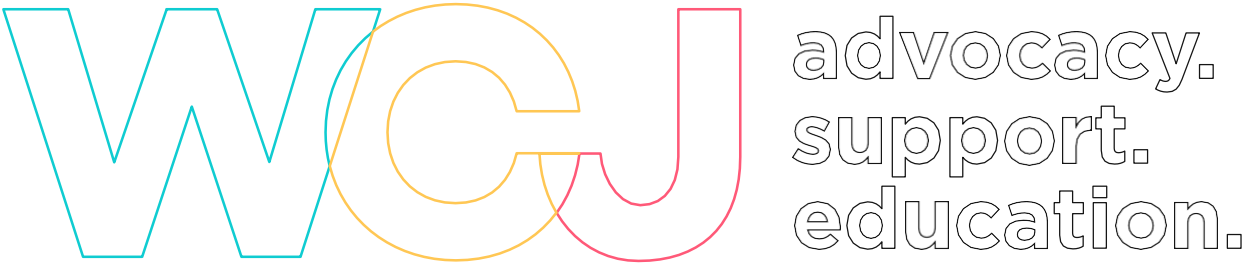
DO NOT change the order of the colors in the logo.



DO NOT stretch, distort, or skew the logo.



DO NOT change the order of the tagline.



DONOT outline the logo.



DO NOT change the format of the logo.



DO NOT add a shadow to the logo.

visual identity guidelines

some do and do-nots



DO NOT use this logo in isolation. It must be used when the official logo has already been used. We will use this logo on owned social media to indicate original content – it will be avatar size and lower left-hand corner.



DO use images of people facing directly at the camera. All our imagery will work to convey empowerment and making eye contact with the viewer.



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DO NOT put primary logo anywhere but at the top and preferably in the upper right-hand corner.



DO use this logo when trying to convey that the WCJ is an inclusive organization – but only on very small awareness materials. The flag should not be larger than 100px x 100px (the size of a social media avatar) and always in the lower, right side. Words and imagery are a much better way to get across we are here for everyone.

visual identity guidelines


some do and do-nots



We only use these logos with the official WCJ logo and to represent a specific program. The WCJ brand is not well-known and this dilutes brand recognition further. This is not helpful to our many clients and survivors..



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IF YOU WERE AFFECTED BY SEXUAL ASSAULT, YOU'RE NOT ALONE.

OUR RAPE RECOVERY TEAM SUPPORTS ALL SURVIVORS OF SEXUAL ASSAULT.

WCJ Women's Center of Jacksonville

NON-ENGLISH SPEAKING SERVICES AVAILABLE

CERTIFIED RAPE CRISIS CENTER FOR DUVAL, NASSAU AND BAKER COUNTIES

www.thewcj.org

- On call 24-hours a day, 7 days a week to provide crisis intervention and emotional support.
- We advise survivors of their rights and options.
- We provide information, referrals and long-term follow-up support to assist survivors in their recovery, this includes free mental health counseling.
- Assist survivors, who have reported the assault to police, with navigating the criminal justice system.

WCJ rape recovery

- We provide sexual assault forensic exams to survivors of sexual violence ages 18 and older, whether or not the survivor chooses to report to law enforcement.
- Survivors receive a head-to-toe medical check, including injury documentation and collection of physical evidence.
- Exams are available within 120 hours (five days) from the time of the assault.

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**This is an example
of a headline.**

Campton Bold in a
brand color.

This is a subheadline.

Campton Bold in
black. Slightly smaller
than headline.

This is body copy. The Women's Center of Jacksonville is a nonprofit Jacksonville-based organization offering education, support and advocacy to survivors of all genders and ages.

Gotham book.

**Oops, I don't have
Campton or Gotham!**

In the event that
Campton or Gotham
are not available, the
system font Century
Gothic should be used.

visual identity guidelines

colors

recovery

HEX #0FCCD1
R15 G205 B210
C66 M0 Y24 K0

education

HEX #FFC855
R255 G200 B85
C0 M23 Y77 K0

support

HEX #FF5979
R255 G89 B121
C0 M80 Y34 K0

advocacy

HEX #05B260
R0 G155 B37
C79 M0 Y85 K0

survivor

HEX #BEA1F0
R190 G161 B240
C27 M37 Y0 K0

empowerment

HEX #212121
R21 G21 B21
C73 M67 Y65 K80