she conquers

Visual Identity

she conquers

Empower Protect Advance

CONTENTS

BRAND VALUES

Value statement

She Conquers is a national campaign, under the auspices of the SANAC structure,
for South Africa and by South Africa focussing on adolescent girls and young women,
with a specific aim to reduce HIV infections and teen pregnancy.

Attributes

- Collective action
- Youth-led
- Adolescent girl and young women focussed
- Holistic approach
- Structural focus
- Evidence-based

THE LOGO

Rationale

The logo for She Conquers is representative of the youth of South Africa, specifically adolescent girls and young women aged 15 – 24. The logo in its entirety is youth-led and inspired. Youth representatives worked with the creative team to adapt the icon both in shape, colour and direction.

THE LOGO

Rationale (continued)

THE NAME
The name of the campaign SHE CONQUERS was selected from a large number of entries submitted by youth for the National Campaign Name Competition. The name of the logo is owned by the youth; it is their creation. The name is representative of a nation of young people that is brave and resilient, set free from stigma and negativity and ready to lead the way.

THE ICON
The icon of the logo is representative of a young woman with a nation behind her. The young woman tilts her head towards the sun, harnessing the light and looking to the future - announcing the youth of South Africa as brave and victorious.

The facial icon features an African crown, eluding to the African young woman being a queen in her own right. As queen, she shines and conquers.

The icon makes use of sharp, bold shapes and colours. The colours and shapes represent a resilient, diverse and creative nation.

The combination of geometric shapes to form a singular shape is a modern application in the design industry yet a timeless fine art technique, lending the logo a modern yet classic feel that is resilient in times of change.

THE COLOURS
The logo is specifically set up with the colours of the South African national flag. Youth representatives chose the bold and bright colour combination to visually communicate their national pride and commitment to the country. The 5-colour combination creates contrast with background colours while complimenting each other.

THE FONT
Abode font is a decorative font designed by Jacob King. The letter type is strong yet light enough to be representative of all genders. The font has been graphically adapted by the creative team to compliment the icon. Slight alteration makes the font unique to the brand and logo.

THE LOGO

Primary version

The logo has two primary colour versions - the positive and reversed. The positive version of the logo should be used on a white background. The reversed logo may be used on a very dark or black background.

THE LOGO

Single-colour version

The two primary versions of the logo are available in single-colour format where printing is resticted to one colour; the logo uses a 90% black tint.

Greyscale

Inverted

THE LOGO

Logo - partner website icon

She Conquers partners can use specific icons to show their dedication and support on their websites.

LOGO LOCK-UPS

Position

The logo can be used at the top or bottom of a communication item (brochures, letterheads, reports) depending on the format. Please see the communication items in the partner pack for further examples.

Logo lock-ups

The logo should be used in its own right (see sample poster, right). The South African Government (larger than other logos), SANAC and Phila logos should be placed at the bottom of a communication item and on a solid white background; refer to respective logos' brand guidelines.

The Twitter and Facebook icons should be included on all materials, with the page name, She Conquers SA.

A campaign to empower adolescent girls and young women across South Africa

FIND US ON: She Conquers SA

COLOUR and GRAPHIC BREAKDOWN

JK Abode Light (font type)
graphically adapted
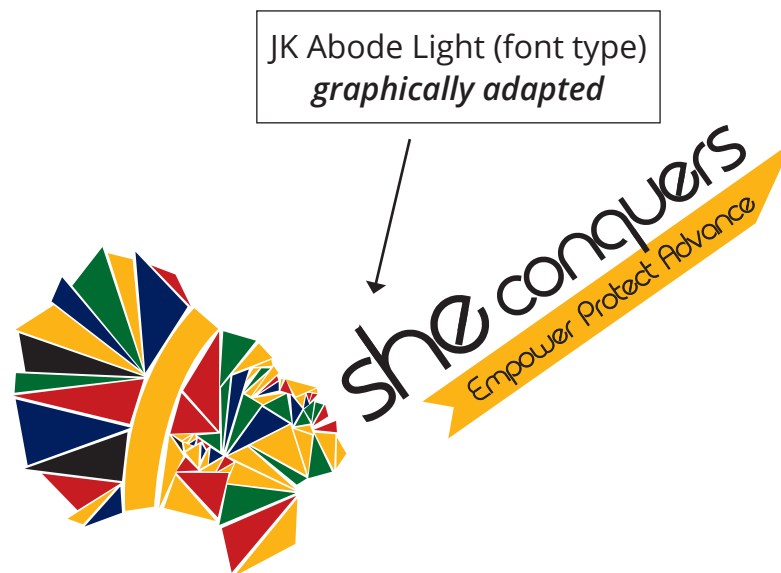
Colour Selection:

Red:	Yellow:	Blue:	Black:	Green:
C10 M100 Y100 K10	C0 M33 Y100 K0	C100 M85 Y0 K50	C0 M0 Y0 K100	C95 M0 Y100 K45
RGB 198 29 35	RGB 252 179 22	RGB 2 32 95	RGB 0 0 0	RGB 0 109 49

TYPOGRAPHY

The logo uses the JK Abode font type but for all written communication and other copy, please use the Open Sans font type. Open Sans is a free-to-use Google font.

Open Sans Regular
Open Sans Italic

Open Sans Light
Open Sans Light Italic
Open Sans Semi-bold
Open Sans Semi-bold Italic
Open Sans Bold
Open Sans Bold Italic
Open Sans Extrabold
Open Sans Extrabold Italic

SUPPORTING GRAPHICS

Iconography

The She Conquers campaign has developed a number of graphics that are representative of certain concepts - the iconography are not exclusive and should be seen as visual representation.

- HIV
- Pregnancy
- GBV/SGBV
- Education
- Economic empowerment

- Contraception
- Respect & Love
- Opportunity & Potential
- Website

- Access
- Listen
- Goals

The colours used for the various icons are set and should not be altered or interchanged.

SUPPORTING GRAPHICS

Geometric shapes

Various shapes and logo elements may be used when developing collateral for the She Conquers campaign. Below, some examples:

Geometric shapes to highlight text


Logo icon on a white background

Logo icon or part thereof on a colour or dark background; note white background immediately around the icon

IMAGE USE

Photography is often a prominent part of any brand. When selecting images, whether from your own organisation, stock or commisioned images, please follow the She Conquers guidelines as set out below:

- Primarily young South African girls and women unless the subject matter refers to another audience (young men).
- Human subjects should be identifiable as South African and within a South African setting.
- Positivity should be used where possible - smiling, community, school, with friends or family.
- Reflect the diversity of a South African society
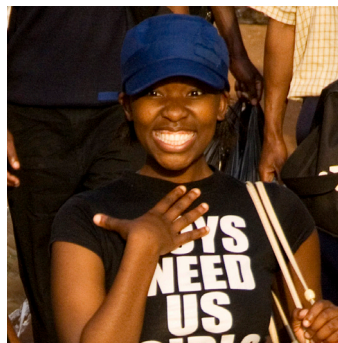
Any and all images used for She Conquers must have media release and written consent in place. If using stock photography, please ensure that you follow the photo library terms and conditions of use. In all cases, credit for the photograph must be given to both the photographer and the copyright owner. The campaign owner will not be held responsible for the illegal use of any images.

i.e.

Left: Johannesburg: Women on their way home after a day's work, in Noord Street in the city centre. *Read more: http://www.mediaclubsouthafrica.com/image-people#ixzz4IuSry900*

LOGO and IDENTITY DON'Ts

- Stretch, compress or otherwise distort the logo or supporting graphics
- Use colours other than those specified in the Visual Identity Guidelines
- Use fonts or icons other than specified in the Visual Identity Guidelines
- Use the partner logos incorrectly - refer to logo guidelines for direction
- Use inappropriate or negative imagery
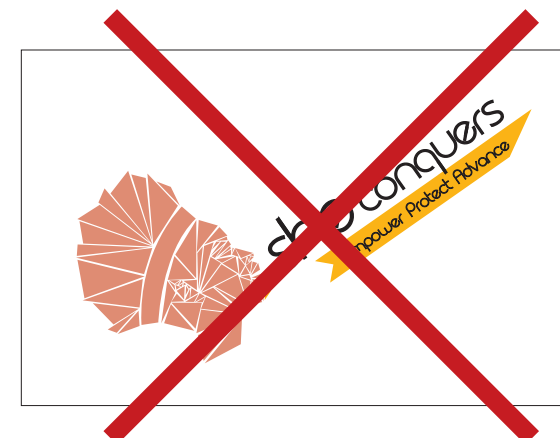
APPLYING THE BRAND

She Conquers Introductory Bookmark (left panel)

The **She Conquers campaign** will take place over the next three years to improve the lives of adolescent girls and young women across South Africa.

BOOK-MARK YOUR FUTURE

empower protect advance

Adolescent girls and young women are the future of South Africa, but they face many challenges:

High HIV infections – 1 975 girls and young women are newly infected every week

Unwanted pregnancy – 70 000 babies are born each year to girls under 18

Sexual and gender-based violence – One-third of girls and young women experience abuse

High drop-out rate for school – Your education is important

Unemployment and poverty

What will *She Conquers* do?

Help girls and young women to:

- Gain the knowledge to avoid HIV and other STIs
- Avoid unwanted pregnancy
- Stay in school
- Stand against sexual and gender-based violence
- Access educational and economic opportunities

How?

Increase access to services - health, educational, job and academic

Listen to young people to learn what their needs are

Help you reach your goals by working together

How can you conquer?

Join the movement:

Know your HIV status. Encourage your partner to get tested.

Protect yourself! Use contraceptives, including condoms.

Stay in school and complete matric.

Unite against abuse and violence!

Discover your potential and maximise your economic opportunities

FIND US ON: She Conquers SA

The She Conquers brand should enjoy strong application:

- Use solid background colours (campaign colour palette) - never a tint of a colour
- Apply the design elements, such as the She Conquers face, as large as possible within the allowed space
- The brand is complemented by the use and application of geographic shapes (as used in the logo), these shapes should always be anchored together and never float in white space (see next page)

She Conquers Introductory Bookmark

She Conquers Gazebo backdrop (above) and rooftop (top)

Posters

A campaign to empower adolescent girls and young women across South Africa

FIND US ON: She Conquers SA

The challenge

Adolescent girls and young women face:

High HIV infections
1 975 adolescent girls and young women are newly infected every week

Unwanted pregnancy
70 000 babies are born each year to girls under 18

High drop-out rate for school
Your education is important

Sexual and gender-based violence
One-third of adolescent girls and young women experience abuse

Unemployment and poverty

FIND US ON: She Conquers SA

What needs to be done?

This campaign aims to:

Decrease new HIV infections in adolescent girls and young women

Decrease teen pregnancies

Keep girls in school until matric

Decrease sexual and gender-based violence

Increase economic opportunities for young people

FIND US ON: She Conquers SA

What will the campaign do?

Increase access to services - health, educational, job and academic

Listen to young people to learn what their needs are

Help you reach your goals by working together

FIND US ON: She Conquers SA

How can you conquer?

JOIN THE CAMPAIGN

Know your HIV status.
Get tested and encourage your partner to get tested.

Protect yourself!
Use contraceptives, including condoms.

Stay in school and complete matric.

Unite against abuse and violence!

Discover your potential and maximise your economic opportunities.

FIND US ON: She Conquers SA

Campaign - A1 Posters X5

PROUD TO SERVE THE YOUTH OF SOUTH AFRICA

FIND US ON: She Conquers SA

YOUTH ARE WELCOME IN THIS FACILITY

YOUTH FRIENDLY

WHAT CAN YOU EXPECT?

- Easy-to-understand information
- The opportunity to make your own decision
- Staff that are patient and understand your needs
- Help to reach the services you need
- Everything you tell us is kept confidential
- Services provided by skilled and competent staff
- A private space to talk and be examined

RATE US ON: B-WISE!

FIND US ON: She Conquers SA

Campaign - AYFS Posters

Social media banners & icons

she conquers

A campaign to empower adolescent girls and young women across South Africa

Empower Protect Advance

Geographic shapes anchored together

she conquers

A campaign to empower adolescent girls and young women across South Africa

Empower Protect Advance

Facebook & Twitter Cover/Profile Images

Facebook - profile frame

Profile frame templates - a Facebook user can update their Facebook profile photo with the She Conquers frame, creating more awareness and publicity for the campaign.