Sexual Assault Awareness & Prevention Month (SAAPM)

Brand & Style Guide

Sexual Assault Awareness and Prevention Month (SAAPM)

Sexual Assault Awareness and Prevention Month (SAAPM) is recognized in April by both civilian and military communities. The Department of Defense observes SAAPM by focusing on creating the appropriate culture to eliminate sexual assault and requiring a personal commitment from all Service members.

We all have a role in preventing sexual assault and localizing SAAPM activities is a great way to extend this message.

Social Media Campaign Strategy

For the month of April, SAAPM seeks to improve social marketing about sexual assault of military vulnerable and special populations, address a holistic approach to improve the command climate, and demonstrate empathetic traits to those in both senior and junior leadership positions who can help better shape an environment conducive to prevention and reporting.

Improve sophistication of SAAPM messaging	Appeal to an audience who represents a changing demographic
Reach vulnerable and special populations according to their communication preferences.	Address the needs of a variety of audiences.

Reach leadership with clear, concise, and actionable messaging	Encourage prevention and action
Illustrate how to use SAPRO resources.	Build on previous awareness campaigns to promote actions that prevent and address sexual assault. Support senior leaders to proactively work to end a culture of permissive behavior that perpetrates negative and unhealthy climates.

Content Pillars

The tone of content for SAAPM will be encouraging, supportive, and instructive. We build on the messaging of the *STEP FORWARD* campaign to enhance awareness of sexual assault in the military, provide resources, and share specific actions that can be taken to prevent and counter sexual assault. This messaging will encourage the sharing of stories to help others understand the nature and impact of assaultive behavior and build trust in messengers. Messaging falls under a few broad categories that can be tailored according to the motivations and communication preferences of key audiences.

STEP FORWARD

- Prevent. Report. Advocate.
- Highlight the power of acts that can bolster prevention, increase reporting, and promote advocacy for a safer DoD community.
- Listen to others.
- Build connectedness with others by starting conversations.
- Be there for others.
- Promote positive skills and behaviors to support a culture that encourages help seeking, reporting, and resilience.
- Safe Helpline
- **For peers:** Address and report inappropriate behavior.
- **For leadership:** Take time to listen, learn and understand.

Be Prepared

- Use SAPR tools and training to prevent and address sexual assault.
- Save the Save Helpline number in your phone and download the app.
- Be ready to have difficult conversations.
- **For Chaplains:** Be aware of tools and resources like Safe Helpline.
- **For leadership:** Know what to look for so issues can be recognized and addressed early.
    - Make sure your unit is aware of resources.
- **For Defense Health Agency:** Know how to identify and address issues earlier.
- **For peers:** Know resources and support options who can help.

Be the Change

- Take action to stop inappropriate behavior before it reaches the level of sexual assault.
- Report behavior that crosses the line.
- Preventing and responding to sexual assault can increase recruitment, retention, and morale.
- Prevent sexual assault today to strengthen the military of tomorrow.
- Sexual assault can harm unit readiness.
- Recognize how sexual assault prevention can increase mission readiness.
- **For peers:** Be aware. Be responsive (know what to do in person and online).

Hashtags

Hashtags make it easier for audiences to find your content. Using hashtags strategically can increase the reach and impressions of your content.

#SAAPM		
#PreventReportAdvocate	#DoDSafeHelpline	#StartTheConversation
#DoDLeaders	#DoDSAPR	#STEPFORWARD
#BePrepared	#BeTheChange	#CourageFuelsChange

Teal Ribbon Usage

The teal ribbon will be integrated into all social media posts made for Facebook and Twitter. This ribbon, combined with images depicting military personnel, and the brand font and colors (see next page), will create a cohesive look and feel across all social media platforms.

DO NOT change its color.

DO NOT use a different ribbon.

DO NOT apply outline or stroke.

DO NOT distort proportions.

DO NOT use gradients.

DO NOT tilt or use upside down.

Fonts

The font used for SAAPM is the Arial font family. Arial Bold should be used for headers and to create emphasis within body copy. Arial Italic can also be used in body copy as needed to create emphasis, callouts, etc. Use discretion when using Arial Bold Italic.
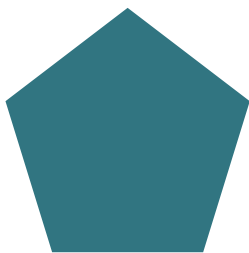
Arial

Aa

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Arial Bold

Aa

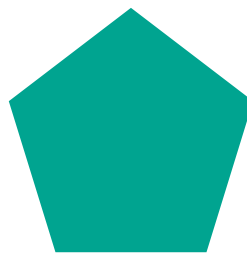**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

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Arial Italic

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Arial Bold Italic

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Color Palette
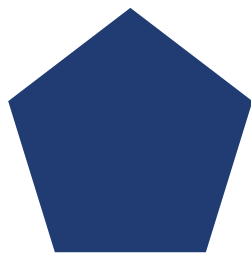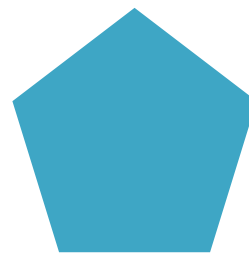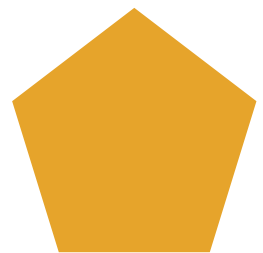
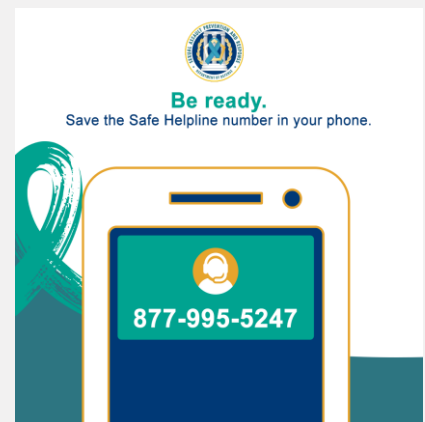|				
R:45 G:117 B:129	R:0 G:57 B:118	R:0 G:163 B:144	R:61 G:167 B:198	R:230 G:164 B:43
C:82 M:41 Y:42 K:10	C:100 M:70 Y:0 K:38	C:80 M:12 Y:53 K:0	C:60 M:0 Y:3 K:20	C:9 M:38 Y:96 K:0
HEX#: 2d7581	HEX#: 003976	HEX#: 00a390	HEX#: 3da7c6	HEX#: e6a42b

Social Media Profile Picture Frame

Facebook and Instagram profile photo frame for use during Sexual Assault Awareness & Prevention Month.

Sample Social Media Posts

Integrating the brand assets previously mentioned creates a uniform look throughout all social media assets. Below are samples that show how they work in unison. Arial bold was used for the headline in the image, paired with a blue gradient to create contrast. Whenever a hashtag is used in the image, our yellow brand color can be used to create emphasis.

Letterheads

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