



This resource
contains descriptions
of Domestic and
Family Violence

FOLLOW MY LEAD

This resource speaks from the voices of people with lived experience of Domestic and Family Violence who need the professionals and their social networks to be more prepared to respond effectively.

More prepared to respond in ways that **uphold dignity and build on safety.**

DESIGN V1.1

COLOURS

Primary colours



C:0 M:19 Y:96 K:0



C:64 M:48 Y:46 K:16

C - 0
M - 19
Y - 96
K - 0

ALTERNATIVE COLOURS

Orange



C:0 M:73 Y:90 K:0



80% of C:64 M:48 Y:46 K:16

Blue

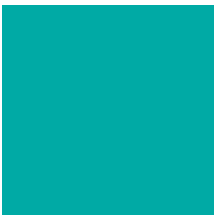


C:100 M:44 Y:0 K:0

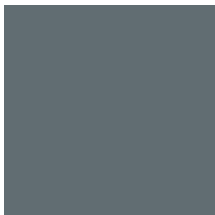


80% of C:64 M:48 Y:46 K:16

Green

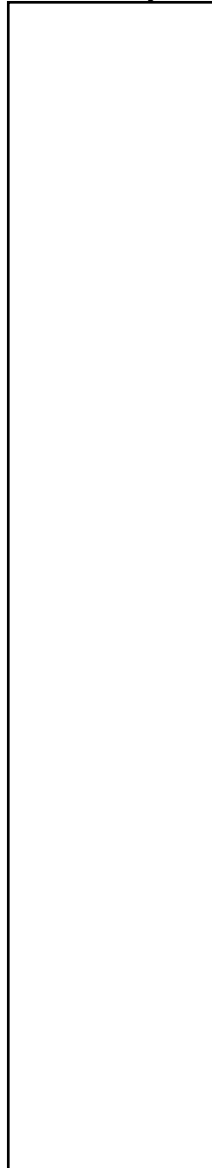


C:100 M:20 Y:100 K:0



C:64 M:48 Y:46 K:16

Secondary



FONTS

Hand Written

This is my chosen font for bringing of live quotes or to give emphasis. It is hard to read when small, large quantity of text.

San Serif

This text is good for large quantities of copy.

You can use the font family for light, medium and **Bold**

DESIGN ELEMENTS



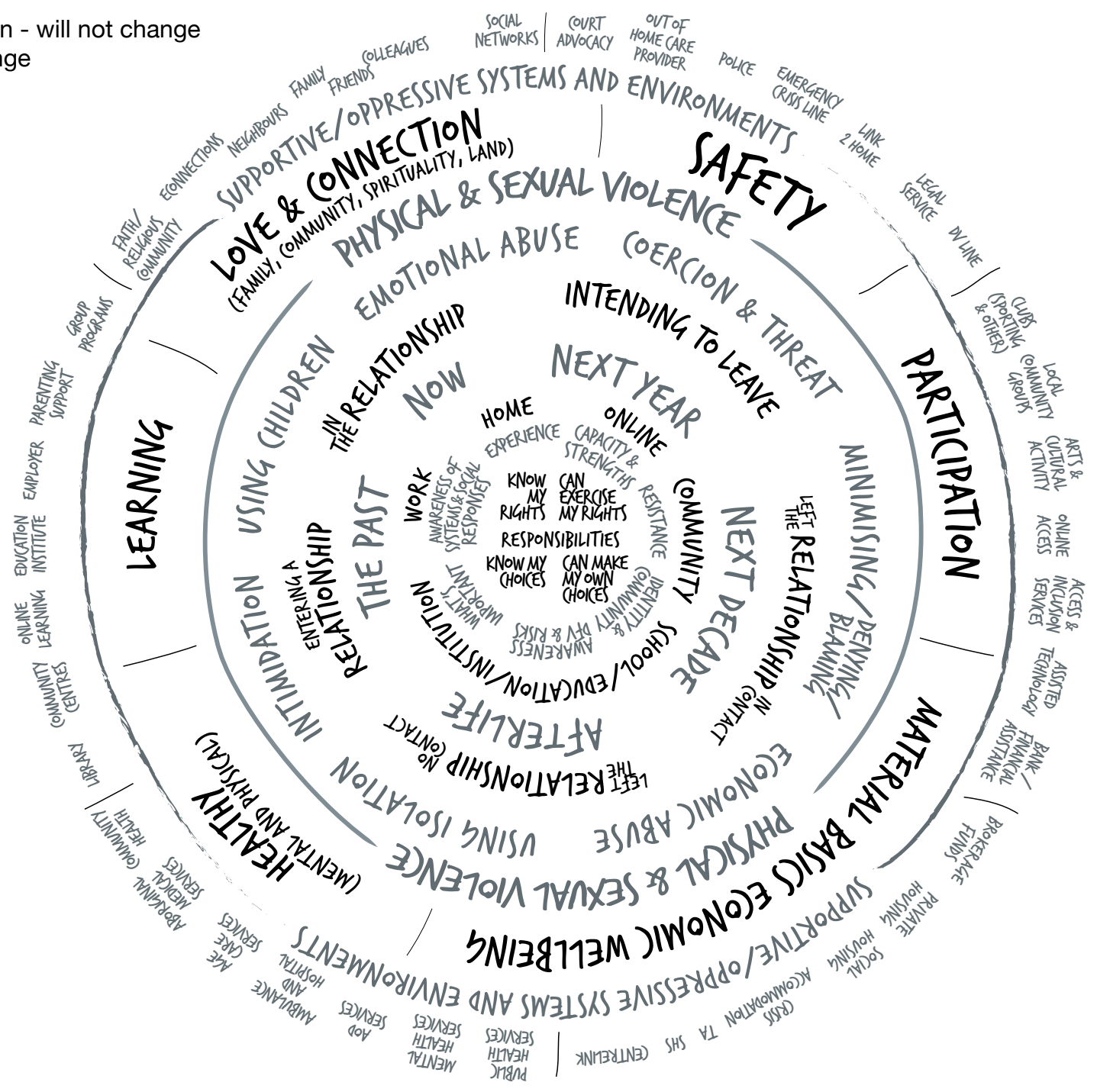
Scribble

LOGO PLACEMENT



Logo area on the back cover

Font; Handwritten - will not change
Colour; can change





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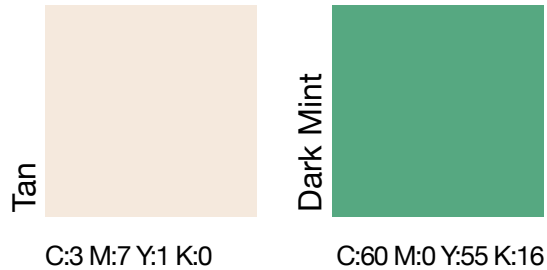
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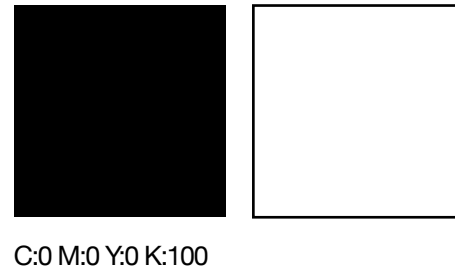
DESIGN V3.1

COLOURS

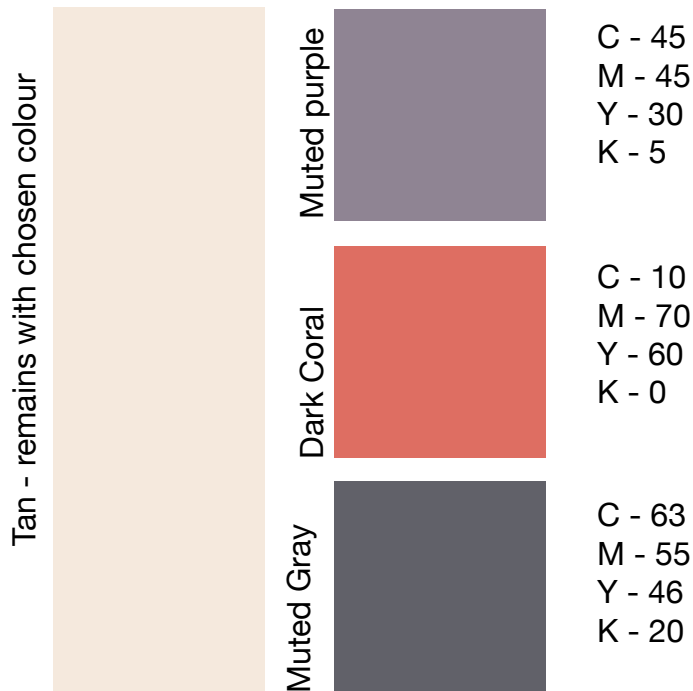
Primary colours



Secondary colours



ALTERNATIVE COLOURS



Black/white - remains for secondary colours

FONTS

Hand Written

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San Serif

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You can use the font family for light, medium and **Bold**

DESIGN ELEMENTS



Hand drawn elements



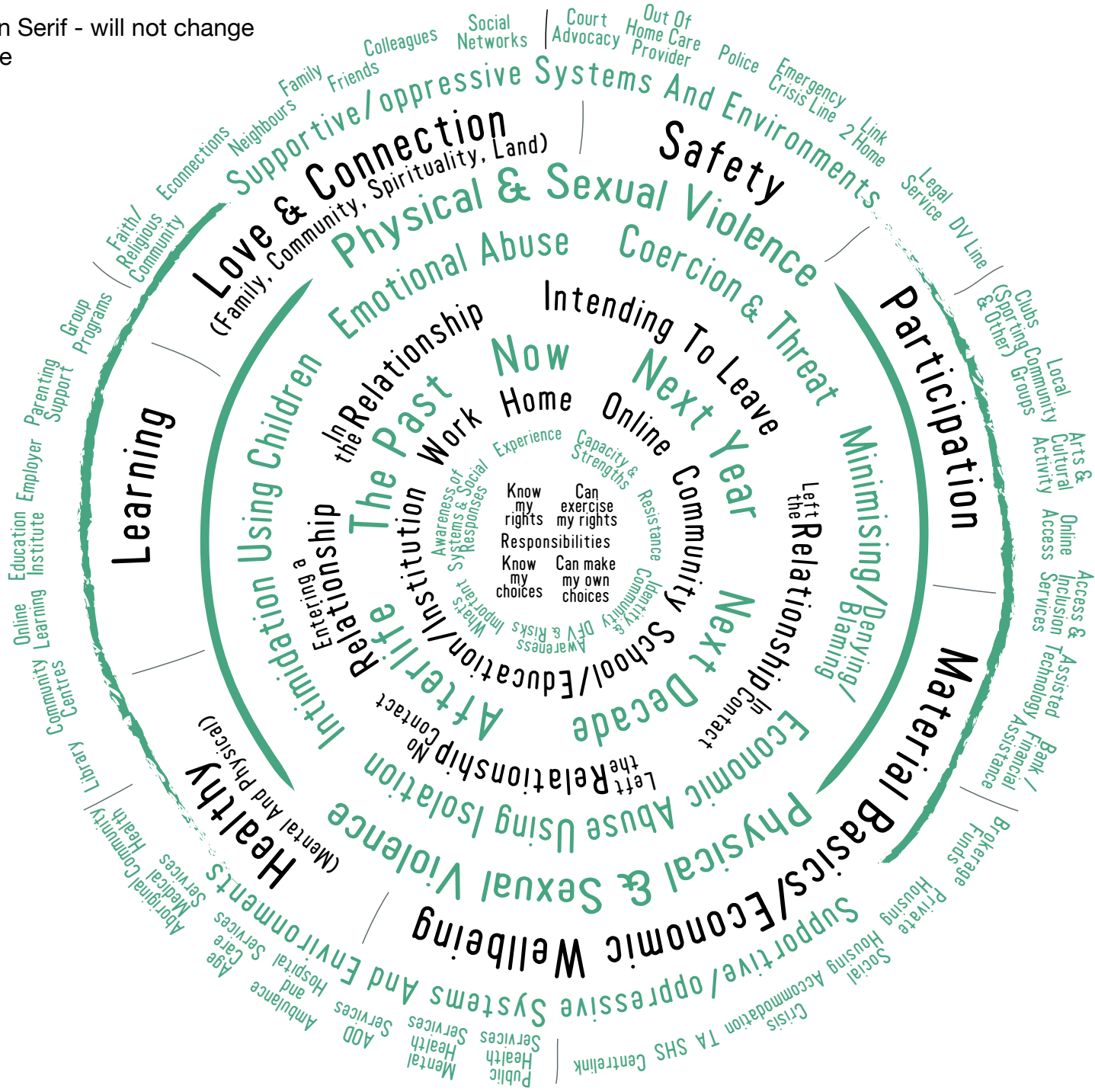
Torn paper effect
Paper texture

LOGO PLACEMENT



Logo area on the back cover

Font; Rounded San Serif - will not change
Colour; can change



DESIGN V2.1

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DESIGN V2.1

COLOURS

Primary colours



C:88 M:71 Y:45 K:36 C:52 M:25 Y:25 K:0 C:100 M:20 Y:100 K:0

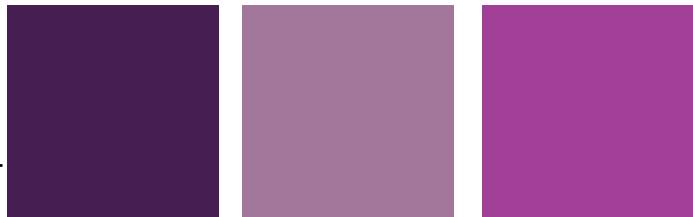
ALTERNATIVE TRI-TONE COLOURS

Oranges



C:17 M:94 Y:100 K:8 C:0 M:30 Y:71 K:0 C:0 M:73 Y:80 K:0

Purples



C:80 M:100 Y:40 K:30 C:40 M:60 Y:20 K:0 C:40 M:90 Y:0 K:0

Greens



C:80 M:40 Y:65 K:10 C:80 M:0 Y:70 K:0 C:20 M:0 Y:100 K:0

Secondary



FONTS

Hand Written

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San Serif

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You can use the font family for light, medium and **Bold**

DESIGN ELEMENTS



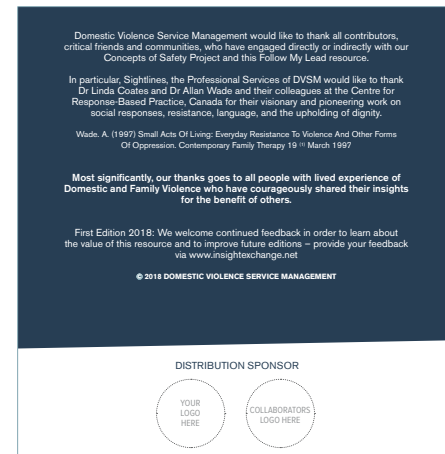
WITH YOU?



Hand drawn/paint elements

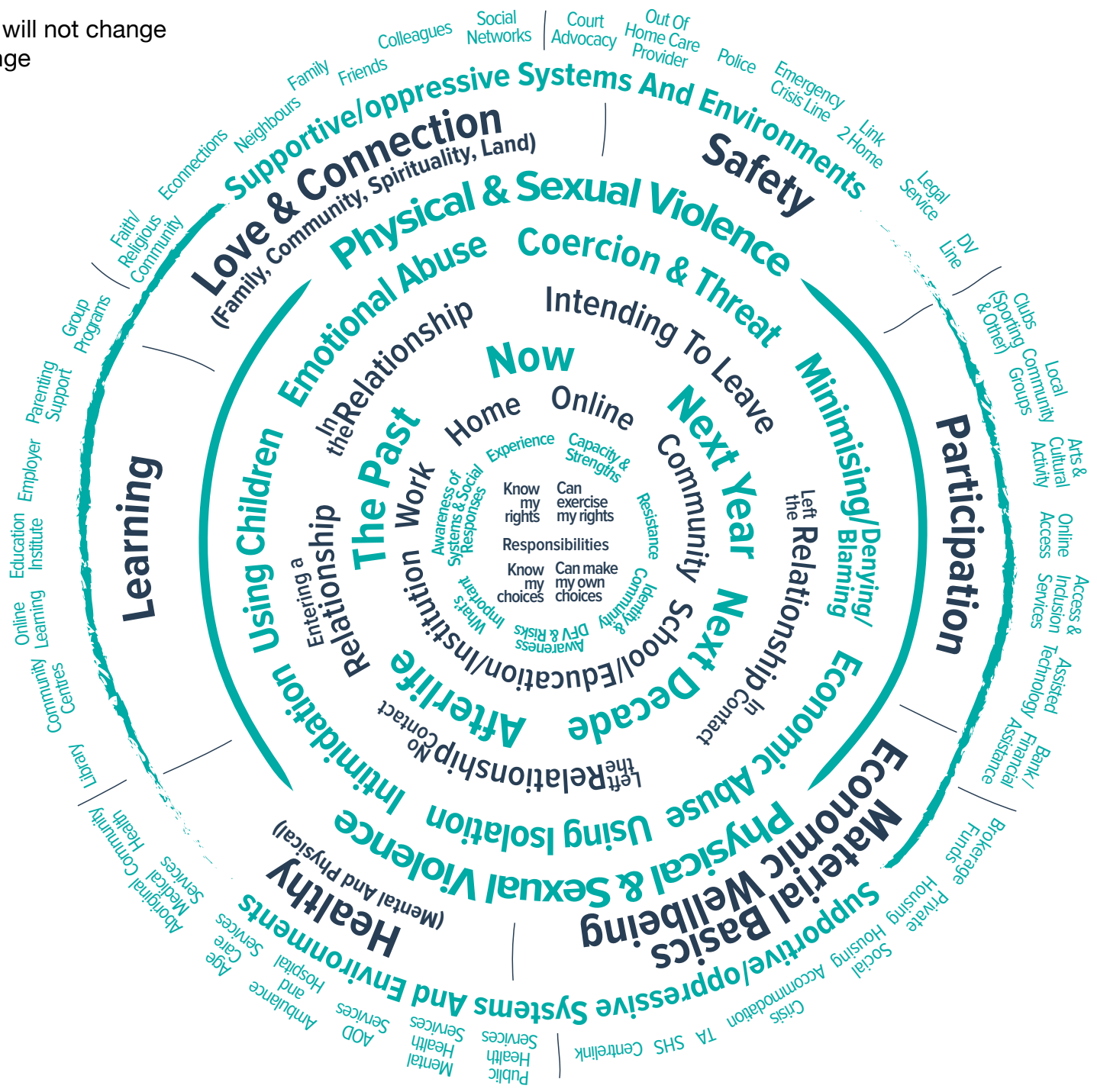
Overlay / misprint

LOGO PLACEMENT



Logo area on the back cover

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Colour; can change



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DESIGN V4.1

COLOURS

Primary colour



C:46 M:100 Y:24 K:0

Secondary colours



C:0 M:0 Y:0 K:100

ALTERNATIVE COLOURS



C - 100
M - 13
Y - 0
K - 0



C - 0
M - 73
Y - 90
K - 0



C - 75
M - 10
Y - 100
K - 50

Black/white - remains for secondary colours

FONTS

Hand Written

This is the main font throughout. It is a versatile font, can be great for big EMPHASIS or body copy with lots of text. This font has a range of weight options; light **medium** or **bold**

DESIGN ELEMENTS

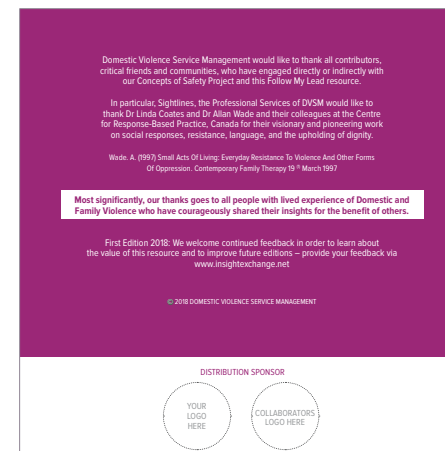


**ARE YOU
PREPARED
TO RESPOND
SAFELY
IF I SHARE
WITH YOU?**

Few hand drawn elements
used with big blocks of colour

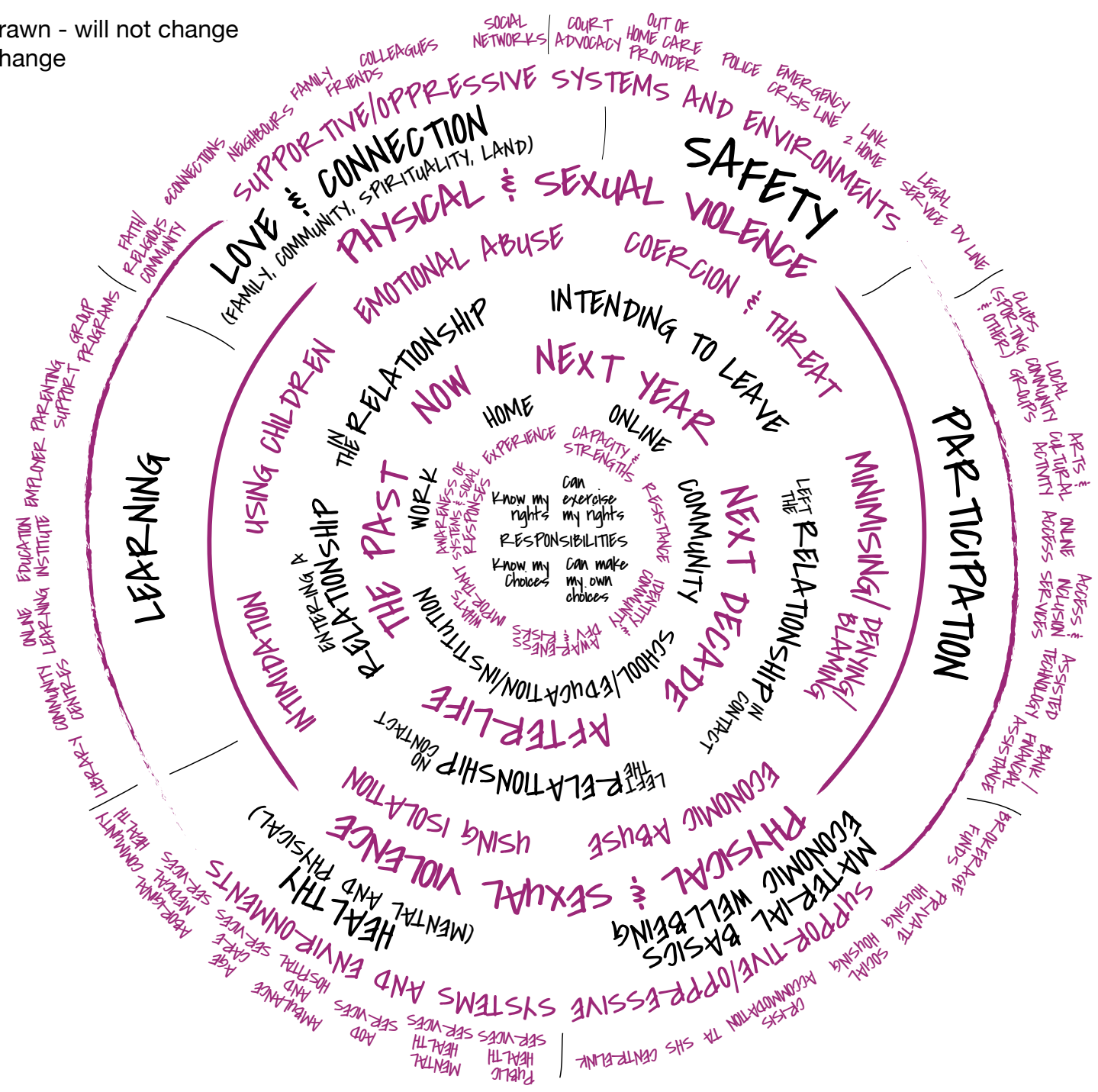
Large Typography

LOGO PLACEMENT



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Follow My Lead

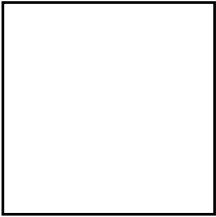
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DESIGN V5.1

COLOURS

Primary colours



C:64 M:48 Y:46 K:16

FONTS

San Serif

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LOGO PLACEMENT



Logo area on the back cover

