

SPEAK UP

Branding

Typefaces

Title: Libre Franklin Black

Subtitle: Open Sauce Light

Body: Open Sauce

Libre Franklin Black

Open Sauce Light

Open Sauce

Alternatives for Google etc.

Title: Libre Franklin Black

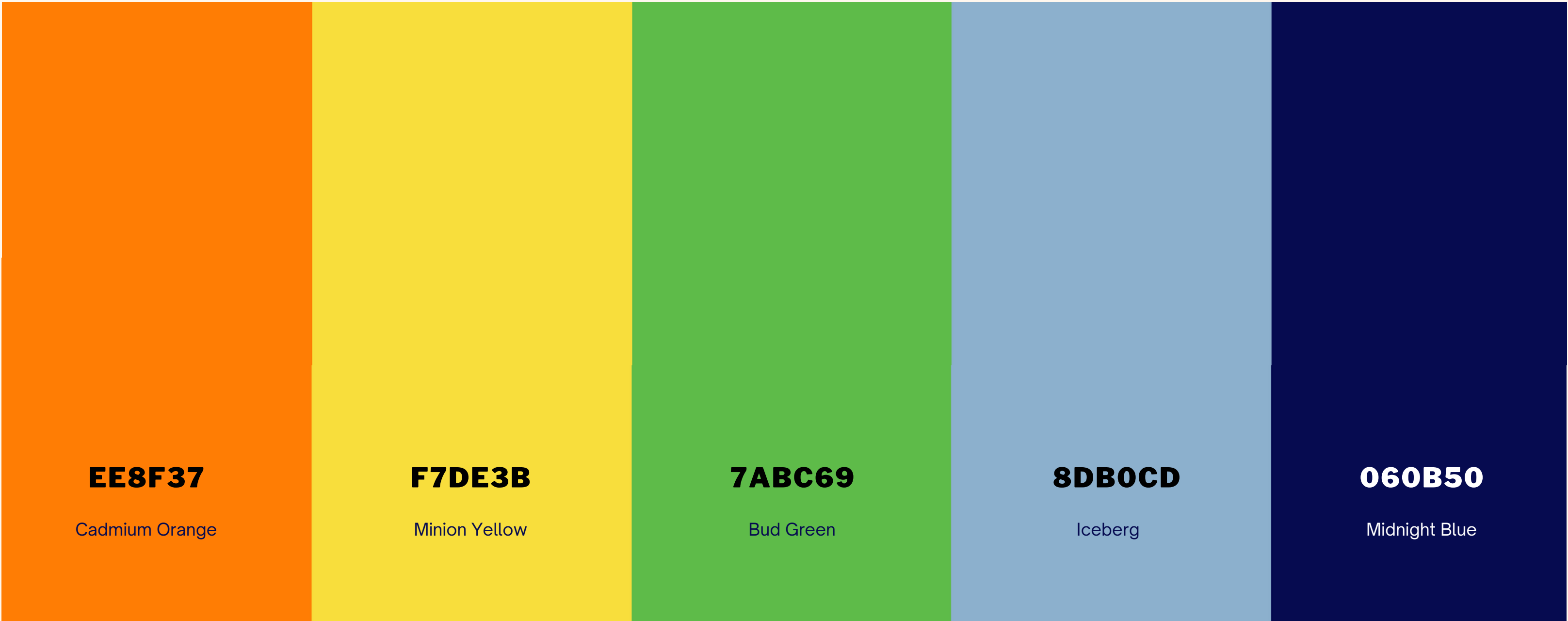
Subtitle: Open Sans Light

Body: Open Sans

Libre Franklin Black

Open Sans Light
Open Sans

Colors



Memory

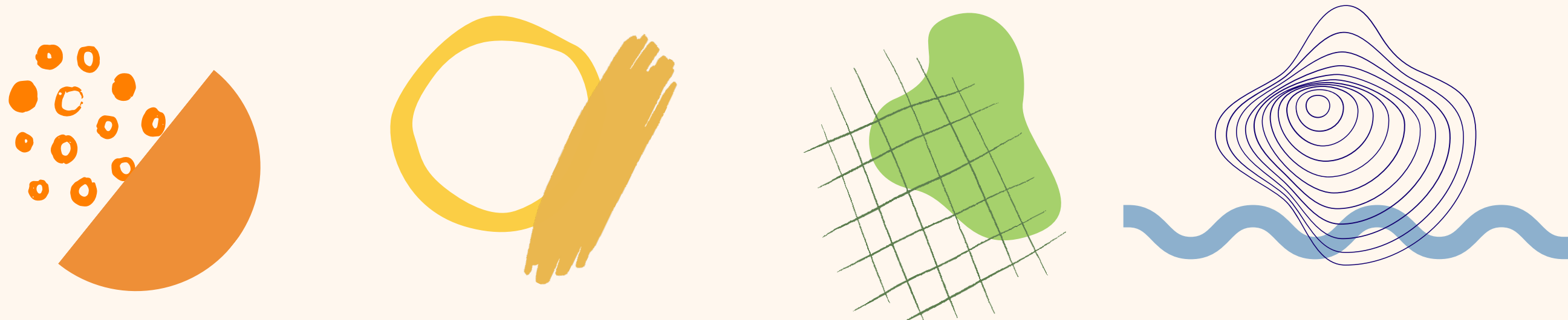
Attention

Focus

Calm

Base

Colors & Abstract shape



k-2

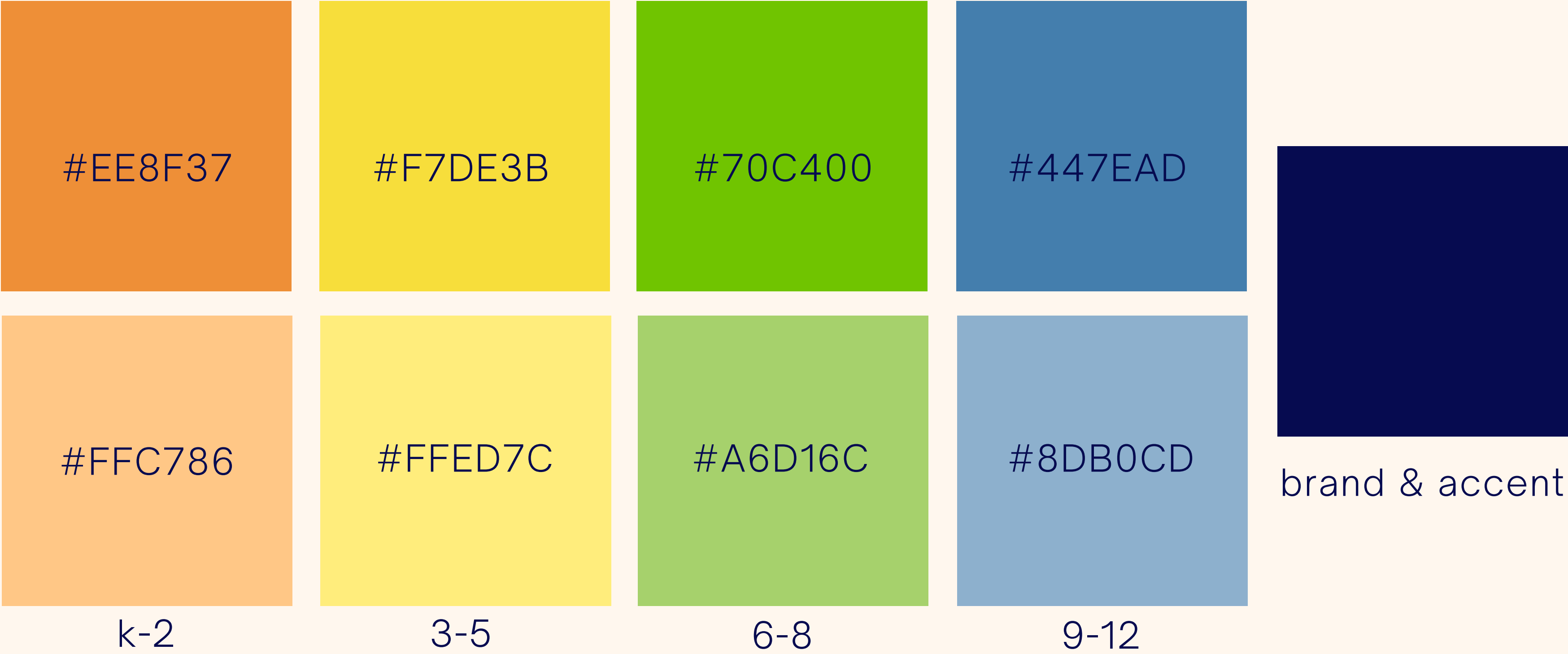
3-5

6-8

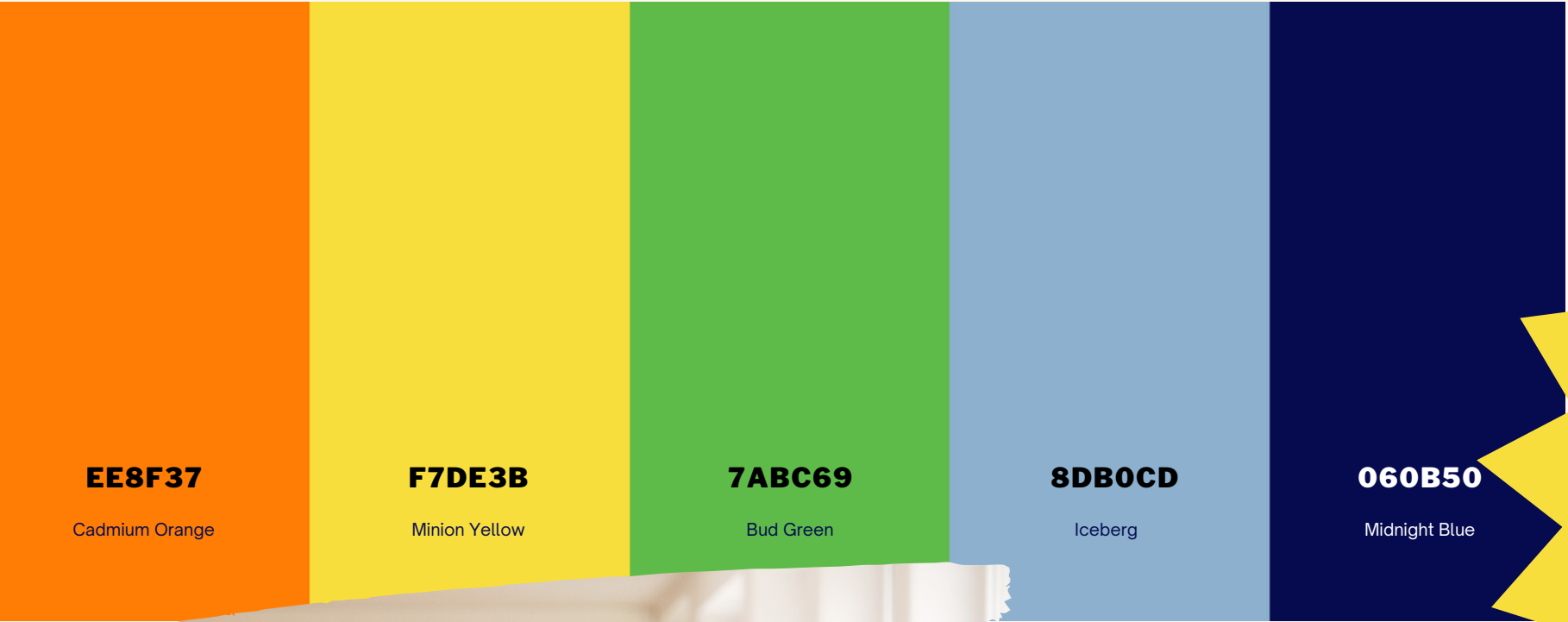
9-12

brand

Extended Palette:



Mood Board



- clean
- easy to read for all ages
- colorful
- youthful
- relatable/diverse imagery
- real people



Logo Options



Slide Designs

Examples for the different grades

With logo options

- Safety-meter
- Safe person
- Unsafe person
- Safe secrets
- Unsafe secrets
- Triangle of Trust
- Shock
- Safe touch
- Unsafe touch

**After this presentation
students should be able
to define these key
terms:**

- Safe adult
- Unsafe adult
- Gaslighting
- Unsafe secret
- Safe secret/surprise
- Body Safety Rules
- Shock
- Triangle of Trust

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terms:**



- Explain the power that you have over your body
- Identify the best "safety meter" you have
- Identify your Triangle of Trust
- Define gaslighting and how it can be used
- Describe the risk factors or vulnerabilities that some abusers may look for
- Describe the common tactics that abusers may use
- Explain how technology and social media can be used by abusers
- Describe strategies to stay safe online

**After this presentation
students will be able to:**

Intuition

means that you understand something immediately, without the need for conscious reasoning.

If something feels "off" or wrong, it probably is. If you are unsure you should always speak up and tell someone.

WHAT DOES INTUITION MEAN?



WELCOME TO FREEDOM

Dear Students:

You are important. You deserve to be safe and respected. Unfortunately, sexual exploitation exists and youth today are not prepared to spot recruitment tactics or recognize their own vulnerabilities.

This presentation seeks to give you the skills and knowledge that you need to **keep yourself safe**. This is meant to give you the **FREEDOM** to seek help if you find yourself in a dangerous situation.

