



## Image and Identity Guidelines for “Paint It Purple” Organisers and Participants

Correct identification of The Pixel Project and “Paint It Purple” and proper usage of our identity representations insures that our message will always be clear, consistent, accurate, and effective.

The “Paint It Purple” identity is an important part of your belonging to the worldwide event designed to get more people interested in Violence Against Women education, prevention and remediation. Please use the correct names and registered trademark symbol in all of your publicity.

The proper identity name for this programme is:

**Paint It Purple**

All publicity for your “Paint It Purple” session must include reference to the official “Paint It Purple” website. The proper address is:

<http://paintitpurple.thepixelproject.net>

The shortened URL is

<http://bit.ly/paintitpurple>

Please note that your use of the following materials is limited to activities directly related to the “Paint It Purple” campaign

- The Pixel Project’s trademarks, copyrights & logos.
- “Paint It Purple” trademarks, copyrights, logos and other visual and written publicity materials.

Activities directly related to marketing, raising awareness and publicising the “Paint It Purple” campaign including (but not limited to):

- Posting a “Paint It Purple” web banner on your website.
- Posting a “Paint It Purple” announcement on your website.
- Sending out a e-mail blast inviting clients, friends and family to your “Paint It Purple” sessions.
- Using the “Paint It Purple” or Pixel Project logo for any self-printed marketing brochures/posters/flyers for the campaign.
- Providing “Paint It Purple” press kits to the media.