



**Making Our Message Heard**

Branding Guide - 2021

## 1. Introduction

This branding guide has been produced to help anyone partnering with Meninadaça to present our work in the clearest and most compelling way possible.

The appearance of our communications, the language we use when talking and writing, and the emphasis we place on different aspects of our work, all contribute to creating a recognisable, accessible and coherent identity, which will help raise our profile and further our cause.

A clear and consistent expression of our brand - who we are, what we do, and why - helps us to reach more people, get our message across more effectively, attract and inspire more people to get involved, and change more lives.

## 2. Our Name

Meninadaça comes from the Portuguese words for 'girl' (menina) and 'dance' (dança). The name was chosen by street girls in Belo Horizonte when the project was first launched there in 1998.

It is pronounced me·ni·na·dan·sa.

The word Meninadaça brings together two of the charity's distinguishing characteristics - that we work exclusively with girls, and that we employ dance as a method of reaching them.

Meninadaça should always be written as one word and with a capital 'M'. Also, the cedilla on the 'c' should never be omitted.

### 3. Our Mission, Vision & Objectives

Meninadaça is an international NGO working to combat child sexual exploitation in communities along the BR-116, Brazil's 'exploitation highway'

We work with girls aged 10-17 living in extreme poverty, family turmoil, and in situations of social and personal risk, the greatest of which is abuse and sexual exploitation.

We use dance and other activities to reach them, raise their self-esteem and help them to lead creative and purposeful lives.

One of our key aims is bring justice to girls' lives by ensuring their human rights are upheld and their abusers and exploiters are held to account for their crimes.

Our long-term vision is to establish a network of safe houses and community outreaches in communities along the length of the BR-116.

We also want to be a key communicator about the plight of at-risk girls in Brazil, and a facilitator for dialogue and discussion about child sexual exploitation around the world.

Our **vision** is to be recognised as a Brazilian charity at the forefront of the fight against violence and sexual exploitation of girls in Brazil.

Our **mission** is to defend the rights and aid the wholesome development of girls who are at-risk from, or victims of, violence and sexual exploitation.

Our **objectives** are to promote actions which combat abuse and child sexual exploitation, and which provide to girls affected the means to overcome the past and live creative and meaningful lives.

## 4. Our Work

Our four **Pink Houses** in the towns of Catují, Padre Paraíso and Medina in northern Minas Gerais state, and Cândido Sales, in Bahia state, work with young girls living in situations of risk and vulnerability.

Using dance, beauty therapy, art and other activities, in a safe environment and a space just for them, the girls are encouraged to explore their identity, express their opinions and face challenges and difficulties in their lives without fear. Our Pink House teams also assist the girls' parents and siblings, providing material help and promoting change and reconciliation.

Our **Changing Minds** programme encourages communities to engage with its teenage girls in a positive way, and, where needed, rethink certain entrenched attitudes and behaviours.

Our **Justice Team** stands up for girls' rights, holding authorities to account and bringing cases of violence, abuse and exploitation against girls before the courts.

Meninadança also seeks to **raise awareness** of issues affecting at-risk girls in Brazil, especially child sexual exploitation, while **advocating** for at-risk and vulnerable girls at a local, national and international level.

## 5. Our Core Values & Personality

*Our **core values** underpin everything we do - the way we behave, the decisions we take, the way we put our objectives into practise. They shape the culture and define the character of our organisation:*

### **Christian**

We seek to follow the example and teaching of Jesus.

### **Social justice**

We believe that all people have equal worth and should be afforded equal opportunities, regardless of race, age, sex, or socioeconomic status.

### **Pioneer**

We are committed to breaking new ground. We are innovative and creative in our methods, our publicity and fundraising.

### **Integrity**

We are good stewards of our resources. We speak and act honestly and consistently. We can be relied upon and we keep our word.

## **Communication**

We communicate honestly and respectfully. We promote dialogue, involvement and listening.

## **Professionalism**

We aim for quality in everything we do, and strive to be efficient and effective in the use of our financial and human resources. We demonstrate knowledge and expertise.

*Our **personality** is the descriptions we would expect other people to use about us if we act in a way consistent with our core values:*

**Passionate**  
**Pioneering**  
**Visionary**

**Energetic**  
**Proactive**  
**Creative**

**Trustworthy**  
**Expert**  
**Professional**

## 6. What Makes Us Unique

*It is important to know the unique features about Meninadança's work which can attract people to us. These points should feature prominently in any verbal or written introduction to the charity.*

### **We work exclusively with girls**

Girls are so often ignored by social projects in Brazil, yet they are often the ones whose needs require a specific, targeted approach. Meninadança tailors its projects to meet the unique and complex needs of traumatised young girls.

### **We use dance to reach and rescue them**

Dance is a one of our girl-specific therapies, which we have found can be effective in breaking down their emotional barriers, raising their self-esteem and allowing them to taste a different reality. Dance is used alongside other interventions, including the professional help of psychologists and social workers.

### **We work where few others are working**

In remote towns and villages along the BR-116, where proportionally the problem of child sexual exploitation is many times greater than in Brazil's major cities, there are few if any social projects, and we have found none working specifically with girls.

## 7. Our Key Cause Messages

*Our cause messages help us to raise awareness about the issue of child sexual exploitation in Brazil, helping people understand the gravity and urgency of our cause.*

### **Child prostitution is one of Brazil's greatest social problems**

The problem of child sexual exploitation in Brazil cannot be underestimated, it is an epidemic involving hundreds of thousands of young girls. In poor, rural areas a cultural acceptance of child abuse and sexual exploitation means that this has become for thousands of girls a normal part of their passage through adolescence.

### **The problem goes largely unreported and most victims are forgotten, unseen and unheard**

While child prostitution in Brazil's big tourist cities is regularly documented, the vast majority of victims are found many hundreds of miles away in remote, poverty-stricken villages and towns. Here, young girls are often expected to provide for their families by selling their bodies to truck drivers travelling long the country's vast network of motorways.

## **The BR-116 is the worst road in the world for the sexual exploitation of children**

A Brazilian government study found that along 41,000 miles of federal motorways in Brazil, there were 1,820 places where children were known to be being sold for sex.

The worst highway of all was the BR-116, Brazil's longest motorway stretching from the border with Uruguay in the south to the city of Fortaleza in the north. Along its 2,700 miles there were 262 places where child prostitution was known to be taking place - or one every ten miles.

## **Child prostitution shatters young lives**

A child who is sexually exploited is robbed of her childhood and denied the opportunity to discover her own identity and self-worth. The psychological scars and deep-seated trauma can last a lifetime, with far reaching consequences for every area of her development into adulthood. There is no greater violation of a child's human rights.

## 8. Our Key Brand Messages

*Our brand messages show how our work is relevant and effective in tackling the cause. Each one, used as a starting point, can help us express what we stand for and how our work is making a vital difference:*

### **To rescue girls from danger**

To provide safety and security to at-risk young girls, removing them from situations of danger, abuse or exploitation.

### **To heal and restore**

To have a tangible, lasting effect on young lives, allowing girls to overcome their past, achieve their potential and look forward to fulfilled and meaningful lives.

### **To empower**

To empower girls to change their own lives, believe in their own ability and give them the life skills to live with confidence and without fear.

### **To break the cycle of poverty**

By changing the direction of one girl's life, to have a transforming effect on generations to come.

**To focus on the family**

Believing that, just as a girl's family situation can be part of the problem, change and reconciliation within her family is also part of the solution.

**To partner with communities**

Knowing that tackling the wider issues and entrenched attitudes which leave girls unvalued and vulnerable is the key to bringing lasting change.

**To bring justice**

To speak out and stand up for young victims by holding those in authority to account and ensuring abusers and exploiters are brought to justice.

## 9. Our Logo

The Meninadança logo is a visual representation of our work and personality. The logotype suggests movement, life and vibrancy, while the logomark shows a ballet shoe incorporating a fish to represent our Christian ethos.

### Logo Standards

The minimum margin around the logo should be no less than the size of the letter 'a' when touching another 'a' for height, and the first and last elements for width.

This ensures that the brand will have maximum contrast against surround elements in a design.



## Logo Variations

A number of variations of the Meninadança can be used, depending on the context:



**Primary:** Principal logo, should always be used when possible.



**Primary:** With inverse coloured mark, when logo will appear clearer on background used.



**Secondary:** Logotype without mark, when mark already appears on same page or when logo will be more effective without mark.



**Secondary:** Full logo with strapline, when the extra descriptive element of the logo will be effective. Also available with inverse coloured mark.



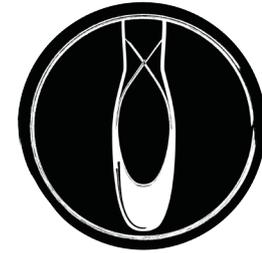
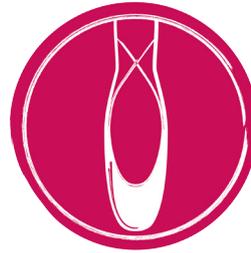
**Secondary:** All versions above in black, for use only on materials which will be printed in black and white.



**Secondary:** All white, for use when logo will be clearer on the background used.

## Logomark

The ballet shoe logomark can also be used on its own, as a type of stamp, when within the context of the material the mark alone is sufficient for readers to identify the charity, or where the logotype on its own is used elsewhere on the page.



Another version of the logo uses the three elements but with emphasis on the logomark. We recommend this for when the only element on the page is Meninadaça's name and logo, such as posters or banners.



meninadaça  
hope. healing. justice.

## Minimum scaling

To ensure optimal readability, the logo should never be reduced to a size smaller than (width):

80mm when only the logotype is used.

meninadança

160mm when the mark is used with the logotype.



250mm when the strapline is also used.



## Aspect Ratio

Please maintain appropriate aspect ratio when resizing the logo.

Logos that are inconsistently adjusted appear misshapen and distorted.



Incorrect aspect ratios

## 10. Our Typeface

All Meninadança's official communications and publicity materials use as its principal typeface Gandhi Sans (regular, bold, italic, bold italic) by Librerias Gandhi S.A. This can be downloaded free from font websites.

Ganhi Sans Regular

AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

**Gandhi Sans Bold**

**AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890**

*Gandhi Sans Italic*

*AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890*

***Gandhi Sans Bold Italic***

***AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890***

## 11. Our Colours

To ensure that the Meninadaça brand is represented with consistency in digital and print format the following colour codes and values should always be used. For printed media the Pantone colour codes are the preferred option with the CMYK values the next preferable.

### Primary colours



Pantone 214 U  
CMYK Colour Values 14 - 100 - 43 - 5  
Hex Value #C90E56  
RGB Colour Values 201 - 14 - 86



Pantone Hexachrome Black  
CMYK Colour Values 75 - 66 - 60 - 81  
Hex Value #212121  
RGB Colour Values 33 - 33 - 33

## Complementary colours



Pantone 381 U  
CMYK Colour Values 33 - 6 - 98 - 0  
Hex Value #C0C910  
RGB Colour Values 192 - 201 - 16



Pantone 2925 U  
CMYK Colour Values 80 - 33 - 2 - 0  
Hex Value #118BCA  
RGB Colour Values 17 - 139 - 202

## 12. Our Writing Style

*Below are some general guidelines to enable all Meninadaça's written communications to have the same tone and feel.*

Write in an informal, friendly tone, as if you were talking to someone face-to-face.

Ensure that what you write embodies our core values and personality.

Use sentences of an average of 15 to 20 words, with paragraphs made up of a mixture of short and longer sentences to keep them lively.

Try to include first person speech and examples of real people to illustrate your points.

Use the active rather than the passive voice. For example, say 'we are rescuing girls from prostitution', not 'girls are being rescued'; 'we had a great time at the fundraiser' not 'a great time was had'.

Avoid using cliché or jargon.

Once you have written your draft simplify it by cutting anything that is unnecessary and reducing the number of adjectives.

When writing dates use the format March 12, 2011 - not March 12th, 12 March or 12th March.

***Lastly, a word about the terms ‘child prostitution’ and ‘child prostitute’***

There is no such thing as a ‘child prostitute’ – the two words are incongruent, no child can or should be considered a prostitute, but yes a victim of exploitation and crime. Please don’t use the term ‘child prostitute’ when talking about the girls we are helping.

Although we try to avoid using the term ‘child prostitution’, instead referring to child abuse and sexual exploitation, this is not always possible when introducing people to the focus of our work. We therefore sometimes use the term ‘child prostitution’ to describe the problem as it is an accepted phrase to refer to children victims of forced prostitution and trafficking.

Any doubts or questions please contact us at: [office@meninadanca.org](mailto:office@meninadanca.org)

