



confidante

Brand Guidelines

November 2021

Interactive Product Design Studio

Value Proposition

For victim survivors who are looking to regain their financial, social and emotional independence after leaving an abusive relationship, Confidante is a one-stop-shop that provides a safe online community as well as resources for support.

Brand Mission

To empower and connect victim survivors of domestic violence to break social isolation, and regain their independence.



Brand Vision

Why

We believe that women with lived experience of DV should have a personalised recovery that helps them feel empowered and connected in an accessible way.

How

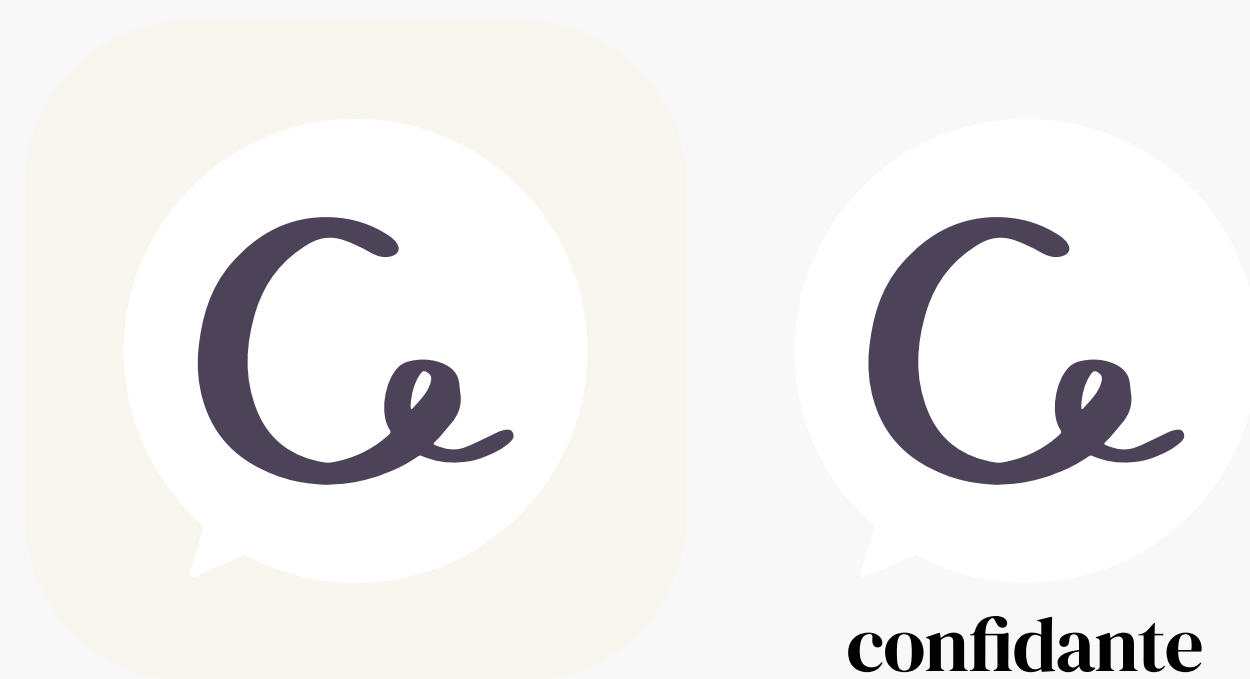
By bringing victim survivors together in a safe and empathetic community focused on long-term recovery through social connections.

What

To offer a new line of communication that is trustworthy and encourages people to engage with one another.

Brand Overview

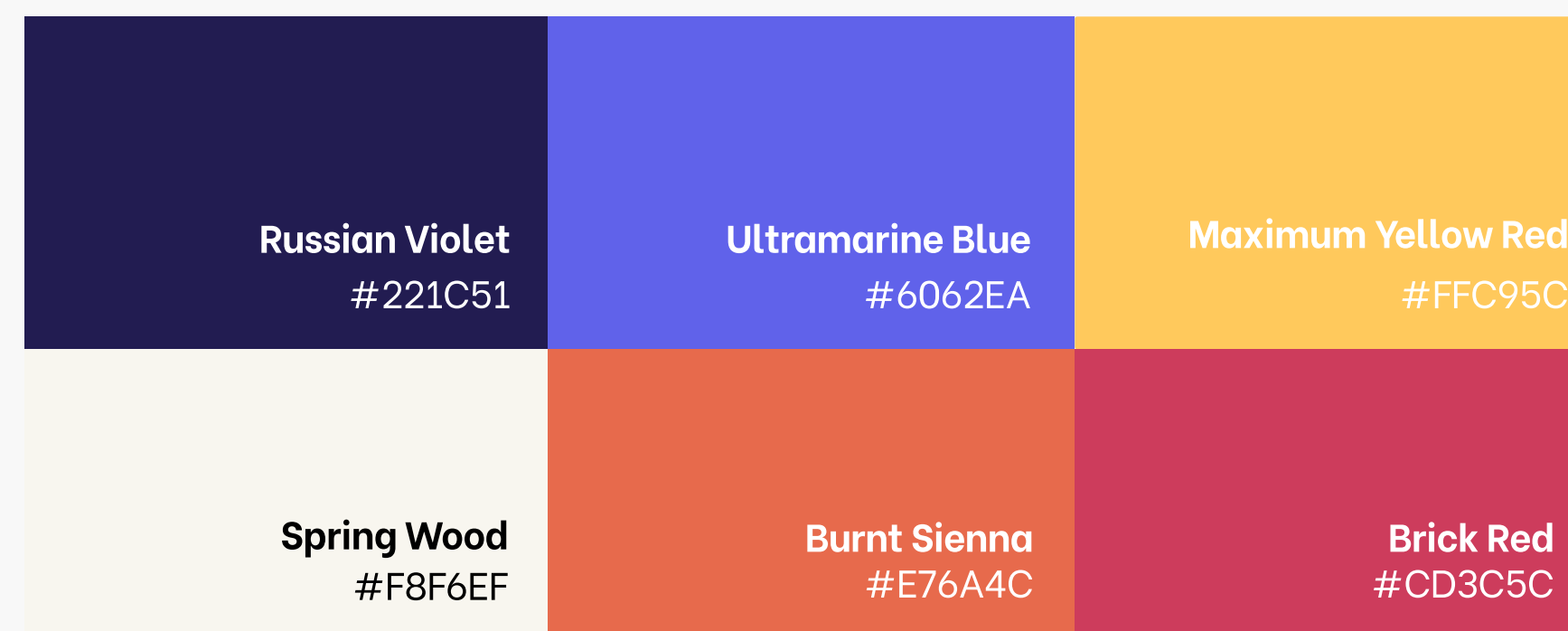
Logo



Typography



Colours



Illustrations

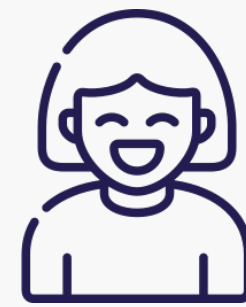


Target Audience

Victim Survivors



Recently left
an abusive
relationship
and needs help



Have left an
abusive
relationship
and recovered

Moderators



Case
workers



Certified
volunteers



Professional
Counsellors



Jemma

Gender: Female

Age: 34 years old

Education: Mature aged university student

Occupation: Part time waitress

DV Involvement: Victim survivor

Bio

Jemma has recently fled abuse at the hands of her long-time partner Alan. While they were engaged, Alan grew increasingly aggressive as a result of substance abuse, causing Jemma to leave with their two year old son. After leaving, Jemma expected things to 'get better', but is struggling to regain the independence she once had. Without a close support network of friends and family, the emotional and financial toll of raising her child alone is weighing her down. Jemma wants to seek the help of others who share similar experiences to her.

Goals

- Jemma wants to feel that she hasn't done anything wrong.
- She hopes to regain financial independence to provide for her son.
- She wants to maintain their physical and mental safety

Frustrations

- Jemma's family lives overseas and can't provide physical help straight away
- She is fearful of the threats made by her partner and what the repercussions could mean for life after the relationship. As a result Jemma feels she can only trust the advice of those who have gone through something similar

“I thought that after leaving everything would be fine. But I'm struggling a lot.”

Finance



Comfort



Safety



Curiosity



Social





Gale

Gender: Female

Age: 58 years old

Occupation: Nurse

DV Involvement: Victim survivor

"I know what victims have been through - and I want to be of help in anyway I can."

Bio

Gale has worked as a nurse for almost 40 years, but what her co-workers don't know is that she has escaped an abusive relationship before. Close neighbours reached out to Gale when she was being physically abused, and through their support, she was able to survive and continue her life happily, and independently.

Seeing more reports and statistics of domestic violence in the media, Gale feels there is so much more that she can do to help women who are going through something similar to what she previously had.

Goals

- Leverage her knowledge and experiences to help women going through a domestic violence situation
- Feel empowered, empower others and perpetuate the belief that women don't need to suffer at the hands of their partner.

Frustrations

- Gale believes that help should be provided proactively rather than reactively, as it currently is through organisations.
- There is no way for Gale to help as an ordinary citizen, as support is often limited to professional providers and experts.

Contact



Comfort



Finance



Curiosity



Learning



Our Brand Values

Brand values are the beliefs that we stand for. It is a set of guideline on our brand message, identity and personality that makes our platform unique.

1

Empowerment

Our focus is to ensure women regain their confidence, having the belief that they are independent.

2

Confidentiality

Keeping user data confidential is at the forefront of our design decisions. Users become effectively anonymous and can share only what they choose to.

3

Community

Confidante comprises a community of verified victim survivors and experienced moderators to provide relevant support backed by lived experience.

4

Security

Our platform is reliable and secure so users can trust in the platform to keep them safe, and be able to trust each other.

5

Companionship

We want users to build companionship where they can be free and candid with one another.

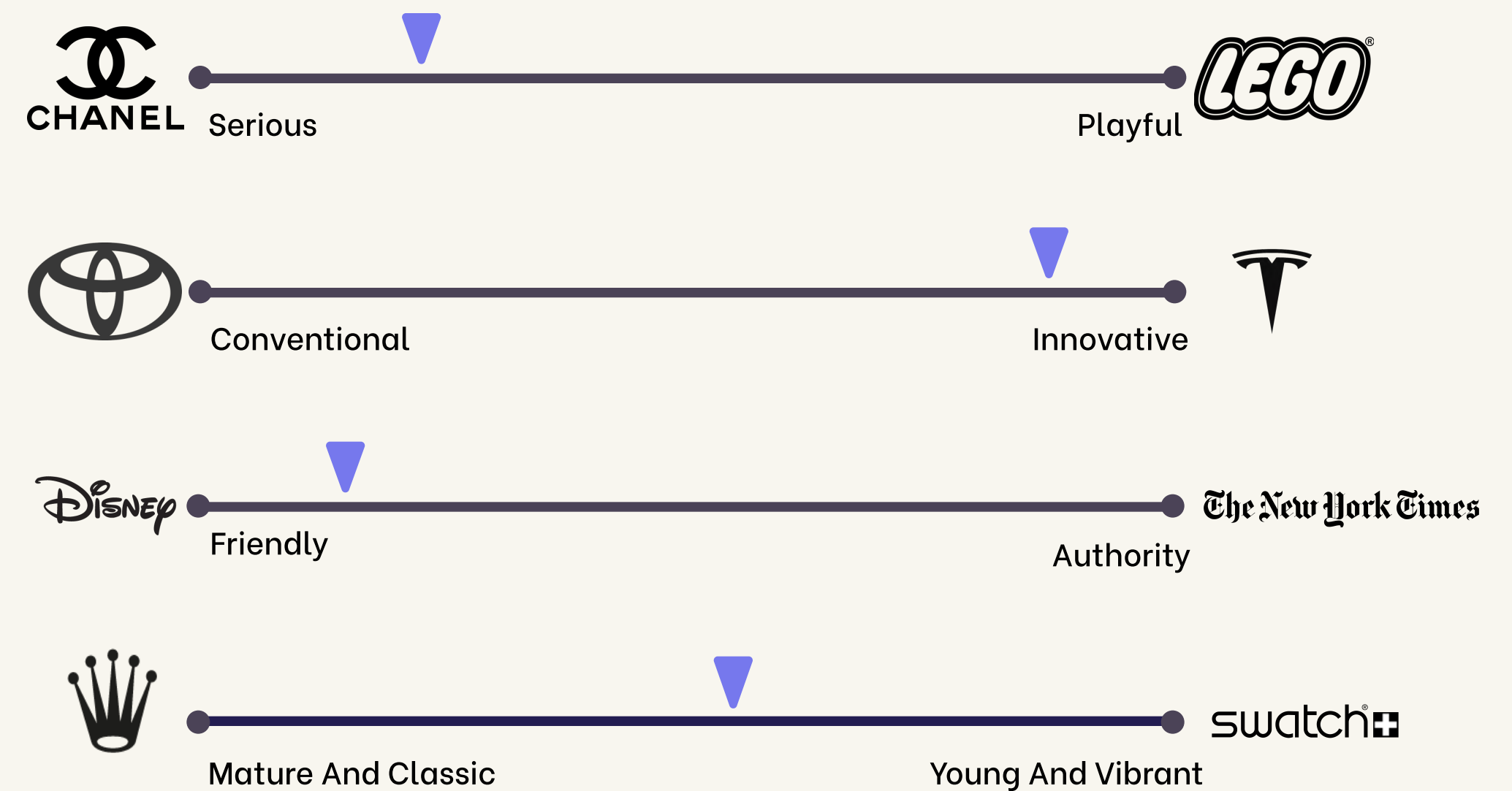
Brand personality

Brand personality gives our platform an identity by having a consistent set of characteristics. Brand personality is delivered through the tone, visuals and policies we create on our platform.

Prominent characteristics

- **Innovative and new to the world**
- **Friendly in nature, serious for support**
- **Vibrant in colors, mature in language**

Where we stand



Name and Logo

We chose the name Confidante because this platform is all about connecting and, encouraging victim survivors to communicate and empower each other as they overcome the hardships of the past and regain independence in the present.

Although domestic violence can happen to anyone, we have taken the standpoint women who continue to be most affected from abuse at the hands of a current or former partner. Therefore, the feminine version of the word confidante was chosen.



confidante

/ konfidant, konfi'dant /

(n.) a person with whom one shares a secret or private matter, trusting them not to repeat it to others.

Colour Palette

Our colour palette aims to give off a friendly atmosphere using vibrant yet mature colors. We chose dark purple as the primary color for accessibility purposes and presents a bold look. Purple also symbolises survival, courage and peace, as well as a color that people wear during DV awareness month. We paired purple with its complimentary colors to keep the palette harmonious.

Spring Wood
#F8F6F1

Maximum Yellow Red
#FFC95C

Brick Red
#CD3C5C

Ultramarine Blue
#6062EA

Burnt Sienna
#E76A4C

Russian Violet
#221C51

Typography

Aa

DM Serif Display

Heading 1 – 36 pt

Heading 2 – 32 pt

Heading 3 – 28 pt

Aa

Be Vietnam

Heading 4 – 22 pt

Heading 5 – 20 pt

Heading 6 – 16 pt

BUTTON TEXT – 16 PT CLICK HERE

Button text – 14 pt click here

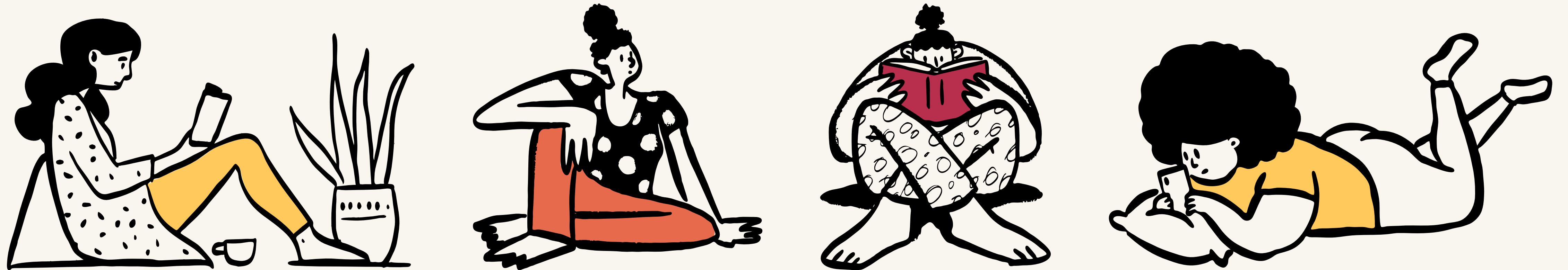
Body text (L) – 16 pt Empowering women in their journey to regaining independence financially, emotionally and socially.

Body text (M) – 14 pt By bringing victim survivors together in a safe community focused on recovery through social connections.

Body text (S) – 12 pt To offer a new line of communication that is accessible and encourages people to engage with one another

Illustrations

The Illustrations we used were from Hexorial's Illustrations plug-in from Figma. All illustrations throughout our platform will follow this style of thick and organic lines to keep consistency within the branding. They also bring a playful and lively feel to our brand personality, keeping our design engaging and unique.



UI Components

Buttons



Hover state



Pressed



Disabled

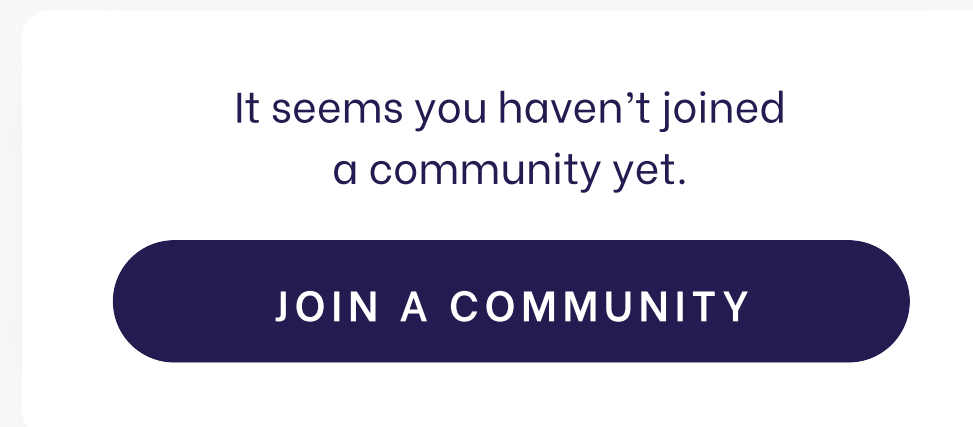
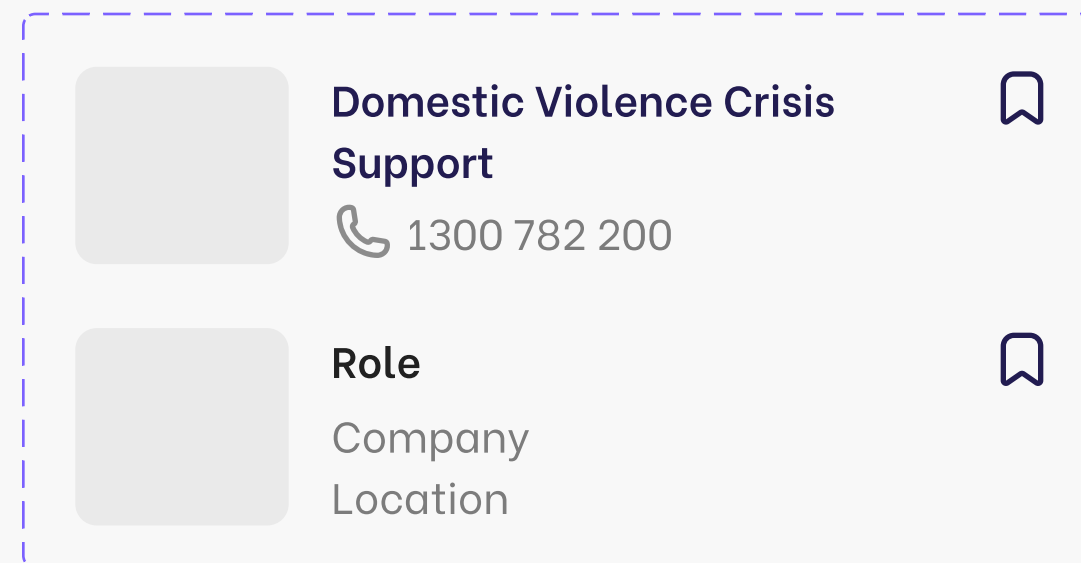


Card Styles

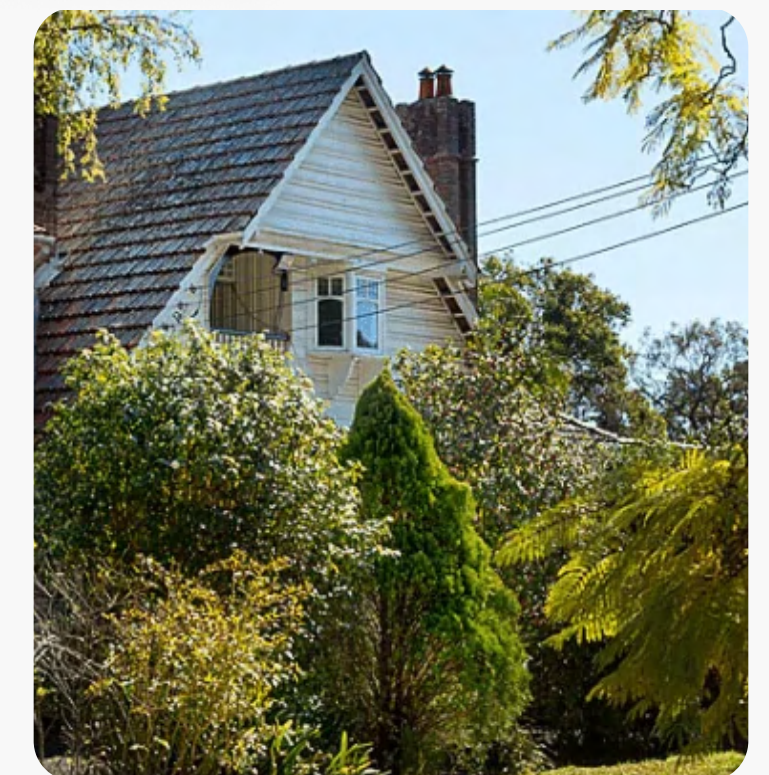


R U OK day

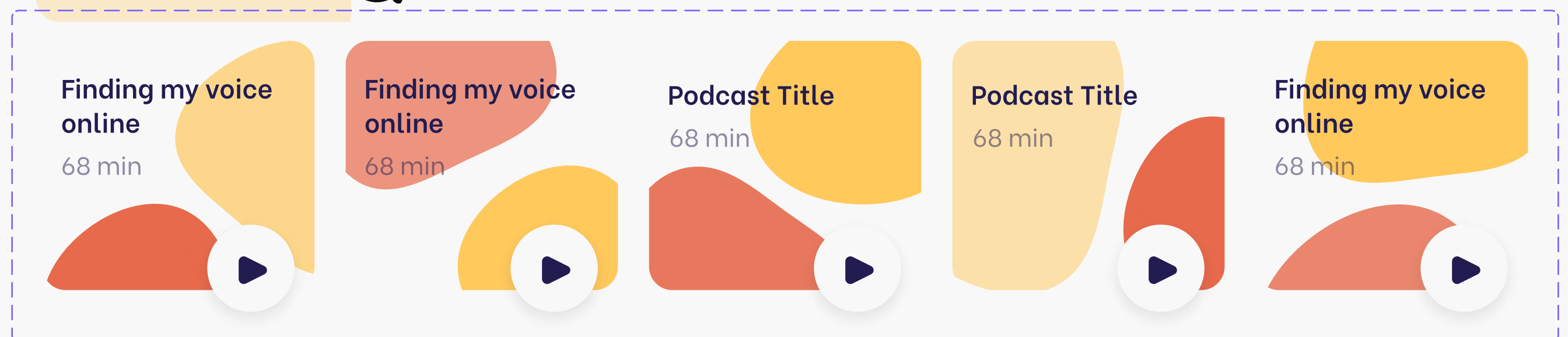
Morning everyone! Hope you're all having a lovely weekend. R U OK festival is happening...



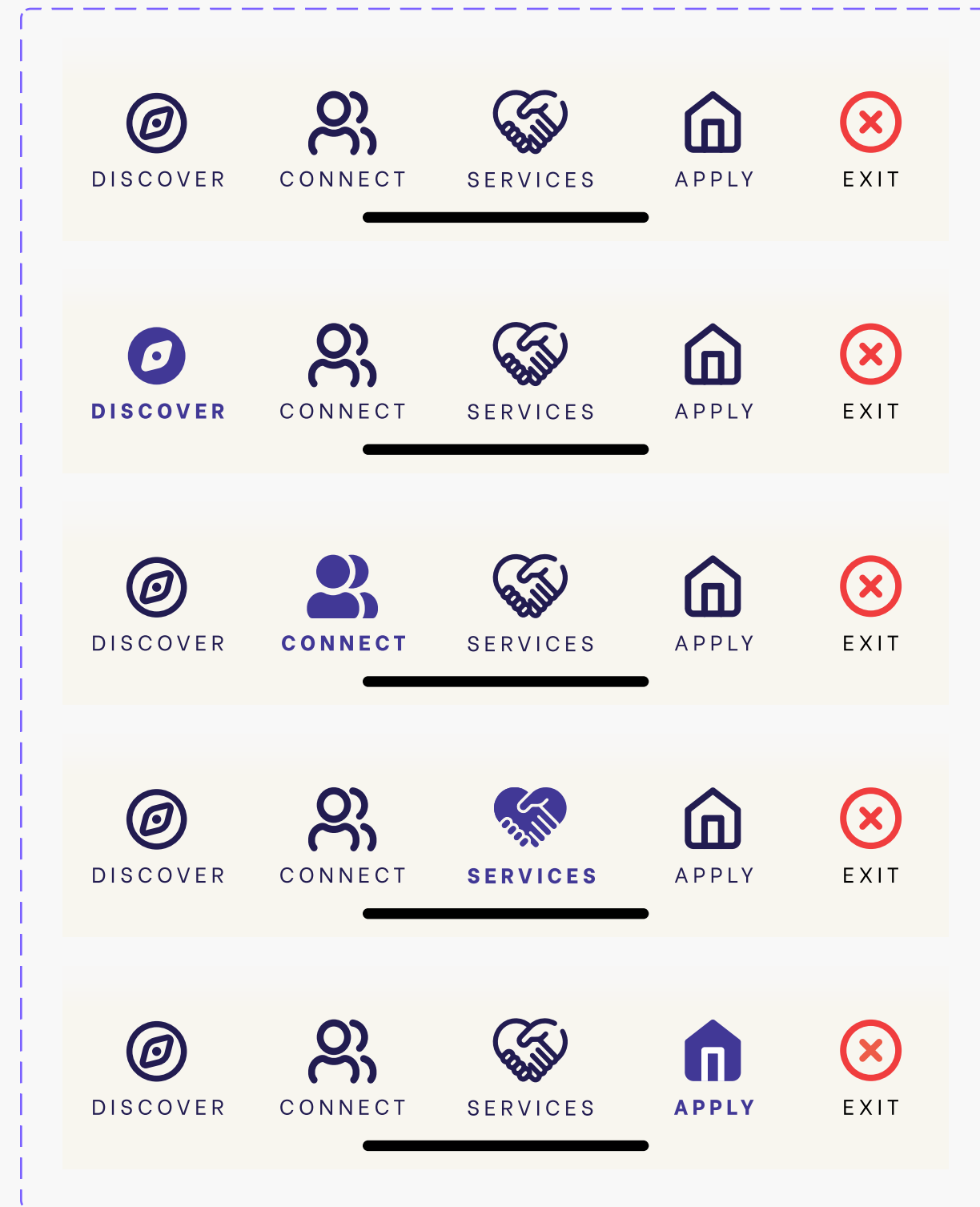
Event title
Location
05 Aug • 11:30AM



Beecroft House
Beecroft, NSW 2119



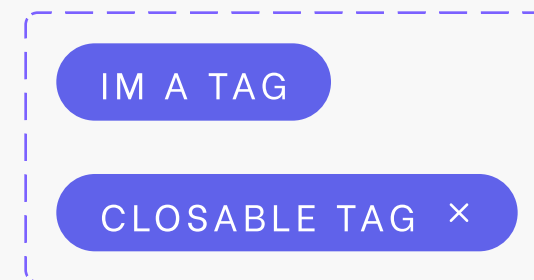
NAV Bar



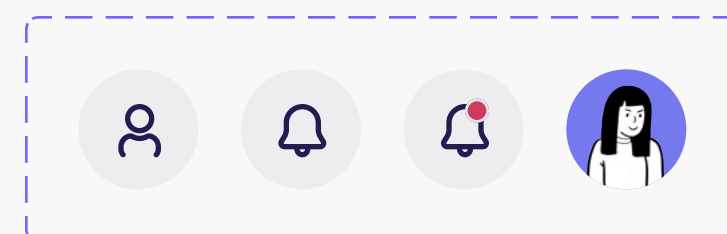
Progress



Chips

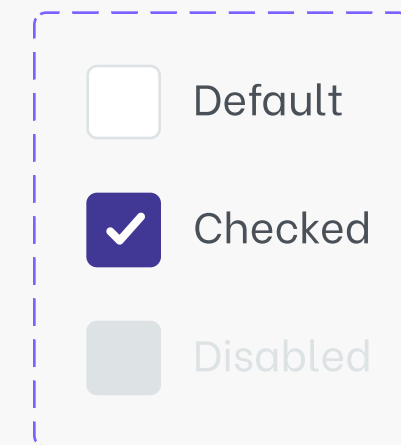


Icons

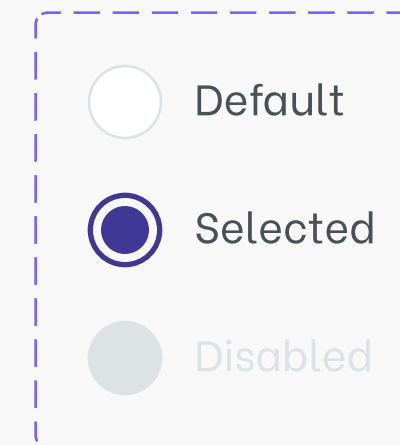


Selection Controls

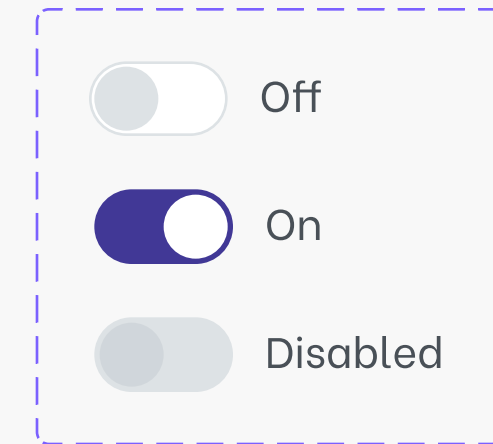
Checkbox



Radio



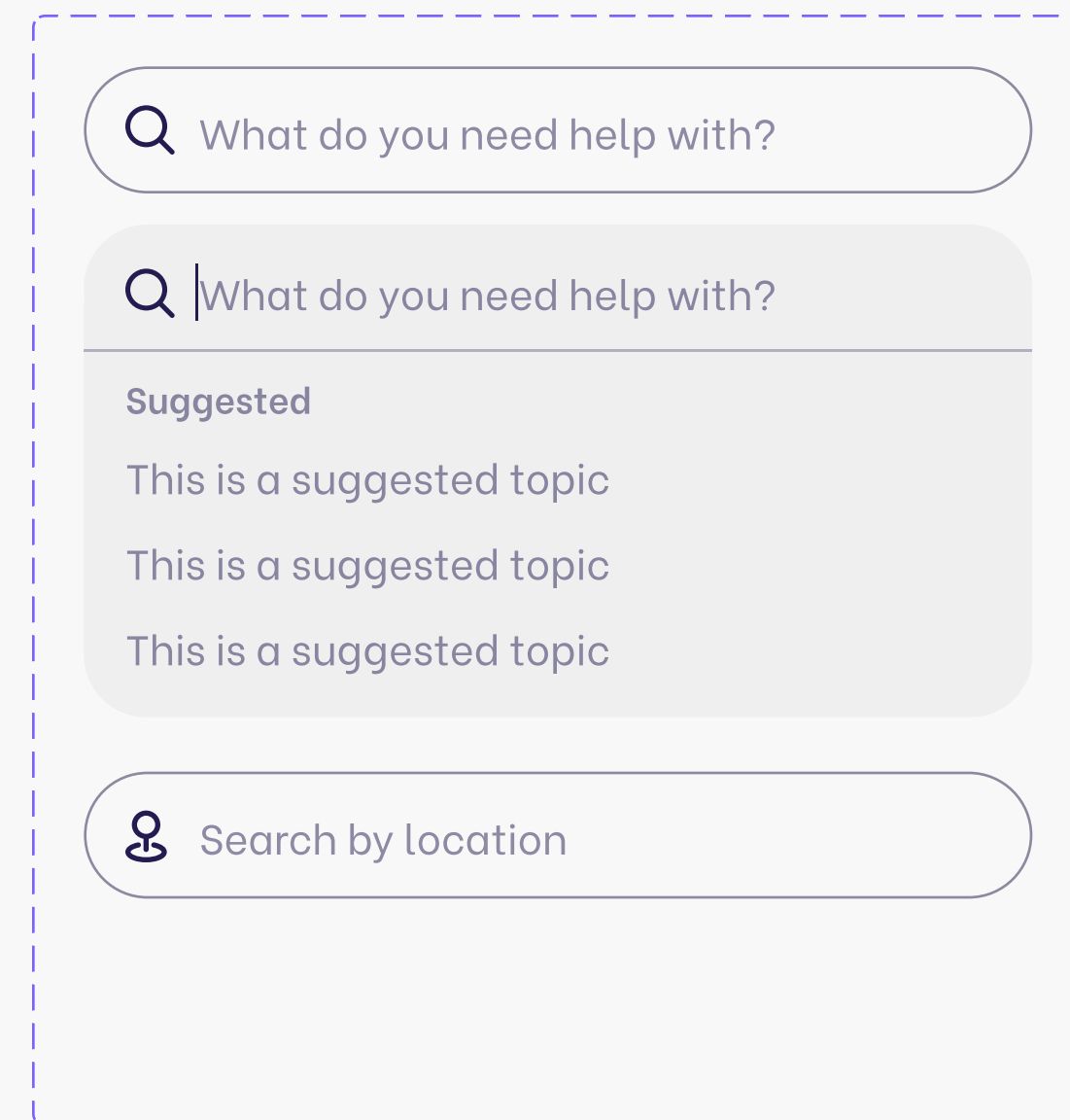
Toggle



Save

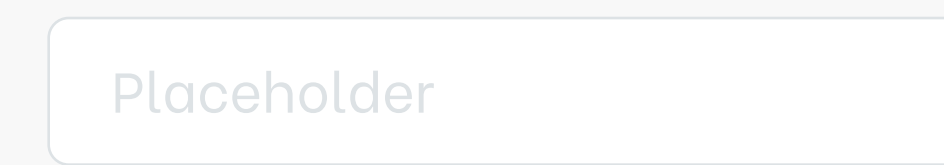


Search bar



Form Styles

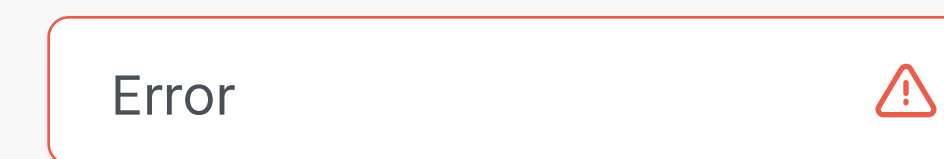
LABEL



FOCUS



ERROR



NONVISIBLE PASSWORD



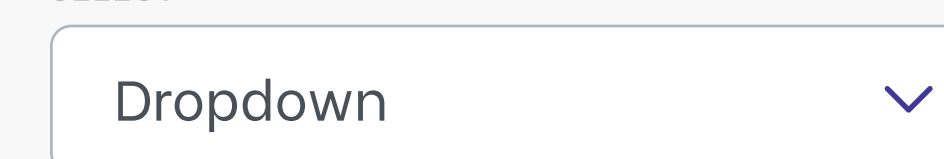
VISIBLE PASSWORD



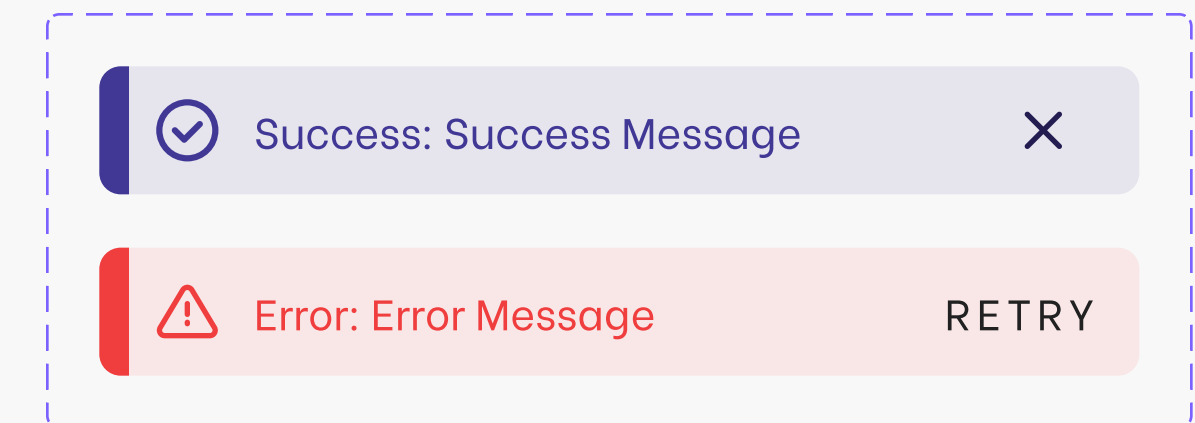
SUCCESS



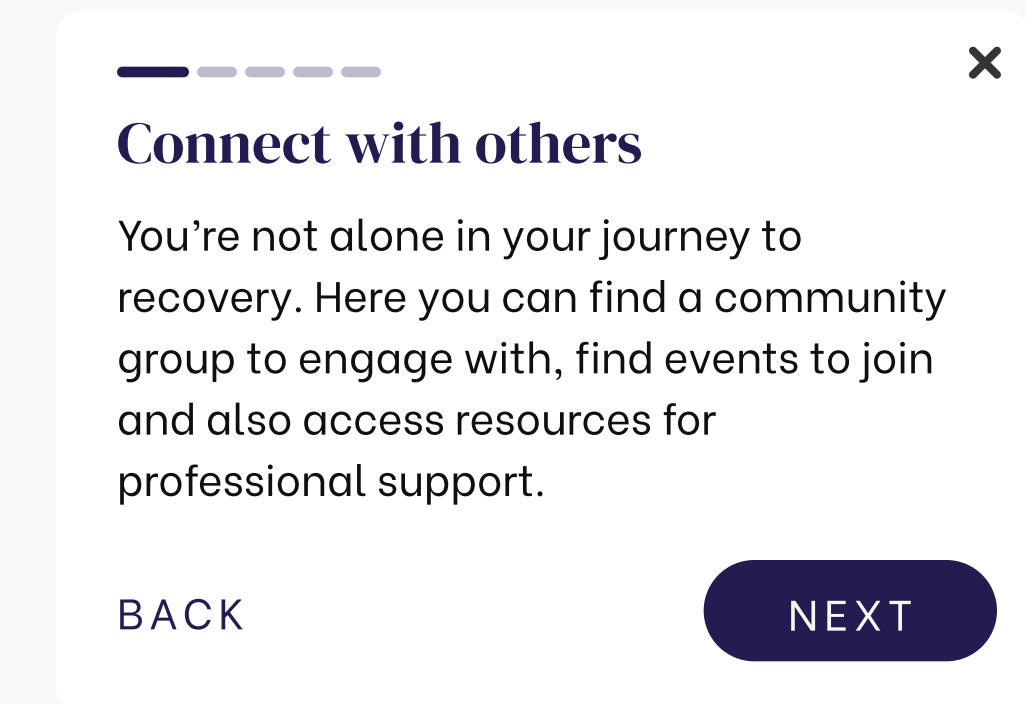
SELECT



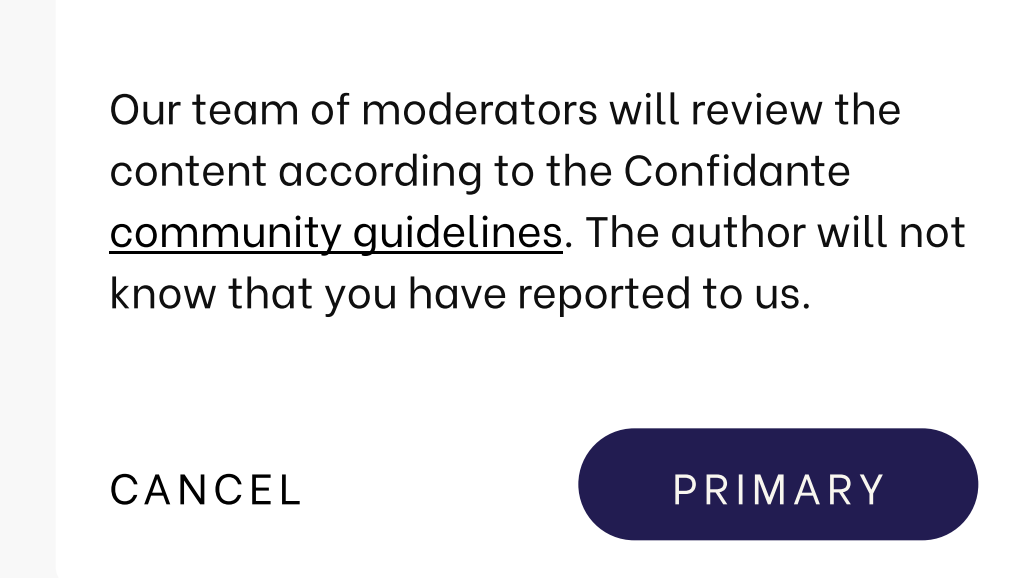
Snackbars



Modals



Title



Tab

The 'Connect' screen features a header with the title 'Connect' and two icons (person and bell). Below the header is a horizontal tab bar with three options: 'SOCIAL', 'EVENTS', and 'STORIES'. The selected tab is highlighted with a red underline. The three screens show 'SOCIAL', 'EVENTS', and 'STORIES' selected in order from top to bottom.

The 'Apply' screen features a header with the title 'Apply' and two icons (person and bell). Below the header is a horizontal tab bar with two options: 'JOBS' and 'ACCOMODATION'. The selected tab is highlighted with a blue underline. The two screens show 'JOBS' and 'ACCOMODATION' selected in order from top to bottom.

The 'Services' screen features a header with the title 'Services' and two icons (person and bell). Below the header is a search bar with the placeholder text 'What do you need help with?' and a magnifying glass icon. The search bar is highlighted with a red underline.

Accordions

The first accordion is collapsed, showing the text 'Collapsed accordion' and a downward-pointing chevron icon.

The second accordion is expanded, showing the text 'Expanded accordion' and an upward-pointing chevron icon. Below the header is a paragraph of text: 'Although each Android phone will have slightly different settings, there are some standard privacy and security settings you can use that will give you more control over the information on your device.'

Language and Tone

On Confidante, we speak in a manner that firm but friendly.

1

Empowerment

We speak to opening up a wonderful future, and who you can become.

2

Confidentiality

Our language does not impose anything on you or force you to do anything you are uncomfortable about.

3

Community

Collective language is used frequently to credit the positives that are the result of a community working together to help each other out.

4

Security

Any language pertaining to user data and safety is certain and straightforward.

5

Companionship

The way we talk is candid and truthful.