

Everything has a meaning.

ABOUT OUR ANTI-SEX TRAFFICKING LOGO

At United Madison, we tackle crucial, but highly sensitive topics like addiction, mental health, social change, and now, sex trafficking. Any colors, fonts, or other imagery associated with each of our campaigns and initiatives has to ensure that it is relevant to both our branding and mission as well as appropriately representative of the topic we are covering.



VOICES FOR THE VULNERABLE
Sex Trafficking Awareness

UNITED MADISON

WHY THESE COLORS?



PURPLE

This shade of purple represents "Domestic Violence Awareness." Domestic violence is deeply rooted in sex trafficking.



TEAL

This shade of teal represents "Sexual Assault/Abuse Awareness." Sexual assault and abuse is the main issue that is ingrained in sex trafficking.



Purple and teal also have ties to Human Trafficking Awareness, Opioid Crisis Awareness, and Addiction Recovery Awareness which are all issues that are greatly involved in sex trafficking.

WHY THOSE FONTS?

They're consistent with our United Madison logo tagline and our other campaign and initiative logos.

UNITED MADISON
Bringing our community together



WHY "VOICES FOR THE VULNERABLE?"

An essential part of all of our campaigns and initiatives is to spread awareness. People cannot give or receive help when they don't know something is happening. It is our goal to provide a platform (a "voice") for those in our community who are struggling with various issues.

What's unique about our Anti-Sex Trafficking Initiative is that those we are seeking to help tend to also struggle with a myriad of other personal, societal, and systemic issues that make them the most "vulnerable" in our community.

By being "voices for the vulnerable," we believe that we can empower both those victimized by sex trafficking as well as the organizations that provide them resources and assistance.



WHY ARE THERE NO SWIRLS IN THE ANTI-SEX TRAFFICKING LOGO HANDS?

This is for a very important reason...

Our Brand

Let's talk about what our swirls mean. The swirls in the four, multi-colored hands in our United Madison logo were designed to represent people's spirits. This, coupled with the outstretched arms and tree imagery represents how we can come together for the betterment of the community. Our entire organization is built on the concept of true unity and believing that there is strength in sharing our perspectives. This is a huge reason why the hands are included in all of our campaign and initiative logos.



Our Concerns

Swirls (particularly blue and pink swirls) can be symbolic of pedophilia, especially when coupled with the issue of sex trafficking. They can act as a calling card for pedophiles and may indicate that an organization, its leaders, or a particular event is in some way nefariously connected with pedophilia. On the right are some examples of swirl symbols identified by the FBI as pedophile organizations.

We firmly stand against pedophilia and absolutely do not want our organization, initiatives, volunteers, partners, collaborators, or events in any way connected to it.

Despite our logo's swirls symbolizing something pure, we have chosen to remove them from the hands in our Anti-Sex Trafficking Initiative logo.



HOW CAN I HELP?

- Send a donation or sponsor our initiative at unitedmadison.com/trafficking-initiative
- Visit unitedmadison.com/trafficking to:
 - Watch our PSAs
 - See victim support resources
 - Learn more about sex trafficking
- Follow us on Facebook, Instagram, YouTube, Twitter, and LinkedIn @[@unitedmadison](https://www.instagram.com/unitedmadison)
- Volunteer with local organizations dedicated to combatting sex trafficking