

Hope's Door

Design that promotes healing and builds trust

Hope's Door (formerly The Northern Westchester Shelter) seeks to end domestic violence and empower victims to achieve safety, independence, and healing from the trauma of abuse.

"Love Should Not Hurt" is the theme and the name of the 24/7 hotline for domestic violence prevention. This project features a new logo design for STAR (Students Terminating Abusive Relationships) and the production of a handbook for teens that includes critical information about victim abuse, date rape and domestic violence.

Love Shouldn't Hurt.

The 12-page handbook is designed to be folded in half so that it may be discretely tucked into a pocket or purse. **"Most teens don't exactly want to show off their victim's abuse brochure"** says Gloria Sgrizzi, Director of Outreach and Development.

Logo Design
Print Communications
Event Promotions

star
students
terminating
abusive
relationships



breaking the silence
about abuse
in dating relationships

love shouldn't hurt

"The truth is, one in about five teenage girls will be abused before she graduates from high school. As a founding member of STAR (Students Terminating Abusive Relationships), I have pledged to help end this cycle of abuse...and to break the silence."
Mackenzie, North Salem High School

"For the guys reading this booklet: It is you who have the greatest ability to spread the message about what teen abuse looks like and to spread the message about why abuse needs to stop now. You hold a large portion of the key to stopping abuse before it starts. Don't let that gift slip away."
Dan, Yorktown High School

"Feeling scared, humiliated or controlled is not the way you should feel in a truly loving relationship. Everyone deserves to feel safe, supported, understood and loved."
Sarah, Yorktown High School

CONTENTS

- 1 what is dating abuse
- 2 signs of abuse
- 3 why doesn't she just break up with him
- 4 let's ask a different question
- 5 a friend in need
- 6 if someone you know is an abuser
- 7 what if you are being abused
- 8 help end abuse — join STAR

sappi | ideas that matter

Sappi Ideas That Matter winner. Langton Creative Group won the Sappi Ideas That Matter grant, a global initiative that provides funding to graphic designers for the development of creative print-based communications campaigns to promote social, environmental and humanitarian causes close to their hearts.



STAR logo and identity design. The STAR (Students Terminating Abusive Relationships) program has increased the number of teens who would tell a friend about abuse from 66% to 84%.



"The embracing heart logo perfectly branded our organization as one that would gently and compassionately support victims of abuse. We could not be more grateful to Langton Creative Group for their generous work on our behalf."

CARLLA HORTON
EXECUTIVE DIRECTOR
HOPE'S DOOR