Our Mission
To take the best care of people of all identities who have been impacted by power-based personal violence and to measurably reduce the number of people who have been hurt by it.

Our Vision
To shift the cultural norms to create a society where violence isn’t tolerated.

Our Story
Our organization was founded in 1976 with the intention to provide services to survivors of power-based personal violence in the Northern Kentucky, Buffalo Trace, and Greater Cincinnati areas.

Throughout the years our organization has used several names to present our services to our communities. The Rape Crisis Center of Northern Kentucky and Women’s Crisis Center were names that served us well. However, the growing normalization of violence prevention programs in our culture helped bring discussions of power-based personal violence to the forefront. This illuminated a much more pervasive problem and showed the need to present ourselves in new light to the communities we serve and reach out more effectively to the survivors of all identities who live there.

In 2021 we added a new chapter to a 45-year story. Our name was revealed to us by the philosophies that drive our center and the services we provide. Our identity shines in everything we do.

Statement of Inclusion
The Ion Center recognizes the intersecting identities of each individual who comes to us for services. When we support someone who has been impacted by power-based personal violence, it is part of our agency’s fabric to remember the additional traumas they may have experienced due to economic status, racism, sexism, ableism, religious discrimination, ageism, homophobia, transphobia or xenophobia. These traumas stack, compound, and can weave themselves together before even considering the generational trauma that exists in individuals belonging to groups who have been historically oppressed. The Ion Center’s services are offered with regard and reverence for these identities and for the different traumas that one’s identities may carry.

Three Levels of Prevention
The Ion Center’s services fall under each level of prevention. Everything we do is either preventing violence from happening or from getting worse. You may notice that a couple services could fall under multiple levels of prevention. This is because they might happen immediately and continue happening, even after the initial situation has ended.

Level 1
Primary Prevention
Upfront: Work done in the community to educate, bring a connection to the issues, and build skills and knowledge on what to do before an incident of power-based personal violence has happened.

1. Public Education
2. Middle & High School Programs
3. Community Partnerships

Level 2
Secondary Prevention
During: Services to stop emergency situations from continuing or escalating.

1. 24-Hour Hotline
2. Walk-in Services
3. Community Partnerships
4. Hospital Advocacy
5. Pet Protection
6. Emergency Shelter
7. Court Advocacy
8. Safety Planning

Level 3
Tertiary Prevention
Aftermath: Ongoing work to help survivors address short-term and long-term effects and/or trauma.

1. Therapy
2. Support Groups
3. Court Advocacy
4. Safety Planning
5. Financial Literacy

June 2021
## The Ion Center
### Brand identity at-a-glance

### Logo
![Logo Image]

### Signature
![Signature Image]

### Typography
**Arial**
- Regular
- Italic
- Bold
- Bold Italic

### Pattern
![Pattern Image]

### Icons
- Bystander Training
- Safety Planning
- Recurring Donation

### Colors
- **Spark Yellow**
  - Pantone 109C
  - C: 1 M: 13 Y: 91 K: 2
  - R: 255 G: 209 B: 0
  - HEX: #FFD100
- **Optimistic White**
  - C: 0 M: 0 Y: 0 K: 0
  - R: 255 G: 255 B: 255
  - HEX: #FFFFFF
- **Strong Black**
  - Pantone Black 6C
  - C: 100 M: 61 Y: 32 K: 96
  - R: 16 G: 24 B: 32
  - HEX: #101820
- **Mindful Gray**
  - Pantone Cool Gray 10C
  - C: 57 M: 46 Y: 40 K: 25
  - R: 99 G: 102 B: 106
  - HEX: #63666A

### Tone of Voice
At the Ion Center we strive to make sure that anyone who interacts with us has the same communicative experience regardless of who they are speaking with or what they are reading.

- **✔ Confident**
- **✖ Pushy**
- **✔ Aware**
- **✖ Insensitive**
- **✔ Compassionate**
- **✖ Indifferent**
- **✔ Hopeful**
- **✖ Dismissive**
- **✔ Understanding**
- **✖ Inconsiderate**
- **✔ Supportive**
- **✖ Overpromising**

### Photography
**IS:**
- Hopeful, determined, supportive, optimistic, diverse, respectful, caught in the moment.

- **Survivors**
- Community Support & Services
- Staff & Volunteers

**IS NOT:**
- Cliche, over simplified solutions, hopeless, alone, angry, in despair, chaos, isolation, not diverse

- **Survivors**
- Community Support & Services
- Staff & Volunteers

### Learn More
[ioncenter.org](http://ioncenter.org)

The Ion Center is a 501(c)(3) nonprofit agency that supports survivors of all identities who have experienced power-based personal violence (sexual and/or intimate partner violence) and works to engage individuals and communities to prevent violence. Services are provided confidentially and at no cost to our clients, supported either in part or as a whole by state funding.

June 2021