



**DOMESTIC VIOLENCE
SOLUTIONS**
SAFETY, SHELTER, SUPPORT

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FOR IMMEDIATE RELEASE

Domestic Violence Solutions Announces New Logo and Look

SANTA BARBARA, CA, November 20, 2017 - Domestic Violence Solutions for Santa Barbara County (DVS) is proud to unveil its **new logo and organization rebrand**.

“Our new logo better communicates what Domestic Violence Solutions represents in our community,” said Charles Anderson, Executive Director. “We want a logo and color palette that conveys strength and is inviting, positive, adaptable, and powerful. The logo’s open door shows that we welcome all victims of domestic violence, regardless of race, religion, gender-identity, sexual orientation, or citizenship status.” The rebrand is the first for the organization in over 20 years.

The rebrand was completed by full-service marketing and graphic design agency, Dowitcher Designs, Inc., headquartered in Santa Barbara. Two DVS Board Members worked with Dowitcher Designs throughout the logo development and rebranding process: Communications Chair Lynn Brown alongside Board President Maura Mitchell and her marketing and management firm Brandology.

The new logo is visible on DVS’s website at www.dvsolutions.org. In the following weeks, DVS will be rolling out the new look and color palette on all other marketing materials and correspondence.

Domestic Violence Solutions for Santa Barbara County is the county’s only full-service domestic violence agency, committed to ending the intergenerational cycle of domestic violence through prevention and intervention services, and through challenging society’s attitudes, beliefs, and behaviors to effect social change. DVS provides the county’s only 24-hour shelter services for victims and their children, as well as transitional housing programs for domestic violence survivors. DVS also operates four 24-hour hotlines; accompanies law enforcement on domestic violence calls; works to prevent domestic violence through teen outreach and education programs; and provides comprehensive counseling services to men, women, and children affected by domestic violence.

For more information, to make a donation or to learn about upcoming events, please contact Julia Black at juliab@dvsolutions.org or (805) 963-4458.