



# SMART DEFENSE

CERTIFIED TRAINERS

# Smart Defense Logos

When creating content for Smart Defense branded classes, use the full logo with the Winged Victory Shield and "Smart Defense" typography. No aspect of the logo should be omitted.

Do not stretch, warp, compress, or angle the logo in any way. Do not change the scale relationship. Do not apply effects or drop shadows to the logo. Do not use the logo in colors other than black or white.



The Smart Defense logo should have a buffer of blank space surrounding it, generally the size of one line of text.



REVERSED TREATMENT



REGULAR TREATMENT

# Family of Colors

Brand  
Guidelines  
2021

HEX CODE #FFFFFF

RGB 255, 255, 255

HEX CODE #000000

RGB 0, 0, 0

HEX CODE #414042

RGB 65, 64, 66

HEX CODE #979899

RGB 151, 152, 153

HEX CODE #F5BC47

RGB 245, 188, 71

HEX CODE #663331

RGB 102, 51, 49

HEX CODE #C53B33

RGB 197, 59, 50

All content created for Smart Defense should be limited to these colors. Feel free to pick which colors work best for your gym.



# Font Options

All content created for Smart Defense should utilize one of these three fonts in the areas discussing the program

You may use fonts specific to your brand in areas dedicated to your own brand.

Each font is available for free on Canva, our design app of choice.

## Montserrat

MONTSEERRAT

May use any weight available.

## Poppins

POPPINS

May use any weight available.

## Open Sans

OPEN SANS

May use any weight available.



# Talking Points

## PROGRAM DESCRIPTION

- Smart Defense classes are designed to give women and girls a chance to get away.
  - Each Smart Defense technique was selected with the objective of giving women and girls the best chance and advantage to either stop a potential threat or escape an attacker.
  - Elizabeth Smart sought out professionals to create the Smart Defense program after she was sexually assaulted on an airplane.
  - Smart Defense combines effective moves from Krav Maga, Brazilian Jiu Jitsu, and Muay Thai.
  - Smart Defense is a safe space and a brave space
- "Smart Defense is where education, empowerment and physical self defense come together. There has long been a gap in traditional self defense programs and at Smart Defense we are proud to be the bridge of change. We emphasize the education surrounding sexual violence prevention-not just the martial arts techniques used for defense and escape. It is so important to understand concepts such as: consent, boundaries, red flags, online safety, situational and bystander awareness, as well as how to properly create space to get away. Women and girls come away from our program with their heads held high and with a new understanding of just how powerful and capable they are."
    - Miyo's promo video script

## OPEN HOUSE VERBIAGE

- You're invited to our free Open House
  - Join us for a free women's Smart Defense seminar
- Learn basic self-defense moves from our instructors and get a feel for the Smart Defense program

## NEW CLASS VERBIAGE

- You'll learn how to break grips, escape strangles, and protect yourself from assault over the span of four weeks.
- The class will run for four weeks with two-hour instruction each \_ \_ \_ \_.
- Smart Defense is a safe space for survivors. Each instructor has received training on sexual violence, harrassment, and abuse.

# How to use the templates:

Brand  
Guidelines  
2021

Fill in blank space with your gym branding and information, update Smart Defense-specific space to include details specific to your location

