



Brand Kit

Be interested. Not interesting

Building meaningful intersectional sex education platform
led by industry experts and communities



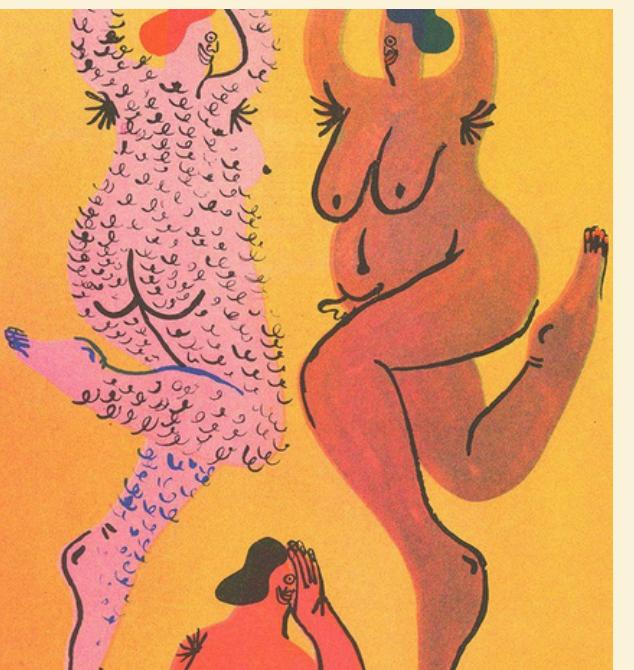
SAFE SPACE

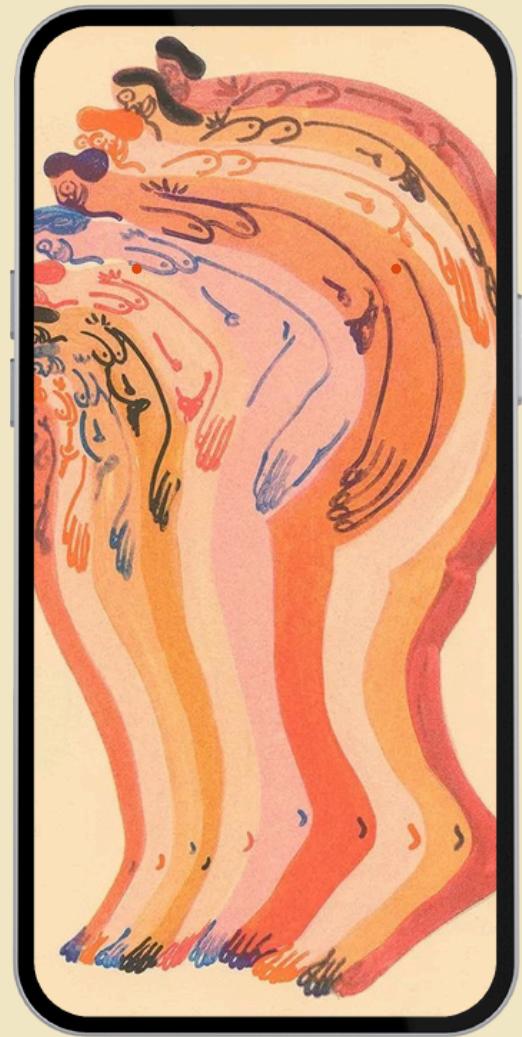
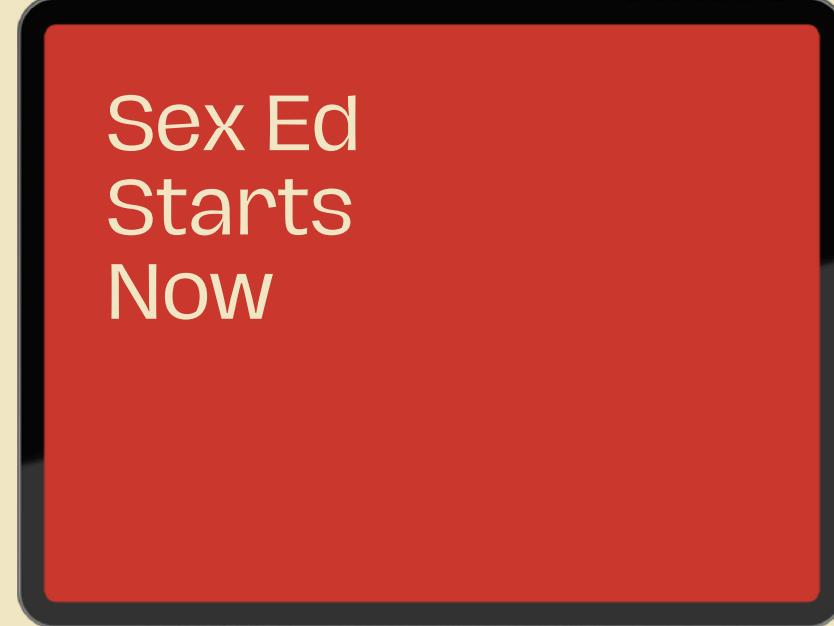
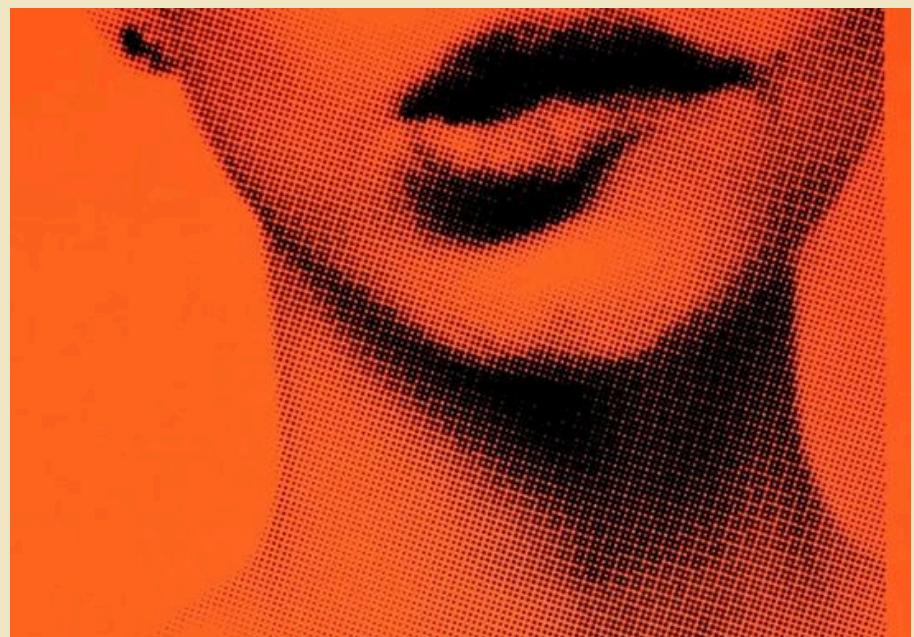


SAFER
SEX



LET'S
TALK
ABOUT
SEX



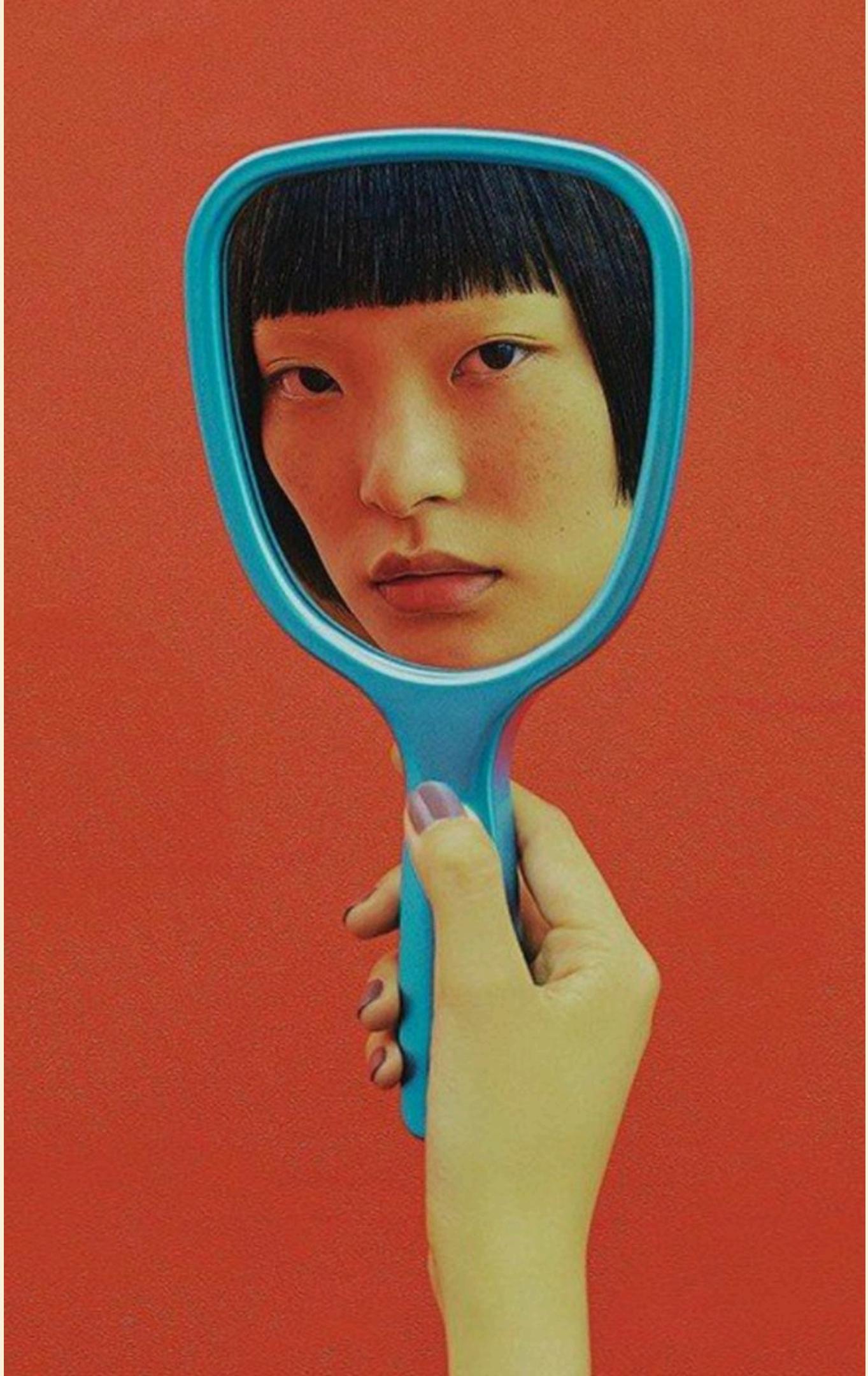


INTRODUCTION

to Our Brand

Safer Ground

This is not just a business—it's a movement. We are committed to providing high-quality, ethical sex education that promotes diversity, reduces stigma, and creates a sense of belonging for individuals across all identities. Members in our platform are directly contributing to a socially responsible project that will have lasting, positive effects on the wider community.



Body Shapes & Illustrations Inspirations



05



Illustrator Jeffrey Cheung's new publication with Tiny Splendor seeks to promote positive visual representation for QTPOC people, with a series of dynamic and joyful nudes that celebrate bodies and sexual identity.

QTPOC is an acronym for Queer and Trans People of Color. It refers to people who identify as queer, trans, or intersex, or who are questioning their sexuality or gender, and also have a cultural background of colour.

BRAND'S Personality



Inclusive

Open and welcoming to all genders, identities, experiences, and cultural backgrounds. Safer Ground celebrates diversity and ensures everyone feels valued and represented.

Empathy

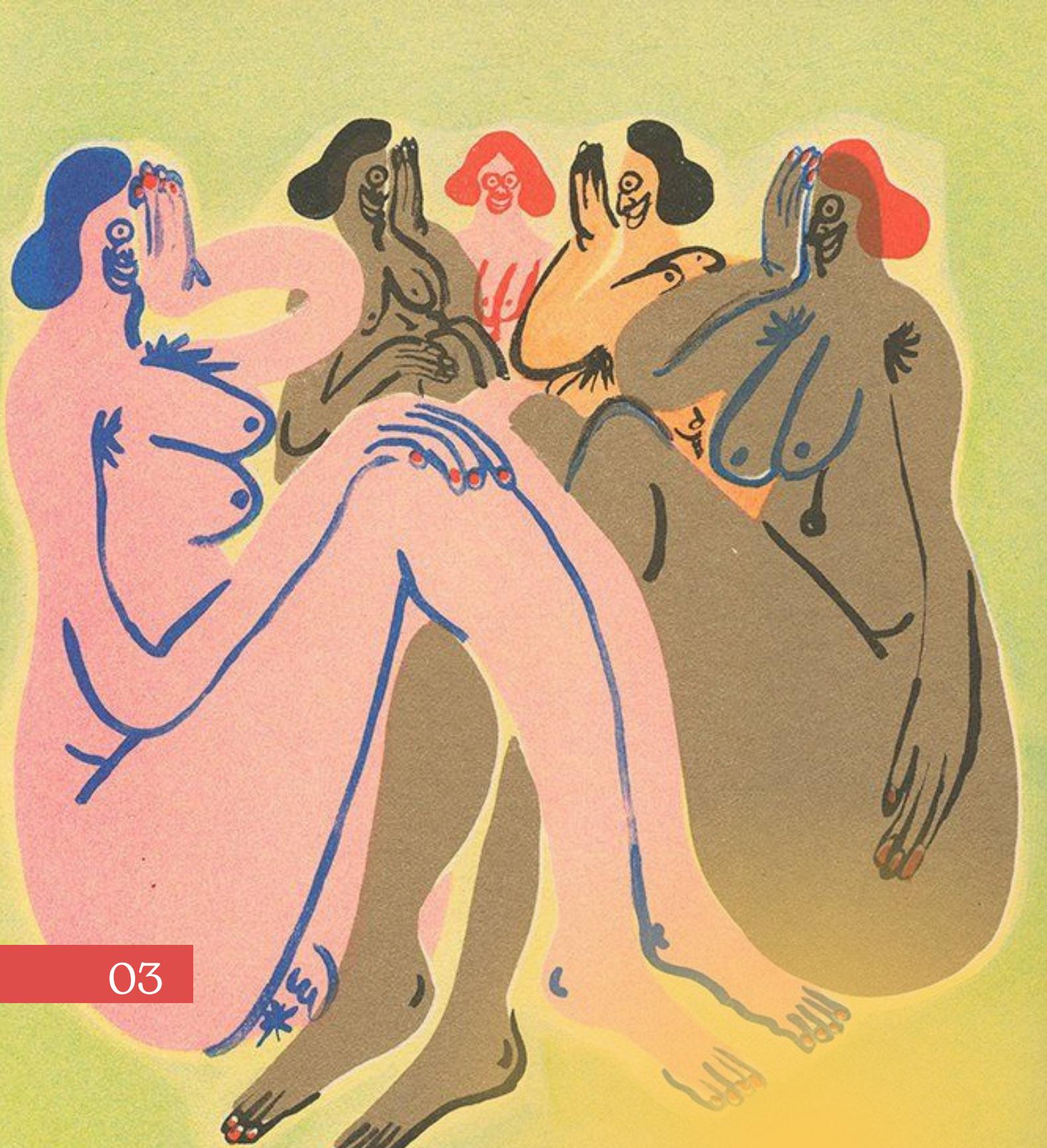
Focused on providing tools, resources, and a sense of agency for individuals to grow, build confidence, and take control of their learning journeys.

Intersectional

Acknowledges and addresses the complexities of gender, culture, and identity to create a truly comprehensive and fair learning environment.

Supportive

Creates a nurturing space where individuals feel safe to explore, ask questions, and embrace their personal journeys.



03

OUR VISION and Mission

**“To be the Most Innovative
Brand in the World”**

Our Mission

- Safer Ground is a global, inclusive platform dedicated to fostering open conversations and learning opportunities in sex education.
- We aim to empower youth, couples, and individuals to create safe, supportive, and informed communities.



Young Adults (18-35):

Individuals seeking personal growth, relationship advice, and sexual health education.

OUR TARGET Audience

Couples (25-45)

Seeking to improve emotional intimacy and communication, especially in long-term relationships.

Parents

Interested in providing progressive, age-appropriate sex education for their children.

WHAT WE want to Tell



Brand Messaging

01

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Creating Effective Mass Impact

02

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**MORE TO COME
SOON**

shhh...



The Key Points

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BRAND Conclusion

Summary

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Our Messages to People

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Contact Information

@reallygreatsite
+123-456-7890
hello@reallygreatsite.com
123 Anywhere St., Any City, ST 12345
www.reallygreatsite.com

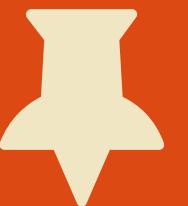
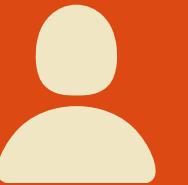
For more assets and information, scan here:



Generate a QR code by browsing through the 'More' option on the left-side object panel.

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Resource Page



Feel free to use these icons and more to make your presentation even more visually engaging!

Delete this page before presenting.

Resource Page

Find the magic and fun in presenting with Canva Presentations. Press the following keys while on Present mode!

Delete this page before presenting.

B for blur

D for a drumroll

O for bubbles

U for unveil

C for confetti

M for mic drop

Q for quiet

Any number from 0-9 for a timer

Resource Page

Presenting live not your thing? No worries! Record your Canva Presentation your audience can watch at their own pace.
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Click the Share button on the top right corner of your screen and select 'Present and Record.'

Click 'Go to recording studio,' where you can choose the video and audio source for your video presentation.

Feel free to choose the 'No camera' option and record your voice only.

Start recording, and press pause in between takes if you have to.

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You can also record a video inside the editor! Go to 'Uploads' and click on 'Record yourself'.