

A movement + a seal

Preventing and Combatting
Workplace Harassment
Campaign



We need to talk about harassment.

It is a recurring
practice in the
workplace, across
industries.

**It causes
serious
harm to
people.**

**Bullying and Sexual
Harassment cause serious
damage to workers' health,
including psycho-emotional
illnesses, such as panic
disorder, anxiety and
depression, in some
instances leading to suicide.**

**To inform
is to
educate.**

Through education on the topic, it is possible to work on preventing and fighting harassment, as well as showing empathy and caring for victims.

Prevention, Response and Support.

We have studied this issued in depth and based our proposal on these three pillars to develop our branding.

Unfortunately, even nowadays, there are people who may find some abusive behaviors normal.

Oftentimes, those who have suffered harassment end up replicating this utterly objectionable behavior.

**The characterization
of harassment must
become clear.**

**Therefore, it is important
for our movement to be
straightforward and
followed by supporting
actions, such as events,
informational materials,
among others.**

**Our premise is
precisely NOT
accepting.**

**ANY ABUSIVE
BEHAVIOR MUST
BE IDENTIFIED
AND
ADDRESSED**

Proposed logo

