



MEDIA RELEASE

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NOVA Launches New Brand and Logo

The victim services agency completed a full brand audit with the goal of strengthening its presence across Bucks County

(BUCKS COUNTY, Pa.) – NOVA, the leading nonprofit organization in Bucks County supporting victims of serious crimes, revealed their new brand and logo at their recent Auction and Gala. The new logo consists of an acronym - NOVA - representing the organization's former name, "Network of Victim Assistance," in thin black typeface, with the V in orange to yellow thin typeface. The new look was inspired by a lighthouse beam with the "V" reaching slightly above the other letters, calling someone in, with the very top of the shape burning the brightest, representing the hope that one day, victimization will be no more. NOVA's new colors, or 'sunburst' as they call them, embody the promise of hope and light - of a new day- and NOVA's commitment to remain a beacon for individuals, families, and communities. The logo and tagline "Support Victims. Stop Violence", were chosen both for their simplicity and the

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straightforward way they express the agency's mission. Going forward, the new logo will be prominent on NOVA's website, signage, social media and other agency materials.

NOVA hired the marketing agency Simpatico in 2021 to conduct a brand audit. The audit included measurement of the agency's visibility in all Bucks County communities and gauged how accessible its services are to those in need. The findings of the brand audit and accompanying market research informed a complete rebrand, with the launch of NOVA's new website in February 2022. The next phase of outreach is to make underserved populations – including the LGBTQIA+ community, non-English speaking communities, at-risk youth, and low income and economically marginalized communities – aware of NOVA's no-cost support services, including trauma-informed counseling, forensic exams for sexual assault and investigations of child abuse or elder abuse allegations.

"There is always more to be done to serve victim-survivors of all backgrounds," said Penelope Ettinger, Executive Director, NOVA. "NOVA truly sets the pace for crime victim services in our area and beyond, and we are eager to reach more individuals and families who may need our support."

NOVA secured funds for these efforts through the Federal Victims of Crime Act (VOCA). These funds are allocated through the Pennsylvania Commission on Crime and Delinquency (PCCD), which supports victim service agencies by providing core direct services, broadening their

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range of services, and reaching unserved or underserved populations. The VOCA funds for these efforts have been granted for direct outreach to communities disproportionately affected by violent crimes.

VOCA funds are granted for the purpose of providing direct services to crime victims, whether responding to their immediate needs, guiding them through the criminal and juvenile justice processes, or helping them achieve safety, stability, and security post-victimization. Services available via NOVA include:

- Personal advocacy, emotional support and mental health counseling
- Forensic interviews
- Legal assistance services when the need for such services arises as a direct result of the victimization
- Facilitation of participation in the criminal justice system and other public proceedings (e.g. juvenile justice hearings and civil commitment proceedings) arising from the crime
- Coordination of activities that facilitate the provision of direct services – including, but not limited to, crisis response teams, multi-disciplinary teams, coalitions to support and assist victims and other such programs
- innovative and interactive programs for schools (preschool through post-secondary), community groups, faith-based organizations, and professionals that provide information and teach skills in an effort to reduce the incidents of violence in our communities.

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“All Bucks County residents should be able to point to NOVA as a place of hope and healing,” said Angela McGettigan, Director, Operations & Community Engagement. “We are committed to being the place that victims of sexual assault and other crime can always turn to for support during their healing journey. Like a lighthouse, our light will always remain on and within reach for anyone who needs us.”

About NOVA

NOVA supports, counsels and empowers victims of sexual assault and other serious crimes in Bucks County and works to prevent and eliminate violence in society through advocacy, training, community education and prevention programs. Founded in 1974, NOVA is a non-profit 501(c)(3), community-based organization operating out of three offices in Fairless Hills, Jamison and Perkasie. Services are made possible through the financial support of federal, state and local government grants and contracts, corporations, foundations and private donations. All contributions are tax deductible to the extent provided by law. For more information, visit www.NOVABucks.org.

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Image: NOVA Logo 2022 (Courtesy of NOVA)

NOVA has announced a new logo and rebrand incorporating the tagline, “Support Victims. Stop Violence.” The logo and tagline were chosen both for their simplicity and the straightforward way they express the agency’s mission. Going forward, the new logo will be prominent on NOVA’s website, signage, social media and other agency materials.