



Our Logo

A Purple Hand with a Red Heart Embedded in the Palm represents all people as one, is inclusive regardless of skin color, age, gender, sexual orientation, race, religion or nationality.

The Color Purple is our national color used to honor and remember victims and survivors of abuse and violence. Those who are no longer with us, those who are suffering in silence... afraid to ask for help. The Purple Heart*...our Nation's oldest medal of honor is awarded to men and women wounded or killed in combat. The Purple Heart has become one of the most highly respected decorations of the US Armed Forces. The PURPLE HEART MEDAL is awarded to members of the armed forces of the U.S. who are wounded by an instrument of war in the hands of the enemy and posthumously to the next of kin in the name of those who are killed in action or die of wounds received in action. It is specifically a combat decoration.

The Red Heart in the palm of the hand serves to represent when you hurt yourself or another person, or someone hurts you with words or by actions, it hurts deep inside, it hurts your heart, it hurts your spirit.

The open hand extended in front of you means STOP. The Purple Hand/Red Heart means stop and think *before* you say or do anything hurtful to yourself or others.

Taking the Purple Hands Pledge® is taking an oath which is done with an open raised hand, just as in a court of law. When you take the Purple Hands Pledge®, take it to heart; mean it with your heart.



Ann S. Kelly

Author - Hands & Words Are Not For Hurting Pledge - 1997

Creator - Hands & Words Are Not For Hurting Logo – 1997