



Prevent Child Abuse
America®

Graphics Standard Manual

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August 2014

Since 1972, Prevent Child Abuse America has served as a consistent and recognized voice for preventing the abuse and neglect of our nation's children. Since our founding, we have learned a great deal about the science of prevention, as well as the research that drives effective communication around the subject. With a new organizational brand identity featuring the pinwheel, and refreshed language providing the narrative behind that identity, we can and must speak with one voice to move the American public to believe every child should have an equal opportunity for healthy development and a happy and prosperous life.

We are one organization that impacts policy nationally and implements prevention strategies locally. Therefore, through these graphic standards, direction is provided for consistent and accurate use of the new brand pinwheel brand symbol. Like the wind it takes to move the pinwheel, so can we be the energy that moves the country forward to promote a child's physical, mental and emotional growth to adulthood.

A handwritten signature in black ink, reading "James M. Hmurovich". The signature is fluid and cursive, with a large, stylized initial "J" and a long, sweeping underline.

James M. Hmurovich,
President & CEO

ORGANIZATIONAL GRAPHIC STANDARDS

The graphic standards in this section are to be considered “universal,” applying to the national office, stand-alone and co-branded (chapter is part of an umbrella organization) chapters.

Organizational Logo

The pinwheel represents the happy, healthy and care-free childhood we want for ALL children in the context of family and community. It provides us all with the opportunity to engage multiple audiences in a new and consistent way, and enjoy unique brand recognition in a crowded non-profit landscape.

The organizational logo is the combination of the pinwheel symbol and the organizational name. The organization name typeface is Franklin Gothic Heavy (in gray). To localize, each chapter is to replace “America” with its own state name in the Times New Roman typeface (in gray). The state name always is to be spelled out, it is not be abbreviated.



Organizational Logo Protection

As shown at right, the “Circle R” mark is to be used next to “America” in the organizational logo. The “TM” mark is to be used after the state name in chapter logos since chapters operate at state, not federal, levels.



Logo Alignment

The typography is always left aligned and positioned to the right of the pinwheel symbol. The spacing between the pinwheel and the typography is always the same distance.

The stick of the pinwheel is at an angle to create a more dynamic symbol. The angle follows the same angle as the “A” of “America.” The baseline of the pinwheel stick always aligns with the baseline of the “America” or state name type.

The size of the organization name and the state name are the same size. The leading is set as the same pt. as the type size.



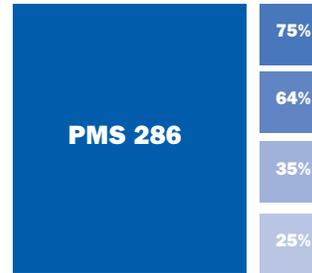
Logo Colors

The organizational logo colors are blue PMS 286 and gray PMS 7545 (Pantone Matching System). Printing the logo in the two Pantone colors (blue and gray) is preferred. See first example to the right.

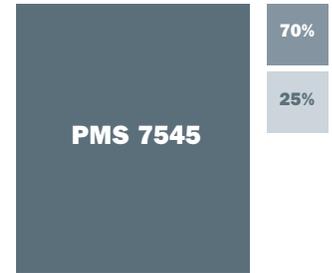
To account for multiple graphic needs, the following alternatives are acceptable:

- Two-color PMS 286 blue and PMS 7545 gray; solid and various tints – PMS 286: 100% and 64% and PMS 7545 100%, 70% and 25%.
- One-color PMS 286 blue; solid and various tints – PMS 286: 100%, 75%, 64% and 25%.
- One-color black; solid 35% black (also referred to as Black & White).
- Reversed out against blue PMS 286 background; solid white and 30% blue (also referred to as Knocked Out or KO).
- Reversed out against black background; solid white and 35% black (also referred to as Knocked Out or KO).

**C=100 M=66 Y=0 K=2
R=0 G=93 B=170**



**C=23 M=2 Y=0 K=63
R=92 G=111 B=124**



Fonts

Organization name is typeset in Franklin Gothic Heavy. “America” or state name and secondary typography, such as addresses, titles or board lists, are typeset in Times New Roman. Board list headers are set in Franklin Gothic Demi.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Clearspace Around Logo

To maximize impact and recognition, an area equal to the height of “X” (shown at right) is to remain clear around the logo.

The two exceptions to this rule are instances where there is a horizontal line under the logo, such as the anniversary logo example shown on this page, or there is a line of text under the logo denoting affiliation, such as the examples shown on pages 5, 18 and 20 - 13. For a horizontal line, it must be 1/2 of the height of “X” below the baseline of the pinwheel stick/state name. For a line of text, the height of the capital letters must be 1/2 of the height of “X” below the baseline of the pinwheel stick/state name.



Use of Pinwheel as Stand-Alone Image

To enhance design or accommodate tight spaces, it is allowable to show the pinwheel as a stand-alone image on a print (e.g., brochure) or electronic piece (e.g., Facebook page) as long as the full organizational or Pinwheels for Prevention logo is also shown on that piece. See examples at right. Use of the pinwheel as a stand-alone image without the use of the full logo on the same piece is disallowed.



Special Anniversary Logos

In instances when a chapter wishes to create a special one-time version of the logo to mark an anniversary, adaptations of the full logo are allowable. For example, see the mocked-up sample at right for demonstration purposes. Changing the font, colors or orientation of the logo elements to create an anniversary logo is not allowed.



Unapproved Logo Usage

The following instances of the logo usage are *not* approved:

- Elements of the logo may not be rearranged into other configurations. The logo in its entirety may be scaled up or down in size to accommodate various needs, but individual elements may not be scaled, such as making the organizational name smaller or the pinwheel bigger.



- The text may not be stacked under the pinwheel symbol. (See page 4 for Logo Alignment.)



- The angle of the pinwheel/pinwheel stick may not be changed. (See page 4 for Logo Alignment.)



- Fonts other than those indicated – Franklin Gothic Heavy and Times New Roman – may not be used. Treatments, such as italicizing the state name or capitalizing the entire organizational name, may not be used with the logo.



- The logo may not be shown in any color combination other than the options shown on page 4. For example, the logo may not be shown in red, white and blue for Independence Day or all green for St. Patrick's Day.



- To prevent brand degradation, the pinwheel image may not be used as an “i” within another word (fictitious example illustrated to the right).



Organizational Name Usage

Upon first referencing the organization, our full name, Prevent Child Abuse America, is always to be used. It is strongly preferred for all subsequent usages within a document to continue to reinforce and build our brand. If space does not allow, as a last resort, the accepted secondary reference is PCA America.

Use of PCAA as an acronym in external documents, such as letters, proposals, grant requests, press releases and social media posts is not allowed. Years from now the acronym PCAA may have meaning to the public. But until that time, on documents that will be seen outside of the national office or among chapters, use of the full name is required upon first reference and preferred for all secondary references.

Questions on Logo Usage

If your chapter is unsure about any particular possible logo usage, please contact the Prevent Child Abuse America Senior Director of Marketing at 312.663.3520.

LOGO PLACEMENT AND USAGE – NATIONAL OFFICE AND STAND-ALONE CHAPTERS

The following sub-sections demonstrate the national office’s approach to stationery, website and social media, incorporating the organizational pinwheel logo. For consistency, chapters are encouraged, but not required, to follow these models for your print and electronic elements.

Stationery

Examples are shown at actual size. All measurements are indicated in inches and points. When print limitations allow use of only one color, you may print in either blue or black as described on page 5.

Business Card

The size of the business card is 3 1/2" x 2". "Prevent Child Abuse" is 17 point Franklin Gothic Heavy in gray, "America" is 17 point Times New Roman in gray. Address is 8 point on 9 point leading Times New Roman in gray. Name is 8 point on 9 point leading in Franklin Gothic Demi in blue. The logo is 2.59" wide in 2-color.

Prevent Child Abuse America cards are printed on white stock.

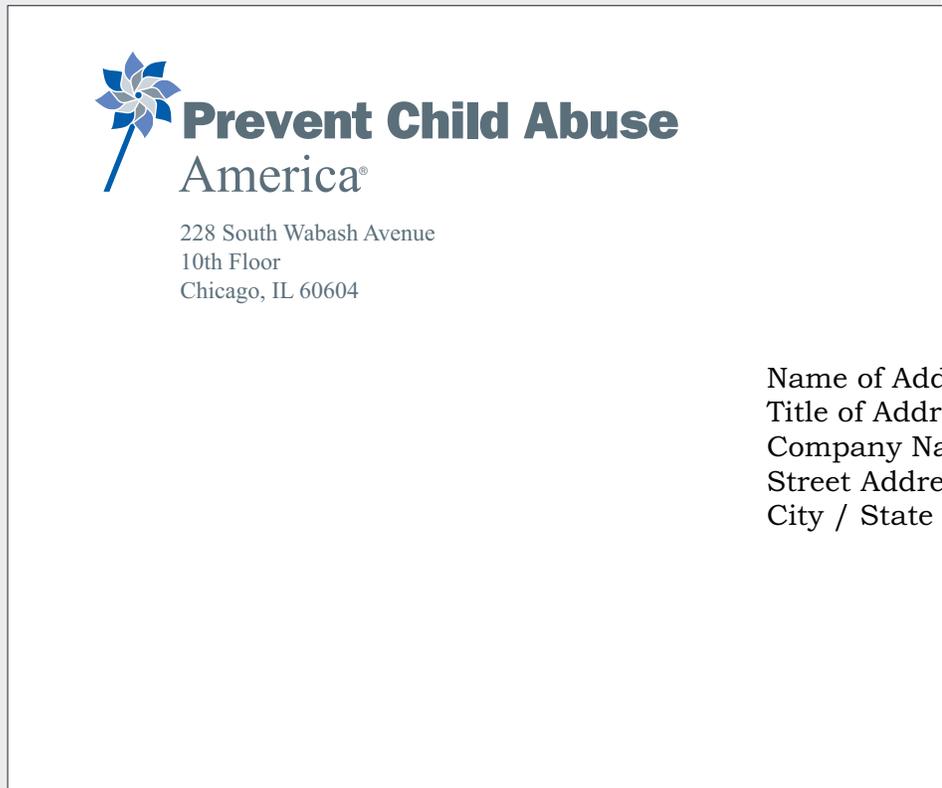


No. 10 Envelope

The No. 10 envelope is 9 1/2" x 4 1/8". "Prevent Child Abuse" is 20 point Franklin Gothic Heavy in gray, "America" is 20 point Times New Roman in gray. Address is 9 point on 11 point leading Times New Roman in gray. The logo is 3.05" wide in 2-color.

Baseline of addressee aligns at 2.125" from the top of the envelope and 4" in from the left side of the envelope.

Prevent Child Abuse America envelopes are printed on white stock.



Letterhead

The size of the letterhead is 8 1/2" x 11". "Prevent Child Abuse" is 20 point Franklin Gothic Heavy in gray. "America" is 20 point Times New Roman in gray. Address is 9 point Times New Roman in gray. Board Headers are 7 point on 9 point leading Franklin Gothic Demi in gray. Board member list is 7 point on 9 point leading Times New Roman and Italic in gray. The logo is 3.05" wide in 2-color. A second sheet prints the logo only in the position as on the letterhead. These same rules apply for electronic letterhead.



Date

Name of Addressee
Title of Addressee
Company Name
Street Address
City, State Zip Code

Name of Addressee:

The purpose of this sample letter is to provide a guide for the typing format within Prevent Child Abuse America and its chapters.

A common visual presentation of the organization will reinforce the objective of creating a unified purpose.

The date for the standard letter begins 2.125” from the top edge of the paper and aligns flush left vertically with the Prevent Child Abuse America name, and flush horizontally with the top line of the board listing.

One double space is to precede and follow the salutation line. The letter margins are to be set to allow for 5.25” of typing. Typing is to be flush left, rag right, without indentations. One double space is to be left between paragraphs, and four double spaces allowed for the signature.

Sincerely,

National Honorary Board

Michael Bolton
Bob Costas
Jack Nicklaus

National Board of Directors

Fred Riley
Board Chair
David C. Rudd
Vice Chair
Laura Delman
Secretary
Andrea Roberston
Treasurer

Darrell L. Armstrong
Linda Bonelli
Laura Delman
Mike Dervos
Maura Somers Dughi
T. J. Fox
SuEllen Fried
Christopher Greeley, M.D., FAAP
Yolanda Harris
James M. Hmurovich
Todd Jacobson
Susan Kelley
Beth Langford
LoriAnn Lowery-Biggers
Luke Marklin
Fred Riley
Andrea Robertson
David C. Rudd
Robert Sege, M.D.
Debbie Snyder
Bryan Specht
John Suk
Beatrice Yorker

President & CEO

James M. Hmurovich

Mission Statement

To prevent the abuse and neglect of our nation's children.

Mailing Envelope and Label

Follow the same guidelines for any size mailing envelope or label. “Prevent Child Abuse” is 17 point Franklin Gothic Heavy in gray. “America” is 17 point Times in gray. Address is 9 point on 11 point leading Times new Roman in gray. The logo is 4 picas wide in blue. For small labels (5” - 6” wide) the address left aligns with the “A” in “Abuse” and the baseline of the first line of text aligns at 1/2 of the envelope height. For large mailing envelopes (7”+ wide) the address left aligns with the right side of the “e” in “Abuse” and the baseline of the first line of text aligns at 1/2 of the envelope height.



228 South Wabash Avenue
10th Floor
Chicago, IL 60604

Name of Addressee
Title of Addressee



228 South Wabash Avenue
10th Floor
Chicago, IL 60604

Name of Addressee
Title of Addressee
Company Name
Street Address
City / State / Zip Code

Press Release

The size of the release is 8 1/2” x 11”. “Prevent Child Abuse” is 20 point Franklin Gothic Heavy in gray. “America” is 20 point Times New Roman in gray. Address is 9 point Times New Roman in gray. The logo is 3.05” wide in 2-color.



PRESS RELEASE

First Name Last Name
Prevent Child Abuse America
Title
(123) 456.7890

HEADLINE

Sub-header

CITY, STATE, DATE – Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras rhoncus, quam sed semper gravida, ex sapien faucibus justo, ut vestibulum dolor purus et sem. Integer gravida eros ac diam pharetra, at venenatis massa malesuada. Quisque aliquet lorem quis lorem ultricies efficitur. Praesent rutrum lorem in feugiat placerat. Praesent luctus feugiat pretium. Quisque nisi quam, accumsan id neque vel, luctus venenatis nulla. Quisque euismod elit in pulvinar finibus. Cras bibendum suscipit tortor, id scelerisque massa maximus id. Aenean maximus, ligula non pharetra porta, dolor neque accumsan nulla, a ullamcorper odio ante ornare felis. Proin vitae pellentesque neque.

Sed pharetra imperdiet sem, ac tempor nunc mollis at. Praesent ultricies, justo vitae ultrices viverra, nulla lorem convallis orci, quis varius augue orci a enim. Pellentesque egestas ut sapien sagittis ultrices. Cras placerat gravida ultrices. Aenean ultrices arcu vitae sem sollicitudin rutrum. Praesent pretium mollis posuere. Quisque venenatis mollis metus in fringilla. In lacinia et purus non dignissim. Duis tristique massa eu tellus lobortis mattis. Phasellus volutpat elit in libero pharetra faucibus. Curabitur in venenatis tellus, sit amet dapibus augue. Suspendisse accumsan ante eu neque maximus scelerisque. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Phasellus quam tortor, hendrerit in mattis vitae, efficitur.

Font = Bookman Old Style, 11 pt.

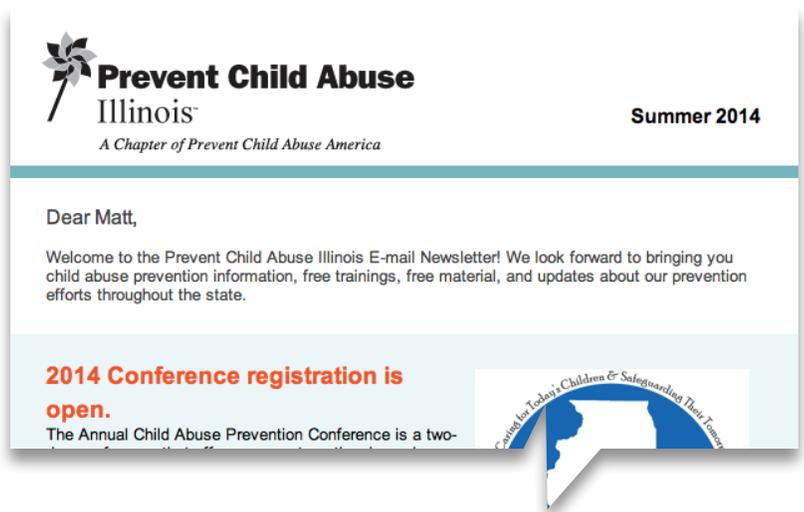
ABOUT PREVENT CHILD ABUSE AMERICA

Prevent Child Abuse America, founded in 1972 in Chicago, works to ensure great childhoods for all children because our children are our future. The organization promotes that vision through a network of chapters in 50 states and more than 625 Healthy Families America home visitation sites in 39 states, the U.S. Territories, Puerto Rico and Canada, serving over 85,000 families annually. A major organizational focus is to advocate for the existence of a national policy framework and strategy for children and families while promoting evidence-based practices that prevent abuse and neglect from ever occurring. To learn more about what we're doing to prevent child abuse and neglect and how you can help, please visit our websites at www.preventchildabuse.org or www.healthyfamiliesamerica.org.

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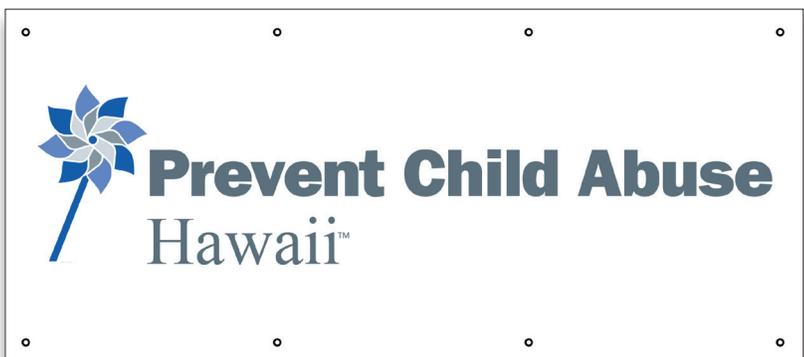
Print or Electronic Newsletters

Show the organizational logo in a prominent location per the guidelines on pages 4 - 8.



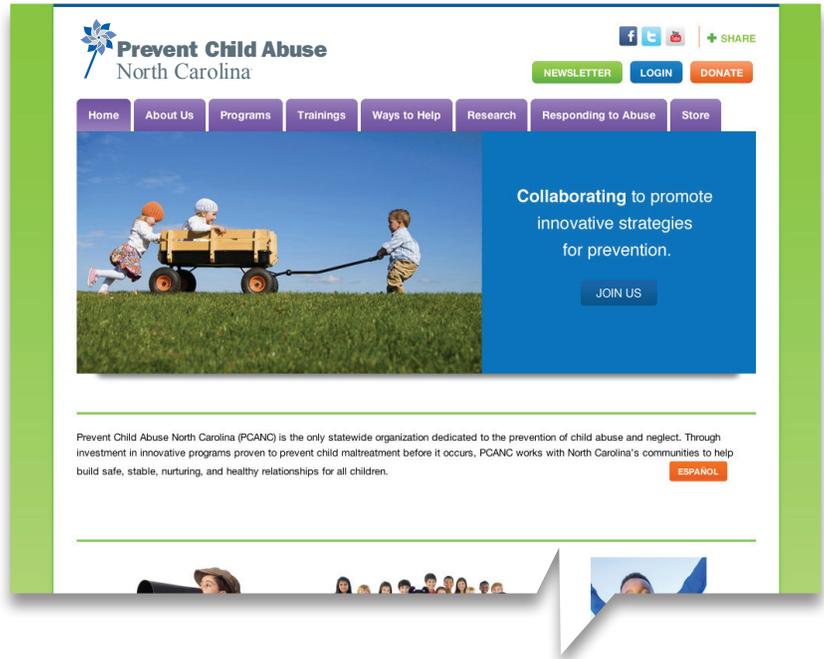
Signage, Collateral, Ads or Video Slates

Show organizational logo in prominent location on all such materials per the guidelines on pages 4 - 8. A toolkit from Prevent Child Abuse Kentucky, and banner for Prevent Child Abuse Hawaii, are mocked-up at right with the pinwheel logo.



Websites

Show the organizational logo at top of home page and carry through your website wherever the organizational logo is shown per the guidelines on pages 4 - 8. Sample shown at right.



Social Media

Within the functionality of various social media sites, such as Facebook and Twitter, utilize the new organizational logo per the guidelines on pages 4 - 8.



NOTATION OF AFFILIATION

To reinforce we are parts of one organization, it is important we note our affiliation with one another. The following page provides direction.

Required Notation of Affiliation

Chapters are required to notate affiliation with Prevent Child Abuse America on websites and in newsletters (print or electronic) in one of the two following ways:

1. Chapters may choose to do this linguistically – e.g. “A chapter of Prevent Child Abuse America”, or “The (State) chapter of Prevent Child Abuse America”.
2. Or chapters may do this graphically – “A chapter of (Prevent Child Abuse America logo)” or “The (State) chapter of (Prevent Child Abuse America logo)”.

Website Home Pages

Chapters may choose to note affiliation with Prevent Child Abuse America under the logo in the header at top (preferred), or in the footer of the home page at bottom. See samples of both at right.

Within the notation of affiliation, the words or logo of Prevent Child Abuse America should link to www.preventchildabuse.org.

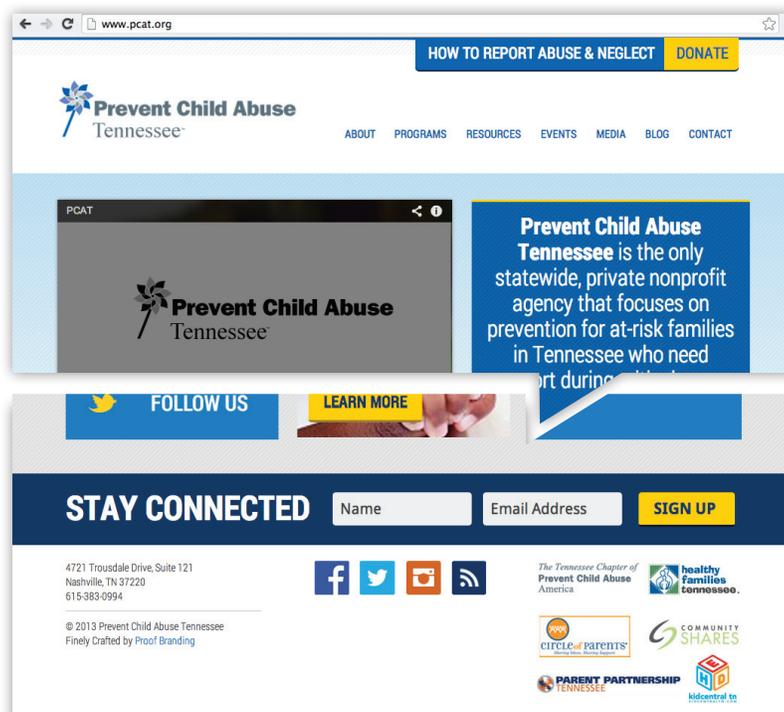
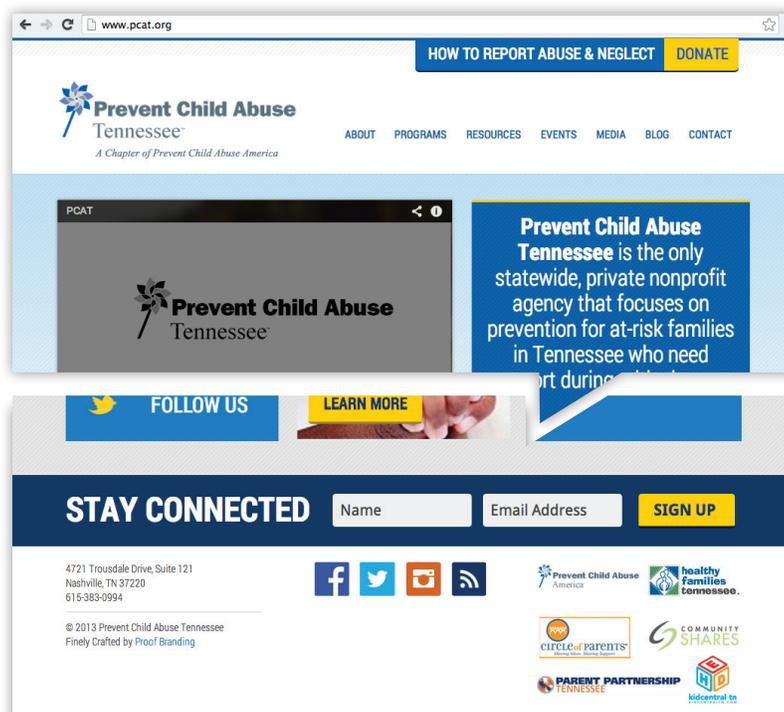
Print or Electronic Newsletters

Chapters are required to note affiliation with Prevent Child Abuse America on print or electronic newsletters in a location of the chapter’s choosing.

Optional Additional Notations of Affiliation

Chapters also have the option to note affiliation with Prevent Child Abuse America on/in the following pieces, adhering to the above guidelines:

- Stationery such as letterhead, press releases or business cards.
- Social media.
- Remarks delivered at events or in interviews.
- The last line of chapter boilerplate, often used at end of press releases.



LOGO PLACEMENT AND USAGE – CO-BRANDED CHAPTERS

For chapters that are part of other agencies – such as universities, human service organizations, Children’s Trust and Prevention Funds or children’s hospitals, or when two organizations make-up the chapter – the following branding guidelines apply.

Guiding Principle

It is recognized each host agency will have its own rules and regulations, so if the below guidelines do not address a particular scenario or run counter to the chapter’s host agency’s graphic standards, please contact the Prevent Child Abuse America Senior Director of Marketing. The goal will always be to find a solution that works for all.

Business Cards

In instances where the host agency allows the chapter to have its own business cards:

- If your chapter does not need to note affiliation with the host agency, follow the business card guidelines on page 10.
- If the chapter is required to note affiliation with the host agency on business cards, consider the Florida sample at right, or other lines such as, “A program of (host agency)” underneath the Prevent Child Abuse (State) logo.

For co-branded chapters that must use host agency business cards, options include showing the chapter logo, along with the other program logos, along the bottom or back of the card, as shown in the Maryland example at right.

No. 10 Envelopes, Mailing Envelopes and Labels

Co-branded chapters permitted to use their own envelopes may consider the Florida example shown at right.

Chapters required to use host agency envelopes may employ the Maryland approach of showing all associated program logos, including that of the chapter, or just use envelopes of the host agency. Follow what the host agency requires.



Prevent Child Abuse Florida™
In Partnership with The Ounce of Prevention Fund of Florida

111 North Gadsden Street
 Suite 200
 Tallahassee, FL 32301
 T 850.921.4494 x164
 C 850.933.3271
 F 850.921.9070

Anita Odom
 Executive Director
aodom@ounce.org
www.ounce.org

24-Hour Parenting HelpLine
A free crisis and referral hotline
1.800.243.7337

The Family Tree is Maryland’s leading resource
 for preventing child abuse and neglect.




Prevent Child Abuse Maryland™



Prevent Child Abuse Florida™
In Partnership with The Ounce of Prevention Fund of Florida

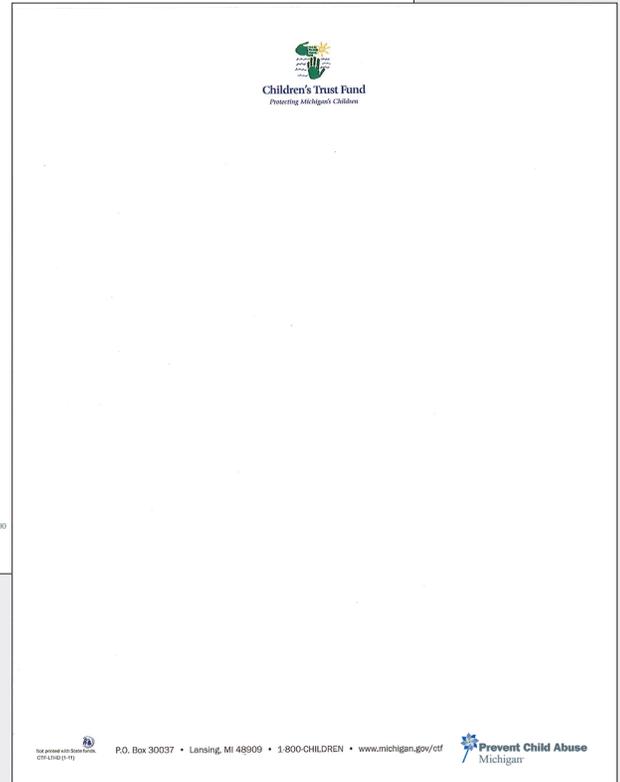
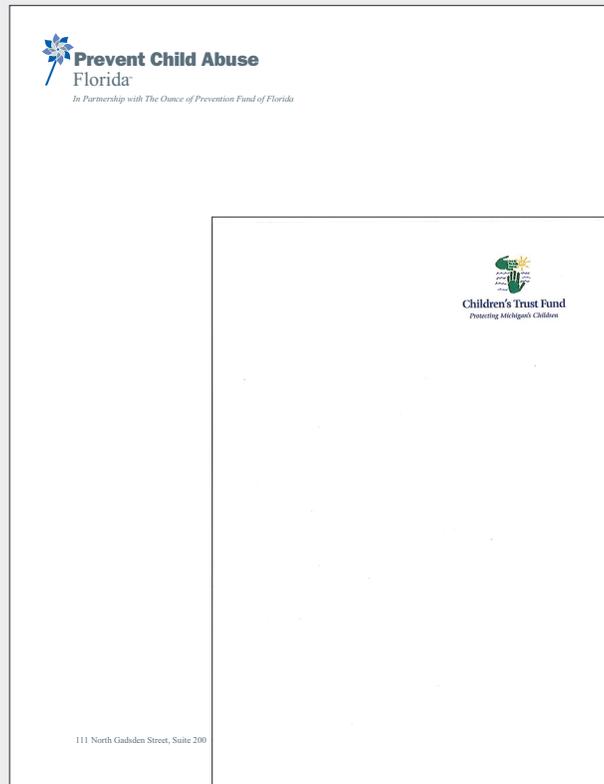
111 North Gadsden Street
 Suite 200
 Tallahassee, FL 32301

Name of
 Title of
 Company
 Street Address
 City / State

Letterhead, Press Release Stationery

In instances when a co-branded chapter is required to note affiliation with its host agency on letterhead or press release stationery, options may include the Florida example (shown at right) noting affiliation with the host agency under the chapter logo at top, in a prominent location at bottom, such as the Michigan example (shown at right), or among the logos of the programs of the host agency along the bottom of the page, as shown in the Maryland example (at right). Work within the host agency’s graphic standards to determine how best to co-brand so that the host agency’s and chapter’s logos are prominently displayed.

If a co-branded chapter is permitted to use letterhead or press release stationery where affiliation with the host agency is not required, then follow the guidelines as if a stand-alone chapter on pages 10 - 14.



Print or Electronic Newsletters

Chapters are required to note affiliation with Prevent Child Abuse America in print or electronic newsletters. Co-branded chapters may choose to do so in one of the two following ways, in a location of your choice:

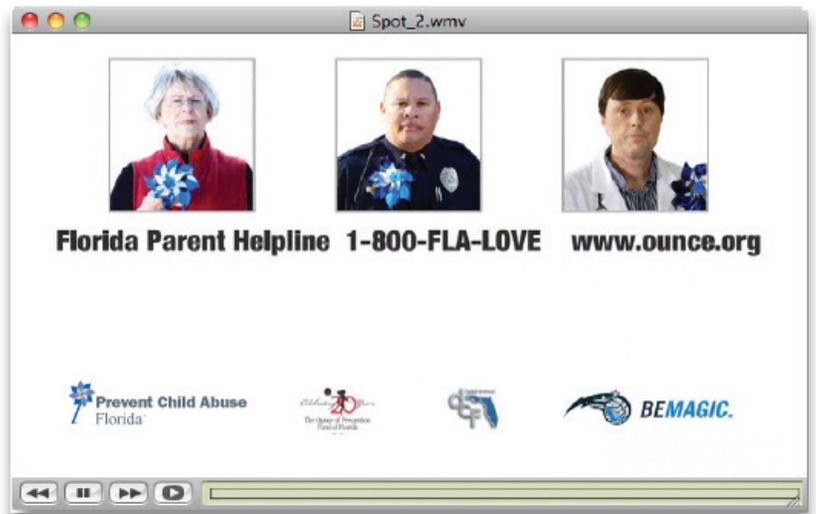
- A chapter of Prevent Child Abuse America (words or logo)
- The (State) chapter of Prevent Child Abuse America (words or logo)

Work within the host agency’s graphic standards to note your chapter’s brand as prominently as possible.



Signage, Collateral, Ads, Video Title or End Slates

If your chapter's host agency requires notation of affiliation on such materials, options include showing your chapter's logo with notation of affiliation below, such as the mocked-up Kansas banner at right, or show the chapter logo among the logos of the other involved agencies, such as the sample Florida video end slate shown at right.



Websites

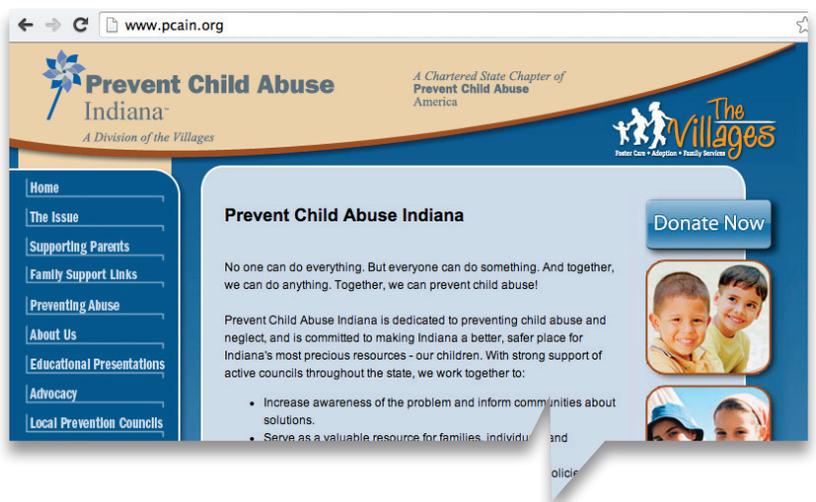
It is recommended to show the chapter's logo on the host agency's website home page. If that is not an option, show the chapter logo prominently at the top of the chapter's main page within the host agency's website.

To then note affiliation with Prevent Child Abuse America, the preferred approach is to add one of the options below in proximity to the chapter logo at the top of the page (see Indiana example at right). If this is not an option, your chapter may note affiliation with Prevent Child Abuse America at the bottom of the page.

- A chapter of Prevent Child Abuse America (words or logo)
- The (State) chapter of Prevent Child Abuse America (words or logo)

The words or logo of Prevent Child Abuse America is to link to www.preventchildabuse.org.

Your chapter may also choose or be required to note affiliation with your host agency. (See Indiana example at right.)



Social Media

For clarity, it is preferred to show the Prevent Child Abuse (State) logo in instances when the chapter has its own social media presence (such as Facebook or Twitter) apart from that of the host agency.

In instances when a chapter is required to use its host agency’s social media sites, adhere to the host agency’s policies and seek supplemental opportunities to promote the chapter’s brand, such as copy on or links to chapter materials within the posts on the host agency’s social media sites.



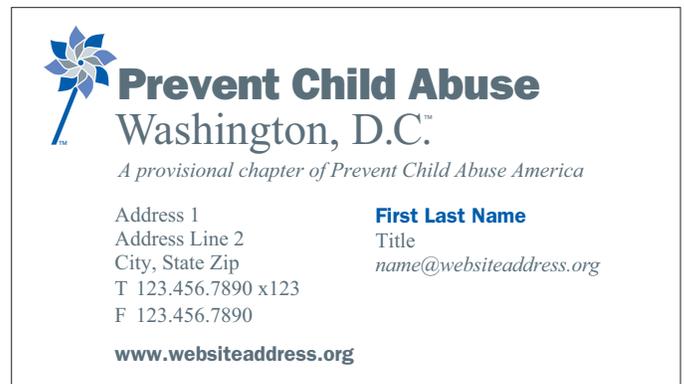
Local Affiliates/Councils

Chapters with in-state affiliates or councils, using the same localized name, are to apply these graphic standards to note their affiliation with the chapter.



Provisional Chapters

Provisional chapters wishing to create business cards or other stationery noting your Provisional status may do so following the sample shown at right.



ADDITIONAL GRAPHIC STANDARDS

Graphic standards for Pinwheels for Prevention® are provided on the following page. [Click here](#) for Healthy Families America graphic standards.

Logo Colors

The Pinwheels for Prevention® logo colors are blue PMS 286 and gray PMS 7545 (Pantone Matching System). Printing the logo in the two Pantone colors (blue and gray) is preferred. See example to the right.

Acceptable alternatives include:

- Two-color blue and gray (PMS 286 blue; solid and varying tints and PMS 7545 gray; solid and varying tints). For this coloration, “Pinwheels” text is always 70% tint of PMS 286.
- One-color in varying tints of PMS 286 blue. For this coloration, “Pinwheels” text is always 70% tint of PMS 286.
- One-color in varying tints of black (also referred to as Black & White). For this coloration, “Pinwheels” text is always 70% tint of Black.
- Reversed out against blue PMS 286 background; solid white and 30% blue (also referred to as Knocked Out or KO).
- Reversed out against dark background (also referred to as Knocked Out or KO). For this coloration, “Pinwheels” text is always white.

C=100 M=66 Y=0 K=2



PMS 286

C=23 M=2 Y=0 K=63



PMS 7545



Logo Protection

The “Circle R” mark is to be used next to “Prevention” and “America” in the Pinwheels for Prevention logo, as shown at right. On state versions, the “Circle R” is to be used next to “Prevention” and a “TM” mark next to the state name.

