



Prevent Child Abuse

America

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March 31, 2011

Prevent Child Abuse America is a national brand that represents leadership in messaging, public policy development, and extraordinary diversity and strength through our state chapter network to prevent the abuse and neglect of our nation's children.

As this leadership role continues to grow, it becomes even more critical to speak with one voice and utilize consistent branding throughout the nation. The National Board of Directors is committed to endorse branding of our prevention message. Their commitment provides us with an opportunity to further establish a consistent, recognizable graphic identity contributing to the continued advancement of our mission.

Therefore, we are pleased to present these updated graphic standards to ensure consistent usage of the organizational branding within the National Office and throughout the chapter network.

Should you have any questions concerning the use of the Prevent Child Abuse America graphic standards, or wish to have the National Office review a new design or collateral piece before it goes to print, please contact the Director of Marketing at 312/663-3520.

Organizational Graphic Standards

The universal graphic standards contained in this section apply to the National Office and chapter network. Graphic standards for chapter-specific scenarios can be found on pages 8-12.

Organization logo

Our logo portrays the important involvement of adults in the lives of children. Whether parent, teacher, coach, nurse or neighbor, we all play a role in the healthy development of our nation's children. The logo or "mark" is the primary visual element of the Prevent Child Abuse America identity system (at right).

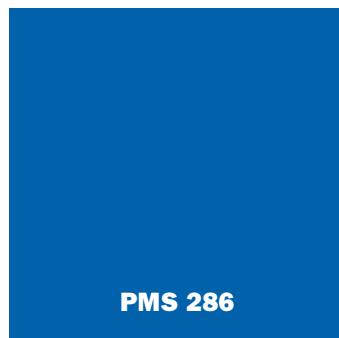


Organization colors

The organization logo color is blue PMS 286 (Pantone Matching System) and organization name color is gray PMS 404. Printing the logo in blue and name in gray is preferred. See example to the right. Acceptable alternatives include:

- Printing logo and name in blue PMS 286.
- Printing logo and name in black when color is not an option.
- Reversing out logo and name in white when printing against dark background.
- No other alternatives are allowed. For example, the logo or name may not appear in yellow, green or red, or be altered to align with any particular season or event.

CMYK: 100C, 60M, 0Y, 06K



CMYK: 0C, 09M, 23Y, 56K



Prevent Child Abuse
America



Prevent Child Abuse
America



Prevent Child Abuse
America



Prevent Child Abuse
America

Organization signature

The organization “signature” combines the logo and name. The organization name type font is Franklin Gothic Heavy (in gray). To localize, each chapter should replace “America” in the name with its state in the Times font (in gray). The state name should be spelled out, not abbreviated. For the logotype version shown at right, the typography centers below the symbol (in blue). See page 3 for additional acceptable logo-to-name alignment.



Prevent Child Abuse
America



Prevent Child Abuse
New Jersey

Nomenclature typography

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.

Prevent Child Abuse America

Prevent Child Abuse America

Prevent Child Abuse America

228 South Wabash Avenue

228 South Wabash Avenue

228 South Wabash Avenue

Signature alignment

There are two acceptable signature alignments:

- Vertical where “Prevent Child Abuse” appears below the logo with “America” or state name centered below (as depicted below).
- Horizontal where “Prevent Child Abuse” appears to the right of the logo, with “America” or state name below (as depicted below).

The organization name is typeset in Franklin Gothic Heavy. The state name is typeset in Times. The type is set solid, i.e., set with no additional leading between lines.

The size of the signature is determined by the type size of the organization name. In the 24 point signature, for example, the type size “Prevent Child Abuse” is 24 point. The type size of “Texas” is 24 1/2 point because the state name is always set 1/2 point larger than the organization name.

The minimum size of the signature is 9 point.

The organization/state name is placed either to the right of the logo or below the logo at a prescribed distance. That prescribed distance, called “A,” is equal to the “vertical stroke” in the logo (see below). The “A” distance is indicated with dotted lines on the two signature styles to the right.



The size of the logo for each point size signature is determined by the “B” measurement within the typeset. (The “B” measurement is indicated in dotted lines on the two signatures styles to the right.) To size the logo, that “B” measurement is the distance from the base of the logo to the top edge of the “horizontal stroke” at its midsection.

Signature alignment exceptions

The logo and name must appear together on all printed material, signage and electronic usages (such as web sites or electronic documents), with the exception of these organizational pieces (as depicted in following pages).

■ Letterhead and memo templates, where the name appears at top left and the logo at bottom left.

■ Business cards where the name appears on one line at top left and the logo at bottom left.

■ Envelopes where the name appears on one line at top left and the logo centered, flush left.

Additional exception regarding advertising, collateral and promotional pieces provided on page 10.



Examples are shown at actual size.
All measurements are indicated in
picas and points (1p1).

When print limitations allow use
of only one color, you may print in
either blue or black.

No. 10 envelope

The No. 10 envelope is 9 1/2" x
4 1/8". "Prevent Child Abuse" is 12
point Franklin Gothic Heavy in blue.
"America" is 12 1/2 point Times in blue.
Address is 9 point on 11 point Times
Roman in gray. The logo is 4 picas wide
in blue. Align top of upper case letters
in "Name of Addressee" to top of logo.

Standard letterhead

The size of the letterhead is 8 1/2" x 11".
"Prevent Child Abuse" is 12 point
Franklin Gothic Heavy in blue.
"America" is 12 1/2 point Times in blue.
Address is 9 point on 11 point Times
Roman in gray. Board list is 6 point on 7
point Times in gray. The logo is 4 picas
wide in blue. A second sheet prints the
blue logo only in the position as on the
letterhead. These same rules apply for
electronic letterhead.

Prevent Child Abuse America

228 S. Wabash Avenue
10th Floor
Chicago, IL 60604



Business card

The size of the business card is 3 1/2" x 2". "Prevent Child Abuse" is 10 point Franklin Gothic Heavy in blue, "America" is 10 1/2 point Times in blue. Address is 7 1/2 point on 10 point Times is gray. Name is 8 point on Franklin Gothic Heavy is gray. The logo is 3p6 picas wide in blue. Prevent Child Abuse America cards are printed on gray stock. Chapters are welcome to continue printing their cards on white stock.

Prevent Child Abuse America

228 S. Wabash Avenue
10th Floor
Chicago, IL 60604
312.663.3520 *tel*
312.939.8962 *fax*
name@preventchildabuse.org
www.preventchildabuse.org

First and Last Name
Executive Director



Prevent Child Abuse America

228 S. Wabash Avenue
10th Floor
Chicago, IL 60604
312.663.3520 *tel*
312.939.8962 *fax*
name@preventchildabuse.org
www.preventchildabuse.org

First and Last Name
Executive Director



Prevent Child Abuse America

228 S. Wabash Avenue
10th Floor
Chicago, IL 60604
312.663.3520 *tel*
312.939.8962 *fax*
name@preventchildabuse.org
www.preventchildabuse.org

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 7 picas, 3 points from the top edge of the paper and aligns flush left vertically with the Prevent Child Abuse America name, and flush horizontally with the board listing.

One double space should precede and follow the salutation line. The letter margins should be set to allow for 33 picas of typing. Typing should be flush left, rag right, without indentations. One double space should be left between paragraphs, and four double spaces allowed for the signature.

If your chapter does not plan to publish its board of directors on the letterhead, the address and telephone information will still remain 2 picas down from the top edge of the paper, but the copy will shift to the right from these guidelines. It should be 11 picas from the right edge of the paper to the flush left margin of the address and telephone information.

Chapters are welcome to print their 501c3 designation and/or include a tag line of their choosing on letterhead and/or all other stationery. The only stipulation is that tag lines be consistent with re-framing.

Sincerely,



National Honorary Board

Michael Bolton
Bill Cosby, Ed.D.
Bob Costas
Tommie Harris
Grant Hill
Tamia Hill
Jack Nicklaus

National Board of Directors

Christopher Greeley, M.D., FAAP
Board Chair
Angelo Giardino, M.D.
Vice Chair
Tom Carhart
Treasurer
Nancy N. Warren
Secretary

Tom Carhart
Benjamin de Haan
Mike Dervos
Laura Delman
Shawn Dolley
Howard Dubowitz, M.D., M.S.
Maura Somers Dughi
John Ferrandino
T. J. Fox
SuEllen Fried
Angelo Giardino, M.D.
Christopher Greeley, M.D., FAAP
James M. Hmurovich
Beth Langford
Susan J. Kelley, Ph.D.
Felicia Kolodner
LoriAnn Lowery
Fred Riley
Bryan Specht
John Sul
Nancy N. Warren

President & CEO
James M. Hmurovich

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

Examples are shown at actual size.
All measurements are indicated in
picas and points (1p1).

When print limitations allow
the use of only one color, you may
print in either blue or black.

Mailing envelope and label

Follow the same guidelines for any
size mailing envelope or label. "Pre-
vent Child Abuse" is 12 point Franklin
Gothic Heavy in blue. "America" is 13
point Times in blue. Address is 9 point
on 11 point Times is gray. The logo is 4
picas wide in blue. Align top of upper
case letters in "Name of Addressee" to
top of logo.

Press release

The size of the release is 8 1/2" x 11".
"Prevent Child Abuse" is 12 point
Franklin Gothic Heavy in blue.
"America" is 13 point Times in blue.
Address and reference type is 9 points
on 11 point Times is gray.

Prevent Child Abuse America

228 S. Wabash Avenue
10th Floor
Chicago, IL 60604



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

Prevent Child Abuse America

228 S. Wabash Avenue
10th Floor
Chicago, IL 60604



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

PRESS RELEASE

Release:
IMMEDIATELY (OR DATE)

228 S. Wabash Avenue
10th Floor
Chicago, IL 60604
312.663.3520 *tel*
312.939.8962 *fax*
name@preventchildabuse.org
www.preventchildabuse.org

National Honorary Board

Michael Bolton
Bill Cosby, Ed.D.
Bob Costas
Tommie Harris
Grant Hill
Tamia Hill
Jack Nicklaus

National Board of Directors

Christopher Greeley, M.D., FAAP
Board Chair
Angelo Giardino, M.D.
Vice Chair
Tom Carhart
Treasurer
Nancy N. Warren
Secretary

Tom Carhart
Benjamin de Haan
Mike Dervos
Laura Delman
Shawn Dolley
Howard Dubowitz, M.D., M.S.
Maura Somers Dughi
John Ferrandino
T. J. Fox
SuEllen Fried
Angelo Giardino, M.D.
Christopher Greeley, M.D., FAAP
James M. Hmurovich
Beth Langford
Susan J. Kelley, Ph.D.
Felicia Kolodner
LoriAnn Lowery
Fred Riley
Bryan Specht
John Suk
Nancy N. Warren

President & CEO
James M. Hmurovich

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

Headline

Subhead (if appropriate)

CITY, STATE—The body of the release begins four lines below the deepest line under “Release” or “Contact”. The deadline is flush left, as are all the paragraphs. There is one line of space between each paragraph. The city where the release originated is typed in all capitals. The state name is abbreviated. It is not necessary to provide a date preceding the city if one has been given in the “Release” above. The body of the release is double-spaced. Using a sans serif typeface, such a Franklin Gothic. A sans serif typeface is recommended because releases are sometimes faxed, and serifs have a tendency to fall off, making the copy less legible.

If additional pages are required, the bottom of the first page should have the word—MORE—in all capital letters, centered with body of the release. The additional page should be identified with the title of the release and a page number. The concluding page should have three pound signs—# # #—centered under the copy. There is one letter space between each sign.



Chapter Graphic Standards

Free-standing Prevent Child Abuse America chapters are expected to adhere to the standards provided on pages 1-7. The standards in this section provide direction for chapter-specific scenarios. Prevent Child Abuse America staff would be happy to review proposed new graphic designs and/or print or electronic pieces for brand consistency before going to print for any interested chapters.

Affiliation with Prevent Child Abuse America

In accordance with the chapter chartering criteria, all chapters must acknowledge their affiliation with Prevent Child Abuse America on/in:

- Printed (and electronic versions of) materials such as annual reports or newsletters (see Iowa example at right).
- Web sites and other web presences (as shown on page 11), with link to Prevent Child Abuse America's web site.

Chapters also have the option to acknowledge their affiliation with Prevent Child Abuse America on:

- Remarks delivered at speaking engagements or in media interviews.
- Stationery such as letterhead, business cards (sample shown at bottom right).
- Media relations materials such as press releases, media alerts or letters-to-the-editor.
- Advertising materials such as PSA's and ads across all media, including print, billboard, transit.

PCA Iowa Adds Second AmeriCorps Project with Recovery Funding

Since September 2007, Prevent Child Abuse Iowa has managed an AmeriCorps project that places members at local Community Partnerships for Protecting Children (CPPC) sites. PCA Iowa's project is now in its third year, with twelve members helping CPPC sites covering nineteen counties.

Under PCA Iowa's overall direction, AmeriCorps members are involved in a wide range of work aimed at strengthening community connections and building neighborhood networks. The goal of these efforts is to help Iowa DHS staff, other professionals, and volunteers reach out earlier to stressed families and to intervene more comprehensively when abuse occurs.

In the spring of 2009, PCA Iowa

received funding through the Iowa Commission on Volunteer Services (ICVS) to add a second AmeriCorps project. With funding from the American Recovery and Reinvestment Act of 2009, PCA Iowa's new project runs from July 1, 2009 to June 30, 2010.

Through this project, AmeriCorps members are assisting five child abuse prevention councils serving ten counties to expand their child abuse prevention services and enhance public awareness. The counties where members are serving include Allamakee/Howard/Winneshiek, Audubon/Carroll/Greenwood/Guthrie, Black Hawk, Lucas, and Mills.

A portion of the revenue received from Iowa's new income tax checkoff for child abuse prevention provides some of the local match required for this new project. ■



PCA Iowa staff and board member Anne Graff (center) receive a \$10,000 check from Prairie Meadows officials to support PCA Iowa's SBS prevention work.



Pat and Mark Johnson chose PCA Iowa as the featured charity for their annual Nature's Garden sale in June. The sale featured thousands of plants, along with furniture, jewelry, and decor, while raising \$9,000 for PCA Iowa.



PCA Iowa presented its first "Champions for Children" event on May 13, hosted by Coe College professors Dr. Wendy Dunn and Dr. Nulhet Yarborough at Dr. Dunn's home in Cedar Rapids. The event featured a performance by the internationally-known Maia String Quartet, which is the quartet-in-residence at the University of Iowa. More than thirty women attended, raising \$1,500 for PCA Iowa.

**Prevent
Child Abuse Iowa**
505 Fifth Ave., Suite 900
Des Moines, IA 50309
(515) 244-2200
800-CHILDREN
Fax (515) 280-7835
www.pcailowa.org

MISSION:
To end child abuse in the
entire state of Iowa

Together for Prevention

Executive Director Stephen Scott	Treasurer Stanley Hiltz	ICAPP Manager Amber Russell
President Anne Graff	CBCAP Manager Beth Fiering	AmeriCorps Director Carol Schrock
Vice President Kyla Yencar	CPPC Associate Coordinator Kelly Davydov	Development Director Karen Wachsmuth
Secretary Sonja Cambridge		Program Assistant Tina Wierschke
Directors: Deann Cook Terry Dooley Sara Elde Becky Elestrand Beth Fiering	Stanley Hiltz Kellie Hockmuth Dan Kramer Greta Lang Linda Mattes Becky Montgomery	Jill Nelson I. Scott Volgt Margi Wales

**Prevent Child
Abuse Iowa**
is a
chapter of
Prevent Child
Abuse America

SUMMER-FALL 2009 7 Prevent Child Abuse Iowa

Prevent Child Abuse State

A Chapter of Prevent Child Abuse America

XXXXXX
XXXXXXX
606.276.9251 ext. 1399
800.432.9251
name@preventchildabuse.org

Name
Executive Director



Other program relationship

For those Prevent Child Abuse America chapters that are members of larger organizations and/or Children's Trust Funds, they should acknowledge their affiliation in keeping with the host organization's standards. For example, on the chapter's business cards, we would encourage placement of a tagline in close proximity to the Prevent Child Abuse America state chapter name (see example depicted; chapters are welcome to use a word other than "program" if another term is more appropriate). This method of acknowledging affiliation with a host agency can be applied to the complete line of stationery.

For example of multiple organizational logo usage, see Florida sample on page 10.

Prevent Child Abuse Kansas

A Program of Kansas Children's Service League

1365 N. Custer
Wichita, Kansas 67203
316.942.4261 ext. 1335 *tel*
316.943.9995 *fax*
vroper@kesl.org



Vicki Roper
Director

Prevent Child Abuse State

A Program of the (state) Children's Trust Fund

XXXXXX
XXXXXXX
XXX.XXX.XXXX *tel*
XXX.XXX.XXXX *fax*
name@preventchildabuse.org



Name
Executive Director

Local affiliates/councils

In line with demonstrating the chapter's affiliation with Prevent Child Abuse America, the chapter should do the same with the stationery of its statewide councils and affiliates.

Provisional chapter

Provisional chapters wishing to create business cards or other stationery acknowledging their affiliation with Prevent Child Abuse America should adhere to these graphic standards and follow the sample depicted at right.

Prevent Child Abuse State

A provisional chapter of **Prevent Child Abuse** America

XXXXXX
XXXXXXX
XXX.XXX.XXXX *tel*
XXX.XXX.XXXX *fax*
name@preventchildabuse.org



Name
Executive Director

Advertising, collateral and promotional pieces

When preparing media advertising campaign materials (such as PSAs, print ads or billboards), organizational collateral (such as brochures or resource packets) or promotional items (such as hats or bags), the Prevent Child Abuse America typefaces of Franklin Gothic Heavy and Times are recommended, but not required, for text copy and headlines. See the sample Florida PSA end-slate at right and Oklahoma billboard at bottom as examples.

Each advertisement, piece of collateral or promotional item must have at least one complete signature with logo and chapter name on the outside front or back cover (additional locations optional). See page 3 for logo-to-name relationships. The “three-person” logo may also be used as a stand alone image on these pieces, as long as the complete signature (name and logo) has been used on the same piece in accordance with the above. The examples shown are for signature placement only, not for the creative direction of work you produce. It is preferred to print in blue and gray whenever possible. Acceptable alternatives are printing in all blue or black.

The complete signature should also be used if the Prevent Child Abuse America or a state chapter’s logo is to be incorporated into the graphic identity of any new program or event.

The Florida sample below also serves as good example of the preferred approach to multiple logo usage where all logos are shown in their proper colors. For instances when full color is not an option, it is suggested to print the logos in all blue or black consistent with these guidelines where possible. If that is not an option, the chapter is encouraged to contact Prevent Child Abuse America to explore further solutions.



Brand identity online

Similar to the advertising, collateral and promotional pieces, each chapter's web site must feature the proper and complete organizational signature with logo and chapter name. See page 3 for logo-to-name relationships. It is the chapter's discretion where the signature appears.

Each chapter must acknowledge on its web site's home page its affiliation with Prevent Child Abuse America in order to demonstrate our affiliation with one another and continue to reinforce the organization's national reach. Chapters can do this through usage of such language as "A chapter of Prevent Child Abuse America," with the signature serving as a live link to

serving as a live link to www.preventchildabuse.org. Chapters may provide links to Prevent Child Abuse America's web site in other places on their sites as well. The Minnesota chapter provides a good example. See below.

The screenshot shows the homepage of the PCAMN (Prevent Child Abuse Minnesota) website. At the top left is the Minnesota state outline logo with the text "PCAMN". To its right is the phone number "1-800-Children". The top navigation bar includes a "Home" button and a search bar with a magnifying glass icon. The main content area features a large photo of three diverse children (two girls and one boy) looking up. To the left, a sidebar titled "Explore Our Site" lists various menu items. Below this is a "Make A Donation" section with fields for one-time and monthly donations, and a PayPal-powered payment button. The central content area contains a quote: "When we help children do better today, we all do better tomorrow." It also features the PCAMN logo and text welcoming visitors to the Minnesota chapter. Below this are links for crisis support, publication orders, conference info, and a "Circle of Parents" section. On the right, there's a map of Minnesota with the text "MN County Resources" and a link to a map of statewide resources.

Prevent Child Abuse Minnesota

PCAMN 1-800-Children

Home

Search

When we help children do better today, we all do better tomorrow.

Prevent Child Abuse Minnesota

If you are in crisis, please click [here](#).

Welcome to Prevent Child Abuse Minnesota, the Minnesota Chapter of [Prevent Child Abuse America](#). If you would like more information on helping children do better today, please call 1-800-CHILDREN.

Order Publication Materials for Child Abuse Prevention Month [HERE](#).

2011 Conference information is [HERE](#).

CIRCLEof Parents®
Sharing Ideas. Sharing Support.

Our prevention work focuses on free parent and children's groups known as Circle of Parents® Chapters.

[View Details](#)

[What's New](#)

MN County Resources
Map of statewide resources in Minnesota

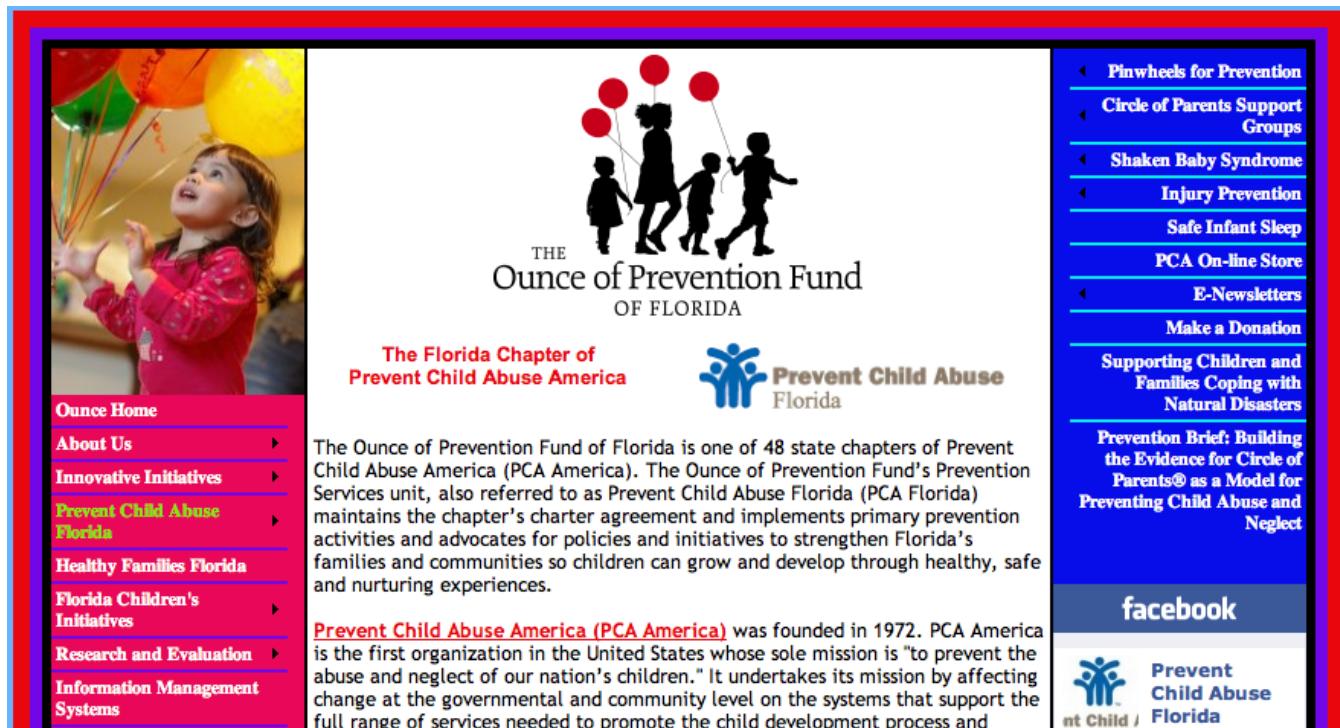
This clickable map of Minnesota counties will provide you with local resources and emergency numbers.

[View Map](#)

[Events and Training](#)

Web Sites

For those chapters that are part of a larger statewide entity, you are encouraged to follow the above instructions for acknowledging your agency's affiliation with Prevent Child Abuse America, alongside following your host agency's requirements for recognizing that affiliation as well. The Florida chapter provides a good example (see below).



The screenshot shows the homepage of the Ounce of Prevention Fund of Florida. The header features a logo with three children holding red balloons and the text "THE Ounce of Prevention Fund OF FLORIDA". Below the header, there is a section for "The Florida Chapter of Prevent Child Abuse America" with its own logo. The main content area contains text about the organization's mission and history. On the left side, there is a sidebar with a photo of a child and a navigation menu. On the right side, there is a sidebar with a list of links and a Facebook integration section.

Ounce Home

- About Us
- Innovative Initiatives
- Prevent Child Abuse Florida
- Healthy Families Florida
- Florida Children's Initiatives
- Research and Evaluation
- Information Management Systems

The Florida Chapter of Prevent Child Abuse America

The Ounce of Prevention Fund of Florida is one of 48 state chapters of Prevent Child Abuse America (PCA America). The Ounce of Prevention Fund's Prevention Services unit, also referred to as Prevent Child Abuse Florida (PCA Florida) maintains the chapter's charter agreement and implements primary prevention activities and advocates for policies and initiatives to strengthen Florida's families and communities so children can grow and develop through healthy, safe and nurturing experiences.

Prevent Child Abuse America (PCA America) was founded in 1972. PCA America is the first organization in the United States whose sole mission is "to prevent the abuse and neglect of our nation's children." It undertakes its mission by affecting change at the governmental and community level on the systems that support the full range of services needed to promote the child development process and

Pinwheels for Prevention

Circle of Parents Support Groups

Shaken Baby Syndrome

Injury Prevention

Safe Infant Sleep

PCA On-line Store

E-Newsletters

Make a Donation

Supporting Children and Families Coping with Natural Disasters

Prevention Brief: Building the Evidence for Circle of Parents® as a Model for Preventing Child Abuse and Neglect

facebook

Prevent Child Abuse Florida

Social Media

Social media, such as Facebook, Twitter and You Tube, are making a significant impact on the ways charities disseminate messaging. Any graphic representation of a chapter on these types of sites should adhere to these graphic standards. See the example from the West Virginia chapter below.



The screenshot shows the Facebook page for Prevent Child Abuse West Virginia. The page header includes the organization's logo and name. The main feed displays a post about an upcoming Leadership Institute, featuring a photo of a pinwheel and text about the speakers. The sidebar on the left shows the page's stats and recent activity, while the right sidebar shows sponsored posts and other page information.

Prevent Child Abuse West Virginia

Non-Profit Organization

1,439 people like this

Wall

Prevent Child Abuse West Virginia - Top Posts

Prevent Child Abuse West Virginia

Pat Stanislaski, David Lawrence, Ben Tanzer, Peter Hille, Jim Harris and Bryan Specht will be at our upcoming Leadership Institute on Preventing Child Abuse and Neglect. Will you be there too?

Register Today! www.preventchildabusewv.org

The Leadership Institute is designed for people who share a common desire to end child abuse and neglect. Presentations will cover a broad range of topics related to building strong communities that nurture and support children and families.

Thursday at 4:36pm · Share

4 people like this.

Keyshia Farmer where will it be held Thursday at 4:38pm

Additional Graphic Standards



Graphic standards for **Healthy Families America** can be found at:
www.preventchildabuse.org/about_us/graphic_standards.shtml



Pinwheels for Prevention graphic standards. See Attachment A.

Attachment A

