



# HOW TO USE THE **ARTWORK**

The *2018 National Crime Victims' Rights Week Resource Guide* offers a selection of professionally developed, original illustration and other artwork to promote this year's theme—*Expand the Circle: Reach All Victims*. Draw attention to your community's NCVRW observance by learning how to match the theme colors, which fonts to use, what kind of file is best suited for your purpose, and other recommendations to make the most of this year's guide.

By using the 2018 Resource Guide artwork, you become part of the nationwide effort to raise awareness about crime victims' rights and services during National Crime Victims' Rights Week.

## Artwork Elements

This year's artwork frames the 2018 NCVRW theme—*Expand the Circle: Reach All Victims*—as a call to optimism and inclusion. The vibrant **navy**, **pink**, and **teal** theme colors swirl, connect, and grow, symbolizing our expansion of efforts to reach all victims in our communities with the support and services they need. (See "[2018 Theme Colors](#)" on page 4.) To help maintain a consistent look, the font used throughout the Resource Guide is **Avenir Next** (in varying "weights," or thicknesses).

All artwork, including high-resolution formats for print applications as well as smaller graphics for use online, is available in **English and Spanish** at [www.ovc.gov/ncvrw2018](http://www.ovc.gov/ncvrw2018). Much of the artwork also includes space for adding your organization's contact information. (See "[File Formats](#)" below.)

**Reprint permission is granted for all artwork.**<sup>1</sup>

## Artwork Categories

To help you select the most suitable file, *2018 NCVRW Resource Guide* artwork is categorized by how it will be used:

- **Web Art**—JPEG files in RGB at pixel dimensions commonly used in website and email templates. These images will display properly onscreen and load quickly due to their small file size, but may appear pixelated or very small in print applications.
- **Print Art**—high-resolution JPEG or PDF exports set up in CMYK, suitable for office printing or for placing into other documents. (Note that these files do not account for a "bleed"—when the ink for an image extends beyond the borders of the page.)
- **Press Art**—high-resolution source files in CMYK with outlined text, embedded images, and document bleeds. Suitable for offset presses and professional printing, these files require recent versions of Adobe Creative Cloud applications to open.

Use these categories—noted below under "[Artwork Collection](#)"—as guides to help you select the most appropriate artwork for your needs. To learn about the differences between CMYK and RGB color spaces, see "[A Printing Primer](#)" on page 5.

<sup>1</sup> For related queries, please refer to the "Frequently Asked Questions" in the Overview tab.

## File Formats

### Portable Document Format (PDF)

PDFs are widely accessible files that can be opened with Adobe Reader, which is available for free download at [www.adobe.com](http://www.adobe.com).

Many of the PDFs in this year's Resource Guide, such as the posters and certificate, include text fields that allow users to add their contact information or other custom text. Activate a text cursor by clicking on the text field, and begin typing. Alternatively, to insert text in different fonts, sizes, or colors, you can first format your text in Microsoft Word, then copy and paste it into the PDF text field.

### Joint Photographic Experts Group (JPEG)

JPEGs are compressed image files that are compatible with most graphics programs, word processing programs, and web applications.

To place JPEG files in Microsoft Word, first ensure that the desired images are saved to your device. Then, from Word choose "Insert > Pictures" from the toolbar, and select the appropriate image. Right-click on the image to adjust the size, position, and other attributes. To add text to the image, select "Format > Wrap text > Behind text." Then create a text box and place it over the image. Make sure the text box does not have a fill or border color selected.

## Artwork Collection

This year's collection of ready-made artwork includes:

### Theme Posters (*print, press*)

- **2018 NCVRW Theme Poster.**<sup>2</sup> Press artwork for the official 22" x 28" full-size NCVRW Theme Poster.
- **11" x 17" Theme Posters.** A smaller variation of the official 2018 Theme Poster, this 11" x 17" poster can be printed on standard tabloid-size paper and contains space to add local contact information.

### Theme Artwork (*print, press*)

- **2018 Theme Color Palette.** Theme colors and their values in different color systems help you create your own outreach materials and other branded items.
- **Billboard Artwork.** Designed for 30' x 10' and 48' x 14' displays, this digital billboard artwork is a highly visible way to publicize National Crime Victims' Rights Week in your community. *Formats vary widely. Contact your local advertising vendor for exact specifications.*
- **Bookmarks.** Mix and match these bookmark designs to meet your outreach needs. On some designs, space is available to add local contact information. Printing on heavy paper, such as 80-pound cover stock, is recommended.
- **Buttons, Logos, and Magnets.** Use the provided artwork to create giveaways for your events. These always-popular items help participants demonstrate their support for crime victims' rights.
- **Certificate of Appreciation.** The certificate of appreciation can be used to honor crime victims, those who serve them, or other notable figures who have supported your event. Print on parchment, fine paper, or attractive card stock, and

<sup>2</sup> A limited number of flat 22" x 28" Theme Posters are available for a small shipping fee at [www.ovc.ncjrs.gov/ncvrw2018/posters.html](http://www.ovc.ncjrs.gov/ncvrw2018/posters.html).



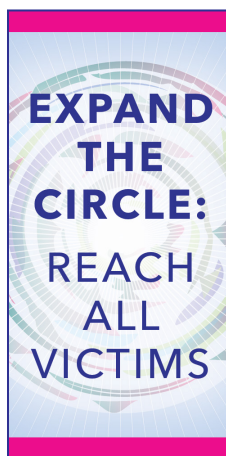
include the recipient's name (either handwritten or typed on the fillable PDF), the name of the public figure or organization presenting the certificate, and the date on which it's presented.

- **Letterhead.** This versatile template is perfect for event fliers, news releases, letters of introduction, and other NCVRW documents. You might also feature the names of NCVRW partners, planning committee members, or sponsoring organizations.
- **Name Tags and Table Card.** Enhance the formality of your event by using these templates for name tags and table cards at exhibits, ceremonies, conferences, or any other relevant gathering.
- **Referral Flier.** This flier, which lists toll-free numbers and websites for the nation's leading victim-serving organizations, is a must-have for every social service agency in your community. Post the list in permissible public spaces (e.g., libraries, community centers, grocery stores), distribute hard copies to local businesses (ask to speak to a human resources representative), or email the electronic

version to local victim-serving and public-safety agencies (e.g., shelters, police departments, doctors' offices).

- **Ribbon Cards.** These cards work best printed on a heavy paper stock (at least 80-pound cover). To make ribbons for the cards, cut one eight-inch strand each of navy, pink, and teal and form a loop; secure the strands to the ribbon card with a two-inch stick pin. Partner with local volunteers (e.g., from schools, civic organizations, or faith-based communities) for help assembling the ribbon cards.

### Web Art (web)



- **Web Ads and Email Banners.** Help raise the profile of National Crime Victims' Rights Week by adding these promotional images to your website, newsletter, or email signature.
- **Social Media Cover and Profile Images.** These images are specially sized for use as cover and profile images on Facebook and Twitter.

### Public Awareness Posters (web, print, press)

The 2018 NCVRW Resource Guide features three new public awareness posters (in English and Spanish), each highlighting a critical message for your community—simply add your local contact information to the print files or share the web files on social media. This year's posters feature the following topics and can be used throughout the year:

- **Violent Crime**
- **Effects of Trauma**
- **Victims' Rights and Services**

EXPAND THE CIRCLE: REACH ALL VICTIMS		
Crime Victim Services and Referral Information		
DIRECT SERVICES FOR VICTIMS OF CRIME		
American Overseas Domestic Violence Crisis Center	www.800women.org	866-639-0679
Childhelp National Child Abuse Hotline	www.childhelp.org/hotline	800-424-2443
Love Is Respect	www.loveisrespect.org	866-331-9474 TTY 866-531-8453 online chat, text LOVEIS to 25252
Mother's Against Domestic Dating	www.madcd.org	877-940-3454
National Domestic Violence Hotline	www.thehotline.org	800-799-SAFE, TTY 800-781-3224 online chat, video phone
National Human Trafficking Hotline	www.humantraffickinghotline.org	888-373-7888
National Runaway Safeline	www.1800runaway.org	800-RUNAWAY, online chat
Parents of Missing Children, Inc.	www.pomc.org	888-810-POCNC
Rape, Abuse, & Incest National Network	www.rainn.org	800-656-HOPE, online chat
Strong Hearts Native Helpline	www.strongheartsnative.org	844-7-NATIVE
Suicide Prevention Lifeline	www.suicidepreventionlifeline.org	800-273-8255, TTY 800-799-4889
Veterans Crisis Line	www.veteranscrisisline.net	800-273-8255
INFORMATION AND REFERRALS FOR VICTIMS OF CRIME		
Battered Women's Justice Project	www.bjwp.org/services/legal-advocacy-for-women.html	800-963-0111 x1
Legal Helpline		
Bureau of Indian Affairs, Indian Country Child Abuse Hotline	www.indianaffairs.gov	800-433-5155
National Center for Missing & Exploited Children	www.missingkids.org	800-THE-LOST
Substance Abuse and Mental Health Services Administration Helpline	www.samhsa.gov/find-help/national-helpline	800-662-HELP, TTY 800-487-4889
VictimConnect Resource Center	www.victimconnect.org	855-4-VICTIM, text, online chat
TRAINING, TECHNICAL ASSISTANCE, AND OTHER SERVICES FOR VICTIM SERVICE PROVIDERS		
Child Welfare Information Gateway	www.childwelfare.gov	800-374-3345
National Adult Protective Services Association	www.napas-rose.org	202-370-6292
National Children's Alliance	www.nationalchildrensalliance.org	202-548-0090
National Clearinghouse on Abuse in Later Life	www.nall.us	608-255-0539 x213, TTY 608-255-3540
Child Welfare Information Gateway	www.nrcj.org	775-507-4277
National Crime Prevention Council	www.nrcpc.org	442-292-4545
National Criminal Justice Reference Service	www.ncjrs.gov	800-851-3420, TTY 301-240-6310
National Organization for Victim Assistance	www.ovva.org	800-765-6268
National Resource Center on Domestic Violence	www.ndv.org	800-531-2288, TTY 800-531-2588
National Sexual Violence Resource Center	www.nsvrc.org	877-739-3895, TTY 717-609-0715
OVC TTAC	www.ovcttac.gov	866-OVCTTAC, TTY 866-682-8880
Resource Center on Domestic Violence, Child Protection and Custody	www.mfjc.org/four-words/domestic-violence	800-527-3223

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## 2018 Theme Colors

To tie in your NCVRW activities and events to those being held across the nation, use the 2018 theme palette. Designed in CMYK, the palette also includes comparable RGB values, hex codes, and PMS colors for your convenience.



**Navy: C=100, M=100, Y=0, K=0**

*Comparable Colors:*

R=46, G=49, B=146

HTML #2E3192

PMS 2746 CP



**Pink: C=0, M=100, Y=0, K=0**

*Comparable Colors:*

R=236, G=0, B=140

HTML #EC008C

PMS Magenta CP



**Teal: C=83, M=22, Y=45, K=2**

*Comparable Colors:*

R=0, G=148, B=146

HTML #009392

PMS 7716 CP

## Join Forces

Once you plan out the art pieces you would like to use, think creatively about which local, community-based partners might help you produce or disseminate your new 2018 NCVRW outreach materials.

- Businesses or colleges may donate paper, copying services, or ad space, including billboard rentals.
- Theaters may display theme art publicizing the week or awareness poster content throughout the year.
- Schools, neighborhood groups, or faith-based organizations may provide volunteers for assembling ribbon cards, making buttons, collating informational packets, or other outreach activities.
- Correctional agencies often provide printing and assembly services at reduced fees.
- Government agencies (including law enforcement) may even be willing to offer public affairs staff to design pamphlets and fliers.

Tap into your community's spirit of unity and build awareness about the importance of crime victims' rights by encouraging these partnerships during National Crime Victims' Rights Week.



## A Printing Primer

Often, materials printed on a home or office color printer look different from materials printed by a professional press or posted on the web. This discrepancy occurs because of how color is generated in different color systems—**CMYK**, **spot colors**, and **RGB**.

**CMYK:** Office printers and those used by quick-copy print shops use only four inks—cyan (blue), magenta (red), yellow, and black. These inks are known as CMYK, process inks, or four-color process, and they intermix to create the nearly endless range of colors that you see on printouts.

**Spot Colors:** Professional “offset” print shops can print products designed for CMYK inks. However, they also print designs that use spot-color inks, specific colors that are mixed according to precise formulas—usually set by the Pantone Matching System (PMS), a color system widely used by professional printers and designers. By selecting colors from PMS “swatchbooks” (sample books), designers know exactly what the final printed color will be, regardless of how the design appears onscreen,

and can be sure that the colors will be consistent across products. Organizations often design their logos in spot colors, for example, to eliminate color variations among their printed materials and other branded products. The more spot colors a design requires, the more expensive it is to print.

**RGB:** Unlike printed CMYK inks and spot colors, which absorb light to produce color, RGB colors are emitted as light from screens and monitors. Red, green, and blue (RGB) light values are added in various combinations to produce a vibrant spectrum. However, because every screen is uniquely calibrated to display color, and web browsers often use their own limited RGB spectrum, colors viewed on screens and particularly websites may appear inconsistent.

Each of these three color systems has its own spectrum and distinct color values. It is possible to approximate (but not exactly reproduce) colors from one system (e.g., spot colors) in another color system (e.g., CMYK). For the greatest color consistency when printing or reproducing artwork, use the color system in which the artwork was created.

