

NATIONAL
Crime Victims'
Rights
Week

25
years of
Rebuilding
Lives

Celebrating the
Victims of Crime Act

Each year, the *NCVRW Resource Guide* offers a range of high-quality, camera-ready designs to help unite your public awareness efforts with NCVRW observances across the country. You are encouraged to add local contact information in the space provided and to disseminate these materials throughout the year to augment your organization's ongoing outreach.

2009 NCVRW Artwork Elements

This year's artwork reflects both the 2009 NCVRW theme, "25 Years of Rebuilding Lives: Celebrating the Victims of Crime Act," and colors, cranberry red (Pantone #208C) and dark

blue (Pantone #534C). The artwork uses fonts from the Futura and Berkeley font families. Macintosh users can find versions of these fonts in the Quark folder on the enclosed CD-ROM. (You can upload these fonts from the CD-ROM into your operating system's font folder.¹ PC users may wish to substitute the widely available Times New Roman and Franklin Gothic Demi Condensed fonts.) All enclosed 8.5" x 11", black-and-white artwork sheets have a one-quarter-inch margin and are camera ready, which means that local printing presses can print new copies from these sheets. You can also make copies of the artwork on home or office printer or photocopy machines.

A Printing Primer

You may have wondered why materials printed on your home or office color printer often look different from materials printed by a professional press or posted on the Web. The answer lies in the how different color systems are generated: **CMYK, spot colors, and RGB.**

CMYK: Office printers, and those used by quick-copy print shops, use only four inks—cyan (blue), magenta, yellow, and black. These inks are known as CMYK, process inks, or four-color process. These four inks intermix to create a multitude of colors that you see on your printout. There are differences, though, between how these colors appear on a computer monitor and on the printed page (see RGB below).

Spot Colors: Professional "offset" print shops can print products designed for CMYK inks. However, they can 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 can 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 in all products. Organizations often design their logos in Pantone colors, for example, to eliminate color variations among their printed materials and other branded products.

The more spot colors a design requires, the more it costs to print. Designers can save their customers money, though, by varying the density of the inks (the concentration of printed dots,

called "screens") in a design to create the illusion of multiple colors. Printing dense ink dots will produce a full-strength color, while printing sparse dots creates a lighter tone. Intermixing dots of two spot colors can create the illusion of a third color, such as the purple that appears in the 2009 NCVRW theme poster.

RGB: Monitors, which are fundamentally different from printers, display color through varied mixtures of red, green, and blue (RGB) light rather than through pigmented inks. Red, green, and blue light values are added and subtracted to create different perceptions of color, and each monitor is calibrated to display color a little differently. In addition, Web browsers often use a very limited RGB spectrum. As a result of these limitations in Web browsers and variations in monitors, online images and Web sites may appear different to various users.

Each of these three colors systems has its own spectrum and distinct color values. When materials are created in spot colors but printed on machines using CMYK inks (and vice versa), the final output is a color translation that approximates the original design. How closely the approximation resembles the original depends on the relation of the spot colors to the CMYK spectrum. Moreover, how the design appears on a computer screen is rarely (even for professionals) how the design appears when printed.

The *2009 NCVRW Resource Guide* was printed using spot (PMS) colors, so Resource Guide materials that are reproduced with CMYK inks may differ slightly in appearance.

¹Fonts are provided solely for reproducing the Resource Guide camera-ready artwork and may not be used for other purposes.

CAMERA-READY ARTWORK

Artwork on CD-ROM

Increasingly, print shops of all types are using digital art files to print clients' products. For flexibility and convenience, the accompanying CD-ROM contains electronic artwork in a variety of formats:

1. **QuarkXpress® 7.3.** QuarkXpress is a professional layout program used by graphic designers, publishers, and print shops. To view or manipulate these layout pages, users must have QuarkXpress 6.0 or higher for Macintosh. The fonts and images used to create this year's artwork are available in the Quark folder on the CD-ROM.
2. **JPEG.** JPEG files are individual images that can be placed in graphics programs, various word processing programs, and on Web sites. Each piece that incorporates this year's theme and poster artwork is available as a JPEG. The CD-ROM includes both black-and-white and color JPEG images.

TIP: To place JPEG files in Microsoft Word, choose "insert > picture > from file" and select the desired file from the CD-ROM. To type on top of the image, select "format > picture > layout > 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.)

3. **PDF.** PDFs are widely accessible files that can be opened with Adobe Reader, available for free download at www.adobe.com. The CD-ROM contains PDFs in both black and white and color.

New This Year! Text Fields on Fillable PDFs. Select PDFs on this year's CD-ROM contain text fields that allow users to type directly on the PDF in Adobe Reader. You can easily add your contact information to posters, type names on name tags or table cards, or fill out certificates of appreciation. Simply place your cursor over the appropriate region of the artwork. When you are over a "fillable" text field, the cursor will change to an I-beam. Click on the field to change the I-beam to a text cursor, and begin typing. Alternatively, for access to different fonts, sizes, and colors, format your text in Microsoft Word and copy and paste it into the PDF text fields. **Note:** Fillable PDFs edited in Adobe Reader can be printed but not saved. To save a PDF with text added, Adobe Acrobat is needed. (Adobe Acrobat is available for purchase at www.adobe.com.)

These three formats balance versatility with ease of use. Incorporate this year's artwork into all your NCVRW materials, including media kits, public service announcements, outreach materials, and giveaways.

The *2009 NCVRW Resource Guide* electronic artwork is available for free download at <http://ovc.ncjrs.gov/ncvrw2009/welcome.html>.

Camera-Ready Artwork Contents

- **2009 NCVRW Black-and-White Poster.** You can reproduce this 11" x 17" poster, a black-and-white version of the 2009 NCVRW theme poster, on standard tabloid-size paper. This poster contains space to add local contact information.
- **Logos, buttons, and magnets.** Use these cost-effective giveaways at your events to highlight the importance of the Victims of Crime Act to your community.
- **Bookmarks.** Mix and match these bookmark designs front to back to meet your outreach needs. Space is provided to add local contact information. A heavy paper stock, such as 80-pound cover stock, is recommended for these pieces.
- **Ribbon cards.** To make ribbons for these cards, cut two eight-inch strands of cranberry red and deep blue ribbon at a bias and form a loop; secure the strands to the ribbon card with a two-inch stick pin. Local school, community, business, or prison programs may wish to help assemble the ribbon cards. These cards work best with a heavy paper stock (at least 80-pound cover).
- **Name tags and table card.** Attention to detail can help elevate an event. You can use these templates for name tags and table cards at exhibits, ceremonies, conferences, or any formal gathering.

CAMERA-READY ARTWORK

- **Letterhead.** Event organizers and other community leaders can use this versatile letterhead for letters of introduction, requests for sponsorship, news releases, public service announcements, fact sheets, and event announcements. Highlight NCVRW partners, planning committee members, or sponsoring organizations by including them on the letterhead.
- **Certificate of Appreciation.** These certificates, printed on parchment, fine paper, or attractive card stock, can help you publicly commend community members who have made outstanding contributions to crime victims' rights. Certificates should include the recipient's name in calligraphy (either handwritten or with the help of a word processor), the name of the public figure or organization presenting the certificate, and the date on which it is presented.
- **Information and Referrals Contact List.** Every community member should have a copy of this valuable resource that lists toll-free contact information for the nation's leading victim-serving organizations. You can request permission to post the list in public spaces, such as libraries, schools, grocery stores, and community centers, and ask local police departments, doctors' offices, and victim-serving agencies to post copies in their waiting rooms and on their Web sites. (Send the electronic version located on the CD-ROM.) Local businesses, particularly human resource departments, may also find the handout useful.
- **New! VOCA Chart.** Use the "Victims of Crime Act: Rebuilding Lives through Assistance and Compensation" chart as a handout during NCVRW events or in background materials you share with the media to help increase understanding about VOCA's vital role in supporting crime victims.
- **Crime Clock.** You can educate your community about the rate and impact of crime with this powerful portrayal of national prevalence statistics. The Crime Clock, provided in both English and Spanish, includes space to add local contact information.
- **Public Awareness Posters.** The *2009 NCVRW Resource Guide* features six new black-and-white public awareness posters, which you can personalize with local contact information for use throughout the year:
 - > "Crime Hurts the Whole Family"—targeted to family members affected by crimes against a loved one.
 - > "Trapped?"—targeted to victims of domestic violence.
 - > "Respect Your Elders"—targeted to community members who suspect an older person they know is being exploited, abused, or neglected.
 - > "Crime Hurts the Whole Family" (translated into Spanish).
 - > "Trapped?" (translated into Spanish).
 - > "Respect Your Elders" (translated into Spanish).

Get Help!

Many members of your community may be willing to help you produce your NCVRW outreach materials. Area businesses may donate paper, use of copying or printing services, or tips on how to market to your local community. Printers and designers may provide services or supplies at cost, particularly if a loyal customer makes the request. Correctional agencies often provide printing and assembly services at reduced fees, and even local community or faith-based groups may be willing to help stuff and distribute materials. Inviting these groups to partner with you can increase both the help you receive and your impact on the community. 🔄



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