



Each year, the *NCVRW Resource Guide* offers a range of original artwork to help you unify and draw attention to your community's NCVRW observance. You can add your organization's contact information in the spaces

provided on these materials and use them throughout the year to augment your organization's ongoing outreach.

2010 NCVRW Artwork Elements

This year's artwork reflects the 2010 NCVRW theme, "Crime Victims' Rights: Fairness. Dignity. Respect." and is printed in CMYK colors: yellow, orange, red, blue, and black. (See "A Printing Primer" on next page.) **The use of CMYK builds is a new Resource Guide feature** to make it easier for you to print NCVRW materials from the CD-ROM (mailed with the hard-copy version of the Resource Guide and downloadable at www.ovc.gov/ncvrw2010). CMYK inks, unlike the PMS spot inks used in previous Resource Guides, are universally used by office color printers and quick-copy services. The font used in the artwork is **Smart Sans**, and body text fonts are **Arial** and **Arial Narrow**. All black-and-white, hard-copy artwork enclosed in the mailed version of the Resource Guide is 8-1/2" x 11" with a 1/4" margin. You can make copies of the artwork on home or office printers using the CD-ROM or on photocopy machines using the black-and-white hard copies.

Artwork on CD-ROM

Almost all print shops today use digital art files to print clients' products. For flexibility and convenience, the CD-ROM (mailed with the hard-copy version of the Resource Guide) contains electronic artwork in a variety of formats:

- **InDesign.** Adobe InDesign is a professional layout program used by graphic designers, publishers, and print shops. InDesign files, as well as the fonts and images needed to reproduce this year's artwork, are available in the InDesign folder on the CD-ROM.* (For best results, use the CS3 files.)

- **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: Using JPEGs in Word. 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.)

- **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.

TIP: 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.

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.

All of the 2010 NCVRW Resource Guide artwork is available for free download at www.ovc.gov/ncvrw2010.

* Fonts and images are provided solely for reproducing Resource Guide artwork and may not be used for other purposes.

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—**CMYK**, **spot colors**, and **RGB**—are generated.

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. These four inks intermix to create a virtually endless range 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 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 it costs to print.

RGB: Monitors, which are fundamentally different from printers, display color through varied mixtures of red, green, and blue (R,G, B) 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. 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 greatest color consistency when printing or reproducing artwork, however, use the color system in which the artwork was created.

2010 Theme Colors

CMYK values:

Yellow:	C=0, M=10, Y=100, K=0
Orange:	C=0, M=50, Y=100, K=0
Red:	C=0, M=96, Y=90, K=2
Blue:	C=100, M=42, Y=0, K=0
Black:	C=0, M=0, Y=0, K=100

Comparable spot colors and RGB values:

Yellow:	PMS 109C;	R=255, G=251, B=0
Orange:	PMS 138C;	R=247, G=148, B=29
Red:	PMS 1795C;	R=232, G=44, B=46
Blue:	PMS 3005UC;	R=0, G=123, B=195
Black:	PMS Black;	R=3, G=0, B=0

Resource Guide Artwork Contents

- **2010 NCVRW Theme Poster.** You can reproduce this 11" x 17" poster, which comes in both black-and-white and color (**new this year!**), 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 victims' rights to your community.
- **Bookmarks.** Mix and match these bookmark designs front to back to meet your outreach needs. On some designs, space is available 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 blue and yellow ribbon 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 bring an additional professional touch to any event. You can use these templates for name tags and table cards at exhibits, ceremonies, conferences, or any formal gathering.
- **Letterhead.** Event organizers and community partners 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 featuring their names or logos 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 and services. 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 social service agency 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. (E-mail the electronic version located on the CD-ROM.) Local businesses, particularly human resource departments, may also find the handout useful.
- **Public Awareness Posters.** The *2010 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:
 - › "Be the One"—targeted to family members, neighbors, teachers—anyone who can help a child hurt by crime.
 - › "Violence Shouldn't Be Child's Play"—targeted to community members to raise awareness about the level of violence against children.
 - › "Domestic Violence Leaves a Mark on the Whole Family"—targeted to families to raise awareness about the impact of violence on children.
 - › "Be the One" (translated into Spanish).
 - › "Violence Shouldn't Be Child's Play" (translated into Spanish).
 - › "Domestic Violence Leaves a Mark on the Whole Family" (translated into Spanish).

Rally Community Support!

Members of your community may be willing to help you produce NCVRW outreach materials and promote your events. Area businesses may donate paper, copying or printing services, or even a mention of National Crime Victims' Rights Week in their own advertising campaigns. 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. Partner with these groups to increase both the help you receive and your impact on the community.