

Each year, the *National Crime Victims' Rights Week Resource Guide* includes an array of professionally developed, original artwork for public awareness and outreach in your local community. From theme artwork that helps unite your NCVRW observance with efforts around the country to public awareness posters that can be used year-round, the 2011 NCVRW Resource Guide Artwork has something for everyone.

2011 NCVRW ARTWORK ELEMENTS

This year's artwork reflects the 2011 NCVRW theme, "Reshaping the Future, Honoring the Past" and is printed in teal, yellow, and black CMYK inks. (See "A Printing Primer" on the next page.) The use of CMYK builds is a recent 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/ncvrw2011). CMYK inks, unlike the PMS spot inks used in previous Resource Guides, are universally used by office color printers and quick-copy services. The fonts used in the artwork include **Gotham Ultra** and **Cactus Bold**, and the body text font is **Garamond**. All hardcopy artwork enclosed in the mailed version of the Resource Guide is 8-½" x 11" with a ¼" margin. You can make copies of the artwork on home or office printers using the CD-ROM or on photocopy machines. Much of the artwork also includes space for adding your organization's contact information. (See "TIP: Text Fields on Fillable PDFs.")

ARTWORK ON CD-ROM

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

1. **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 in CMYK.

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.

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 in RGB (display colors viewed on computer monitors; see "A Printing Primer" on page 31 for more information).

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 > wrap text (or 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. **Adobe Creative Suite (CS5).** Adobe Illustrator and InDesign are professional design and layout programs, respectively, used by graphic designers, publishers, and print shops. InDesign CS5 files, as well as the Illustrator CS5 images needed to reproduce this year's artwork, are available in the Resource Guide Artwork folder on the

CD-ROM.¹ Creative Suite files are available in CMYK in black and white and color.

These three formats balance versatility with ease of use. Incorporate this year's artwork into all your NCVRW materials, including news releases, event displays, and giveaways.

All of the 2011 NCVRW Resource Guide artwork is available for free download at www.ovc.gov/ncvrw2011.

RESOURCE GUIDE ARTWORK CONTENTS

- **2011 NCVRW Theme Poster.** A smaller version of the 2011 Theme Poster, this 11" x 17" poster comes in both black and white and color and can be printed on standard tabloid-size paper. This poster contains space to add local contact information.
- **Logos, buttons, and magnets.** These ever-popular giveaways are easy ways for participants at your events to show their support and solidarity with your mission.
- **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 teal and yellow ribbon 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 with assembling the ribbon cards. These cards work best with a heavy paper stock (at least 80-pound cover).
- **Name tags and table card.** Enhance your event by using these templates for name tags and table cards at exhibits, ceremonies, conferences, or any formal gathering.
- **Letterhead.** This versatile template is perfect for event fliers, news releases, letters of introduction, and so much more. Consider featuring the names of NCVRW partners, planning committee members, or sponsoring organizations on the letterhead as well.
- **Certificate of Appreciation.** Honor crime victims and those who serve them with this certificate of appreciation. Printed on parchment, fine paper, or attractive card stock, certificates should include the recipient's name in calligraphy (either handwritten or by typing on the fillable PDF), the name of the public figure or organization presenting the certificate, and the date on which it is presented.
- **Information and Referrals Contact List.** Containing toll-free numbers and Web sites for the nation's leading victim-serving organizations, this information and referral flier is a must-have for every social service agency in your community. You can request permission to post the list in public spaces (e.g., libraries, community centers, grocery stores), distribute hard copies to local businesses (ask to speak to a human resources representative), or e-mail the electronic version to local victim-serving and public-safety agencies (e.g., shelters, police departments, doctors' offices).
- **Public Awareness Posters.** The *2011 NCVRW Resource Guide* features six new public awareness posters, which you can personalize with local contact information for use throughout the year:
 - “You matter to us.”—designed to help victim service providers reach out to LGBTQ victims of crime, an underserved victim population that has few safe and welcoming places to turn in the aftermath of crime.
 - “Dignity. Respect. Peace. Honor.”—designed to help Native American tribes raise awareness about violence against women.
 - “He always knows.”—targeted to victims of stalking who have been monitored, intimidated, and tracked through the use technology.
 - “You matter to us.” (translated into Spanish).
 - “Dignity. Respect. Peace. Honor.” (translated into Spanish).
 - “He always knows.” (translated into Spanish).

¹ For software compatibility, all fonts have been converted to outlines.

JOIN FORCES

Foster relationships and get the help you need to produce memorable 2011 NCVRW outreach materials. Local businesses or colleges may donate paper, copying services, or ad space. Correctional agencies often provide printing and assembly services at reduced fees, faith-based groups may be willing to help stuff and distribute materials, and a local law enforcement agency might volunteer public affairs staff to design a winning outreach flier. Help tap your community's spirit of unity and build awareness about the importance of crime victims' rights.

2011 THEME COLORS

CMYK Values

Teal: C=100, M=8, Y=35, K=35

Yellow: C=0, M=12, Y=100, K=0

Black: C=0, M=0, Y=0, K=100 (*to be converted to rich black for professional printing*)

Comparable Spot Colors and RGB Values

Teal: PMS 3155C R=0, G=166, B=125

Yellow: PMS 109C R=255, G=218, B=0

Black: PMS Black R=3, G=0, B=0

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.