

Each year, the *National Crime Victims' Rights Week Resource Guide* offers an array of professionally developed, original artwork to draw attention to your community's NCVRW observance and unite it with public outreach efforts across the country. With space to add your local contact information, the 2012 Resource Guide Artwork is the perfect complement to your own materials and can be used throughout the year to raise public awareness of crime victims' rights and services.

2012 NCVRW ARTWORK ELEMENTS

This year's artwork reflects the 2012 NCVRW theme, "Extending the Vision: Reaching Every Victim," capturing the spirit, insight, and resolve needed to reach all victims of crime, with theme colors in shades of blue, generous white space, and black. (See "A Printing Primer" on page three.) The fonts used in the artwork include **Hypatia Sans Pro** and **Myriad Pro**, and the body text font is **Garamond**. With the exception of the large and small theme posters, all hard-copy artwork in the mailed version of the Resource Guide is 8½" x 11" with a ¼" margin. You can make copies of the artwork on home or office printers using the CD-ROM (enclosed in mailed copies of the *2012 NCVRW Resource Guide*) 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 CMYK colors.

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 three for more information).

TIP: Using JPEGs in Word. To place JPEG files in Microsoft Word, choose "insert > picture" and select the desired file from the CD-ROM. To type on top of the image, select the image, go to "format > text wrapping > 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 (CS5.5).** Adobe Illustrator and InDesign are professional design and layout programs, respectively, used by graphic designers, publishers, and print shops. InDesign CS5.5 files, as well as the Illustrator CS5.5 images needed to reproduce this year's artwork, are available in the Resource Guide Artwork folder on the CD-ROM. Creative Suite files are available in spot colors as well as black and white.

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 2012 NCVRW Resource Guide artwork is available for free download at www.ovc.gov/ncvrw2012.

RESOURCE GUIDE ARTWORK CONTENTS

- ♦ **2012 NCVRW Theme Poster.** A smaller variation of the 2012 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 giveaways are popular ways for participants at your events to demonstrate their support of crime victims' rights.
- ♦ **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 white 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 the look of 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). *Now with space for local contact information!*
- ♦ **Public Awareness Posters.** The 2012 NCVRW Resource Guide features six new public awareness posters, which you can personalize with local contact information for use throughout the year:
 - » "Make Your Rights a Reality."—names crime victims' rights and the role victim service providers play in securing them.
 - » "Don't Stand By, Stand Up."—describes bullying behaviors and promotes taking a stand against bullies.
 - » "Courage, Strength, Respect."—encourages young men to use their strength to speak up about crime.
 - » "Make Your Rights a Reality." (translated into Spanish)
 - » "Don't Stand By, Stand Up." (translated into Spanish)
 - » "Courage, Strength, Respect." (translated into Spanish)

JOIN FORCES

Foster relationships and get the help you need to produce memorable 2012 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.

2012 THEME COLORS

Blue: PMS 541C

Comparable colors:

- ◆ C=100, M=58, Y=9, K=42
- ◆ R=19, G=71, B=125
- ◆ HTML #13477D

Black: PMS Black

Comparable colors:

- ◆ C=0, M=0, Y=0, K=100
- ◆ R=3, G=0, B=0
- ◆ HTML #000000 ◆

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 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 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.