

# STRENGTH ★ RESILIENCE ★ JUSTICE

## ★★ About the Resource Guide Artwork ★★

The *2017 National Crime Victims' Rights Week Resource Guide* offers a selection of professionally developed, original illustration and other artwork to promote this year's theme—*Strength. Resilience. Justice.*—and draw attention to your community's NCVRW observance. By using the 2017 Resource Guide artwork, which provides space for you to add your local contact information, you become part of the nationwide effort to raise awareness about crime victims' rights and services during National Crime Victims' Rights Week.

### 2017 NCVRW Artwork Elements

This year's artwork frames the 2017 NCVRW theme—*Strength. Resilience. Justice.*—as a common goal, built on unity, dedication, and community. The **royal blue**, **red**, and **cream** theme colors unite us in our efforts to forge strong, resilient, just communities where all victims of crime receive the support and services they need. (See "[2017 Theme Colors](#)" on page 3.) The fonts used throughout the Resource Guide are **Avenir Next** (in varying weights) and **Futana** (regular). Reprint permission is granted for all artwork. Press files and other high-resolution artwork are available for download at [www.ovc.gov/ncvrw2017](http://www.ovc.gov/ncvrw2017). Much of the artwork also includes space for adding your organization's contact information. (See "[TIP: Text Fields on Fillable PDFs.](#)")

### Artwork Formats

Most print shops today print from digital art files. For flexibility and convenience, the *2017 NCVRW Resource Guide* contains electronic artwork in a variety of formats:

- **PDF.** PDFs are widely accessible files that can be opened with Adobe Reader, available for free download at [www.adobe.com](http://www.adobe.com). The Resource Guide includes PDFs in both process colors and black and white.

#### TIP: TEXT FIELDS ON FILLABLE PDFS

Many of the PDFs in this year's Resource Guide include text fields that allow users to customize the artwork in Adobe Reader. On these pieces (e.g., posters, name tags, table cards, certificates of appreciation), you can easily add your contact information or other text. To access the text fields, 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, if you want to insert text in different fonts, sizes, or colors, format your text in Microsoft Word and copy and paste it into the PDF text fields.

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- **JPEG.** JPEG files are individual images that can be placed in graphics programs, in various word processing programs, and on websites. Each piece that incorporates this year's theme and poster artwork is available as a JPEG, in both RGB color and black and white. (See "[A Printing Primer](#)" on page 4 for more information about color spaces.)

## TIP: USING JPEGS IN WORD

To place JPEG files in Microsoft Word, first ensure that the desired images are saved to your device. Then, from Word, choose "insert > picture" from the toolbar, and select the appropriate file. 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.*

- **Adobe Illustrator Creative Cloud (CC).** Adobe Creative Cloud programs are professional design applications used by graphic designers, publishers, and print shops. The Adobe Illustrator CC files needed to reproduce this year's artwork are available for download at [www.ovc.gov/ncvrw2017](http://www.ovc.gov/ncvrw2017). Illustrator files are available in process colors as well as black and white.

These three formats (PDF, JPEG, and Adobe Illustrator) balance versatility with ease of use, enabling you to incorporate this year's artwork into all your NCVRW materials, including banners, brochures, and giveaways.

*All of the 2017 NCVRW Resource Guide Artwork is available for free download at [www.ovc.gov/ncvrw2017](http://www.ovc.gov/ncvrw2017).*

## Resource Guide Artwork Contents

### Theme Posters

- **2017 NCVRW Theme Poster.**<sup>1</sup> Press artwork for the official 22" x 28" full-size NCVRW Theme Poster in both black and white and color.
- **11" x 17" Theme Posters.** A smaller variation of the official 2017 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.

### Theme Artwork

- **2017 Theme Color Palette.** Theme colors and their values in different color systems help you create your own outreach materials.
- **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. A heavy paper stock, such as 80-pound cover stock, is recommended.
- **Buttons, Logos, and Magnets.** Use the provided artwork to create giveaways for your events. Always popular, such items help participants demonstrate their support for crime victims' rights.



<sup>1</sup> A limited number of rolled copies of the 22" x 28" poster are available for a small shipping fee at [www.ovc.ncjrs.gov/ncvrw2017/posters.html](http://www.ovc.ncjrs.gov/ncvrw2017/posters.html).

- **Certificate of Appreciation.** The certificate of appreciation can be used to honor crime victims and those who serve them. Certificates may be printed on parchment, fine paper, or attractive card stock; they can include the recipient's name in calligraphy (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 is 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 on the letterhead.
- **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 gathering.
- **Information and Referrals Contact List.** 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 e-mail 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 royal blue, red, and cream ribbons 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 Artwork

- **Web Ads and E-mail Banners.** Use these NCVRW-themed banners on your website and in your e-mails.
- **Social Media Cover and Profile Images.** These JPEGs are perfectly sized for use as cover and profile images on Facebook and Twitter. The profile image also can be used on other social sites such as Google+.

## Public Awareness Posters

The 2017 NCVRW Resource Guide features three new public awareness posters (in English and Spanish), each highlighting a critical message for your community. With room for local contact information, the posters are on the following topics and can be used throughout the year:



- Sexual Assault
- Crime Victims with Disabilities
- General Crime Victimization

## Join Forces

Look for local, community-based partners to help you produce memorable 2017 NCVRW outreach materials. Businesses or colleges may donate paper, copying services, or ad space. Schools, neighborhood groups, or faith-based organizations may provide volunteers for stuffing envelopes and other outreach activities. Correctional agencies often provide printing and assembly services at reduced fees, and government agencies—including law enforcement—may 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 partnerships during National Crime Victims' Rights Week.

# About the Resource Guide Artwork

## 2017 Theme Colors

This year's theme art was designed in blue, red, and cream process colors. Their CMYK builds, below, are accompanied by comparable values in other color spaces. (See "[A Printing Primer](#)" below.)



**Royal Blue: C=100, M=70, Y=0, K=0**

*Comparable Colors:*

PMS 2935C

R=0, G=91, B=179

HTML #005baa



**Red: C=15, M=100, Y=90, K=10**

*Comparable Colors:*

PMS 200C

R=190, G=30, B=45

HTML #be1e2d



**Cream: C=0, M=12, Y=29, K=0**

*Comparable Colors:*

PMS 7506C

R=255, G=255, B=185

HTML #ffe189 ★

## 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 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 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 (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 limited RGB spectrum. As a result of these limitations in web browsers and variations in monitor calibrations, online images and websites 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.