

BRAND GUIDE FOR THE CHILD ABUSE & NEGLECT PREVENTION BOARD

LOGO



LOGOS SHARING SPACE

The Child Abuse & Neglect Prevention Board (Prevention Board) logo regularly shares space with local, county, state and national partners. When this occurs, balance the logos within the space and use sufficient white space between and around the logos.



PHOTOGRAPHY

People often choose photographs of children and families when creating publications. Choose realistic looking images that portray healthy families and safe children representing the diverse Wisconsin population. The Prevention Board does not use photographs of children that show bruises or other obvious signs of abuse. A photo release must be completed for all photos. Contact the Prevention Board for a sample photo release.

FUNDING ACKNOWLEDGMENT

If your agency has been awarded a grant from the Prevention Board, the logo, funding acknowledgment and a disclaimer must be used. Contact the Prevention Board for the most current language (PreventionBoard@wisconsin.gov).

FONTS

Primary San-Serif Typeface

CALIBRI
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CALIBRI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary San-Serif Typeface

CAMBRIA
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

COLORS

Black / PMS Black
CMYK: 66 / 64 / 67 / 67
RGB: 46 / 42 / 37

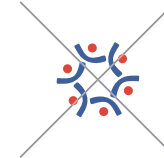
Red / PMS 179
CMYK: 0 / 87 / 85 / 0
RGB: 224 / 60 / 49

Blue / PMS 7684
CMYK: 90 / 64 / 0 / 0
RGB: 56 / 94 / 157

Yellow / PMS 1235
CMYK: 0 / 31 / 98 / 0
RGB: 255 / 184 / 28

Teal / PMS 3252
CMYK: 49 / 0 / 23 / 0
RGB: 42 / 210 / 201

LOGO USAGE



Please Don't

- Use the logo in any other color combination than identified in this document
- Stretch, rotate, or distort the logo
- Use the logo at less than 100% opacity or tints/screens of color
- Use the color logo over any pattern or dark color field not within the brand palette
- Change the typography in the logo mark
- Use only part of the Prevention Board logo

QUESTIONS

The Prevention Board understands that it may be difficult to adhere to every aspect in this brand guide. If you have questions please contact the Prevention Board (PreventionBoard@wisconsin.gov)