BRAND GUIDE FOR THE CHILD ABUSE & NEGLECT PREVENTION BOARD

LOGO

LOGO SHARING

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

SERVICE MARK

The Child & Abuse Prevention Board logo is registered service marks. It is protected and should not be manipulated without permission from the Prevention Board.

COLORS

CMYK: 0/31/98/0	CMYK: 49/0/23/0	CMYK: 90/64/0/0	CMYK: 0/87/85/0	CMYK: 39/0/81/0	CMYK: 66/64/67/67
RBG: 255/184/28	RBG: 42/210/201	RBG: 56/94/157	RBG: 224/60/49	RBG: 161/226/94	RBG: 46/42/37
PMS: 1235	PMS: 3252	PMS: 7684	PMS: 179	PMS: 374	PMS: BLACK

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 at PreventionBoard@wisconsin.gov

FONTS

Primary San-Serif Typeface
CALIBRI
ABCDEF GHIJKLMNOPQRS TUVW X YZ
abcde fghijklmnopqrstuv wxy z
1234567890
CALIBRI BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary San-Serif Typeface
CAMBRIA
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LOGO USAGE

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

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 at PreventionBoard@wisconsin.gov