



Ohio Children's Trust Fund

Ohio's Prevent Child Abuse America Chapter

Visual Identity Guide

Contents

Introduction	1
The Logo	2
Logo Forms.....	3
Improper Use	4
Colors	5
Font Choices.....	6
Design Elements	7
Photographs	8
Identity Examples.....	9



Ohio Children's Trust Fund

Ohio's Prevent Child Abuse America Chapter

The Ohio Children's Trust Fund (OCTF) is Ohio's only publicly funded organization for child abuse and neglect prevention. It's unique among many other child abuse organizations because of the way it partners with other groups to prevent child abuse and advocate for strong families.

One group that OCTF partners with is Prevent Child Abuse America. OCTF and Prevent Child Abuse America–Ohio (PCAO) each have their own branding guidelines. **This guide explains PCAO's branding guidelines only.** Use these guidelines if you are creating materials for PCAO as its own entity and if the materials are **not** related to Child Abuse and Neglect Prevention Month in April.

This guide is designed to bring consistency to PCAO's public image. If you have any questions or need electronic files or templates, contact OCTF staff directly at **Ohio Children's Trust Fund@jfs.ohio.gov**.

The Logo

The PCAO logo represents OCTF every time OCTF stands with Prevent Child Abuse America as a joint entity. It should be used in documents, websites and PowerPoint presentations not related to Child Abuse and Neglect Prevention Month in April. Appropriate times to use the PCAO logo include community events and fundraising activities.

When OCTF presents itself as a stand-alone organization, it uses its own logo.

Jumping Children

The PCAO logo depicts a pair of jumping children with the logotype to the right. When the logo is in color, the jumping children are white on a OCTF purple background and the text is black. See page 5 for an explanation of colors.

Proportion

The logo is a unique design and cannot be modified in any way. Please note: When adding a copy of the logo into any Microsoft Office product, you should hold the “Shift” key while resizing. Doing so will ensure that the logo keeps its proportions and does not become distorted.

Clear Space

To ensure visibility of the logo, surround it with a sufficient amount of clear space. Clear space means that the area immediately surrounding the logo is free of type, graphics or other elements.

Minimum Size

To be read easily, the PCAO logo should be at least 2.75 inches wide, as shown below.



Ohio Children's Trust Fund
Ohio's Prevent Child Abuse America Chapter

Logo Variation

An acceptable variation to the basic color logo is a black and white version.



Ohio Children's Trust Fund
Ohio's Prevent Child Abuse America Chapter



Ohio Children's Trust Fund
Ohio's Prevent Child Abuse America Chapter

Improper Use

Here are some examples of things not to do with the PCAO logo.

Don't...



Put a border around it.



Use a background that makes it hard to read.



Switch the colors of the people and/or words.



Make the whole logo OCTF purple.



Use different colors for the logo and/or logotype.



Make the logo and/or logotype April blue or any other unapproved color.



Stretch the logo horizontally. The purple dot is a circle.



Stretch the logo vertically.



Ohio Children's Trust Fund
Ohio's Prevent Child Abuse America Chapter

Move the purple dot above the logotype.

Ohio Children's Trust Fund
Ohio's Prevent Child Abuse America Chapter

Use the logotype without the logo.

Colors

The colors of the joint OCTF/PCAO logo are OCTF purple (Pantone 2603) and black. PMS 286 (April blue) also can be used as a primary color in the month of April. Please note that when April blue is lightened, it can look blue or purple depending on the software you are using. To keep blue colors consistent, use the solid blue whenever possible.

OCTF has expanded this palette to add more variation in design. This secondary color palette is included below. Other colors are not to be used with this visual identity system.

*Primary Colors**



“OCTF purple”
Pantone: PMS 2603
RGB: 110, 41, 141



“April blue”
Pantone: PMS 286
RGB: 0, 51, 160



Pantone: Process Black
RGB: 0, 0, 0

*Secondary Colors**



Pantone: PMS 404
RGB: 110, 41, 141



Pantone: PMS 102
RGB: 252, 227, 0



Pantone: 1375
RGB: 249, 159, 30

* CMYK and Hex values of all brand colors exist.

Font Choices

Bodoni is a classic typeface that is bold and sturdy-looking. It works well in headlines. Bodoni has several digital versions. The font used for the PCAO logo is Bodoni MT. If you use other versions of Bodoni, they should look similar to this.

Franklin Gothic is a typeface with clean and uniform lines that is highly legible. The Franklin Gothic Book typeface should be used for body text whenever possible. When bold, Franklin Gothic also can make a great header.

Primary Typefaces

Bodoni MT

ABCDEFGHIJKL
MNOPQRSTUVWXYZ
XYZ

abcdefghijklmnpqr
stuvwxyz

*abcdefghijklmnpqr
stuvwxyz*

Franklin Gothic

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

abcdefghijklmnpq
rstuvwxyz

*abcdefghijklmnpq
rstuvwxyz*

Secondary Typefaces

Ohio Department of Job and Family Services system fonts include Bodoni MT and Franklin Gothic, so most agency computers have them. In the event that Bodoni and Franklin Gothic are not available, Arial can be substituted.

Arial

ABCDEFGHIJKLMNOPS
TUVWXYZ

abcdefghijklmnpqrstuvwxy

abcdefghijklmnpqrstuvwxy

Design Elements

The jumping children in the joint OCTF-PCAO logo can be used as a design element.

They can add a subtle branded element to a PowerPoint or as a watermark by enlarging the image and dropping the opacity to 10 to 15 percent.

The children also can be used small or reversed onto black or OCTF purple. Pay attention to the lines if making a small version. The smaller the children get, the more likely it is that the lines will bleed together, especially when viewed on a screen. The image below is a half-inch wide.



Photographs

People often choose photographs of children and families when creating PCAO publications. Choose realistic-looking images that portray healthy families and safe children. OCTF does not use photographs of children that show bruises or other obvious signs of abuse.

Several acceptable images are displayed below.



Identity Examples

I'll add a bunch of stuff to this page once the new letterhead, PowerPoint template, etc. is settled on.