

# Visual Accents

The jumping children in the Ohio Children's Trust Fund (OCTF) logo can add a subtle branded element to a PowerPoint or as a watermark by enlarging and dropping the opacity to 10-15%.

The children also can be used small or reversed out onto black or OCTF purple. When making a small version of this graphic, pay attention to the lines. The smaller the children get, the more possible it becomes to bleed the lines together, especially for screen views.



# Photographs

People often choose photographs of children and families when creating publications for OCTF-Prevent Child Abuse Ohio (PCAO). Choose realistic looking images that portray healthy families and safe children. The Trust Fund does not use photographs of children that show bruises or other obvious signs of child abuse.

# Examples



Business card,  
Thank you card,  
Letterhead

## Logos



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



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## Logos Sharing Space

The joint OCTF-PCAO logos regularly share space with county and state partners. When this occurs, balance the two logos using about 50% of the space for each.



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



**Department of  
Job and Family Services**

## Colors

### Primary Colors



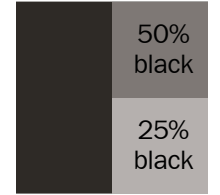
"OCTF purple"

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

## Fonts

### Primary Typefaces

#### Bodoni MT

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz

#### Franklin Gothic

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
VWXYZ  
abcdefghijklmnopqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz

### Secondary Typeface

When Franklin Gothic is not available, substitute the typeface Arial.  
When both brand fonts aren't available, substitute Arial for both.