

Ohio Children's Trust Fund Brand Quick Guide

Visual Accents

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

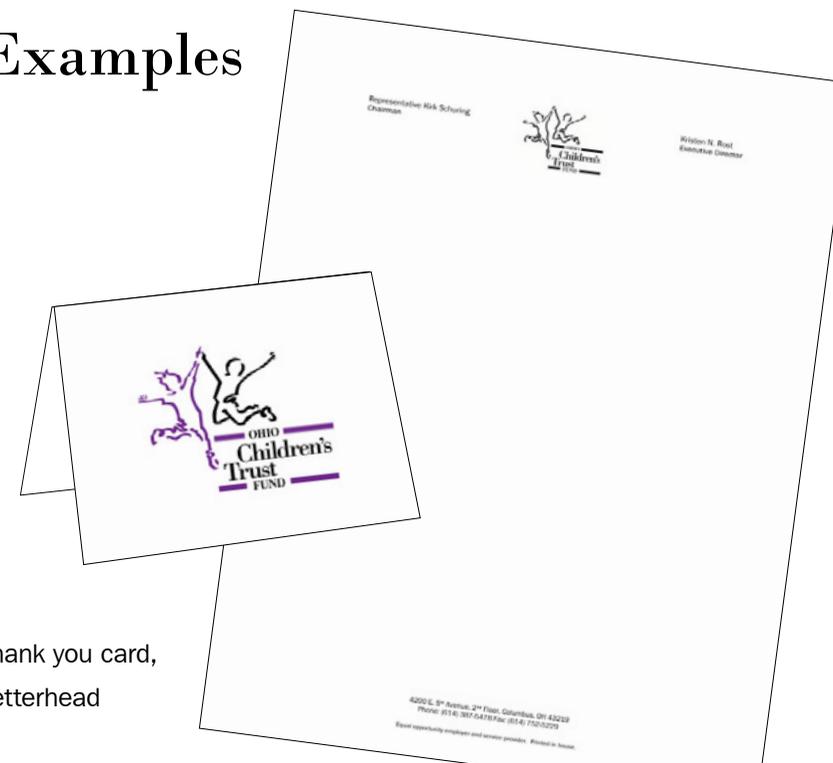
The children also can be used small or reversed out onto black or OCTF purple. When making a small version of this graphic, pay attention to the lines. The smaller the children get, the more possible it becomes to bleed the lines together, especially for screen views.



Photographs

People often choose photographs of children and families when creating OCTF 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.

Examples



Thank you card,
Letterhead

Logos



Colors

Primary Colors



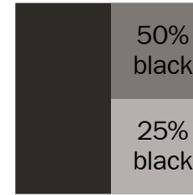
"OCTF purple"

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

Logos Sharing Space

The Ohio Children's Trust Fund (OCTF) logo regularly shares space with county, state and national partners. When this occurs, balance the two logos using about 50% of the space for each (above). There is a unique logo for times when OCTF serves as the Ohio Chapter of Prevent Child Abuse America (below).

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 also.



Ohio | Department of
Job and Family Services



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