

# Resource Guide

# How To Use the Artwork



The *2021 National Crime Victims' Rights Week (NCVRW) Resource Guide* offers a selection of professionally developed, original illustrations and other artwork to promote this year's theme—*Support Victims. Build Trust. Engage Communities*. Draw attention to your community's NCVRW observance by learning how to match the theme colors, which fonts to use, what kind of file is best suited for your purposes, and other recommendations to make the most of this year's resource guide.

When you use the 2021 NCVRW artwork, you become part of the nationwide effort to raise awareness about crime victims' rights and services during NCVRW.

## Artwork Elements

This year's artwork features the 2021 NCVRW theme colors—pink, purple, and yellow (optional). Designed in CMYK, the theme palette also includes comparable RGB values, hex codes, and PMS colors for your convenience. (See “2021 Theme Colors,” page 3.) To help maintain a consistent look, the fonts used throughout the Resource Guide are Helvetica Neue LT Std family of fonts and Trajan Pro Bold.

All artwork, including high-resolution formats for print applications as well as smaller graphics for use online, is available in **English** and **Spanish** at <https://ovc.ojp.gov/ncvrw2021/ncvrw-artwork>. Much of the artwork also includes space for adding your organization's contact information. (See the “File Formats” sidebar.) **Reprint permission is granted for all NCVRW artwork.**<sup>1</sup>

## Artwork Categories

To help you select the most suitable artwork for your needs, the 2021 NCVRW artwork is categorized by how

it will be used. Use these categories—referenced below in “Artwork Collection”—as a guide to help you choose the most appropriate files. To learn about the differences between CMYK, RGB, and PMS color specifications, see “A Printing Primer” on page 4.

- **Web art** is set up in RGB and available in JPG and PNG formats at pixel dimensions commonly used in website and email templates. These images will display properly on screen and load quickly due to their small file size, but may appear pixelated or very small in print applications.
- **Print art** is set up in CMYK and available in high-resolution JPEG and PDF formats suitable for office printing or placing into other documents. (Note that these files do not account for a “bleed”—when the ink for an image extends beyond the borders of the page.)
- **Press art** is set up in CMYK with outlined text, embedded images, and document bleeds. High-resolution source files suitable for offset presses and professional printing are available. (Note that you will need a recent version of Adobe Creative Cloud to open these files.)

## Artwork Collection

This year's collection of ready-made artwork includes the following.

### Theme Posters (*print, press*)

- **2021 NCVRW theme poster.**<sup>2</sup> Press artwork for the official 22” x 28” full-size NCVRW theme poster is available for download.
- **11” x 17” theme poster.** A smaller variation of the official 2021 NCVRW theme poster, the 11” x 17”

<sup>1</sup> For related questions, please refer to the “Frequently Asked Questions” in the Overview section.

<sup>2</sup> A limited number of flat 22” x 28” Theme Posters are available for a small shipping and handling fee at <https://ovc.ojp.gov/ncvrw2021/ncvrw-artwork/theme-posters>.

poster can be printed on standard tabloid-size paper and contains space to add local contact information.

### Theme Artwork (*print, press*)

- **Billboard artwork.** Designed for 30' x 10' and 48' x 14' displays, the digital billboard artwork is a highly visible way to publicize NCVRW in your community. Formats vary widely. Contact your local advertising vendor for exact specifications.
- **Bookmarks.** Mix and match the bookmark designs to meet your outreach needs. On some designs, space is available to add local contact information. OVC recommends printing on heavy paper, such as 80-pound cover stock.
- **Buttons, logos, and magnets.** Use the artwork provided to create giveaways for your events. These always-popular items help participants demonstrate their support for crime victims' rights.
- **Certificate of Appreciation.** Use the certificate of appreciation to honor crime victims, those who serve them, or other notable figures who have supported your event. Print on parchment, fine paper, or attractive card stock, and include the recipient's name (either handwritten or typed on the fillable PDF), the name of the public figure or organization presenting the certificate, and the date on which it will be presented.
- **Letterhead.** This versatile template is perfect for event fliers, news releases, letters of introduction, and other NCVRW documents. You might also feature the names of NCVRW partners, planning committee members, or sponsoring organizations.
- **Name tags and table cards.** Enhance the formality of your event by using these templates for name tags and table cards at exhibits, ceremonies, conferences, or any other relevant gathering.
- **Referral flier.** This flier, which lists toll free numbers and websites for the Nation's leading victim-serving

organizations, is a must-have for every social service agency in your community. Post the list in permissible public spaces (e.g., libraries, community centers, grocery stores), distribute hardcopies to local businesses (ask to speak to a human resources representative), or email the electronic version to local victim-serving and public safety agencies, healthcare providers, etc. (e.g., shelters, police departments, doctors' offices).

- **Ribbon cards.** These cards work best when printed on a heavy paper stock (at least 80-pound cover). To make ribbons for the cards, cut one 8-inch strand each of pink, purple, and yellow (optional) ribbon and form a loop; secure the strands to the ribbon card with a 2-inch stickpin. Partner with local volunteers (e.g., from schools, civic organizations, faith-based communities) for help assembling the ribbon cards.

### Web Artwork (*web*)

- **Web ads and email banners.** Help raise the profile of NCVRW by adding these promotional images to your website, newsletter, or email signature.
- **Social media cover and profile images.** These images are sized specifically for use as cover and profile images on Facebook and Twitter.

### Public Awareness Posters (*web, print, press*)

The 2021 NCVRW Resource Guide features three new public awareness posters (in English and Spanish), each highlighting a critical message for your community— simply add your local contact information to the print files or share the web files on social media. This year's posters feature the following topics and can be used throughout the year:

- Human trafficking
- Elder Fraud
- Victim Compensation



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## File Formats

### **Portable Document Format (PDF)**

PDFs are widely accessible files that can be opened with Adobe Reader, which is available for free download at [www.adobe.com](http://www.adobe.com).

Many of the PDFs in this year's Resource Guide, such as the posters and certificate, include text fields that allow users to add their contact information or other custom text. Activate a text cursor by clicking on the text field and starting to type. Alternatively, to insert text in different fonts, sizes, or colors, you can first format your text in Microsoft Word, then copy and paste it into the PDF text field.

### **Joint Photographic Experts Group (JPEG)**

JPEGs are compressed image files that are compatible with most graphics programs, word processing programs, and web applications.

To place JPEG files in Microsoft Word, first ensure that you have saved the desired images to your device. Then, from Microsoft Word, choose "Insert > Pictures" from the toolbar, and select the appropriate image. Right-click on the image to adjust the size, position, and other attributes. To add text to the image, select "Format > Wrap text > Behind text." Then create a text box and place it over the image. Make sure the text box does not have a fill or border color selected.

### **InDesign (INDD)**

INDDs are professional page layout files often used to create books, newspapers, and fliers. They contain page formatting data, page content, styles, and linked files.

The 2021 NCVRW theme artwork INDD files can be opened with Adobe InDesign and Adobe InCopy, which are available from [www.adobe.com](http://www.adobe.com).

## 2021 Theme Colors

To tie in your NCVRW activities and events to those being held across the Nation, use the 2021 theme palette.

### **Pink: C=18, M=100, Y=0, K=8**

Comparable colors: R=187, G=14, B=130  
HTML #BB0E82  
Pantone 675

### **Purple: C=97, M=100, Y=0, K=4**

Comparable colors: R=52, G=45, B=140  
HTML #342D8C  
Pantone 2735

### **Yellow: C=0, M=29, Y=100, K=0**

Comparable colors: R=253, G=186, B=18  
HTML #FDBA12  
PMS 7408

## Join Forces

Once you plan out the art pieces you would like to use, think creatively about which local, community-based partners might help you produce or disseminate your new 2021 NCVRW outreach materials.

- Businesses or colleges may donate paper, copying services, or ad space, including billboard rentals.
- Theaters may display theme art publicizing the week or awareness poster content throughout the year.
- Schools, neighborhood groups, or faith-based organizations may provide volunteers for assembling ribbon cards, making buttons, collating informational packets, or other outreach activities.

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- Correctional agencies often provide printing and assembly services at reduced fees.
- Government agencies (including law enforcement) may be willing to offer public affairs staff to design pamphlets and fliers.

Tap into your community’s spirit of unity and build awareness about the importance of crime victims’ rights by encouraging these partnerships during NCVRW.

## A Printing Primer

Often, materials printed on a home or office color printer look different from materials printed by a professional press or posted on the web. This discrepancy occurs because of how color is generated in different color systems—**CMYK**, **spot colors**, and **RGB**.

**CMYK:** Office printers and those used by quick-copy print shops use only four inks—cyan (blue), magenta (red), yellow, and black. These inks are known as CMYK, process inks, or four-color process, and they intermix to create the nearly endless range of colors that you see on printouts.

**Spot Colors:** Professional “offset” print shops can print products designed for CMYK inks. However, they also print designs that use spot-color inks, specific colors that are mixed according to precise formulas—usually set

by the Pantone Matching System (PMS), a color system widely used by professional printers and designers. By selecting colors from PMS “swatchbooks” (sample books), designers know exactly what the final printed color will be, regardless of how the design appears on screen, and can be sure that the colors will be consistent across products. Organizations often design their logos in spot colors to eliminate color variations among their printed materials and other branded products. The more spot colors a design requires, the more expensive it is to print.

**RGB:** Unlike printed CMYK inks and spot colors, which absorb light to produce color, RGB colors are emitted as light from screens and monitors. Red, green, and blue (RGB) light values are added in various combinations to produce a vibrant spectrum. However, because every screen is uniquely calibrated to display color, and web browsers often use their own limited RGB spectrum, colors viewed on screens and particularly websites may appear inconsistent.

Each of these three color systems has its own spectrum and distinct color values. It is possible to approximate (but not exactly reproduce) colors from one system (e.g., spot colors) in another color system (e.g., CMYK). For the greatest color consistency when printing or reproducing artwork, use the color system in which the artwork was created.



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