



Brand Identity Guide



Learning signs of child abuse and neglect



Children's Trust CEO Sue Williams (left, top photo) was named one of five honorees of the Children's Bureau Champion Award at 21st National Conference on Child Abuse and Neglect in Washington, D.C. in April 2019. In the inaugural year for the "promoting child and family well-being category," she was recognized for being a tireless advocate for children in South Carolina and at the national level.



ner,
ureau, at a
alk about their
ening programs.

ard in South
s brought national
olina, whether it's
ular program has
s a young person who
nks to a program.

one organization, one
fare or child well-being
ty to bring people together
wnership of what we're trying



Contents

A Better Future for South Carolina	2
Communications Foundation	5
Logo Assets	6
Visual Assets	12
Branded Assets	21
Signature Work Identities	27
Sub-Brands	32

A Better Future for South Carolina

Children's Trust is South Carolina's leader for the prevention of child abuse, neglect and injuries. We want every child to experience a great childhood, growing up healthy, nurtured, safe and strong.

South Carolina's children and families need solutions, grounded in research and fueled by collaboration, that focus on two-generation strategies and sustainability to reduce child abuse and neglect in our state.

We know a better future starts with better childhoods, and when prevention is strong, South Carolina is strong.

Mission

Strengthening families, organizations and communities to prevent child abuse and neglect

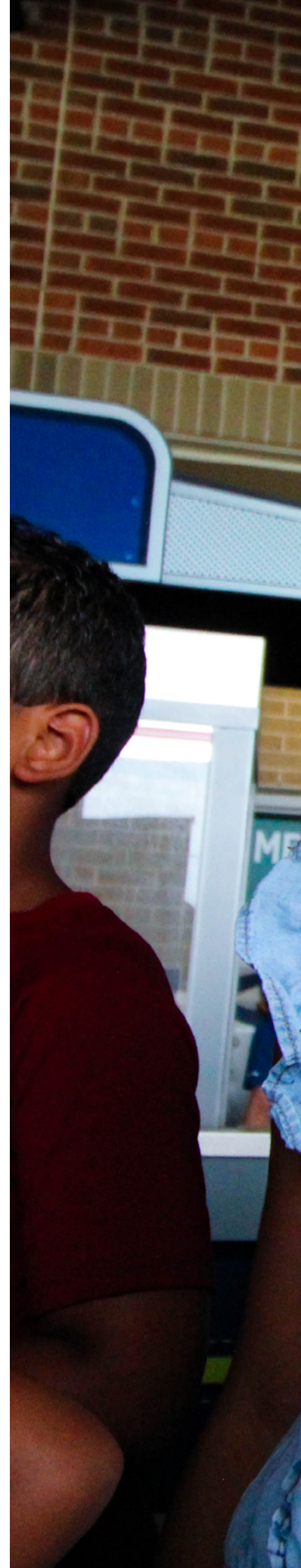
Vision

A South Carolina where every child thrives

Values

The work of Children's Trust is guided by a set of values that provide the framework and inspiration for all we do. Our values help hold us accountable to South Carolina's children and families, our partners and each other.

- **Leadership.** Using our voice, vision and expertise to stand up for children, leverage resources and empower our partners.
- **Equity.** Working to eliminate inequities so that all children and families have what they need to succeed.
- **Innovation.** Advancing proven prevention strategies while striving to learn, grow and excel.
- **Trust.** Ensuring the public's trust through accountability, transparency and a standard of excellence.





1ST DAY
Festival
School Shopping
SCAVENGER HUNT





Communications Foundation

We are the leading prevention organization in South Carolina because of our resources, experience, expertise, credibility and passion. Therefore, our visual identity will be bold and engaging.

Our **prevention** work is grounded in a strengths-based approach. Our stories are best told from a position of strength reflecting happy, healthy and safe children as compared to images and stories of children who have experienced trauma.

We rely upon subject-matter experts to inform our communications work and serve as spokespersons as requested by the CEO and chief communications officer.

The work of keeping children free from abuse and neglect is the responsibility of many. We work to ensure Children's Trust leadership is represented appropriately to reflect the value we add to our partnerships.

Our work should reflect the diverse population we serve while speaking to our priority audiences. We strive for cultural sensitivity and show value for the distinct skills, roles and perspectives all of us bring to prevention work.

We strive for an overarching brand identity that remains dominant regardless of the specific affiliations, programs and work that we employ to prevent abuse and injuries.

We will use quality images, concise messaging and adherence to quality graphic standards so that we are noticed by our message-saturated audiences.

When responding to media inquiries, we do not speak to individual cases of child trauma. Instead we pivot to a broader prevention message with heightened sensitivity as not to exploit a family tragedy.

We follow the writing style set by the Associate Press in their *AP Stylebook* for spelling, language, punctuation and word usage. For the occasional technical document, we may defer to the style set by the professional association for that particular topic.

Much of our strategic messaging is informed by two studies completed by FrameWorks Institute and commissioned by Prevent Child Abuse America, *Making the Case for Child Abuse and Neglect Prevention: A FrameWorks Message Memo (2004)* and *Summary Message Memo (2009)*. The research is available at [PreventChildAbuse.org](https://www.preventchildabuse.org) and [FrameWorksInstitute.org](https://www.frameworks.org).



Logo Assets

[Our Logo](#)

[Color Palette](#)

[Logo Clear Space](#)

[Logo Over Backgrounds](#)

[Logo Size Requirements](#)

[Logo Placement](#)

[Incorrect Logo Usage](#)



Our Logo

Our logo includes five distinct colors that project a bright and cheerful image. It represents those who stand hand-in-hand for prevention, working together to build strong families and keep children safe.

Approval for Logo Use

The communications department must approve all uses of the logo before publishing in print and on digital platforms.

Color Palette

Please use the colors listed and their correct formulas to reproduce artwork to match the Children's Trust brand. **The primary color for Children's Trust is blue.** With printed pieces it is recommended to use 90 percent black instead of 100 percent black for text.

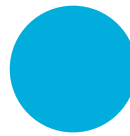
When using secondary colors, they should only be used as accent colors and not as a dominant color. Examples of these executed can be provided by contacting Children's Trust communications department.

Certain secondary colors require black icons or graphics to be placed over them rather than white. These include pear, yellow and gold. This is to ensure enough color contrast.

Call to Actions for Donations

To make a distinction between a standard call to action and a donation, pink is the designated color. Buttons and all calls to action text to donate should be pink. Certain exceptions are allowed but only on a case-by-case basis.

Logo Colors



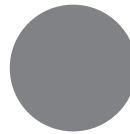
BLUE

PMS: 312
CMYK: 100, 0, 10, 0
RGB: 0, 173, 220
HEX: 00ADDC



PEAR

PMS: 381
CMYK: 20, 0, 100, 0
RGB: 215, 223, 35
HEX: D7DF23



GRAPHITE

PMS: Cool Gray 10
CMYK: 0, 0, 0, 60
RGB: 102, 102, 102
HEX: 666666



ORANGE

PMS: 1665
CMYK: 0, 70, 100, 0
RGB: 243, 112, 33
HEX: F37021



PINK

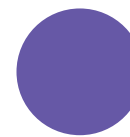
PMS: 227
CMYK: 0, 100, 0, 20
RGB: 196, 0, 117
HEX: C40075

Secondary Colors



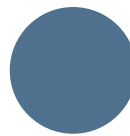
PURPLE

PMS: 513
CMYK: 46, 93, 0, 0
RGB: 152, 56, 149
HEX: 983895



BLUE VIOLET

PMS: 7670
CMYK: 70, 75, 0, 0
RGB: 102, 88, 166
HEX: 6658A6



BLUE SLATE

PMS: 5405
CMYK: 78, 55, 35, 0
RGB: 78, 113, 141
HEX: 4E718D



GREEN

PMS: 360
CMYK: 68, 6, 100, 0
RGB: 93, 176, 70
HEX: 5DB046



RED

PMS: 7597
CMYK: 10, 90, 100, 0
RGB: 220, 65, 40
HEX: DC4128



YELLOW

PMS: 7404
CMYK: 8, 9, 90, 0
RGB: 239, 216, 53
HEX: EFD834



GOLD

PMS: 7409
CMYK: 0, 28, 100, 5
RGB: 240, 179, 17
HEX: F0B311



Logo Clear Space

In order to maintain the integrity of the logo, a clear space area must be followed. The minimum clear space is measured by the height of the capital letter "T" in the word "Trust" from the logo. The size of the "T" must float around the entire logo as clear space. The logo clear space protects the legibility and brand integrity of our logo.

Logo Over Backgrounds

The reversed and black logo should be used as illustrated below. The color logo should only be used when it is placed over a white, pre-approved light neutral background, or over a light photo that does not intrude into the "safe area" of the logo. The logo should not be placed over a busy photo where it is hard to read or see. There should be plenty of contrast between the logo and the background, light enough to represent a neutral background. Do not use drop shadows or white glowing effects on the logo.

The black logo should be used over pear, yellow and gold while the reversed logo should be used over the rest of the Children's Trust color palette options.



Reversed logo on blue



Reversed logo on graphite



Reversed logo on orange



Reversed logo on pink



Reversed logo on purple



Reversed logo on blue violet



Reversed logo on blue slate



Reversed logo on green



Reversed logo on red



Color logo on 10% black



Color logo on screened sky photo



Black logo on pear



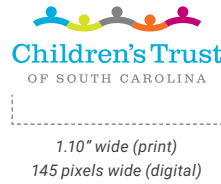
Black logo on yellow



Black logo on gold

Logo Size Requirements

The logo should not be reproduced any smaller than 1.10 inches wide proportional for print and 145 pixels wide proportional for digital.



Logo Placement

Print

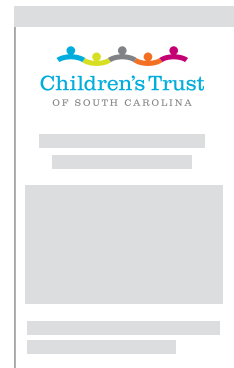
The logo should be placed as a signature at the bottom in print as opposed to the top in the header. Letterhead is the only exception where the logo should be placed at the top of the page. If Children's Trust needs to be represented at the top, then spell out "Children's Trust of South Carolina" for the first use. (Subsequent uses can be shortened to "Children's Trust.") Generally, we would also include the URL, address and any appropriate hashtags in that space as well.

Web and Email

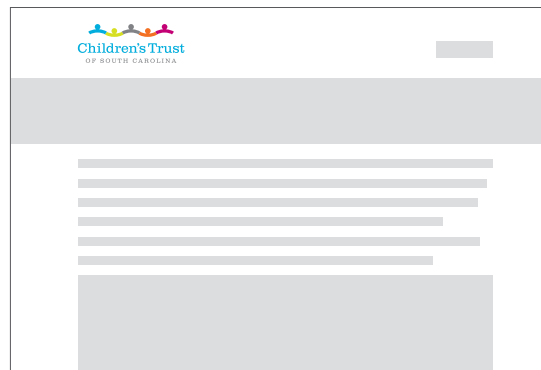
The logo should be placed at the top of the page. Emails can have an alternate placement with the logo at the bottom if Children's Trust of South Carolina is used as text at the top of the email.



Flier layout with logo placed on the bottom.



Email with logo placed at the top. Illustrated as mobile example.



Webpage with logo placed at the top. Illustrated as desktop example.

Incorrect Logo Usage

Any modification of our logo confuses its meaning and diminishes its impact.



Do not change or reorder the colors of any part of the logo.



Do not change the color logo to reversed or black. For a reversed, gray or black logo, use the correct logo where the icons are separated. See "Logo Over Backgrounds" on page 8.



Do not stretch the logo to make it fit in a spot. The logo must be sized in proportion.



Do not add a glow effect, drop shadows, bevel effects or any other elements to make the logo stand out over a background. This includes print, television, web and presentations.



Do not use the outdated and older logo containing the word "The." If you have this logo, please contact Children's Trust communications department for the most up-to-date logo.



Do not place the logo before or after a sentence or phrase. The correct way to achieve this sentence is to spell out Children's Trust of South Carolina without using the logo.



Do not place the logo over a photo where it is hard to read. A clean background should be used where it does not interfere visually with the logo. See "Logo Over Backgrounds" on page 8.



Do not outline the logo or logo icons.



Visual Assets

Photography

Illustrations

Video and Audio

Iconography

Typeface

Stationery

Web Address Format



Physical signs of child abuse



Actions of child abuse

Photography

Still photography and video are powerful communications tools, giving us the opportunity to show the ends we are working to achieve. Our goal is to show that prevention works.

- Children in positive relationships with adults
- Community engagement
- Protective Factors Framework at work

Use high-quality, full-color images. The lighting and atmosphere should feel warm and show approved safety methods.

We strive for diversity and inclusion to represent the diverse families and communities we serve.

Children's Trust images will be used over purchased stock photography when available and when they meet quality standards and messaging goals.

Incorrect Image Styles

Children's Trust will not use photography that shows actions of or the aftermath of physical abuse, children being harmed or dangerous safety situations. The exception to this rule is for specific training materials.

Illustrations

These examples of illustrations are the style to be used for Children's Trust. When using families and professionals, it is important to include several different races. Purchased illustrations can be modified and updated to meet these standards by the communications department.



Black family with their two kids shaded using the Children's Trust color palette.



House shaded in the Children's Trust color orange.



Assembling a puzzle piece brain using the Children's Trust color palette.



Video with text background used to introduce a speaker.



Conference attendees during a workshop session.



Video ending screen with logo, call to action and URL.

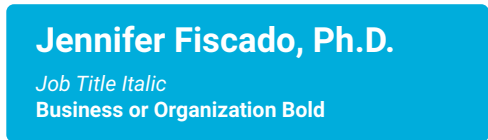
Video and Audio

Use high-quality video. The lighting and atmosphere should feel warm and show approved safety methods.

Video and audio should be uplifting and cheerful. Text within videos should follow established Children's Trust style and visual standards.

Speaker Introduction Format

When introducing a speaker's name and info, a blue background box and reversed text is preferred. The box should bleed off screen on either the left or right side and be placed on the lower half of the screen. The box should also have a border radius of 15 pixels. The speaker's name should be bold, larger and have more space after it.



Iconography

Children's Trust Child Icon

The child icon may be used only as a graphical element and when "Children's Trust of South Carolina" is present. It is not to be used without the name of the organization visible. The use of this icon is only to be used as a secondary element and does not replace the Children's Trust of South Carolina logo.

The child icon is blue on white or neutral backgrounds or reversed white on dark backgrounds. It may also be used in graphite, 90 percent black or blue at 100 percent. Only in special cases and approved by the communications department may the child icon be used in other logo or secondary colors. The reversed icon may be used over a primary or secondary color.

The child icon may be used in or over a primary or secondary color only if the overall design primary color is blue.

Icon Pack Sample

Icons used should be consistent with these examples. Do not use outlined icons or multi-color outlined icons. They should demonstrate a clean and crisp visual that best represents the Children's Trust visual identity. Icons will be determined by the communications department. Icons are not to be used for every case but when deemed necessary by the communications department.

Children's Trust Child Icon



Blue



Reversed



Graphite



90% Black

Icon Pack Sample



Roboto

Regular

The quick brown fox jumps over the lazy dog.
1234567890!@#\$%^&*(),./<>?;:'"[]\{|}

Italic

The quick brown fox jumps over the lazy dog.
1234567890!@#\$%^&(),./<>?;:'"[]\{|}*

Bold

The quick brown fox jumps over the lazy dog.
1234567890!@#\$%^&*(),./<>?;:'"[]\{|}

Bold Italic

The quick brown fox jumps over the lazy dog.
1234567890!@#\$%^&*(),./<>?;:'"[]\{|}

Roboto Condensed

Regular

The quick brown fox jumps over the lazy dog.
1234567890!@#\$%^&*(),./<>?;:'"[]\{|}

Italic

The quick brown fox jumps over the lazy dog.
1234567890!@#\$%^&(),./<>?;:'"[]\{|}*

Bold

The quick brown fox jumps over the lazy dog.
1234567890!@#\$%^&*(),./<>?;:'"[]\{|}

Bold Italic

The quick brown fox jumps over the lazy dog.
1234567890!@#\$%^&*(),./<>?;:'"[]\{|}

Typeface

The main typeface for Children's Trust is Roboto. This is a clean sans-serif font that is easy to read as a headline as well as body copy. It provides great visibility in both large and small sizes. When statistics are used and space is limited, please use Roboto Condensed.

Web

When creating web pages, the font style tag should include in order, Roboto, Helvetica, Arial, Lucida Grande and Verdana. Roboto is the main font to be used with the others as the fallback in the Cascading Style Sheet (CSS).

Email Newsletters

Use web-safe fonts, Arial or Helvetica.

Documents and Presentations

For Microsoft Office documents and presentations that would be presented with internal and external audiences, use Arial or Helvetica.

Ligatures

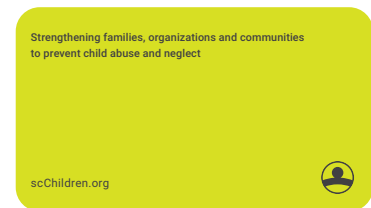
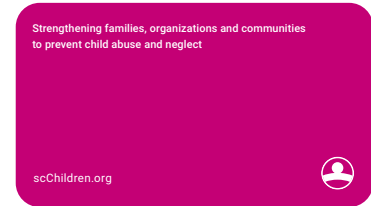
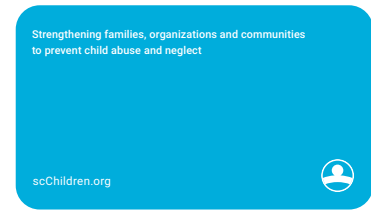
When using Open Type and True Type fonts, be sure to turn off or uncheck all ligatures. This option is located in your design application in the character palette. Notice the dot from the letter "i" below is missing and the "f" is connected to the letter "i".



Stationery

Business Cards

Business cards are printed in four-color process on 100-pound Accent Opaque cover with .25 inches rounded corners. The gray text used is 90 percent black. These cards have three distinct designs using blue, pink and pear to make them stand out. Each design contains a different message on the back that reflects Children’s Trust prevention efforts. The cell and fax numbers are optional on business cards.



Email Signature

To properly format email signatures, use the Email Signature Generator form in the Brand Toolkit rather than building your signature in Microsoft Outlook.

Optional Information

Cell number, fax number, email address, donate button, logo and Child Icon are all optional items.

Name and Credentials - Arial Bold at 11pt., RGB color is 0, 173, 220.

Title - Arial Italic at 11pt., RGB color is 70, 70, 70.

Organization - Arial Bold at 11pt. RGB color is 70, 70, 70.

Office, Cell and Fax Numbers - Arial Regular at 11pt. RGB color is 70, 70, 70.

Email and URL - Arial Regular at 11pt underlined. RGB color is 0, 173, 220.

Donate or Call to Action button - Arial Bold at 11pt. Background color for donation is RGB 196, 0, 117.

Your Name, Credentials

Your Title

Children’s Trust of South Carolina

office 803-555-1234

cell 803-555-1234

fax 803-555-1234

yname@scchildren.org

scChildren.org



Your Name, Credentials

Your Title

Children’s Trust of South Carolina

office 803-555-1234

cell 803-555-1234

fax 803-555-1234

yname@scchildren.org

scChildren.org

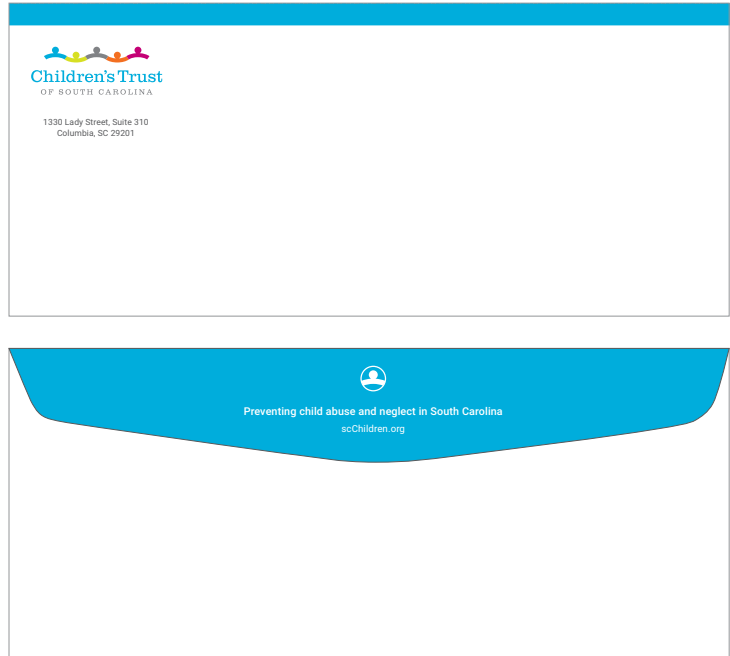


Letterhead

Letterhead is printed in four-color process on 70-pound Accent Opaque text with .25 inch rounded corners. The blue border at the top helps unify the letterhead with the stationery package. When preparing your letter, you should use Roboto, Helvetica or Arial.

Envelope

Envelopes are printed in four-color process and custom-built to provide a seamless blue flap on the back and border on the front. This gives it a unique presence.



Web Address Format

Children's Trust has a unique URL that contains two consecutive letters that are the same. In order to make it easier to read and see the complete and correct URL, it must always be used in this format with "sc" in lowercase and "C" uppercase with Children. When the URL is used outside of sentence form, the font weight should be regular as illustrated.

Alternate Color Version

Only during a special occasion may the URL be changed to a different logo color with permission from the communications department. The current color scheme adds great value to embrace the blue and black color scheme of Children's Trust. If an alternate color is used, it must be approved with Children's Trust communications department. The web address should not be in any other color combination than black or reversed over blue. The alternate version is pink and reversed over pink for donation and giving promotions.

In a paragraph or single line of copy

When the URL is within a body of text, it does not need to be bolded. It can be all bold or all not bold. **Do not partially bold the URL.** The same rules apply for the lowercase "sc" and the uppercase "C." For accessible documents, the link color should be the Children's Trust blue when possible.

All bold
✓ To learn how you can put the Empower Action Model to work in your own state, please visit **scChildren.org/aces**.

Not bold and Children's Trust blue
✓ To learn how you can put the Empower Action Model to work in your own state, please visit scChildren.org/aces.

Designated letter "C" not capitalized
✗ To learn how you can put the Empower Action Model to work in your own state, please visit **scchildren.org/aces**.

Black

scChildren.org

Uppercase

Roboto Regular

Reversed

scChildren.org

Uppercase

Roboto Regular

Alternate

scChildren.org

Uppercase

Roboto Regular

Alternate Reversed

scChildren.org

Uppercase

Roboto Regular

Branded Assets

Presentations

Research Documents, Flyers and Cards

Brochures

Merchandise

Social Media



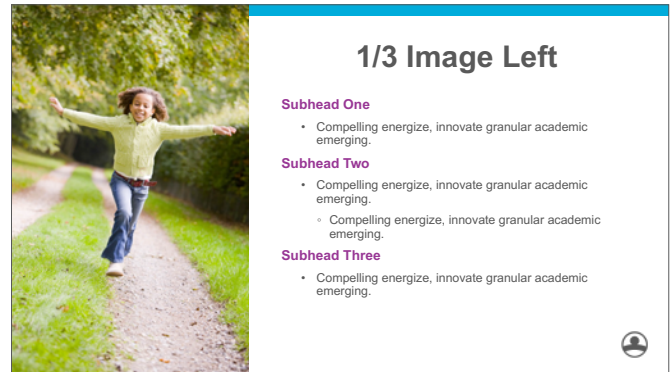
Presentations

To ensure presentation designs are consistent with our brand, please use the approved Children’s Trust PowerPoint template. PowerPoint presentations work best when they highlight key points and provide graphic support to presenters. Detailed information is best provided in a supplemental handout.

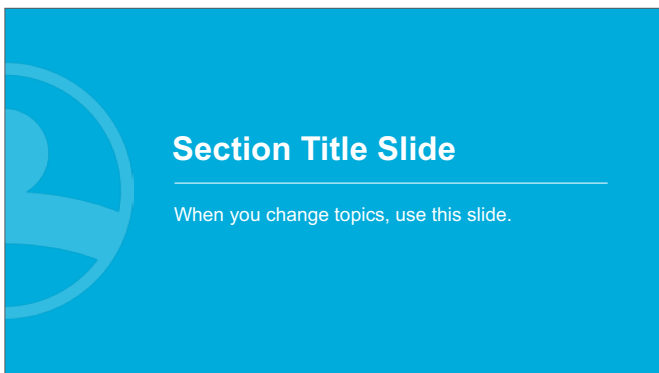
All branded PowerPoint presentations shared with an external audience must be reviewed by the communications department.



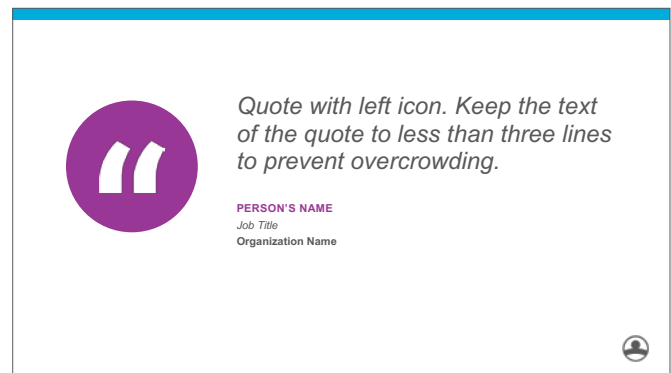
Title slide



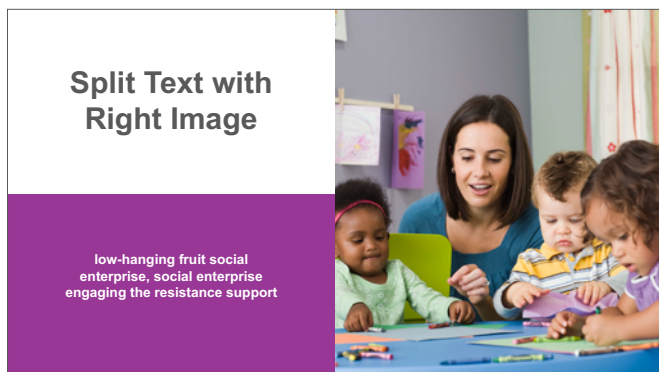
1/3 image left with text right



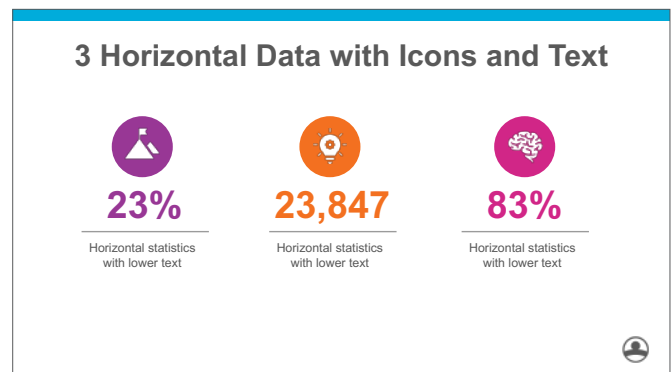
Section title slide



2/3 high full width image with three icons




Split text with right image



Three horizontal data points with icons and text

CHILDREN'S TRUST OF SOUTH CAROLINA



Title of Your Flyer Goes Here and Might Go Two Lines


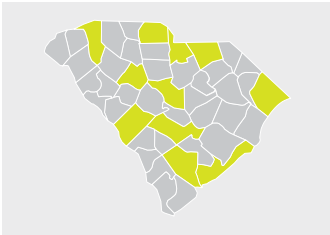
Heading goes here

Bis si si sectat. Pis ea ditas se cus nousant ut vellabor sinvernates il pictorics mos qui sequaer umquid quunt aut harcirt molorpo rentur?

Subheading goes here

Reputid, sin parum laccum qui venis eum imus asped et facesto molor serferu mquodit, omnrim culuptatem derunt quae quodia quo molo tem et landae volum ex et fugjame.

Veliqatius dolor solorerum doluptat sit quat pla quaest qui nouseq quae nos et que proviti untiuntur, ommoluptam, quatquis ut que sam quam eos cus eatur, nissediti andiscis dioruptat, occustis doluptatium volorumque pelent faccaborae est exeriorume restin eaquat odite num, quo videm ipiet autem re nim quidignis vendelesequi coreratin.

Heading goes here


Olum erum il inctotata veliqua voloriam aut fugiae nos et vollati orempre labo. Ique ea quamus, suntur aciatuq itaquo denit veles sitibus estem. Et repuditis explique pa acestio. Ut omnisin re, eseqiua vero voluptatur?

Subheading goes here

Qui resedi blabor ma velest, quam et pro que nonsequam venimusae nossendi odis dioriti nctiumenimus mos nimporem sapiet etur?

Soluptassin niam la cor aut libusant volorum volor molutes similicature aliqui doluptatur, quatur sae commilil eos que atestiatuase nem quid quo voloreius aligende omnitib erirossus dit illattem postibus.

scChildren.org



Flier sample

Research Documents, Fyers and Cards

Single and multiple page documents are widely used to share detailed information such as program overviews, policy briefs and research papers. When possible, use two columns to enhance readability for large text documents. A single-column layout is acceptable if the margins are wider than normal.

All branded flyers and handouts shared with an external audience must be reviewed by the communications department. To maintain brand consistency regardless of language, the communications department will assist with translations of documents for external use.

JOIN US

Title of Your Event Goes Here and Might Go Two Lines

THURSDAY
NOVEMBER 21
9 A.M. TO 11 A.M.
Children's Trust of South Carolina
1301 Lady Street, Suite 310
Columbia, SC 29201



REGISTER BY NOVEMBER 14

Subheading goes here

Turn nonsequae ad quam, sedit sit modicatum ea cus. Quisda nulla exaristat velis qui con et extra cum la nonsequae obiditerna abomniquae pro ero velignimus, odis reharit pa Qlonegat quam qui efficit.

Learn more and register

To learn more about this event and register, please visit scChilden.org/events

Event card sample

JOIN US

Title of Your Event Goes Here and Might Go Two Lines

THURSDAY
NOVEMBER 21
9 A.M. TO 11 A.M.
Children's Trust of South Carolina
1301 Lady Street, Suite 310
Columbia, SC 29201


REGISTER BY NOVEMBER 14

Sub heading goes here


Turn nonsequae ad quam, sedit sit modicatum ea cus. Quisda nulla exaristat velis qui con et extra cum la nonsequae obiditerna abomniquae pro ero velignimus, odis reharit pa Qlonegat quam qui efficit.

Learn more and register

To learn more about this event and register, please visit scChilden.org/events



scChildren.org



Event flier sample

ACE RESEARCH BRIEF 1

The Adverse Childhood Experiences Study: Lessons Learned and Future Directions

Melissa Murray, MD¹, Melissa Stroup, PhD² and Adri D'Souza, MPH³

Children's Trust of South Carolina has produced a series of cardiovascular disease, smoking, obesity, depression – were attributable to experiences in childhood? The Adverse Childhood Experiences (ACE) Study set out to investigate the link between negative events in childhood and negative health outcomes in adulthood. Children's Trust of South Carolina (Denver Children's Trust) has created a series of research briefs to highlight the South Carolina ACE evidence. The second in the series, this brief focuses on the background and history of the original ACE Study and local and national ACE research activities.

Original ACE Study

The concept for the ACE Study grew out of Dr. Vincent Felitti's work helping individuals who were abuse survivors through Trauma-Informed Care programs in San Diego, CA, in 2002. At the time, Felitti was working as a specialist in preventive medicine at Kaiser Permanente in San Diego, CA. Dr. Felitti was surprised to find that the people most likely to drop out of the program were the ones who were successfully losing weight. Upon further investigation, Felitti realized that many of his patients had been abused as children and were using obesity as a shield against unwanted sexual attention or physical abuse. Furthermore, Felitti learned that a number of his obese patients had, at some point, used tobacco, alcohol, or street drugs as attempts to cope with past adversity (Anda & Felitti, 2002).

About the same time that Dr. Felitti was making these initial connections between child abuse and negative health outcomes, Dr. Robert Anda was studying similar medical and public health problems at the Centers for Disease Control and Prevention (Anda & Felitti, 2002). Thus, Drs. Anda and Felitti teamed up to investigate the role of child abuse as medical, social, and public health problems. The original ACE Study grew out of this research.

Drs. Anda and Felitti designed the ACE Study to determine whether adverse experiences prior to age 18, both by themselves and in combination, were related to negative health outcomes in adulthood. Anda and Felitti surveyed nearly 17,000 adults who had health care coverage through Kaiser Permanente (ACE research, 2014). The researchers asked 17 questions across seven categories of exposure (childhood experiences encompassing abuse (psychological, physical, and sexual) and household dysfunction (substance abuse, mental illness, mother treated severely, and criminal behavior in the household)).


Findings

The results of the original ACE Study were surprising – more than half of the participants reported experiencing at least one of the adverse events across the seven domains of abuse and household dysfunction. The most commonly endorsed events were substance abuse in the household (26%), followed by sexual abuse (22%) and mental illness in the household (19%). Felitti and colleagues (2005) also found that ACEs were highly related – for participants reporting any ACEs, the probability of exposure to additional ACEs ranged from 65–92% (D'Souza, 2016).

Importantly, the groundbreaking study by Felitti et al. (1998) found that as exposure to ACEs increased, the likelihood for unfavorable outcomes such as disease risk factors and incidence, and mortality increased. Abnormally, compared to participants with no exposure to ACEs, those who reported with four or more categories of ACE exposure had an odds ratio of 3.2 for a history of suicide attempts. These relationships with more categories of ACE exposure were much more likely to experience a suicide attempt. Furthermore, the prevalence and risk of alcoholism, use of illicit drugs, rejection of drug therapy, rejection of HIV or other sexual transmittable infections, and history of sexually transmitted disease was found to increase as the number of ACEs increased. Similarly, participants with four or more categories of ACEs were compared to those with none, and there was a clear relationship between childhood ACEs and disease conditions.

¹ Children's Trust of South Carolina
² Department of Psychology, University of South Carolina
³ A Child Center of Public Health, University of South Carolina

scChildren.org
06/2018 Page 1 of 2

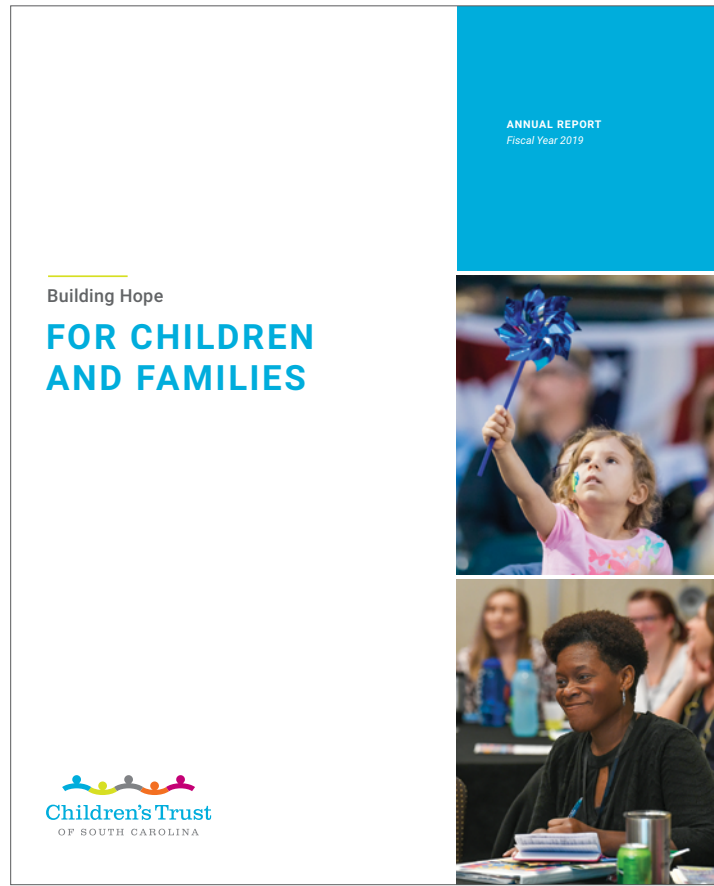


Research brief sample

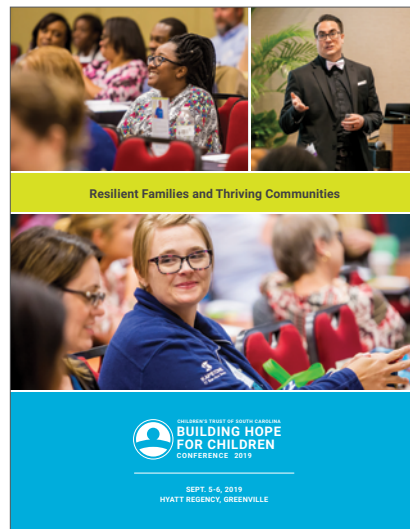
Brochures

[Update this text] Single and multiple page documents are widely used to share detailed information such as program overviews, policy briefs and research papers. When possible, use two columns to enhance readability for large text documents. A single-column layout is acceptable if the margins are wider than normal.

All brochures shared with an external audience must be reviewed by the communications department. To maintain brand consistency regardless of language, the communications department will assist with translations of documents for external use.



Annual report sample



Conference program sample



Pocket-size booklet sample



Reusable tote with reversed logo and URL



Translucent color pens with reversed logo



Coffee mug with logo reversed and reversed messaging



Blue water bottle with reversed logo



Signature Work identity reversed on secondary color T-Shirt



T-Shirt with reversed Child Icon on chest and reversed logo on the sleeve

Merchandise

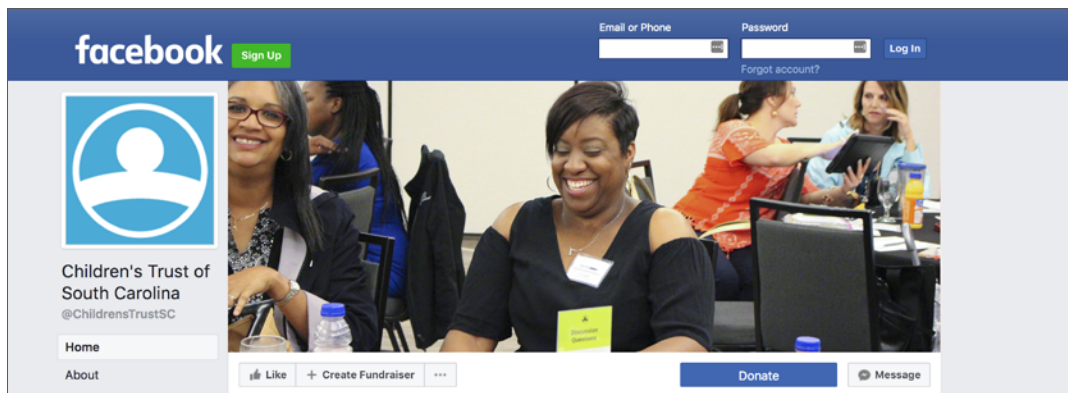
Be sure to follow minimum size requirements (1.10 inches wide proportional) when producing the logo on merchandise. If printing the logo, it must follow the same color requirements as noted in the logo assets section.

For the portfolio and other similar items, a tone-on-tone embossed logo is acceptable.

Social Media

Be sure to follow minimum size requirements (142 pixels wide proportional) on social media. If the space provided is too small for the logo, the Children's Trust child icon may be used along with the name, Children's Trust of South Carolina. Images should follow the styles established under "Photography" on page 13.

Facebook



Facebook page with a training photo

Twitter



Twitter page with a training photo

Signature Work Identities

Parent Matters

Home Visiting South Carolina Consortium

South Carolina Parents

Child Abuse Prevention Month

Building Hope for Children Conference



Parent Matters

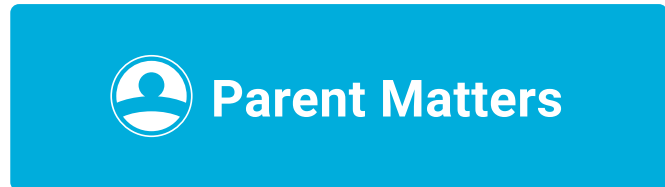
The Parent Matters identity must always be used in one of the following colors illustrated. This would include a blue version, a black version or a white version over the Children's Trust blue, black or a dark gray or silver.

If the identity mark is used alone at the top, the Children's Trust logo or the Parent Matters identity mark locked with the logo must accompany at the footer in a flyer. This is also the same for email and website designs. This ensures the Parent Matters identity is part of the Children's Trust brand.

Parent Matters identity with Children's Trust

The Parent Matters identity must be locked with the Children's Trust logo. If spacing is an issue or the design works best with the alternate, it may be used instead.

Preferred Identity Mark



Preferred Identity Mark with Children's Trust Logo



Alternate Identity Mark Stacked with Children's Trust Logo



Preferred Identity Mark

Home Visiting

SOUTH CAROLINA CONSORTIUM

Home Visiting

SOUTH CAROLINA CONSORTIUM

Home Visiting

SOUTH CAROLINA CONSORTIUM

Preferred Identity Mark with Children's Trust Logo



Home Visiting
SOUTH CAROLINA CONSORTIUM

Alternate Identity Mark Stacked with Children's Trust Logo



Home Visiting
SOUTH CAROLINA CONSORTIUM

Home Visiting South Carolina Consortium

The Home Visiting Consortium identity must always be used in one of the following colors illustrated. This would include, an Orange with 90 percent black version a reversed version over orange or black and a black version over white, light gray or silver.

It must always be used in conjunction with the Children's Trust logo. For example, in a flyer, if the identity mark is used alone, the Children's Trust logo or the identity mark locked with the logo must accompany at the footer. This is also the same for email and website designs. This ensures the Home Visiting Consortium identity is part of the Children's Trust brand.

Home Visiting Consortium identity with Children's Trust

The Home Visiting South Carolina Consortium identity must be locked with the Children's Trust logo. If spacing is an issue or the design works best with the alternate, it may be used instead.

Web Address Format

The web address for scHomeVisiting.org will follow the same font style as scChildren.org with the lowercase "sc." It also displays the letters H and V as uppercase. The primary color is orange. The URL can be displayed in orange, reversed or black.

Orange

scHomeVisiting.org



Roboto Regular

Reversed

scHomeVisiting.org



Roboto Regular

South Carolina Parents

The South Carolina Parents identity must always be used in one of the following colors illustrated. This would include a blue violet with 90 percent black version, a reversed version over blue violet or black and a black version over white, light gray or silver.

It must always be used in conjunction with the Children's Trust logo where space is allowed. For example in a flyer, if the identity mark is used alone, the Children's Trust logo or the identity mark locked with the logo must accompany at the footer. This is also the same for email and website designs. This ensures the South Carolina Parents identity is part of the Children's Trust brand.

South Carolina Parents identity with Children's Trust

The South Carolina Parents identity must be locked with the Children's Trust logo. If spacing is an issue or the design works best with the alternate, it may be used instead.

Web Address Format

The web address font and weight for scParents.org is Roboto Regular. The URL can be displayed in blue violet, reversed or all the letters in black.

Blue Violet

scParents.org



Roboto Regular

Reversed

scParents.org



Roboto Regular

Preferred Identity Mark



Alternate Identity Mark (when space is limited)



Preferred Identity Mark with Children's Trust Logo



Alternate Identity Mark Stacked with Children's Trust Logo



Color



Reversed over blue



Black



Color



Reversed over blue



Black



Child Abuse Prevention Month

The Child Abuse Prevention Month identity must always be used in conjunction with the Children's Trust logo. For example, if the identity mark is used at the top, the Children's Trust logo must accompany at the footer in a flyer or email.

The identity must always be used in one of the following colors illustrated. This would include a color version, a reversed version over blue, black or dark gray and a black version over white, light gray or silver.

Building Hope for Children Conference

The Building Hope for Children Conference identity must always be used in conjunction with the Children's Trust logo. For example, if the identity mark is used at the top, the Children's Trust logo must accompany at the footer in a flyer or email.

The identity must always be used in one of the following colors illustrated. This would include a color version, a reversed version over blue, black or dark gray and a black version over white, light gray or silver.



Sub-Brands

[About Our Sub-Brands](#)

[KIDS COUNT South Carolina](#)

[Prevent Child Abuse South Carolina](#)

Preferred Landscape with Children's Trust Logo



Children's Trust is home to KIDS COUNT South Carolina and Prevent Child Abuse South Carolina

Alternate Stacked with Children's Trust Logo



Children's Trust is home to KIDS COUNT South Carolina and Prevent Child Abuse South Carolina

About Our Sub-Brands

Children's Trust is the state affiliate for several national organizations – Prevent Child Abuse America and KIDS COUNT. While we are proud of our national affiliations and statewide leadership, our sub-brands should not eclipse Children's Trust.

Children's Trust logo should always be shown larger than the national brand logo.

Messaging

Sub-brand phrases show the affiliation with Children's Trust:

- Children's Trust is home to KIDS COUNT South Carolina (Prevent Child Abuse South Carolina or Safe Kids South Carolina.)
- Children's Trust is South Carolina's leader for KIDS COUNT (Prevent Child Abuse America, Safe Kids Worldwide.)
- Children's Trust of South Carolina is the state affiliate for KIDS COUNT (Prevent Child Abuse America.)
- Children's Trust leads the work of KIDS COUNT South Carolina (Prevent Child Abuse South Carolina.)

The sub-brand phrase may be used outside the logo combination if there's not enough space and it provides a cleaner design.

Primary Color Scheme

Some of our sub-brands use different colors than Children's Trust in their logos. When materials are created with these logos, the color scheme of Children's Trust must be used.

KIDS COUNT South Carolina

KIDS COUNT is a project of the Annie E. Casey Foundation. Each state has a KIDS COUNT organization. In South Carolina, KIDS COUNT provides state- and county-level child well-being data for the state's children and families and works to identify deficits, which if addressed could significantly improve future opportunities for children.

Following the style of the national organization, KIDS COUNT is written in all caps.

The color scheme of the KIDS COUNT South Carolina logo is the same blue and gray as Children's Trust. When producing work for KIDS COUNT South Carolina, colors should align with the Children's Trust color palette. Some Annie E. Casey Foundation accent colors may be considered with approval by Children's Trust communications department.

KIDS COUNT South Carolina logo with Children's Trust

When the KIDS COUNT South Carolina logo is needed, it must be displayed alongside the Children's Trust logo as represented here with the sub-brand phrase. The sub-brand phrase may be used outside the logo combination if there's not enough space and it provides a cleaner design.

Color



Children's Trust is home to KIDS COUNT South Carolina

Smallest Reproduction Size
2.5" wide (print)
360 pixels wide (electronic)

Reversed over blue



Black



Color



Children's Trust is home to Prevent Child Abuse South Carolina

Smallest Reproduction Size
3" wide (print)
365 pixels wide (electronic)

Reversed over blue



Black



Children's Trust is home to Prevent Child Abuse South Carolina

Prevent Child Abuse South Carolina

Children's Trust is home to Prevent Child Abuse South Carolina. Through this national partnership with Prevent Child Abuse America, we take advantage of national resources and relationships that allow us to learn and grow from best practices in other states.

Likewise, our affiliate agencies within South Carolina share tips, resources and training.

Prevent Child Abuse South Carolina logo with Children's Trust

When the Prevent Child Abuse South Carolina logo is needed, it must be displayed alongside the Children's Trust logo as represented here with the subtext option. The Children's Trust logo is always presented larger than the Prevent Child Abuse South Carolina logo. The subtext may be used outside the logo combination if there's not enough space and it provides a cleaner design.

Prevent Child Abuse South Carolina Partnerships

To strengthen child abuse prevention efforts across South Carolina, we offer qualifying nonprofit organizations in local communities the opportunity to serve as a Prevention Partner of Prevent Child Abuse South Carolina (PCA SC). Participating organizations use focused, unified messaging for Child Abuse Prevention Month to be part of the statewide voice advocating for prevention.

The subtext may be used outside the logo combination if there's not enough space and it provides a cleaner design.

Children's Trust alongside Prevent Child Abuse South Carolina logo and partnership text



Prevent Child Abuse South Carolina Partner through Children's Trust

Smallest Reproduction Size
2.75" wide (print) and 365 pixels wide (electronic)

Children's Trust alongside Prevent Child Abuse South Carolina partnership text



*Prevent Child Abuse South Carolina
Partner through Children's Trust*

Smallest Reproduction Size
2.8" wide (print) and 375 pixels wide (electronic)

Children's Trust stacked with Prevent Child Abuse South Carolina partnership text



*Prevent Child Abuse South Carolina
Partner through Children's Trust*

Smallest Reproduction Size
1.25" wide (print) and 170 pixels wide (electronic)

Prevent Child Abuse South Carolina partnership text only

*Prevent Child Abuse South Carolina Partner
through Children's Trust of South Carolina*

Smallest Reproduction Size
6.5 point Arial Italic (1.6" wide if graphic for print)
10 pixels Arial Italic (235 pixels wide if graphic for electronic)



scChildren.org/brand

1330 Lady Street, Suite 310
Columbia, SC 29201