

Brand Identity Guide



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A Better Future for South Carolina

Children's Trust is South Carolina's leader for the prevention of child abuse and neglect. 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.



Communication Foundations

Brand Pillars

Created by the South Carolina state legislature as a quasi-state organization to fund innovative prevention programs throughout South Carolina, we are a leader in the prevention continuum in South Carolina.

We communicate our value using the following frames:

- **Investing.** We invest in prevention and in families to build a better South Carolina today and in the future. What we do today, will reap rewards far into the future.
- **Credibility and legitimacy.** We are a trusted funder, getting money where it is needed, where it will do the most good, and where our investments will be used as intended.
- **Innovation.** In our long history, we have led the work to understand and deliver on best practices and research advancements.
- **Partnerships.** Keeping children free from abuse and neglect is the responsibility of many. We work to show how prevention happens in partnership, appropriately telling our story and that of our partners.
- **Strengths-based.** Grounded by proven protective factors, we work upstream to build supportive communities that have the resources and support to help families and their children thrive.

Messaging Strategies

Our messages show prevention in action rather than the effects of abuse and neglect, balancing the joy of building strong families and happy, healthy childhoods with the seriousness of the cause.

Children's Trust's visual identity should remain dominant regardless of specific affiliations, programs, sub-brands, and work.

Various individuals review our content – photography, storytelling and materials – to ensure an accurate and positive representation of our community and to avoid unintentional racial stereotypes, customizations tropes, and descriptive narratives.

Our strategy is grounded by the latest research of the FrameWorks Institute and with guidance from our national partners, including Prevent Child Abuse America, Children's Trust Fund Alliance, the Annie E. Casey Foundation and The Duke Endowment.

We conduct formal and informal research, including a social norms study, consumer research, partnership assessments, website and social media analytics, and feedback sessions with partners and caregivers.

Primary Prevention Messaging

Primary prevention messaging works to build support for preventing child abuse and neglect. It speaks to the broader community – individuals, organizations, and communities, and encourages action before abuse and neglect occur. We believe that everyone benefits from raising awareness of the scope and problems associated with child abuse and neglect.

We encourage the coordination of resources, supporting families so their children can thrive and other actions grounded in proven prevention strategies such as the protective factor framework and positive childhood experiences.

Our primary prevention messaging should build a sense of belonging, feature key messages that encourage help-seeking behaviors and recognize that all families can benefit from help and support.



Responding to Crisis

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

We rely upon subject-matter experts to inform our communications work and serve as spokespersons as directed by the CEO and chief communications officer. As we work to build strong media relationships, we readily share contact information of additional experts and sources.

Storytelling

Our storytelling revolves around personal and collective transformation. We tell stories with the express permission of our subject matters and do so with a keen sense of responsibility and honor.

Our stories are best told from a position of strength. We show the protective factors in action working upstream as compared to difficult images and stories of children and families who have experienced trauma.

From beginning to end, we work in collaboration with our storytelling partners. We clearly define the purpose of the story and follow established guidelines for compensating collaborators.

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.

Tone of Voice

- Real, authentic, personal and relatable
- Helpful, hopeful, positive and optimistic
- Acknowledging the struggle with sincerity and deference to those with lived experiences
- Remove judgment; encourage self-compassion
- Celebrate strengths, resilience and how individuals in our community grow and thrive
- Celebrate the joy with humor and lightness because even on the messiest of days we want to find the good



Editorial Style

We use language that is not technical and as free as possible from jargon. Use acronyms only when defined.

We follow the 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.

Visual Content

Our visual identity will be bold and engaging. We will use quality images and video, concise messaging and adhere to quality graphic standards so that we are noticed by our message-saturated audiences.

We work to show what we are trying to achieve – thriving children, strong families, supportive communities and the protective factors in action. We believe these images encourage healthy behaviors and build community responsibility.



LOGO ASSETS

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

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



Reversed



Black

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 “C” in the word “Children’s” from the logo.

The size of the “C” must float around the entire logo as clear space. The logo clear space protects the legibility and brand integrity of our logo.



Color Palette

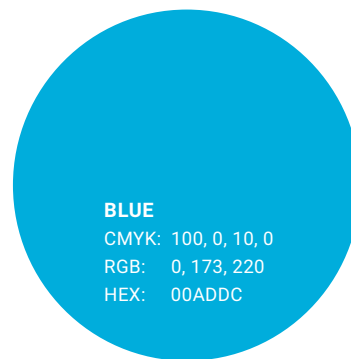
Please use the colors listed and their correct formulas to reproduce artwork to match the Children’s Trust brand. **The prominate color for Children’s Trust is blue.** With printed designs it is recommended to use 90 percent black instead of 100 percent black for body copy text.

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.

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.

Donation Calls To Action

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.



PRIMARY AND LOGO COLORS



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



GRAPHITE
 CMYK: 0, 0, 0, 60
 RGB: 102, 102, 102
 HEX: 666666



PINK
 CMYK: 0, 100, 0, 20
 RGB: 196, 0, 117
 HEX: C40075



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

SECONDARY COLORS



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



BLUE VIOLET
 CMYK: 70, 75, 0, 0
 RGB: 102, 88, 166
 HEX: 6658A6



BLUE SLATE
 CMYK: 78, 55, 35, 0
 RGB: 78, 113, 141
 HEX: 4E718D



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



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



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



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

Logo Over Backgrounds

The reversed and black logo should be used as illustrated. 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.

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 on blue



Black on pear



Reversed on graphite



Reversed on orange



Reversed on pink



Color on 8% black



Color on screened sky photo

Minimum Logo Size

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



1.10" wide (print)
145 pixels wide (digital)

Logo Placement

Print

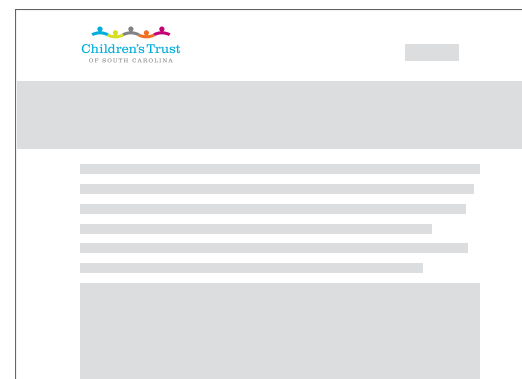
The logo should be placed as a signature at the bottom in print as opposed to the top in the header. Letterhead is the only exception where the logo should be placed at the top of the page. If Children's Trust needs to be represented at the top, then spell out "Children's Trust of South Carolina" for 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

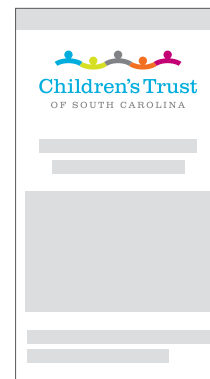
The logo should be placed at the top of the page. Emails can have an alternate placement with the logo at the bottom if Children's Trust of South Carolina is used as text at the top of the email.



Flyer with logo placed at the bottom.



Webpage with logo placed at the top.



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



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 for the most up-to-date logo.



Do not place the logo before or after a sentence or phrase. The correct way 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".



Do not outline the logo or logo icons.



Do not remove or crop out the graphic children from the logo.

VISUAL ASSETS

Photography

Visual content should show what we are working to achieve – thriving children, strong families and supportive communities. Taking a strengths-based approach, show the protective factors in action, encourage help-seeking behaviors and build community responsibility.

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

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

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

Children's Trust images will be used over purchased stock photography when available, 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.



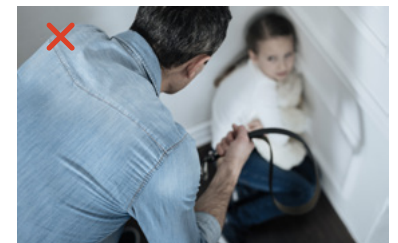
INCORRECT IMAGE STYLES



Physical signs of child abuse



Actions of child abuse

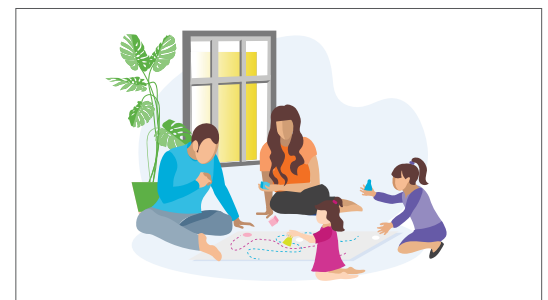
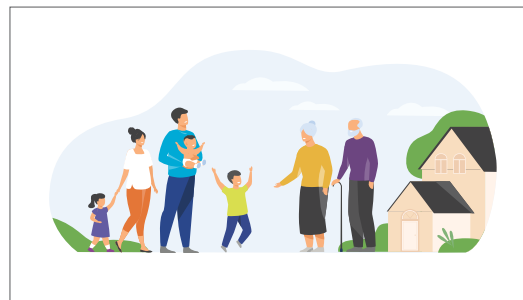
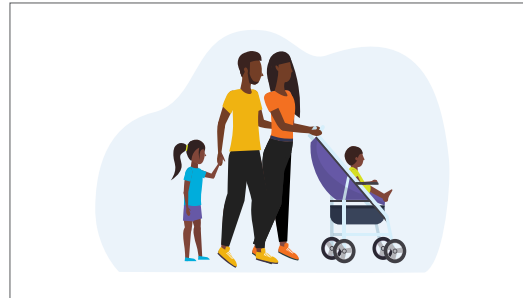


Threatening actions of child abuse

Illustrations

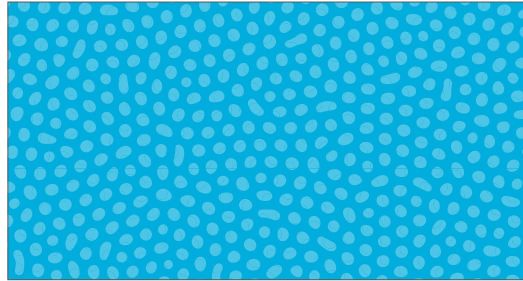
These examples of illustrations are the style to be used for Children's Trust. When using families and professionals, it is important to include several different races.

Purchased illustrations can be modified and updated to meet these standards by Communications.

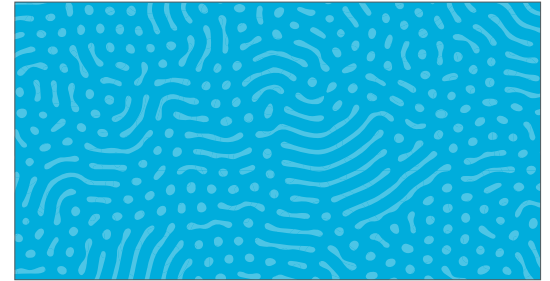


Patterns

Several patterns are available to use that reflect the style of the Children's Trust brand. Patterns are used as a screened background element rather than at their full opacity to blend more into the background color.



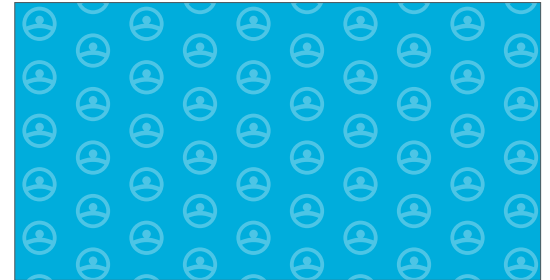
Dots



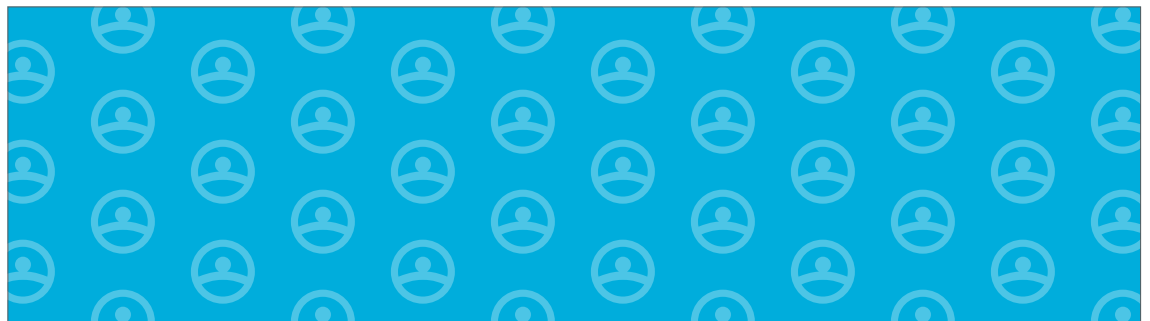
Lines and dots



Circular lines



Child Symbol



Child Symbol screened at 15% with a blue background

Video and Audio

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

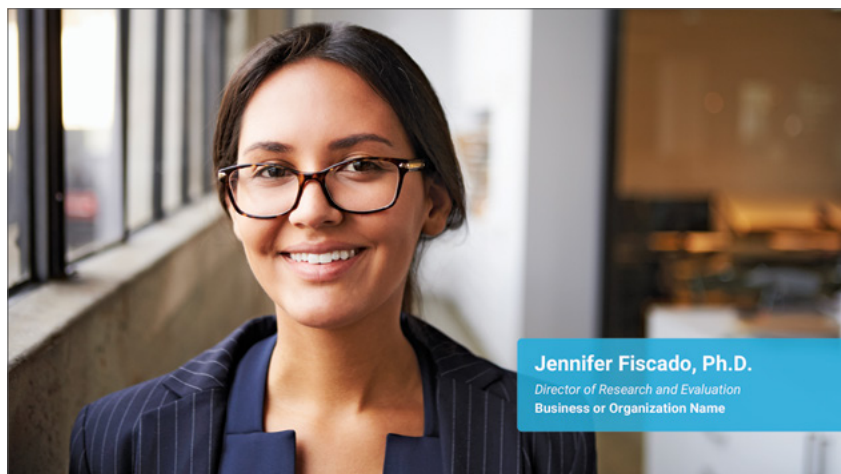
Video and audio should follow the standards set elsewhere in this publication. Text within videos should follow established Children’s Trust style and visual standards.

Lower Third Speaker 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 and an opacity of 90 percent. If the blue clashes with other colors in the video, black may be used with a 90 percent opacity instead. The speaker’s name should be bold, larger and have more space below it and the job title.

LOWER THIRD



Lower third background color opacity: 90%

ENDING SCREEN



Iconography

Children’s Trust Child Symbol

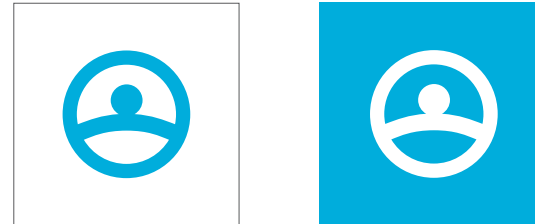
The Child Symbol may be used only as a graphical element and when “Children’s Trust of South Carolina” is present. It is not to be used without the name of the organization visible. The use of this symbol is only to be used as a secondary element and does not replace the Children’s Trust of South Carolina logo.

The Child Symbol is blue on white or neutral backgrounds or reversed white on dark backgrounds. It may also be used in graphite or black. Only in special cases and approved by Communications may the child icon be used in other logo or secondary colors.

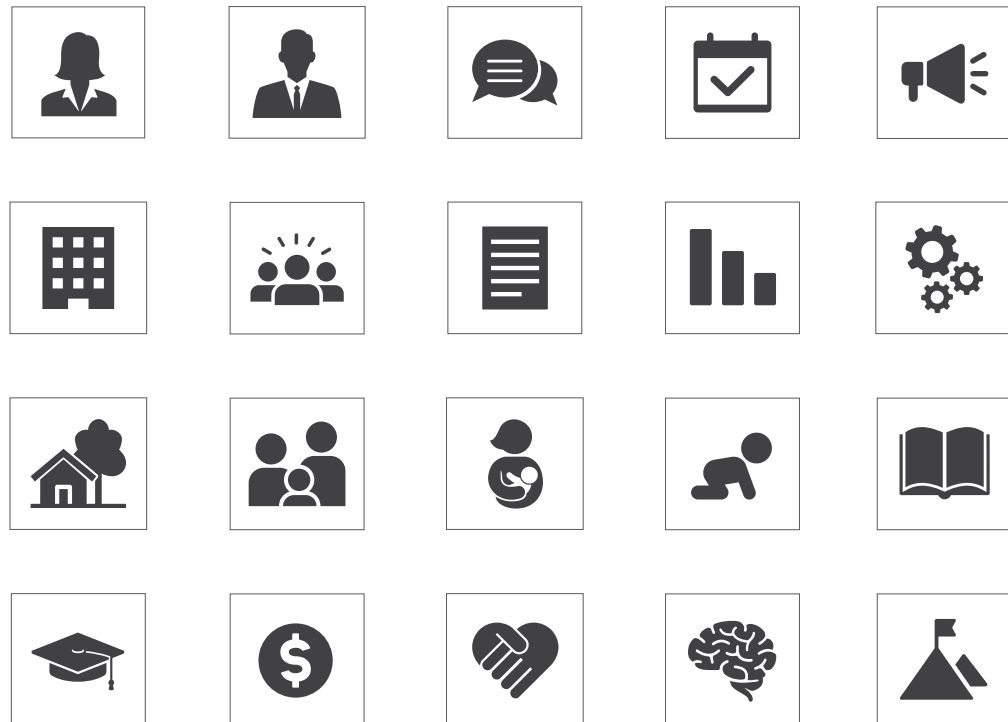
Icons

Icons used should be in the bold style and 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 Communications. Icons are not to be used for every case but when deemed necessary by Communications.

CHILD SYMBOL



ICONS



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.

Statistics

Use Roboto Condensed Bold for all statistics and Roboto Condensed Regular for text that is represented with data.

Email Newsletters, Word Documents and Presentations

Use Arial or Helvetica to be compatible with most applications.

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”.

↓
file ×

Using ligatures

file ✓

Not using ligatures

ROBOTO

Aa

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

ROBOTO CONDENSED

Aa

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

Stationery

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.

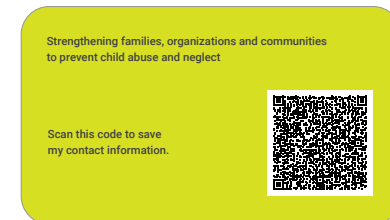
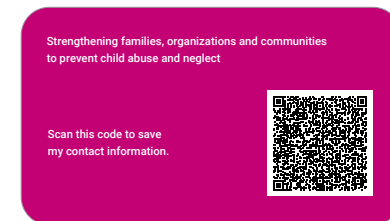


VISUAL ASSETS

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 the mission statement along with a personalized QR Code to save your contact information.



VISUAL ASSETS

Email Signature

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

OPTIONAL INFORMATION

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

New message


To _____

Subject _____

Jane Doe, MBA
Senior Director of Community Impact

Children's Trust of South Carolina
office 803-555-1234
cell 803-555-1234
jdoe@scchildren.org
scChildren.org

Donate today


Children's Trust
OF SOUTH CAROLINA


New message

To _____

Subject _____

Jane Doe, MBA
Senior Director of Community Impact

Children's Trust of South Carolina
office 803-555-1234
cell 803-555-1234
jdoe@scchildren.org
scChildren.org



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 the letter "C" uppercase in Children. The color of the URL can be used in all black, reversed or in the alternate pink when appropriate.

Alternate Color Version

Only during a special occasion may the URL be changed to a different logo color. If an alternate color is used, it must be approved with Children's Trust Communications. The web address should not be in any other color other than black, reversed or alternate pink. The alternate version is pink and reversed over pink for donation and giving promotions.

scChildren.org

Note: The "sc" is lowercase while the letter "C" in children is uppercase using Roboto Regular. The color of the URL can be used in all black, reversed or in the alternate pink when appropriate.

SHORT URL FORMAT

✓ **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](https://scchildren.org/aces).

Note: Follow the web address format for the uppercase letter "C" in the URL.

LONG URL FORMAT

✓ **NOT BOLD AND CHILDREN'S TRUST BLUE**

Morse, M., & Strompolis, M. (2016b). *The adverse childhood experiences study: Lessons learned and future directions* (Research Brief No. 2). Retrieved from <https://scchildren.org/resources/adverse-childhood-experiences/ace-research-briefs/>.

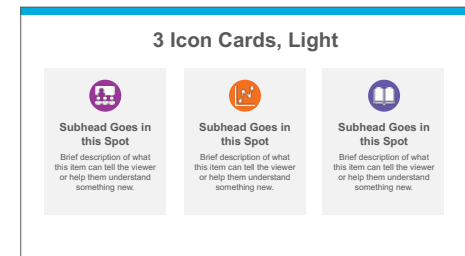
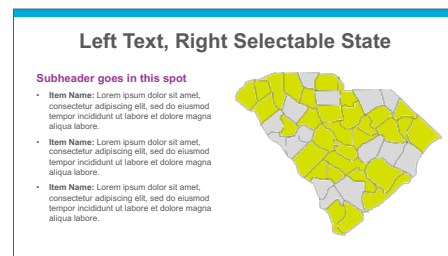
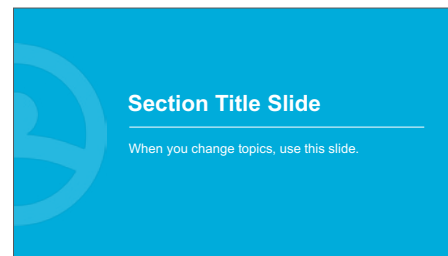
Note: Lowercase all letters in the URL.

BRANDED ASSETS

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.

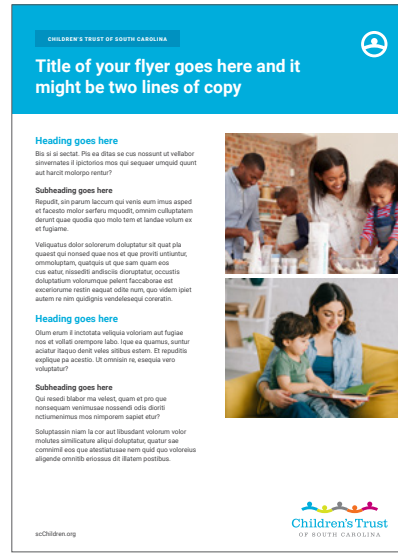
All branded PowerPoint presentations shared with an external audience must be reviewed by Communications.



Marketing Collateral

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.

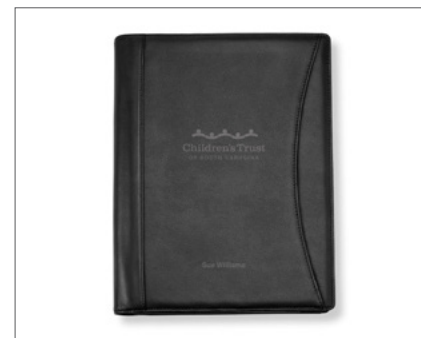
All branded flyers and handouts shared with an external audience must be reviewed by Communications. To maintain brand consistency regardless of language, Communications will assist with language translations of documents for external use.



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 portfolios and other similar items, a tone-on-tone embossed logo is preferred.



Social Media

Child Symbol

Due to size limitations on most platforms, use the Child Symbol instead of the logo.

Images

Images should follow the styles established under “Photography” and be a clear representation of our work in the community.



SIGNATURE WORK IDENTITIES

Affiliate Identities

We want to give our partners the opportunity to show their affiliation with Children's Trust.

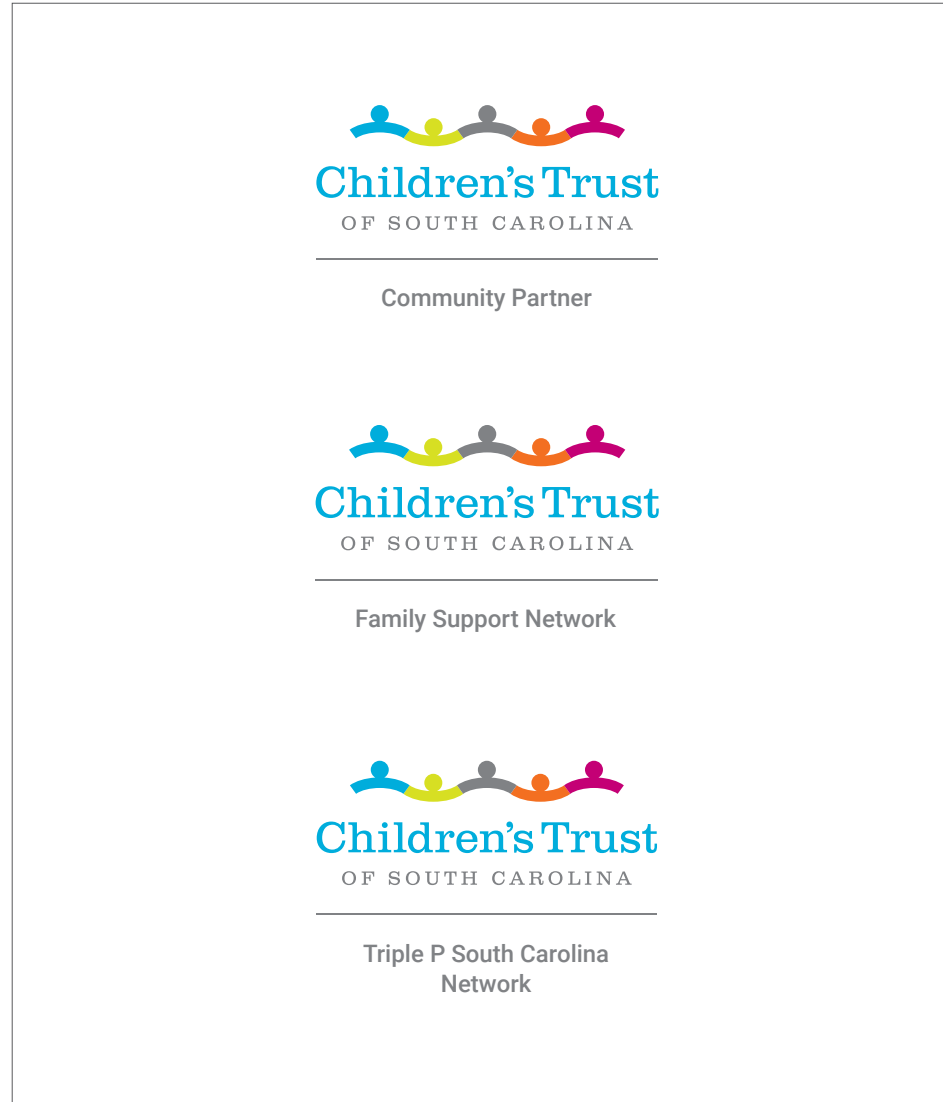
- **Community Partner.** These are the organizations we fund to deliver programs. They could be delivering home visiting, Triple P, SFP or an FRC delivering one these program or an FRC receiving money to support families.
- **Family Support Network.** These are organizations that have signed an MoU with Children's Trust. They are either family resource centers or supportive (often statewide) partners.
- **Triple P South Carolina Network.** This network is in it very early stages, but we anticipate this growing into something that may need a shareable identity. As we think through this, remember the Triple P Network is part of our larger Triple P South Carolina.

Text Recognition

[Organization Name] is a Children's Trust of South Carolina, Community Partner.

[Organization Name] is a Children's Trust of South Carolina, Family Support Network member.

[Organization Name] is a Children's Trust of South Carolina, Triple P South Carolina Network member.



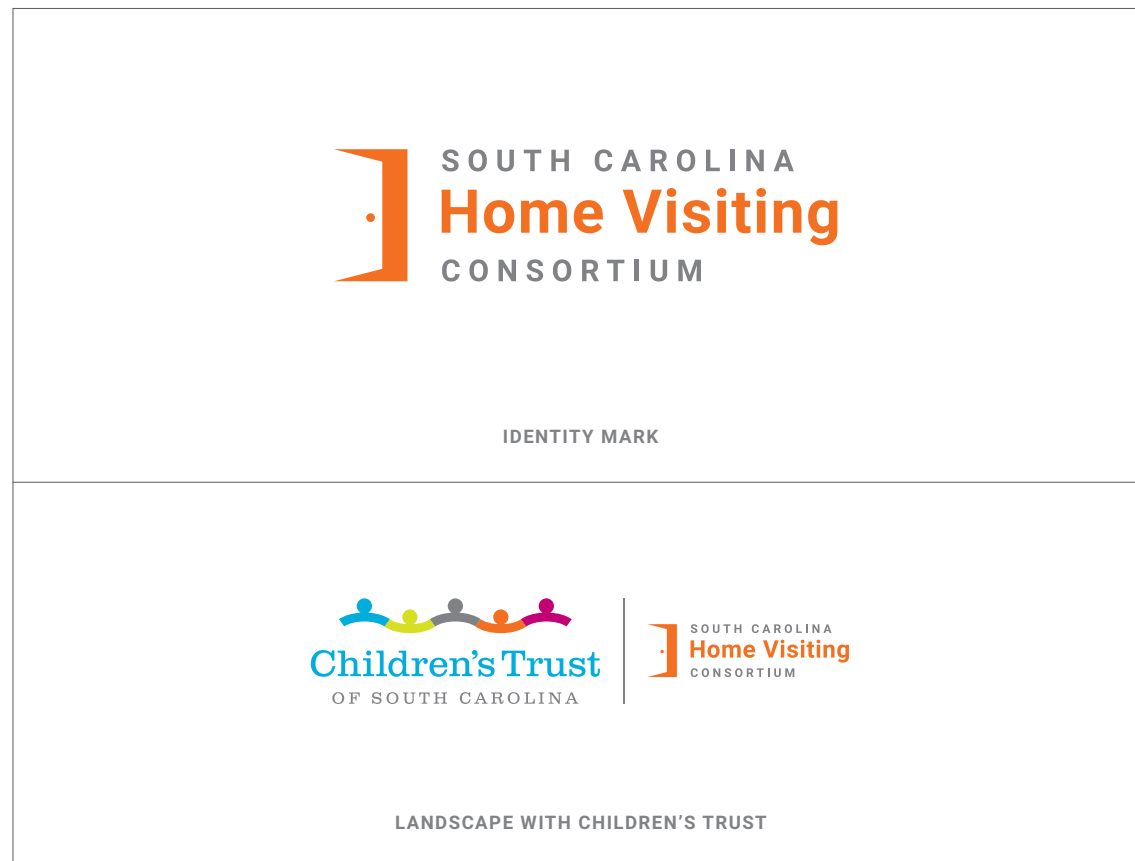
South Carolina Home Visiting Consortium

When Children's Trust is promoting the work, the Home Visiting Consortium identity 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.

When the messaging is from the consortium point of view, an alternate version with the logos flipped in their order is used.

Web Address Format

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



SC Parents

The identity mark 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.

SC Parents Identity with Children's Trust

The South Carolina Parents identity can also be locked with the Children's Trust logo when applicable.

Text Recognition with Identity Mark

When the SC Parents identity mark is used without Children's Trust, text recognition is also used.

Produced by Children's Trust of South Carolina

Web Address Format

The web address font and weight for scParents.org is PP Neue Montreal Regular.

SC Parents Brand Guide

For more details, please refer to the SC Parents Brand Guide.



PRIMARY IDENTITY MARK

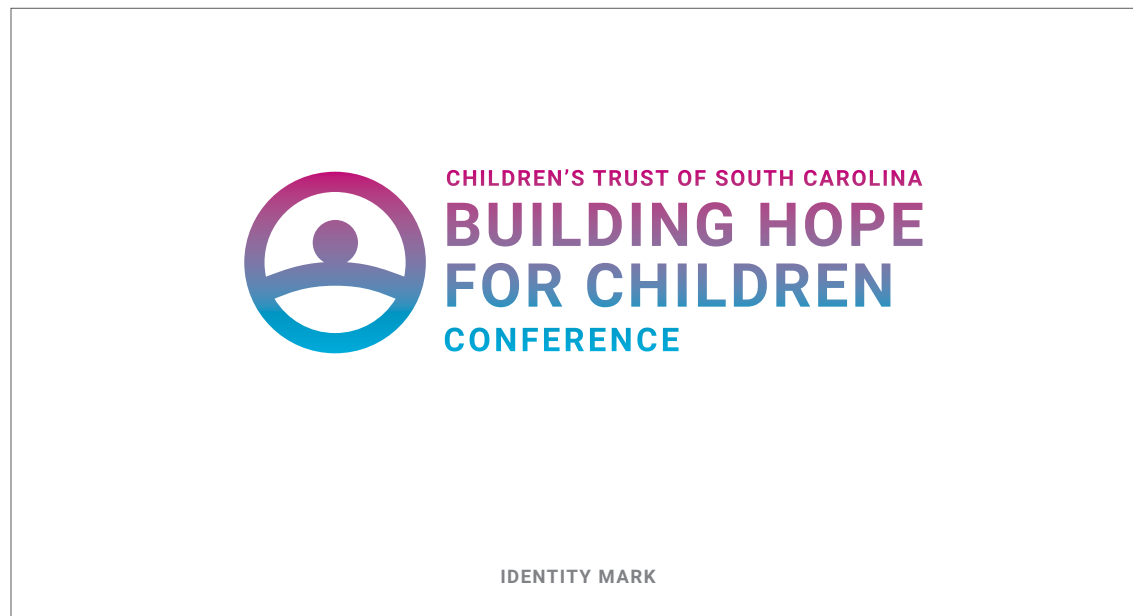


LANDSCAPE WITH CHILDREN'S TRUST

Building Hope for Children Conference

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 any colors from the Children's Trust color palette and a black version over white, light gray or silver.



SUB-BRANDS

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.

Sub-Brand Phrase

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 graphite 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.

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.

Sub-Brand Phrase

The sub-brand phrase should be used at the bottom of the design as a signature to show the affiliation with Children's Trust.



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.

Sub-Brand Phrase

The sub-brand phrase should be used at the bottom of the design as a signature to show the affiliation with Children's Trust.





Children's Trust
OF SOUTH CAROLINA

scChildren.org/brand

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