

# VOICES FOR CHILDREN

Graphic Standards & Usage Policy  
2014-2015

## Approved Voices for Children Logos:

The logos below are approved for usage by Voices for Children and may not be altered in any way.

Prior to production, publication or distribution, VFC must review and approve all promotional materials where the VFC name or logo is used including, but not limited to, advertising, letters, brochures, flyers and press releases.

**A CHILD HEARD.**



**A CHILD HEARD.**



**A CHILD HEARD.**



**A LIFE CHANGED.**

**A LIFE CHANGED.**

**A LIFE CHANGED.**



**VOICES  
• FOR •  
CHILDREN**

## Official Pantone Colors:

The official PMS colors for Voices for Children are Pantone 534 C for blue and 377 C for green.

Pantone 534 C



PANTONE  
534 C

Pantone 377 C



PANTONE  
377 C

## Approved Typography/Fonts:

Typography/fonts that are recognized as official VFC fonts are the families of Calibri and Times New Roman. Examples are shown below.

Calibri

*Calibri Italic*

**Calibri Bold**

***Calibri Bold Italic***

123456789!@#\$%^&\*()

Times New Roman

*Times New Roman Italic*

**Times New Roman Bold**

***Times New Roman Bold Italic***

123456789 !@#\$%^&\*()

### **Approved Mission Statement:**

Voices for Children transforms the lives of abused children in San Diego County by providing them with volunteer Court Appointed Special Advocates (CASAs).

### **Approved Vision Statement:**

Voices for Children believes that every child deserves a safe and permanent home, and to that end, will provide a CASA to every child in the foster care system who needs one, monitor every court file in the system, and advocate to improve the lives of San Diego County's foster children.

### **Approved "About Us" Statement:**

Since 1980, Voices for Children has provided volunteer CASAs to abused and neglected children in San Diego County to ensure their needs are met in the courtroom, classroom, and community. In FY2014-15, Voices for Children is providing more than 2,400 foster children (boys and girls age newborn to 21) with the advocacy of CASA volunteers, and reviewing and monitoring the case files of every single foster child in the system—all 5,100 of them.

### **Leadership:**

Sharon M. Lawrence, Esq., President/CEO

David Bialis, Chair of the Board of Directors, 2014-2015

**For more detailed information or questions regarding Graphics Standards and Usage Policy please contact Jennifer Morrissey, *Vice President of Marketing & Communications*, at 858-598-2213 or [JenniferM@speakupnow.org](mailto:JenniferM@speakupnow.org).**