

# Center for Child Protection

## BRAND IDENTITY GUIDE



CENTER FOR CHILD PROTECTION  
a children's advocacy center



# Contents

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## **01 Introduction**

Mission  
Vision  
Brand

## **02 The Logos**

CCP Variations / Usage & Violations  
Hashtag Variations / Usage & Violations  
Minimum Size & Clear Space

## **03 Color Palette**

Primary  
Secondary

## **04 Typography**

Primary & Alternate Typefaces

## **05 Graphic Elements & Iconography**

Graphic Elements  
Iconography

## **06 Communications**

Email Signature

## **07 Photography**

Overview  
People & Social Interactions  
Do & Avoid

## **08 Tone of Voice**

01



# Introduction

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The Travis County Child Protection Team consists of local law enforcement jurisdictions, Child Protective Services, Dell Children's Medical Center, the Travis County District Attorney's Office, and the Center for Child Protection.

## MISSION

As a member of the Travis County Child Protection Team, it is the mission of the Center for Child Protection to reduce trauma for children during the investigation and prosecution of crimes against children.

## VISION

The Center for Child Protection's vision is to end the cycle of child abuse through advocacy, education, and community support.

## BRAND

The Center for Child Protection brand aims to evoke the enchantment of childhood and convey the feeling that every child is entitled to a life free of violence and full of possibility. When necessary, the brand will reflect the seriousness of child abuse while also conveying the innocence of children.



02





# The CCP Logo

## Variations

Vertical CCP Logo



Vertical B&W CCP Logo



Horizontal CCP Logo



## Usage & Violations

The Center for Child Protection's logo is used to identify any official publication, event, or website of the Center for Child Protection. "A children's advocacy center" may be omitted when appropriate.

### Do NOT:

- Use the logo in any colors other than those noted on this page.
- Use any artistic filters on the logo.
- Stretch, rotate, or distort the logo.

### File Formats:

- eps/pdf: professionally printed applications
- jpeg/png: desktop publishing programs
- gif/jpeg/png: online usage

*\*\*The logo may only be used with permission of the Center for Child Protection. If you need modifications, please send requests to [marketing@centerforchildprotection.org](mailto:marketing@centerforchildprotection.org) for review.*

Non-Tagline Variations for Dark Backgrounds





# The Hashtag Logo

## Variations

Vertical Hashtag Logo



Horizontal Hashtag Logo



## Usage & Violations

#ProtectAustinKids is not only our primary hashtag but our way of bringing the community together to end the cycle of child abuse.

- The #ProtectAustinKids logo may not be used in substitution of the Center for Child Protection logo.
- The #ProtectAustinKids logo may only be used when Center for Child Protection already been established. For example, email signatures may contain this logo since CCP has been noted in multiple places.

### File Formats:

- eps/pdf: professionally printed applications
- jpeg/png: desktop publishing programs
- gif/jpeg/png: online usage

*\*\*The logo may only be used with permission of the Center for Child Protection. If you need modifications, please send requests to [marketing@centerforchildprotection.org](mailto:marketing@centerforchildprotection.org) for review.*

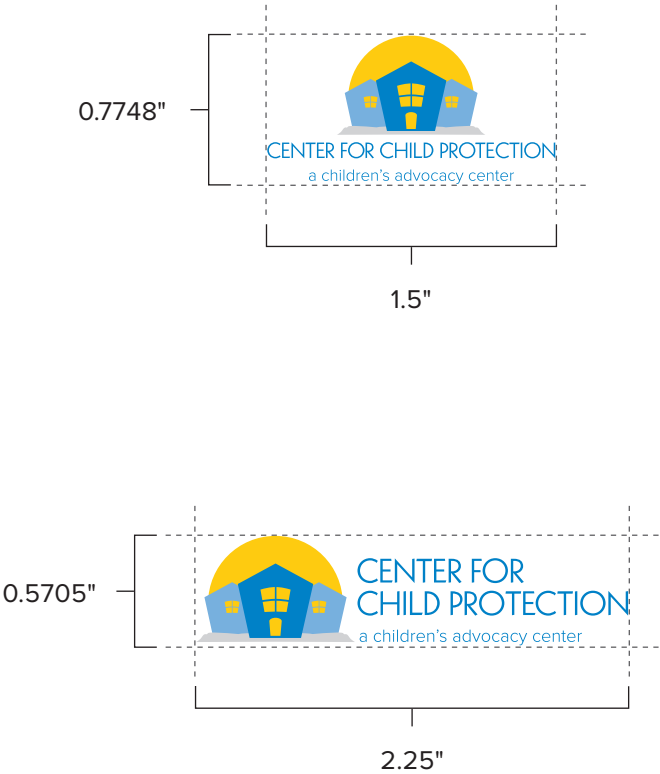
Non-Tagline Variations for Dark Backgrounds





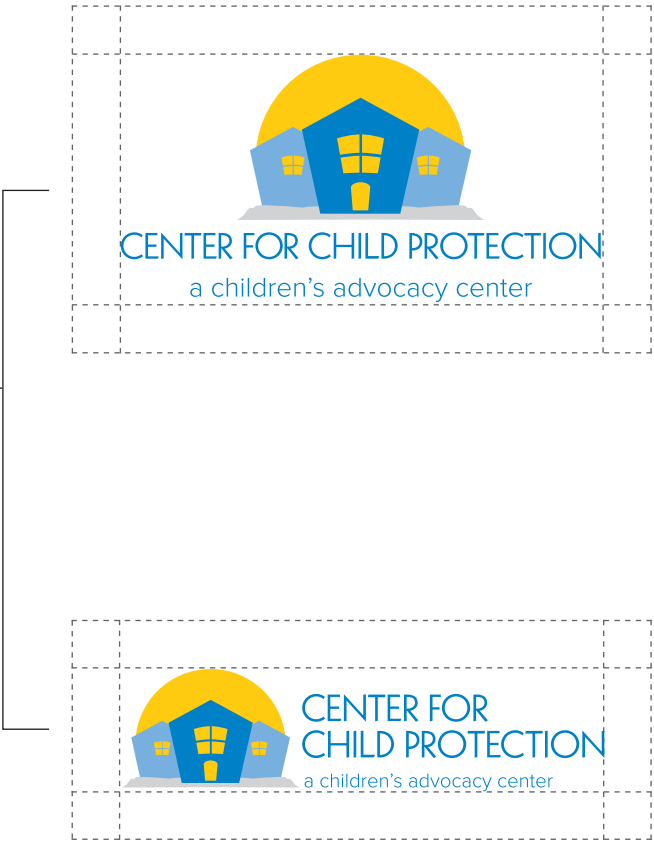
# Logo Minimum Size & Clear Space

## Minimum Size



## Clear Space

All CCP logo variations should retain a clear space of at least 10% of the total logo width.









# Primary Color Palette

<p>HEX: 0080C5 RGB: 0, 128, 197 CMYK: 100, 35, 0, 2</p> <p><b>ROYAL</b> 3005 C</p>	<p>HEX: 78B0DE RGB: 120, 176, 222 CMYK: 50, 18, 0, 1</p> <p><b>SKY</b> 3005 C - 50%</p>	<p>HEX: FFCB10 RGB: 255, 203, 16 CMYK: 0, 20, 98, 0</p> <p><b>SUNSHINE</b> 7549 C</p>	<p>HEX: 101921 RGB: 16, 25, 33 CMYK: 100, 61, 32, 96</p> <p><b>NIGHT</b> BLACK 6 C</p>	<p>HEX: D1D3D4 RGB: 209, 211, 212 CMYK: 0, 0, 0, 20</p> <p><b>MIST</b> BLACK 6 C - 20%</p>
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# Secondary Color Palette

The secondary color palette and tints therein should be used selectively in support of primary brand colors.

<div>HEX: 21376C RGB: 33, 55, 108 CMYK: 100, 79, 0, 37</div>	<div>HEX: 67833D RGB: 103, 131, 61 CMYK: 47, 9, 86, 35</div>	<div>HEX: A05A9D RGB: 160, 90, 157 CMYK: 36, 74, 0, 0</div>	<div>HEX: F08C21 RGB: 240, 140, 33 CMYK: 0, 49, 100, 0</div>
<div>PROTECT 288 C</div>	<div>GROW 575 C</div>	<div>HEAL 7655 C</div>	<div>LEARN 144 C</div>



04



# Typography

The Center for Child Protection typefaces are Proxima Nova and Bookmania.

Proxima Nova Condensed may also be used when appropriate.

These typeface should be used for all print and digital applications. Type is generally black, but Royal may be substituted for titles and text that need emphasis.

Avenir and Baskerville are acceptable alternates in the event that Proxima Nova and/or Bookmania are unavailable.

Proxima Nova Thin  
*Proxima Nova Thin Italic*  
Proxima Nova Light  
*Proxima Nova Light Italic*  
Proxima Nova Regular  
*Proxima Nova Italic*  
Proxima Nova Medium  
*Proxima Nova Medium Italic*  
Proxima Nova Semibold  
*Proxima Nova Semibold Italic*  
**Proxima Nova Bold**  
***Proxima Nova Bold Italic***  
**Proxima Nova Extrabold**  
***Proxima Nova Extrabold Italic***  
**Proxima Nova Black**  
***Proxima Nova Black Italic***

Avenir Light  
*Avenir Light Oblique*  
Avenir Book  
*Avenir Book Oblique*  
Avenir Medium  
*Avenir Medium Oblique*  
Avenir Heavy  
*Avenir Heavy Oblique*  
Avenir Black

Bookmania Light  
*Bookmania Light Italic*  
Bookmania Regular  
*Bookmania Regular Italic*  
**Bookmania Semibold**  
***Bookmania Semibold Italic***  
**Bookmania Bold**  
***Bookmania Bold Italic***  
**Bookmania Black**  
***Bookmania Black Italic***

Baskerville Regular  
*Baskerville Italic*  
**Baskerville Semibold**  
***Baskerville Semibold Italic***  
**Baskerville Bold**  
***Baskerville Bold Italic***



05



# Graphic Elements

The following library of graphic elements should be used to visually enhance digital and print pieces. If necessary, elements other than these may be used, but all elements should maintain an organic, playful visual style. Elements may be transformed as necessary.





# Iconography

The following library of icons should be used to highlight key elements of digital and print pieces when appropriate. If necessary, icons other than these may be used, but all icons should maintain a similar visual style. Icons should be single color, using only primary or secondary brand colors.





06



# Communications

## Email Signature

In order to stay consistent with our brand, the following items are required in our email signatures:

- First and Last Name
- Job Title
- Email Address
- Phone Number
- Logo (CCP or Hashtag)
- Address
- Hyperlinks to the Center’s Instagram, Facebook, and Get Involved webpage.

Pronouns should be considered an *optional addition* to your email signature.

Option 1

First Name Last Name

Job Title

Email@centerforchildprotection.org

(512) 555-1234



CENTER FOR  
CHILD PROTECTION  
a children's advocacy center

8509 FM 969, BLDG 2, Austin, TX, 78724

[Instagram](#) | [Facebook](#) | [Get Involved](#)


Option 2

First Name Last Name

Job Title

Email@centerforchildprotection.org

(512) 555-1234



#Protect Austin Kids™

8509 FM 969, BLDG 2, Austin, TX, 78724

[Instagram](#) | [Facebook](#) | [Get Involved](#)

Option 3

First Name Last Name | Pronouns

Job Title

Email@centerforchildprotection.org

(512) 555-1234



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Option 4

First Name Last Name | Pronouns

Job Title

Email@centerforchildprotection.org

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07



# Photography

Photography and film give us some of the most powerful and emotive elements of the CCP brand. We use them to connect with our audiences and bring our work to life, but we must always reflect authenticity in order to maintain our credibility.

Putting children at the center of everything we do includes using their images to tell their stories. We use imagery that also conveys our role and impact by showing staff in action or children interacting with CCP spaces and staff.

Email [marketing@centerforchildprotection](mailto:marketing@centerforchildprotection) for pre-approved photography. If photography outside these options is needed, please seek approval from the marketing team.



# Photography: People & Social Interactions

## People

- **Timeliness** - Use currently relevant images that reflect the people and work.
- **Catch the Action** - All images don't have to be a portrait or a posed shot. Show people actively doing the work.
- **Authenticity** - Mirror your community. We are who we are, always. We want the photos to feel unstaged, authentic and honest to the moment and situation. The mood of the photo should reflect the emotion that person is feeling presently.

## Social Interactions

- **Captured Moments** - Children realistically interacting with CCP staff, [ie. Specific situations where children are receiving services]
- **Interactions Between Children** - Children interacting with one another; moments that connect emotionally with our audience.
- **Community** - Authentic and healthy interactions between children and their family members.





# Photography: Do & Avoid

## Do

- Use candid, authentic imagery. All photography should show real people taking real action, or real people being affected by real issues and situations. We don't change how they look, so post production retouching should be kept to a minimum.
- Represent children in a dignified, respectful manner. Children are never hopeless, nor are they passive victims. Our images convey a spirit of respect and optimism that reflects CCP's core vision, mission and values.
- Embrace diversity and inclusion, featuring children from all backgrounds, including children with disabilities, and maintaining a balance of gender and cultural identifications. Stereotypes should be avoided.



## Avoid

- Photos without a clear focal point.
- Posing people. Make sure you capture real moments, activities and interactions. We want to see the reality of what's happening.
- Using photography with a "doom and gloom" feel. Though our imagery should always feel light in composition, we should always make sure that it feels like a true depiction of life in all facets and reflects a full spectrum of emotions.







08



# Tone of Voice

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## HOPEFUL | IMPACTFUL | WELCOMING | AUTHENTIC

Our tone is hopeful, impactful, welcoming and authentic, reflecting the innocence of childhood while understanding the resiliency needed to overcome child abuse. We firmly believe that every child deserves a life free of violence and filled with opportunities. Our communications approach is to be impactful, speaking with an approachable truth that resonates deeply and prompts meaningful action. We blend the seriousness of our mission with a hopeful and authentic voice that respects the trauma our children experience. Our language is carefully crafted to be both informed and uplifting, aiming to raise awareness in a way that is heartfelt and genuinely inspires change, all while celebrating the joy that is central to the spirit of childhood.