



The National Center for Victims of Crime has a new logo! Since our founding, the National Center and the victims' rights movement have advanced the public perception of the rights and needs of victims across the country. We need a logo that visually represents our actions, which go far beyond the police procedurals people watch on television. Our previous logo resembled caution tape: bulky, ominous, and gritty. However, our new logo is designed to reflect the progress that we have made, with a focus on compassion and security.

The circular nature of the new logo represents an encompassing system of security, trust, compassion, and understanding for victims of crime. The interlocking circles allude to the victims' rights movement as a whole; organizations and resources all work together as one, and the National Center is the nucleus. The blue inspires stability and confidence and the green represents trust and calmness. We feel these colors are effective in promoting both the mission and intent of the National Center, as well as the victims' rights movement as a whole.