The *2013 National Crime Victims' Rights Week Resource Guide* offers a great selection of professionally developed, original artwork to draw visual attention to your community's NCVRW observance. By using the 2013 Resource Guide Artwork, which provides space for you to add your local contact information, you become part of the nationwide effort to raise awareness about crime victims' rights and services during National Crime Victims' Rights Week.

2013 NCVRW Artwork Elements

This year's artwork highlights the 2013 NCVRW theme—*New Challenges. New Solutions.*—which renews our resolve to meet emerging challenges in achieving justice for victims. The theme colors—midnight blue and orange—convey the spirit and energy that inspire our work. (See "A Printing Primer" on page 4.) The fonts used throughout the Resource Guide, in both the artwork and body text, include **Rockwell Extra Bold** and **Franklin Gothic** (in varying weights). With the exception of the large and small theme posters, all hard-copy artwork in the mailed version of the Resource Guide is 8½″ x 11″ with a ¼″ margin (*this year provided in color for the first time!*). You can make copies of the artwork on home or office printers using the CD-ROM (enclosed in mailed copies of the *2013 NCVRW Resource Guide*) or on photocopy machines. Much of the artwork also includes space for adding your organization's contact information. (See "TIP: Text Fields on Fillable PDFs.") As in years past, all of the 2013 NCVRW Resource Guide artwork is available for free download at www.ovc.gov/ncvrw2013.

Artwork on CD-ROM

Almost all print shops today print from digital art files. For flexibility and convenience, the CD-ROM included in the mailed, hard-copy version of the Resource Guide contains electronic artwork in a variety of formats:

1. **PDF.** PDFs are widely accessible files that can be opened with Adobe Reader, available for free download at www.adobe.com. The CD-ROM contains PDFs in both black-and-white and process colors.

TIP: **TEXT FIELDS ON FILLABLE PDFS**

Some of the artwork on this year's CD-ROM contains text fields that allow users to type directly on the PDF in Adobe Reader. On those pieces (e.g., posters, name tags, table cards, certificates of appreciation), you can easily add your contact information or other data. Simply place your cursor over the appropriate region of the artwork. When you are over a "fillable" text field, the cursor will change to an I-beam. Click on the field to change the I-beam to a text cursor, and begin typing. Alternatively, if you want to insert text in different fonts, sizes, or colors, format your text in Microsoft Word and copy and paste it into the PDF text fields.

2. **JPEG.** JPEG files are individual images that can be placed in graphics programs, various word processing programs, and on websites. On the CD-ROM, each piece that incorporates this year's theme and poster artwork is available as a JPEG. The CD-ROM includes both black-and-white and color JPEG images in RGB (display colors viewed

TIP: **USING JPEGS IN WORD**

To place JPEG files in Microsoft Word, choose "insert > picture" from the toolbar, and select the desired file from the CD-ROM. To type on top of the image, select the image, go to "format > text wrapping > behind text." Then create a text box and place it over the image. (Make sure the text box does not have a fill or border color selected.)

on computer monitors; see "A Printing Primer" on page 4 for more information).

3. **Adobe Creative Suite (CS5.5).** Adobe Illustrator and InDesign are professional design and layout programs, respectively, used by graphic designers, publishers, and print shops. InDesign CS5.5 files, as well as the Illustrator CS5.5 images needed to reproduce this year's artwork, are available in the Resource Guide Artwork folder on the CD-ROM. Creative Suite files are available in process colors.

These three formats (PDF, JPEG, and InDesign) balance versatility with ease of use, enabling you to incorporate this year's artwork into all your NCVRW materials, including news releases, event displays, and giveaways.

All of the 2013 NCVRW Resource Guide artwork is available for free download at www.ovc.gov/ncvrw2013.

Resource Guide Artwork Contents

- **2013 Theme Color Palette.** Theme colors and their values in different color systems help you create your own outreach materials.

- **2013 NCVRW Theme Poster.** A smaller variation of the 2013 Theme Poster, this 11" x 17" poster comes in both black and white and color and can be printed on standard tabloid-size paper. This poster contains space to add local contact information.

- **Bookmarks.** Mix and match these bookmark designs front to back to meet your outreach needs. On some designs, space is available to add local contact information. A heavy paper stock, such as 80-pound cover stock, is recommended for these pieces.

- **Buttons, Logos, and Magnets.** Use the provided artwork to create giveaways for your events. Always popular, such items help participants demonstrate their support for crime victims' rights.

- **Certificate of Appreciation.** You can use the certificate of appreciation to honor crime victims and those who serve them. Certificates should be printed on parchment, fine paper, or attractive card stock; they should include the recipient's name in calligraphy (either handwritten or typed on the fillable PDF), the name of the public figure or organization presenting the certificate, and the date on which it is presented.

- **Letterhead.** This versatile template is perfect for event fliers, news releases, letters of introduction, and other NCVRW documents. You might also feature the names of NCVRW partners, planning committee members, or sponsoring organizations on the letterhead.

- **Name Tags and Table Card.** You can enhance the formality of your event by using these templates for name tags and table cards at exhibits, ceremonies, conferences, or any other gathering.

- **Information and Referrals Contact List.** This flier listing toll-free numbers and websites for the nation's leading victim-serving organizations is a must-have for every social service agency in your community. You can (with permission) post the list in public spaces (e.g., libraries, community centers, grocery stores), distribute hard copies to local businesses (ask to speak to a human resources representative), or e-mail the electronic version to local victim-serving and public-safety agencies (e.g., shelters, police departments, doctors' offices). *It includes space for local contact information!*

- **Ribbon Cards.** These cards work best printed on a heavy paper stock (at least 80-pound cover). To make ribbons for the cards, cut two eight-inch

strands of dark blue and orange ribbon and form a loop; secure the strands to the ribbon card with a two-inch stick pin. Partner with local volunteers (e.g., from schools, civic organizations, or faith-based communities) for help with assembling the ribbon cards.

- **Web and E-mail Banners—*New this year*!** You can use these NCVRW-themed banners on your website and in your e-mails.

- **Public Awareness Posters.** The *2013 NCVRW Resource Guide* features three new public awareness posters, which you can personalize with local contact information for use throughout the year:

  » "Child Sexual Abuse Is Hard to Talk About." Message: Adults have a responsibility to speak up if they suspect a child is being sexually abused.

  » "Sold for Sex." Message: Young people are being trafficked for sex in our cities, towns, and neighborhoods.

  » "A Lifetime of Savings Can Disappear Overnight." Message: Seniors are frequent targets of potentially devastating financial fraud.

Join Forces

Look for local partners to help you produce memorable 2013 NCVRW outreach materials. Businesses or colleges may donate paper, copying services, or ad space. Schools and service organizations may provide volunteers for stuffing envelopes and other outreach activities. Correctional agencies often provide printing and assembly services at reduced fees, and government agencies—including law enforcement—may be willing to offer public affairs staff to design pamphlets and fliers. Help tap your community's spirit of unity and build awareness about the importance of crime victims' rights.

2013 Theme Colors

Midnight Blue: C=100, M=95, Y=5, K=0

Comparable colors:

- PMS 275C
- R=38, G=34, B=98
- HTML #262262

Orange: C=0, M=50, Y=100, K=0

Comparable colors:

- PMS 144C
- R=247, G=148, B=29
- HTML #F7941D

Accent values for additional colors used in the 2013 NCVRW theme artwork include:

- Red: C=0, M=80, Y=95, K=0
          PMS 1665C
          R=241, G=90, B=41
          HTML #F15A29
- Royal Blue: C=100, M=100, Y=25, K=25
                 PMS 2747C
                 R=43, G=57, B=144
                 HTML #2B3990

How to Create a QR Code

"QR" (or Quick Response) codes are convenient tools to display information that is usually scanned and processed by mobile devices. QR codes store useful information like web URLs, contact cards, e-mail addresses, or even product labels. If you want to use QR codes to capture information to use in your NCVRW outreach (for instance, to send viewers to your organization's homepage), one suggested method is:

1. Go to the Google URL shortener website (http://goo.gl). Type in or paste the website URL you need the QR code for.

2. Click "Shorten."

3. Copy that new URL (in the blue area) as noted.

4. Go to Zend (http://qrcode.littleidiot.be) and select "Hyperlink" on the left side of the window.

5. Paste the shortened URL in the window.

6. Click "Create."

7. Click on the EPS icon for printing, PDF icon for viewing or web use. Those files will begin to download.

For maximum compatibility with QR scanners, keep your QR image at least 1″ large on printed materials and black on white, or other high-contrast colors. Be sure to test your code to ensure it works properly and sends users to the correct destination. A number of free QR scanning apps are available for download on mobile devices, including NeoReader and QR Reader by TapMedia, which both work across most major smartphone platforms. ★

A PRINTING PRIMER

You may have wondered why materials printed on your home or office color printer often look different from materials printed by a professional press or posted on the Web. The answer lies in how different color systems—**CMYK, spot colors,** and **RGB**—are generated.

CMYK: Office printers and those used by quick-copy print shops use only four inks—cyan (blue), magenta (red), yellow, and black. These inks are known as CMYK, process inks, or four-color process. These four inks intermix to create a virtually endless range of colors that you see on your printout. There are differences, though, between how these colors appear on a computer monitor and on the printed page (see "RGB" below).

Spot Colors: Professional "offset" print shops can print products designed for CMYK inks. However, they can also print designs that use spot-color inks, specific colors that are mixed according to precise formulas—usually set by the Pantone Matching System (PMS), a color system widely used by professional printers and designers. By selecting colors from PMS "swatchbooks" (sample books), designers can know exactly what the final printed color will be, regardless of how the design appears onscreen, and can be sure that the colors will be consistent in all products. Organizations often design their logos in spot colors, for example, to eliminate color variations among their printed materials and other branded products. The more spot colors a design requires, the more it costs to print.

RGB: Monitors, which are fundamentally different from printers, display color through varied mixtures of red, green, and blue (RGB) light rather than through pigmented inks. Red, green, and blue light values are added and subtracted to create different perceptions of color, and each monitor is calibrated to display color a little differently. In addition, web browsers often use a very limited RGB spectrum. As a result of these limitations in web browsers and variations in monitor calibrations, online images and websites may appear different to various users.

Each of these three color systems has its own spectrum and distinct color values. It is possible to approximate (but not exactly reproduce) colors from one system (e.g., spot colors) in another color system (e.g., CMYK). For the greatest color consistency when printing or reproducing artwork, use the color system in which the artwork was created.