DATE: JULY 6, 2015

RE:
CHILDREN’S COVE - current brand notes

LOGO - 2 acceptable orientations
Always used with these color breaks, colors are never swapped

Also acceptable:

TAG LINE
Providing Hope and Healing for Abused Children

BRAND COLORS - primary palette

PMS 299
PMS 360

TYPEFACE
Logo: American Typewriter (modified), Futura
Collateral: Futura Family
DATE: JULY 6, 2015

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COLOR USE

Typically the brand colors are used as soft tints in a layout with 100% tint color bands top and/or bottom to define a page and set off the website or call to action (see sample I, II, III). More recently some use of the color has been deepened and saturated for more dynamic applications (see sample VI).

IF YOU SUSPECT A CHILD HAS BEEN A VICTIM OF SEXUAL ABUSE:

• Always report any suspicion of child abuse. You may save a child from further harm if you report your suspicions. If you have questions or you need to report suspicions of child abuse, call the Department of Children and Families Child - At - Risk Hotline at 800-792-5200 or your local police department.
• Remove clothes and help the child be telling someone. The child has experienced a potentially traumatic experience and could be most frightened by your response to the abuse itself. Be sure to thank the child for being honest and courageous enough to tell someone.
• Be sure to acknowledge that it is not the child’s fault. Child abuse is rare but it does happen. The child may feel ashamed and embarrassed to feel that they allowed the abuse to happen. Explain to the child that it’s not their fault. They are not in trouble.
• Encourage the child to talk openly. In abuse situations a child tends not to trust people as easily, because the abuser has violated that trust. It is important to encourage the child to talk about what happened and to let them know it’s okay to feel afraid.

1 in 5 children is sexually solicited while online.

CARE FOR THE CAREGIVERS

Child abuse affects the entire family. Oftentimes, caregivers will ignore their own needs once abuse occurs in a family. If you find yourself in the position of needing to care for a child sexual abuse victim and hold a family together, you must remember to take care of yourself as well. In any situation where abuse is involved, you or another person you or the child trust may feel like a weight is lifted off them. Encourage them to talk freely with you or someone they trust about what happened without pressuring them for answers.

Providing Hope and Healing for Abused Children

Always know that Children’s Cove can make an appropriate mental health referral for you or your family.

PROVIDING HOPE AND HEALING FOR ABUSED CHILDREN

PARTNER AGENCIES:

Barnstable County

The Cape & Islands District Attorney

Department of Children & Families

Department of Mental Health

Cape Cod Healthcare

To contact Children’s Cove for more information:

Main Phone Number: 508-375-0410

Toll Free Number: 888-863-1900

Fax Number: 508-375-0409

24 - hour on call response

Email: info@childrenscove.org

www.childrenscove.org

Children’s Cove provides coordinated and comprehensive multidisciplinary services to child victims of sexual abuse/serious physical abuse and their families.

THE 14TH ANNUAL CHILDREN’S COVE GOLF TOURNAMENT

THE RIDGE CLUB

MONDAY - JUNE 8, 2015

HELP SUPPORT CHILDREN’S COVE

The Cape & Islands Child Advocacy Center

SAVE THE DATE

REGISTER ONLINE TODAY!

www.childrenscove.org

PREPARED BY GROUER DESIGN

508.744.7721
RE: CHILDREN’S COVE - current brand notes

SUPPORT GRAPHIC
The logo interlocking hearts are used on a large scale to create an interesting background, typically in a tint of the brand colors (sample IV and V); or to break a page into sections for a stronger, more dramatic effect (sample VI). This is not intended to be used to replace the Children’s Cove ‘house heart’ logo graphic, only as a support graphic for the brand.

SAMPLE IV - FOLDER INSERT

YOUR MULTIDISCIPLINARY TEAM
Your team will work collaboratively to assist you and your child throughout this process to begin healing.

Your DCF INVESTIGATOR

The Department of Children and Families Investigator will attend the forensic interview, conduct a protective investigation regarding the allegations, and determine whether DCF should open a case with your family for support services.

Your POLICE INVESTIGATOR

The Police Investigator will attend the forensic interview, work with the team to complete the criminal investigation, and help ensure your child and family’s safety. (s)he will collect evidence, interview witnesses, possibly interview the suspect(s), and make arrests when appropriate.

Your FAMILY ADVOCATE

The FA will provide coordination and referrals of services for your family and support you through this process. (s)he will also provide information on victim rights including victim compensation and protection matters.

Your MENTAL HEALTH COORDINATOR

The MHC will provide information and referrals for trauma informed counseling for your child and any other counseling referrals needed for family members.

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SAMPLE V - WEB BANNER

Children’s Cove, the Cape & Islands Advocacy Center, is a safe and compassionate place where children who have been sexually or physically abused can begin their journey of healing.

PARTNER AGENCIES

SAMPLE VI - TRADE SHOW BANNER

childrenscove.org

Providing Hope and Healing for Abused Children
PHOTOGRAPHY
In general the focus is on children’s fresh faces, minimizing background interest. The subject can be boldly looking at the camera or reflectively turned away and looking down, they also can be happy or sad. Some adults are included in the same style typically with their focus being on a child.

SOME SAMPLE PHOTOGRAPHY IN THE CHILDREN’S COVE LIBRARY
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BRAND EXTENSION - samples

TRAUMA INFORMED PROVIDER NETWORK

ANNUAL CHAMPIONS FOR CHILDREN CONFERENCE

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