

DATE: JULY 6, 2015

PAGE: 1 OF 5

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

PAGE: 2 OF 5

RE:
CHILDREN'S COVE - current brand notes

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 setoff 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).

SAMPLE I - BROCHURE

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

- **Always report any suspicions of child abuse**
You may save a child from further harm if you report your suspicions. If you have questions or you want 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.
- **Remain calm and thank the child for telling someone**
The child has undergone a potentially traumatic experience and could be more frightened by your response than 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 NEVER the fault of the victim. The child may feel ashamed and embarrassed or feel that they allowed the abuse to happen. Explain to the child that it is not their fault. They are not to blame and 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. But once a child discloses abuse, he or she 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.

Children's COVE
The Cape & Islands Child Advocacy Center

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

Providing Hope and Healing for Abused Children

www.childrenscove.org

SAMPLE II - EVENT DIRECT MAIL

SAVE THE DATE

THE 14TH ANNUAL
CHILDREN'S COVE GOLF TOURNAMENT

HELP SUPPORT CHILDREN'S COVE
The Cape & Islands Child Advocacy Center

THE RIDGE CLUB
MONDAY • JUNE 8, 2015

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

REGISTER ONLINE TODAY!
www.childrenscove.org

SAMPLE III - WEBSITE

[REPORT ABUSE](#)
[DONATE](#)

PARENTS | CHILDREN

PROFESSIONALS

SUPPORT CHILDREN'S COVE

NEWSROOM

ABOUT US

RESPONDING TO ABUSE

[REPORT ABUSE DO'S AND DON'TS](#)

Join Our Mailing List

Have the conversation with your children about child sexual abuse. It's one you have to have.

Please Take 5

LIKE US ON FACEBOOK!

Find us on Facebook

TRAINING

Children's Cove offers education

EVENTS

14TH ANNUAL CHILDREN'S

INSIGHT

DATE: JULY 6, 2015

PAGE: 3 OF 5

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: _____
can be reached at: _____
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: _____
can be reached at: _____
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 FORENSIC/EXTENDED FORENSIC INTERVIEWER: _____
can be reached at: _____
The FI/EFI will explain the forensic interviewing process and conduct the interview of your child.

Your FAMILY ADVOCATE: _____
can be reached at: _____
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: _____
can be reached at: _____
The MHC will provide information and referrals for trauma informed counseling for your child and any other counseling referrals needed for family members.




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

SAMPLE V - WEB BANNER



SAMPLE VI - TRADE SHOW BANNER

childrenscove.org





Children's COVE
The Cape & Islands Child Advocacy Center


Providing Hope and Healing for Abused Children


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


Barnstable County


MA Department of Children & Families


MA Department of Mental Health


The Cape & Islands District Attorney


CAPE COD HEALTHCARE

DATE: JULY 6, 2015

PAGE: 4 OF 5

RE:
CHILDREN'S COVE - current brand notes

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



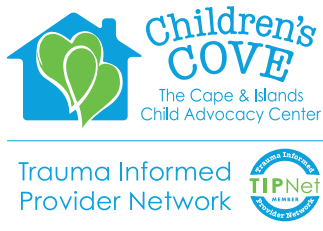
DATE: JULY 6, 2015

PAGE: 5 OF 5

RE:
CHILDREN'S COVE - current brand notes

BRAND EXTENSION - samples

TRAUMA INFORMED PROVIDER NETWORK



ANNUAL CHAMPIONS FOR CHILDREN CONFERENCE

