

DATE: JANUARY 1, 2020

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RE:
CHILDREN'S COVE - current brand notes

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



Also acceptable:

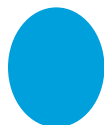


TAG LINE

Providing Hope and Healing for Abused Children

BRAND COLORS - primary palette

PMS 299



PMS 360



TYPEFACE

Logo: American Typewriter (modified), Futura
Collateral: Futura Family

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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 setoff the website or call to action (see sample I,II,III). 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 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.

IF A CHILD DISCLOSES ABUSE TO YOU:

- **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.

1 in 5 children will be sexually solicited while online.

CARE FOR THE CAREGIVERS
Child abuse affects the entire family.
Often times, 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 abuse victim and hold a family together, you must remember to take care of yourself as well. Talk to someone about the abuse, schedule self-care time, or join a support group.
Always know that Children's Cove can make an appropriate mental health referral for caregivers as well.

Children's COVE
The Cape & Islands
Child Advocacy Center

Providing Hope and Healing for Abused Children

PARTNER AGENCIES
The Cape & Islands District Attorney
Department of Children & Families
Department of Mental Health
Cape Cod Healthcare

Contact Children's Cove for more information:
508-375-0410 • info@childrenscove.org
childrenscove.org

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SAMPLE II - EVENT DIRECT MAIL

Children's COVE
The Cape & Islands
Child Advocacy Center

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

Children's COVE
The Cape & Islands
Child Advocacy Center

Get Help Contact Us

Home Child Abuse Parents + Caregivers Kids + Teens Services Education About Us

Have the conversation.
Learn how to talk with your children about body safety and child sexual abuse.

Parents + Caregivers
Are my children safe?

Kids + Teens
I have some questions.

Community
How can I get involved?

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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 RESPONSE WORKER: _____
can be reached at: _____
The Department of Children and Families' Response Worker will attend the forensic interview, conduct a protective investigation regarding the allegations, and determine whether Department of Children and Families 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 INTERVIEWER: _____
can be reached at: _____
The Forensic Interviewer will explain the forensic interviewing process and conduct the interview of your child.

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

Your NURSE PRACTITIONER: _____
can be reached at: _____
The Nurse Practitioner will ensure the health and well-being of your child, provide a visual medical exam, photo document and collect evidence, if indicated, and provide any appropriate referrals.

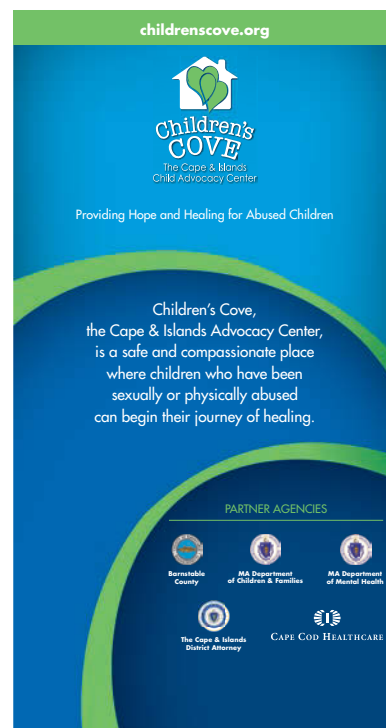


09/2018

SAMPLE V - WEB BANNER



SAMPLE VI - TRADE SHOW BANNER



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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



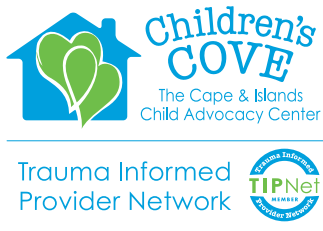
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BRAND EXTENSION - samples

TRAUMA INFORMED PROVIDER NETWORK



TEEN TASK FORCE



TAKING A STAND FOR KIDS

ANNUAL CHAMPIONS FOR CHILDREN CONFERENCE

