

DALLAS CASA Graphic Style Guide

UPDATED JANUARY 2023

INTRODUCTION

The purpose of this Graphics Style Guide is to ensure the consistent use and application of the Dallas CASA graphic identity which has been designed to reflect our organizational purpose and spirit. It provides guidelines and details for how to correctly apply the graphic identity and should be used when producing, updating and creating graphics for all Dallas CASA materials—whether in print, online or in other media. The key elements include:

- **Logos and Marks** (pages 2-5)
- **Typography** (pages 6-7)
- **Color Palette** (page 8)
- **Photography** (pages 9-14)
- **Bars, blocks and transparencies** (page 15)

In addition to the brand elements above that apply to all Dallas CASA communications, this Graphic Style Guide also covers additional guidelines for specialized communications. These include:

- **Events** (pages 16-18)
- **Social Media** (pages 19-21)

Logo Lockup

The Dallas CASA logo lockup utilizes the national CASA icon as its core organizational alignment while clearly identifying Dallas CASA as the singular organization represented. The colors and font are part of both the national and Dallas CASA identity program.



When the logo is used in color, this is the only color combination that can be used. The top of the icon is in PMS 485 red, and all other elements are PMS 295 blue.



When the logo is used in B/W, the red in the icon should change to 60% black, and all blue elements change to 100% black.



When the logo is used on top of a dark color box or dark area of a photo, the reversed version of the logo should be used. All elements are white.

Logo Clear Space

In order to maintain a consistent identity, minimum clear spaces should be used when applying the logo. Since the logo scales for various applications, the 'X height' of "Dallas CASA and Court Appointed Special Advocates" is used as the measuring tool. The diagram below demonstrates how this tool is used.



This is a minimum clear space. Other page elements should never be placed within this 'X height' proximity.

Tagline Marks

PRIMARY TAGLINE: PROTECTING CHILDREN RESTORING CHILDHOOD

"Protecting Children Restoring Childhood" (PCRC) was introduced in 2022, replacing "Abused Children Can't Wait." The PCRC mark became the primary tagline mark for Dallas CASA and should be used whenever possible.



This campaign logo should no longer be used. When updating items, make sure this logo is removed and replaced with the tagline mark below.

Protecting children | **Restoring** childhood

When the mark is used in color, this is the only color combination that can be used. Text is PMS 295 blue and the underline is PMS 485 red. See exceptions for event communications on pages 16-17.

Protecting children | **Restoring** childhood

When the mark is used on top of a dark color, this reversed version of the logo should be used.

Protecting children | **Restoring** childhood

When the logo is used in B/W, the entire mark should be in 100% black.

RECRUITMENT TAGLINE: STAND UP FOR ABUSED CHILDREN

"Stand Up for Abused Children" is now a secondary tagline of Dallas CASA, used only as a call to action for volunteer advocates. The "Stand Up for Abused Children" mark should be used instead of "Protecting Children Restoring Childhood" on volunteer recruitment materials.

**STAND UP FOR
ABUSED CHILDREN**

Additional Logos

TEXT ONLY AND MARK ONLY: While the full logo lockup shown on page 2 is preferred, if a layout becomes too busy, one of the text-only logos or the logo mark below can be used as an alternate.

DALLAS CASA

DALLAS CASA

DALLAS CASA

DALLAS CASA



NOTE: The logo mark should never be used near "Dallas CASA" unless the logo lockup is utilized. The logo mark can be used independently (such as social media profiles) or as a graphic element incorporated into the background of a layout. When used as a background element, a transparency or tint can be utilized to reduce contrast and ensure readability of text.

AFFINITY GROUP LOCKUPS: The Dallas CASA logo mark can be used for Dallas CASA affinity groups as shown below.



NOTE: Standard color variations—reversed (red / white), all white or all black—can be used for the Dallas CASA logo mark. The Dallas CASA logo mark can also be used with different photos (or no photo). Otherwise, these lockups should not be altered in any way.

Type Family

Dallas CASA primary typefaces are Geometric and Sabon and must be used for the text in all published materials. High Strung—a handwritten style—is a secondary typeface. Note as a general rule, italics should not be used in headlines, web pages and e-communications.

Geometric 415 BT - lite

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890!@#\$\$%^&*()

Geometric 415 BT - lite italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890!@#\$\$%^&()*

Geometric 415 BT - medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890!@#\$\$%^&*()

Geometric 415 BT - medium italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890!@#\$\$%^&*()

Geometric 415 BT - black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890!@#\$\$%^&*()

Geometric 415 BT - black italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890!@#\$\$%^&*()

Geometric 706 BT - black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890!@#\$\$%^&*()

Type Family (continued)

Sabon - roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()

Sabon - italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&()*

Sabon - bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()

Sabon - bold italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()

High Strong

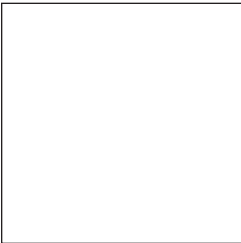
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&()*

The alternate fonts approved only for the Web and online digital products are Arial (regular and bold) and Times New Roman.

Color Palette

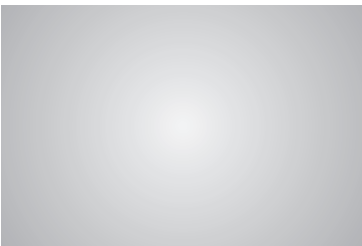
There are two main colors of the Dallas CASA system: PMS 485 red and PMS 295 blue, both selected to align with the organization's branding. In addition to a liberal use of white space, they form the core of the color palette. Black, PMS Cool Gray 9 and PMS 2995 light blue are also part of the color palette and are intended for secondary use, for accents within text and other minor uses of color.

Primary Colors

		
White C 0 M 0 Y 0 K 0 R 255 G 255 B 255 html #ffffff	PMS 485 C 0 M 93 Y 95 K 0 R 213 G 43 B 30 html #D52B1E	PMS 295 C 100 M 68 Y 8 K 52 R 0 G 47 B 95 html #002F5F

Secondary Colors

		
Black C 0 M 0 Y 0 K 100 R 35 G 31 B 32 html #000000	PMS Cool Gray 9 C 29 M 23 Y 16 K 51 R 116 G 118 B 120 html #747678	PMS 2995 C 87 M 1 Y 0 K 0 R 0 G 169 B 224 html #00A9E0

	
sample white / cool gray 9 gradient	sample PMS 295 / PMS 2995 gradient

Gradients utilizing colors within the palette above can be utilized to give more variety to Dallas CASA materials while also adhering to brand guidelines.

Photography: Children

Photography is a key element of the Dallas CASA brand, and photos should be carefully selected to fully comply with brand guidelines. The following guidelines should be followed for all child photos:

- **Serious photos are ALWAYS in black and white, and joyful photos are ALWAYS in color**—Black and white photos represent the need, and color photos represent the transformative impact of Dallas CASA. This is a key element of the Dallas CASA brand and should be followed across ALL communication platforms.
- **No foster kids**—Photos of current or former foster children CANNOT be used. Photos must be stock images or commissioned photos using child models whose parents have signed model release forms for Dallas CASA.
- **No props**—No props or distracting objects should be in the photo.
- **Neutral backgrounds**—Backgrounds can be either outdoor or indoor, but should always be neutral and not distract from the child in any way. Out of focus backgrounds are preferred.
- **Crop photos for layout**—Photos should always be cropped appropriately for the layout, either cropped tightly on the child or pulled back with negative space in the photo used for copy or logos. Make the child the focal point.

BLACK AND WHITE CHILD IMAGES: SERIOUS/EVOCATIVE

Black and white photos of children should be serious and emotionally evocative—but not sad or angry. The child can either be looking directly into the camera or looking away.



Photography: Children (continued)

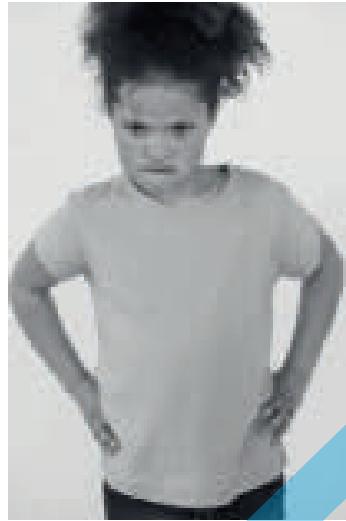
Samples of serious child images that do NOT adhere to brand guidelines.



too angry



too angry



too angry / posed



too upset



too sad



too sad / distracting prop



distracting object

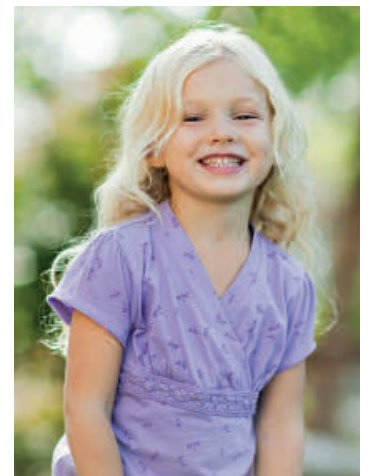
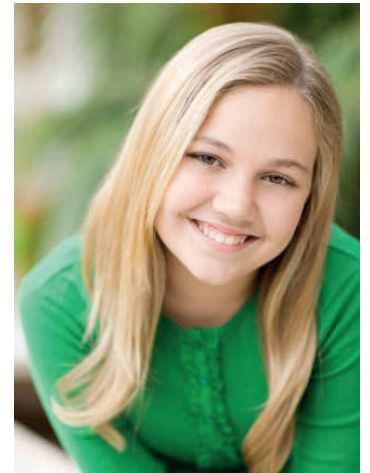
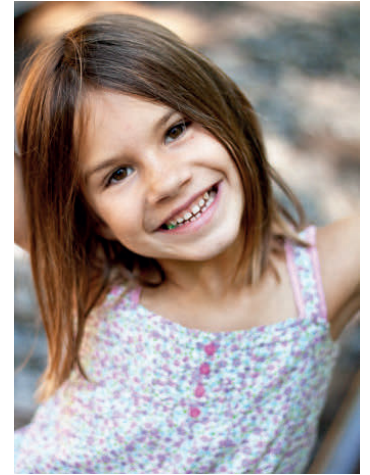
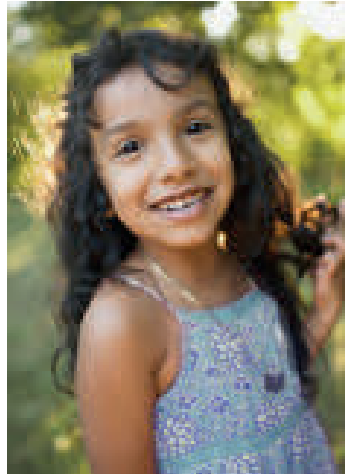


distracting background

Photography: Children (continued)

COLOR CHILD IMAGES: JOYFUL/HAPPY

Color photos of children should be happy and full of life. Expressions and poses should be natural, and the child should be looking directly into the camera.



Photography: Children (continued)

Samples of joyful child images that do NOT adhere to brand guidelines.



silly face



unnatural smile



unnatural smile



unnatural smile



not looking at camera



not looking at camera



distracting background



distracting background/prop



distracting props



distracting props



distracting props

Photography: Volunteers

VOLUNTEER HOLDING FRAMED CHILD PHOTO

Individual adult volunteers and groups are photographed (in-studio on a white seamless backdrop) holding a large photo frame.

- **Volunteer in B/W**—Volunteer images must be black and white.
- **Child in color**—The child photo in frame must be a joyful image (in color) and cropped tightly.
- **Sized for layout**—Photo should be sized as large as possible within the layout.
- **Bleed off photos**—Photo should bleed off the edge of the layout and/or bleed into a solid block of color—especially along the bottom if photo is not full body.

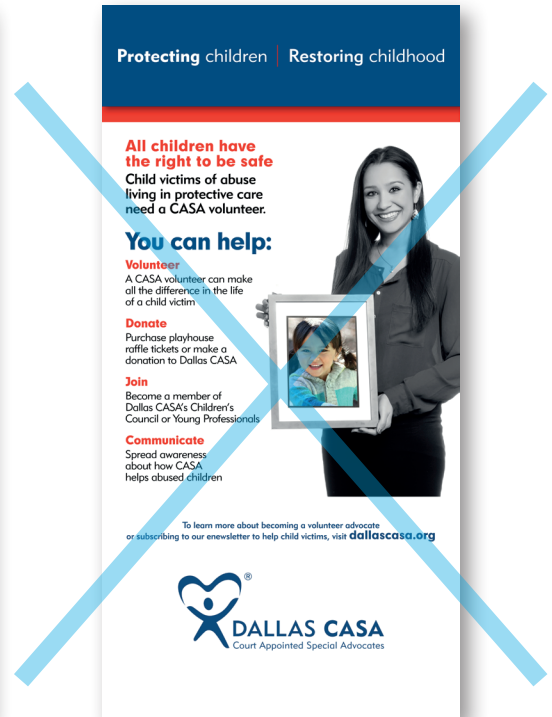


Photo is too small for layout and not bleeding correctly—especially since the photo crops off part of her legs.

Photography: Volunteers (continued)

VOLUNTEER WITH CHILD

- **Color photo**—Photo must be used in color (not black and white).
- **Natural environment**—Photo can be indoor or outdoor in a natural environment (no studio portraits).
- **Volunteer and child interacting**—They should be talking, laughing or engaged in some type of activity (unless approved).
- **Natural and unposed**—Neither person should be looking at the camera (unless approved).
- **Crop photos for layout**—Photos should always be cropped appropriately for the layout, either cropped tightly on the volunteer and child or pulled back with negative space in the photo used for copy or logos.



black and white and needs to be cropped tighter

Framing Devices

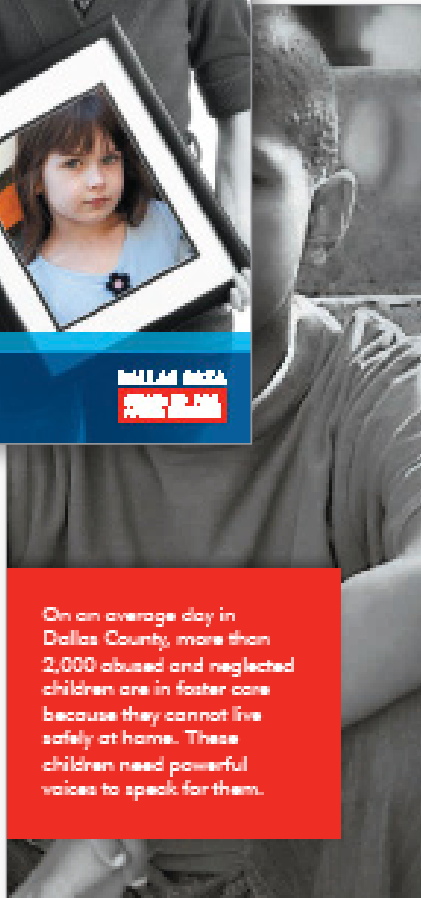
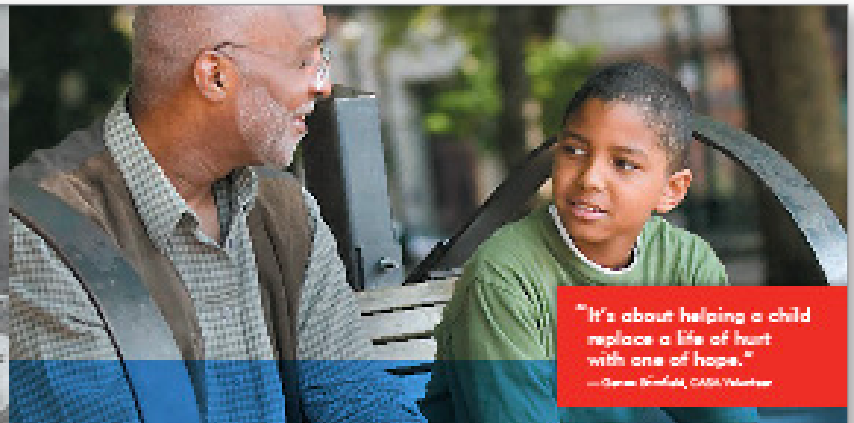
TRANSPARENCIES AND COLOR BLOCKS AND BARS: One of the visual elements of the Dallas CASA brand is the use of transparent color boxes and bars as a unifying element and framing device.

RED BOXES: The red box introduced with the tagline should be utilized in layouts as message containers that always speak to the personal impact of Dallas CASA's work.



Transparencies can be used in a variety of ways to either frame an image or connect a photo to other elements of the page layout.

In order to achieve vibrant transparencies that do not look washed out, designers should work with various color modes in their page layout programs such as "hard light" or "overlay," and may need to layer more than one transparent box with different modes and percentage values to achieve the desired color.



What does it take to be a CASA?

You don't have to be a lawyer or social worker to be a CASA volunteer. CASA volunteers come from all professions, ethnic and educational backgrounds. You must simply have a desire to help abused children.

As a CASA volunteer you will receive extensive training, and you will have the support of Dallas CASA staff members to help you through each case. CASA volunteers receive research, resources, information and help to understand institutional, medical, educational, judicial, psychiatric, behavioral, family relations, and of course the children themselves.

CASA volunteers then make recommendations to the court that help judges decide the best possible outcome for children in foster care.

You can be the difference.

Becoming a CASA volunteer and being involved with a potential and lasting experience. Your involvement will make a direct and critical impact on a child's life.

Helping a family, strengthening a child's life. Through extensive CASA volunteer training and ongoing support, you will be able to help a child's life. You will be able to help a child's life. You will be able to help a child's life.

For CASA volunteers, the difference is the difference that all of these children have only one thing in common: they are all children.

Events

Dallas CASA organizes a variety of recurring fundraising and recruitment events. While each event maintains elements of the Dallas CASA brand and adheres to most guidelines outlined on the previous pages, each event also has a unique look and feel that sets it apart from the overall Dallas CASA brand. The following is a brief overview of the event sub-brands and any deviations from the general brand guidelines.

CHAMPION OF CHILDREN

- All materials should have a very high-end, sophisticated look and feel.
- Materials use only the dark blue (PMS 295), red (PMS 485) and cool gray 9 from the Dallas CASA color palette plus gradients of gray to create a silver look.
- Brand fonts should be used.
- Dallas CASA and PCRC mark can be used in all gray.



CHERISH THE CHILDREN

- All materials should have a fresh, feminine look and feel.
- The chair from the event logo is the primary graphic element used in all materials.
- Each year a new color palette and background pattern are selected. These colors do NOT have to be within the Dallas CASA color palette.
- Dallas CASA and PCRC mark can be used in one of the event colors, all white or all black.
- In addition to brand fonts, Novitha Script is also used.



Events (continued)

PARADE OF PLAYHOUSES

- All materials should have a child-focused look and feel.
- Materials use Dallas CASA's standard color palette and brand fonts.



WHAT DOES IT TAKE TO HELP AN ABUSED OR NEGLECTED CHILD HAVE A SAFE, PERMANENT HOME?

A BIG HEART AND A \$5 RAFFLE TICKET

Parade of Playhouses at NorthPark
July 15-31, 2022

JOIN US FOR THE 2022
PARADE OF PLAYHOUSES
NorthPark Center, July 15-31

While some children dream of having their own fantasy playhouses, children who have been abused or neglected dream of having safe homes with loving families. You can help an abused or neglected child have a safe and permanent home by supporting the Dallas CASA Parade of Playhouses.

Purchase raffle tickets for \$5 each or 5 for \$20 for your chance to win a custom-designed playhouse.

PLAYHOUSES ON DISPLAY AT NORTHPARK CENTER
Purchase raffle tickets at dallascasa.org

DALLAS CASA
Parade of Playhouses

PRESENTED BY
CRESTCARS.COM
CADILLAC INFINITI

GRAND MARSHAL
KDC

f t y g s i n o

CASABLANCA, SUPERHERO 5K AND VOICES FOR A CAUSE

- These events hosted by Dallas CASA Young Professionals should have a young, modern look and feel.
- CASAblanca materials use the Dallas CASA color palette, but black becomes a primary color.
- Voices for a Cause materials use the Dallas CASA color palette, but the use of transparencies and effects may alter their appearance.
- While event logos use additional fonts, event communications should only use brand fonts.



CASAblanca
BENEFITTING DALLAS CASA
2023

Saturday, February 4, 2023
CASINO. DANCING. FOOD. DRINKS.
Hosted by Dallas CASA Young Professionals



10.18.18

THE RAY JOHNSTON BAND with SIGNED OUT

AT THE RUSTIC DOORS OPEN AT 6:00 PM

VOICES FOR A CAUSE
Benefit concert for Dallas CASA

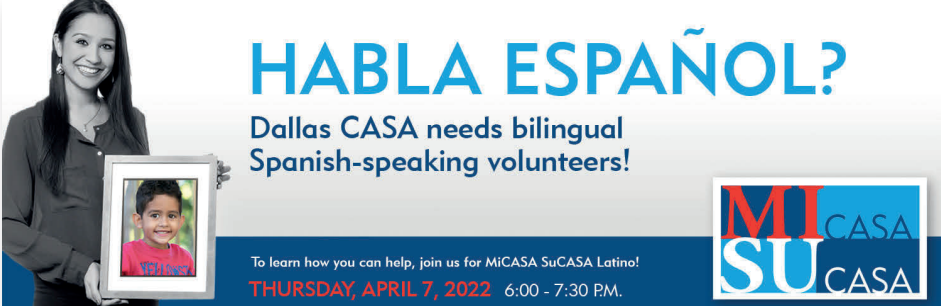
PRESENTED BY
THE HIDUKE FOUNDATION

HOSTED BY
Dallas CASA Young Professionals

Events (continued)

BLACKS, MiCASA SuCASA (SPANISH-SPEAKERS) AND MEN OF CASA RECRUITMENT

- Materials for these recruitment initiatives utilize bold headlines and volunteer and/or child images to grab the attention of demographically-targeted volunteer groups.
- Black recruitment materials use an African motif and targeted tagline
- MiCASA SuCASA materials use Dallas CASA's standard color palette.
- Men of CASA materials use PMS 1375 gold as a secondary color, in addition to Dallas CASA's standard color palette.
- Brand fonts should be used.

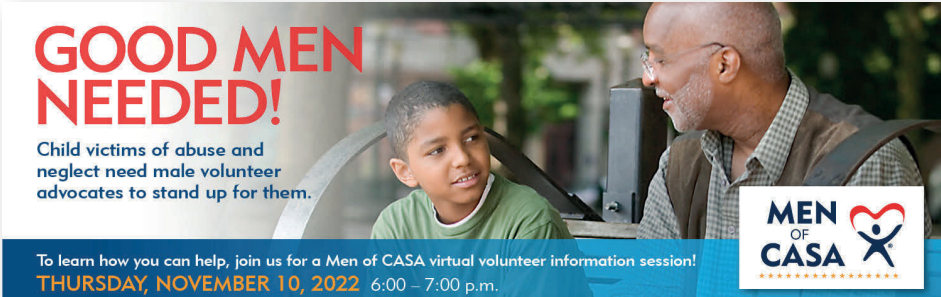


HABLA ESPAÑOL?

Dallas CASA needs bilingual Spanish-speaking volunteers!

To learn how you can help, join us for MiCASA SuCASA Latino!
THURSDAY, APRIL 7, 2022 6:00 - 7:30 PM.

MI CASA
SU CASA



GOOD MEN NEEDED!

Child victims of abuse and neglect need male volunteer advocates to stand up for them.

To learn how you can help, join us for a Men of CASA virtual volunteer information session!
THURSDAY, NOVEMBER 10, 2022 6:00 – 7:00 p.m.

MEN OF CASA

Social Media

Social media plays an integral part in Dallas CASA's communications strategy and serves as one of the most public representations of the Dallas CASA brand. The following guidelines apply to all social media communications (posts and page headers/cover images) across all platforms—Facebook, Twitter, Instagram, Google+, YouTube, and LinkedIn. Any additional platforms utilized in the future should also conform to these guidelines.

- **ALL social media communications must be consistent with the Dallas CASA brand**—Fonts, colors, photos and logo usage must all adhere to the guidelines presented on the previous pages of the Graphic Style Guide.
- **Limit use of photo collages**—One strong photo is more impactful than numerous weak and/or tiny photos. If more than one photo is needed, attach multiple images to a post in a format where each image can be viewed at full size.
- **Limit use of designed (photo plus text) posts**—Designed posts and banners should only be used when utilizing a consistent template/format (see page 19) or part of an event's marketing materials (see page 20). For all other social media communications, keep posts simple with one photo, and utilize caption/description for message and/or call to action. The vast majority of social media communications should follow this format, rather than combining photos, text and other graphic elements into a designed post. Videos and links are also acceptable post formats.

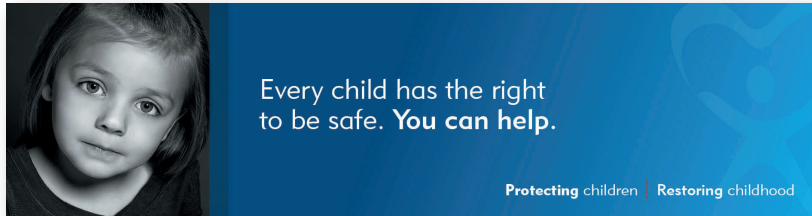


Since multiple photos are needed, several images are attached to one post. When you click through, you can view each image at a large size. There is no embedded text or graphics on any of the photos. This format should be used for all social media platforms (except YouTube), rather than photo collages.

Social Media (continued)

- **Designed social media posts use a consistent format/template**—When designed posts and banners are utilized, they must use a consistent template/format that is part of a series. No designed posts or banner should be created as a “one-off,” which can easily lead to a social media feed that looks chaotic.

Series of designed social media banners and posts



NOTE: While this Graphic Style Guide only covers the visual components of the brand, it is crucial that social media messages also align with the voice of Dallas CASA. Approved taglines and key messages should be utilized.

Social Media (continued)

- **Event posts must be consistent with the event brand**—Event posts and banners are either part of an event’s suite of marketing materials (designed as companions to print and/or web materials) or non-designed posts that remain consistent with event brand. See examples below.

Designed social media banner and post—part of the event’s suite of marketing materials



Non-designed event posts that remain consistent with event brand

