



**National  
Children's  
Alliance®**

*The Force Behind  
Children's Advocacy Centers*

---

# Brand Guidelines

Confidential and Proprietary  
February 2024

**PLEASE NOTE: Stock photography is used throughout this guide to help illustrate brand style and direction.**

**Visual Style Guide**

Introduction	3
Logo	4 - 13
Color Palette	14 - 18
Typography	19 - 24
Photography	25 - 30
Graphic Shapes and Accents	31 - 37
Illustration	38 - 40
Iconography and Infographics	41 - 43
Brand In Action	44 - 52

**Voice and Messaging**

Overview and Strategy	53 - 55
Voice Principles and Writing Tactics	56 - 60
Principles in Action	61 - 73

**NCA Recognition Program**

Introduction	75
Supporter Badges	76
Partner Badges	77
Member Badges	78
Accreditation Badges	79
Spacing and Sizing	80
Usage Examples	81

Our brand is one of the most important assets we have as an organization. For that reason, we've developed these guidelines to help us communicate with each other and our core audiences in a consistent manner—and to protect our brand identity from misuse.

These guidelines serve as a reference tool for internal and external audiences. This guide should be used when you're developing communication materials—this includes everything from collateral and websites to conference materials and presentations. All communications that carry our name should be treated in the same professional manner and deliver brand consistency across all communication channels.

### **Contact Information**

If you have questions regarding the use of our Brand Guidelines, please contact:

Blake Warenik  
[communications@nca-online.org](mailto:communications@nca-online.org)

---

Logo

The background features large, overlapping organic shapes in shades of blue, dark blue, and gold. A thick, light cream-colored curved line sweeps across the middle of the page. The word "Logo" is positioned in the upper left area, below a thin horizontal line.



## Components of the Logo



The logo is at the heart of our visual system, designed to reflect our brand positioning and personality.

The tagline is an important brand element, and it should be used in conjunction with the logo whenever possible because it emphasizes and connects our brand with our CACs so that together we speak with one voice.

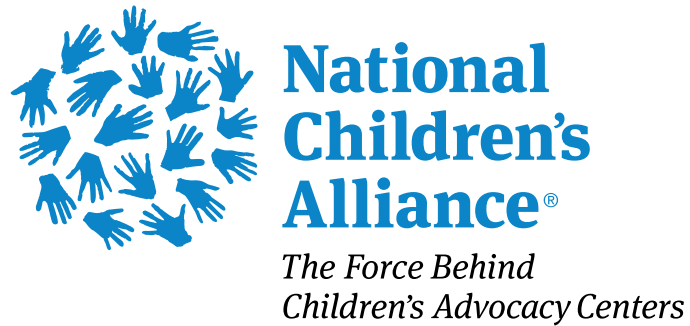
Exceptions for tagline use may include:

- When using the logo at its minimum size (.625 inches high), for example on a business card
- When the logo is in space-restricted areas, for example, in a social media signature
- When the text isn't determined to be legible enough, for example when the logo is being used on certain photography
- When only the icon of the logo is being used

Only use approved digital files and do not attempt to recreate, alter or obscure the logo in any way.

### Primary Horizontal Logo Lockup

---



Whenever possible, use the primary horizontal logo lockup.

In extreme cases certain spacial restrictions may require the use of the secondary logo lockup.

Only use approved digital files and do not attempt to recreate, alter or obscure the primary or secondary logo lockup in any way.

### Secondary Stacked Logo Lockup

---



## Clear Space



The logo needs room. It's important that it's clearly legible and unobstructed by other visual or verbal elements. White space calls attention to the brand, so make sure there's plenty of room around the logo.

The clear zone should be, at a minimum, equal to the height of the N in the logotype (indicated by X).

In all cases, please make an effort to use a larger clear zone, when design allows.

## Minimum Size



As a general rule, the minimum size for the logo in all brand communications is .625 inches high. Digital and promotional items may require a smaller size and should be evaluated on an individual basis.

### Examples

---



Ideally, the logo should be used in four color on a white background for maximum impact and clarity. When this is not possible, be sure to choose a background color or photo that will provide sufficient contrast with the logo.

When the level of contrast or a color clash is in question, use either the black or white logo to ensure legibility and visual integrity.



### Examples



It's important that the logo stays legible, especially when it's used with photography. Make sure that the background imagery behind the logo is simple and void of complicated shapes and textures.

**Full Color**

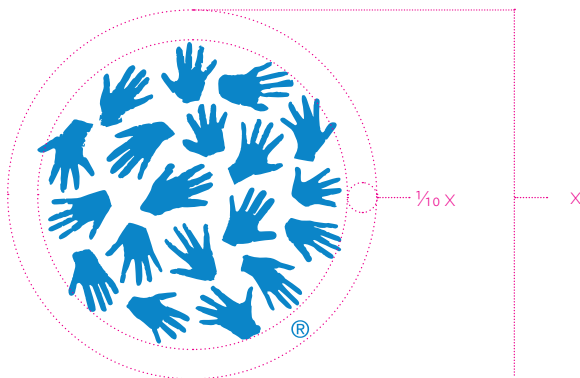
The icon can be used as a secondary brand mark or as a supporting graphic, but never in place of the logo.

In special cases, the logomark can be used as favicons, social media signatures or within other space restricted areas.

To enhance the presentation of the logomark, use sufficient clear space. The minimum amount of clear space is equal to 1/10 the height of the logomark (indicated by X).

**Black**

It is important to always use approved digital artwork and use caution when scaling, adjusting, sizing or reproducing the logomark.

**Clear Space**

**Examples**

1



2



3



4



5



6

**Please keep these tips in mind when using the logo.**

Use approved digital artwork.

Use caution when scaling, adjusting sizing or reproducing the logo.

**Do Not:**

1. Alter or scale elements
2. Use on complex image background
3. Separate the logo elements
4. Crop
5. Rotate
6. Add opacity effects

**Accredited Chapter logo**

---



**Backed by  
National Children's Alliance®  
Accredited Chapter**

The accreditation logos are a way to visually demonstrate our trusted partners.

It is important to always use approved digital artwork and use caution when scaling, adjusting, sizing or reproducing the logomark.

**Accredited Member logo**

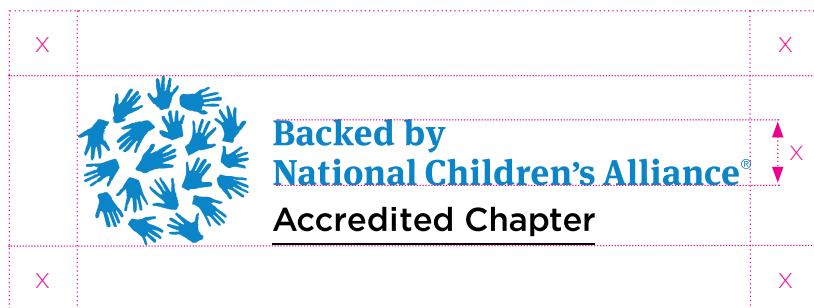
---



**Backed by  
National Children's Alliance®  
Accredited Member**



## Clear Space



The logo needs room. It's important that it's clearly legible and unobstructed by other visual or verbal elements. White space calls attention to the brand, so make sure there's plenty of room around the logo.

The clear zone should be, at a minimum, equal to the height of the logotype in the logo (indicated by X).

In all cases, please make an effort to use a larger clear zone, when design allows.


## Minimum Size



As a general rule, the minimum size for the accreditation logo in all brand communications is .625 inches high. Digital and promotional items may require a smaller size and should be evaluated on an individual basis.

---

# Color Palette



PMS	Process Blue C
RGB	0.133.202
HEX	0085CA
CMYK	100.15.0.6

PMS	Pantone Black
RGB	45 41 38
HEX	2D2926
CMYK	65 66 68 82

Our color palette is an important aspect of the visual system because it not only helps us to communicate the brand idea, but also serves as a unifying element that can heighten the recognizability of our brand.

Our primary colors, those used in the logo, are blue and black.

It is important to use color smartly and consistently. Color choice should always be simple, bold and not overly complicated.

When designing for offset printing, please use the listed PMS colors.

For digital applications, please use the RGB or HEX values.

All 4-color printing that uses process colors should feature the listed CMYK values.

Colors shown on a computer screen, tablet or phone are not equivalent to the color reproduced in swatch books, color printers or commercial printing.

PMS 7463C RGB 0.43.73 HEX 002B49 CMYK 100.53.0.72	PMS 7608C RGB 164.73.61 HEX A4493D CMYK 5.77.68.26
PMS 301C RGB 0.75.135 HEX 004B87 CMYK 100.51.0.34	PMS 1785C RGB 248.72.94 HEX F8485E CMYK 0.82.51.0
PMS 7688C RGB 70.152.202 HEX 4698CA CMYK 69.23.0.0	PMS 7416C RGB 229.106.84 HEX E56A54 CMYK 0.69.65.0
PMS 319C RGB 44.204.211 HEX 2CCCD3 CMYK 60.0.16.0	PMS 142C RGB 241.190.72 HEX F1BE48 CMYK 0.21.77.0
PMS Green C RGB 0.171.132 HEX 00AB84 CMYK 96.0.68.0	PMS 4525C RGB 197.183.131 HEX C5B783 CMYK 17.17.49.4
PMS 264C RGB 193.167.226 HEX C1A7E2 CMYK 23.34.0.0	PMS 664C RGB 224.219.227 HEX E0DBE3 CMYK 6.8.0.0

Use the secondary color palette to support the logo color palette. Both can be used together within pattern, iconography, infographics, charts and graphs and typography elements.

When designing for offset printing, please use the listed PMS colors.

For digital applications, please use the RGB or HEX values.

All 4-color printing that uses process colors should feature the listed CMYK values.

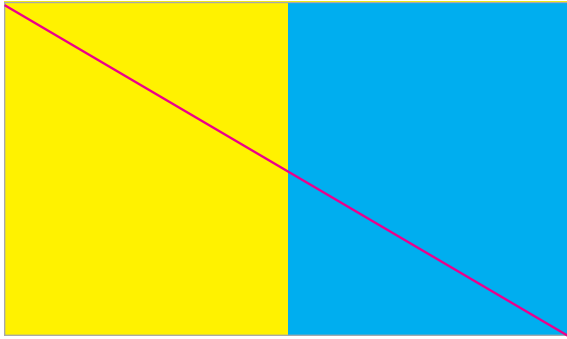
Colors shown on a computer screen, tablet or phone are not equivalent to the color reproduced in swatch books, color printers or commercial printing.

Tints can be used with all colors.

White backgrounds and visual open spaces play an integral role in our visual communications. White enhances the clean and modern presentation of the logo. It allows the vibrant color palette to shine, text to stay readable and imagery to stand out. It imparts a clean, inviting and contemporary look to all communications.



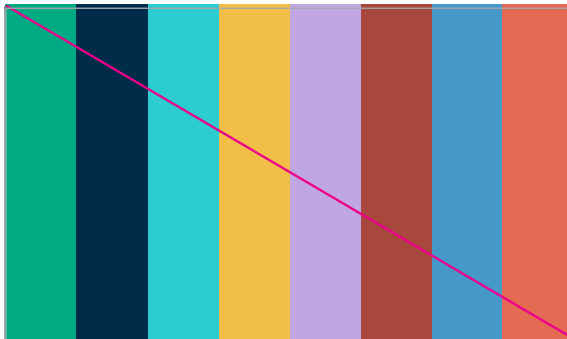
## Examples



1



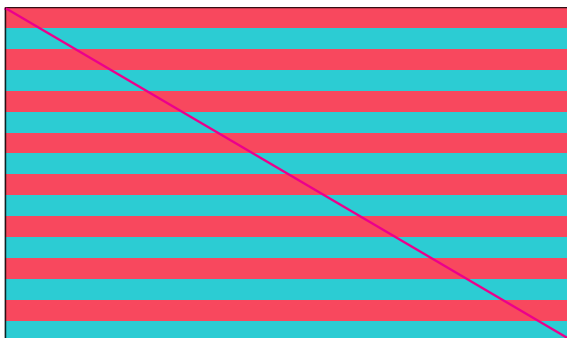
2



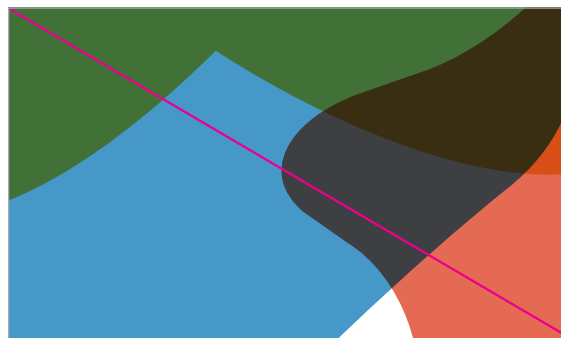
3



4



5



6

## Please keep these tips in mind when using the color palette.

### Do Not:

1. Use colors outside the approved palette.
2. Use color effects or gradients with photography.
3. Use too many colors.
4. Sample colors. The 'eye dropper' or color sampling tool is inaccurate. For best color reproduction, follow the numbers in the color guidelines (pages 16-17).
5. Use color to create a graphic pattern.
6. Use the multiply transparency effect to overlay approved palette colors.

# Typography

---

**Warnock**

---

It's a voice,

**Avenir Next**

---

stronger.

Typography is an essential element in maintaining a clear, well-defined and consistent brand.

Our family of typefaces are approachable, bold and flexible, while serving as a unifying element that heightens the recognizability of our brand.

Warnock and Avenir Next are the typefaces. These distinct font families allow our messages to stand out and energize our brand communications.



Warnock Light and Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
*abcdefghijklmnopqrstuvwxyz*  
1234567890

Warnock Regular and Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
*abcdefghijklmnopqrstuvwxyz*  
1234567890

Warnock Semibold and Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
**abcdefghijklmnopqrstuvwxyz**  
***abcdefghijklmnopqrstuvwxyz***  
**1234567890**

Warnock Bold and Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
**abcdefghijklmnopqrstuvwxyz**  
***abcdefghijklmnopqrstuvwxyz***  
**1234567890**

Warnock is a serif typeface designed by Robert Slimbach in 1997. The design features sharp, wedge-shaped serifs. The Pro version of Warnock is available in a complete set of optical sizes including text, caption, display and subhead versions. The depth and detail of this typeface brings unlimited potential to any layout.

Avenir Next Regular and Italic

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
*abcdefghijklmnopqrstuvwxyz*  
 1234567890

Avenir Next Medium and Medium Italic

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
*abcdefghijklmnopqrstuvwxyz*  
 1234567890

Avenir Next Demi Bold and Demi Bold Italic

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
*abcdefghijklmnopqrstuvwxyz*  
 1234567890

Avenir Next Bold and Bold Italic

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
*abcdefghijklmnopqrstuvwxyz*  
 1234567890

Typography is an important tool in maintaining a clear, well-defined and consistent brand.

Avenir Next is a new take on the classic typeface, Avenir, designed by Adrian Frutiger. This beautifully designed sans updated by Akira Kobayashi, working alongside Frutiger, maintains the beauty of the original face while embracing the technical requirements of the modern age. The typeface's design is clean, straightforward, and works brilliantly for blocks of copy and headlines alike.

Examples

**A** Nem aut officit pos sus  
et RESQUEST.

**B** Fugaam utem latio et expliatate par uptum  
molorru ntiosibus *nicte caborro rers rpitsn*  
*ionsed ut offic tec tusc imossum facerio.*

Temqua meiumque nu mquid eos nonectore volupta quiaeca esserumquium nons  
equi commodit quodi ut lam, cumet occuptas ut magnimodiae *sado lori con cupt*  
*atiasita volup tataque quaturis arum volorerum.*

- C**
- Temqua meiumque nu mquid eos nonectore volupta quiaeca
  - Serumquium nonsequi comodit quodi ut lam, cumet occuptasmagni
  - Modiae sado lori con cuptatiasita volup tataque quaturis arum

The following is a general type spec guide for using Warnock and Avenir Next in layout. Different type weights and styles may be used, depending on messaging hierarchy and visual emphasis.

The entire color palette can be used for callouts, infographics, charts and graphs and typography elements.

**A** **Headline**

- Warnock Family (Set tracking to 0 pt.)
- Avenir Next Family (Set tracking to 5 pt.)
- Standard leading
- Sentence case/Uppercase
- Add punctuation at end of line

**B** **Subheads**

- Avenir Next Regular/Demi Bold/Bold (Set tracking to 10 pt.)
- Warnock Family (Set tracking to 5 pt.)
- Standard leading
- Sentence case

**C** **Body Copy**

- Avenir Family (Set tracking to 10 pt.)
- Warnock Family (Set tracking to 5 pt.)
- Standard leading
- Sentence case
- All body copy should be set in 100% black

**Italics may be used in all instances.**

Warnock Regular

We champion kids  
like we can't lose, so  
**we all win.**

Warnock Bold

Avenir Next  
Regular

Velia sit hicius untem alic tota asitisit, nos  
trum, iscient fugiatur, omtgnim pore adi  
doluptum. Cipiderc hiliqua tieni stotam  
dio tem nihictiis nis elissi ideam asperisti

Avenir Next  
Regular and Bold

Relentlessly. Confidently.  
**EXPONENTIALLY.**

Warnock  
Bold

Osant harum fugia  
unt omnihic toem.

Use a combination of type styles, sizes and colors to provide an upbeat and contemporary look to visual communications.

Be sure to provide visual contrast to maintain legibility. Tints may be required to provide better contrast for readability.

---

# Photography

### Examples



The primary goal of photography is to visually communicate the overall brand idea using a specific style and tone, not only in the images themselves, but in how the images are used.

By using a particular style of photography to reinforce the brand idea, we maintain relevance to core audiences, differentiate from competitors and build brand recognition.

There are two categories of photography:

1. People in action
2. Candid portraits





Use people in action to depict the diversity of people we serve.

**When selecting photography please keep the following characteristics in mind:**

Select images that capture candid moments and personal interactions. Images should feel real and in the moment.

Images may be used in either full color or black and white.

Compositions should be simple, with minimal propping and background interference.

Use dynamic angles and image cropping.

A subject in action can add movement and energy to an image.

In the overall context of your communication materials, images should represent a balance of gender, age and ethnic backgrounds.





Use candid portraits to create a human connection to the message.

**When selecting photography please keep the following characteristics in mind:**

Images should be simple with a singular focus.

Backgrounds should be simple and clean. Selective focus can be used to put emphasis on the individual.

The lighting should be clean and even.

Individual should present a pleasant appearance with current styling (e.g., clothing and hair).

In the overall context of your communication materials, selected images should represent a balance of gender, age and ethnic backgrounds.



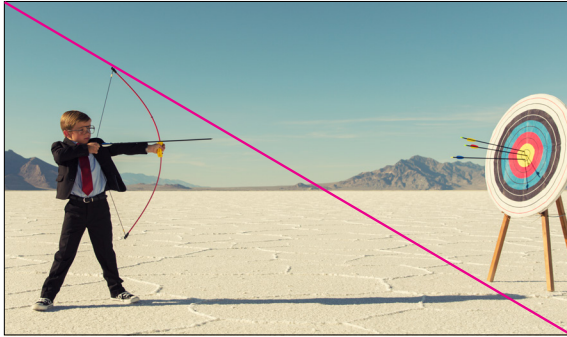
When you need to use stock photography, please use the approved vendor:

**[www.istockphoto.com](http://www.istockphoto.com)**

Contact Blake Warenik of the communications department to obtain the account information.

Royalty-free images are less expensive than rights-managed images; always begin your search with royalty-free. You may download low-resolution images from these sites for layout purposes only for free. Do not purchase any image without final approval of layout.

Never download images from the Internet for your materials. They may be subject to copyright or have other restrictions for their use; improper use could cause legal issues. Downloaded images may also not be high enough in resolution to reproduce properly.

**Examples**

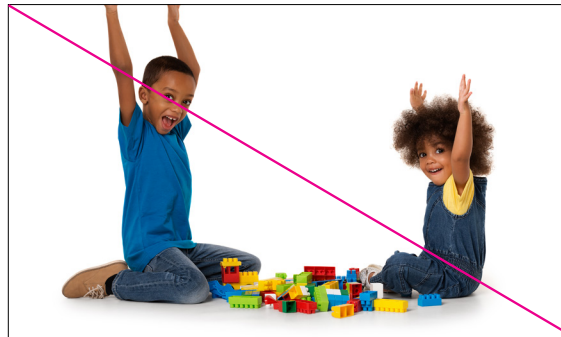
1



2



3



4



5



6

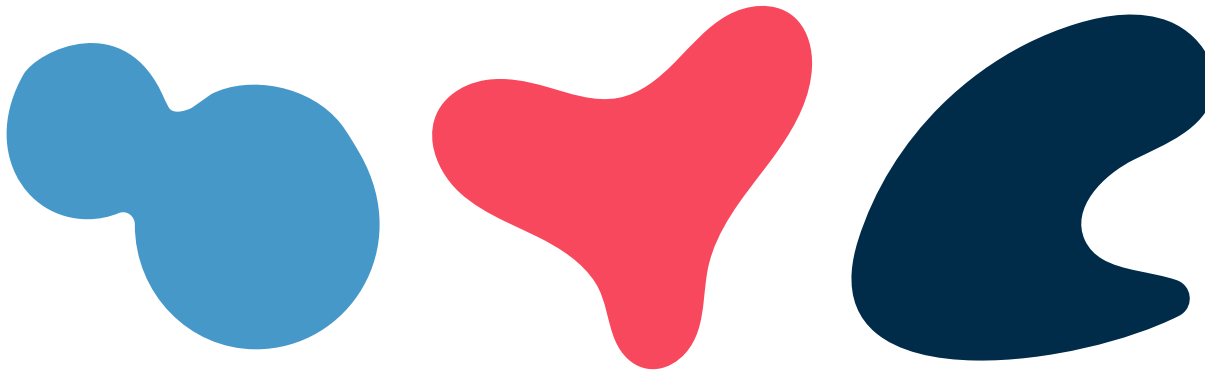
**Please keep these tips in mind when using photography.**

**Do Not:**

1. Depict unrealistic scenarios
2. Use busy and unorganized spaces
3. Combine illustration with photography
4. Use cliché or staged images
5. Use images with solid color backgrounds
6. Use gradient images

---

# Graphic Shapes and Accents

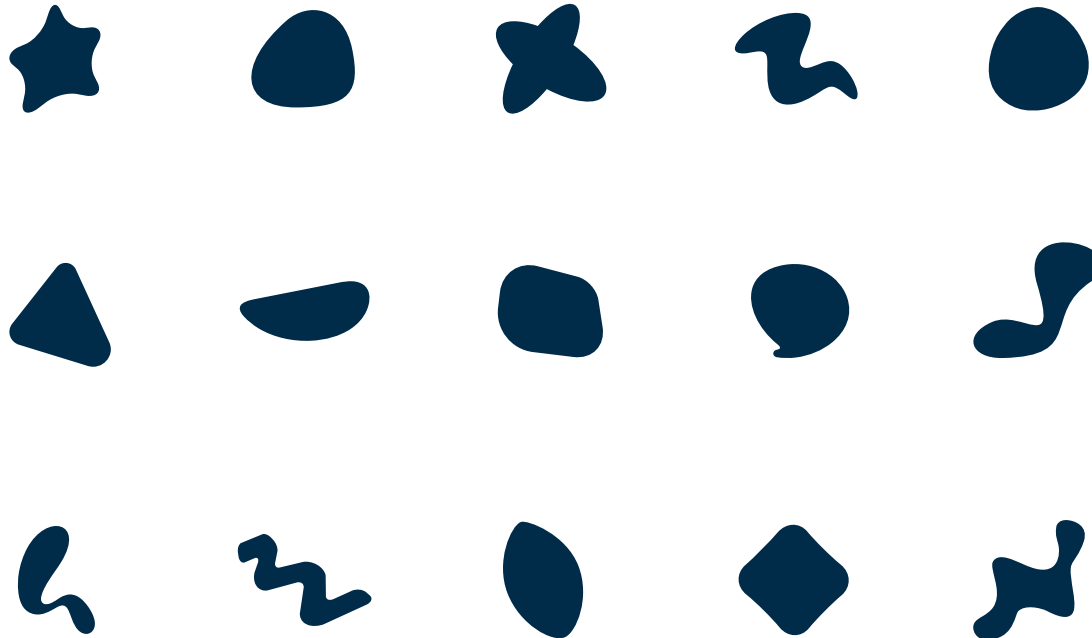


The NCA shape elements are a crucial aspect of the visual system because they not only help us to communicate the brand idea and personality, but also serve as a unifying element that can heighten the recognizability of our brand.

The shape elements can be used in various ways in our visual expression. They can be:

- Combined to form a background pattern
- Used as foreground design elements
- Used to frame images
- Used to contain images
- Used to contain text
- Used to enhance infographics and illustrations

Use the shape elements as a connective element throughout the visual system and all NCA communication materials.



### Examples



1

The shape elements can be overlapped to form a background pattern (1) or as foreground design elements (2) within a layout.



2

## Examples



1



2



3



4

The shape elements can be used in combination with photography and typography to add interest to communications.

### Shapes and Photography

Photography can interact with a pattern to create an energetic visual presentation.

There are two main ways this can be done:

1. Imagery contained within a shape (1).
2. Shapes overlap an image (2).

### Shapes and Typography

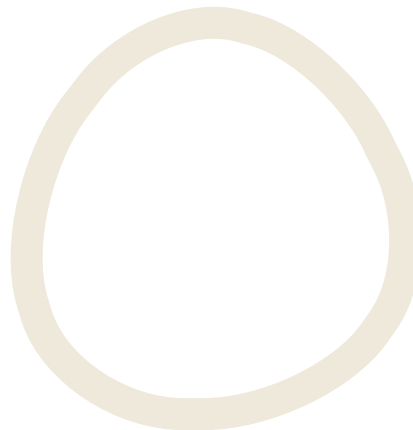
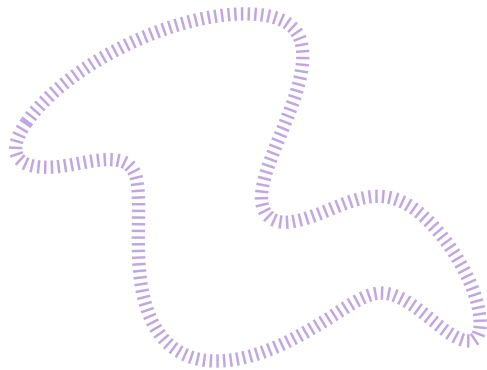
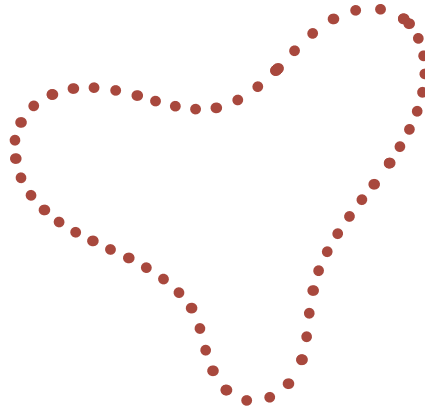
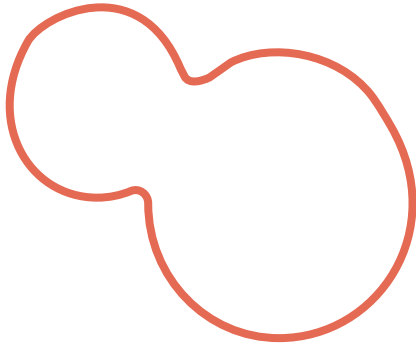
Typography can also interact with shape elements to create an energetic visual presentation.

There are two main ways this can be done:

1. Text can be contained within an individual shape (3). Never use more than 2 text shape containers within an individual layout.
2. Text can be framed by shape elements (4)

### Examples

---



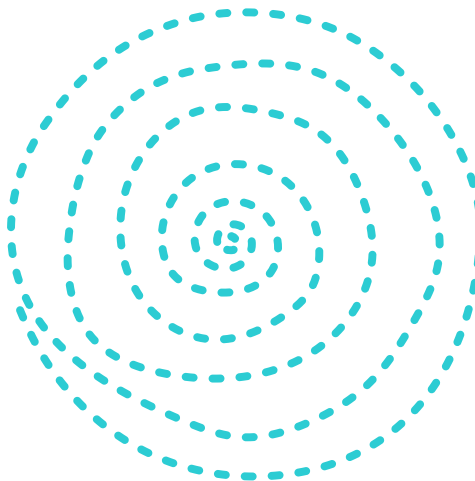
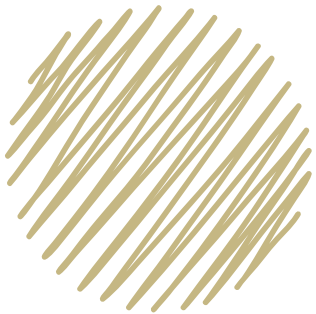
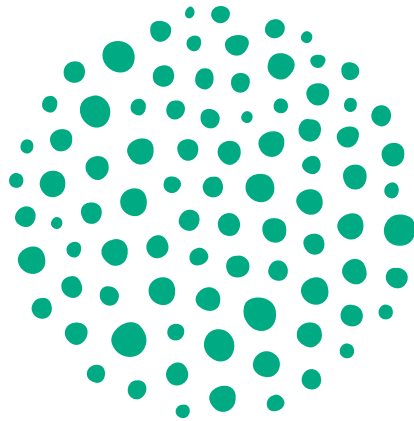
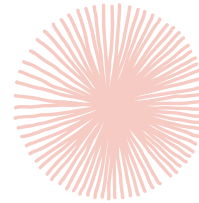
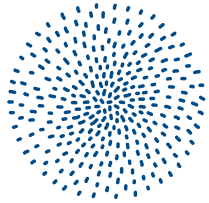
Shape outlines can be used to energize an entire layout (e.g., background) or portion of a visual treatment (e.g., accent).

Various thicknesses and styles of outlines can accommodate any layout.

Use only colors from the approved NCA color palette. Screens and tints can be used.

### Examples

---

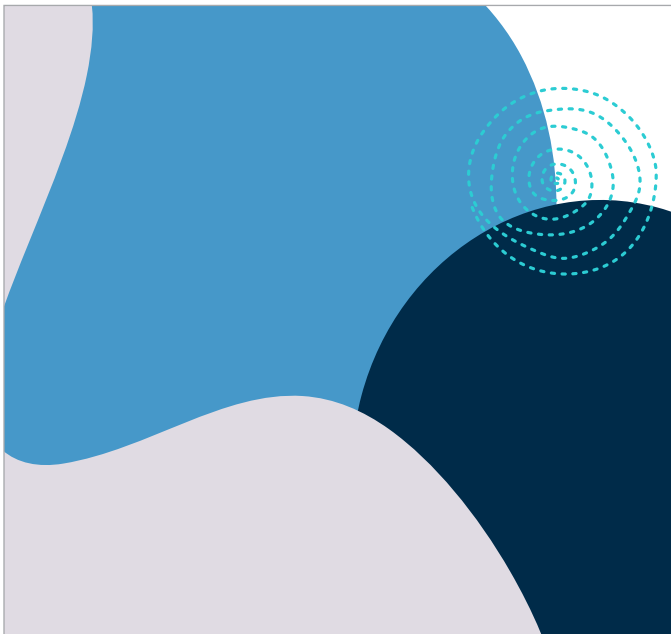


Graphic accents are used to energize an entire layout (e.g., background) or portion of a visual treatment (e.g., highlight).

Use only colors from the approved NCA color palette. Screens and tints can be used.



Examples



---

# Illustration

The background features large, organic, overlapping shapes in teal, dark blue, and olive green. A thick, cream-colored curved line sweeps across the composition, starting from the top left and curving towards the bottom right.

Examples



Illustration is a useful tool when presenting concepts not easily conveyed by photography.

The illustration style uses a bold, paint-like effect to define the subject with a solid shape.

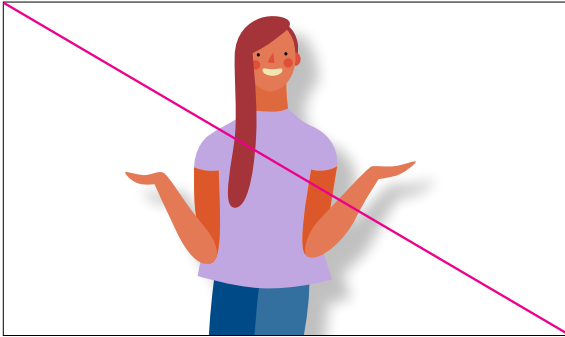
When using multiple illustrations make sure the style and proportions of the illustrations are similar when placed in the layout.

The color of the illustrations should only use the approved NCA color palette for clothing and accessories. Use screen values to add depth to the illustrations.

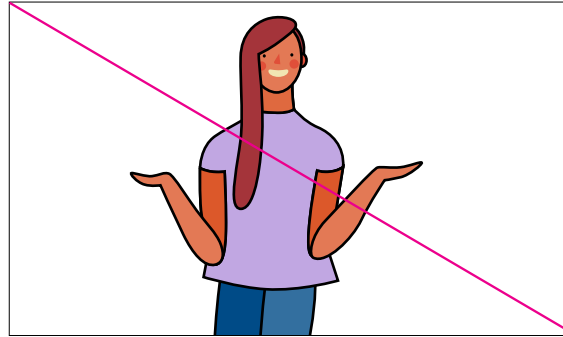
Use the approved skin-tone palette when selecting colors for skin tones. Use screen values to convey diversity and add depth to the illustrations.

Skin-tone palette

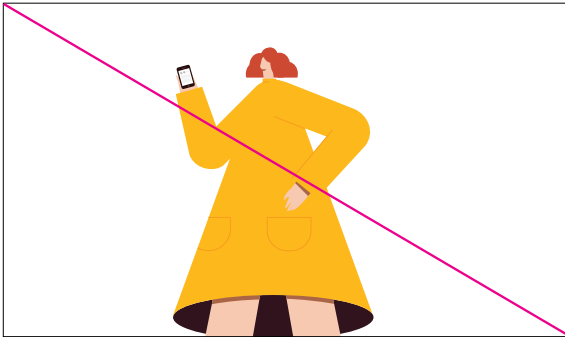
PMS 1807C RGB 164 52 58 HEX A4343A CMYK 3.90.65.28	PMS 7579C RGB 220 88 42 HEX DC582A CMYK 0.75.93.0	PMS 7608C RGB 164 73 61 HEX A4493D CMYK 5.77.68.26	PMS 4975C RGB 63 32 33 HEX 3F2021 CMYK 27.90.62.83
PMS 7417C RGB 224 79 57 HEX E04F39 CMYK 0.82.82.0	PMS 1565C RGB 255 160 106 HEX FFA06A CMYK 0.42.60.0	PMS 7499C RGB 241 230 178 HEX F1E6B2 CMYK 1.1.29.0	PMS 4715C RGB 149 108 88 HEX 956C58 CMYK 21.50.54.24

**Examples**

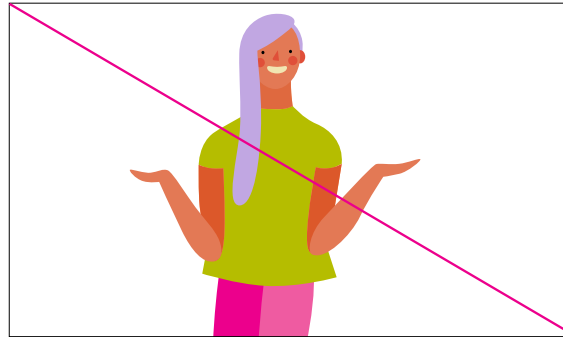
1



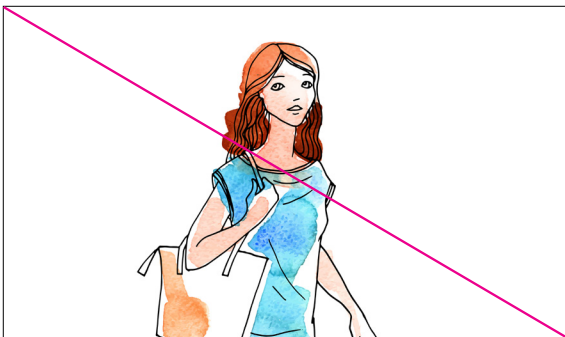
2



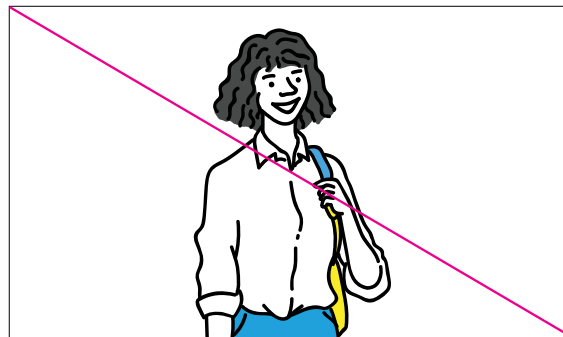
3



4



5



6

**Please keep these tips in mind when using illustration.**

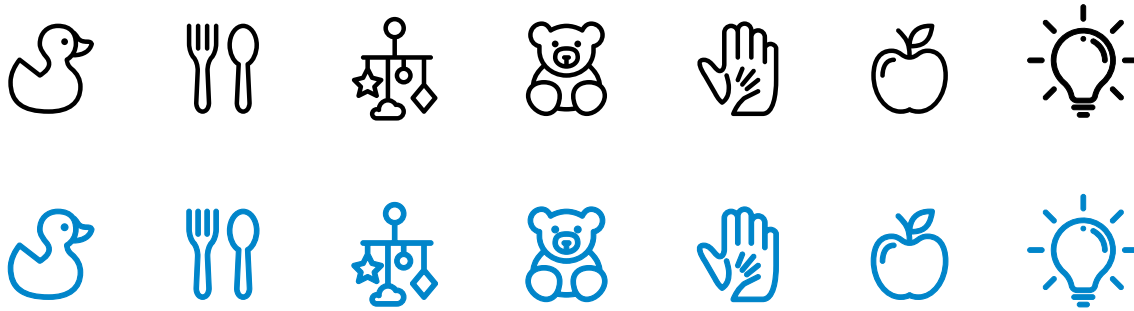
**Do Not:**

1. Use drop shadows
2. Outline illustration shapes
3. Use hard edges or extreme distortion
4. Use colors outside the approved color palettes
5. Use sketch or drawing style
6. Use cartoon style

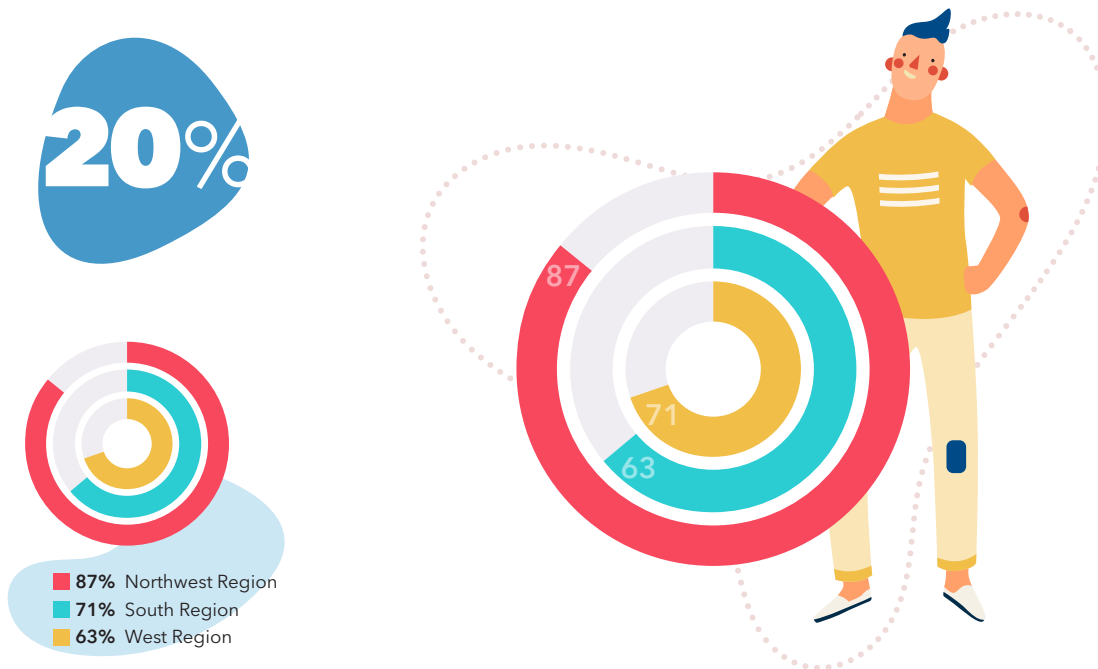
# Iconography and Infographics

---

## Examples



## Infographics



## Icons

Simple depictions of objects, symbols, and metaphors can be used as graphic support.

The iconography style uses outlines to define the subject.

Icons should work in various sizes, in black and white and grayscale.

The endpoints and contours of the line should always be rounded and soft.

As a general rule, when an icon is placed at 100% final size, the line weight is at least 2 pt. Line weights may need to be adjusted depending on the final size of an illustration.

## Infographics

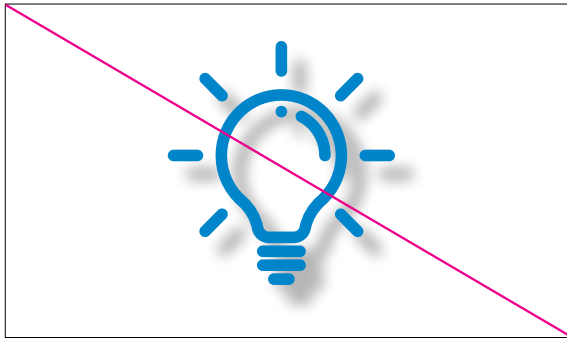
As a general rule infographics should be clear, concise and designed to make the information accessible to the reader. Use a clean line style as a starting point and add simple elements from the NCA visual expression to enhance the infographic.

## Large Infographics

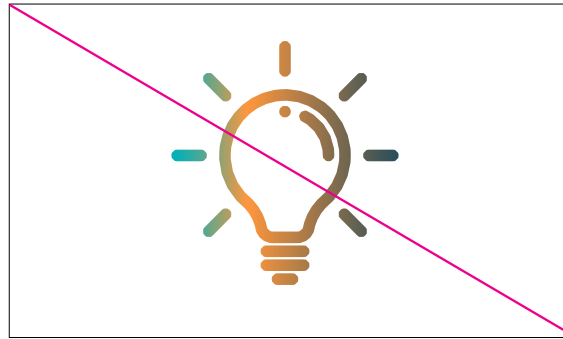
When the infographic becomes the main visual of a layout use elements from the visual expression (i.e., shapes, illustration, icons) within the infographic to add interest to the design.

Be sure to use only colors from the NCA approved color palette for all infographics. Screens and tints of all the colors may be used.

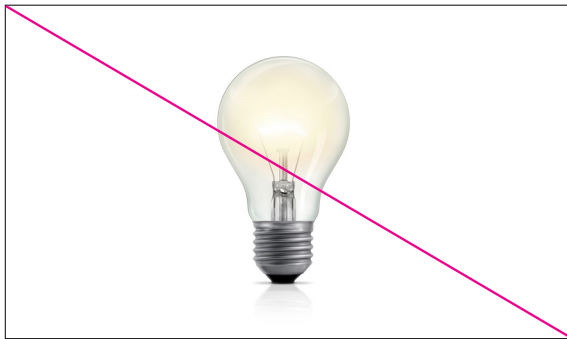
Examples



1



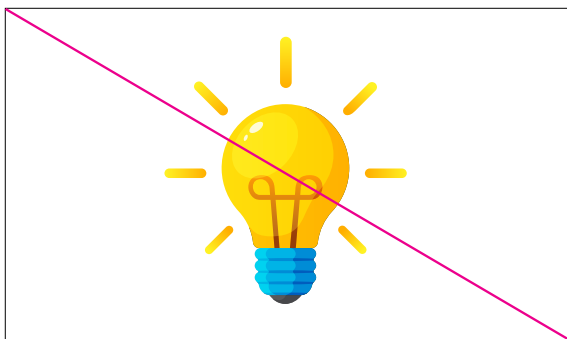
2



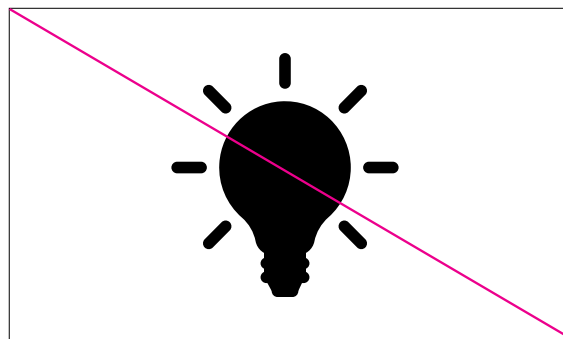
3



4



5



6

**Please keep these tips in mind when using iconography.**

**Do Not:**

1. Use drop shadows
2. Use gradients
3. Use photography at small sizes in place of an icon
4. Place icon on a complicated background
5. Use cartoon or three-dimensional style
6. Use solid shape illustration



---

# Brand in Action

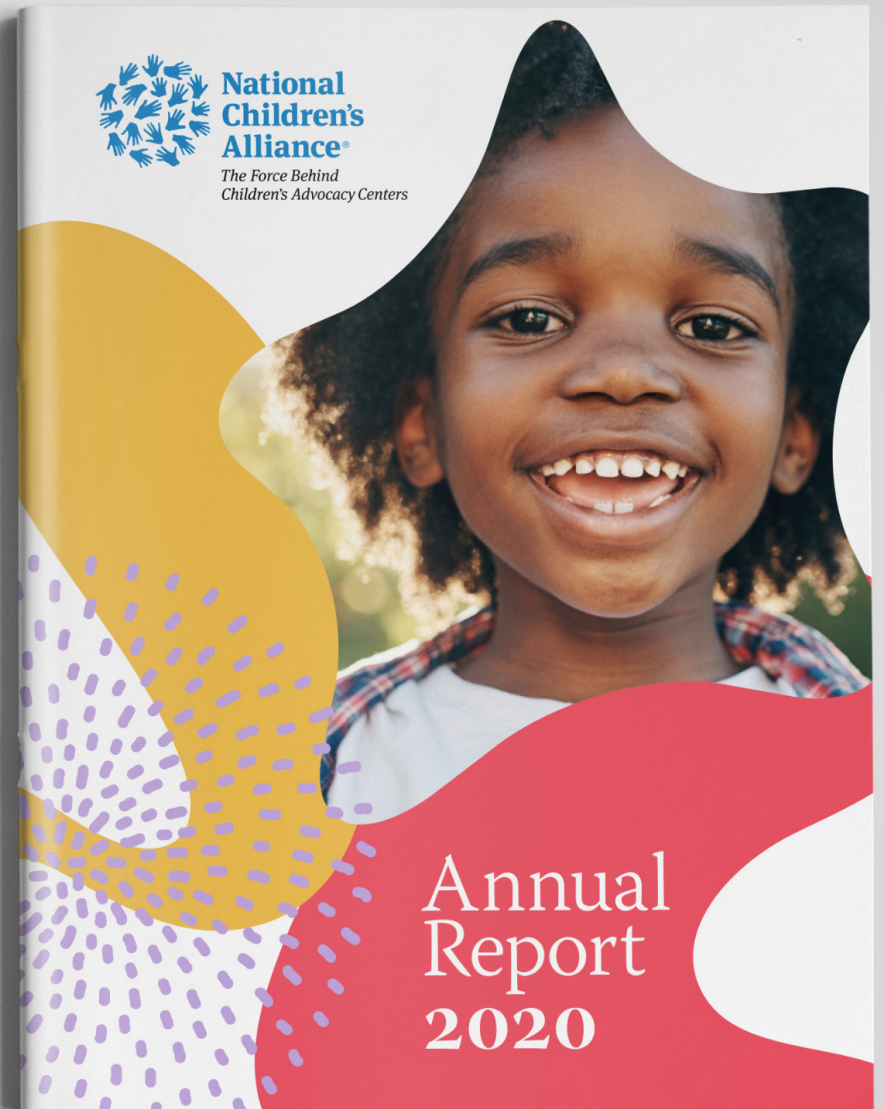
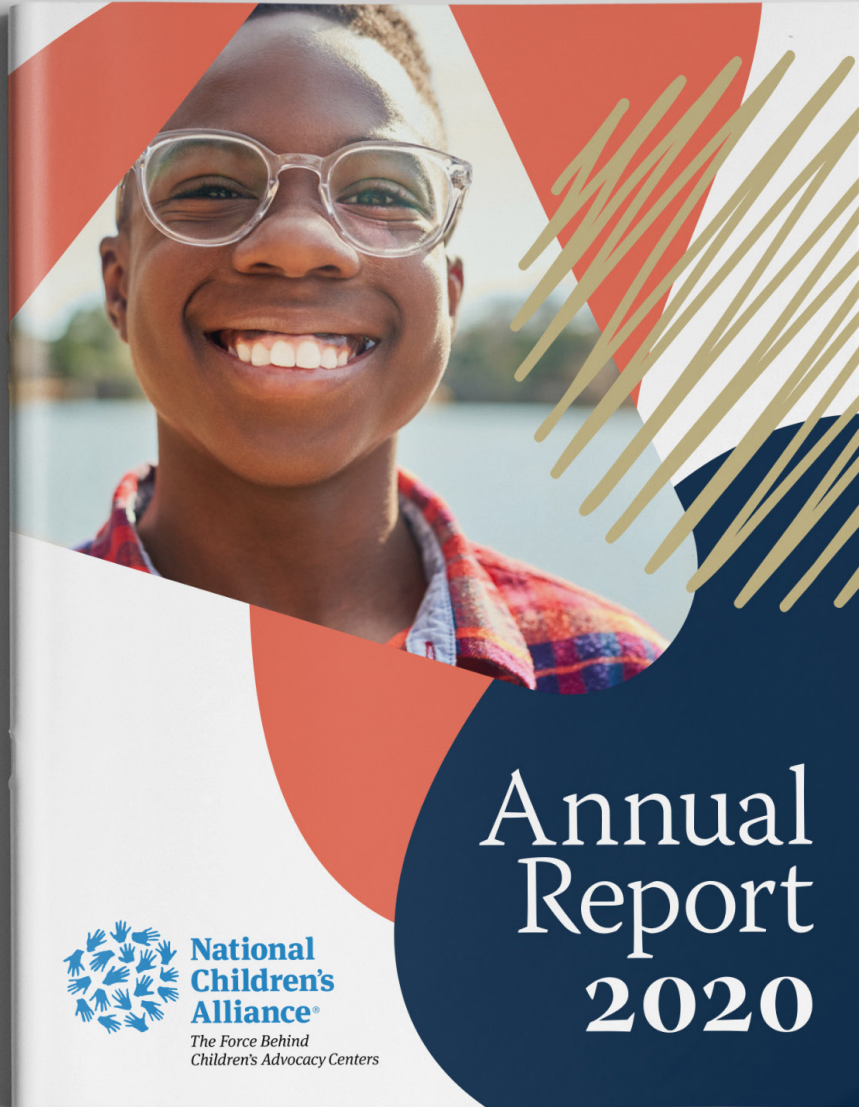


Annual Report  
**2020**



**National  
Children's  
Alliance®**

*The Force Behind  
Children's Advocacy Centers*





# Ut earchic tem ali taquam fugia.

## Lorem Ipsum:

Tia velisin ctoria percidd  
maximus si num et offici  
aium dessi blam.



Tia velisin ctoria percidd maxi  
mur si num et offici aiium.  
■ Dessi blam aborepro  
■ Maior n restumquam est  
■ Essitat uribus  
■ Restumquam est



**Sani blaut et eum aut plignatum id que comnis recabo  
rum non corrum esero consequ ossitatquos aut pro  
verrupt atiur, con sequatum rest quibeat ecusandi cus  
reiure valoris dolsas.**

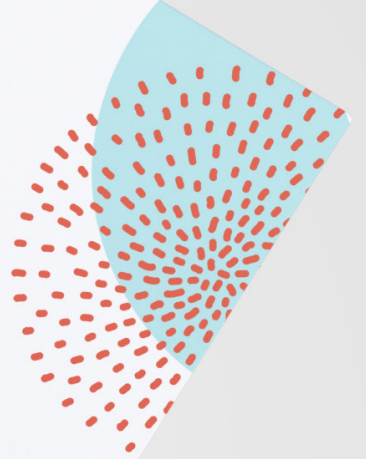
Sani blaut et eum aut plignatum id que comnis recaborum non corrum esero  
consequ ossitatquos aut pro verrupt atiur, consequatum rest quibeat ecusan  
di cus reiure valoris dolsas.

Temquossimos dolores sitatus animaximenda imus endi to qui ratatium etd  
iaspero dolupicatur, cuscid ut et andiaerios ut andes expliqu atempore imo  
ditate reiur, que etur, sit voluptatem aut labo. Am doleceatur, que laccatem  
entor ma volum verorerovid modis ex enimeni taspidi voluptat molorporepe  
nulpa quo te modignis res im doluptur, quosa ipiduciis ipsant earum remo  
dio mos dendi saest et quunt.

i taspidi voluptat molorporepe nulpa quo te modignis res im doluptur, quosa  
ipiduciis ipsant earum remo dio mos dendi saest et quunt.

Imagnatiatis sitem ipsa soluptur aut volut aut est por aut aut excese nosam,  
consequo exerum laci voloreped expedis ea dolupta turiaes di od que eturit  
landita tatur? Moluptas volorem si ipsam iumquat iumquodignis aut am  
autem core officio.

“Ehenis velis etur acea sector  
sed expliquam invenderum esto  
volessi tatamcum quodit.  
fugitatur sum eatur.”





**National  
Children's  
Alliance®**

*The Force Behind  
Children's Advocacy Centers*

[READ STORIES](#) [MEDIA ROOM](#) [BLOG](#) [CONTACT US](#)

[About](#) | [Join](#) | [Learn](#) | [Our Work](#) | [Advocacy](#) | [Get Involved](#)

ONE VOICE.  
ONE CHILD.  
ONE BIG  
DIFFERENCE.

Serioriasima verem nobis et et etquiatur simfac  
cus maionsercid quis quas sum reco rias derven  
dipis dolori conet den diamutel lam exerum.







# Together, no future is out of reach.



**Serioriasima** verem nobis etsetwet qutum faccus maionsercid quis quas sum reco rias dero vendipis dolori conet den diamutel lam exerum queluptat. Aperrum ressiqi dolo etur acersperia nusdantein vent nobis et et et quiatursim faccus.

Serioriasima verem nobis etsetwet qutursim faccus maionsercid quis quas sum reco rias dero vendipis dolori conet den diamutel lam exerum queluptat. Aperrum ressiqi dolo etur acersperia nusdantein vent nobis et et et quiatursim faccus.

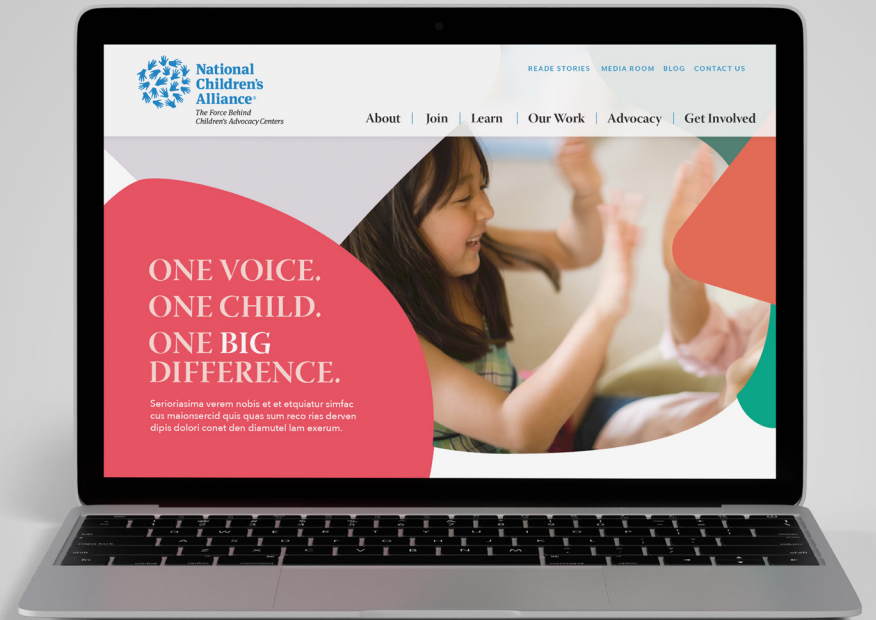


**Serioriasima verem nobis** etsetwet dero qutum faccus ion sercid quis quas sum reco rias dero venert dipis doloriet den dero diutel lam exerum queluptat. Aperrum res siqi dolo etusert r acersperia nusdantein vent nobis et quiatur.









---

# Voice of the Brand



**We are an organization that amplifies our single and collective voices. Our voice reflects who we are. It's passionate, collaborative, and bold. And it's ready to tell the world,**

**Welcome to the beginning of child abuse's end, where the power of one becomes the power of everyone.**

**What follows are the ingredients for our voice. Used consistently, our brand voice will reflect who we are and help us achieve our desired reputation.**

#### **NCA Brand Essence**

Brand essence is the single fundamental aspect of a brand. It's our ideal reputation.

**One voice, stronger** is our brand essence. It's our ideal reputation. It means we amplify many voices, from child to MDT to the Movement.

#### **NCA Brand Positioning**

Our brand positioning is **“One voice. One child. One big difference.”** It's what we stand for that will set us apart from the competition.

Together, our essence and positioning will differentiate us, align our priorities and ensure people engage with us.

Brand pillars are our key differentiators and were also derived from the research we carried out. They serve as our filters for decision making and allow us to earn our ideal reputation. Everything we say and everything we do need to support these pillars. The pillars influence the stories we tell, both internally and externally.

**Our new brand pillars are:**

Collaboration-driven outcomes

Future-oriented mindset

Meaningful value

Far-reaching influence



**Brand Pillar 1**

## Collaboration-driven outcomes

We take the power of you and align it with the best in us in order to drive legislation, inspire research, create awareness, marshal resources, and amplify a single-minded voice that commands better outcomes, safer communities, and more empowered people.

**Brand Pillar 2**

## Future-oriented mindset

We believe that where evidence leads, better futures follow. By anticipating needs, pioneering innovations, and relentlessly evolving every best practice to make it even better, we stay at the forefront of every child's future.

**Brand Pillar 3**

## Meaningful value

We offer more than fierce advocacy and compassionate caring—we offer continuous value to everyone who engages with us. From our leadership and educational opportunities to our resources, connections, and highest quality standards, our proud ambassadors move our mission forward while creating lasting impact.

**Brand Pillar 4**

## Far-reaching influence

We reach everyone with a voice in eradicating abuse—from families, advocates, team members, communities, and all the way to Capitol Hill. As the largest network of care centers supporting child abuse victims in the country, we continuously drive the national movement to keep children safe so no future is out of reach.



### **What is our brand voice?**

---

Communicating our brand and helping us earn our desired reputation for being an organization that amplifies our single and collective voices—that's the role of our brand voice. By keeping our voice consistent, our stories will be both effective and memorable.

### **What role does it play?**

---

Our brand has a distinctive personality. Through our brand voice, people will get to know who we are and what we stand for.

### **How do we use it?**

---

We use our voice to communicate through any channel. Because our brand voice is both written and spoken, it can and should be used consistently across all mediums.

Our voice principles, which are connected to our positioning and pillars, help us earn our reputation for being an organization that amplifies our single and collective voices by using a tone that's passionate, collaborative, and bold. We use these three principles to help craft our brand tone of voice.

### Voice Principle 1

#### Passionate

- We speak with conviction.
- We draw people in with our relentless dedication.
- We inspire with our vision and future-oriented mindset.

---

#### DO

- Speak with energy.
- Be aspirational.
- Use active verbs.

---

#### DON'T

- Overuse superlatives.
- Overstate reality.
- Use exclamation points—the words should have your emotion in them already.

### Voice Principle 2

#### Collaborative

- We speak in a way that inspires other voices to join ours.
- We draw people in with our ideas.
- We make the power of one voice the power of every voice.

---

#### DO

- Speak inclusively.
- Keep it colloquial.
- Remember to use second person where appropriate.

---

#### DON'T

- Be overly formal or use jargon.
- Let the message get lost in the conversation.
- Forget the diverse range of people and professionals we engage with.

### Voice Principle 3

#### Bold

- We speak with confidence.
- We draw people in with our expertise and highest standards.
- We amplify every voice we engage with.

---

#### DO

- Speak with authority.
- Share and represent excellence.
- Reflect our forward thinking mindset.

---

#### DON'T

- Apologize.
- Use passive language.
- Be arrogant.

Our three voice principles help uphold our brand and create the reputation we want to earn.

The best writing combines all three voice principles:

**Passionate**

**Collaborative**

**Bold**

The following five statements are good examples of our brand voice and can be used in marketing and communications materials. Alternatively, they can also be used to guide the creation of additional statements and communication materials. All five messages support the brand and could apply across the enterprise.

### Where the power of one is the power of everyone.

**This line reflects the brand voice because it:**

- Is aspirational and inspired, representing the passionate element of the brand voice.
- Directly speaks to “everyone”, representing the collaborative element of the brand voice.
- Is confident, representing the bold element of the brand voice.

### We champion kids like we can’t lose, so we all win.

**This line reflects the brand voice because it:**

- Speaks with conviction, representing the passionate element of the brand voice.
- Directly speaks to “we”, reflecting the collaborative element of the brand voice.
- Is confident, representing the bold element of the brand voice.

### The highest standards of care. We anchor them in evidence.

**This line reflects the brand voice because it:**

- Uses a strong, active verb, representing the passionate element of the brand voice.
- Uses an inclusive “we,” reflecting the collaborative element of the brand voice.
- Is assured, representing the bold element of the brand voice.

## Together, no future is out of reach.

**This line reflects the brand voice because it:**

- Is future focused, representing the passionate element of the brand voice.
- Is inclusive, reflecting the collaborative element of the brand voice.
- Is strong, representing the bold element of the brand voice.

## We're at the forefront of their future.

**This line reflects the brand voice because it:**

- Is forward-thinking, representing the passionate element of the brand voice.
- Uses "we're", reflecting the collaborative element of the brand voice.
- Is assured, representing the bold element of the brand voice.

**Our Brand Story is a good example of our brand voice.**

*It's an inspiring narrative that is passionate, collaborative, and bold.*

**Our movement to eradicate child abuse is more than a movement.**

**It's a voice, stronger. It's an amplifier, louder.**

**It's a grounded visionary. It's a gentle caring. It's a fierce advocacy.**

**Our movement is a family—of individuals.**

**It's a member. It's a parent.**

**It's a child. It's a future.**

**It's a survivor. It's a thrive-er.**

**It's an us. It's we must.**

**Our movement moves.**

**Relentlessly. Confidently. Exponentially.**

**It moves communities, nationwide.**

**It moves policies, fearlessly.**

**It moves her and his and your and our and their voice above, higher. Beyond, further.**

**One voice, stronger and stronger, louder and louder, telling the world, Welcome to the beginning of child abuse's end, where the power of one becomes the power of everyone.**

**FROM ...****Is there anything I can do to help my child?**

Your child needs your support now more than ever. It is important to remember that the sexual behavior does not completely define your child. Research shows that with targeted treatment and good parental guidance, supervision and support, most youth will not engage in further problematic sexual behavior. There are concrete steps you can take to help your child.

Most children whose families complete treatment can lead happy, successful lives, both as children and later as adults. Parental support and guidance are vital to achieving positive outcomes. If there is legal involvement, parents may decide to seek the counsel of an attorney to help them understand the legal process and their child's rights.

**TO ...****Making a meaningful difference**

Your child needs your voice, support and guidance at this vital moment. Our collaborative treatment model will help your child heal in a comprehensive, seamless way. Together with the treatment team, we will create a targeted approach to stop the problematic behavior and help your child thrive.

This behavior doesn't define your child, and research shows that treatment usually works. If there are legal issues to consider, you may want to talk to an attorney to help understand the process and your child's rights.

**EXPLANATION**

- Is a little shorter so can be read more easily by someone under stress
- Is less repetitive
- Speaks with authority, conviction and passion
- Is future-oriented, pointing at the desired outcome
- Reflects evidence-based approach
- Brings in the power of every voice
- Integrates a key message for parents

**FROM ...****How do I talk with family members, siblings, and friends about what happened?**

Child sexual abuse can be upsetting to family members, siblings and other loved ones. However, when this abuse is documented in photos or videos, which are then at risk of being shared, the distress felt by your child and everyone who cares about them can feel even stronger. When speaking with others, it is important to be open and honest. Let them know that an investigation is being conducted, and that the most important concern is for the well-being of your child. Explain to others that your child is not to blame and will need their support through the healing process. Talk to any other children in the household about what happened, and reassure them that they can receive support as well. An experienced counselor can guide you in having this conversation in an age-appropriate way. Finally, remember you are under no obligation to talk to anyone other than those that need to know.

**TO ...****Talking about what happened**

Remember: You don't have to talk to anyone other than those who need to know. And you don't have to face the challenge alone. An experienced counselor can guide your conversation with family members and other loved ones. When photos or videos are at risk of being shared, everyone's distress will be magnified. You can rest assured we're constantly evaluating new approaches to help heal children and families.

Be open and honest: Let whoever you need to tell know that your child is not to blame and that supporting their well-being is critical. Reassure other children in the household. Let them know that support is there for them too as you all move through the healing process together.

**EXPLANATION**

- Is a little shorter so can be read more easily by someone under stress
- Is less repetitive
- Speaks with authority, conviction and passion
- Inclusive, collaborative language
- Integrates a key message for parents



**FROM ...**

If your child has been abused, a mental health assessment provided by the CAC can provide you information about how the abuse has impacted your child, and what next steps to take towards healing. If your child experiences traumatic stress, he or she deserves evidence-based treatment services, or services that are shown to be effective in reducing harmful symptoms of traumatic stress. You, the caregiver, are critical to the healing of your child, and you also deserve to have help in dealing with this experience.

CACs are a resource for you to receive support, information and services for your child. The CAC will link you to mental health professionals for assessments and evidence-based treatments to reduce difficulties you or your child may be having as a result of the abuse, and our Family Advocate will support you through whatever treatment is needed. This support and the services of the CAC are designed to help you, your child, and your family move forward in your lives with hope and healing.

**TO ...**

A child who experiences traumatic stress as a result of abuse deserves the best evidence-based treatments. We ensure the highest quality care by providing training and accreditation for our CAC centers, where a mental health assessment can provide a view into how your child has been impacted.

As a caregiver, you are critical to the healing process—and you deserve help too. The CAC will work closely with you, providing support, information and coordinated care services. And our Family Advocate will be there to support you through the whole process so that you, your child, and your family have everything you need to create a strong future together.

**EXPLANATION**

- Is shorter so can be read more easily by someone under stress
- Is less repetitive
- Puts the child first
- Emphasizes proven, evidence-based approaches
- Speaks with authority, conviction and passion
- Is future-oriented, pointing at the desired outcome
- Brings in the power of every voice
- Integrates a key message for parents

FROM ...	TO ...	EXPLANATION
What can I do to help my child through this process	Helping your child through this process	<ul style="list-style-type: none"><li>• Enhanced authority and conviction</li><li>• Outcome-orientation</li></ul>
How will what happened impact my child?	Understanding the impact on your child	
I know my child needs, help, but how do I know if I should seek counseling for myself?	Accepting help for yourself to aid everyone's recovery	
Where can I go for support and resources to help my family?	Supporting you in creating a strong future for your family	

## Who are we?

### NCA Definition: Elevator Speech

*This short paragraph summarizes who the NCA is in the style of an elevator speech.*

#### Written

The National Children's Alliance makes a difference, one child and voice at a time. As a not-for-profit membership and accrediting organization providing comprehensive care through hundreds of Children's Advocacy Centers nationwide, we unify and amplify our voices to command better outcomes. With a forward-thinking approach that stays at the forefront of every child's future, we are the beginning of child abuse's end.

#### Spoken

- We're the National Children's Alliance and we are making a difference, one child and voice at a time.
- As a not-for-profit membership and accrediting organization, we provide care through hundreds of Children's Advocacy Centers nationwide.
- We unify and amplify our voices to command better outcomes.
- By staying at the forefront of every child's future, we tell the world that we are the beginning of child abuse's end.

## Who are we?

### CAC Definition : Elevator Speech

*This short paragraph summarizes who the CAC is in the style of an elevator speech.*

A Children's Advocacy Center (CAC) offers high-quality care so abused children can thrive. At a CAC, a coordinated team of experts in medicine, law enforcement, victim advocacy, mental health, and other disciplines holds offenders accountable and helps children and families heal in a comprehensive, seamless way so no future is out of reach.

## Who are we?

### Boilerplate Text

*This longer paragraph summarizes who the organization is in a boilerplate text. It incorporates the new brand reputation and can be used in places like a press release, website, and more.*

The National Children's Alliance, or NCA, is a professional membership organization on a mission to make one big difference, one child at a time. Reaching everyone with a voice in eradicating abuse—from families, advocates, team members, communities, and all the way to Capitol Hill, its members power a national movement to keep children safe. Featuring the largest network of care centers supporting child abuse victims in the country, NCA is a model in outcome-driven collaboration. Delivering everything from leadership and educational opportunities to resources and connections, the organization inspires members, referrers, and futures. By amplifying a single-minded voice in order to help local communities put the needs of victims first, NCA is the beginning of child abuse's end.

These messages are listed in order of importance.

Key Messages	How You (the CAC Affiliate) Benefit
We coordinate a network to provide consistent access to high-quality care for abused children across the country.	So you can collaborate and innovate to ensure no future is out of reach.
Our collaborative treatment model helps children and families heal in a comprehensive, seamless way.	So you can be confident you'll create safer communities.
We are continually at the forefront of the national and international conversation on child abuse.	So you can anticipate needs and relentlessly inform every best practice to make it even better.
As child abuse experts, we champion the rights of abused kids to receive the services they need at a CAC.	So you can easily and quickly change a child's life for the better.
As collaboration is at the heart of the center model, we partner with like-minded organizations that strive to improve the lives of children and families.	So you know you can play a role in amplifying a single-minded voice that commands better outcomes.
Our communications and advocacy strategy raise public and provider awareness of the CACs' critical role in serving the needs of abused children.	So you can be confident the work you do will have nationwide impact.
We provide grants to enable centers, multidisciplinary teams, and state chapters to expand services to underserved or unserved areas	So your voice will join with others to collectively help children thrive.
Becoming a member allows you to belong to a group of like-minded people who are passionate about improving the lives of abused children.	So you know you are part of a larger movement.
We unify the resources and leadership of the numerous organizations and agencies working to intervene/ prevent child abuse.	So you can take advantage of leadership and educational opportunities as well as our resources and connections.

These messages are listed in order of importance. They can be used by both NCA and CAC Affiliates when speaking to Professional Referrers.

Key Messages	How You (the professional) Benefit
We coordinate a network to provide consistent access to high-quality care for abused children across the country.	So you can collaborate and innovate to ensure no future is out of reach.
We are consistently evaluating new ideas and innovative approaches to help heal children, families, and communities.	So you can stay at the forefront of every child's future.
Our staff is both committed and compassionate, driving us to do whatever it takes to help children who have experienced the abuse of trauma.	So you know you always have a team of caring people supporting you.
As the primary response to child abuse in the United States, our centers are well-positioned to deliver evidence-based services to abused children nationwide.	So you can be confident you'll play a role in creating safer communities.
We provide turn-key information and training resources that help child-serving agencies and caregivers recognize and address children with problematic sexual behaviors.	So you can anticipate needs and relentlessly inform every best practice to make it even better.
We have a comprehensive network of centers that significantly reduce the symptoms of trauma and prevent the long-term effects of exposure to trauma.	So you know you are part of a larger movement.
The vast majority of our members have undertaken the rigorous process to meet the high standards of accreditation.	So you can be confident you are working with others who take advantage of every educational opportunity that will help them eradicate child abuse.
Our treatments are always evidence-based and trauma-focused.	So you can command better outcomes for every child.

These messages are listed in order of importance. They can be used by both NCA and CAC Affiliates when speaking to Parents.

Key Messages	How You (the parent) Benefit
As child abuse experts, we champion the rights of abused kids to receive the services they need at a CAC.	So you can rest assured your child has an advocate supporting them at all times.
We coordinate a network to provide consistent access to high-quality care for abused children across the country.	So you know your child has access to the best evidence-based treatments.
Our centers were founded to ensure that children were protected from further abuse and offenders are held accountable.	So you can be confident that you've done everything you can to help your child.
We are consistently evaluating new ideas and innovative approaches to help heal children, families, and communities.	So you can be certain our treatments are both evidence-based and leading edge.
We ensure that children who have experienced the trauma of abuse receive the highest quality care by providing training and accreditation for their centers.	So you can rest assured your child is treated by professionals who are at the forefront of their field.
We monitor trends and make it easy for our centers to stay on top of emerging research and challenges in caring for children and families impacted by abuse.	So you can be confident your child will have everything they need to create a strong future.
Our collaborative treatment model helps children and families heal in a comprehensive, seamless way.	So you know you won't have the additional stress that comes from having to go multiple places and having your child tell their story multiple times.



**Our brand voice reflects our brand and helps us create the reputation we want to earn. When our voice speaks clearly and consistently it amplifies our single and collective voices to make a big difference, one voice and child at time.**

---

# NCA Recognition Program

We created a cohesive recognition and badging program to ensure equitable and consistent recognition of every member, partner, donor and staff member.

These badges are used primarily on third-party communications such as partner websites and LinkedIn profiles to bolster their credibility and build awareness of our organization.



These are our supporter badges. The name and color designate various donation levels, with black being the highest and purple being the lowest level of monetary contribution. The blue color signifies in-kind donations.

Higher Donations

Lower Donations



In-Kind Donations



These are our partner badges. There are two types of partners. Corporate and non-corporate. For the corporate level, the names and colors indicate the level of sponsorship, with Changemaker being the highest and Trailblazer being the lowest. Non-corporate partners are indicated with a dark blue color.

#### Corporate Partners



#### Non-corporate Partners



These are our member badges. They are listed in order of development and/or accreditation, with fully accredited members last.

Not Fully Accredited Members



Fully Accredited Members



These badges indicate accredited members that have also completed optional training in one to three programs.

Single Accreditation



Double Accreditation



Triple Accreditation



The badges need room. It's important that they're clearly legible and unobstructed by other visual or verbal elements. White space calls attention to the asset, so make sure it's given plenty of room.

The clear zone should be, at a minimum, equal to the height of the NCA Logomark.

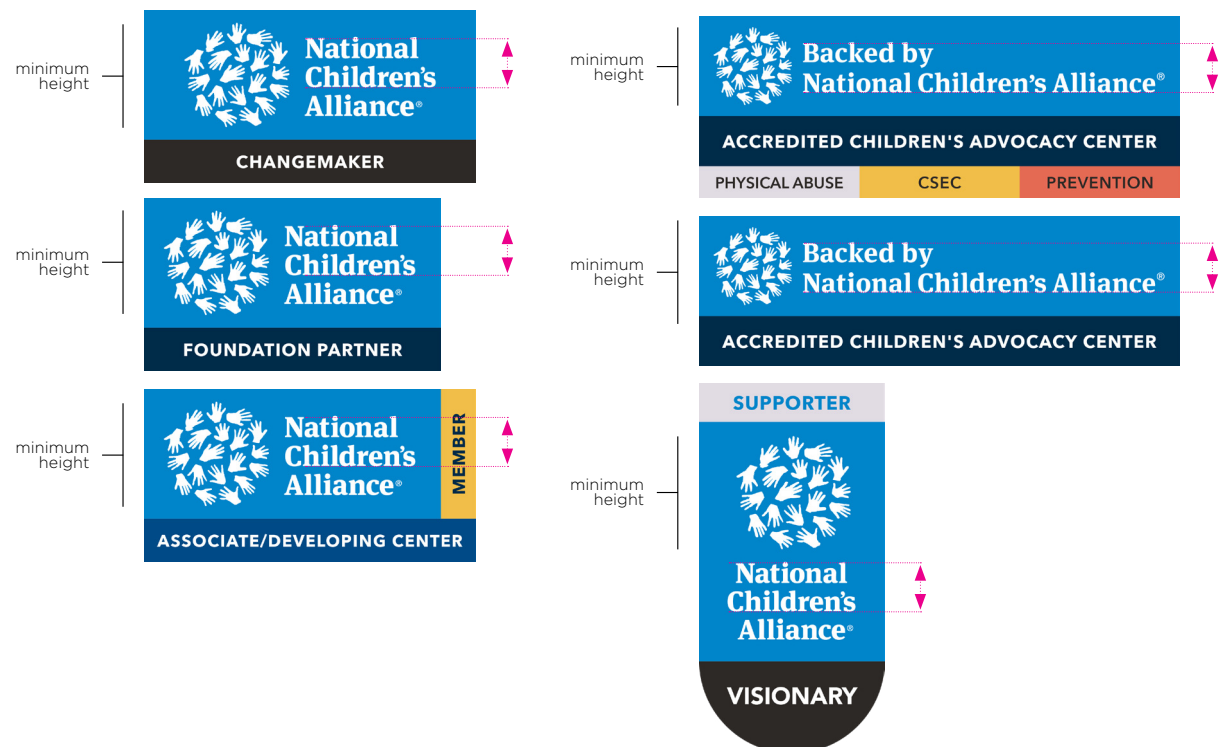
In all cases, please make an effort to use a larger clear zone, when design allows.

As a general rule, the NCA Logomark height should be no smaller than .625 inches high within each badge.

### Clear Space



### Minimum Size





On this page

Posts

People who talk about #microsoftcertified

People

Jobs

Groups

Courses


More posts

Posts


From my network

Past 24 hours

Past week



Mike Tholfsen · 3rd+ Principal

2d · 


+ Follow

...

I'm proud to announce our organization's continued support for the National Children's Alliance.

...see more

SUPPORTER



National Children's Alliance®

LEADER

National Children's Alliance Advocate Donor

i2e-llc.com · 1 min read

Contact Us · FAQs · Terms and Conditions · Getting Started

NCA

SHARED EXPERIENCES  
STRONGER PRACTICES

ENGAGE


Communities ▾


Learning Center

Browse ▾

Directory

Training Calendar





Jessica Smith

PSGYDA Foundation

Profile

Connections ▾

Contributions ▾

Backed by  
National Children's Alliance®

ACCREDITED CHILDREN'S ADVOCACY CENTER

PHYSICAL ABUSE

CSEC

PREVENTION





**National  
Children's  
Alliance®**

*The Force Behind  
Children's Advocacy Centers*

As an organization that amplifies our single and collective voices, we thank you for your efforts in adhering to these guidelines. These guidelines are the building blocks for our brand—and our brand reflects who we are. It's passionate, collaborative, and bold. And thanks to your efforts, it's ready to tell the world.

**Welcome to the beginning of child abuse's end,  
Where the power of one becomes the power of everyone.**