

Brand Guidelines

Version 2.0 June 2026



**National
Children's
Alliance®**





Introduction

The National Children's Alliance's brand is one of our organization's most important assets. It provides a shorthand for communicating who we are and what makes us special to the world. At its heart, our brand captures the emotional connection we have with our internal and external audiences.

Careful brand building plays an important role in our organization's success. By consistently applying and reinforcing our core elements over time, we can extend perceptions and ultimately generate value for the organization.

This document is designed as a guide to inform how we put our brand and visual system into action. It includes a number of rules that need to be followed, but also provides flexibility for adaptation in others, offering a starting point and set of guardrails from which to inspire new creative ideas.

Your support will be a critical element to our brand's success. If you have any questions or require any additional information, please reach out to:

Blake Warenik

communications@nca-online.org.



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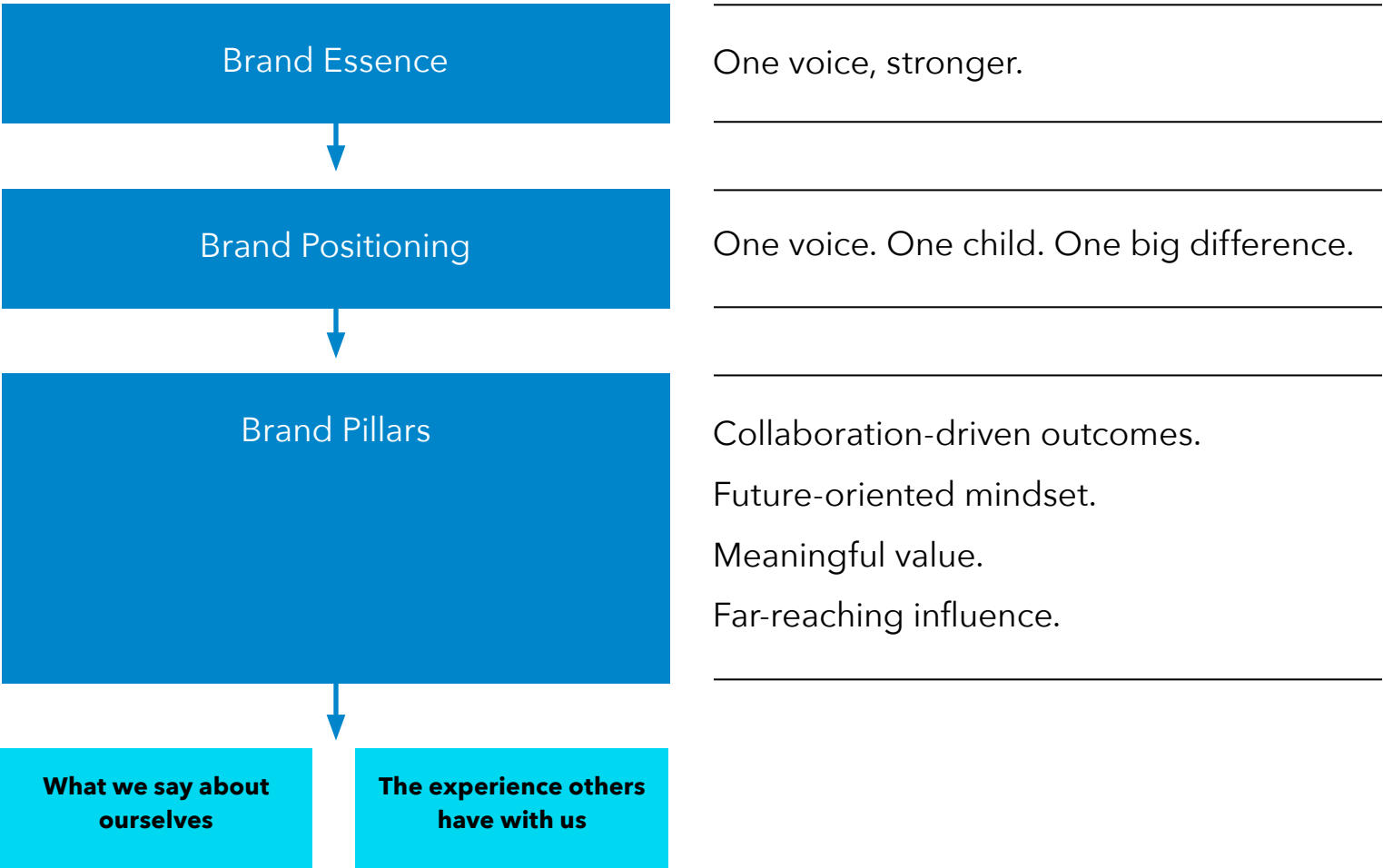




Strategic Foundation

Holistic Brand Platform

Our brand platform defines who we are and the ideal reputation we want to earn. It should be used to guide our decisions, our actions, and our communications. Here’s a chart to show what our brand platform is comprised of. Its elements will be further defined on the pages that follow.





Strategic Foundation

Our Brand Essence

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

One voice, stronger. is our new brand essence. It means we amplify many voices, from child to MDT to the Movement.

One voice, stronger



Strategic Foundation

Our Brand Positioning

Our brand positioning is how we express who we are and what we stand for.

Ours is:

**One voice. One child.
One big difference.**

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

One voice.
One child.
One big
difference.



Brand Pillars

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 a reputation for experience progress. Everything we say and everything we do need to support these pillars.

The pillars influence the stories we tell, both internally and externally.

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 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 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 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.



Brand Story

Our Brand Story

Who are we?

What is a brand story and how do we use it?

A brand story is an internal rallying cry. It can be used to inspire people internally, and it can also be used externally, if desired.

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.



Brand Story

Elevator Speech

NCA Definition

This 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.



Brand Story

Elevator Speech

CAC Definition

This 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.



Brand Story

Boilerplate

What is boilerplate text?

This longer description 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.



Brand Voice

Brand Voice: Overview & Strategy

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.

What is our brand voice?

Communicating our brand and helping us earn our desired reputation for experience progress—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.



Brand Voice

Brand Voice Principles

Our voice principles, which are connected to our brand platform, help us earn our reputation for experience progress by using a tone that’s passionate, collaborative, and bold.

We use these three principles to help craft our brand tone of voice.

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.

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.

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.



Brand Voice

Brand Voice Principles in Action

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 statements on this and the following page are good examples of our brand voice and can be used in marketing, sales, and communications materials.

Alternatively, they can also be used to guide the creation of additional statements and communication materials.

All messages support the brand and could apply across the organization.

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.



Brand Voice

Brand Voice Principles in Action

(continued)

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.



Brand Voice

Key Messages & Their Emotional Benefits for CAC Affiliates

The key messages on this and the following page are listed in the order of importance. They are the messages, when used together, that help set our brand apart. In the right-hand column, the research message has been paired with the emotional benefit.

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.



Brand Voice

Key Messages & Their Emotional Benefits for Professional Referrers

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.



Brand Voice

Key Messages & Their Emotional Benefits for Parents

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.



Before & After Examples

From...	To...	Explanation
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.	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.	• 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



Before & After Examples

From...	To...	Explanation
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.	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.	• 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



Before & After Examples

From...	To...	Explanation
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.	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.	• 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



Brand Voice

Before & After Examples

From...	To...	Explanation
What can I do to help my child through this process	Helping your child through this process	• Enhanced authority and conviction • Outcome-orientation
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	



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Our Logo

About

The organizations logos are our most important visual assets and they have been designed to represent our brand positioning and personality. They serve as the unifying elements across all communications.

Consistent application of our logos is essential to building and reinforcing a cohesive brand identity.

Logo elements

Our logo is composed of three distinct elements that work together to create a recognizable and meaningful brand signature.

The **logomark** is formed by a circle of children's hands, symbolizing connection, support, community, and the collective impact of our mission.

The **logotype** features the organization's name set in a serif typeface, conveying credibility, professionalism, and trust.

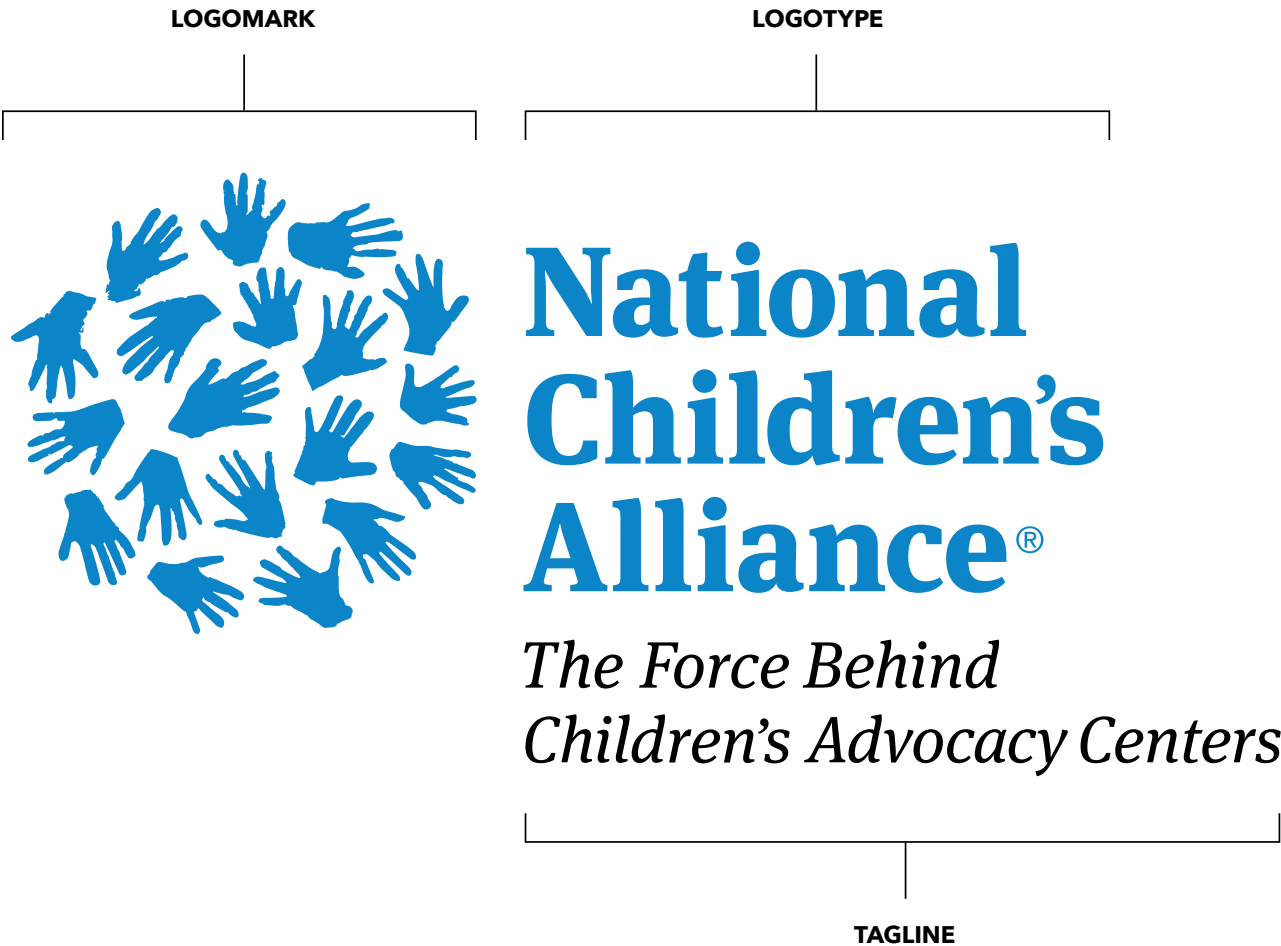
The **tagline** is set in an italic serif style, providing a complementary voice that reinforces the organization's purpose and positioning while adding warmth and humanity to the identity.

Only Use Approved Artwork

The logo should never be redrawn or recreated in any way. Only use approved electronic artwork.

Public Use Approval

All public uses of the logo need to be approved by the communications team by emailing Blake Warenik; communications@nca-online.org.





Our Logo

Logo Configurations

We offer multiple configurations of our logo to ensure flexibility across applications.

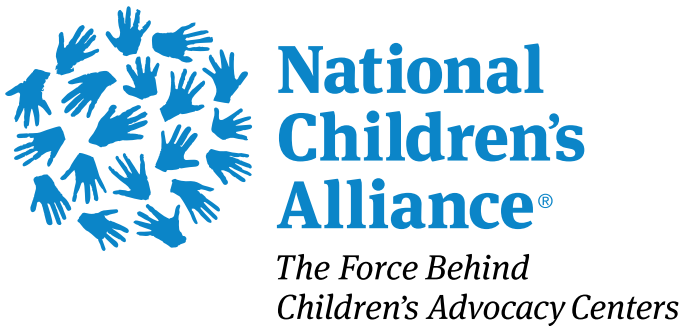
The **horizontal logo** is the primary configuration and should be used as the default in most applications. It is the preferred choice for standalone use and whenever space allows.

The **vertical logo** is intended for formats with limited horizontal space or where a more compact footprint is required.

The **logomark** may be used as a shorthand representation of the brand when NCA has already been clearly identified. Appropriate applications include social media avatars, merchandise, presentation materials, and other environments where a simplified brand presence is desirable.

To maintain consistency and brand integrity, always use approved digital artwork. Do not recreate, modify, distort, rearrange, obscure, or otherwise alter the logo or any of its approved configurations.

HORIZONTAL (primary)



VERTICAL (secondary)



LOGOMARK





Our Logo

Accreditation Logos

Accreditation logos serve as a visual representation of the trusted organizations, partners, and standards that support and validate our work. Their inclusion helps reinforce NCA's credibility, professionalism, and commitment to excellence.

To ensure accuracy and maintain the integrity of these marks, always use approved digital artwork. Exercise care when scaling, sizing, or reproducing accreditation logos, and do not alter, distort, recreate, or modify them in any way.

ACCREDITED CHAPTER LOGO



Backed by
National Children's Alliance®
Accredited Chapter

ACCREDITED MEMBER LOGO



Backed by
National Children's Alliance®
Accredited Member



Our Logo

Color Versions

All approved logo configurations are available in three color variations: Blue, White, and Black.

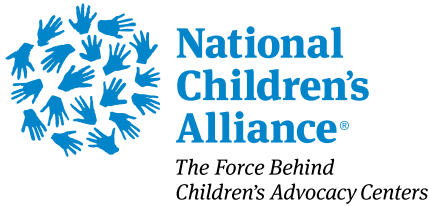
The **blue logo** should be used on white or other light-colored backgrounds where sufficient contrast can be maintained.

The **white logo** is intended for use on dark backgrounds and over dark areas of photography or other imagery.

The **black logo** may be used on light to medium-toned backgrounds and in situations where color reproduction is limited or unavailable.

When placing the logo over color, photography, or other graphic elements, always select the version that provides the strongest contrast and ensures maximum legibility.

BLUE LOGO



WHITE LOGO



BLACK LOGO





Our Logo

Clear Space and Minimum Size

Clear Space

To ensure our logos stand out, they must be given adequate space to breathe. No other logos, typography, or graphic elements should encroach on this area.

While more space is always preferred, the minimum clear space is defined as the height of the “N” in the logotype, applied on all four sides of the logo.

This clear space requirement applies consistently across all logo configurations and color variations.

Minimum Size

To maintain legibility and ensure ease of reproduction, never use the logo at a size where the type becomes difficult to read.

Minimum sizes are as follows:

Print

.33” minimum height

Digital

20 pixel minimum height

At small sizes when the tagline is not legible it may be removed.

CLEAR SPACE



MINIMUM SIZE





Our Logo

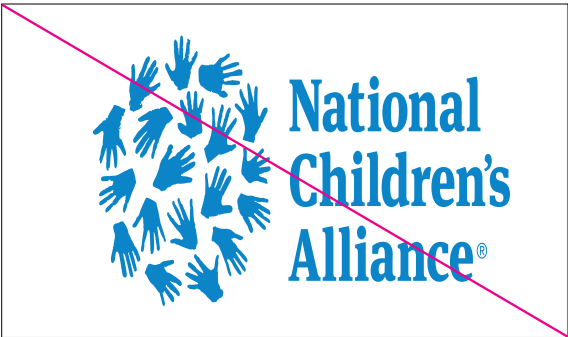
Do Not's

Consistent use of the NCA logo is essential to building recognition and maintaining a strong, cohesive brand identity. It is the responsibility of everyone working with the brand to preserve the logo's integrity and ensure it is presented correctly in every application.

Always use approved digital artwork and exercise care when scaling, sizing, or reproducing the logo. The logo should never be altered, redrawn, distorted, rearranged, or modified in any way. By using the logo consistently and correctly, we strengthen its impact and reinforce trust in the NCA brand.

Here are a few things to look out for:

- 1. Do not alter or scale elements
- 2. Do not use on complex image background
- 3. Do not separate the logo elements
- 4. Do not crop
- 5. Do not rotate
- 6. Do not add opacity or other effects



1



2



3



4



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Brand Elements

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Color Palette

NCA Blue

Color is a fundamental component of the NCA visual system. It helps communicate our brand personality, supports recognition, and serves as a unifying element across all communications. Consistent use of color strengthens the brand and makes our visual expression more distinctive and memorable.

NCA Blue is our primary brand color. It represents the foundation of the color palette and is the only color, aside from black and white, used in the logo. As the most recognizable color in the system, NCA Blue should be used consistently and prominently across communications to reinforce brand recognition and create a cohesive visual identity.

Color Values

- RGB** for digital applications (e.g., social media, video, PowerPoint, Word)
- HEX** for web use
- CMYK** for process color printing
- Pantone** for spot color printing

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

NCA Blue

HEX #0085CA

RGB 0 113 202

CMYK 100 15 0 6

Pantone Process Blue C



Brand Elements

Color Palette

Secondary Palette

Our secondary color palette consists of five color families: Blue, Cranberry, Teal, Coral, and Saffron. Each family includes three variations: Dark, Standard, and Light.

These color families create variety across communications while maintaining consistency. Colors should be paired within the same family to create cohesive compositions.

White Space

White space reflects our preference for clean, simple, and uncluttered design. It does not necessarily mean using large amounts of white, but rather the intentional use of open space to create clarity, focus, and balance.

White space enhances the presentation of the logo, allows the color palette to stand out, improves hierarchy and readability, and gives photography, typography, and other visual elements room to make an impact. By reducing visual clutter, we create communications that feel more approachable, organized, and engaging.

Whether used on white, colored, or photographic backgrounds, open space is essential to achieving a clean, inviting, and contemporary brand expression.

Color Values

RGB for digital applications (e.g., PowerPoint, Word)

HEX for web use

CMYK for process color printing

Pantone for spot color printing

Dark Blue HEX #0030AB RGB 0 48 171 CMYK 100 72 0 33 Pantone 286 C	Dark Cranberry HEX #7E0023 RGB 126 0 35 CMYK 30 100 80 38 Pantone 209 C	Dark Teal HEX #005A60 RGB 0 90 96 CMYK 90 50 50 25 Pantone 3165 C	Dark Coral HEX #BA5558 RGB 186 85 88 CMYK 20 80 60 6 Pantone 7608 C	Dark Saffron HEX #ED9B00 RGB 237 155 0 CMYK 5 45 100 0 Pantone 1375 C
NCA Blue HEX #0085CA RGB 0 113 202 CMYK 100 15 0 6 Pantone Process Blue C	Cranberry HEX #B20063 RGB 178 0 99 CMYK 28 100 36 5 Pantone 214 C	Teal HEX #00B7B0 RGB 0 183 176 CMYK 75 0 40 0 Pantone 320 C	Coral HEX #E18578 RGB 255 133 120 CMYK 10 60 50 0 Pantone 170 C	Saffron HEX #FFC100 RGB 255 193 0 CMYK 0 25 100 0 Pantone 1235 C
Light Blue HEX #00D7F0 RGB 0 215 240 CMYK 60 0 10 0 Pantone 311 C	Light Cranberry HEX #E09EC1 RGB 224 158 193 CMYK 8 45 3 0 Pantone 694 C	Light Teal HEX #7DDAD5 RGB 125 218 213 CMYK 45 0 20 0 Pantone 3242 C	Light Coral HEX #FFABA2 RGB 255 171 162 CMYK 0 40 25 0 Pantone 1625 C	Light Saffron HEX #FFD480 RGB 255 212 128 CMYK 0 15 60 0 Pantone 7401 C



Brand Elements

Color Palette

Color Usage

The **NCA logo** should only appear in NCA Blue, black, or white, regardless of the color palette or color family with which it is paired.

The **secondary color palette** should be used within individual color families, with colors from the same family paired together. For example, in the social media applications shown, each design uses a combination of one to three shades from a single family—Blues, Cranberries, or Saffrons.

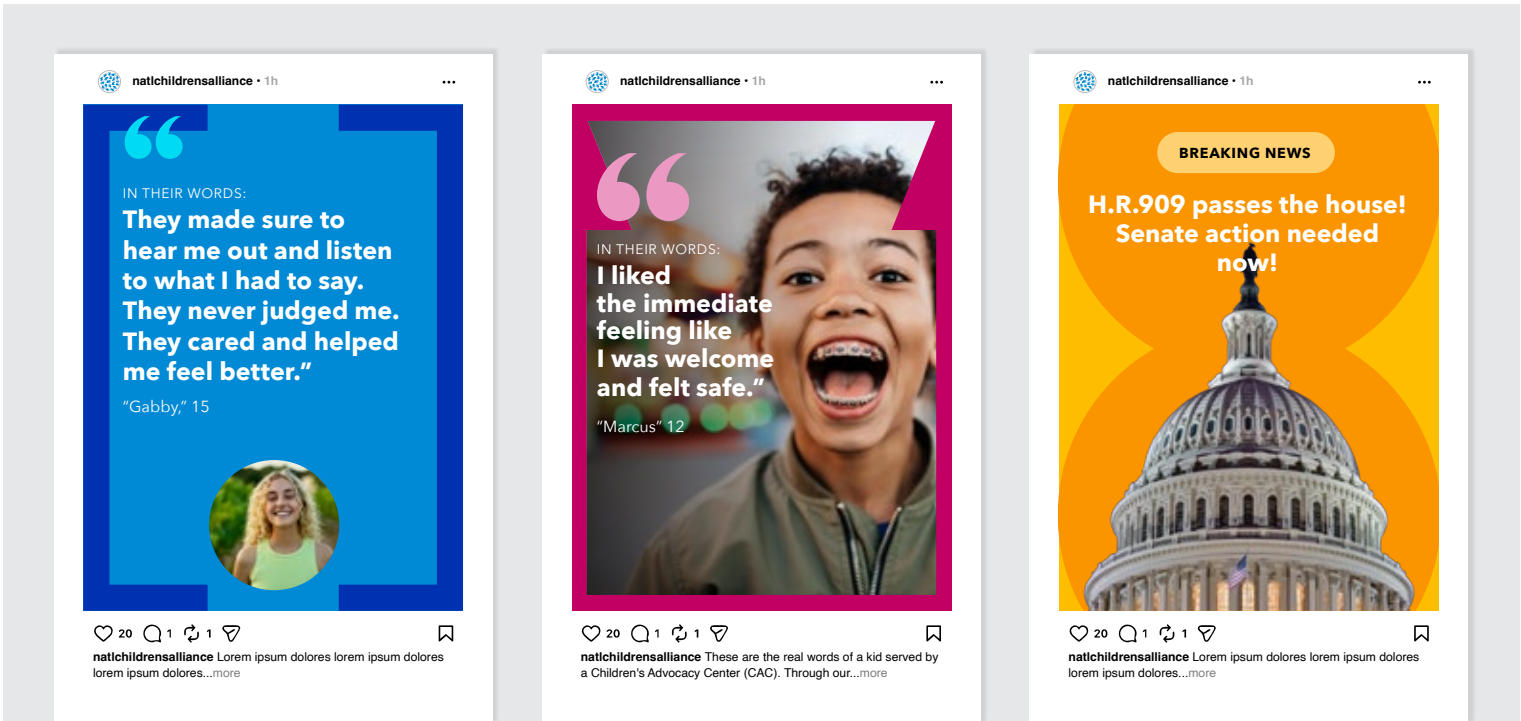
For **longer-form communications**, such as webpages, and email newsletters, color families may be assigned to individual content sections. These sections can alternate throughout the scroll, creating variety while maintaining an organized color system.

Typography should primarily appear in black or white, with NCA Blue used selectively. Secondary colors may be used sparingly for calls to action or other elements that require increased contrast and visibility.

COLOR FAMILIES



EXAMPLES





Brand Fonts

Typeface

Our primary brand typeface is **Avenir Next**. We have 3 weights that we use throughout communications, Regular, Demi Bold and Bold. Additional weights may be used when a more nuanced typographic hierarchy is needed.

Italics

Italics for both typefaces should be used only when grammatically appropriate.

Usage

See the following page for usage guidance.

Licensing

To obtain a copy of these fonts or for licensing inquiries, please contact **Blake Warenik** communications@nca-online.org.

Avenir Next Regular and 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



Brand Elements

Type Layout

In order to build consistency in our communications, we must not only use the same fonts but also use the same styles.

Standard Type Layout

The example to the right shows our standards for using the various Avenir Next styles in layout.

Additional weights may be used for callouts and display type when a more nuanced typographic hierarchy is needed.

Typography should primarily appear in black or white, with NCA Blue used selectively. Secondary colors may be used sparingly for calls to action or other elements that require increased contrast and visibility.

Italics for both typefaces should be used only when grammatically appropriate.

These standards apply to all print and digital communications.

Standard Type Layout

Headlines

Avenir Next Bold
Sentence case
Leading 1 / 1
Tracking 0

Subheads

Avenir Next Bold
Sentence case
Leading 1 / 1.25
Tracking 0

Body Copy

Avenir Next Regular
Sentence case
Leading 1 / 1.5
Tracking 0

Callouts

Flexibility is encouraged to ensure callouts, display type, and other highlighted content best support the message and context.

The examples shown demonstrate how the system can adapt to different situations while maintaining a consistent brand expression.

The Force Behind Children’s Advocacy Centers

Ensuring continual improvement of the high-quality care children and families deserve

To ensure that all children across the U.S. served by Children’s Advocacy Centers receive consistent, evidence-based services that help them heal from abuse, the vast majority of our member CACs have become Accredited by meeting our National Standards of Accreditation, and all 50 State Chapters have met the Standards for Accredited Chapter Members.



IN THEIR WORDS:

They made sure to hear me out and listen to what I had to say. They never judged me. They cared and helped me feel better.”

“Gabby,” 15

#ItsYourBusiness

Ha confiado en usted desde que era bebé. Protéjala ahora.

¿Usted sole es vecino? ¿El abuelo? ¿Amigo de la familia? No. Usted es su héroe. **Denuncie el maltrato infantil.**

MAKE A SPLASH IN THE SENATE!

Sign your agency onto the Senate letter and unite with victim services for CVFSA



Brand Elements

Photography

Our photography should inspire connection and foster a sense of identification. It is one of our most powerful tools for expressing our brand positioning:

"One voice. One child. One big difference."

Images should reflect the people at the heart of our mission, including the children we serve, their caregivers, and the professionals we support and empower.

When used thoughtfully, photography can create empathy, helping audiences better understand the impact of our work and motivating them to take action. By prioritizing authentic, genuine moments over staged or overly polished imagery, we can build meaningful emotional connections and reinforce the humanity at the center of our organization.

Refer to the guidance on the right and the examples on the following pages for examples of authentic visual storytelling.

Note: Some of the images shown in this guide are for style and content reference only and are not licensed to be used in communications.

We use the term "Authentic Character" as a lens for evaluating and selecting brand photography. Images should reflect real people, real moments, and genuine human connection. The following principles help define this approach:

Authentic

Portray subjects as real individuals in true-to-life environments. Show them engaged in activities that reflect their personalities, interests, and everyday experiences rather than relying on overly staged or idealized scenarios.

Engaged

Create a sense of connection by featuring subjects who naturally interact with or acknowledge the camera. Images should feel conversational and inviting, as though the viewer is part of the moment rather than simply observing it.

Realistic

Expressions and emotions should feel genuine and appropriate to the context. Avoid exaggerated reactions, forced smiles, or overly dramatic portrayals.

Natural

Use images with natural light and authentic environments. Avoid artificial effects, heavy retouching, studio lighting, lens flares, or staged backdrops that diminish the sense of realism.

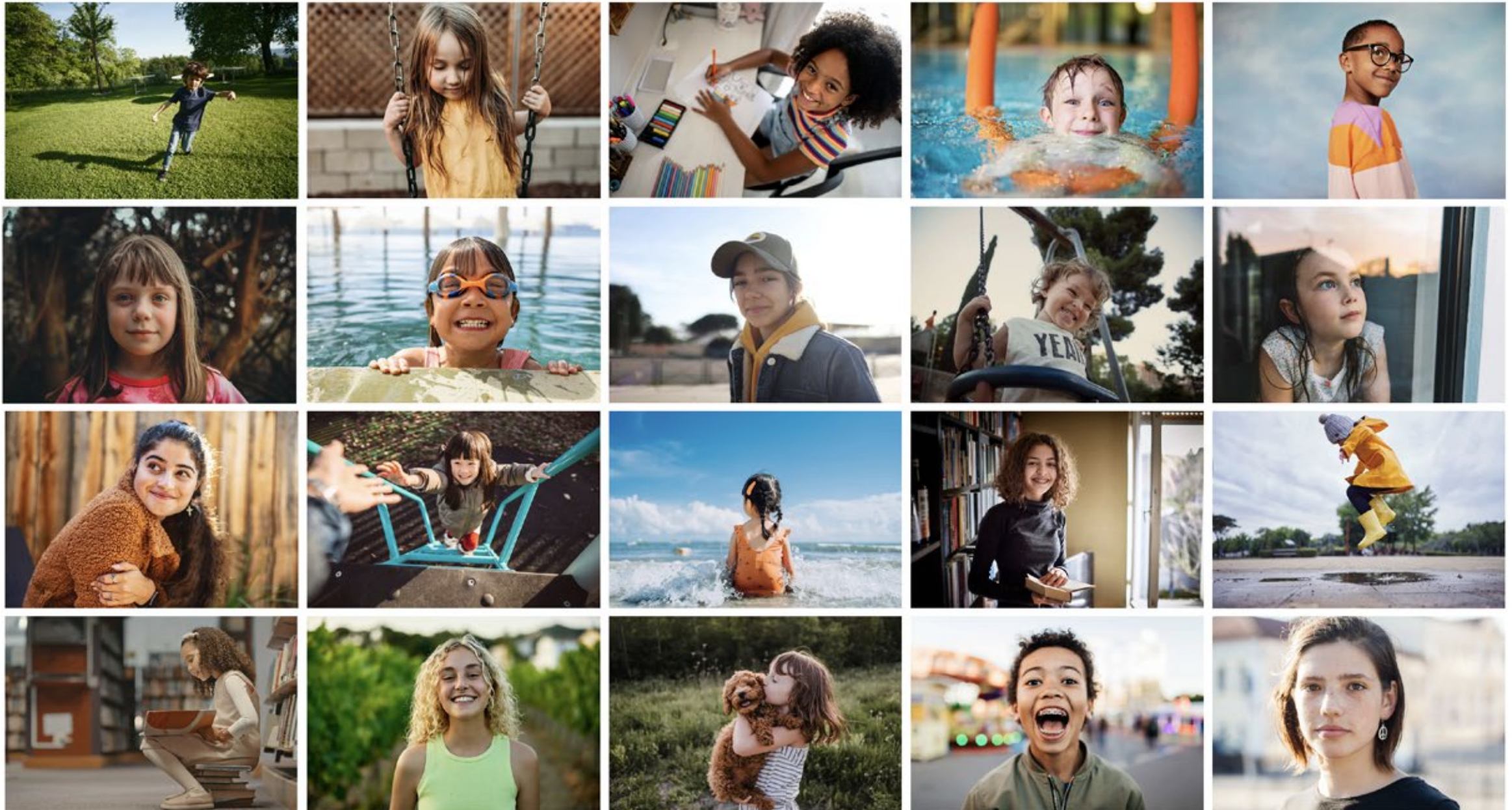
Diverse

Embrace diversity across character, gender, race, ability, and social background; Each individual should feel distinct, represented, and included.



Brand Elements

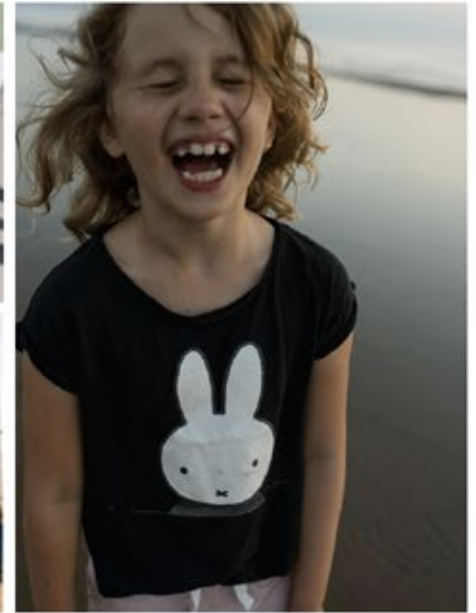
Photography Children





Brand Elements

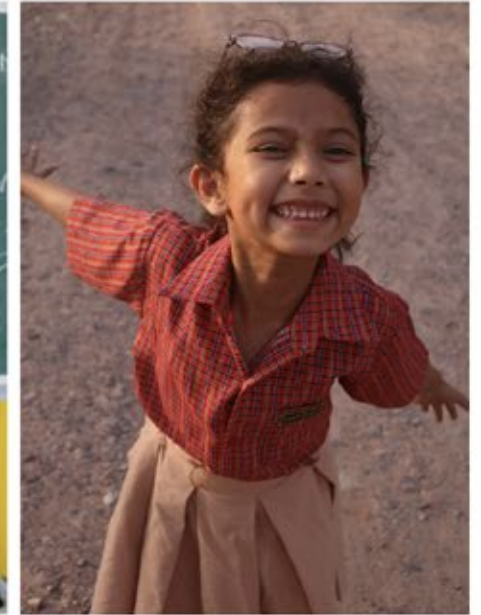
Photography Children





Brand Elements

Photography Children





Brand Elements

Photography Caregivers





Brand Elements

Photography Professionals





Brand Elements

Photography Do Not's

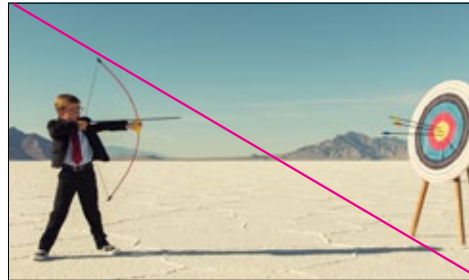
Keep the following tips in mind when selecting photography:

Do Not:

1. depict unrealistic scenarios
2. use lens flare or other stylize techniques
3. use AI generated imagery
4. combine illustration with photography
5. use cliché or staged moments
6. depict sadness, harm, or danger
7. use images with solid color backgrounds
8. use stylized image treatments
9. use polished and contrived studio images

EXAMPLES

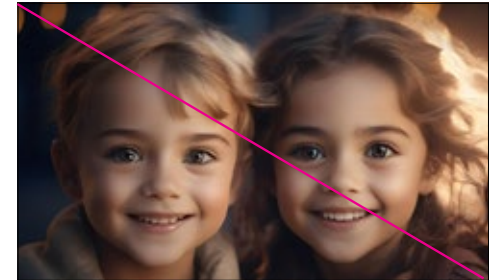
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2



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4



5



6



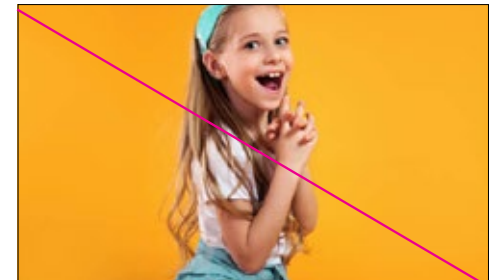
7



8



9





Brand Elements

Illustration

Use of Illustration

Illustration should be used when photography cannot effectively communicate the intended message, particularly when addressing complex, abstract, or sensitive topics.

It is especially valuable for:

- Explaining processes, systems, data, or relationships through diagrams, infographics, and other visual frameworks
- Supporting educational content, awareness campaigns, and explainer videos
- Representing experiences, emotions, or concepts that are difficult, impractical, or inappropriate to depict through photography

Illustration can also create a degree of emotional distance, allowing audiences to engage with challenging subject matter in a way that feels respectful, accessible, and approachable.

However, illustration should not be used solely as a stylistic choice or as a substitute for photography when authentic imagery would be more effective. Whenever possible, photography should be prioritized to represent people, relationships, and outcomes in a way that builds trust, credibility, and human connection.





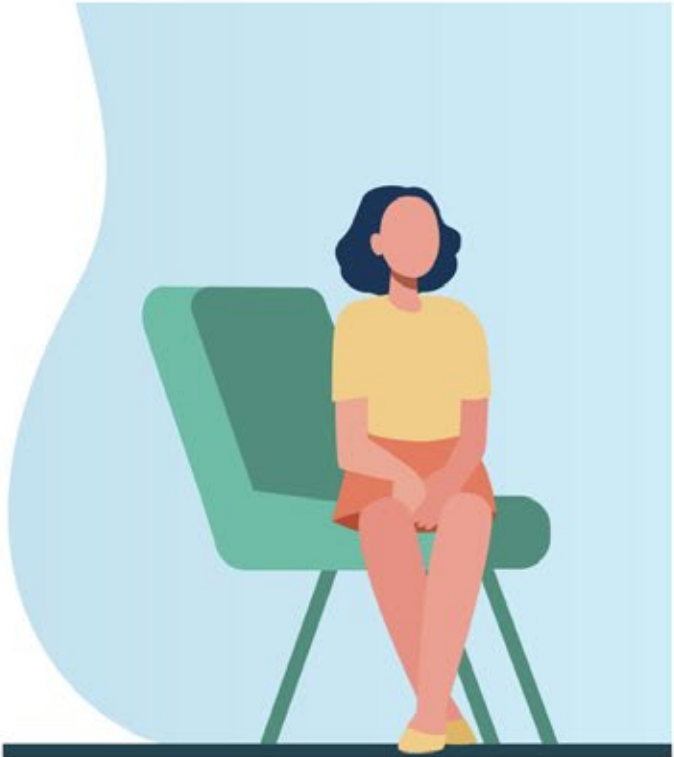
Illustration



Do: use flat, illustration, with solid colors and simplified forms



Do: use poses and gestures that are readable at a glance



Do: use minimal dimension and perspective in environments.



Brand Elements

Illustration



Do: include a diverse range of people and skin tones



Do: use our color palette



Do: use environments that match the same level of simplification as the characters

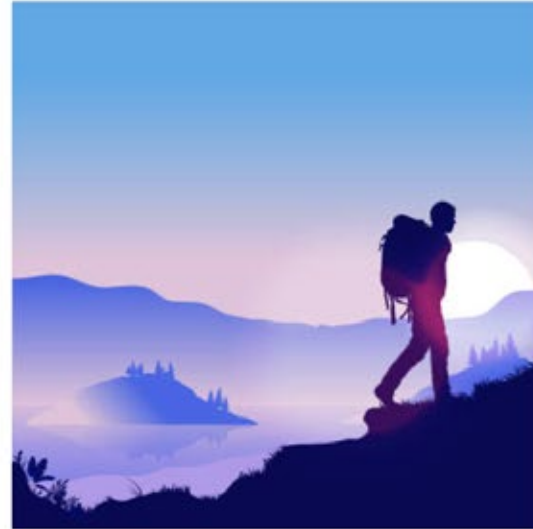


Brand Elements

Illustration



Do not: use detailed or overly stylized illustrations



Do not: use gradients



Do not: use outlines



Do not: use unnatural skin tones



Do not: use textures



Do not: show facial features



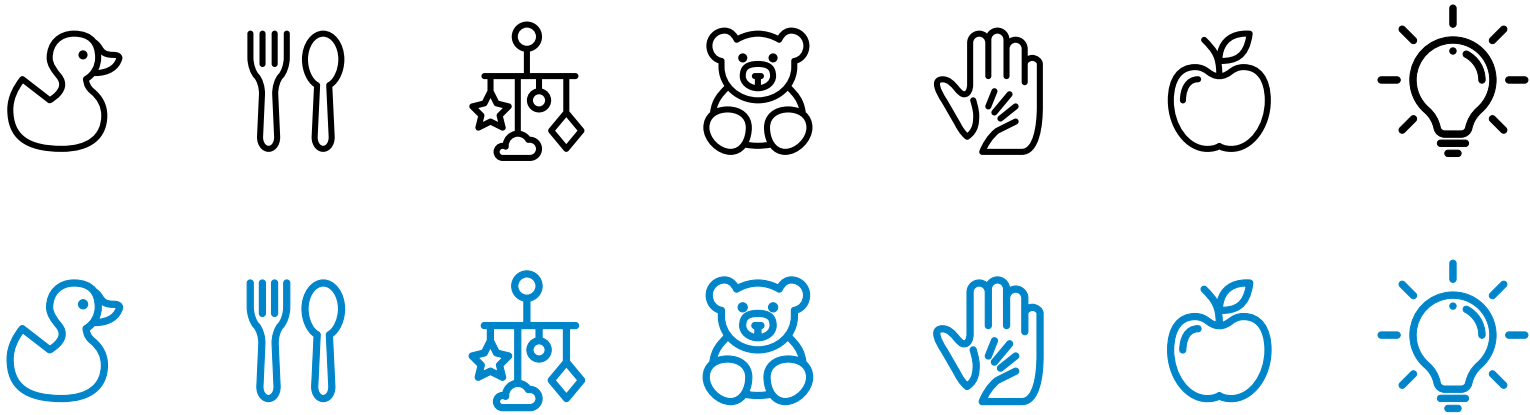
Icons

Icons can be used to support communication by providing simple, recognizable representations of objects, symbols, and concepts. They help clarify information, reinforce key messages, and improve visual navigation.

The icon style should be clean and approachable, using outlined forms to define each subject. Endpoints and contours should be rounded to create a softer, more human appearance that aligns with the overall brand expression.

Icons should remain clear and legible across a range of sizes and applications, including black-and-white and grayscale reproduction. As a general rule, icons should use a minimum line weight of 2 pt at their final display size. Line weights may be adjusted as needed to maintain clarity and visual consistency at different scales.

EXAMPLES





Graphic Frames

About

The NCA shape elements are a fundamental part of the visual system. They help communicate the brand's personality and core idea while serving as a unifying device across all communications. Through consistent use, these shapes strengthen recognition and create a distinctive visual language that is uniquely NCA.

Shapes

The shape library is derived from the **simple geometric** forms found in the visual vernacular of children's graphics. These shapes **can be used individually or combined** to create more complex shapes (see following page).

Proportions

Shape **proportions may be adjusted** to suit different formats and applications. A circle may become an oval, a square may become a rectangle, and other forms may be stretched or compressed as needed, provided they retain their simple character.

Frames

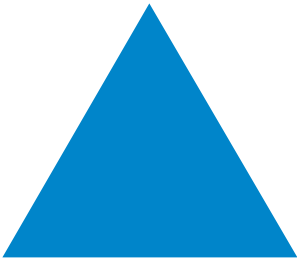
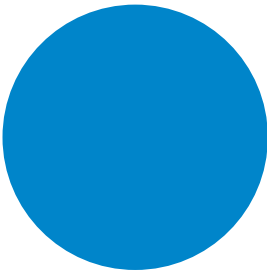
The shape elements can be used in a variety of ways throughout the visual system. Most commonly, they are **used to contain imagery or text**, acting as frames that draw attention to a subject or message.

By placing people, stories, and ideas within these shapes, we reinforce our brand positioning:

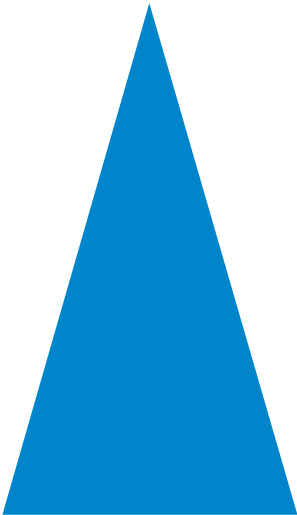
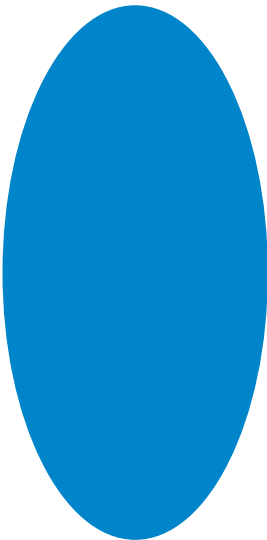
“One voice. One child. One big difference.”

The framing device serves as an expression of focus, emphasizing the individuals at the center of our mission.

PRIMARY SHAPES



PRIMARY SHAPES REFORMATTED





Graphic Frames

Combined Shapes

The simple geometric forms can be combined to create more complex shapes that serve as frames throughout the visual system.

When combining shapes, **keep compositions simple** and purposeful. Use no more than two or three shapes, and arrange them in a way that feels balanced, proportionate, and visually cohesive. Whether symmetrical or asymmetrical, the resulting form should feel stable and intentional. Because these elements function as frames, they should be designed to highlight and contain content rather than compete with it.

Combined shapes should **always be merged into a single unified form**. They should not be layered as separate objects containing different images, colors, or graphic elements.

As with all components of the visual system, the goal is to create communications that feel simple, clean, and uncluttered. Restraint in the use of shapes helps reinforce a professional, credible, and approachable brand expression.

COMBINED AND REFORMATTED SHAPES





Brand Elements

Graphic Frames

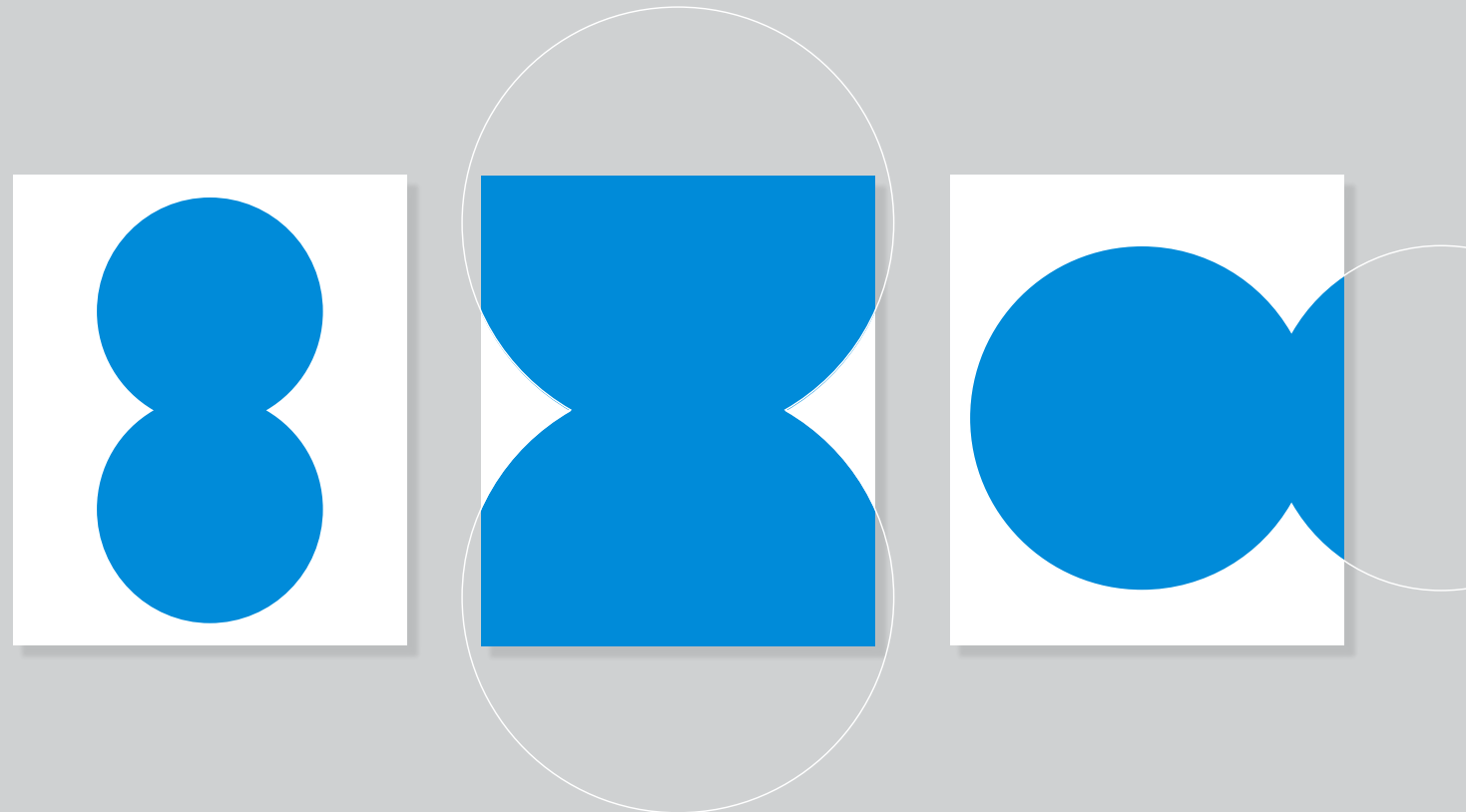
Cropping

Individual and combined shapes may be **cropped freely** to create diverse and dynamic layout compositions. Cropping can be subtle or dramatic, depending on the needs of the communication. In some cases, only a small portion of a shape may remain visible, allowing the negative space to imply the full form.

This approach adds visual interest and flexibility while maintaining consistency within the shape system. Even when heavily cropped, shapes should remain simple and balanced.

The examples to the right demonstrate how a single shape can be cropped in different ways to create distinct compositions within the same rectangular format.

CROPPED SHAPE





Brand Elements

Graphic Frames

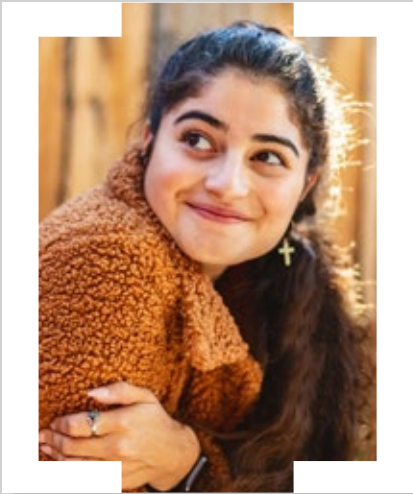
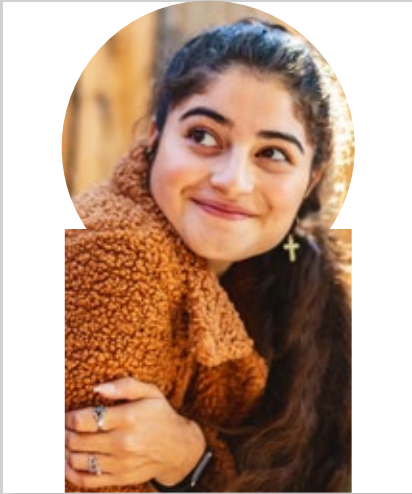
All Together

The examples shown here demonstrate the principles outlined on the previous pages. They illustrate how combined shapes can be used as frames, cropped in different ways, and applied to contain imagery within standard layout formats.

Together, these examples show how the simple set of geometric forms can create a visual expression that is both distinctive and cohesive. While the system is built on a limited number of elements, it remains flexible enough to create variety across communications without sacrificing consistency or recognizability.

For additional examples, refer to the cover and divider pages throughout this document, as well as the visual applications on the following pages, which demonstrate how these shape elements work alongside color, typography, photography, and other graphic components.

EXAMPLES



Brand In Action

The following pages feature illustrative examples of our brand elements in action.

They are intended to inspire the creation of powerful, on-brand communications but are not final.

Social Media Templates	54
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 natichildrensalliance • 1h

...

“

IN THEIR WORDS:
They made sure to hear me out and listen to what I had to say. They never judged me. They cared and helped me feel better.”

“Gabby,” 15



♥ 20

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natichildrensalliance Lorem ipsum dolores lorem ipsum dolores lorem ipsum dolores...more

🔖

 natichildrensalliance • 1h

...



“

IN THEIR WORDS:
I really like the calm atmosphere that they have here. It makes me feel very safe.”

“Natalie,” 15

♥ 20

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natichildrensalliance These are the real words of a kid served by a Children's Advocacy Center (CAC). Through our...more

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 natichildrensalliance • 1h

...

“

IN THEIR WORDS:
I liked the immediate feeling like I was welcome and felt safe.”

“Marcus” 12



♥ 20

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natichildrensalliance These are the real words of a kid served by a Children's Advocacy Center (CAC). Through our...more

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NCA BLOG

The 10 signs of child abuse you need to know.



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natchildrensalliance

NCA Blog: The 10 signs of Child Abuse you need to know. Click on link below to learn more...more

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BREAKING NEWS

H.R.909 passes the house! Senate action needed now!



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Lorem ipsum dolores lorem ipsum dolores lorem ipsum dolores...more

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THE HILL

Op-ed: How criminal restitution could bankroll the services kids need

Share to raise awareness



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natchildrensalliance

NCA Blog: The 10 signs of Child Abuse you need to know. Click on link below to learn more...more

 natlchildrensalliance • 1h

...

April is
National Child Abuse
Prevention Month

#ItsYourBusiness



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natlchildrensalliance Join us in April for 30 days for 30 messages of prevention, common responsibility, and vibrant community...more

 natlchildrensalliance • 1h

...



THIS WEEK

Listen now to learn how
homeschooling can interact
with child abuse and neglect.

Emily Putnam-Hornstein, Ph.D.,
MSW UNC-Chapel Hill

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natlchildrensalliance Join us in April for 30 days for 30 messages of prevention, common responsibility, and vibrant community...more

 natlchildrensalliance • 1h

...

Together,
we help kids thrive

Support our mission to stop abuse
before it happens

Donate



 20

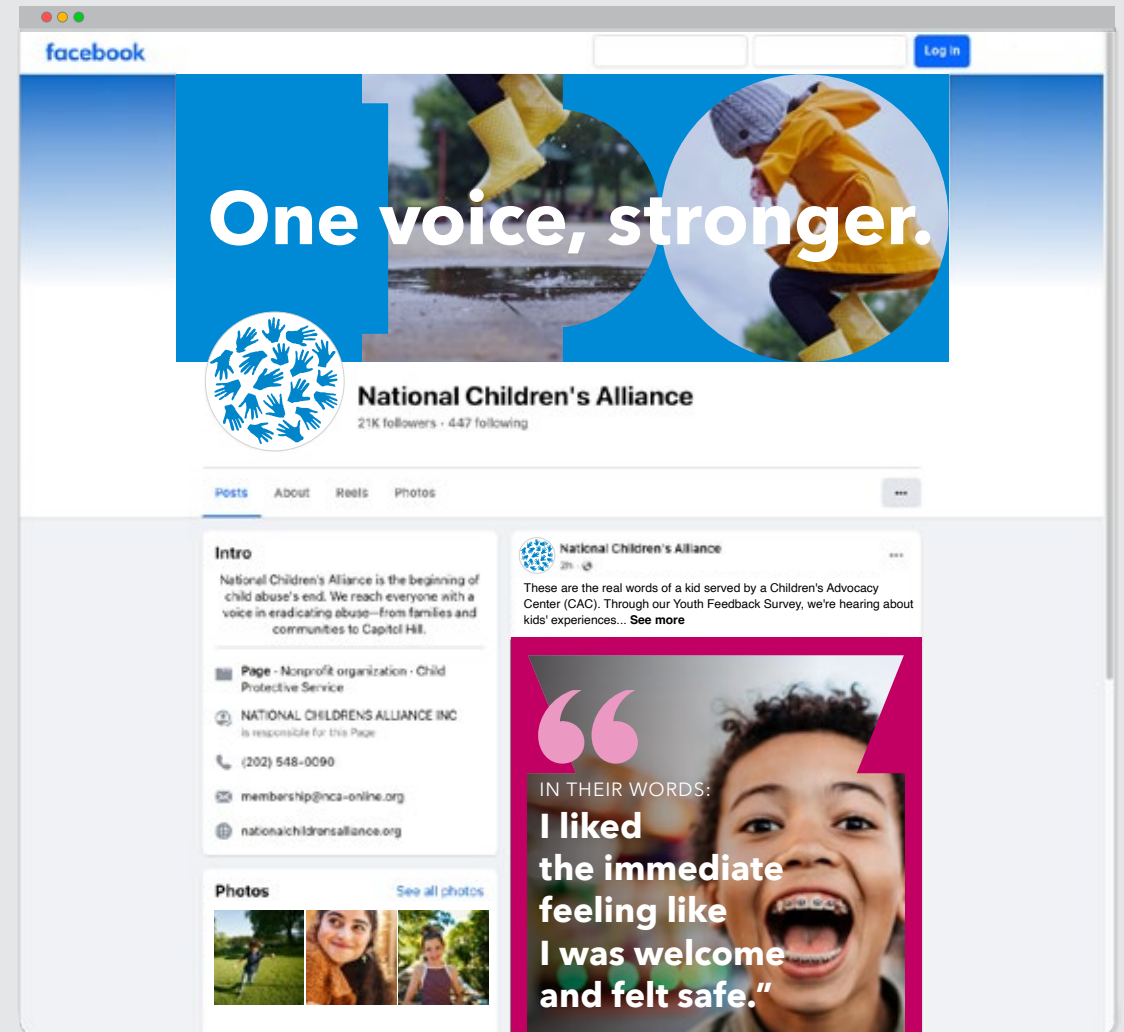
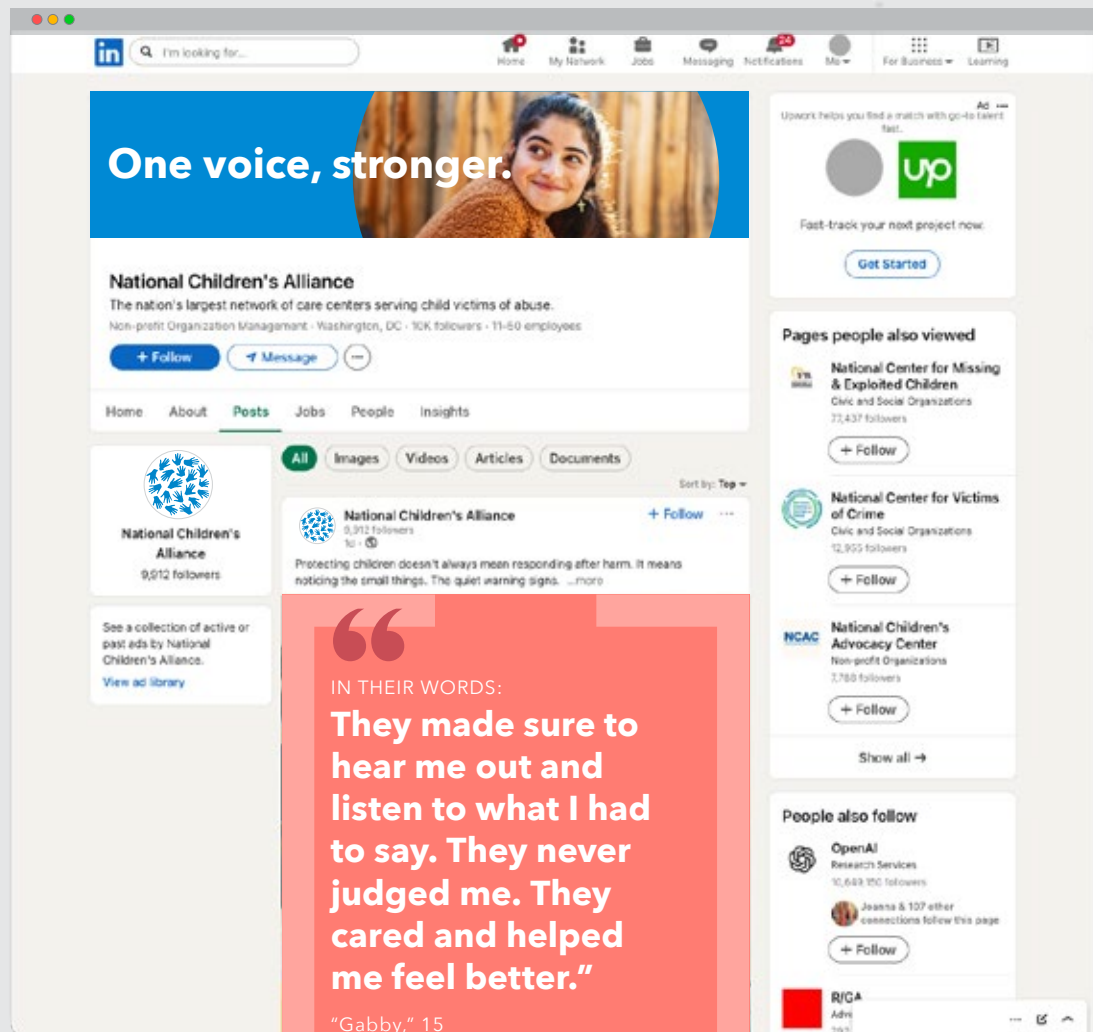
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natlchildrensalliance Join us in April for 30 days for 30 messages of prevention, common responsibility, and vibrant community...more



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Contact us Creators Advertise Developers

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Test new features

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Search

The Force Behind Children's Advocacy Centers





National Children's Alliance

@NCAforCACs · 2.41K subscribers · 201 videos

National Children's Alliance makes a difference, one child and voice at a time. Providing [...more](#)

[nationalchildrensalliance.org](#) and 6 more links

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NCA'S PREVENTION SERIES

Helping Kids Heal and Thrive

Prince George's County Child Advocacy Center





How Children's Advocacy Centers Help Kids

302,473 views · 3 years ago

What are Children's Advocacy Centers? CACs are the best way to get abused kids the services they need, all in one place, and help them go on to thrive. Check out this quick video on how CACs work.

Read on to learn more about the CAC Model:
<https://loom.ly/D1dJVWo>

Videos

ONE IN TEN PRESENTS

When Child Sexual Abuse Hits Home for Jurors

With Dr. Maggie Stevenson





NCA'S PREVENTION SERIES

The Facts About Child Sexual Abuse, Trauma and Recovery





ONE IN TEN PRESENTS

Child Sex Trafficking Starts at Home

With Dr. Vanessa Bouche







ONE IN TEN PRESENTS

When Child Sexual Abuse Hits Home for Jurors

With Dr. Maggie Stevenson







ONE IN TEN PRESENTS

Child Sex Trafficking Starts at Home

With Dr. Vanessa Bouche





NCA'S PREVENTION SERIES

Helping Kids Heal and Thrive

Prince George's County Child Advocacy Center





NCA'S PREVENTION SERIES

The Facts About Child Sexual Abuse, Trauma and Recovery







May 2026

Online safety in a rapidly changing internet



Beyond just the weather, though, Emerson's words hold true for so much of the work that our member CACs and MDTs do each day. We see the contrasts of the brutality inflicted upon child victims of abuse – and their families – and the beauty in helping them heal. And nowhere is this contrast more evident than in the way that the internet has affected our lives, and even more so, that of our children.

We are all in this together: making sure that kids grow up safely, in a world free from abuse. To learn about what you can do, please visit us at nationalchildrensalliance.org. Together, we can give children the childhoods they need and deserve.

Warmly,
Teresa





May 2026

Online safety in a rapidly changing internet



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Warmly,
Teresa

NCA NEWS



THE HILL

Op-ed:
How criminal restitution could bankroll the services kids need



Thanks to the Council on Criminal Justice for their recent and impactful op-ed in The Hill in support of tapping leftover funds derived from the False Claims Act to shore up the Crime Victims Fund. NCA is leading the charge through the Crime Victims Fund Stabilization Act (CVFSA) 2.0 which has passed the House and now is in the Senate with S. 1892. Today, the bill stands at 22 co-sponsors.

Right now, the federal government is recovering billions of dollars from fraud cases, and the Council on Criminal Justice says this approach of tapping into proceeds.

With the bill now in the Senate, this is a critical moment for CACs and other victim service providers who depend on stable funding to serve children and families.

[Read on The Hill](#)

ONE IN TEN



ONE IN TEN PRESENTS
Child Sex Trafficking Starts at Home
With Dr. Vanessa Bouche

Latest episode offers insights surrounding neglect as well as youth with problematic sexual behaviors.

We explore how many factors work together, such as early trauma, family stress, neighborhood conditions, and public policies to keep this cycle going. We also discuss what kinds of supports families need, and how bigger community and policy investments can help prevent neglect in the future.

[Listen now](#)
[Watch on YouTube](#)



COMPASSION IN MOVEMENT



Seven Questions
with Virginia Stallworth

"I knew the Memphis CAC was the place for me."

COMPASSION IN MOVEMENT



Seven Questions
with Virginia Stallworth

"I knew the Memphis CAC was the place for me."

Virginia Stallworth, Executive Director (left)
and Lydia Crivens, Deputy Director (right)

What's something interesting you've learned recently?

The Memphis CAC, like many nonprofits, has recently experienced unprecedented funding losses. Despite this, I've seen our supporters step up to help in expanded and new ways. This support has reinforced what I already knew—Memphis has a generous and caring philanthropic community.

What's a challenge you and your colleagues feel proud of solving?

We are always looking for ways to make our services better and more accessible. For years, it has been a goal to strengthen our working relationship with our medical partners. In recent years, the Crime Victims & Rape Crisis Center opened a forensic medical clinic on our campus, following many years of no onsite clinic at the CAC. After a series of conversations, Le Bonheur Children's Hospital became an official member of our MDT.

[Learn About Memphis CAC](#)



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Donate through our secure website.

Was this message forwarded to you? Subscribe to receive our monthly newsletter and NCA news.

Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list.



2026

Healing, Justice & Trust

Highlighting the Voices of Caregivers, Youth,
and MDT Partners at Children's Advocacy Centers



Every five years, National Children's Alliance (NCA) embarks on a comprehensive and iterative strategic planning process, the goal of which is to ensure an effective process for gathering the collective wisdom of our membership, strategic partners, staff and board members into the direction of the organization.



Vision28

EXECUTIVE SUMMARY



NCA Recognition Program

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Member Badges	67
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Clear Space and Minimum Size	69





NCA Recognition Program

Introduction

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.





NCA Recognition Program

Supporter Badges

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





Partner Badges

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





Member Badges

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





NCA Recognition Program

Accreditation Badges

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

SINGLE ACCREDITATION



DOUBLE ACCREDITATION



TRIPLE ACCREDITATION





Spacing and Sizing

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.

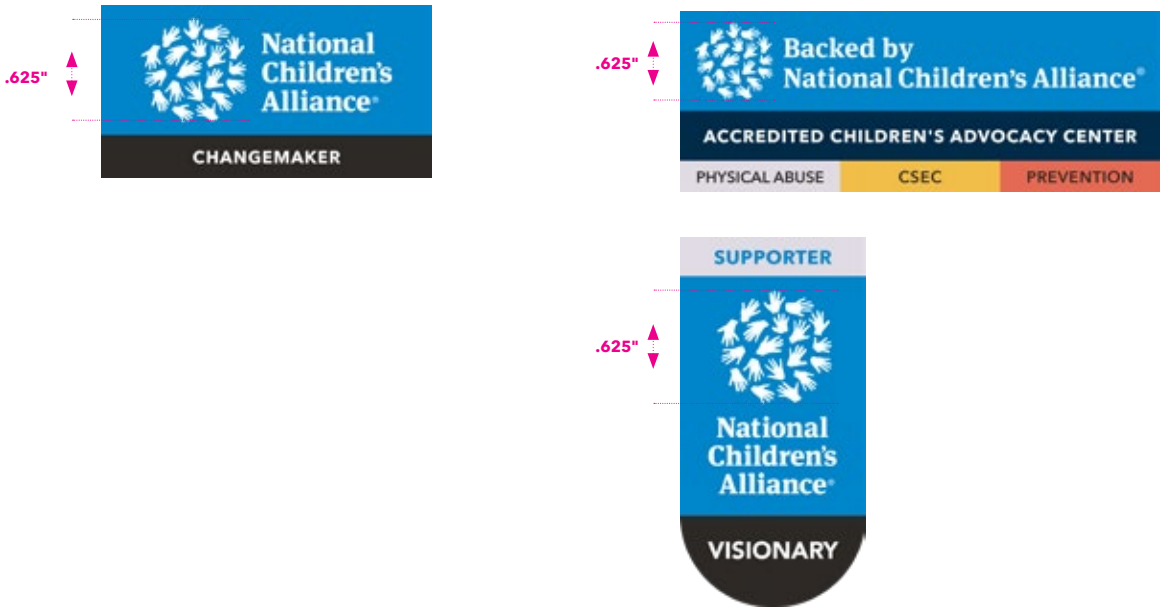
In all cases, please make an effort to use a larger clear zone, when design allows.

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

CLEAR SPACE



MINIMUM SIZE



Resources

Your support will be a critical element to our brand's success. If you have any questions or require any additional information, please reach out to:

Blake Warenik
communications@nca-online.org