

BRAND GUIDELINES

AUGUST 2019



Court Appointed Special Advocates
Guardians ad Litem
FOR CHILDREN

NATIONAL CASA/GAL ASSOCIATION



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THE CASA/GAL BRAND

National CASA/GAL Association for Children

The CASA/GAL brand is unique and special.

The more consistent we are in how we create our brand, and the campaigns within it, the more recognizable and identifiable our brand will be, and the more likely that current and prospective constituents will retain and recall it.

The net effect is a stronger CASA/GAL brand that benefits the children we serve.

Please take a few minutes to review this set of graphic guidelines.

Thank you.

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NAMING CONVENTIONS

NAMING CONVENTIONS

NATIONAL CASA/GAL

For external audiences, the official name of the organization—the *National Court Appointed Special Advocate/Guardian ad Litem (CASA/GAL) Association for Children*—should be spelled out on the first reference in a publication. *National CASA/GAL* or the *Association* are acceptable shortened forms.

For network member communications, the first reference to the organization should be *National CASA/GAL Association for Children*, followed by *National CASA/GAL* or the *Association* on second reference.

When using the National CASA/GAL Association for Children, always include *the*. When using National CASA/GAL, never include *the*. Within a sentence, do not capitalize *the* in the National CASA/GAL Association for Children.

NAMING CONVENTIONS

NEW STATE & LOCAL PROGRAMS

At the state and local levels, National CASA/GAL is streamlining how **new** programs will be named for consistency and a more clear tie-in to the national brand.

New state offices will be named as follows:

[State] CASA/GAL Association

Example: Pennsylvania CASA Association

New local programs will be named as follows:

CASA/GAL of [geographic descriptor or program]

Examples: GAL of Henry County

CASA of Southwest Georgia

EXCEPTIONS

National CASA/GAL can develop, on request, an official program descriptor for program names not covered by one of the standard versions. This is to accommodate programs such as CAJA of Marchall County, PARACHUTE, Kid's Voice, and Roots & Wings.



STATE LOGO



LOCAL PROGRAM LOGO

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LOGO REQUIREMENTS

NATIONAL CASA/GAL LOGOS



Court Appointed Special Advocates
Guardians ad Litem
FOR CHILDREN

NATIONAL CASA/GAL ASSOCIATION



Court Appointed Special Advocates
Guardians ad Litem
FOR CHILDREN

Only National CASA/GAL may use the National CASA/GAL logo. Member programs should use their specific state or local program logo unless otherwise approved by National CASA/GAL or as outlined in the promotional logo usage on the following page.

STATE/LOCAL PROGRAM LOGOS



CASA

Court Appointed Special Advocates
FOR CHILDREN

CONNECTICUT



CASA

Court Appointed Special Advocates
FOR CHILDREN

CONNECTICUT



GAL

Guardian ad Litem
FOR CHILDREN

PIERCE COUNTY



GAL

Guardian ad Litem
FOR CHILDREN

PIERCE COUNTY

LOGO COLOR ALTERNATIVES

All logos are available in horizontal and vertical layouts and in five color spaces: full-color, reversed over a dark background, white, black and grayscale.

CASA/GAL logos should always be printed on a white or light-colored background that provides sufficient contrast.

CASA/GAL logos may be printed in white/reverse when the logos are positioned against a dark background.



FULL-COLOR

REVERSED

WHITE

BLACK

GRAYSCALE

CORRECT LOGO USAGE

LOGO ELEMENTS

The CASA/GAL logo includes two basic elements: the registered icon and a program descriptor. **The icon must always be used with the descriptor, as seen to the right. It cannot be used alone.**

MINIMUM SIZE

Typically, the logo should never be shown smaller than one inch wide for the vertical logo or 1.5 inches wide for the horizontal logo. Different applications and media (digital, print, collateral, etc.) may affect clarity. Always use your best judgment to determine a minimum size for each scenario so that all elements of the logo are readable.



1" WIDE



1.5" WIDE

LOGO SPACING

The clear space around the logo should be equal to the space that the C and A occupy in the word "CASA."

REGISTERED ICON



PROGRAM DESCRIPTOR

REGISTERED ICON



PROGRAM DESCRIPTOR



CORRECT LOGO USAGE

WHEN SHOULD THE LOGO BE USED?

The CASA/GAL logos may be used only in connection with programs, promotional materials and projects directly related to the goals and purposes of National CASA/GAL.

Only National CASA/GAL and member programs may use the official CASA/GAL logos.

For example, the logo can be used as the official logo of a local CASA/GAL program; displayed on local program websites; and used on all public relations, fundraising, recruitment and training materials.

The logo should not be used on commercially developed products for sale to the public except as authorized by National CASA/GAL. Members may authorize use of the logo on promotional merchandise only if the products comply with the brand guidelines and the member and the vendor have National CASA/GAL's approved license agreement in effect.

WHO CAN USE THE LOGO?

Only National CASA/GAL and member programs may use the official CASA/GAL logos.

All CASA/GAL programs must adhere to these graphic standards and requirements of National CASA/GAL for all trademarked word marks, slogans, logos and graphic elements described in this guide.

WHERE TO GET STATE/LOCAL PROGRAM LOGOS?

Customized state and local program logos are available free of charge from National CASA/GAL on request. To request a logo, please submit the [logo request form](#) found under the Marketing & Legislative Advocacy section in the member portal.

INCORRECT LOGO USAGE

DO NOT MODIFY THE LOGO

The CASA/GAL logo cannot be modified or redrawn in any way, including:

- Never change the colors from the approved versions shown in this guide.
- Never separate or remove the logo parts.
- Never stretch or distort the logo.
- Never change the fonts, the proportions of the elements, or add graphics to the logo.
- Never use old slogans or taglines.
- Never remove the registered mark.
- Never overlap text or graphics on top of the logo.
- Never substitute the logo for a letter of the alphabet.

The CASA/GAL logo must only be shown against a plain background that has sufficient contrast to be easily seen.

The registered icon and program descriptor must always be linked.

DO NOT USE OLD LOGOS

Here are some examples of incorrect or outdated logos. These should never be used.

To request a current logo, please submit a [logo request form](#).



PROMOTIONAL LOGOS

The promotional logos are formatted for sales items only. The only appropriate use for these logos is for promotional products where the impression area is so small that the full logo would be unreadable (as in embroidered items or ballpoint pens). Confirm that your vendor can meet your quality assurance and liability expectations.

Here are some examples of how the promotional logo can be used on promotional items.



CO-BRANDED LOGOS

National CASA/GAL allows co-branding in certain circumstances. The overall goal is to protect the integrity of the National CASA/GAL image, while providing the opportunity to allow the logo to appear with organizations where there is a formal, established strategic partnership, which is documented in writing and may include a memorandum of understanding. Some examples of National CASA/GAL's formal partnerships include Kappa Alpha Theta Fraternity, Akerman LLP, and Jewelers for Children.

The National CASA/GAL logo can be used either side-by-side or stacked with other officially co-branded partners. The logo may not be distorted, integrated with another logo, or otherwise altered for use. The goal is for the logo to remain independent at all times to avoid a conflict of interest, potential mixed messaging or confusion in the marketplace. The CASA/GAL logo should not be placed in a way that it could be associated as being part of another company or organization.

When pairing the logo with another brand's logo or wordmark, the National CASA/GAL logo should have equal brand dominance and strength. The CASA/GAL logo design should always:

- Appear in the same font, color and design as outlined in the brand guidelines.
- Appear equal in size – must not be smaller than any other certification or ethical mark on the same surface.
- Appear in equal place as the other logo.
- Be separated by a thin vertical rule. The length of the rule should be equal to the height of the CASA/GAL logo when using a side-by-side orientation or the width of the CASA/GAL logo when using a stacked orientation. The rule should be in CASA/GAL blue (PMS 295/CMYK 100-57-0-40) when using the full-color logo or white when using the reversed logo.
- Have the proper amount of clear space applied, equal to the space that the C and A occupy in the word “CASA”.
- Incorporate the appropriate trademark symbol.
- Where appropriate, appear first both in the side-by-side and stacked lock ups
- Be the official logo provided by National CASA/GAL Association as acceptable for use.
- Be approved by a member of the National CASA/GAL marketing staff.

CO-BRANDED LOGOS

SIDE BY SIDE

Width of vertical rule equal to width of "I" in "FOR CHILDREN"



STACKED



Width of vertical rule equal to width of "I" in "FOR CHILDREN"

A solid red vertical bar is positioned on the left side of the slide.

ADDITIONAL BRAND ELEMENTS

TAGLINES

I am for the Child[®], A Powerful Voice in a Child's Life[®], A Child's Voice in Court[®], Stand Up for an Abused Child[®], Speak Up for a Child[®], Light of Hope[®], Lift Up a Child's Voice. A Child's Life[®] and Lift Up a Child's Voice[®] are registered marks of National CASA/GAL. The first reference to these slogans on any materials should always include the registered trademark symbol ([®]).

Change a Child's Story[™] is a trademark of National CASA/GAL. Until National CASA/GAL obtains the registration for this slogan, the first reference to it should always include the trademark symbol ([™]).

Subsequent uses of trademarked slogans within collateral pieces do not need to include the [®] or [™] symbols, but should have initial capital letters, and should appear set apart and not as part of a sentence.

All trademarked slogans can only be used by National CASA/GAL and member programs, and only in connection with campaign materials and projects that are directly related to the goals and purposes of National CASA/GAL. These slogans should not be altered in any way.

Additional taglines may be developed to meet specific awareness campaign needs. Use of these campaign-specific slogans will be defined by National CASA/GAL publications. Any questions regarding use should be directed to marketing@casaforchildren.org.

Only National CASA/GAL has ownership rights in the National CASA/GAL slogans, and the permission granted to National CASA/GAL member programs does not grant any ownership interest in said slogan and may be withdrawn at National CASA/GAL's sole discretion at any time.

COLORS

Color is one of the most important components in brand identity. Color is the first element of a brand to make an impression. Consistent use of CASA/GAL brand colors will not only aid in making a more favorable impression, it will also aid greatly in brand recognition and recall.

PRIMARY COLORS

CMYK 0-95-100-0
RGB 238-49-36
HEX EE3124

PMS 485 U

CMYK 100-57-0-40
RGB 0-68-124
HEX 00447C

PMS 295 U

SECONDARY COLORS

CMYK 0-0-0-100
RGB 0-0-0
HEX 000000

CMYK 0-0-0-60
RGB 128-130-133
HEX 808285

CMYK 0-0-0-0
RGB 225-225-225
HEX FFFFFFFF

TYPOGRAPHY

BRAND FONTS

A brand's typography is an important part of creating a consistent feel. It reinforces that all messaging is coming from the same place.

National CASA/GAL uses two main typefaces for all of its marketing materials. Brandon Grotesque is used for headlines and is the “face” of the brand. There are multiple weights of Brandon Grotesque available. Proxima Nova is used for subheads and body copy.

Brandon Grotesque, with its geometric shapes and unique cap-height to x-height ratio, is a brand-ownable font that captures attention and feels friendly and approachable. Proxima Nova is a nice, easy-to-read, complementary font to Brandon Grotesque that works well for body copy.

Two more fonts are included for limited, special-use cases. For creative that must follow ADA guidelines, Serifa STD, a serif font, may be used in place of Proxima Nova for body copy.

For web applications, Montserrat is available as a free web-safe font from Google.

WHERE TO GET THE FONTS

Brandon Grotesque is available from National CASA/GAL in the following weights: light regular, italic and black. Proxima Nova is available from the National CASA/GAL Association in the following weights: light, regular and bold. To download these fonts, please submit the [font request form](#) found under the Marketing & Legislative Advocacy section in the member portal.

HEADLINES & SUBHEADS

Brandon Grotesque

An elegant, geometric sans serif font with a warm touch. Strong letterforms, but made approachable by the rounded points and wide curves. Appropriate for a child-centric brand.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BODY COPY

Proxima Nova

A simplified, friendly geometric sans serif font that complements Brandon Grotesque. This versatile, modern font is legible at reduced sizes and on screen.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

CONTACT

For questions please contact marketing@casaforchildren.org