

# National CASA Association

## *Logo Graphic Standards*

*June 2011*



**CASA**

Court Appointed Special Advocates

**FOR CHILDREN**

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**THE NATIONAL COURT APPOINTED  
SPECIAL ADVOCATE ASSOCIATION**

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# CASA Logo Requirements

The CASA/GAL program must adhere to the graphic standards and requirements of the National CASA Association for all trademarked word marks, slogans, logos and graphic elements.

The CASA program adheres to National CASA requirements regarding use and graphic presentation of all the following National CASA trademarks now in existence or later created, including without limitation the National CASA logos, "A Powerful Voice in a Child's Life®," "Court Appointed Special Advocate®," "Give the Light of Hope to a Child®," "Light of Hope®," "Speak Up for a Child®" and "Stand Up for an Abused Child®."

The National CASA logo contains two basic elements:  
the registered icon and a program descriptor.



- The National CASA logos cannot be redrawn or modified in any way.
- The National CASA registered icon and descriptor *must* always be linked.
- Five program descriptor versions of the National CASA logo are now available: CASA, GAL, Child Advocates, Voices for Children and Guardian ad Litem.
- National CASA can develop, upon request, an official program descriptor for program names not covered by one of the five standard versions shown above. This is to accommodate programs such as CAJA of Marshall County, PARACHUTE, Kid's Voice and Roots & Wings.
- The National CASA registered icon cannot be used as a separate design element. The exception is the National CASA pin, due to production limitations that apply only to the pin.

- Only National CASA member programs may use the official National CASA logos.
- The National CASA logos may be used only in connection with programs, promotional materials and projects directly related to the goals and purposes of the National CASA Association.
- Only National CASA has ownership rights of the National CASA logos, and the permission granted to National CASA member programs does not grant any ownership interest in said marks and may be withdrawn at National CASA's sole discretion at any time.
- The National CASA logos should be printed in:
  - PMS #295U blue and PMS #485U red
  - White and PMS #485U red (on a dark background)
  - Four-color process: blue = c100 m57 y0 k40; red = c0 m95 y100 k0
  - Black and grey (black screened back 60%)
  - All black
  - Web: blue = 000066; red = CC0000
- The National CASA logos should always be printed on a white or light-colored background that provides sufficient contrast.
- National CASA logos may be printed in white reverse when the logos are positioned against a dark background.
- National CASA logos are available in horizontal and vertical treatments, which may be selected based on production needs.



## CASA logo restrictions

- The CASA logo is not used on commercially developed or National CASA-member products for sale to the public except as authorized by the National CASA Association.

# Personalized Logo

- Customized state and local program versions are also available from National CASA upon request (*free of charge to member programs*).

You can request a custom logo set for your program by completing the request form in the member area of [CASAforChildren.org](https://CASAforChildren.org), or by contacting Theresa Carleton at [theresa@nationalcasa.org](mailto:theresa@nationalcasa.org)



# Member Logo



The National CASA Member Logo is for use exclusively by current National CASA member programs. The logo may be used to publicize a program's membership in National CASA and highlight its commitment to quality advocacy for abused and neglected children.

## Members agree to the following terms and conditions for use of the National CASA Member Logo:

- The Member Logo may not be used by non-members, including former members whose membership has lapsed due to nonpayment of dues.
- The Member Logo may be used to identify your program as a National CASA member. It may be used on websites, signage, reports, brochures and other publicity or display materials.
- The Member Logo may link only to the National CASA home page ([CASAforChildren.org](https://CASAforChildren.org)). You may not use it to link to pages on your website or any other website.
- All requirements for the CASA logo regarding proportion, color, element, type, etc. also apply to the Member Logo.
- The Member Logo may not be used in connection with any disparaging statements about National CASA or its products or statements that otherwise reflect poorly on National CASA.
- The Member Logo may not be used on any website that is in violation of any applicable laws or governmental regulations.
- National CASA reserves the right to disallow any use of the logo.
- Any unauthorized use of the Member Logo may result in legal action.

## 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 tagline would be unreadable (as in embroidered items or ballpoint pens).

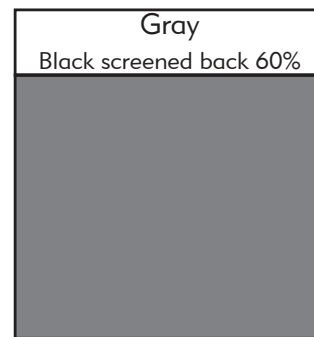
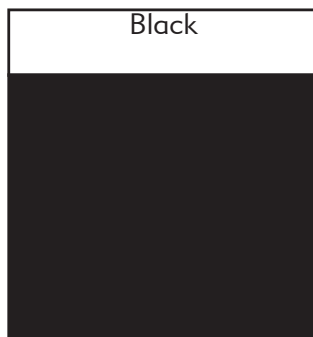
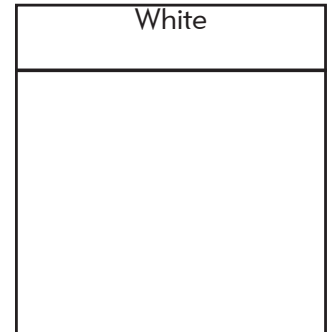
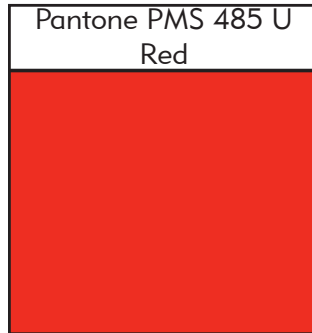
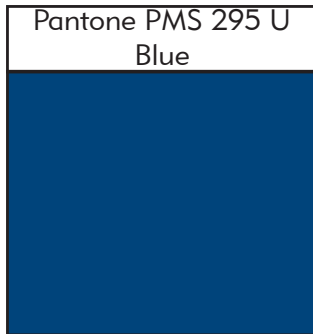
For help to determine whether your proposed usage is appropriate for these logos, please consult Theresa Carleton before using the promotional logos—[theresa@nationalcasa.org](mailto:theresa@nationalcasa.org) or 1-800-628-3233, ext. 253.

## Expired Logos



Permission for the use of the logos above has expired. Please do not use these logos.

## Color Palette



## Fonts

The fonts used in the National CASA logos are from the Geometric 415 family.

You can purchase the Geometric 415 font set from Bitstream fonts at [paratype.com/btstore/fonts/Geometric-415.htm](http://paratype.com/btstore/fonts/Geometric-415.htm)

<b>Geometric 415 Blk BT:</b>	<b>a b c d e f g h i j k l m n o p q r s t u v w x y z</b> <b>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z</b>
<b>Geometric 415 Md BT:</b>	<b>a b c d e f g h i j k l m n o p q r s t u v w x y z</b> <b>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z</b>
<b>Geometric 415 Lt BT:</b>	<b>a b c d e f g h i j k l m n o p q r s t u v w x y z</b> <b>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z</b>

## Trademarked Slogans

- “A Powerful Voice in a Child’s Life,” “Stand Up for an Abused Child,” “Speak Up for a Child,” “Light of Hope” and “Give the Light of Hope to a Child” are trademarked slogans to be used only by program members of National CASA.
- “A Powerful Voice in a Child’s Life,” “Stand Up for an Abused Child,” “Speak Up for a Child,” “Light of Hope” and “Give the Light of Hope to a Child” are registered trademarks of National CASA. These slogans always appear with the registered trademark symbol: ®.
- All trademarked slogans are used only in connection with promotional materials and projects that are directly related to the goals and purposes of National CASA.
- Additional slogans may be developed to meet specific awareness campaign needs. Use of these campaign-specific slogans will be defined by National CASA publications, notably the National CASA PR toolkits. Any questions regarding use should be forwarded to the National CASA Chief Communications Officer.
- Only National CASA has ownership rights in the National CASA slogans, and the permission granted to National CASA member programs does not grant any ownership interest in said slogan and may be withdrawn at National CASA’s sole discretion at any time.
- Each use of a National CASA slogan by a member program must include the ® symbol.

## Business Pack

The optional business package includes templates for letterhead, business card and envelope. Download the appropriate business package and copy it to a Zip disk or a CD.

If you ordered and received a custom logo for your program, copy your entire custom logo file folder to the disk or CD too.

Then take the CD or Zip disk to the printer of your choice and tell them to use the EPS files from the disk to customize the letterhead, envelope and business card templates that they will find on the disk.

*Note: If you don’t wish to use the template for the envelope, you can tell the printer to use the EPS file of the logo to create your envelope. If you want to make your own envelope, you can insert one of the TIF images and scale it down to the size you want. To scale a TIF image in Microsoft Word, click on the image after you have inserted it and then rest the cursor over the corner of the image until the cursor changes into a diagonal arrow. Then click on the corner and drag to make the image smaller.*

# Frequently Asked Questions About the Logo

## **Question: I have downloaded the logo files; how do I get the logo into my Word doc?**

1. Open Word and click to place the cursor in the new document (or open a Word document that you wish to place the logo in) and click the cursor where you want to insert the logo image.
2. Go up to the top menu and choose Insert > Picture > From File and then click the drop-down arrow to browse to the folder you downloaded (it will be named with your program number and will probably be on your desktop).
3. Find the logo TIF files and double-click the one you want to insert.

## **Question: When I double-click one of the TIF files, it opens and looks really big. Why?**

These TIF images of the logos are 300 dpi (that's 300 dots or pixels per inch). To use the TIF image you must insert it into the Word or Publisher document by using the Insert > Picture command in Word or Publisher or by dragging the image file and dropping it into the document.

If you just double click the TIF image file, it will open in Picture Viewer and look really big. Why does this happen? Because your computer screen can only display 72 pixels per inch, but the image has 300 pixels of data per inch. So your screen is using 216 pixels to display one inch of of the logo. But when you insert the TIF image into Word, Word displays the image as it will appear when printed at 300 dpi.

An image with 300 dpi is called a "high-resolution" image. A newspaper photo on the other hand is printed at 80 dots per inch.

## **Question: Do I have to include an ® with every trademarked slogan?**

No, you only need to note the registered trademark symbol with the first use of a trademarked slogan on the first page of the document or website.

## **Question: Does this mean I have to throw away every document that features an absent or outdated trademark symbol, for example, the CASA logo without the new registered trademark?**

No. Please do not discard any materials with absent or outdated trademark symbol (such as the logo with a ™ rather than a ®). Programs should add a trademark symbol or transition to an updated trademark symbol only when they have exhausted their supply of printed material and are reordering. Nothing should be thrown away because of a trademark revision.

## **Question: Can we print the all black logo in a single color of our choice?**

Yes, but please use a dark color. However if you are using the 2-color red and blue logo, it must be printed in the exact two colors specified in the Graphic Standards. The two colors are: PMS #295U blue and PMS #485U red.

## **Question: This guide refers to the ® mark, but I don't see it on my logos.**

As of 7/09 there are revised sets of standard logos with the ® mark in place available for download. Programs can request an updated custom logo set which includes the ® mark by contacting Theresa Carleton, [theresa@nationalcasa.org](mailto:theresa@nationalcasa.org) or (800) 628-3233, ext. 253.

**Question: Do I have to have the font that the logo uses installed on my computer?**

EPS files (that are included in the logo download on the logo web page) can be sent to a sign maker or printer. The EPS files do not require that the font used to create the logo be installed in order to use the EPS file of the logo. However if a program wants to buy the font to use for other text, such as adding your address to the Business Package Templates (business card, envelope and letterhead templates), the font can be purchased. See the "Fonts" section of this guide for details on p. 7. However, using the same font is optional. You can select a font of your choice for your address on your letterhead and business card, etc.

Geometric 415 is the font used in the Business Pack templates. Check with your printer or designer first; they may have the font installed and can add customization to your business templates without purchasing the fonts.

**Question: I'm a Mac user and I'm having trouble opening the downloaded file; what should I do?**

The download is an EXE file type that for PC users will self-extract using WinZip or the self-extracting utility that is included in WindowsXP. Mac users have had success using Stuffit to extract the EXE file. You need to first open Stuffit and then access the EXE file using Stuffit.

**Question: What trademarks does National CASA own?**

National CASA holds service marks (often referred to as trademarks) on the name CASA, the CASA logo and on various related phrases such as "Court Appointed Special Advocate," "Speak Up for a Child," "A Child's Voice in Court" and "A Powerful Voice in a Child's Life." We trademarked these names and phrases to protect your ability to use them in connection with volunteer advocacy for abused and neglected children. We license the right to use these trademarks to our local program and state organization members. The phrase "guardian ad litem" is a generic term and cannot be trademarked.

**Question: What rights do programs and state organizations have to use the trademarks?**

The terms of the license are set out in the license agreement sent to you each year as part of your membership renewal. In general, the license allows you to use the marks for training, supporting, promoting and raising funds for court-appointed volunteer advocacy for abused and neglected children. The license does not authorize you to allow others to use the marks or to alter the marks without permission.

**Question: How should we use the CASA trademarks?**

To protect the CASA tradename, we need to avoid using CASA as a noun. For example, instead of referring to volunteers as CASAs, try to remember to say *CASA volunteers*, especially in formal writing and published materials. If the term CASA were to become a generic noun, we would no longer be able to prevent others from using it. The word *zipper*, for example, started as a tradename but became a generic term that anyone can use.

If your organization provides other services, the CASA trademarks should be used only to refer to your volunteer advocacy services for abused and neglected children. For help in these situations, please contact your regional program officer.

Specific standards apply to your use and modification of the CASA logo. You can find more information in this document or by contacting our communications staff.

**Question: Can National CASA prevent others from using similar names and phrases?**

Sometimes, but trademark registration does not mean we can always prevent others from using the name or phrases. Depending on the specific circumstances, National CASA could obtain injunctions against other organizations using a similar trademark in a way that is likely to confuse or deceive the public. For example, the public might be misled into believing that another organization's services were the same as ours, or that the other organization was associated with, authorized by or sponsored by us.

Other organizations may use the same words or phrases if the services they provide are not so similar that the public would be confused, or if the other organization established rights in the marks before we did. However, even if we cannot prevent their use of the acronym, we often can make agreements with other organizations to help prevent confusion between us and them. So it is always helpful for us to know when there is any use by other organizations of the name or phrases in your area, especially if it is causing confusion among your supporters or the general public.

**Question: What other organizations use the name CASA?**

A common use of the CASA name by another organization involves the National Center on Addiction and Substance Abuse at Columbia University ("the Center"). In the early 1990s, the Center filed an objection to National CASA's application to register CASA as a trademark. In order to clear the way for that registration, National CASA and the Center entered into an agreement that governs some details of how and when each of us can use the name CASA. We carefully monitor the Center's use of the name to ensure compliance with this agreement.

Examples of other organizations using the name are Citizens Against Substance Abuse and Citizens Against Sexual Assault. Our ownership of the trademarks also does not prevent others from using generic words, such as the Spanish or Italian word *casa* meaning *house* as in Casa de los Niños.

**Question: Can National CASA help us if another organization is using the name in our area?**

We can help you with strategies to deal with problem situations in your community. In order to protect our trademarks, we watch carefully for other organizations using the name or phrases and challenge their use of them when we feel there is an infringement of our trademarks. It is important that our members let us know if they are aware of local organizations using the above trademarks in ways which have caused or might cause confusion. Questions on these matters should be directed to the CEO's office.

**Question: Does the trademark license give us rights to use, alter or sell written material produced by National CASA?**

Trademarks differ from copyrights. National CASA holds the copyright to various written materials, such as training manuals, newsletters and training curricula. Copyrights generally give the creator of the work the exclusive right to copy, distribute and adapt the material, although

federal law allows limited copying and distribution without permission under the “fair use” doctrine.

Copyrights can also be licensed to others. As part of your organization’s membership in National CASA, you have the right to use copyrighted National CASA material in connection with volunteer advocacy for children. You also sometimes have the right to customize that material. For example, although the manuals in the Volunteer Training Toolkit are copyrighted, the Facilitator’s Manual describes how you may customize them (you may add materials but not modify the text of the Toolkit). Information about customization can be found in the Facilitator’s Manual. You also have the right to copy, print and distribute these materials for use by your staff and volunteers.

Other copyrighted materials, such as *The Connection* magazine, are published with all rights reserved. Written permission must be obtained to reprint or distribute these materials (including posting on websites) for anything other than informational, non-commercial personal use. For use of material on our website, please read the Terms and Conditions found there. Sublicensing of the National CASA trademarks and resale or commercial use of copyrighted material require prior written permission from National CASA. Submit requests to Theresa Carleton—[theresa@nationalcasa.org](mailto:theresa@nationalcasa.org) or 1-800-628-3233, ext. 253.

## Need Help?

**The National CASA Communications Team is happy to help!**

**For technical assistance, please contact Theresa Carleton at [theresa@nationalcasa.org](mailto:theresa@nationalcasa.org) or (800) 628-3233, ext. 253**

