

NATIONAL CASA LOGO GRAPHIC STANDARDS

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.

REQUIREMENTS

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®.”

National CASA Logo

- The National CASA logo contains two basic elements: the registered icon and a program descriptor.
- The National CASA registered icon consists of the following image:



- 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, Roots and Wings and others.
- Customized state and local program versions are also available from National CASA upon request.
- The National CASA logos cannot be redrawn or modified in any way.
- The National CASA registered icon and descriptor must always be linked. The National CASA registered icon cannot be used as a separate design element. The exception will be 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the permission granted to National CASA member programs does not grant any ownership interest in said marks and may be withdrawn at National CASA's sole discretion at any time.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
 - 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 a horizontal and a vertical treatment, which may be used whenever production needs require it.

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.

Officially Trademarked National CASA 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.