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# DEFENDING CHILDHOOD

## PROTECT HEAL THRIVE

### **United States Department of Justice General Guidelines for the Defending Childhood Logo**

Defending Childhood is an initiative of the United States Department of Justice (DOJ). The initiative is aimed at preventing children's exposure to violence, reducing the negative effects experienced by children exposed to violence, and increasing knowledge and awareness of this issue.

This document has the specifications for the Defending Childhood logo and some general guidelines for its use. For more information or to download the Defending Childhood Logo go to:

[www.justice.gov/ag/defendingchildhood](http://www.justice.gov/ag/defendingchildhood)

The Defending Childhood logo includes all the words “Defending Childhood, Protect, Heal, Thrive” as one unit. To preserve the integrity and strength of the Defending childhood logo, please do not alter or distort it in any way. When resizing the logo be careful to uniformly change the overall size and also the character stroke weights. This will keep the logo from looking stretched, elongated, or squished.

To insure that the logo stands out, maintain clear space around the logo and be careful when placing on a dark background. Keep other logos, images, and text at a reasonable distance. When the Defending Childhood logo is used in a larger size, it will need more space around it then when used in a smaller size. It is not recommended that the logo be placed on a dark background, but if necessary make the background a lighter shade or place a box around the logo with a lighter color. See examples below.

**Examples**



The Defending Childhood logo should always be in a prominent position. Place other logos, images, and text is at a distance to insure the logo’s prominence.



## Defending Childhood Logo File Formats

The Defending Childhood logo comes in the following formats.

- Adobe Illustrator—ai extension
- Encapsulated PostScript—eps extension
- Joint Photographic Experts Group—jpg extension

The Adobe Illustrator files are generally opened with Adobe Illustrator and can be manipulated or converted to other file formats. The Encapsulated PostScript (EPS) files are generally used for print applications such as reports or documents created with graphic layout programs such as Adobe InDesign and QuarkXPress or with office software programs such as Microsoft Word and WordPerfect. The Joint Photographic Experts Group (JPG) files are generally used for display on a screen on monitor such as MicroSoft PowerPoint or the Web.

The files also come in several different color schemes: black and white; CMYK or 4-color process—used for printing and coping machines; Pantone Matching System (PMS)—also used for printing; and RGB—used for display or projection such as screens and monitors.

The file names of the logo denote file and color. The Defending Childhood logo are available as listed below but can be converted to other formats using graphics software.

- DOJ\_Defending\_Childhood\_logo\_BW.ai
- DOJ\_Defending\_Childhood\_logo\_PMS.ai
- DOJ\_Defending\_Childhood\_logo\_CMYK.eps
- DOJ\_Defending\_Childhood\_logo\_BW.jpg
- DOJ\_Defending\_Childhood\_logo\_CMYK.jpg
- DOJ\_Defending\_Childhood\_logo\_RGB.jpg

### Black and White Logo



**CMYK or 4-Color Process**


**DEFENDING CHILDHOOD**  Black, 60% tint

**PROTECT HEAL THRIVE**

/ / \

29/0/100/0    70/0/100/9    100/0/85/50

**Pantone**

**DEFENDING CHILDHOOD**  Black, 60% tint

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/ / \

PMS 382    PMS 362    PMS 7484

**RGB**

**DEFENDING CHILDHOOD**  Black, 60% tint

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/ / \

129/130/134    74/169/65    0/101/59