

EVERY  
VICTIM  
EVERY  
TIME

# VICTIMS' RIGHTS

The **2007 NCVRW Resource Guide** features an array of camera-ready artwork that you can use during National Crime Victims' Rights Week and throughout the year.

The professionally developed camera-ready artwork—which can be personalized with local contact information and easily reproduced on your own photocopy machine or by a local “quick copy” vendor—can significantly enhance your public awareness efforts and unite them with similar efforts around the country.

This year's camera-ready artwork displays the 2007 NCVRW theme—“Victims' Rights: Every Victim. Every Time.”—and may be printed in black and white or in this year's theme colors of blue and orange (**PMS 281** and **PMS 159**, respectively). The font used is **Agenda**, in “Black” and “Medium” in several font sizes. Arial is a readily accessible substitute font. The enclosed camera-ready sheets are 8.5” x 11” with a margin of at least ¼” (i.e., no “bleeds”) to help keep your printing expenses down. The 8.5” x 11” black-and-white public awareness posters contain white space for the addition of local contact information. If you do not have the appropriate software, many local print or copy shops will add this text for a small fee.

## Camera-Ready Formats on CD-ROM

For your convenience, the camera-ready artwork is included on the accompanying CD-ROM in three electronic formats:

- 1. QuarkXpress® 6.0 files**, including accompanying fonts and images needed to correctly open and print the artwork. To open and properly view these files, the user must have QuarkXPress for Macintosh, version 6.0 or higher.
- 2. PDF files** that can be opened with Adobe Acrobat Reader, available for free download at [www.adobe.com/products/acrobat/readstep2.html](http://www.adobe.com/products/acrobat/readstep2.html). A full copy of Adobe Acrobat (not just the reader) is needed to electronically personalize the PDF artwork. There is a fee for the full copy.

**3. JPEG files** of images used in Resource Guide materials. These images may be placed in graphics programs (and some word processing programs), as well as on the Web.

These three formats can help simplify replication of Resource Guide materials and make it easier to incorporate this year's artwork into any digital or hard-copy piece, including slide show presentations, television broadcasts, public service announcements, and print advertisements.

*You may also download the 2007 NCVRW Resource Guide camera-ready artwork at [www.ovc.gov/ncvrw2007/welcome.html](http://www.ovc.gov/ncvrw2007/welcome.html).*

## Camera-Ready Artwork Contents

- **NEW! 2007 NCVRW Black-and-White Poster.** This year, the NCVRW Resource Guide includes a smaller (11” x 17”) black-and-white version of the 2007 NCVRW theme poster. This poster is easily reproducible with space provided for you to add your local contact information.
- **Logos, buttons, and magnets.** These small giveaways are always popular and can serve as effective visual reminders of NCVRW and our commitment to serving *every victim, every time*.
- **Bookmarks.** Four graphic designs for bookmarks are included, allowing the front and back of each bookmark to be “mixed and matched,” depending on your preferences. A heavy paper stock, such as 80-pound cover stock, is best suited for these pieces. Space is provided to add local contact information.
- **Ribbon cards.** This piece has become especially popular during NCVRW. Cut two eight-inch strands of blue and orange ribbon at a bias and form a loop. Secure them to the ribbon card with a two-inch stick pin. For larger communities or events, ask local school groups or prison programs to help with assembly. Again, a heavier paper stock (at least 80-pound cover) works best for these cards.

# CAMERA-READY ARTWORK

- **Name tags and table card.** Use these materials at formal and informal events, ceremonies, meetings, and conferences. Add text to this artwork to reflect specific events and/or co-sponsors.
- **Letterhead.** This letterhead can be used in any communication regarding your NCVRW observance—letters of introduction, news releases, media alerts, public service announcements, event announcements, fact sheets, event programs. You can add your NCVRW planning committee members, sponsoring organizations, or partners along the left side (in a vertical column) of the letterhead.
- **Certificate of Appreciation.** Honor crime victims and those who serve them during NCVRW. Reproduce these certificates on attractive card stock and add the recipient's name written in calligraphy. You can also use a calligraphic font in a word processor. Include the date and the name of the organization presenting the certificate.
- **Information and Referrals Contact List.** Hand this list out during NCVRW events and throughout the year. Post it in local grocery stores, community centers, and other public gathering places. Send the contact list to area physicians, police departments, and victim-serving agencies, and make a downloadable copy accessible from community Web sites. This list can also be used for training and technical assistance programs, as it provides important contacts for victim information and referrals.
- **Crime Clock.** Use this Crime Clock to help dramatize the scope of victimization and educate communities about the impact of crime. The Crime Clock includes national statistics about the prevalence of crime within specific time periods. Space for adding local contact information is provided. (See flip side for Crime Clock in Spanish.)
- **Public Awareness Posters.** This year's NCVRW Resource Guide features six black-and-white public awareness posters, which can be personalized with local contact information:
  1. *I Promise*—targeted to all victims of crime
  2. *Class of Silence*—targeted to teenage victims of crime
  3. *Our Door Is Always Open*—targeted to victims with disabilities
  4. *I Promise* (translated into Spanish)
  5. *Class of Silence* (translated into Spanish)
  6. *Our Door Is Always Open* (translated into Spanish)

## Get Help!

Enlist the support of your community by asking local establishments to donate graphics and printing services, or to provide supplies at cost. Correctional agencies often provide printing and assembly services at reduced fees. Your community can unite in ways big and small to help raise public awareness about crime victims' rights, protections, and services. ★



