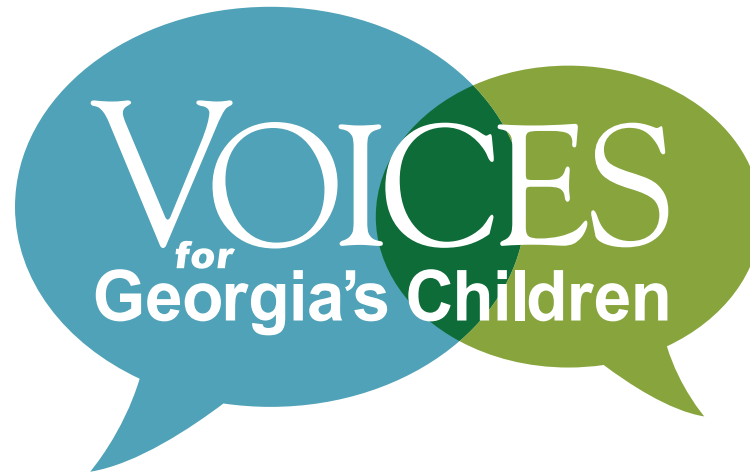


BRAND LOGO STYLE GUIDE

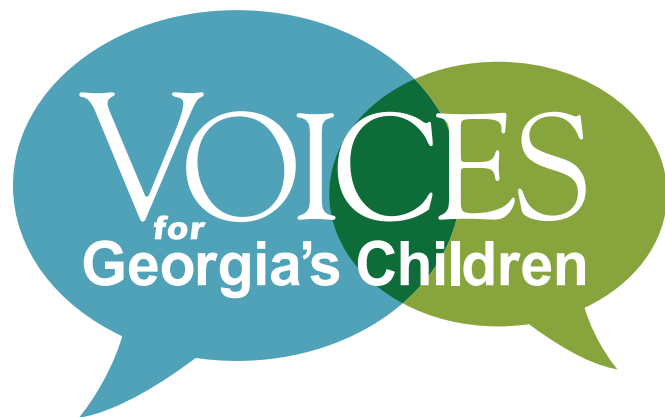




Established in 2003, Voices for Georgia's Children is a nonprofit organization that advocates for the well-being of children and youth across the state and inspires Georgians – both legislators and everyday citizens – to act on their behalf. Voices for Georgia's Children provides the necessary research-based information, measures, collective voice and proposed legislation to help guide these decision-makers in the right direction – that is, supporting policies that ensure Georgia's children grow up safe, healthy, educated, connected to their family and community, and employable.

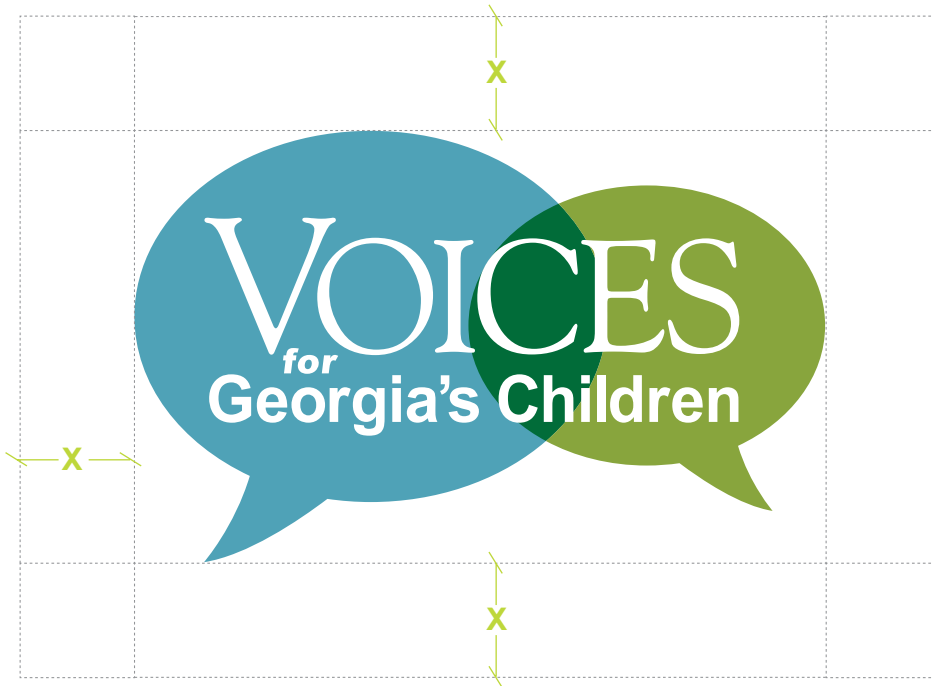
Voices is an independent, nonpartisan organization affiliated with Voices for America's Children in Washington, DC. In addition, Voices leads several collaborative advocacy groups, including the Georgia Birth to Five Coalition, the Georgia Child Advocacy Network (GA-CAN!) and JUSTGeorgia.





LOGO USAGE GUIDELINES

This logo may not be altered, changed or distorted in any way. It must be used as a whole without changing the typefaces. The text treatment is part of the logo and should not be altered in any way. It is a stylized treatment Goudy Old Style and Arial Bold and cannot be recreated by simply typing these letters in that font.



LOGO PLACEMENT GUIDELINES

The logo should be given adequate space around it. Avoid crowding the logo by having too many other graphic or text elements placed too closely.

Primary Palette



Pantone
7710

Pantone
335

Pantone
583

Secondary Palette



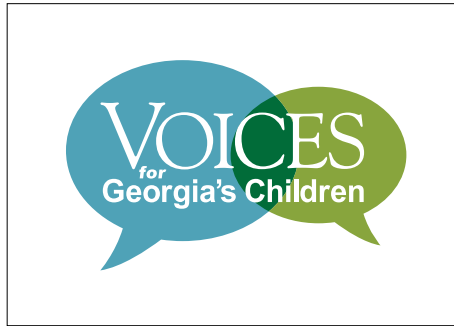
Pantone
7404

85%
Black

50%
Black

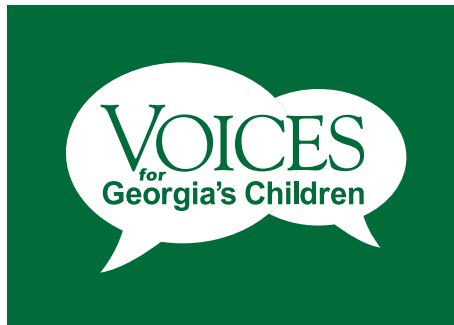
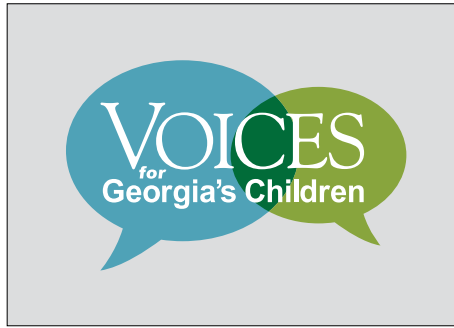
COLOR PALETTE

The logo must be in the approved primary Pantone colors, solid black, solid white or grayscale only. No deviation of color scheme or substitution of colors is permitted.



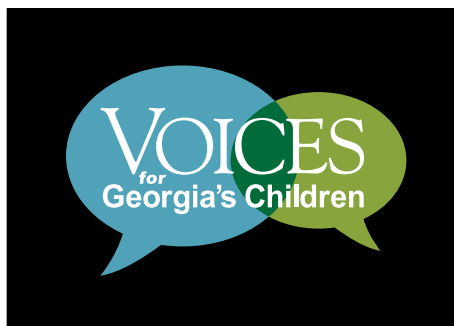
COLOR

The color version of the logo ideally is used on a white or light neutral backgrounds for greatest impact.



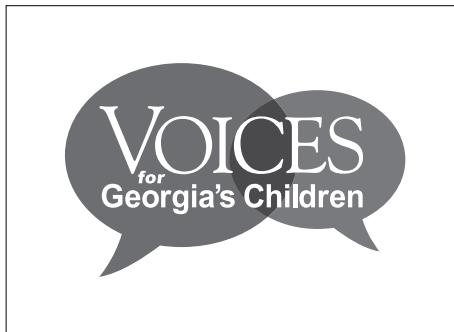
DARK BACKGROUNDS

For use on darker backgrounds please use the one color white version of the logo.

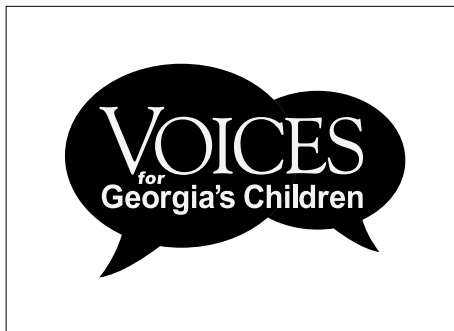


EXCEPTION

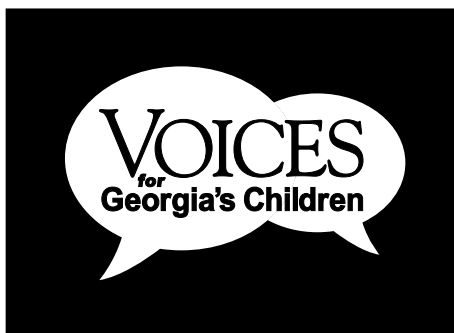
In certain applications the color version may be used on a black background. Please take care to ensure that the logo is legible.



GRAYSCALE



SOLID BLACK

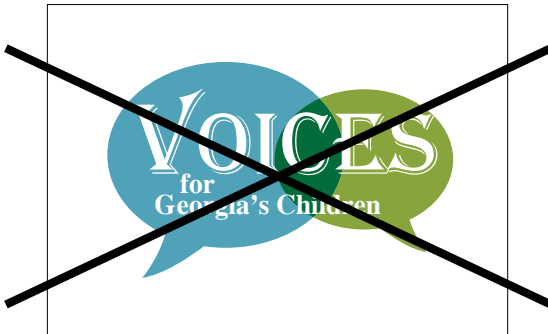


SOLID WHITE



WRONG!

Do not use the logo on a pattern background.



WRONG!

Do not change the fonts on the logo.



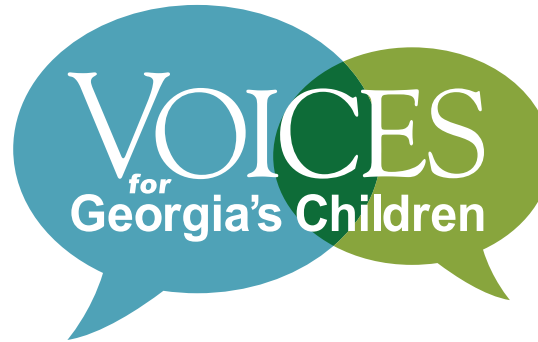
WRONG!

Do not compress or stretch the logo.



WRONG!

Do not alter or change the colors of the logo.



HEADLINE: GOUDY OLD STYLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz!#\$%&?
1234567890

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi.

BODY COPY: Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz!#\$%&?
1234567890

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi.

FONTS

The font list includes all the approved fonts for use in any internal or external printed marketing or communication piece. In general, the headings should be set in Goudy Old Style. The body copy should be set in Arial Regular.