



This manual establishes exact guidelines for proper use of the NCMEC logo.

The visual integrity of the NCMEC logo must be strictly maintained.
Adherence to these guidelines will result in clear, consistent identification with the brand.

Updated December, 2018

POSITIVE VERSION over light backgrounds



NEGATIVE VERSION over dark backgrounds



TAGLINE WITH LOGO Below Or next to logo
Font: ITC Avant Garde Gothic Std



Hope is why we're here.

Hope is why we're here.

SPACING AROUND LOGO



TAGLINE WITH LOGO in storytelling
Font: Letters for Learners

Hope is why we're here.

PRIMARY
COLOR VALUES



PANTONE PROCESS C / U, 90%
CMYK 0 0 0 90
RGB 65 64 66
HEX #404041



PANTONE 124 C / 7548 U
CMYK 0 30 100 0
RGB 253 185 19
HEX #FDB813



PANTONE 7623 C / 7623 U
CMYK 15 100 100 20
RGB 174 27 31
HEX #AD1A1F

SECONDARY
COLOR VALUES



PANTONE 3025 C / 308 U
CMYK 100 40 25 15
RGB 0 109 138
HEX #006C8A



PANTONE 7705 C / 313 U
CMYK 100 25 20 0
RGB 0 142 183
HEX #008DB6



PANTONE 311 C / 311 U
CMYK 65 0 15 0
RGB 57 194 215
HEX #39C2D7



PANTONE 629 C / 304 U
CMYK 40 0 10 0
RGB 146 214 227
HEX #92D6E3



PANTONE PROCESS C / U, 80%
CMYK 0 0 0 80
RGB 99 100 102
HEX #626366



PANTONE PROCESS C / U, 50%
CMYK 0 0 0 50
RGB 142 149 152
HEX #939597



PANTONE PROCESS C / U, 25%
CMYK 0 0 0 25
RGB 199 200 202
HEX #C6C8CA



PANTONE PROCESS C / U, 5%
CMYK 0 0 0 5
RGB 241 242 242
HEX #F1F1F2

PRINT HEADER AND TAGLINE

ITC Avant Garde Gothic Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

PRINT PARAGRAPH

Avenir LT Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

STORYTELLING

Letters for Learners

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

WEBSITE HEADER

Futura

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

WEBSITE PARAGRAPH

Avenir LT Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

PRESENTATION PARAGRAPH

Title:

Century Gothic

Content:

Calibri

H1 FUTURA BOOK 55PX

H2 FUTURA BOOK 42PX

H3 FUTURA BOOK 35PX

H4 FUTURA BOOK 24PX #006C8A

H5 AvenirLTStd Heavy 16px #404041

H6 AvenirLTStd Medium 13px #404041

P Avenir LT Std Book 13px #404041

Footer Avenir LT Std Book 11px #404041

H4 ATTEMPTED ABDUCTION

H5 Suspicious Incidents Involving Children

P Raeto Catus, conostidetra dem, nostiam molticive, ca intiquam, quid C. Det nequit, senat. Ublicatum et ce condam pari sed conscered conferedea que actus conestatum serem, nons vitus. Si sentiosto peressulla rem facierem Romnost ervitellario Catis.

EXAMPLES ON PROMOTIONAL MATERIALS



or

