

# 2007 National Crime Victims' Rights Week Community Awareness Projects

April 22 - 28, 2007

*Victims' Rights: Every Victim. Every Time.*

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This is the first in a series of periodic messages to assist in the planning and implementation of NCVRW Community Awareness Projects. Please feel free to send your individual questions or requests for assistance to Anne Seymour at [anneseey@atlantech.net](mailto:anneseey@atlantech.net).

## **CAP TIPS**

*(To Improve Public awareness)*

by Anne Seymour

### **Creative Use of the National Crime Victims' Rights Week Theme Colors**

#### **Introduction**

Each year, the Office for Victims of Crime selects two theme colors to enhance all promotional resources created to commemorate National Crime Victims' Rights Week (NCVRW). This year, the theme colors are *blue (Pantone 281)* and *Orange (Pantone 159)*.

The use of theme colors helps promote a similar "family look" for NCVRW resources and public education and awareness activities. The concept is that when people see the orange and blue colors incorporated into all visual resources, as well as activities you sponsor, they will identify them as being related to NCVRW, crime victims' rights and needs.

#### **Tips for Printed Materials**

- The NCVRW Resource Guide features many pre-designed materials – including posters, bookmarks, bumper stickers and pin cards – that include the NCVRW logo. Once you personalize these materials to your community and/or agency, you can provide your printer with the specific Pantone colors (noted above) for production.
- You can use "percentages" of both the blue and orange colors to achieve beautiful shading colors. You can experiment with your printer to obtain shading to accent screened boxes, photographs, or the NCVRW artwork.

#### **Tips for Sponsored Activities**

- All professionals and volunteers who participate in NCVRW victim outreach and public education activities can be asked to wear orange and blue at special events. This not only promotes the theme colors, but also clearly identifies the people who are sponsoring the event.
- A small, square placard with the NCVRW theme artwork – in orange and blue – can be created at little cost, and affixed to any podium for public speeches.
- Party stores and dollar stores have many inexpensive options for theme color promotion,

including:

- Paper and plastic tablecloths.
  - Paper plates and cups.
  - Napkins.
  - Cutlery.
  - Gift bags and ribbon.
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- *A beautiful, simple centerpiece for banquet tables or public education displays includes a basket with blue tissue paper or blue film. Simply pierce large oranges with cloves, and place them in the basket. Greenery (such as ivy) can add a special effect. These centerpieces are not only beautiful; they smell great!*
  - *Another creative centerpiece idea is to purchase inexpensive daisies, and place them in a bucket with water that has either orange or blue food coloring. The daisies will take on the shade of the water, and can be displayed in a vase of the alternate NCVRW theme color. A ribbon bow tied around the vase tops off this pretty centerpiece.*
  - *Placemats using the NCVRW theme artwork can be printed in the theme colors, and used for events involving meals; or provided to local restaurants, senior centers, schools, etc. for use during NCVRW.*
  - *In standardized public education displays or those created specifically for NCVRW, place orange and blue paper backings on resources that are displayed for public view. An orange or blue paper or plastic tablecloth will also enhance the theme colors.*
  - *The pin cards in the NCVRW Resource Guide can be personalized to your agency or community, and then printed in the theme colors. Orange and blue ribbons can be purchased at any floral or home décor shop. In many communities, offenders who are sentenced to community service hours assemble the pin cards for free, which is an excellent way to encourage community service work that directly benefits victims. The theme ribbons are always a popular way to allow individuals to show their support for crime victims on their lapels during NCVRW.*
  - *If your NCVRW activities include awards, the sample “certificate of appreciation” included in the NCVRW Resource Guide can use orange and blue ink; and also use single or double matting in blue and orange within glass frames.*
  - *Any art-related activities sponsored in conjunction with NCVRW – such as poster contests for students or the development of large banners – should incorporate both the NCVRW theme artwork and colors.*

### **For More Information**

Please contact 2007 National Crime Victims' Rights Week Community Awareness Project Consultant Anne Seymour via email at [annese@atlantech.net](mailto:annese@atlantech.net); or by telephone at 202.547.1732.