

NATIONAL CASA/GAL ASSOCIATION BRAND USAGE AND INTELLECTUAL PROPERTY STANDARDS



NATIONAL CASA/GAL ASSOCIATION

OCTOBER 2019
Updated OCTOBER 2023

TABLE OF CONTENTS

Naming Conventions	6
Logo Standards	9
Taglines	18
Color Palette	19
Typography	20
Intellectual Property Standards	22

THE CASA/GAL BRAND

The CASA/GAL brand is unique and special.

The more consistent we are in how we create our brand, and the campaigns within it, the more recognizable and identifiable our brand will be, and the more likely that current and prospective constituents will retain and recall it.

The net effect is a stronger CASA/GAL brand that benefits the children we serve.

Please take a few minutes to review the standards.

Thank you.

Summary of Changes: October 2023

The National CASA/GAL Association has updated the *Brand Usage and Intellectual Property Standards*, formerly titled *Brand Guidelines and Intellectual Property Standards* as of October 19, 2023. We believe these updates provide additional clarity for the appropriate usage of the CASA/GAL Brand and intellectual property. The main changes are detailed below. Minor edits and corrections to the file have not been documented.

1. Addition to page 7, New Program Naming Conventions

“These conventions do not apply to existing programs, **unless expanding or changing structure type and going through an associated name change.**”

2. Addition to page 12, Correct Logo Usage:

“The logo should not be used on commercially developed products **or activities** for sale to the public except as authorized by National CASA/GAL. Members may authorize use of the logo on promotional merchandise only if the products comply with the brand guidelines and the member and the vendor have National CASA/GAL's approved license agreement in effect.”

3. Update to page 18, Taglines:

Since the original release of the *Brand Guidelines and Intellectual Property Standards* in October 2019, National CASA/GAL has obtained the registration for the slogan **Change a Child's Story**[®]. This section has been updated based on the registration and provides instructions for its proper use.



NAMING CONVENTIONS

NATIONAL CASA/GAL NAMING CONVENTIONS

NATIONAL CASA/GAL

For external audiences, the official name of the organization—the *National Court Appointed Special Advocate/Guardian ad Litem (CASA/GAL) Association for Children*—should be spelled out on the first reference in a publication. *National CASA/GAL* or the *Association* are acceptable shortened forms.

For network member communications, the first reference to the organization should be *National CASA/GAL Association for Children*, followed by *National CASA/GAL* or the *Association* on second reference.

When using the National CASA/GAL Association for Children, always include *the*. When using National CASA/GAL, never include *the*. Within a sentence, do not capitalize *the* in the National CASA/GAL Association for Children.

NEW PROGRAM NAMING CONVENTIONS

NEW STATE & LOCAL PROGRAMS

At the state and local levels, National CASA/GAL is streamlining how *new* programs will be named for consistency and a more clear tie-in to the national brand.

These conventions do not apply to existing programs, unless expanding or changing structure type and going through an associated name change.

New state offices will be named as follows:

[State] CASA/GAL Association

Example: Pennsylvania CASA Association

New local programs will be named as follows:

CASA/GAL of [geographic descriptor or program]

Examples: GAL of Henry County

CASA of Southwest Georgia

EXCEPTIONS

National CASA/GAL can develop, on request, an official program descriptor for program names not covered by one of the standard versions. This is to accommodate programs such as CAJA of Marchall County, PARACHUTE, Kid's Voice, and Roots & Wings.



STATE LOGO



LOCAL PROGRAM LOGO



LOGO STANDARDS

NATIONAL CASA/GAL LOGOS



NATIONAL CASA/GAL ASSOCIATION



Only National CASA/GAL may use the National CASA/GAL logo. Member programs should use their specific state or local program logo unless otherwise approved by National CASA/GAL or as outlined in the promotional logo usage on the following page.

STATE/LOCAL PROGRAM LOGOS

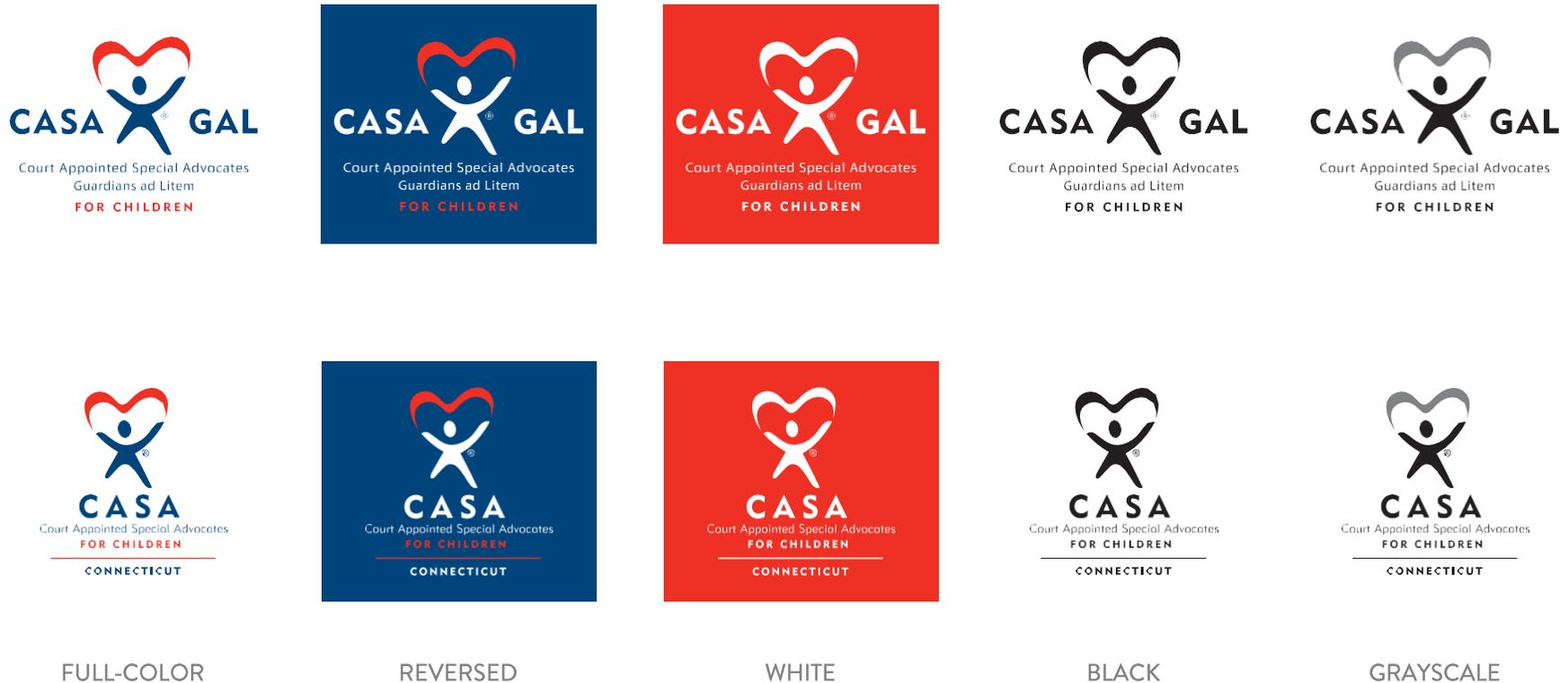


LOGO COLOR ALTERNATIVES

All logos are available in horizontal and vertical layouts and in five color spaces: full-color, reversed over a dark background, white, black and grayscale.

CASA/GAL logos should always be printed on a white or light-colored background that provides sufficient contrast.

CASA/GAL logos may be printed in white/reverse when the logos are positioned against a dark background.



CORRECT LOGO USAGE

LOGO ELEMENTS

The CASA/GAL logo includes two basic elements: the registered icon and a program descriptor. **The icon must always be used with the descriptor, as seen to the right. It cannot be used alone.**

MINIMUM SIZE

Typically, the logo should never be shown smaller than one inch wide for the vertical logo or 1.5 inches wide for the horizontal logo. Different applications and media (digital, print, collateral, etc.) may affect clarity. Always use your best judgment to determine a minimum size for each scenario so that all elements of the logo are readable.



1" WIDE



1.5" WIDE

LOGO SPACING

The clear space around the logo should be equal to the space that the C and A occupy in the word "CASA."



CORRECT LOGO USAGE

WHEN SHOULD THE LOGO BE USED?

The CASA/GAL logos may be used only in connection with programs, promotional materials and projects directly related to the goals and purposes of National CASA/GAL.

Only National CASA/GAL and member programs may use the official CASA/GAL logos.

For example, the logo can be used as the official logo of a local CASA/GAL program; displayed on local program websites; and used on all public relations, fundraising, recruitment and training materials.

The logo should not be used on commercially developed products or activities for sale to the public except as authorized by National CASA/GAL. Members may authorize use of the logo on promotional merchandise only if the products comply with the brand guidelines and the member and the vendor have National CASA/GAL's approved license agreement in effect.

WHO CAN USE THE LOGO?

Only National CASA/GAL and member programs may use the official CASA/GAL logos.

All CASA/GAL programs must adhere to these graphic standards and requirements of National CASA/GAL for all trademarked word marks, slogans, logos and graphic elements described in this guide.

WHERE TO GET STATE/LOCAL PROGRAM LOGOS?

Customized state and local program logos are available free of charge from National CASA/GAL on request. To request a logo, please submit the [logo request form](#) found under the Marketing & Legislative Advocacy section in the member portal.

INCORRECT LOGO USAGE

DO NOT MODIFY THE LOGO

The CASA/GAL logo cannot be modified or redrawn in any way, including:

- Never change the colors from the approved versions shown in this guide.
- Never separate or remove the logo parts.
- Never stretch or distort the logo.
- Never change the fonts, the proportions of the elements, or add graphics to the logo.
- Never use old slogans or taglines.
- Never remove the registered mark.
- Never overlap text or graphics on top of the logo.
- Never substitute the logo for a letter of the alphabet.

The CASA/GAL logo must only be shown against a plain background that has sufficient contrast to be easily seen.

The registered icon and program descriptor must always be linked.

DO NOT USE OLD LOGOS

Here are some examples of incorrect or outdated logos. These should never be used.

To request a current logo, please submit a [logo request form](#).



PROMOTIONAL LOGOS

The promotional logos are formatted for sales items only. The only appropriate use for these logos is for promotional products where the impression area is so small that the full logo would be unreadable (as in embroidered items or ballpoint pens). Confirm that your vendor can meet your quality assurance and liability expectations.

Here are some examples of how the promotional logo can be used on promotional items.



CO-BRANDED LOGOS

National CASA/GAL allows co-branding in certain circumstances. The overall goal is to protect the integrity of the National CASA/GAL image, while providing the opportunity to allow the logo to appear with organizations where there is a formal, established strategic partnership, which is documented in writing and may include a memorandum of understanding. Some examples of National CASA/GAL's formal partnerships include Kappa Alpha Theta Fraternity, Akerman LLP, and Jewelers for Children.

The CASA/GAL logo can be used either side-by-side or stacked with other officially co-branded partners. The logo may not be distorted, integrated with another logo, or otherwise altered for use. The goal is for the logo to remain independent at all times to avoid a conflict of interest, potential mixed messaging or confusion in the marketplace. The CASA/GAL logo should not be placed in a way that it could be associated as being part of another company or organization.

When pairing the logo with another brand's logo or wordmark, the CASA/GAL logo should have equal brand dominance and strength. The CASA/GAL logo design should always:

- Appear in the same font, color and design as outlined in the brand guidelines.
- Appear equal in size – must not be smaller than any other certification or ethical mark on the same surface.
- Appear in equal place as the other logo.
- Be separated by a thin vertical rule. The length of the rule should be equal to the height of the CASA/GAL logo when using a side-by-side orientation or the width of the CASA/GAL logo when using a stacked orientation. The rule should be in CASA/GAL blue (PMS 295/CMYK 100-57-0-40) when using the full-color logo or white when using the reversed logo.
- Have the proper amount of clear space applied, equal to the space that the C and A occupy in the word “CASA”.
- Incorporate the appropriate trademark symbol.
- Where appropriate, appear first both in the side-by-side and stacked lock ups
- Be the official logo provided by National CASA/GAL Association as acceptable for use.
- Be approved by a member of the National CASA/GAL marketing staff.

Please see the [Branded Materials License Agreement](#) in the [Marketing and Legislative Advocacy](#) section of the Member Portal for more information on creating branded materials.

CO-BRANDED LOGOS

SIDE BY SIDE

Width of vertical rule equal to width of "I" in "FOR CHILDREN"



STACKED

Width of vertical rule equal to width of "I" in "FOR CHILDREN"





ADDITIONAL BRAND ELEMENTS

TAGLINES

I am for the Child[®], A Powerful Voice in a Child's Life[®], A Child's Voice in Court[®], Stand Up for an Abused Child[®], Speak Up for a Child[®], Light of Hope[®], Lift Up a Child's Voice. A Child's Life[®] and Lift Up a Child's Voice[®] are registered marks of National CASA/GAL. The first reference to these slogans on any materials should always include the registered trademark symbol (®).

Change a Child's Story[®] is a registered trademark of National CASA/GAL and the reference to it should always include the trademark symbol (®).

Subsequent uses of trademarked slogans within collateral pieces do not need to include the ® or ™ symbols, but should have initial capital letters, and should appear set apart and not as part of a sentence.

All trademarked slogans can only be used by National CASA/GAL and member programs, and only in connection with campaign materials and projects that are directly related to the goals and purposes of National CASA/GAL. These slogans should not be altered in any way.

Additional taglines may be developed to meet specific awareness campaign needs. Use of these campaign-specific slogans will be defined by National CASA/GAL publications. Any questions regarding use should be directed to marketing@nationalcasagal.org.

Only National CASA/GAL has ownership rights in the National CASA/GAL slogans, and the permission granted to National CASA/GAL member programs does not grant any ownership interest in said slogan and may be withdrawn at National CASA/GAL's sole discretion at any time.

COLORS

Color is one of the most important components in brand identity. Color is the first element of a brand to make an impression. Consistent use of CASA/GAL brand colors will not only aid in making a more favorable impression, it will also aid greatly in brand recognition and recall.

PRIMARY COLORS

CMYK	0-95-100-0	PMS	485 U
RGB	238-49-36		
HEX	EE3124		
CMYK	100-57-0-40	PMS	295 U
RGB	0-68-124		
HEX	00447C		

SECONDARY COLORS

CMYK	0-0-0-100	CMYK	0-0-0-60
RGB	0-0-0	RGB	128-130-133
HEX	000000	HEX	808285

CMYK 0-0-0-0
RGB 225-225-225
HEX FFFFFFFF

TYPOGRAPHY

BRAND FONTS

A brand's typography is an important part of creating a consistent feel. It reinforces that all messaging is coming from the same place.

National CASA/GAL uses two main typefaces for all of its marketing materials. Brandon Grotesque is used for headlines and is the “face” of the brand. There are multiple weights of Brandon Grotesque available. Proxima Nova is used for subheads and body copy.

Brandon Grotesque, with its geometric shapes and unique cap-height to x-height ratio, is a brand-ownable font that captures attention and feels friendly and approachable. Proxima Nova is a nice, easy-to-read, complementary font to Brandon Grotesque that works well for body copy.

Two more fonts are included for limited, special-use cases. For creative that must follow ADA guidelines, Serifa STD, a serif font, may be used in place of Proxima Nova for body copy.

For web applications, Montserrat is available as a free web-safe font from Google.

WHERE TO GET THE FONTS

Brandon Grotesque is available from National CASA/GAL in the following weights: light regular, italic and black. Proxima Nova is available from National CASA/GAL in the following weights: light, regular and bold. To download these fonts, please submit the [font request form](#) found under the Marketing & Legislative Advocacy section in the member portal.

HEADLINES & SUBHEADS

Brandon Grotesque

An elegant, geometric sans serif font with a warm touch. Strong letterforms, but made approachable by the rounded points and wide curves. Appropriate for a child-centric brand.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BODY COPY

Proxima Nova

A simplified, friendly geometric sans serif font that complements Brandon Grotesque. This versatile, modern font is legible at reduced sizes and on screen.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

INTELLECTUAL PROPERTY STANDARDS

INTELLECTUAL PROPERTY STANDARDS

The National CASA Association d/b/a National Court Appointed Special Advocate/Guardian Ad Litem (CASA/GAL) Association for Children, a Washington State corporation with an address at 100 West Harrison Street, Suite N500, Seattle, Washington 98119 (the “Association” or “Licensor”) is pleased to provide a license to each of the members of the Association (“Member”) to use intellectual property as part of the Member’s efforts to support and promote court-appointed best-interest volunteer advocacy on behalf of children who have experienced abuse or neglect. Each Member is entitled to use the intellectual property and agrees that it will use it consistent with the terms of this Intellectual Property License (“IP License”).

1. THE LICENSE

The Association gives the Member a license to use the following intellectual property in connection with its membership in the Association.

1. **Owned Licensed IP.** The following intellectual property owned by Licensor:

a. **Trademarks** - these trademarks owned by Licensor:

CASA
 COURT APPOINTED SPECIAL ADVOCATE
 COURT APPOINTED SPECIAL ADVOCATES
 A CHILD’S VOICE IN COURT
 A POWERFUL VOICE IN A CHILD’S LIFE
 CHANGE A CHILD’S STORY



I AM FOR THE CHILD
 LIFT UP A CHILD’S VOICE
 LIFT UP A CHILD’S VOICE. A CHILD’S LIFE.
 LIGHT OF HOPE
 SPEAK UP FOR A CHILD
 STAND UP FOR AN ABUSED CHILD

b. Resources - any materials with written, sound, or picture elements prepared by or on behalf of Licensor and provided to the Member for use in connection with its membership in the Association, such as videos, advocacy materials, sample documents, and toolkits;

c. Training Materials - all written, video, audio, interactive or other training for volunteers, staff, and other stakeholders, volunteer manuals, and curriculum;

d. Trade Secrets - information that has value because it is not generally known and is kept secret, such as the Training Materials, but also

- i. program operation methods, processes, and data,
- ii. organizational, marketing, or operational plans or strategies, and
- iii. techniques, research and data regarding best practices for and efficacy of best-interest advocacy models;

e. The Model - the model promoted by Licensor for providing best-interest advocacy, and materials provided by the Licensor about it; and

f. Other Materials - any other material owned by Licensor and made available to the Member by Licensor as part of its membership in the Association.

INTELLECTUAL PROPERTY STANDARDS

1.2 Third-Party Licensed IP - Other proprietary material licensed by the Association from a third party and made available to Member by Licensor as part of its membership in the Association.

Permitted uses. The Member may use, reproduce, display, distribute, convey, and practice both the Owned Licensed IP and the Third- Party Licensed IP (collectively, the “Licensed Intellectual Property”), on a non-exclusive and royalty-free basis and under the other terms of the IP License and according to any conditions communicated in connection with any particular intellectual property. This means that the Member may use Trademarks or other Owned Licensed IP in its name and logo, as long the name and logo comply with Licensor’s naming conventions. The Association may add new intellectual property to the Licensed Intellectual Property as it develops new intellectual property or obtains new licenses, and remove intellectual property from the Licensed Intellectual Property as needed.

2. HOW TO USE THE TRADEMARKS

Quality standards. The Member recognizes the importance of adhering to the quality standards set by Licensor and that its use of the Trademarks impacts the reputation of National Licensor and other members of the Association. Accordingly, the Member shall comply with standards regarding use of the Trademarks posted on the member portal of Licensor’s website or that Licensor otherwise provides to Member, as modified from time to time (“Usage Standards”). Further, the Member will adhere to all policies and procedures established by Licensor and remain a member in good standing of the Association in order to keep this IP License in effect.

Quality review. Licensor shall have the right to exercise quality control by reviewing any uses or proposed uses of the Trademarks for compliance with Usage Standards and for general quality, and by reviewing the Member’s adherence to the policies and procedures. If Licensor rejects any uses or requires changes, the Member shall promptly comply, and shall require that its sub-licensees promptly comply, with the direction from Licensor.

CASA name usage. To protect the CASA tradename, avoid using “CASA” as a noun. For example, instead of referring to volunteers as "CASAs", say "CASA volunteers," or instead of referring to the program as "CASA", say "CASA program", especially in formal writing and published materials. If the term CASA were to become a generic noun, we would no longer be able to prevent others from using it.

Restrictions on use. The Member shall never use any of the Trademarks for services outside the scope of its membership in the Association, or any trademark (for any services) (a) containing a four-character string in which two or more of the positions have the letter “a,” “c,” or “s”, or (b) of any length containing the letters c – a – s – a in that order.

3. TRADEMARK SUBLICENSE

The Member may grant a sub-license to allow others who provide services to the Member to use the Trademarks in a way that is consistent with its membership in the Association and the scope of the IP License, such as printing promotional materials. When Member grants a sub-license, it should do so in writing, using the [template sub-license](#) posted on the member portal of Licensor’s website or that Licensor otherwise provides to Member. The sub-license is non-exclusive and the sub-licensee cannot allow anyone else to use the Trademarks. The Member remains responsible for the sub-licensee’s use of the Trademarks. Member may not give a sub-license to child welfare, legal-related, social services, or advocacy organizations, or organizations that will use the Trademarks to provide services to third parties.

INTELLECTUAL PROPERTY STANDARDS

4. HOW TO USE THE TRADE SECRETS

The Member recognizes the unique value of the Trade Secrets to the Association and the heightened need for confidentiality for these materials. The Member agrees that it shall never disclose, directly or indirectly, the Trade Secrets or any part thereof to anyone else both while this IP License remains in effect and after it has terminated. Despite these limitations, Member may use the Training Materials in the training of volunteers, but must require that anyone with access to the Training Materials keeps them confidential. In the event a government agency requires access to the Training Materials, the Member shall work with Licensor to facilitate access to those materials subject to a confidentiality and non-disclosure agreement.

5. DURATION

Length. The IP License comes into effect when the Member starts using any of the Licensed Intellectual Property and continues in effect as long as the Member remains a member of the Association and complies with the terms of this IP License.

At the end. When this IP License ends, Member will stop all use of Licensed Intellectual Property within 30 days by, for example:

- a. stopping all use of the CASA name;
- b. destroying all office signs, business cards, letterhead, and other printed materials incorporating names or logos with Licensed Intellectual Property, and removing this content from all websites and on-line or digital platforms;
- c. transferring any domain names containing the lettering “casa” or the wording “court appointed special advocate” (in singular or plural) to the Association; and
- d. deleting social media accounts containing the lettering “casa” or the wording “court appointed special advocate” (in singular or plural).

6. OWNERSHIP OF THE INTELLECTUAL PROPERTY

The Member agrees that Licensor owns all rights in the Owned Licensed IP and the goodwill associated with the Trademarks, and that by entering into this IP License, it acquires no ownership or other rights in the Owned Licensed IP. Member agrees that it is estopped from challenging the validity of the Owned Licensed IP and Licensor’s ownership and rights therein whether or not the IP License remains in effect, Licensor maintains registrations in the Owned Licensed IP, or the scope of Licensor’s ownership, rights, or usage in the Owned Licensed IP have changed. Member shall not apply to register any Owned Licensed IP and shall assign any such registrations, and any goodwill in the marks, to Licensor.

INTELLECTUAL PROPERTY STANDARDS

7. GENERAL TERMS

Transfers. The Member may not assign or transfer this IP License to anyone else, including, without limitation, by operation of law. Licensor may assign or transfer this IP License, the Owned Licensed IP, and its rights in the Third-Party Licensed IP in accordance with Licensor's plans.

Independence. The Member and the Association cannot promise that the other will do anything for someone else. They are not agents or fiduciaries of each other.

Interpretation. If a court, arbitrator, or administrative body holds any provision of this IP License invalid, all other provisions shall remain fully valid and enforceable to the maximum extent available under the applicable law. One or more delays in exercising any right, power, or privilege, does not constitute a waiver of that right, obligation or default. Any full or partial waivers of any right, obligation, or default does not constitute a waiver of any subsequent right, obligation or default.

Fixing breaches. The Member acknowledges that if it breaches this IP License it might cause damage that money alone might not fix. Because of that possibility of irreparable harm caused by the breach, the Member agrees that the Association shall be entitled to seek equitable relief, including a restraining order, injunctive relief, or specific performance, as well as other remedies. The Association does not need to post a bond or other security to seek or obtain equitable relief.

Disputes. The parties will try to resolve any disputes informally by discussion or through mediation. However, if a dispute leads to litigation, the parties agree that the laws of the state of Washington, without reference to conflicts of law provisions, shall govern this IP License. The parties consent to the jurisdiction of the federal and state courts located in King County, Washington, for purposes of any legal action arising out of this IP License. The parties expressly acknowledge these courts as convenient fora. The Member waives and acknowledges that it cannot assert any objections or defenses of sovereign immunity, the 11th Amendment of the U.S. Constitution, and the like.

CONTACT

For questions please contact marketing@nationalcasagal.org