NATIONAL CENTER FOR
MISSING &
EXPLOITED
C H I L D R E N ®

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 identity.

POSITIVE VERSION over light backgrounds

NEGATIVE VERSION over dark backgrounds

LIMITED SPACE
POSITIVE VERSION over light backgrounds

**PRIMARY
COLOR VALUES**

**ACCENT
COLOR VALUES**

CMYK 0 0 0 90
RGB 64 65 66
HEX #404041

CMYK 0 30 100 0
RGB 253 185 19
HEX #FDB813

CMYK 15 100 100 20
RGB 174 27 31
HEX #AD1A1F

**SECONDARY
COLOR VALUES**

CMYK 100 40 30 15
RGB 0 109 138
HEX #006C8A

CMYK 100 25 20 0
RGB 0 142 183
HEX #008DB6

CMYK 65 0 15 0
RGB 54 194 215
HEX #39C2D7

CMYK 40 0 10 0
RGB 146 214 227
HEX #92D6E3

CMYK 0 0 0 75
RGB 99 100 102
HEX #626366

CMYK 0 0 0 50
RGB 142 149 152
HEX #939597

CMYK 0 0 0 25
RGB 199 200 202
HEX #C6C8CA

CMYK 0 0 0 5
RGB 241 242 242
HEX #F1F1F2

TYPOGRAPHY FOR PRINT HEADER

ITC Avant Garde Gothic Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890

PRINT PARAGRAPH

??????

TYPOGRAPHY FOR WEBSITE HEADER

ITC Avant Garde Gothic Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890

WEBSITE PARAGRAPH

Avenir LT Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890

TYPOGRAPHY FOR TAGLINE

Beautiful Every Time

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890

H1 ITC AVANT G, DEMI 55PX

H2 ITC AVANT GARDE 42PX

H3 ITC AVANT GARDE 35PX

H4 ITC AVANT GARDE 24PX

H5 ITC Avant Garde 16px

H6 ITC Avant Garde 13px

P Avenir LT Std 13px

Footer Avenir LT Std 11px

H4 ATTEMPTED ABDUCTION

H5 Suspicious Indidents 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.