

A VISUAL APPROACH USING GRAPHICS

Posters, signs and advertisements can be very effective tools in your efforts to promote your NVC AW event and raise awareness of victim issues. The use of visual images is effective and versatile – images can be used to attract attention, evoke an emotion, or inspire change. When paired with an engaging visual, your message can be more persuasive and your efforts to generate interest in your event will be focused and convincing.

In this section of the Resource Guide you will find camera-ready artwork that can be used to help raise awareness about victim issues, National Victims of Crime Awareness Week, and any events that your organization has planned in the community. On the www.victimswweek.gc.ca website, you will find easy-to-use computer files that can be modified for your needs.

The two posters contained within this Guide represent this year's theme – *Every Victim Matters* – You can display these posters around town or they can be used as handouts or flyers to advertise your event. You may want to add to the posters contact information for your organization (name of agency, telephone numbers, email address, and websites) and information about your event.

Provided for you is a sample letterhead that utilizes the 2010 National Victims of Crime Awareness Week design and theme. This letterhead can be used for your media kits, information packages, resource packages or invitations, and help to brand your event. Additional products are provided, including bookmarks and certificates of appreciation. These can be used for your event to ensure a consistent visual identity. You can download a file for a scalable banner from the NVC AW website (www.victimswweek.gc.ca). This file can be taken to a printer to produce a banner large enough to hang from a building or stretch across a street. You can also download “printer-ready” files of the 2010 artwork to print additional copies of the promotional material (e.g. bookmark; posters; letterhead), if you wish.

All images, artwork design provided in this Resource Guide were professionally developed and were created to enhance and support public awareness efforts. These graphics and images can be used during National Victims of Crime Awareness Week and throughout the year on brochures, handbooks, reports, public service advertisements and educational materials for the community.

Additional copies of all files are available at www.victimswweek.gc.ca in PDF format.

