

Brand Guidelines



Using the Logo

Follow these guidelines here to ensure the CPCS logo consistently appears across all applications and platforms.

Logo Proportion

The surrounding area around the logo should have adequate spacing equal to 2 times the height of the "y" in safety. Never stretch the logo, and use proper scaling.

Minimum Size

Keep the logo legible by always using it in widths equal to or greater than 1.0" for print and 100px for digital applications.

Full-Color

The full-color version of the logo is preferred and, whenever possible, should be used on all branded materials.

Knockout (White)

The knockout version of the logo is for use on dark backgrounds or photographs. When using this version, ensure that the background is dark enough to provide sufficient contrast for clarity and legibility.

Colors



Fonts

Roboto Slab

Light - **Bold** [*Download font](#)

Open Sans

Light - *Italicized* - **Bold** - **Extrabold** [*Download font](#)

Logo Misuses

Colors variations should only be full color or knockout (white) when a dark background is present. In cases of printing where color is unavailable, use the black logo. Do not stretch, rotate, adjust the height of the icon, change the color, re-arrange the icon/text, scale the icon/text, or make any other modifications.



Align with DCS Branding and Practice Model

The CPCS logo should always be placed to the right of the DCS logo and aligned at the bottom. Use the correct scaling when placing the two logos together. Always use the DCS Formal logo and never the informal kids icon. The CPCS mission, vision and values should align with that of DCS.



Mission: The Indiana Department of Child Services leads the state's response to allegations of child abuse and neglect and facilitates child support payments. We consider the needs and values of all we serve in our efforts to protect children while keeping families together whenever possible.

Vision: Children will live in safe, healthy and supportive families and communities.

Values: We at the Indiana Department of Child Services empower our team, in collaboration with state and local partners, to make decisions in the best interest of every child in our care by embracing child safety; permanency; collaborative partnerships with foster and adoptive families; diversity, equity and inclusion; a culture of safety and transparency; and continuous improvement