



Berks Women in Crisis
Safety. Life. Hope.

PTI Print Program

pti

nonprofit support services

2803-B Philadelphia Pike, #105
Claymont, DE 19703
800-867-2608
www.ptiinc.org

Contact Information



Berks Women in Crisis
Safety. Life. Hope.

pti
nonprofit support services

pti
nonprofit support services

Berks Women in Crisis

Main Office
255 Chestnut Street
Reading, PA 19602
Phone: 610-373-1206
Fax: 610-372-4188
Website: berkswomenincrisis.org

Bulk Mail Permit:

Contact:
Mary Kay Bernosky, Esq.
Executive Director

PTI

2803-B Philadelphia Pike, #105
Claymont, DE 19703
Satellite Office: 25 Highland Lake Rd.
Union Hall, VA 24176
Phone: 800-867-2608
Fax: 925-403-0770
Website: ptiinc.org

Contact:
Schuyler Gottwald

Branding



Berks Women in Crisis
Safety. Life. Hope.

CMYK: 100 30 0 20
PMS: 3015

Text
Font: Myriad Regular

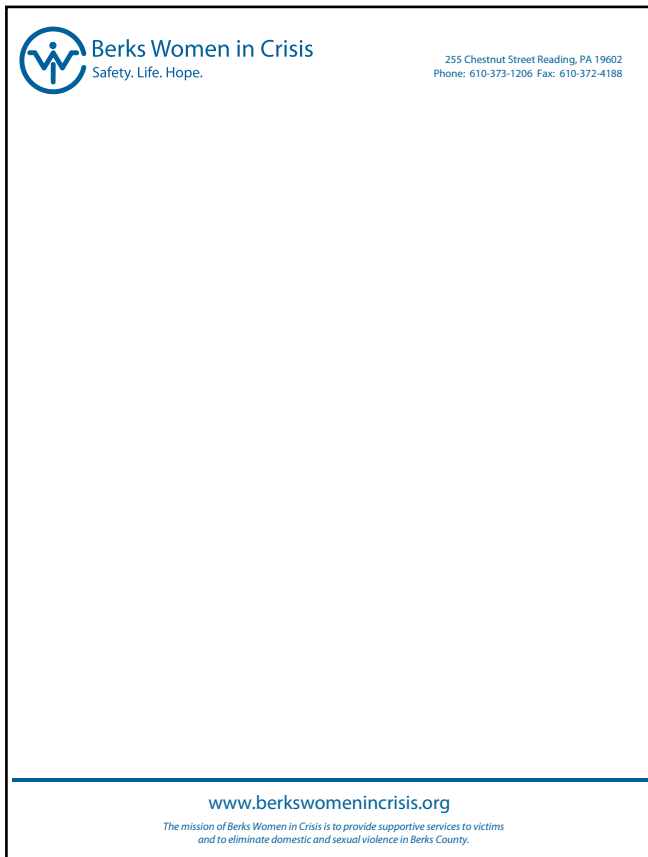


Berks Women in Crisis
Safety. Life. Hope.

CMYK: 0 0 0 0
PMS: Black 100%

Text
Font: Myriad Regular

Letterhead 8.5 x 11 with #10 envelope



CMYK: 100 30 0 20
PMS: 3015

Text

Font: Myriad Pro Regular
Brand name: 22pt
Tagline: 14pt
Address & Phone: 10pt
Website: 18pt
Mission Statement - 10pt
1/2" from top
1/2" from left

Paper Stock

70lb offset
No Bleeds

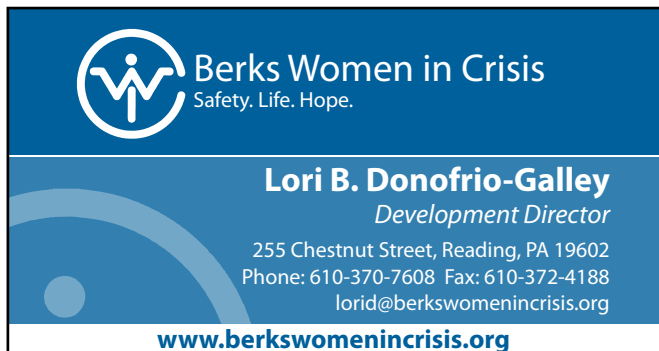


CMYK: 100 30 0 20
PMS: 3015

Text

Font: Myriad Regular Pro
Brand name 11pt
Tagline: 6.5pt
Address: 8pt Futura BT Book
3/8" from top
3/8" from left

Business Cards



Front

Back



CMYK: 100 30 0 20

PMS: 3015

Text

Font: Myriad Pro Regular

Brand name: 16pt

Tagline: 9pt

Name: 16pt Myriad Pro Bold

Title: 9pt Myriad Pro Italic

Address, Phone, Email: 9pt

Website: 11pt Myriad Pro Bold

CMYK: 100 30 0 20

PMS: 3015

Text

Font: Myriad Pro Regular

Mission Statement: 10pt Myriad Pro Italic

Services: 10pt Myriad Pro Bold

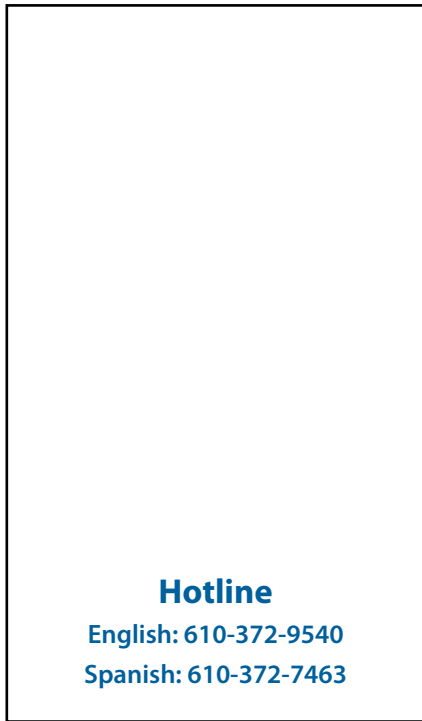
Hotline: 13pt Myriad Pro Bold

Phone: 10pt Myriad Pro SemiBold

Paper Stock

80lb cardstock

Business Cards - Legal



Back of Legal

CMYK: 100 30 0 20

PMS: 3015

Text

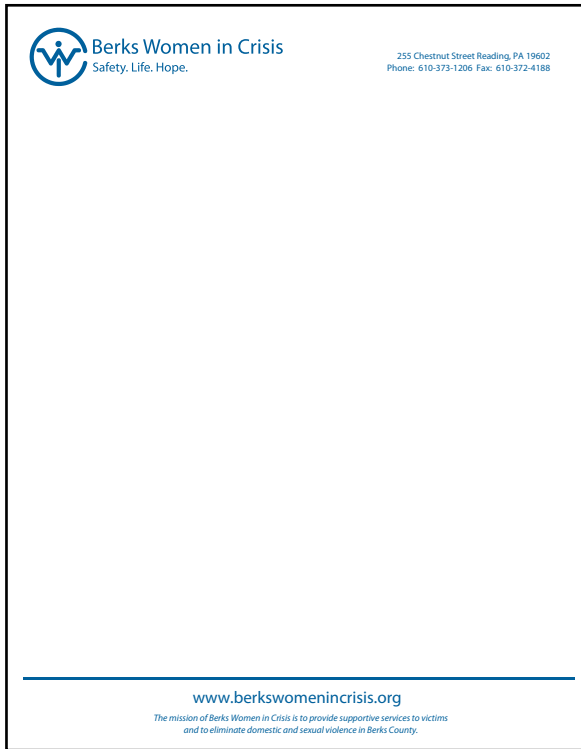
Hotline: 13pt Myriad Pro Bold

Phone: 10pt Myriad Pro SemiBold

Paper Stock

80lb cardstock

Letterhead 6x9 with A7 envelope



CMYK: 100 30 0 20

PMS: 3015

Text

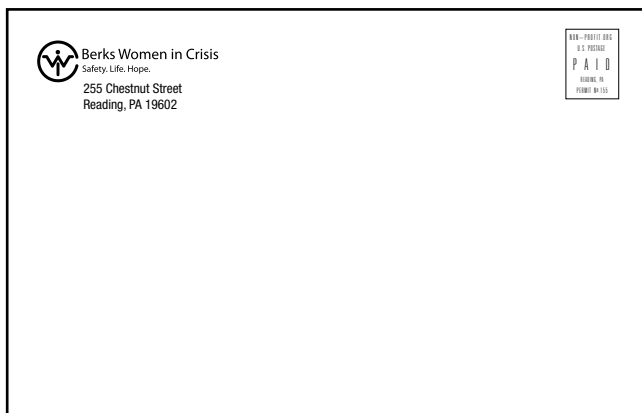
Font: Myriad Regular Pro

Paper Stock

70lb offset

No Bleeds

Size: 6" x 9"



CMYK: 0 0 0 100

PMS: Black

Text

Font: Myriad Regular Pro

Brand name 11pt

Tagline: 6.5pt

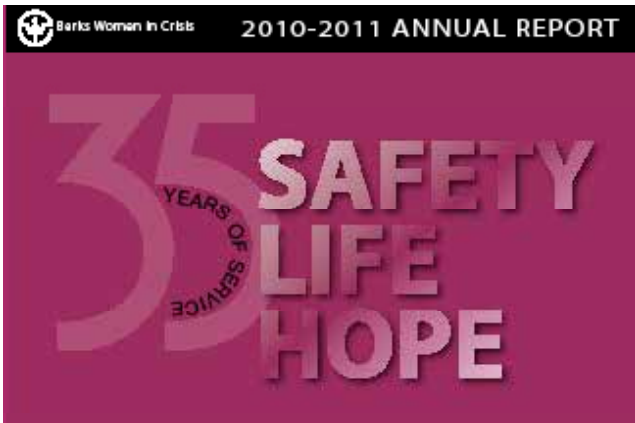
Address: 8pt Futura BT Book




3/8" from top

3/8" from left

Size: 5.25" x 7.25"

Annual Report Booklet



 CMYK: 35 100 39 12
PMS: 228C
 CMYK: 0 0 0 70
PMS: Black 70%
 CMYK: 0 0 0 100
PMS: Black
4-color process

Fonts

Headers: HarabaraHand Italic
Subheaders: Helvetica Neue (T1) 53 Extended
Highlights: Helvetica Neue LT Std 67 Medium Condensed
Dates: Helvetica Neue (T1) 63 Medium Extended
Statistics: Helvetica Neue (T1) 43 Light Extended
Text copy: Adobe Garamond Pro Regular

Paper Stock

16 pages + Cover
Flat size: 18"x6"
Stitches on 6"
Cover: 80lb matte coverstock
Inside: 80lb matte text

Invitations



- CMYK: 35 100 39 12
- PMS: 228C
- CMYK: 0 0 0 70
- PMS: Black 70%
- CMYK: 0 0 0 100
- PMS: Black
- 4-color process

Fonts

Paper Stock

- Gatefold
- Flat size: 14" x 5"
- Gatefolds to 7" x 5"
- Cover: 80lb matte coverstock

Reply card

- CMYK: 0 0 0 100
- PMS: Black
- Watermark:
- CMYK: 0 0 0 10
- PMS: Black 10%

**I/We will donate to the
Berks Women in Crisis 2011-12 Annual Appeal**

\$500 can provide a victim with four nights in our Safe House

\$385 can provide a Date Smart presentation to one grade at a local school

\$250 can provide an advocate for one client in the PFA process

\$150 can provide two hours of counseling for a sexual or domestic abuse survivor

\$80 can provide assistance on one MAP call at the hospital emergency room

\$30 can staff the hotline for two hours \$_____ for general purposes

Name: _____

Mailing Address: _____


City, State, Zip: _____

Phone # _____ Email: _____

MC/Visa Account # _____ Exp. Date: _____

Signature _____ Date: _____

Donations can also be made on our website: www.berkswomenincrisis.org. Please use the enclosed envelope for this completed form. All donations received will be applied to our operating budget, helping to sustain our services throughout the year.

 **Berks Women in Crisis**
50 N. Fourth Street
Suite 101
Reading, PA 19601

A7 Envelope

- CMYK: 0 0 0 100
- PMS: Black

Text

- Font: Myriad Regular
- Brand name 15pt
- Address: 10pt
- 3/8" from top
- 3/8" from left

Indoor Signs

Lobby Reception Area

Sponsored by Sweet Street Desserts

Gold Sponsors

Patio Bridge House

Sponsored by Berkshire Charitable Foundation

Silver Sponsors

Bedroom Bridge House

Sponsored by Fulton Bank

Bronze Sponsors

CMYK: 0 0 0 100

PMS: Black

11" x 7" 1/4" radius corners

Fonts

Adobe Garamond Pro

Sizes 120pt, 60pt

Sponsors: Myriad Regular 35pt engraved

CMYK: 0 0 0 100

PMS: Black

9" x 6" 1/4" radius corners

Fonts

Adobe Garamond Pro

Sizes 94pt, 58pt

Sponsors: Myriad Regular 29pt engraved

CMYK: 0 0 0 100

PMS: Black

6" x 5" 1/4" radius corners

Fonts

Adobe Garamond Pro

Sizes 83pt, 48pt

Sponsors: Myriad Regular 24pt engraved

Pocket Folder



- CMYK: 100 30 0 20
PMS: 3015
 - CMYK: 100 80 0 55
PMS: 5255
 - CMYK: 0 18 100 15
PMS: 117
- 9" x 12"

Fonts

Adobe Garamond Pro
Myriad Regular and Bold

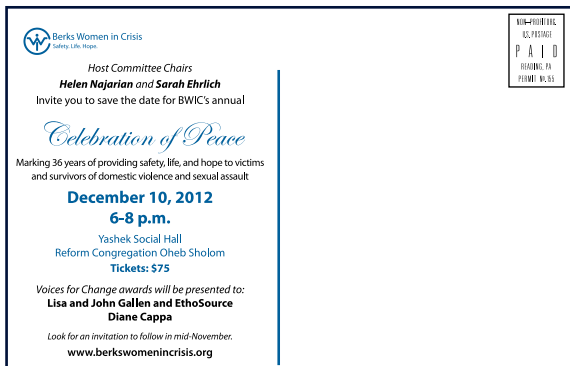
Save the Date



■ CMYK: 100 30 0 20
PMS: 3015
■ CMYK: 100 80 0 55
PMS: 5255
■ CMYK: 0 18 100 15
PMS: 117
8 1/2" x 5 1/2"

Fonts

Adobe Garamond Pro
Myriad Regular and Bold

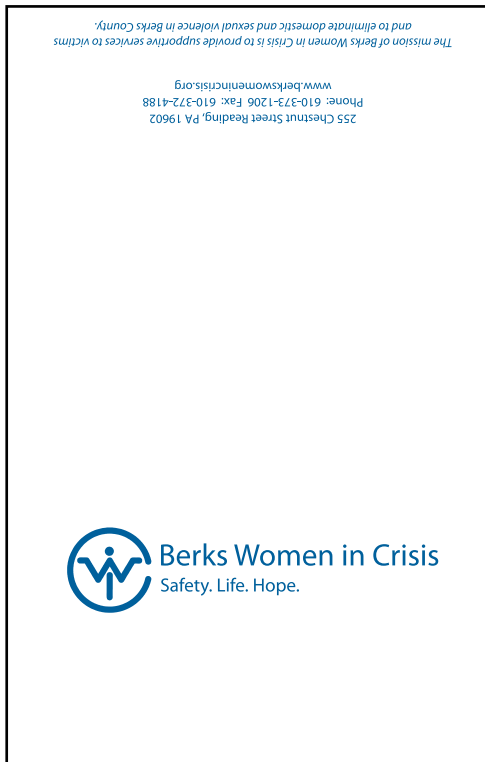


■ CMYK: 100 30 0 20
PMS: 3015
■ CMYK: 100 80 0 55
PMS: 5255
■ CMYK: 0 18 100 15
PMS: 117
8 1/2" x 5 1/2"

Fonts

Adobe Garamond Pro
Myriad Regular and Bold

Thank You and A2



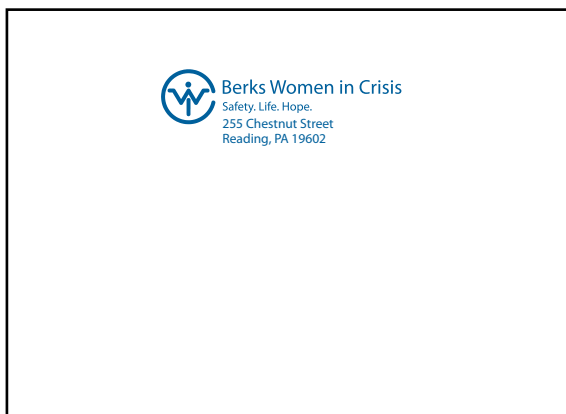
CMYK: 100 30 0 20

PMS: 3015

Fonts

Myriad Regular

Size: 4.25" x 5.5"



CMYK: 100 30 0 20

PMS: 3015


Fonts


Myriad Regular


Size: 4.375" x 5.75"

2013 Celebration of Peace Save the Date



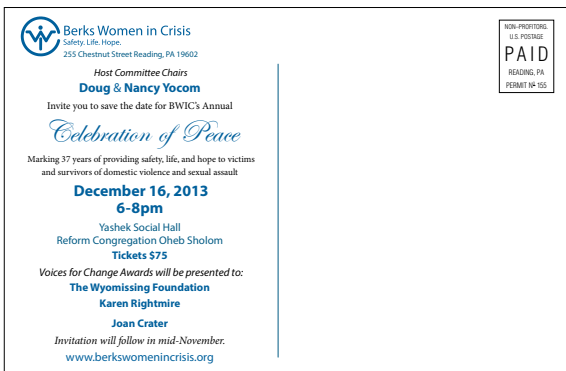
 CMYK: 100 30 0 20
PMS: 3015


 CMYK: 100 21 0 58
PMS: 3025

 CMYK: 0 19 93 22
PMS: 117

Font

Edwardian Script ITC: Regular
Minion Pro: Italic, Regular
Myriad Pro: Bold, Italic, Regular



 CMYK: 100 30 0 20
PMS: 3015

 CMYK: 0 0 0 100

Font

Edwardian Script ITC: Regular
Minion Pro: Italic, Regular
Myriad Pro: Bold, Italic, Regular

2013 Voices for Change Award Print Advertisement

Berks Women in Crisis
Safety. Life. Hope.

Berks Women in Crisis announces the recipients of the 2013

Voices for Change Award

The Wyomissing Foundation
Karen Rightmire
Joan Crater

Host Committee Chairs Doug and Nancy Yocom

The Awards will be presented at the 8th Annual
Celebration of Peace
December 16, 2013 • 6 to 8 p.m.
Yashek Social Hall - Reform Congregation Oheb Sholom
555 Warwick Drive, Wyomissing, PA

For more information contact us at: 610-373-1206 or peace@berkswomenincrisis.org



CMYK: 100 21 0 58

PMS: 3025



CMYK: 11 7 1 0

Font

Edwardian Script ITC: Regular

Myriad Pro: Bold, Semi Bold,
Semi Bold Italic, Italic

2013 Fall 6 Page Newsletter

Berks Women in Crisis
800.316.7199

Fall 2013

WOMENspeak

Early members of Berks Women in Crisis, BWIC, supporters and staff members carry the Silent Witness at the 2012 march.

finding jenn's voice

Prior to the dedication, participants will meet at the BWIC Center, Third and Chestnut Streets, at 4:15pm for the Silent Witness March to RACC's light installations will be served at the Miller Center Lobby. Since 2002, BWIC has added 44 names to the Silent Witness Project - women and children who were killed by current or former partners and men caught in the crossfire.

Continued on page 3

A MESSAGE FROM EXECUTIVE DIRECTOR
Mary Kay Bernosky

As we prepare to commemorate Domestic Violence Awareness Month in October, we do so with very real and constant daily reminders of the ever-increasing number of vulnerable women and children seeking safety and support. Domestic violence homicide and shooting accounts of sexual assault.

Each year since 2002 Berks Women in Crisis has celebrated Domestic Violence Awareness Month in October. This year's event will be sponsored by the Reading Area Community College and held at RACC's Miller Center for the Arts at 5:00pm on Wednesday, October 16.

Tony Schmitt, local filmmaker and former social worker and counselor, will present selected scenes from her upcoming documentary film, *Finding Jenn's Voice*, which examines the murder of Jennifer Soper in Lehigh County in 2011. The film reveals homicide as the leading cause of death during pregnancy, and challenges the media, the health care system, and the entire community to educate and change intimate partner violence outcomes in the U.S. Join family members, who have ties to Berks County, will be on hand to describe their experiences.

Fall News letter

8.5x11, 6 page, Full Bleed, 2/2

CMYK: 100 21 0 58

PMS: 3025

CMYK: 0 0 0 100

CMYK: 0 0 0 12

Font

Edwardian Script ITC: Regular

Myriad Pro: Bold, Semi Bold,

Semi Bold Italic, Italic

Berks Women in Crisis
800.316.7199

Fall 2013

WOMENspeak

Early members of Berks Women in Crisis, BWIC, supporters and staff members carry the Silent Witness at the 2012 march.

finding jenn's voice

Prior to the dedication, participants will meet at the BWIC Center, Third and Chestnut Streets, at 4:15pm for the Silent Witness March to RACC's light installations will be served at the Miller Center Lobby. Since 2002, BWIC has added 44 names to the Silent Witness Project - women and children who were killed by current or former partners and men caught in the crossfire.

Continued on page 3

A MESSAGE FROM EXECUTIVE DIRECTOR
Mary Kay Bernosky

As we prepare to commemorate Domestic Violence Awareness Month in October, we do so with very real and constant daily reminders of the ever-increasing number of vulnerable women and children seeking safety and support. Domestic violence homicide and shooting accounts of sexual assault.

Each year since 2002 Berks Women in Crisis has celebrated Domestic Violence Awareness Month in October. This year's event will be sponsored by the Reading Area Community College and held at RACC's Miller Center for the Arts at 5:00pm on Wednesday, October 16.

Tony Schmitt, local filmmaker and former social worker and counselor, will present selected scenes from her upcoming documentary film, *Finding Jenn's Voice*, which examines the murder of Jennifer Soper in Lehigh County in 2011. The film reveals homicide as the leading cause of death during pregnancy, and challenges the media, the health care system, and the entire community to educate and change intimate partner violence outcomes in the U.S. Join family members, who have ties to Berks County, will be on hand to describe their experiences.

Berks Women in Crisis
800.316.7199

Fall 2013

WOMENspeak

Early members of Berks Women in Crisis, BWIC, supporters and staff members carry the Silent Witness at the 2012 march.

finding jenn's voice

Prior to the dedication, participants will meet at the BWIC Center, Third and Chestnut Streets, at 4:15pm for the Silent Witness March to RACC's light installations will be served at the Miller Center Lobby. Since 2002, BWIC has added 44 names to the Silent Witness Project - women and children who were killed by current or former partners and men caught in the crossfire.

Continued on page 3

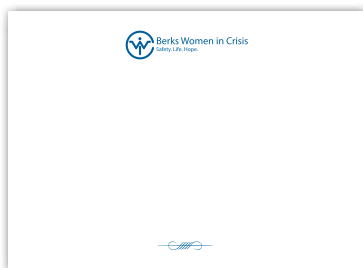
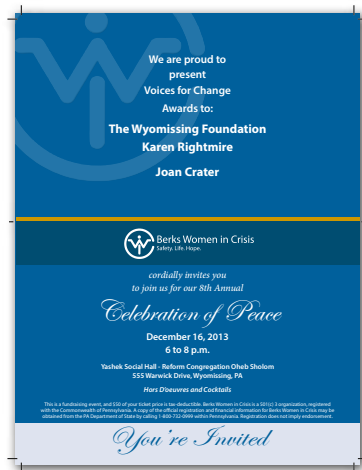
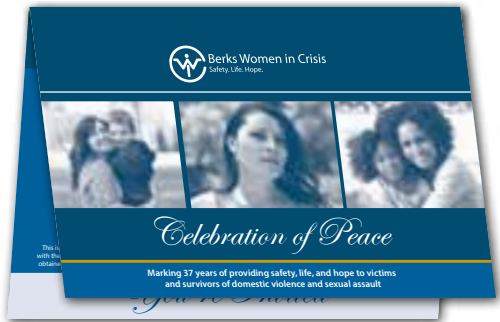
A MESSAGE FROM EXECUTIVE DIRECTOR
Mary Kay Bernosky

As we prepare to commemorate Domestic Violence Awareness Month in October, we do so with very real and constant daily reminders of the ever-increasing number of vulnerable women and children seeking safety and support. Domestic violence homicide and shooting accounts of sexual assault.

Each year since 2002 Berks Women in Crisis has celebrated Domestic Violence Awareness Month in October. This year's event will be sponsored by the Reading Area Community College and held at RACC's Miller Center for the Arts at 5:00pm on Wednesday, October 16.

Tony Schmitt, local filmmaker and former social worker and counselor, will present selected scenes from her upcoming documentary film, *Finding Jenn's Voice*, which examines the murder of Jennifer Soper in Lehigh County in 2011. The film reveals homicide as the leading cause of death during pregnancy, and challenges the media, the health care system, and the entire community to educate and change intimate partner violence outcomes in the U.S. Join family members, who have ties to Berks County, will be on hand to describe their experiences.

2013 COP Invite, Reply, Note Card, A7, A6



Invite

7 x 9.25 (Folded to 7x5) Full Bleed 4/4



CMYK: 100 30 0 20

PMS: 3015



CMYK: 100 21 0 58

PMS: 3025



CMYK: 0 19 93 22

PMS: 117



CMYK: 11 7 1 0

Font

Edwardian Script ITC: Regular

Minion Pro: Italic, Regular

Myriad Pro: Bold, Italic, Regular

Note Card

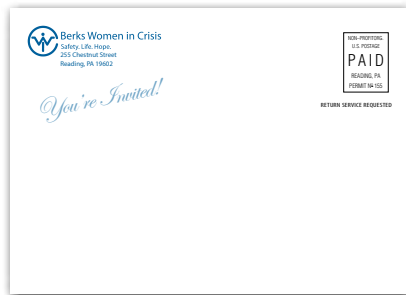
6.25 x 4.5 4/4



CMYK: 100 30 0 20

PMS: 3015

2013 COP Invite, Reply, Note Card, A7, A6



A7 Envelope

CMYK: 100 30 0 20
PMS: 3015

CMYK: 0 0 0 100

Font

Edwardian Script ITC: Regular
Myriad Pro: Regular



A6 Envelope

CMYK: 100 30 0 20
PMS: 3015

Font

Myriad Pro: Regular

**8th Annual Celebration of Peace
Keepsake Tribute Contribution**

A Keepsake Tribute Booklet from the 2013 Celebration of Peace will honor
The Wyoming Foundation - Karen Rightmire
Sean Carter
Voices for Change Award Honorees.

Tribute Pages
Please choose one or more of the following:

<input type="checkbox"/> Bronze Tribute \$100	<input type="checkbox"/> Silver Tribute \$150	<input type="checkbox"/> Gold Tribute \$200	<input type="checkbox"/> Platinum Tribute \$250
---	---	---	---

Company Name: _____

Personal Name: _____

Supply Logo: _____

Please pick one.
Your name, daytime phone number and email:
Name: _____
Phone: _____
Email: _____

**Please submit any imagery to:
design@ptinc.org or Fax us at 925.403.0770
For assistance please call Diane @ 610.370.7604**

Please RSVP to the event by December 3, 2013. Gifts to be acknowledged in the
8th Annual Celebration of Peace Keepsake Tribute Booklet must be received no later than
November 30, 2013.

Berks Women in Crisis
Safety, Life, Hope

8th Annual Celebration of Peace
RSVP by December 3, 2013

Reserve _____ tickets (\$75 each) for the Celebration of Peace.
Trust Partner is entitled to one complimentary ticket.

Name: _____
Address: _____
City: _____
State: _____
Zip: _____

Total for Reception Tickets: \$ _____
Total for Keepsake Tribute Booklet
(See reverse side): \$ _____
Thank you, but I/we are unable to attend. \$ _____
Please accept my/our donation \$ _____
Total amount enclosed: \$ _____

Please make checks payable to "Berks Women in Crisis".
Please charge my credit card: \$ _____
Name on credit card: _____
Circle appropriate card: VISA MC exp. date: ___/___/___
3-Digit Security Code: _____
Signature: _____
(required for credit cards)

Please use the enclosed envelope to return your RSVP.

Reply Card

4.25 x 6.5

CMYK: 0 0 0 100

Font

Minion Pro: Italic, Regular
Myriad Pro: Bold, Italic, Regular