



# GUIDELINES

for McGruff<sup>®</sup> and Related Marks





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The National Crime Prevention Council (NCPC) is a private, nonprofit, tax-exempt [501(c)(3)] organization whose primary mission is to enable people to create safer, more caring communities by addressing the causes of crime and violence and reducing the opportunities for crime to occur. Its work includes the National Citizens' Crime Prevention Campaign, which includes the national McGruff "Take A Bite Out Of Crime®" public service advertising effort. NCPC operates demonstration programs with youth, youth-serving agencies, schools, neighborhood groups, and municipal leaders. NCPC publishes books, kits of camera-ready program materials, posters, and informational and policy reports on a variety of crime prevention, youth development, and community-building subjects. NCPC offers training and technical assistance, provides a national focus for crime prevention, and acts as secretariat to the Crime Prevention Coalition of America. Proceeds from the sale of materials, which are funded by public and private sources, are used to produce more materials and to help support the full range of NCPC's work, including the National Citizens' Crime Prevention Campaign.

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# ABOUT

## the National Crime Prevention Council

The National Crime Prevention Council (NCPC) is a private, nonprofit tax-exempt [501(c)(3)] organization whose primary mission is to enable people to create safer and more caring communities by addressing the causes of crime and violence and reducing the opportunities for crime to occur. NCPC believes that crime prevention must be founded on both watching out and helping out. Civic engagement and community commitment go hand in hand with concerns about personal safety and property. NCPC works in many areas to help support neighborhood-wide strategies to prevent crime in the community.

NCPC acts as secretariat for the Crime Prevention Coalition of America, more than 300 national, federal, state, and local organizations representing thousands of constituents who are committed to preventing crime. Coalition members include crime prevention organizations, law enforcement agencies, youth development agencies, city and county government agencies, national organizations, and federal and state government agencies.

NCPC manages the National Citizens' Crime Prevention Campaign with McGruff the Crime Dog® and his slogan "Take A Bite Out Of Crime®." This public service advertising campaign uses McGruff® to communicate crime prevention messages to the public. At first McGruff told people to take some common-sense steps to prevent crime—lock the doors, leave some lights on, let neighbors know when you go on vacation. But over the years, McGruff's messages have expanded to include campaigns that encourage teens to volunteer, advise children on how to deal with bullying, and urge communities to form Neighborhood Watches.

NCPC provides top-notch training and technical assistance on current and effective crime prevention strategies. It operates demonstration programs in schools, neighborhoods, and entire jurisdictions. NCPC provides training to police chiefs and law enforcement officers, mayors and other elected officials, city planners, community leaders and activists, teachers, youth, and others. Experience in training and technical assistance makes NCPC a leader in this ever-changing area.

NCPC provides services and programs for children and youth and their parents and caregivers. The agency develops and promotes campaigns, materials, websites, programs, training curricula, and policies that enable families and communities to create healthy and safe environments for children and youth. NCPC's efforts on behalf of children and youth include Teens, Crime, and the Community (providing youth with a practical understanding of crime prevention, the law, and teens' rights and responsibilities), Youth Outreach for Victim Assistance (addressing youth victimization), and Be Safe and Sound (helping parents and caregivers work with teachers and school administrators to make our schools safer).

NCPC produces books, kits of camera-ready materials, posters, videos, and informational and policy reports on a variety of crime prevention and community-building subjects. *Catalyst*, NCPC's newsletter on community crime prevention, is published 12 times a year (six online only); it includes program profiles, what's new in prevention across the country, material and training updates, and much more. In an era of shrinking budgets, people look to NCPC for low-cost, high-quality materials that save them time and money and provide effective prevention strategies and ideas.

NCPC hosts a children's website with games, stories, and advice from McGruff, and a website for adults that offers prevention tips, describes prevention practices for community building, and helps anchor prevention policy into laws and budgets.

NCPC participates in the Combined Federal Campaign. To donate through this program, select #0840 on your pledge form.

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# HOW TO USE McGruff and Other NCPC Marks

McGruff is a national symbol. The character; the names “McGruff®” and “McGruff the Crime Dog®”; the character Scruff®; and the slogans “Take A Bite Out Of Crime®” and “UNETE A La Lucha Contra El Crimen®” are legally protected service marks and trademarks, which are registered with the United States Patent and Trademark Office and held by the National Crime Prevention Council. Whenever “McGruff” is referred to in these guidelines, this reference includes all of the foregoing.

In its role as coordinator of the McGruff Campaign, NCPC is vested with the legal responsibility for protecting the McGruff character, the various names by which he is known, the Scruff® character, and the “Take A Bite Out Of Crime” and “UNETE A La Lucha Contra El Crimen” slogans.

This manual describes the permissible uses of the McGruff, Scruff, “Take A Bite Out Of Crime,” and “UNETE A La Lucha Contra El Crimen” service marks and trademarks. It provides suggestions for creative ways to use McGruff and related marks within the standards set for the protection of the marks.

These guidelines do not, except where specified, give presumptive approval for the use of the McGruff characters, images, or slogans. NCPC, through its Trademark and Quality Review Committee, safeguards the National Citizens’ Crime Prevention (McGruff) Campaign to maintain the high credibility and integrity of McGruff and his slogan, “Take A Bite Out Of Crime.” Approval to use the McGruff characters, images, or slogans can be obtained only by sending an [application](#) to NCPC and receiving NCPC’s written approval. If you wish to contact the committee concerning an application to use one of the NCPC marks described in this guide, please use the address below or email [trademark@ncpc.org](mailto:trademark@ncpc.org).

NCPC may deny an application without explanation.

All relevant materials are copyrighted by the National Crime Prevention Council.

If permission to use an image of McGruff the Crime Dog is granted, only that image may be used. Substitution of a different image is not acceptable; permission must be granted for each image used. You may not create an image or likeness of McGruff the Crime Dog for any purpose.

All approved uses are limited to a maximum term of one year from the date of approval and are subject to periodic review and renewal requirements. Such approval is subject to revocation at the sole discretion of NCPC. Grounds for revocation may include, but are not limited to, misuse, misrepresentations, or failure to comply with the conditions of approval presented in these guidelines.

To help maintain McGruff’s credibility and integrity and to protect his image and the “Take A Bite Out Of Crime” slogan, NCPC requires crime prevention practitioners and concerned community members to follow these guidelines and expects them to report any misuse or unauthorized use of McGruff. Violations can be reported to the Trademark Control and Quality Review Committee at the address above.

NCPC is the owner and guardian of all copyright, registered marks, trademarks, and service marks for McGruff and his image, name, and slogan, as well as those of his nephew, Scruff. Therefore, any instruction by NCPC either to alter or to cease and desist use of the McGruff marks, as well as any denial or revocation of permission to use the McGruff marks must be immediately honored.

## Trademark Control and Quality Review Committee

### National Crime Prevention Council

1000 Connecticut Avenue, NW

Thirteenth Floor

Washington, DC 20036-5325

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# GENERAL GUIDELINES

NCPC has developed the following standards for all uses of the McGruff character, name, marks, slogan, and related marks, character, and slogans. NCPC determines these standards at its sole discretion and can revise them at any time.

- McGruff must be used in an educational manner, by himself or with other positive characters, to help prevent crime, violence, and substance abuse.
- Anyone who receives permission to use McGruff must maintain the integrity and consistency of the character and comply with all applicable guidelines at all times.
- McGruff's goal is to prevent crime, and this goal must be clearly portrayed. He provides helpful crime prevention advice and may only be portrayed as a teacher or mentor figure. He does not fight crime, apprehend criminals, or enforce the law.
- McGruff empowers people to help themselves and others. He does not claim that he can do everything himself and does not suggest that he is personally responsible for crime prevention. These attitudes should be clearly projected.
- McGruff must always present a constructive, helpful, and positive message and image.
- McGruff never blames anyone for failing to take action; rather, he helps people learn what they can do.
- McGruff must be portrayed at all times as someone who values and is respectful of good relations with law enforcement, community officials, teachers, parents, youth, senior citizens, businesses, and community organizations.
- McGruff never endorses any person, product, or company. He never endorses, either directly or indirectly, any candidate for political office, any political party, or any political campaign, whether issue-oriented or not. He does not appear at ribbon cuttings or store openings, nor can he be used for commercial advertising purposes.
- McGruff may not appear to admonish, frighten, or threaten children. McGruff may not convey his message in a negative manner.
- McGruff should always be upbeat, helpful, and positive.
- McGruff may not be shown holding a weapon of any type or any weapon-like object or behaving in a threatening manner. He may not imply that he is carrying a weapon. A weapon, or anything that might be construed as a weapon, must never be in McGruff's hands or near McGruff. McGruff may never be directly associated with violence and may not be portrayed in a violent scene.
- McGruff may not be shown using tobacco or drinking alcohol, nor may McGruff be used in connection with advertisements or promotions for tobacco or alcohol. Materials or programs incorporating the McGruff character may not suggest, either explicitly or implicitly, that children can use alcohol, tobacco, or any other illegal drug. McGruff may never be shown handling illegal drugs or any drug paraphernalia, nor can he be shown taking any drugs, even if the message is a positive one.
- No one may manufacture for sale a product containing or featuring any of NCPC's marks unless the individual or firm is a contracted licensee of NCPC or unless a specific, written, advance waiver has been provided by NCPC.
- McGruff may never be shown in any sexually suggestive way.
- McGruff may never swear or curse, nor may he ever make inappropriate gestures.
- An appearance by McGruff in costume at any national or international event must be approved in advance by NCPC. Please notify NCPC of all local appearances by McGruff by emailing [mcgruff@ncpc.org](mailto:mcgruff@ncpc.org).
- McGruff may not be used to carry or spread messages of hate, racism, or discrimination.

- Visual integrity of all marks must be maintained. [Specifications](#) for McGruff and Scruff are set forth in these guidelines. Approved [artwork](#) is available on this CD.
- A high-resolution scanner must be used when computer-scanning an image of McGruff or Scruff or related materials into materials to be printed. The output must be of quality equal to or greater than the free artwork available from NCPC. The mark and correct [Pantone® Matching System](#) (PMS) colors must remain intact.
- Unless otherwise approved by NCPC, organizational names, domain names, email addresses, and telephone numbers incorporating NCPC trademarks such as McGruff, Scruff, or “Take A Bite Out Of Crime” (e.g., [mcgruffhelpskids.com](#)) may not be registered or used.
- NCPC may deny any application for use of McGruff without explanation.
- NCPC will not grant permission to use McGruff to anyone who fails to meet [moral and ethical standards](#) consistent with the reputation and purpose of McGruff and NCPC.

## Attribution

NCPC’s marks, particularly its registered McGruff marks, are the principal means by which the public recognizes NCPC and its products; as a result, NCPC controls the use of its marks.

NCPC’s registered logos, service marks, and graphics of McGruff and Scruff may be used to refer to its products and services. Prior written authorization is necessary for their use. These service marks may not be used to identify another entity as part of NCPC or to identify products or services that don’t belong to NCPC. The service marks cannot be used in any way that can create confusion or inaccurately imply NCPC sponsorship or endorsement of a product, service, or activity. NCPC asks that the appropriate trademark notice (®, (sm)) be used with its trademarks. Most images of McGruff should be accompanied by the service mark notice (sm), unless

otherwise marked with a registration mark (®). Examples of appropriate notices for our trademarks are as follows:

- McGruff the Crime Dog®
- “Take A Bite Out Of Crime®”
- Scruff®

NCPC asks that its registered marks not be altered, edited, modified, or combined. When the marks are used, a statement attributing the marks to NCPC should be included. For example,

**McGruff the Crime Dog® and “Take a Bite Out Of Crime®” are registered marks of the National Crime Prevention Council, 1000 Connecticut Avenue, NW, Thirteenth Floor, Washington, DC 20036-5325.**

The appropriate registration ®, service mark (sm), or trademark symbol must appear next to the McGruff figure, the slogan “Take A Bite Out Of Crime,” and related marks, even when they appear next to each other. The appropriate registration ® must be placed next to “McGruff®” or “McGruff the Crime Dog®” when it first appears in text.

Other depictions or poses of the McGruff character must be accompanied by the superscript <sup>sm</sup>, denoting that the symbol is a service mark. Some of these images may become registered marks; NCPC will publish a notification of any updates in the [Catalyst newsletter](#), the *CPCA Weekly E-Bulletin*, and online at [www.ncpc.org/mcgruff/images.php](#).

Only licensed products bear the trademark <sup>TM</sup>.

**Note:** Changes and additions to NCPC’s registration portfolio may mean that materials once correctly marked are now incorrect. Users of the mark should ensure that their usage is correct.

## REPRODUCIBLES

Reproducibles are usually designed to allow for easy localization or customization of the material. This means that agency names, logos, addresses, and phone numbers can be added by typewriter or by a typesetter before reproduction. Such identification is welcome. However, these materials are copyrighted; the remainder of the material in the camera-ready masters must be printed as is (except that color printing may be used). Permission to reproduce is given only for nonprofit, non-resale community education. Requests to use this material in for-profit works will not be granted. However, the material can acknowledge support for printing—for example, “Printing courtesy of ABC’s Grocery Market” or “Printed as a public service by XYZ Trust.”

No other information may be added to NCPC’s reproducible materials without prior approval. Similarly, no changes or deletions may be made.

Anyone who wishes to change reproducible material in any way, or develop their own printed material that will include McGruff or related images or slogans, must submit the material to NCPC for review and obtain NCPC’s written approval through use of the [application form](#).

Printed materials and products developed by McGruff licensees cannot be reproduced without the express permission of the NCPC licensee that produced the item(s). For a list of licensees, see [www.ncpc.org/mcgruff/licensees.php](http://www.ncpc.org/mcgruff/licensees.php).

The elements of the “Take a Bite Out of Crime” or “UNETE A La Lucha Contra El Crimen” logo, which include all textual and graphical elements, must always appear together. They cannot be used by themselves. Approved images are available in the [Artwork](#) section of this CD.

Reproducible brochures are available for downloading from NCPC’s website ([www.ncpc.org/publications/brochures.php](http://www.ncpc.org/publications/brochures.php)) and the Crime Prevention Month Kit, which can be ordered from the McGruff Store ([www.mcgruffstore.org](http://www.mcgruffstore.org)).

Anyone who is uncertain about the proper use of any of NCPC’s characters, names, images, marks, or slogans, or who observes an inappropriate or questionable use, is asked to help preserve McGruff’s integrity by contacting the National Crime Prevention Council at the address below.

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[trademark@ncpc.org](mailto:trademark@ncpc.org)

## USE OF MCGRUFF and Related Marks on The Internet

The materials on NCPC’s websites are intended to help build communities and prevent crime. The following guidelines apply to any electronic use of NCPC materials—including websites, videos, CD/DVDs, games, or other multimedia formats—and to the use of NCPC electronic material in print. Unless otherwise noted, requests for permission to use NCPC materials must be submitted by using the [application form](#).

- NCPC welcomes those who wish to link to any of the **web pages** it has published on the Internet. There is no need to ask permission. [Banners](#) are available for downloading.
- NCPC asks that none of its materials be co-branded. Co-branding means to display NCPC’s materials with another organization’s name, logo, trademark, or other means of attribution or identification in such a way that users might reasonably assume that the other organization has the right to display, publish, or distribute this material. Co-branding includes framing NCPC sites or portions of NCPC sites within the other organization’s own web materials.

- Written permission is necessary to reproduce an image of McGruff, any other image, and any text found on NCPC’s websites. To obtain such permission and to get a higher quality image, use [this form](#).
- Unless otherwise approved by NCPC in writing, meta data incorporating NCPC trademarks such as McGruff, Scruff, or “Take A Bite Out Of Crime” may not be included in any web page source code.

The web pages at [www.ncpc.org](http://www.ncpc.org) and [www.mcgruff.org](http://www.mcgruff.org) cannot be reproduced without written consent. However, NCPC offers many brochures, tip sheets, and other resources at its website, [www.ncpc.org](http://www.ncpc.org), that are available in Adobe PDF format and can be reproduced without permission. To verify that the material is indeed intended for reproduction, please complete the [application form](#) or email [trademark@ncpc.org](mailto:trademark@ncpc.org).

## MORAL AND ETHICAL Standards

In the interest of protecting the reputation and purpose of McGruff, as well as children and others who have come to trust McGruff, NCPC will not grant permission to use McGruff for any purpose to anyone who fails to meet certain moral and ethical standards. These standards for potential users of McGruff include the following:

- The person must have had no charges or convictions for any offenses against or implicating a minor.
- The person must have been drug-free with no charges or convictions for drug-related offenses within the previous five years.
- The person must have had no felony or nontraffic-related misdemeanor convictions within the previous five years.

To confirm that these standards have been met, NCPC may conduct a background check or investigation of anyone seeking permission to use McGruff. In conducting the background check or investigation, NCPC may use any information it receives from the person seeking permission to use McGruff or from others. NCPC also reserves the right to revoke permission it previously granted to the extent NCPC becomes aware that these standards have not been met or are no longer being met. NCPC’s decisions regarding these standards are final.

# ALL ABOUT MCGRUFF

## Background

McGruff is a positive and proven tool for educating the public about crime, violence, and substance abuse prevention, and for motivating and mobilizing community action.

Over the years, thanks to the efforts of local crime prevention practitioners, McGruff has appeared at a multitude of events across the country. He goes to schools, hospitals, shopping malls, rodeos, fairs, and parades. His image appears on T-shirts, mugs, stickers, sports trading cards, caps, billboards, and more. But everywhere, his message—that responsible action, both by individuals and by groups, can “Take A Bite Out Of Crime”—and his advice on how to do so are the keys to his effectiveness.

The McGruff character has appeared in the *New York Times*, *Washington Post*, *Time*, *Sports Illustrated*, *Parade*, *McCall’s*, *Weekly Reader*, *Mini-Page*, and *Smithsonian*, to name just a few national publications.

McGruff is extremely popular and versatile, but he never forgets his primary mission—helping people and communities prevent crime and improve the quality of life for themselves, their families, their friends, and their neighborhoods.

- McGruff is always known either by just that name or as “McGruff the Crime Dog.” He is never “Officer McGruff,” “Detective McGruff,” “Mr. McGruff,” or “McGruff, the Crime-Fighting Dog.”
- McGruff always wears a trench coat, plaid or cross-hatched patterned pants, and gum-soled shoes. He does *not* wear alternative costumes, with the exception of specific instances in which he wears a three-quarter length leather jacket.
- With specific approval, McGruff may be customized for certain situations with the placement of an appropriate prop in his hands. These could include skis, a flag, or binoculars. Props must *not* bear commercial logos. All proposed customizations must be submitted to NCPC for advance approval by using the [application form](#).

- When in print or when in an animated format, McGruff may wear a hat (with no logo). However, in live situations, the costumed McGruff, the robot McGruff, and the puppet McGruff may not wear any headgear.
- McGruff must be referred to by his full name, “McGruff the Crime Dog®,” at least once at the beginning of your material.

## Color and Type Specifications

NCPC has developed standards for color and typesetting of McGruff and his slogan, “Take A Bite Out Of Crime.” These specifications, which are mandatory, are intended to ensure consistency and maintain recognition of McGruff and his message.

The Pantone® Matching System (PMS) is a trademarked, color-ink matching system that has become a standard reference in the printing industry.

### The colors for McGruff are

- McGruff’s face and paws—PMS #471 (brown)
- McGruff’s trench coat—PMS #453C (khaki)
- McGruff’s buttons—PMS #402 (gray)
- McGruff’s pants—PMS #294 (dark blue) with black cross-hatching
- McGruff’s shoes—PMS #159 (orange brown)
- McGruff’s shoe soles—PMS #157 (light brown) (optional)

### Standard colors for the “Take A Bite Out Of Crime” logo are

- Take A Bite Out Of—black type on white or drop-out type (white) on black, all capital letters
- CRIME (with the bite out of the “C”)—PMS #185 (hot red)

### If you are typesetting text

- McGruff’s slogan “Take A Bite Out Of Crime”—Aachen Bold, all capital letters
- All other copy—Aachen Bold display type; text—American Typewriter

All of the artwork on this CD can be used to develop materials within these guidelines. See [Artwork](#) section below.

# ALL ABOUT SCRUFF

## Background

Scruff is McGruff's nephew. He is an active, imaginative, sometimes impulsive “kid” who is about nine years old. He is old enough to go out with friends without immediate supervision, and he is sometimes confronted by the same kinds of situations and choices that real children his age face. When confronted with trouble or problems, Scruff relies on the counsel of his uncle, McGruff. Scruff loves and respects McGruff and reflects the way children have always seen McGruff—as a trusted source of advice, a wise and warm adult friend and counselor, and someone who sincerely cares for them. Story lines depict Scruff as being helped by McGruff to make wise decisions when faced with difficult choices because he recalls McGruff's good advice.

The following guidelines describe Scruff's personality and image and sketch the kinds of uses that would, with proper application to NCPC, probably be approved. Scruff's image must also be consistent with other relevant guidelines and policies involving the use of McGruff.

- Scruff is *always* shown or positioned with McGruff. Although he never appears without McGruff, McGruff does not need to appear in every frame, panel, or event of a story situation. Scruff is never the sole hero of any video, activity book, advertisement, comic book, coloring book, or other material.
- Scruff is always referred to by that name, without surname or other title; he is described at least once in any use as McGruff the Crime Dog's (or McGruff's) nephew.
- Scruff must be used only for the purpose of educating children and adults about crime, violence, and substance abuse prevention. Scruff is portrayed only in situations related to child protection or substance abuse prevention concerns of children his age. His character is designed to enable children to identify with him so that they can relate even more effectively to McGruff's messages.
- Scruff never commits crimes, even “minor” ones. He may on rare occasions be tempted to do something that is not legally acceptable, but he never engages in illegal activity of any kind.
- Scruff may be depicted with appropriate props (for example, a backpack or a skateboard) in his hands to customize his appearance to some degree, as long as the items do not violate other guidelines. NCPC must approve these props in advance. Such props may *not* include any headgear except for a bike helmet (Scruff wears his distinctive baseball cap at all other times).
- The integrity of Scruff's image must be maintained. To be approved, any use of Scruff must depict or present a character that is as nearly as possible identical to that established by NCPC.
- Scruff is characterized by his child-like clothing and size. When illustrated, he is about half McGruff's height. He has disproportionately large nose, ears, and paws.
- Scruff wears a long-billed baseball cap slightly uptilted but set straight forward on his head or at a very slight angle. The cap cannot appear backward (catcher-style) or set distinctly sideways. The cap always depicts the “S” for Scruff on the front panel above the bill.
- Scruff wears long, loose-fitting black pants that reach down to his sneaker laces. He also wears a T-shirt with McGruff's likeness and the slogan “Take A Bite Out Of Crime” on the front, as shown [here](#). McGruff's image on the shirt is important in reinforcing Scruff's relationship with his uncle. Scruff's T-shirt has contrasting red trim at the neck and sleeve hems. Scruff wears oversized, generic, white athletic shoes that are low-topped and always laced. No commercial logo or brand name may be depicted under any circumstances.

## Color and Type Specifications

PMS color-matching specifications for Scruff are

- Scruff's face, hands, etc.—PMS #472 (medium beige)
- Scruff's baseball cap (brim, crown, and button)—PMS #185 (hot red); white front panel with letter “S” in black
- Scruff's T-shirt—white; trim around neck and sleeves, PMS #185 (hot red)

The type specifications for the “Take A Bite Out Of Crime” slogan are the same as those specified under Color and Type Specifications under All About McGruff.

# LIVE APPEARANCES

The McGruff and Scruff costumes and robot are specifically designed for use in the areas of crime, violence, and substance abuse prevention. To ensure quality control, Robotronics ([www.robotronics.com](http://www.robotronics.com)) is the exclusive manufacturer of the traditional McGruff and Scruff costumes, the McGruff robot, and the animated McGruff costume, which features advanced computer technology that makes McGruff's eyes blink and move.

Law enforcement agencies, criminal justice agencies, and state crime prevention associations have general approval to possess and wear the McGruff and Scruff costumes and operate the McGruff robot. The agency representative is required to sign an agreement stating that the agency has read and understands these *Guidelines for McGruff® and Related Marks* and recognizes that if these guidelines are not followed in their entirety, NCPC reserves the right to limit or terminate use of not only the costume or robot, but all NCPC marks. Anyone else interested in obtaining a costume, including groups wishing to donate a costume to law enforcement, must submit a formal [application](#) to NCPC for approval.

The costume or robot may be used to help promote any non-profit, drug-free crime prevention event that is sponsored by, or held in conjunction with, a law enforcement agency or any other criminal justice agency. A public appearance with a costume, robot, or exhibit requires responsible behavior by the wearer of the costume or operator of the robot and those conducting the event. NCPC has developed the following guidelines for use in live appearances. They are not exhaustive, but they indicate the expected degree of good taste and common sense expected for the character.

- McGruff and Scruff should never engage in conduct unbecoming or inappropriate to their image. The wearer of a costume and operator of the robot must act in a positive, dignified, confident, friendly, and professional manner.
- Crime prevention-related pins and badges may be worn on the costume or attached to the robot. A small tag, button, or pin crediting the purchaser of the costume or robot (if it was donated to law enforcement) may be worn on the trench coat as well. Only approved patches may be sewn on the costume.
- The wearer of a costume or the operator of the robot must remain anonymous during or in connection with any appearance. The wearer of the costume or operator of the robot cannot be credited by name in photographs of the event.
- The costume and robot must be kept out of sight of the public before and after their use. The wearer of a costume must put on and take off the costume in private—never in view of any member of the public.
- McGruff and Scruff should always be accompanied by an appropriate law enforcement officer or crime prevention escort, except where it is utterly impractical (for example, on a float in a parade).
- Only one McGruff may appear at any event. Children in particular may become confused when there are two McGruffs present. Likewise, the costumed McGruff may not appear with the McGruff robot.
- Only a clean, complete costume or working robot in good condition may be used.
- Photographs of McGruff or Scruff, alone or with others, must always portray them in a responsible, positive manner consistent with these guidelines.
- Neither the wearer of the costume, operator of the robot, nor any accompanying officials may use drugs or alcohol prior to or during an appearance. In addition, they may not use profanity, abusive language, inappropriate hand gestures, or slurs against any other person, group, or agency during, or in connection with, an appearance.
- The wearer of the costume should never appear to loiter after an event. When the purpose of the appearance is fulfilled, the wearer should wave goodbye and depart, remaining in costume until out of the area and out of sight.

- Because of the integrity and credibility of the characters, requests for their appearance are numerous. The possessor of a costume or robot must investigate each request to ensure that the dignity and image of the characters will be maintained and that the spirit and intent of these guidelines will be complied with. McGruff and Scruff may not appear at commercial occasions that do not have a specific crime prevention purpose, unless approved in writing by NCPC.
- The physical appearance of the McGruff and Scruff characters is a service mark. The appearance of the characters may not be altered by supplementing the costume with shoe coverings, jackets, or hats, or be altered in any other way without written permission from NCPC. However, the wearer may carry or use an otherwise appropriate noncommercial prop, such as an American flag in a Fourth of July parade.
- Users of the costume or robot may distribute NCPC brochures or educational publications, including comic books and other licensed McGruff products suitable for children, such as trick-or-treat bags.
- Wearers of the costumes must use common sense. Rain or snow may damage the costumes, and extreme heat may be hazardous to the well-being of the wearer. No one should be allowed to wear the costume for more than 20 minutes in temperatures above 85 degrees Fahrenheit unless they are wearing the special “cool-down” vest that is available from Robotronics. Portrayers may take turns wearing the costume in such conditions, taking care to change out of sight.
- The wearer of a costume may never operate any vehicle or other machinery and may not perform tasks that could compromise McGruff’s or Scruff’s dignity or authority as crime prevention symbols. The operator of the McGruff robot must never operate any other device or equipment while operating the robot.
- Those portraying McGruff or Scruff should never eat or drink while in costume.
- Those portraying McGruff or Scruff should not carry a cell phone, pager, Blackberry, iPod, or other similar electronic device, nor use one, while in costume.
- The wearer must take care not to frighten or startle children or timid people with the costume. The wearer should turn back or walk away if someone appears intimidated, and he or she should never walk rapidly toward a small child. The wearer should kneel to allow small children to relate to McGruff or Scruff at their level.
- The costumes and robots must always be stored in a secure area, inaccessible to the general public. Any loss must be immediately and formally reported to local law enforcement and to NCPC.
- The wearer should use caution when walking in the costume because the line of sight is restricted. Someone should always accompany the wearer and guide the character to indicate when there are children in the path, when someone wishes to speak to McGruff or Scruff, or when steps or other obstacles are nearby.
- The wearer should never remove any part of the McGruff costume in public (for example, paws may not be removed to sign autographs).

## Wearing the McGruff Costume

- Unless an exception is approved by NCPC in writing, only law enforcement personnel and crime prevention practitioners may wear the McGruff costume. To request approval for an exception, complete the [application form](#).
- To maintain consistency of the image, the wearer should be 5'7" to 6'3" in height, should appear reasonably fit and of normal build, and should not appear obviously female when in costume.
- A McGruff costume must be worn in its entirety, including coat, head, gloves, pants, and gum-soled shoes. No additional visible clothing or headgear may be worn.

- Anyone appearing in the McGruff costume should not speak at any length. Conversations or explanations should be carried out by the accompanying crime prevention practitioner. If speaking becomes necessary, it should be limited to a brief “Hello” or “Goodbye” or appropriate phrases (for example, “Good morning, boys and girls,” “Take A Bite Out Of Crime,” “Don’t talk to strangers,” or “Say no to alcohol, tobacco, and other drugs”). These phrases should be uttered in a friendly, deep, gravelly voice. By using basic mime techniques and active listening, McGruff can readily interact with children and adults with minimal speaking. McGruff should never make speeches or engage in more than the shortest conversations.

## Wearing the Scruff Costume

- Scruff must always be accompanied by a uniformed law enforcement professional and by McGruff, his uncle. Scruff always defers to McGruff when interacting with the public.
- The Scruff costume must be worn in its entirety, including head, T-shirt, pants, and shoes.
- Anyone appearing in the Scruff costume should not speak at any length. Conversations or explanations should be carried out by the accompanying law enforcement professional. If speaking becomes necessary, it should be limited to a brief “Hi, kids!” or “Goodbye!” in a high, squeaky voice. By using basic mime techniques and active listening, Scruff (like McGruff) readily interacts with children and adults with minimal speaking.
- To maintain consistency of the image, the costume wearer should be between 4’7” and 5’3” in height and should never equal the height of McGruff (5’7” to 6’3”). Children should not wear the Scruff costume. Small adults are the most suitable portrayals.

## Robot

- Users of the McGruff robot must carefully follow the manufacturer’s operating instructions.
- The McGruff robot cannot hold a commercial product or any item associated with a commercial product. The robot may not appear at ribbon-cutting ceremonies or any similar events not connected with crime, violence, and substance abuse prevention.
- The operator of the robot must never make adjustments or repairs to the robot in public.
- The McGruff robot may be operated only by personnel from law enforcement agencies. Any other interested party must apply to NCPC for advance approval by contacting the [Trademark Control and Quality Review Committee](#).
- Operation of the McGruff robot must be carefully controlled; the operator must be thoroughly trained in advance.
- Before an appearance, all systems must be checked to ensure proper functioning.
- Safety must always be a paramount concern. Do not allow children or anyone else to jump on or pull at the robot.
- The operator of the robot must remain as anonymous as possible, staying at some distance but always maintaining visual contact.
- The operator of the robot must ensure that it projects a dignified, friendly, and professional image. Remember, the robot personifies McGruff, and it must never engage in conduct unbecoming or inappropriate to the character.
- Though interaction is encouraged, the operator should not speak at any length; conversations should be kept to a minimum. The use of approved, prerecorded McGruff tapes is encouraged. Tapes are available from [RODOG Productions](#). No other tapes should be used.

## EXHIBITS

McGruff exhibits, featuring a McGruff display or standup figure, are valuable assets for providing the public with information about crime prevention. A typical McGruff display includes brochures and pamphlets with crime prevention tips and lessons, as well as names, addresses, and phone numbers of local contacts (for example, the local crime prevention officer) who will provide additional information about local programs and opportunities for citizen involvement. McGruff Campaign [public service announcements](#) are also a great tool.

Ideally, information about McGruff at exhibits will include a wide range of crime prevention and substance abuse prevention topics for a variety of audiences and situations—kids, senior citizens, the workplace, home security, travel, school, and community-based programs. Examples of such resources available for your use can be downloaded [here](#).

Nonprofit community crime prevention groups, criminal justice agencies, and law enforcement agencies may use McGruff in their exhibits without NCPC's prior approval. However, an exhibit featuring McGruff may not be used to promote sales, except for those items sold by local crime prevention programs as fundraisers for crime prevention programs. A McGruff exhibit may not be used as, with, or near a point-of-purchase display for the sale of any products except licensed McGruff products. More information can be found [here](#).

## USE BY LAW ENFORCEMENT AND Members of The Crime Prevention Coalition of America

Law enforcement agencies have been essential in spreading McGruff's message and supporting the National Citizens' Crime Prevention Campaign right from the start. With their encouragement, citizen action has spread across the country. Moreover, these crime prevention colleagues have helped develop these guidelines. As a result, they receive some special consideration in the use of McGruff and his slogan, "Take A Bite Out Of Crime." All other guidelines must be followed, but within that restriction, law enforcement agencies have these special clearances for the following uses:

- Law enforcement agencies may use [selected images of McGruff](#) on their stationery and business cards. This is the only instance of general approval being granted to law enforcement. [Requests for all other uses](#) must be submitted to the Trademark Control and Quality Review Committee for its review and approval.

- Law enforcement agencies, the criminal justice community (e.g., U.S. attorney's offices), and state crime prevention associations are the only groups that have been granted general approval to use the McGruff costume, robot, large puppet, inflatables, and exhibits.
- Operators of law enforcement vehicles can feature the McGruff logo and the slogan "Take A Bite Out Of Crime" on the vehicle with [advance approval](#) from NCPC.

To ensure that McGruff's integrity and recognition remain intact, all other uses by law enforcement and crime prevention agencies of McGruff, Scruff, icons, characters, slogans, and other marks protected by NCPC must be approved in writing. Examples of other uses include websites, vehicles, newsletters, posters, signs, and more. Failure to do so can result in revocation of the privilege to use NCPC's marks.

## USE BY BUSINESSES

The McGruff campaign is committed to working with the business community to provide information, education, and program development aimed at community crime prevention.

Businesses must have NCPC's written approval in advance to use McGruff or his slogan in any local, state, multistate, or national efforts. NCPC will provide project guidance, support, and approval for each project. For more information, contact the Development Department at NCPC ([development@ncpc.org](mailto:development@ncpc.org)).

Businesses interested in working with the McGruff character for local events are strongly encouraged to coordinate their efforts with (and through) local police and sheriff's departments or community crime prevention organizations. Requests for permission to use McGruff and related images and slogans are more likely to be approved when they are sent to NCPC for approval through such a group. Again, specific approval for each use is required.

Any use by businesses must meet all appropriate guidelines in this manual. NCPC will consider each use on an individual basis. In addition, the guidelines below apply specifically to McGruff's relationship with profit-making enterprises.

- The McGruff image and slogan will not be approved for business uses unless the business in question demonstrates substantive financial, technical, or in-kind support for crime prevention.
- All materials (print, video, radio, television, etc.) must contain the phrase "[Company Name] supports McGruff® and the National Crime Prevention Council." All other markings must be approved by the Trademark Control and Quality Review Committee.
- McGruff, other protected images, and his slogans must not be placed, linked, or entwined with a company's symbol or slogan as to cause confusion about McGruff's status as a public symbol for crime prevention.
- McGruff products may be manufactured only by authorized commercial licensees. A list of the McGruff Campaign licensees can be found at [www.ncpc.org](http://www.ncpc.org).
- A complete list of McGruff products available for purchase can be found at [www.mcgruffstore.org](http://www.mcgruffstore.org).

## ADDITIONAL TRADEMARKS

Some additional programs registered to the National Crime Prevention Council and their marks are described below. To obtain permission to use one or more of these marks, please complete the [application form](#). For more information on these programs, read their descriptions online at the addresses provided below.

### Crime Prevention Coalition of America



The Crime Prevention Coalition of America provides critical support for crime prevention's citizen action campaign. Its member groups lobby before state and local governments on behalf of crime prevention legislation, advocate for crime prevention in or through the news media, and mobilize the thousands of grassroots volunteers who spearhead local action and education programs and are key to the success of the National Citizens' Crime Prevention Campaign.

The National Crime Prevention Council serves as secretariat to the Coalition and, in that role, owns and has the obligation to protect and monitor the use of the Coalition's logo. Upon receiving NCPC's written approval, member organizations can use the logo with language that states "Member of the Crime Prevention Coalition of America." Coalition member organizations should [contact NCPC](#) for a complete list of guidelines.

Any misuse of the Crime Prevention Coalition of America's logo should be reported to NCPC at this [address](#) or email [trademark@ncpc.org](mailto:trademark@ncpc.org).

For more information on the Coalition, visit [www.ncpc.org/CPCA/](http://www.ncpc.org/CPCA/).

### Teens, Crime, and the Community



Teens, Crime, and the Community (TCC) is a program that believes smarter youth make safer communities. Through a combination of education and service-learning, the TCC initiative has motivated more than one million young people to create safer schools and communities. TCC increases social responsibility in teens, educates them about the law, reduces their potential for victimization, and engages them in making their homes, schools, and communities safer.

For more information, visit TCC online ([www.ncpc.org/programs/tcc/index.php](http://www.ncpc.org/programs/tcc/index.php)).

### Be Safe and Sound



Be Safe and Sound is a public education campaign that seeks to raise awareness of school safety and security issues and provide specific measures that parents, community members, and educators can take to make schools safer and more secure.

Be Safe and Sound focuses on mobilizing parents, school administrators, elected officials and policy makers, and students to take action. Be Safe and Sound engages and educates these audiences about the need for safe and secure school environments, and promotes objective and expert-based school safety and security principles. For more information, visit Be Safe and Sound online ([www.ncpc.org/programs/bssc/index.php](http://www.ncpc.org/programs/bssc/index.php)).

## McGruff House® Program



Many communities offer variations of the “block parent” house, a source of aid for children who find themselves in unsafe or threatening situations. NCPC has approved standards for the McGruff House® Program, which uses McGruff to identify such houses. A McGruff House is defined as a temporary haven for children and others who find themselves in emergency or frightening situations (e.g., being bullied, followed, or injured) while in that neighborhood.

The McGruff House Program is operated by the National McGruff House Network (NMHN), an independent corporation separate from and licensed by NCPC. *This is the only approved use of McGruff in a block parent context.* The program has been endorsed by the National Sheriffs’ Association and the Crime Prevention Committee of the International Association of Chiefs of Police.

A McGruff House Program requires full community involvement and support. It relies on schools and law enforcement as active partners with a community, faith, or parent group. An effective McGruff House Program demonstrates that the community accepts a shared responsibility to watch out and help out on behalf of all its children.

Some of the guidelines that need to be followed in establishing a McGruff House Program are summarized below.

- A local law enforcement agency, a school or school system, and a community group should form a partnership to implement a program within national (and, in some cases, state) guidelines.

- All adults who reside in a proposed McGruff House must agree to undergo a law enforcement records check with satisfactory results.
- McGruff House signs are numbered and released from the national or state inventory only upon written request by a law enforcement agency. The national office maintains a registry of signs issued to state or local groups. These groups in turn maintain registries of the signs they issue. Signs that are no longer being used must be returned to the national or state inventory.
- Written guidelines for operation of the McGruff House Program must be provided to all participants in the McGruff House Program.
- A McGruff House is a private home. It is not a medical aid station, restaurant, public restroom, or escort service. Its motto is “We’ll Call for Help,” indicating that the volunteer will summon appropriate assistance.
- Children in the neighborhood must be taught about the McGruff House Program and how they can get help from a McGruff House volunteer.

For more information and to register, visit the National McGruff House Network online ([www.ncpc.org/programs/McGruff\\_House/index.php](http://www.ncpc.org/programs/McGruff_House/index.php)).

### National McGruff House Network

66 East Cleveland Avenue  
Salt Lake City, UT 84115  
801-486-8768  
Toll-free 877-367-6646  
Fax 801-486-8815

## McGruff Truck® Program



The goal of the McGruff Truck® Program is to make neighborhoods safer for children. It provides a way for utility companies to offer help in emergency situations to anyone, especially children. The message of the McGruff Truck Program is “We’ll Call for Help.” The crew is trained to provide assistance or appropriate help when flagged down by an individual in distress. A McGruff truck is easy to spot; it carries the McGruff symbol on its front and rear sections.

The McGruff Truck Program is a nationwide program coordinated by the National McGruff House Network. *This is the only approved use of McGruff in a utility watch/call-for-help kind of program.* The Network authorizes local companies and municipalities to operate the program. It is a service provided by the company for the well-being of children and represents a cooperative effort among the utility company, municipalities, law enforcement, and schools or school systems in the service area.

Following are some of the guidelines for a McGruff Truck Program:

- Only a publicly owned, regulated, or franchised utility company whose vehicles are identified by the company’s logo and have immediate, direct access to two-way communication can be considered for the McGruff Truck Program.
- Only those employees who meet the company’s most stringent standard for potentially sensitive contacts with the public can work on McGruff Trucks.
- All McGruff Truck crew members must receive training, updated annually.
- The distribution of McGruff Truck decals is strictly controlled. A numbered decal is placed on a company vehicle only after the crew of the truck has been properly trained.
- Children must be taught about the intent, purpose, and effective use of McGruff Trucks.

For more information, visit the McGruff Truck Program online ([www.nepc.org/programs/McGruff\\_Truck/index.php](http://www.nepc.org/programs/McGruff_Truck/index.php)).

# THANKS!

Thank you for keeping McGruff one of America's most recognized and respected icons. If you have questions on any of these guidelines, please contact the Trademark Review and Quality Control Committee at [trademark@ncpc.org](mailto:trademark@ncpc.org).

## Frequently Asked QUESTIONS

### Q: How can I obtain a McGruff costume?

**A:** McGruff costumes can be purchased from [Robotronics](#). However, only law enforcement agencies, criminal justice agencies, and state crime prevention associations have general approval to purchase, possess, and wear the McGruff and Scruff costumes.

### Q: How do I request an appearance by McGruff?

**A:** If you'd like McGruff to attend your next event, call your local law enforcement agency and ask for the location of the nearest McGruff. If you cannot locate a costume, email [mcgruff@ncpc.org](mailto:mcgruff@ncpc.org) to request contact information for a McGruff in your area. Please include your city, state, and zip code. A representative from the National Crime Prevention Council will contact you with the names and phone numbers of local agencies that have the McGruff costume.

### Q: How do I get permission to use an image of McGruff?

**A:** To request permission to use a picture of McGruff, please fill out the [application form](#) or email [trademark@ncpc.org](mailto:trademark@ncpc.org).

### Q: How can I acquire McGruff products?

**A:** McGruff products are produced by companies licensed by NCPC. Please see the list of licensees at [www.ncpc.org/mcgruff/licensees.php](http://www.ncpc.org/mcgruff/licensees.php) for specific products and ordering information.

### Q: I saw McGruff dressed in unfamiliar clothes. They weren't what he usually wears. Can McGruff do that?

**A:** No, McGruff must wear a trench coat and plaid pants, and occasionally a three-quarter length leather jacket. You witnessed an improper, unapproved use of McGruff. Please report this and help maintain McGruff's integrity as a crime prevention symbol. To report abuse, please contact NCPC at [trademark@ncpc.org](mailto:trademark@ncpc.org) or the address below:

**Trademark Control and Quality Review Committee  
National Crime Prevention Council**  
1000 Connecticut Avenue, NW  
Thirteenth Floor  
Washington, DC 20036-5325  
202-466-7272

### Q: Why can't a costumed McGruff talk? It would add so much.

**A:** The voice emanating from the McGruff head sounds hollow and remote, and it can be hard to understand. Therefore, even if the speaker's voice resembles McGruff's voice, those appearing in the McGruff costume must only speak minimally. With practice, a costumed McGruff can use gestures and body language effectively, achieving great animation. Better yet, a knowledgeable speaker can accompany McGruff. McGruff can make brief statements, but only if the voice is consistent with McGruff's friendly, deep, gravelly voice.

**Q: I'm the public relations director for a candidate who's running for election. We'd love to work your "Take A Bite Out Of Crime" slogan into the campaign and photograph our candidate with McGruff. What are the limits?**

**A:** The McGruff character and the slogan may not be used in any political campaign, whether candidate- or issue-oriented. Further details on this guideline are available [here](#).

**Q: I've seen McGruff featured in materials produced by a company. I'm the owner of a small business. Can I use McGruff on my products?**

**A:** No. McGruff can never be used to sell products or be seen as endorsing any product. Any misuse should be reported to NCPC (see contact information below). However, the materials you saw may be part of an official corporate partnership agreement between NCPC and that company. Corporate partnership agreements require advance permission, must follow strict guidelines set forth by NCPC, are usually for a limited time, and involve an element of support. For more information, or to report misuse, contact the Trademark and Quality Review Committee at NCPC at the [address above](#) or email [trademark@ncpc.org](mailto:trademark@ncpc.org).

**Q: I want to make my own McGruff crime prevention videotape for local use. May I?**

**A:** A request will be considered. Groups have produced videotapes on a variety of crime prevention topics that include or feature McGruff. Before production begins, submit a copy of your script to NCPC for approval. The script should be in near-final draft form, and your [application](#) should include a complete description of your projected final product, timeframe, target audience, distribution plan, and explanation of how your use of

McGruff will further your crime prevention program. Once produced, please send at least one copy to NCPC's [Trademark Control and Quality Review Committee](#) for our files.

**Q: Who produces the authorized McGruff and Scruff costumes?**

**A:** Robotronics produces the traditional McGruff costume, which consists of the costume head, paws, trench coat, and pants, and an animated McGruff that uses computer technology to make McGruff's eyes blink and his mouth move. Robotronics also produces a Scruff costume. More information on these products is available on [Robotronics' website](#).

**Q: Where can we get replacement parts for the McGruff costume?**

**A:** Robotronics offers replacements parts for all components of the McGruff and Scruff costumes. More information on these products is on [Robotronics' website](#).

**Q: How do I order publications, comic books, trading cards, etc.?**

**A:** NCPC offers free and low-cost resources on its online [McGruff Store](#). Some [publications](#) are available for downloading on NCPC's website. Additional products are available through our [licensees](#).

**Q: Can I lend the McGruff costume to another crime prevention or law enforcement agency if I can't attend an event?**

**A:** As the owner of the costume, you are responsible for ensuring that all guidelines are followed whenever your

McGruff costume is being used, by your department or a neighboring one. You can also encourage them to [purchase](#) their own costume. More detailed guidelines are available [here](#).

**Q: Can I link to your website?**

**A:** You are welcome to link to [www.ncpc.org](http://www.ncpc.org) or [www.mcgruff.org](http://www.mcgruff.org). Banners for such links are available for downloading at [www.mcgruff.org/Grownups/25th.htm](http://www.mcgruff.org/Grownups/25th.htm).

**Q: Can I reprint content from your website?**

**A:** Please do not reproduce any of our webpages on [www.ncpc.org](http://www.ncpc.org) or [www.mcgruff.org](http://www.mcgruff.org) without written consent. If you would like permission to reprint our webpages, please email [mcgruff@ncpc.org](mailto:mcgruff@ncpc.org) for permission. However, we do provide many brochures, tip sheets, and other resources in Adobe PDF format that can be reproduced. Please refer to [www.ncpc.org](http://www.ncpc.org) to determine which resources can be reproduced without permission. To request such permission, or to verify that your material of choice is indeed intended for reproduction, please complete the [application form](#) or send an email to [trademark@ncpc.org](mailto:trademark@ncpc.org). If you are using a tip or other information contained on our website, please be sure to properly [attribute](#) it.

**Q: I want to start or revamp a McGruff program in my community. How do I do that?**

**A:** NCPC has many resources for your use. You can go online to get new brochures for adults and teens and worksheets for children to hand out; join the [McGruff Network](#) to get connected and get the latest news and updates; visit the [law enforcement section](#) of NCPC's website; or contact NCPC for McGruff training and [promotional materials](#). If you have specific questions, please email [mcgruff@ncpc.org](mailto:mcgruff@ncpc.org).

Tear Out or Copy

# APPLICATION for use of McGruff

Send to: **NCPC**

**Attn: Trademark Control and  
Quality Review Committee  
1000 Connecticut Avenue, NW  
Thirteenth Floor  
Washington, DC 20036-5325**

Organization \_\_\_\_\_

Government     Nonprofit     Profit

Contact Name \_\_\_\_\_

Position/Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Please explain your request to use McGruff including desired starting date and number of items (if appropriate) to be produced:

\_\_\_\_\_  
\_\_\_\_\_

Purpose of proposed use:

\_\_\_\_\_  
\_\_\_\_\_

Date of proposed use/event:

\_\_\_\_\_  
\_\_\_\_\_

Attach draft of item for which approval is sought. Please give specific description, including colors, etc., where appropriate.

\_\_\_\_\_  
\_\_\_\_\_

Please check:

- Have been approved within the last year for a request.
- Have used McGruff and his material for
  - less than five years
  - more than five years
  - more than ten years.

NCPC reserves the right to rescind its approval of a use if the user is not complying with these guidelines and the conditions for use, if any, set forth in the approval letter. By applying for permission to use McGruff you acknowledge that right, and agree to hold NCPC harmless in its exercise of that right.

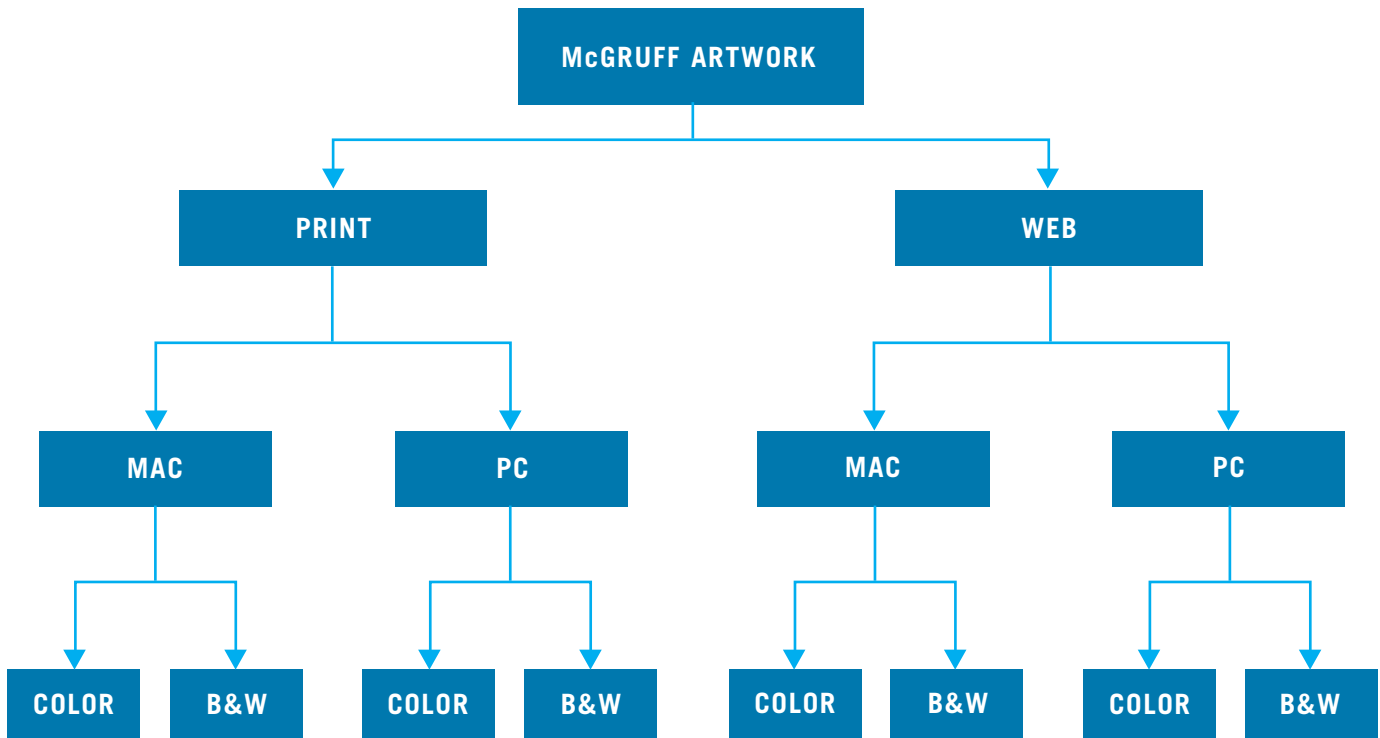
Approval is limited to one year. Each project must be reevaluated on an annual basis.

# ARTWORK

Welcome to the McGruff CD-ROM. On this CD you will find a folder called McGruff Artwork containing all the artwork shown on the following pages in all the formats illustrated below.

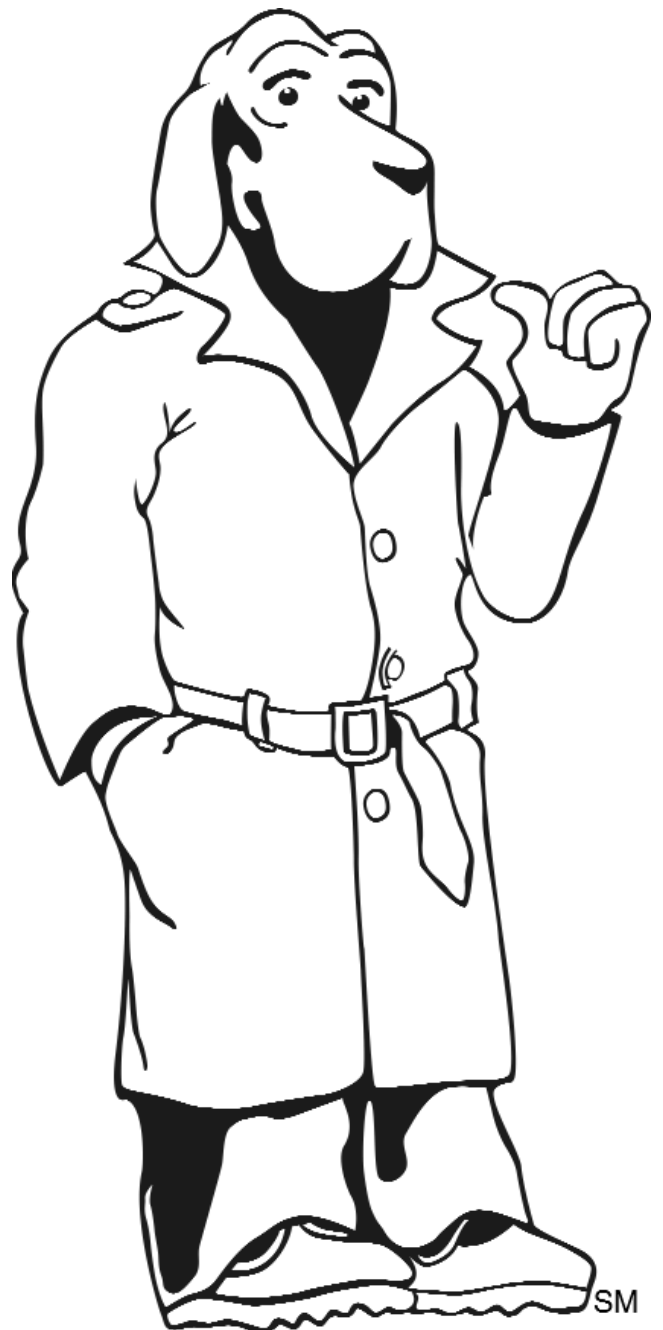
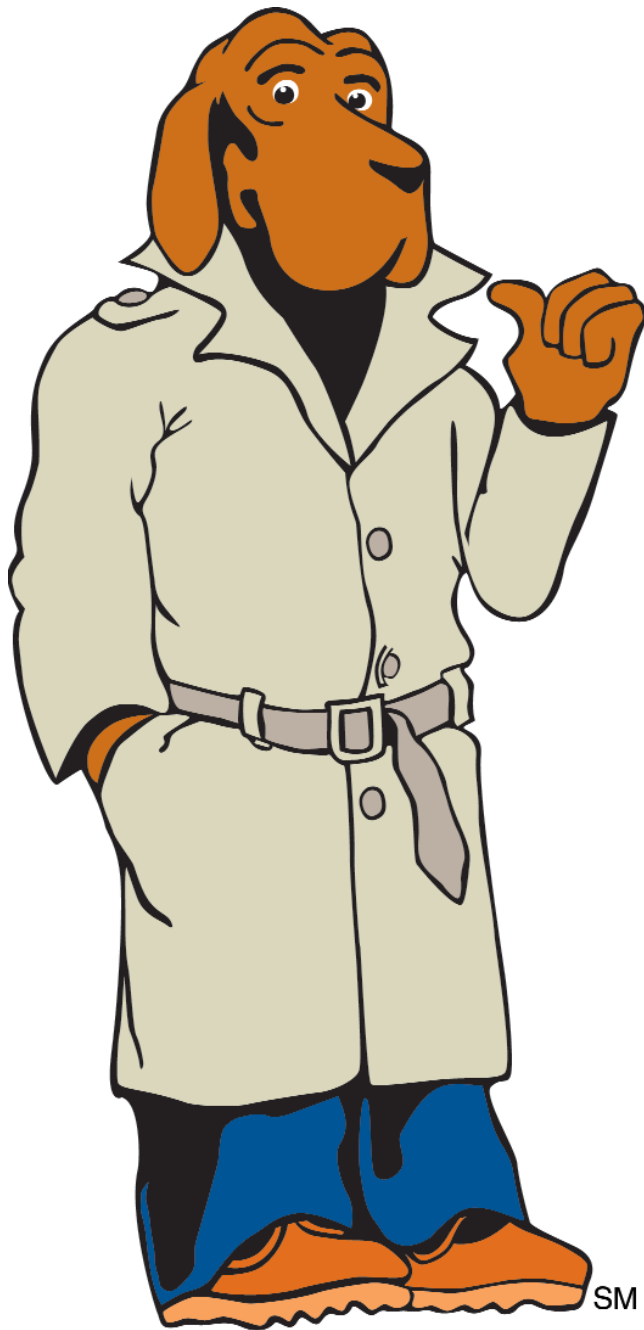
To manually view the poses page by page, simply click the (< >) arrows at buttons on the Acrobat toolbar or use the right or left arrow keys on your keyboard. To automatically

view the poses at 1-second intervals, press CMD L. If there is no response when you press CMD L, select File, Preferences, Full Screen on the Acrobat menu bar. Under “Navigation” click on “Advance Every” and change the number “Seconds” to 1. Use the drop-down menu under “Default Transition” to select “Wipe Left,” then “OK.” To view a pose for a longer period of time, push the ESC key.



**FILE NAME:** Print                      Web  
                  McGr02HI.tif                McGr02LO.tif

*Within the Print and Web folders, you will find computer type and color-specific folders.*



<b>FILE NAME:</b>	<b>Print</b>	<b>Web</b>
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*Within the Print and Web folders, you will find computer type and color-specific folders.*



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                          McGr05HI.tif                      McGr05LO.tif

*Within the Print and Web folders, you will find computer type and color-specific folders.*



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*Within the Print and Web folders, you will find computer type and color-specific folders.*



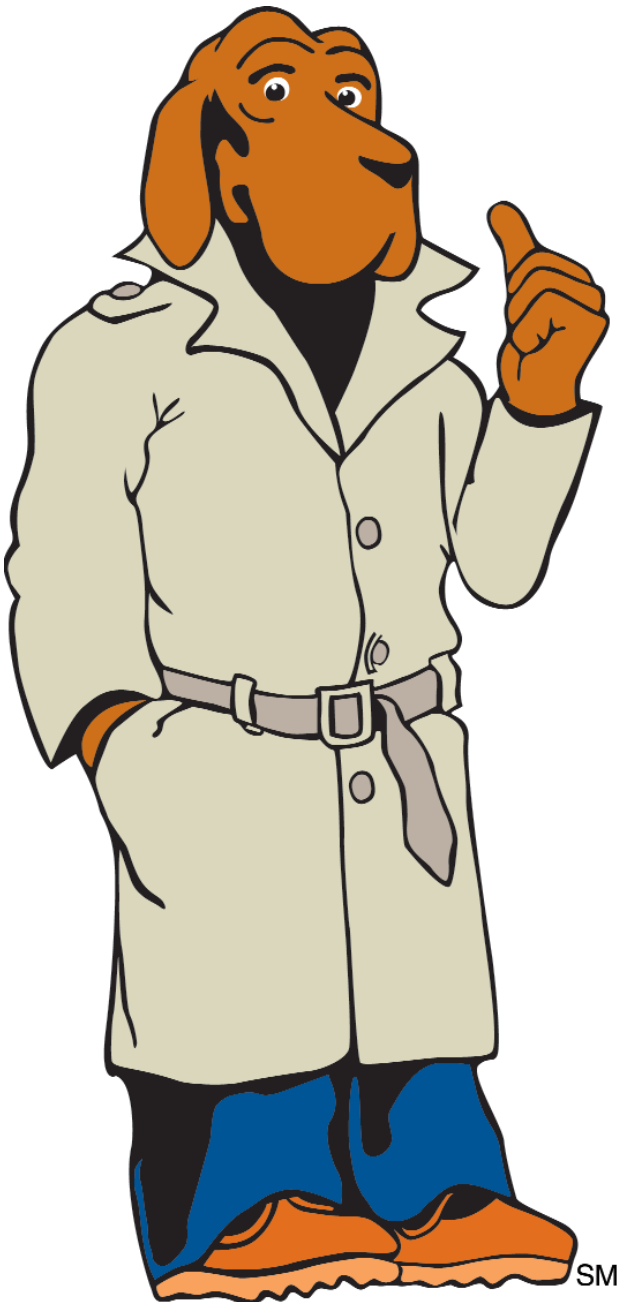
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                  McGr14HI.tif            McGr14LO.tif

*Within the Print and Web folders, you will find computer type and color-specific folders.*



**FILE NAME:** **Print** **Web**  
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*Within the Print and Web folders, you will find computer type and color-specific folders.*



**FILE NAME:** **Print**                      **Web**  
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*Within the Print and Web folders, you will find computer type and color-specific folders.*



**FILE NAME:** **Print** **Web**  
 Mpmknl.tif MpmknlLO.tif

*Within the Print and Web folders, you will find computer type and color-specific folders.*



<b>FILE NAME:</b>	<b>Print</b>	<b>Web</b>
	MpointHI.tif	MpointLO.tif

*Within the Print and Web folders, you will find computer type and color-specific folders.*



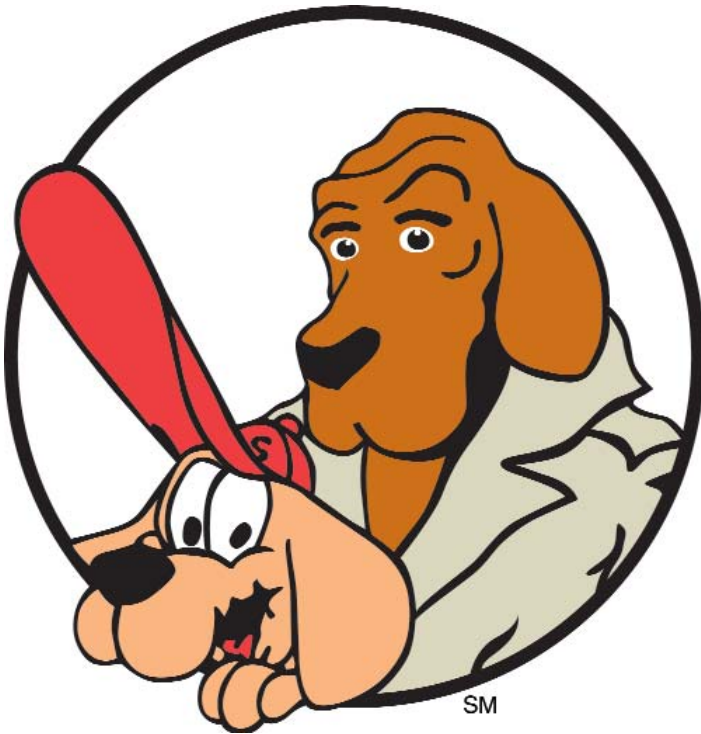
FILE NAME:	Print	Web
	MreadHI.tif	MreadLO.tif

*Within the Print and Web folders, you will find computer type and color-specific folders.*



**FILE NAME:** **Print**                      **Web**  
                         MScircleHI.tif              MScircleLO.tif

*Within the Print and Web folders, you will find computer type and color-specific folders.*



<b>FILE NAME:</b>	<b>Print</b>	<b>Web</b>
	MShandHI.tif	MShandLO.tif

*Within the Print and Web folders, you will find computer type and color-specific folders.*



<b>FILE NAME:</b> Print	Web
MSreadHI.tif	MSreadLO.tif

*Within the Print and Web folders, you will find computer type and color-specific folders.*



<b>FILE NAME:</b>	<b>Print</b>	<b>Web</b>
	MvlogoHI.tif	MvlogoLO.tif

*Within the Print and Web folders, you will find computer type and color-specific folders.*



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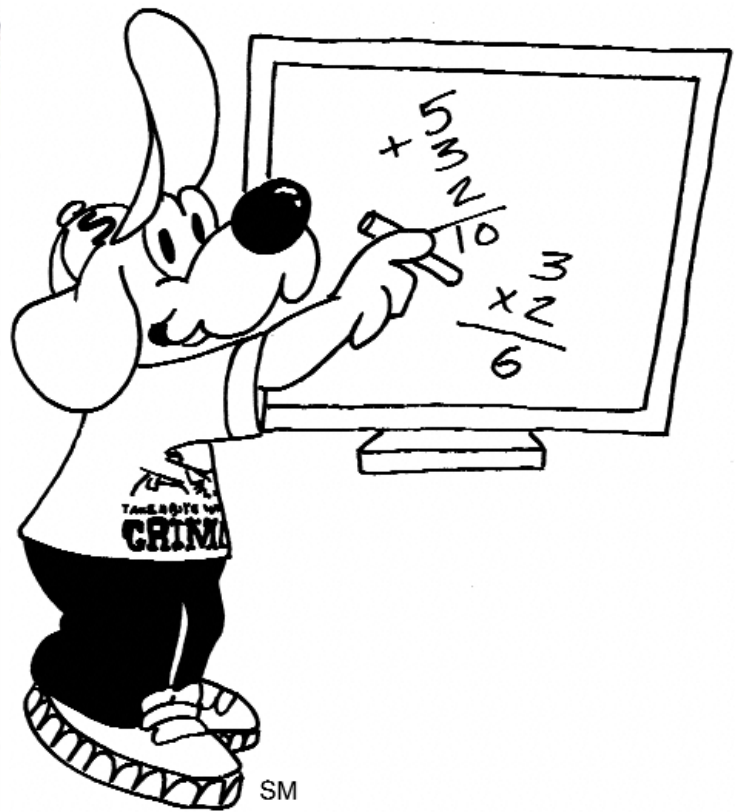
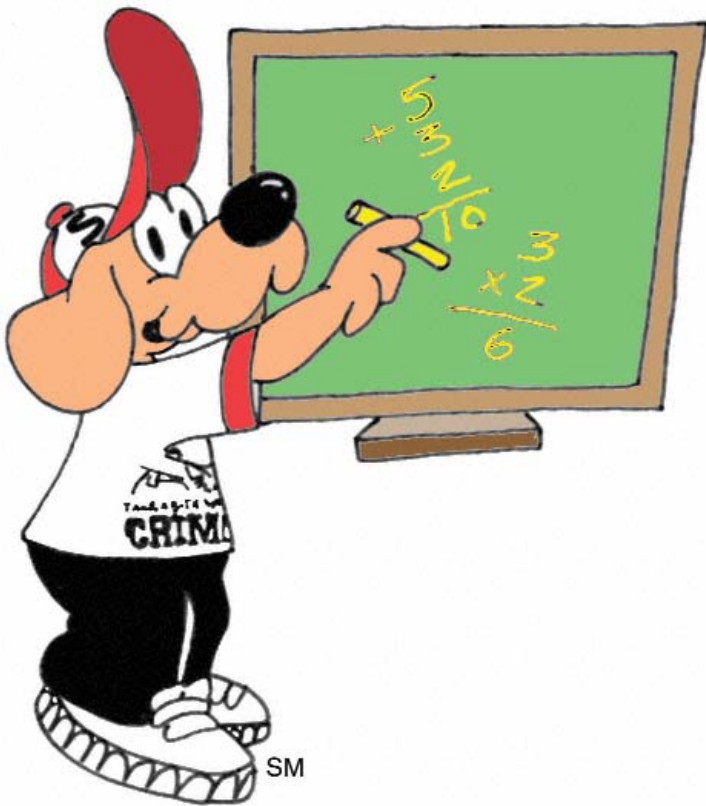
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	scruf1HI.tif	scruf1LO.tif

*Within the Print and Web folders, you will find computer type and color-specific folders.*



**FILE NAME:** **Print** scruf3HI.tif      **Web** scruf3LO.tif

*Within the Print and Web folders, you will find computer type and color-specific folders.*



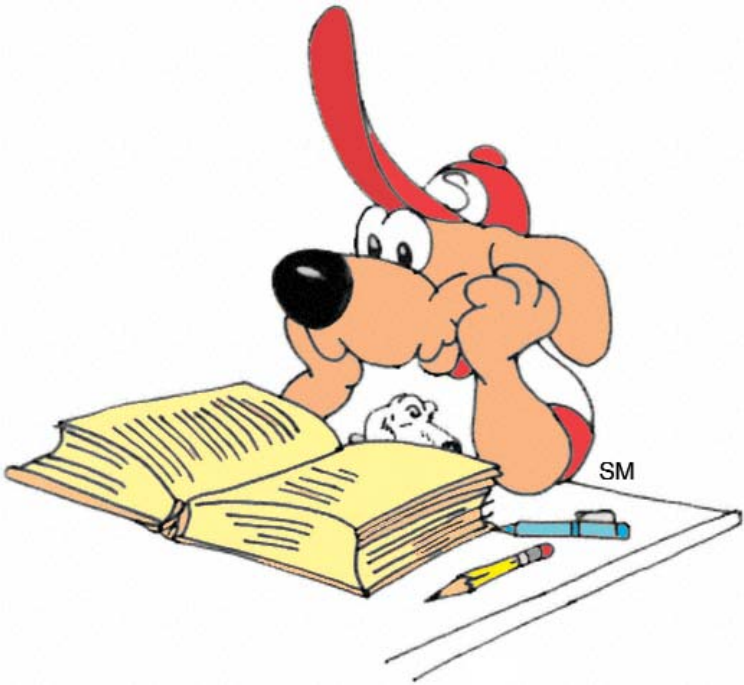
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scruf5HI.tif scruf5LO.tif

*Within the Print and Web folders, you will find computer type and color-specific folders.*



**FILE NAME:** **Print** **Web**  
scruf6HI.tif scruf6LO.tif

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<b>FILE NAME:</b>	<b>Print</b>	<b>Web</b>
	ScruffHI.tif	ScruffLO.tif

*Within the Print and Web folders, you will find computer type and color-specific folders.*

