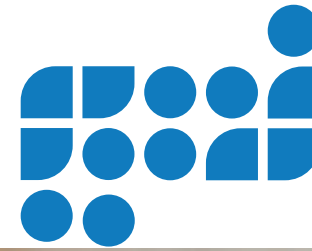


# Brand Guidelines



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# Brand Identity

# 01. Logo

The logo is the foundation of the Early Years visual identity. It is the most significant feature of the brand identity and should be used on all aspects of branded communication.

## Logo Icon

The logo icon is built using simple, geometric shapes to make a mark that represents their dedication to research, growth and advancement for early care and education.

The logo icon should be used in full color when applicable, especially with light color backgrounds.



## Primary Logotype with Tagline

The primary logotype pairs the logo icon with a complementary wordmark created with a custom geometric sans serif typeface.

The primary logotype pairs the brand tagline with the logo icon and wordmark to create a singular mark. It should be used throughout all applications except for when the brand tagline is being used nearby.

Early Years' tagline is an expression of our brand—a short, memorable phrase that captures the essence of who we are, what we do and how we do it.

Including the tagline in your communications serves as a vital reminder to our audiences of our mission and brand promise. It is designed to create a first impression of Early Years and should be used in all communications that reach a wide audience, especially the general public. The only time the tagline should be omitted is when the brand tagline is already featured prominently as a headline or on nearby text.



**A Comprehensive Approach to  
Enhancing Early Care and Education**



## Secondary Logotype

The secondary logotype removes the tagline from the lockup. This mark should be applied when the brand tagline is shown elsewhere on the given application. For example, the navigation of the website when the tagline is the headline.



# Logo Spacing

For the Early Years logo to maintain impact, the surrounding area must be open and uncluttered. This applies to all versions of the logo.



## Incorrect Usage

Never alter, tilt, distort or manipulate any version of the logo. All misuses apply to the logo icon and the logotype.

When placing the logo, always use one of the approved logo files.



### Scaling

Do not alter the proportion of the logo.



### Recoloring

Do not mix and match colors in the logo. The logo should always be dark blue, white or black.



### Effects

Do not add any kind of effects, such as a drop shadow.



### Contrast

The logo should always be clearly viewed and set in a color that properly contrasts the background.

## 02. Color Palette

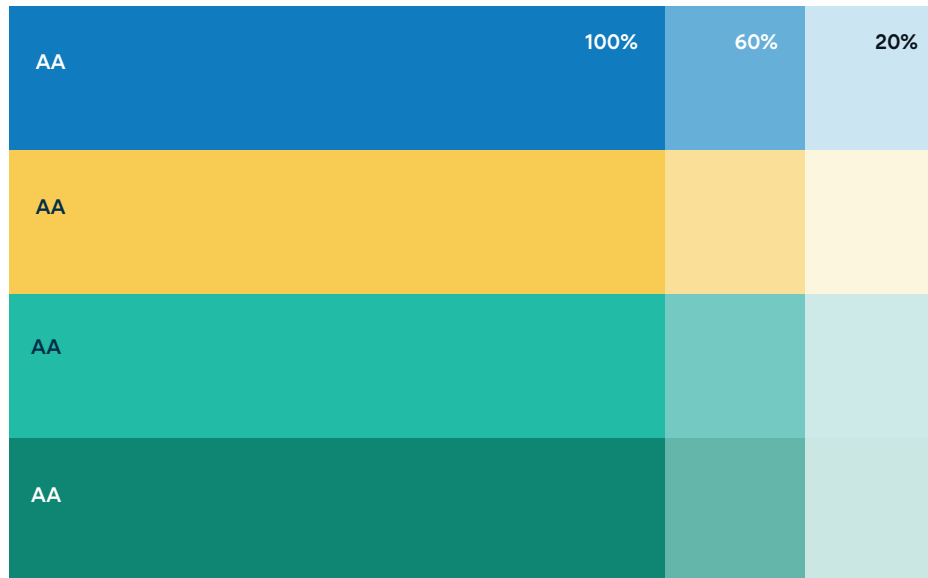
Color is a primary means of visual identification used to create a powerful emotional response. Color aids brand recognition and should be used thoughtfully throughout communications. Consistent use of the palette will build strong external recognition and memorability for Early Years.

# Color Palette

The color palette combines four energetic colors (sky blue, bright gold, mint green and dark green) with two neutral colors (navy blue and white). Color should be used intentionally to ensure everything looks and feels on brand.

When necessary, colors can be tinted to create lighter hues that remain on brand. The examples here are shown at 100%, 60% and 20%.

In order for typography to remain accessible, specific colors must be paired together to remain legible. The “AA” notation on a color means that color is accessible at all type sizes.



**SKY BLUE**

HEX #007BBD  
 RGB 0, 123, 189  
 CMYK 100, 35, 0, 26

**BRIGHT GOLD**

HEX # F7CA54  
 RGB 247, 202, 84  
 CMYK 0, 18, 66, 3

**MINT GREEN**

HEX #00C6AC  
 RGB 0, 198, 172  
 CMYK 100, 0, 13, 22

**DARK GREEN**

HEX #008573  
 RGB 0, 133, 115  
 CMYK 100, 0, 14, 48



**NAVY BLUE**

HEX #002F47  
 RGB 00, 47, 71  
 CMYK 100, 34, 0, 72

**WHITE**

HEX #FFFFFF  
 RGB 255, 255, 255  
 CMYK 00, 00, 00, 00

## 03. Typography

In order for the brand to remain visually consistent, it is critical to control all typography used in brand communications. Careful use of typography reinforces Early Years' personality and ensures the brand looks and feels consistent across all touch points.

## Primary Typeface

Neulis Sans is a geometric and modern typeface. Neulis Sans consists of 10 weights, hairline through black, including accompanying italics. A combination of weights and italics should be used to create typographic hierarchy.

Neulis Sans should be used throughout all branded assets.

Poppins is the backup font when a free font is needed.

Arial is the backup font when a universal system font is needed.

The image shows the uppercase 'E' and lowercase 'e' in the Neulis Sans Hairline font. The uppercase 'E' is a simple outline with three horizontal bars. The lowercase 'e' is a circle with a horizontal bar across its middle.

Neulis Sans Hairline  
*Neulis Sans Hairline Italic*

The image shows the uppercase 'E' and lowercase 'e' in the Neulis Sans Thin font. The uppercase 'E' is a simple outline with three horizontal bars. The lowercase 'e' is a circle with a horizontal bar across its middle.

Neulis Sans Thin  
*Neulis Sans Thin Italic*

The image shows the uppercase 'E' and lowercase 'e' in the Neulis Sans Extra Light font. The uppercase 'E' is a simple outline with three horizontal bars. The lowercase 'e' is a circle with a horizontal bar across its middle.

Neulis Sans Extra Light  
*Neulis Sans Extra Light Italic*

The image shows the uppercase 'E' and lowercase 'e' in the Neulis Sans Light font. The uppercase 'E' is a simple outline with three horizontal bars. The lowercase 'e' is a circle with a horizontal bar across its middle.

Neulis Sans Light  
*Neulis Sans Light Italic*

The image shows the uppercase 'E' and lowercase 'e' in the Neulis Sans Regular font. The uppercase 'E' is a simple outline with three horizontal bars. The lowercase 'e' is a circle with a horizontal bar across its middle.

Neulis Sans Regular  
*Neulis Sans Regular Italic*

The image shows the uppercase 'E' and lowercase 'e' in the Neulis Sans Medium font. The uppercase 'E' is a simple outline with three horizontal bars. The lowercase 'e' is a circle with a horizontal bar across its middle.

Neulis Sans Medium  
*Neulis Sans Medium Italic*

The image shows the uppercase 'E' and lowercase 'e' in the Neulis Sans Semi Bold font. The uppercase 'E' is a simple outline with three horizontal bars. The lowercase 'e' is a circle with a horizontal bar across its middle.

**Neulis Sans Semi Bold**  
***Neulis Sans Semi Bold Italic***

The image shows the uppercase 'E' and lowercase 'e' in the Neulis Sans Bold font. The uppercase 'E' is a simple outline with three horizontal bars. The lowercase 'e' is a circle with a horizontal bar across its middle.

**Neulis Sans Bold**  
***Neulis Sans Bold Italic***

The image shows the uppercase 'E' and lowercase 'e' in the Neulis Sans Extra Bold font. The uppercase 'E' is a simple outline with three horizontal bars. The lowercase 'e' is a circle with a horizontal bar across its middle.

**Neulis Sans Extra Bold**  
***Neulis Sans Extra Bold Italic***

The image shows the uppercase 'E' and lowercase 'e' in the Neulis Sans Black font. The uppercase 'E' is a simple outline with three horizontal bars. The lowercase 'e' is a circle with a horizontal bar across its middle.

**Neulis Sans Black**  
***Neulis Sans Black Italic***

## 04. Brand Pattern

The Early Years logo icon can be duplicated and manipulated to create a unique pattern. The pattern is a design feature that can be used across assets as an expression of the Early Years brand. This pattern should be applied intentionally and with restraint.

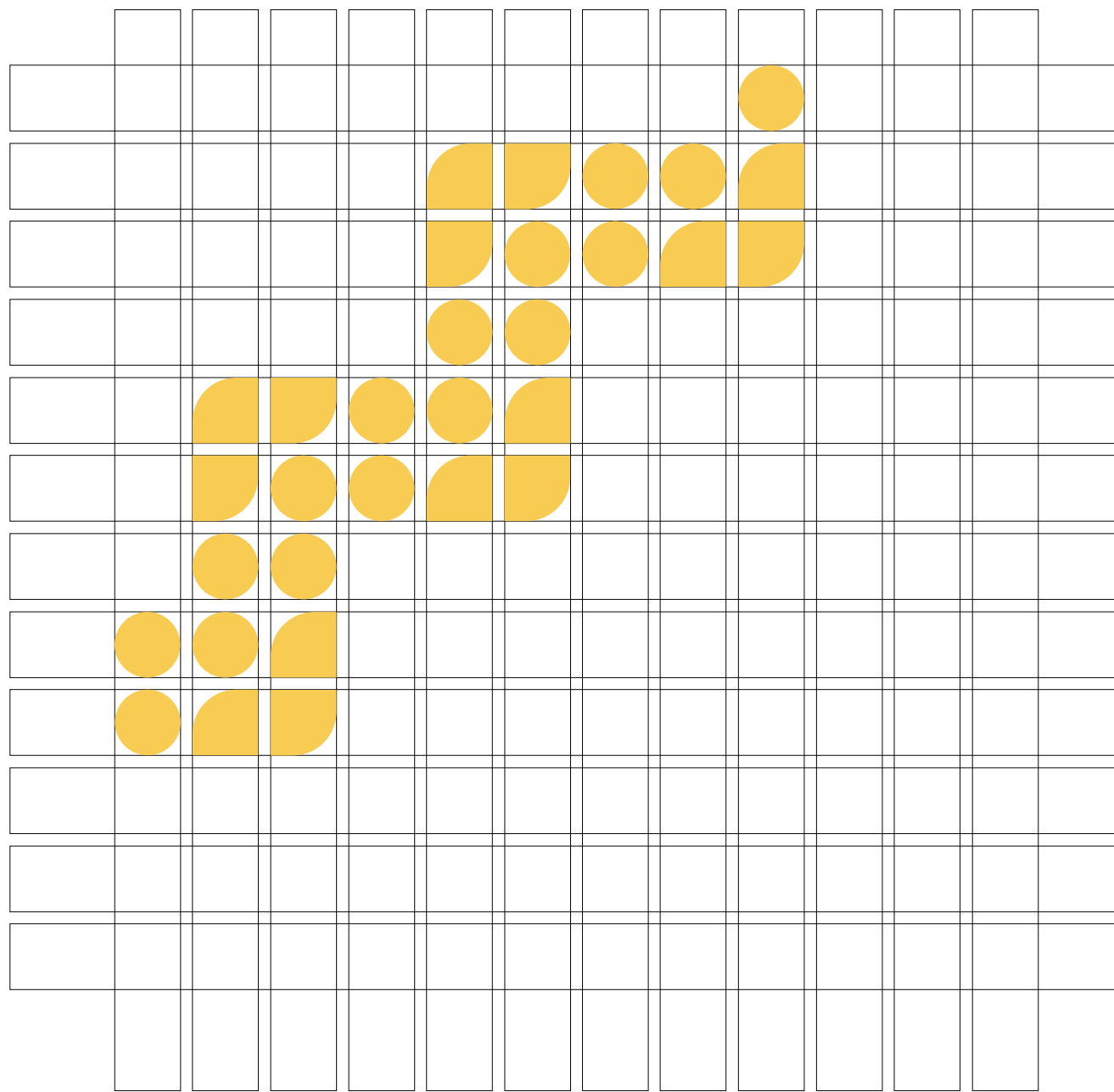
# Brand Pattern

The brand pattern is created duplicating and rotating the logo icon. Only use the logo icon in a single or combination of colors from the Early Years color palette when making a pattern.

The logo icon sits on a 1x1 grid — allowing the shapes to perfectly fit into one another.

The example to the right shows how the logo icon is rotated and interlocks into one another to fill space.

Designers should be creative with how they apply and create patterns using these guidelines.



## 05. Imagery

Imagery in digital design refers to the use of visual elements such as photos, illustrations and graphics to enhance the user experience and communicate messages more effectively.

# Imagery

The imagery selected for materials and publications can have a profound impact on the viewer and should be carefully selected. Photography should be the first choice and the images selected should be representative of the age, occupations and diversity of the people Early Years serves. Images should be children-centric and bright with pops of bold colors that complement the cool tones in the Early Years color palette.

Secondary sources of imagery can include the use of flat icons and simplistic line illustrations.



# Branded Iconography

Icons serve as essential visual anchors that allow our audiences to navigate Early Years media with ease and efficiency. Because our work reaches a diverse range of stakeholders — from policymakers to families — icons provide a universal language that transcends barriers and offers a consistent international reference guide. Icons should be simple line or solid shapes and communicate the subject matter clearly.



Parent and Child



Person



Group/Training



Bulleted Point



Learning



Home



Graduate



Graduate 2



Support/Care



Money/Earnings



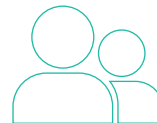
Food



Award/Certificate



Teach



Parent and Child



Person



Group/Training



Bulleted Point



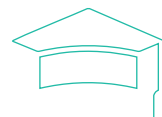
Learning



Home



Graduate



Graduate 2



Support



Money/Earnings



Food



Award/Certificate



Teach

## 06. Usage Examples

The following are examples of the brand elements coming together and working in unison to visually represent the brand identity of Early Years.

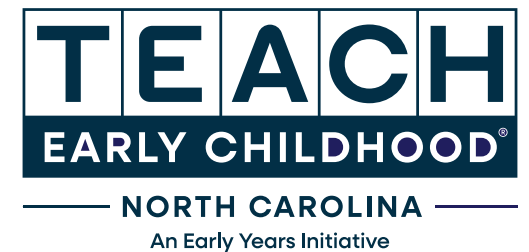


## 07. Program Logos

The following are examples of the brand elements coming together and working in unison to visually represent the Early Years brand.

## Program Logos

Each program logo is individually designed using a custom typeface based on the Early Years primary typeface, Neulis Sans. The program logos follow a consistent layout that creates brand consistency across the different programs (described on page 23). Each program employs a unique color palette.

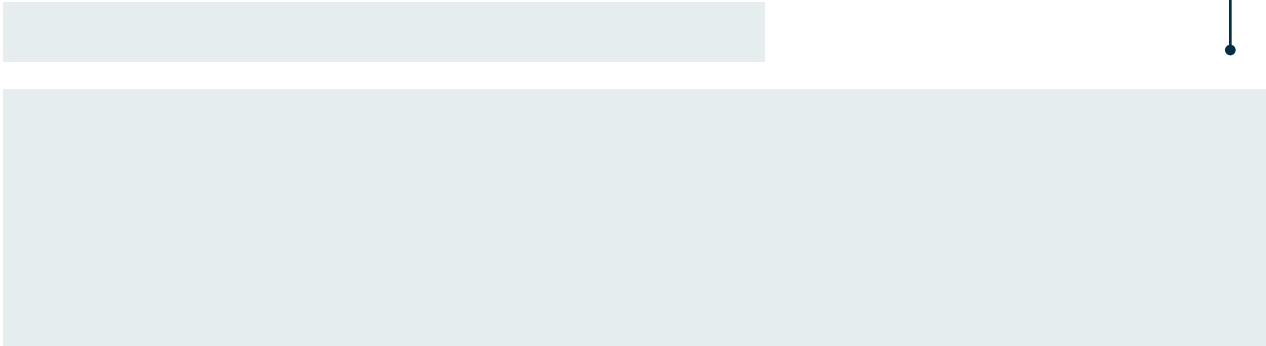


# Program Logo Template

The following template is the foundational structure of all program logos under the Early Years umbrella — and should be followed when designing additional program logos for Early Years. However, the content (word length, character count, etc.) of the logo needs to be considered when designing the program logo based on the template.

Descriptor of name when applicable (left aligned)

Primary name of program (customize type to embed shapes from logo)



**An Early Years Initiative**

Parent brand label (right aligned) with horizontal line stretching across length of name

# Brand Voice

## 08. Mission, Vision and Values

Even with new branding, the goal of Early Years stays the same: To strengthen early care and education for all throughout the most formative years of our lives. Small grammatical changes have been made to stay with AP style for consistency.

## Our Mission

---

**Early Years leads efforts to strengthen accessible and affordable high-quality early care and education by providing support for families, communities and the workforce.**

## Our Vision

---

**For all children to benefit from affordable, high-quality early care and education, which lays the foundation for successful life outcomes.**

## Our Values

---

### **We act with integrity, trust and respect**

- We approach our interactions with honesty, transparency and respect.
- We acknowledge the trust placed in us and work diligently to uphold that in all we do.
- We hold privacy and confidentiality as foundational to our operations.

### **We are service-oriented and customer-focused**

- When connecting with others, we work diligently to best meet their needs.
- Our policies and procedures are designed to ensure fairness and consistent, high-quality service.

### **We are committed to quality and informed decision-making**

- We engage in research and use the best data available (both internally and externally) to guide our decision-making.
- In all we do, whether large or small, we commit to doing it to the best of our abilities.

### **We value a range of viewpoints and lived experiences**

- We welcome different perspectives and remain open to new ideas.
- We acknowledge that each person brings unique strengths and experiences that enrich our work.

### **We value flexibility and embrace change**

- We think creatively, consider multiple perspectives and are open-minded as we meet the unique needs of our customers.
- We recognize change as a constant and welcome opportunity to try new approaches.
- We work to continually expand our knowledge and skills.

## 09. Brand Story

For external audiences, explaining what your organization accomplishes can be a difficult task – especially because it performs so many services for such a wide variety of audiences. This is where the supplemental tag brings value to external marketing materials, but an elevator speech that slightly expands the supplemental tag can also help employees and stakeholders compound your impact into easier-to-digest speech.

## Supplemental Brand Tag

---

**Comprehensive Approach  
to Enhancing Early Care  
and Education**

## Secondary Brand Tag

---

**For children. For families.  
For educators.**

## Elevator Pitch Options

---

### Option 1

At Early Years, we take a comprehensive approach to enhancing early childhood education. We work alongside professionals, policymakers and parents to ensure quality care for all.

### Option 2

Early Years is dedicated to enhancing early childhood education by partnering with professionals, policymakers and parents to provide research, resources and tools on quality care for all during our most formative years.

### Option 3

Working alongside professionals and policymakers, we take a comprehensive approach to enhancing early childhood education and ensuring all children have the opportunity to receive the best care possible.

### Option 4

Our early years are our most influential, and we're dedicated to working alongside professionals and policymakers to ensure all children have a fair chance for success and a better education.

## 10. Brand Tone

From social media to fundraising, and every step in between, how you sound is just as important as how you look. While the goals of your messages may shift from audience to audience, the language you utilize and the tone you set should remain consistent to ensure audiences that the information you're providing is unmistakably you. We've created these personality prompts and anti-prompts to help guide content creation.

## Early Years is...

---



### Proud

We take pride in the groundbreaking work we perform to advance early care for all and the partnerships we've created. We'll accept accolades and appreciation with grace, and always be grateful for the recognition.

---



### Innovative

Our goal is to never allow the conversations surrounding early care to take a back seat or be forgotten. We'll experiment, we'll listen and we'll work hard to introduce new ideas and concepts that keep engagement high and great ideas flowing.

---



### Familial

Ultimately, we help children and families find equitable, high-quality early care. As we speak to audiences, from professionals to policymakers, that commitment, and the warmth and care of helping families, should always shine through.

## Early Years is not...

---



### Boastful

We know this industry isn't an island (or a one-person show) and that we can't make great impacts alone. We'll never let our ego and accolades get in the way of the work, and will always highlight partnerships and team members that help make it happen.

---



### Complacent

We'll never be lazy and only look for quick wins (though we'll take them when we can as part of larger initiatives.) We know that we've made great strides, but we won't rest on our laurels until all children have access to the early care and opportunities they deserve.

---



### Corporate

While our work expands to professionals and policymakers, our mission, our passion – and our target audience – should always be front of voice. We will never provide cold data and facts without warm justification and emotion.

## Early Years is...

---



### Open-Minded

At Early Years, we're committed to helping every child succeed. We approach all situations thoughtfully, respectfully and with an open mind.

---



### Data-Driven

Innovation and equitable care don't appear out of thin air; they're crafted from real-world insights and actionable data that drive conversations forward. We'll always utilize current, relevant data to prove our proof points and help create buy-in alongside impassioned and emotive conversations.

## Early Years is not...

---



### Close-Minded

Our commitment to care and passion extends beyond our personal beliefs and emotions. We will always make decisions based on the good of all, instead of the opinions of one.

---



### Data-Drowned

While data is key to moving the needle, interpreting and understanding that data in the current industry landscape is just as important for creating buy-in. We'll never only present pages upon pages of data, and will always frame them with actionable insights and conversations that bring everyone to the table as close to the same level of knowledge as possible.

# 11. Topline Key Messages

This example copy, which utilizes your brand's tone and personality, is designed to serve as a starting point for marketing materials and external communications and help guide writers and freelancers to develop content more effectively in your voice.

## Headlines

**Championing the Need for High-Quality Care and Education for All Children**

**Ensuring Early Care is Accessible and Rewarding for All**

**Providing Tools and Resources for Advancing Early Care**

**Giving All Children The Opportunities for Success They Deserve**

**Helping Early Care Professionals Succeed. Helping Parents and Children Find the Early Care They Deserve.**

**Ensuring Children and Their Teachers Have All the Tools They Need for Success**

## Body Copy

At Early Years, we advocate for the advancement of early care services on the local, state and national levels to ensure all children have access to the tools they need to succeed. And that professionals within the industry are appropriately equipped for long-term growth and success.

Children deserve high-quality care, and we're committed to working at the local, state and national levels to advocate for and champion improving early care standards across the country.

Here at Early Years, we're dedicated to working with early care professionals and policymakers to provide better opportunities for future generations, because we believe that the success of our children ensures a better future for all.

## Calls to Action

Join Our Mission in Helping Children Succeed

Help Us Provide High-Quality Early Care for All

Learn More About Early Years' Mission to Advance Early Care Initiatives

Discover More About Early Years' Commitment to Care

## 12. Style and Grammar Guidelines

In an effort to introduce consistency across channels and documentation, these style and grammar guidelines help writers provide clear messaging that always feels and looks like Early Years. Please note these are not meant to be firm rules but, instead, act as general guidelines, which can be shifted and flexed when designs and channels require it.

## Always Use an Active Voice

---

**ACTIVE:** Early Years provides educational resources.

**PASSIVE:** Educational resources are provided by Early Years.

## Keep an Eye on Jargon

---

Explain acronyms and insider language thoughtfully. While we are experts in our field, we balance conversational with technical language. It reflects who we are as an organization and how we work to nurture and educate those we work alongside and help.

## Be Direct

---

We are clear, not just in the words we use but also in the way we structure our sentences. We clarify concepts by keeping them direct, concise and intentional. We break longer sentences into smaller, shorter ones and avoid unnecessary adjectives or overly flowery descriptions.

**INDIRECT:** “By offering professional development resources, Early Years provides educators with convenient access to the tools they need to succeed.”

**DIRECT:** “Early Years offers professional development programs to teachers across the nation. These programs provide teachers with the tools they need to thrive in their careers.”

## Oxford Commas

---

Oxford commas can help clarify an otherwise complex series of items. However, they should only be used when necessary to avoid confusion.

**Example with Oxford comma:** “The boys like to play, run, and jump.”

**Without the Oxford comma:** “The boys like to play, run and jump.”

## Double Spacing After Sentences

---

Don't double space after every sentence. It is an artifact of the age of typewriters and can make the spacing of the text look strange and clunky on websites and in print.

**No:** We are Early Years. We have a responsibility to the communities we work within.

**Yes:** We are Early Years. We have a responsibility to the communities we work within.

## Punctuation After Bullets

---

Utilize periods and proper punctuation after each bullet.

**Example:** When it comes to education, Early Years provides:

- A large selection of resources and tools for educational professional development.
- Services that help families find, evaluate and pay for high-quality early care and education.
- Ongoing research and advocacy for improving early care and education.

## Sentence Case

---

Em dashes (—) and commas (,) for sentence breaks. Commas should be used as sentence breaks in all formal writing, such as reports and official documentation. Em dashes should be used in less formal writing, such as social media, your website, and advertising, as they help provide a cleaner flow to sentence structure and can feel a bit warmer while still providing some breathing room for long sentences.

**NOTE:** *In many cases, for Early Years, we recommend writing sentences that are shorter in structure and do not require any sentence breaks. Keep sentences short and neat.*

## Hyphens

---

Utilize hyphens in all use cases.

**No:** full service care.

**Yes:** full-service care.

## Headlines

---

H1s (“Hero” headlines) should be title case. Proper punctuation use can be design-dependent.

**Ex:** Explore Our Work

H2s (sub-headlines) and smaller should be sentence case and follow proper grammar guidelines.

**Ex:** Discover how Early Years helps improve early care and education

## Make It Personal

---

Keep language warm and personalized as much as possible with the use of words like “our,” “we” and “us”

**Ex:** Need help getting parents to your facility?

In emails, utilize personalization tokens when possible and address people by their names instead of utilizing a generic tag (“Dear Early Years supporter”).

- If it’s someone Early Years has worked with in the past, utilize their first or full name.
- Casual and sales emails should use only their first name.
- Formal letters/important notices should use their full name.

For individuals who have not engaged with Early Years, address them by their full name or by a title and last name.

**Ex:** Dear Jesse Pinkman, **or** Dear Mr. Pinkman,



## Contact Us

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