

Appendix C: Child Care Aware® of America Logos and Guidelines



About the Guidelines

These guidelines show the correct usage of the Child Care Aware® of America logotype and were created to ensure brand consistency throughout our member network. The Child Care Aware® of America logotype was created as part of a visual identity system, which was developed to establish and promote a brand: ensuring that all communication, and indeed everything that makes up Child Care Aware® of America's public image, serves to give an intentional and positive impression.

Consistency is the key to increased visibility, strengthened brand equity, and a focused brand message. The visual identity system and the logotype itself become more effective every time they are used properly. When the logotype is used incorrectly, the brand message is blurred and public awareness is confused. It is important that these guidelines are followed consistently, so that the Child Care Aware® of America network speaks with one unified voice.

Who Should Use These Guidelines

These guidelines were prepared to assist Child Care Aware® of America, its members and partners to promote the identity of the organization. Please review these guidelines carefully before creating any materials using the Child Care Aware® of America identity.

This guide should be supplied to any vendors or other external resources to ensure that our identity is used properly.

About The Child Care Aware® of America Logo

Child Care Aware® of America is visually represented by a logotype. The LOGOTYPE is set in two distinct typefaces, Scala Sans and Vince Hand II

Colors

The official color combination is red and blue. When the Logotype appears on a dark background, the color version of the Logotype must appear in red and white.

Color Values

Adhere to the following color reproduction guidelines to create a consistent image and maintain the visual impact of the Logotype.

Printing

Spot Inks:

- Blue = PANTONE® 280
- Red = PANTONE® 1795

Process Inks:

- PANTONE® 198-1
- PANTONE® 73-1

CMYK Mix:

- Blue = 100-72-0-18
- Red = 0-94-100-0

Web/On Screen

Primary logo colors

- Blue = 0 - 73 - 144 (Web Safe: 004990)
- Red = 238 - 49 - 36 (Web Safe: EE3124)



Secondary color palette

- Purple = 178 - 25 - 127 (Web Safe: B2197F)
- Bright Orange = 243 - 161 - 0 (Web Safe: F3A100)
- Light Green = 140 - 199 - 0 (Web Safe: 8CC700)
- Light Orange = 246 - 186 - 69 (Web Safe: F6BA45)
- Light Blue = 37 - 132 - 223 (Web Safe: 2584DF)



Always use PANTONE®-approved swatches for color matching. Do not match to existing printed pieces or to on-screen display. Custom color mixes may be required when using non-calibrated, desktop color printers.

Consistency and Quality

To ensure consistency, the Child Care Aware® of America logotype should only be reproduced in ways covered on this page. Do not alter the logotype in any way. Do not animate or distort it. Do not add drop shadows, bevels, or other three-dimensional effects.

The Logotype should never be used as a background or as a component of a larger image. Do not stretch or squeeze the logotype.

Background Colors

The Child Care Aware® of America logotype must be legible against the background colors. Solid backgrounds are preferred, but the logotype may appear on photos or textured backgrounds, provided there is sufficient contrast for it to be easily read.

Unacceptable Brand treatments

1. Do not change the colors.
2. Do not print the knockout version on a light-colored background.
3. Do not print the color version on a dark background.
4. Do not print the Signature on a textured background.
5. Do not screen the values.
6. Do not distort the proportions.
7. Do not alter the placement of the elements.
8. Do not duplicate any part of the signature to create a pattern.
9. Do not add any shadows, effects or other elements.
10. Do not tilt.

Size Restrictions

The Brand, at 100%, should be 1.75" wide. It should not be reproduced smaller than 1.5" wide.





Minimum Clear Space Requirements

Graphics, type, photographs, or illustrations should not encroach upon the minimum clear space around the Brand. The clear space (x-height) is the height of upper case "C" letters in Child Care.



Logo Use On Screen

When used online, it is appropriate for the logotype to link to the Child Care Aware® of America home page (www.usa.childcareaware.org). When used on-screen, the logotype should never appear jagged or rough. Do not use spot color or process color versions on screen, use Web and on-screen palettes.

Appendix D: Sample Child Care Aware® of America Letter



October 1, 2011

Dr. John Doe
Director of Operations
Lorem Company
1234 Main St.
Anytown, VA 12345

Dear Dr. Doe,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam iaculis leo hendrerit diam porttitor adipiscing. Pellentesque ultricies leo ac sem tempor mollis. Nulla varius lorem sed massa cursus fermentum imperdiet elit sollicitudin.

Ut nibh lorem, ultricies non posuere nec, lobortis sit amet mauris. Vivamus nec dolor est. Nullam dignissim, magna quis cursus pharetra, quam turpis lacinia lectus, ut mattis augue quam ac nisl. Sed ultrices condimentum purus, et lacinia sem luctus ac. Ut augue odio, aliquet quis euismod vel, porttitor et nisl. Pellentesque vestibulum lacinia ligula eget consectetur. Nulla ligula lectus, dignissim ut placerat et, facilisis id ipsum. Sed sagittis eros sed neque consectetur non semper urna malesuada. Curabitur tortor tellus, fringilla ornare.

Ut nibh lorem, ultricies non posuere nec, lobortis sit amet mauris. Vivamus nec dolor est. Nullam dignissim, magna quis cursus pharetra, quam turpis lacinia lectus, ut mattis augue quam ac nisl. Sed ultrices condimentum purus, et lacinia sem luctus ac. Ut augue odio, aliquet quis euismod vel, porttitor et nisl. Pellentesque vestibulum lacinia ligula eget consectetur. Nulla ligula lectus, dignissim ut placerat et, facilisis id ipsum.

Vivamus nec dolor est. Nullam dignissim, magna quis cursus pharetra, quam turpis lacinia lectus, ut mattis augue quam ac nisl. Sed ultrices condimentum purus, et lacinia sem luctus ac. Ut augue odio, aliquet quis euismod vel.

Sincerely,

Jane Jones, M. S.
Instructional Designer

1515 N. Courthouse Road - 11th Floor, Arlington, VA 22201 Phone (703) 341-4100 Fax (703) 341-4101 www.usa.childcareaware.org

Appendix E: Sample Child Care Aware® of America Memo



MEMORANDUM

Date:

To: [Type recipient's name here]

From: [Type your name here]

Subject: [Type subject here]

[Type in the text of your memo. Brevity is a good thing.]