

Style Guide

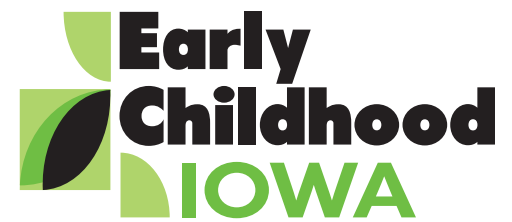


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This style guide outlines the encouraged standards for Early Childhood Iowa to ensure complete uniformity in style and formatting wherever the brand is used.

The ECI style guide will be reviewed and updated at the start of the fiscal year. If you have update suggestions, contact the Early Childhood Iowa Public Engagement Component Group.

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WHAT IS A BRAND?



A brand represents a promise — an expectation even. It is what someone thinks — good or bad — when they hear our name.

A powerful brand culminates from coordinated, consistent activities and communications that support a unique, compelling and credible promise.

Each of us conveys our brand in every message we send and every activity we perform — from how we answer the phone to the service we provide.

Through our actions, key messages, personality attributes, programs and services, we will be able to successfully gain a heightened awareness of ECI and our mission, enhance the credibility for our organization and our messages, and differentiate ourselves from our competitors.

This brand book is a road map for understanding and delivering our mission.

Every stakeholder in the ECI System has an important role in building a strong brand. This includes all ECI state partners, local area directors and boards, as well as contracted agencies and/or individuals.

This is a guide to the basics that all stakeholders are encouraged to follow in all instances. The goal is not to limit creativity, but to provide direction that will guide us all to produce materials with greater unity, clarity and visual harmony. This is a tool to make your job easier.

This will help us produce materials that the public recognizes as distinctly ours, whether the items are found on the web, through direct mail, on video or in print.

Our actions, personality and messages will be reflective of our brand identity. Actions directly affect how people perceive Early Childhood Iowa. We all have the opportunity to create positive points of distinction for our organization. Our actions should reflect the passion we have for the work we do and the people we serve.

We do not want to be known as the enforcer, the regulator, the negative or the complicated. Our personality needs to reflect what our mission is and what our services do. We need to be helpful, informative, dependable, accessible and easy to understand. This can be expressed through our service delivery, relationships, communication and our visual materials.

Key messages will help our audience remember and recall our brand when they have a related need. An Early Childhood Iowa Messaging Plan will be developed that will include newspaper templates, social media messaging, and other public awareness pieces that will advance the mission and goals. Each region will implement these items based on their staffing ability and needs. Key messages are to be kept short and simple.

WHY DOES THIS MATTER?

It's increasingly difficult for an organization to be noticed and remembered. The clutter and volume of competing messages is overwhelming. As a result, more businesses are developing a uniform, easily recognized "master brand" identity to communicate who they are to the public. Within this master brand other materials may carry specific messages for targeted audiences.

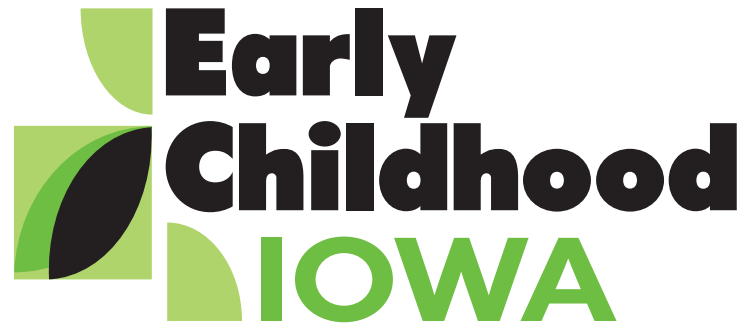
As we begin to understand and articulate our unique capabilities and attributes, we increase awareness, build loyalty and strengthen the ties we have with our stakeholders. When we work together with a constant, unified voice, the future offers unlimited potential and opportunity.

THE LOGO

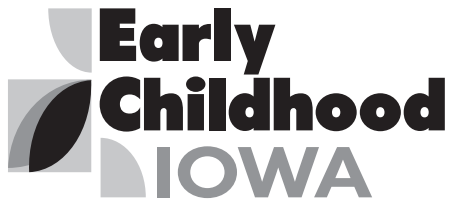


The Early Childhood Iowa logo has been carefully designed to the proportions shown and should never be altered in any way.

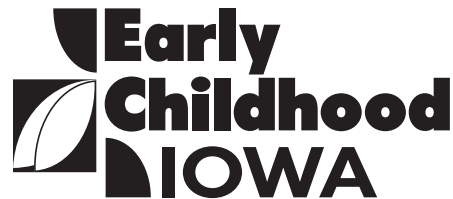
Full Color Logo



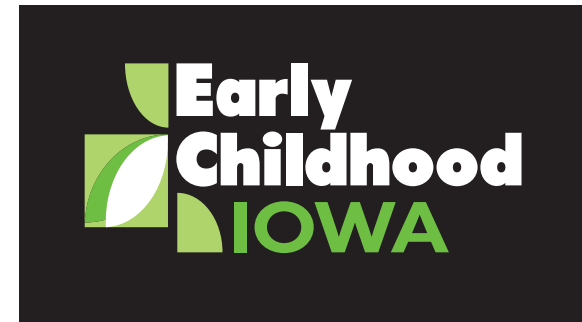
Grayscale Logo



Black Logo



Reverse Logo



LOGO USAGE



LOGO CLEARANCE

To ensure that it will always be clearly visible and never obscured by any other design elements, the logo needs “breathing space” on all sides equal to size of the “O” in the word “IOWA.”

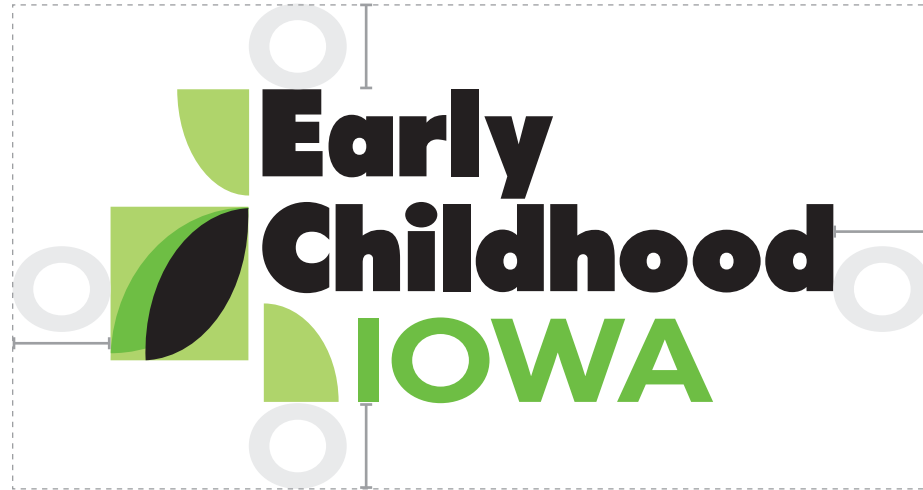
MINIMUM LOGO SIZE

To ensure the utmost legibility and print quality, the Early Childhood logo should never be used at a size smaller than 0.75” in width.

RESIZING THE LOGO

Always size the logo proportionately. Do not stretch the logo vertically or horizontally. To avoid reduction in resolution and quality, never size the logo larger than 100% (unless using a vector file).

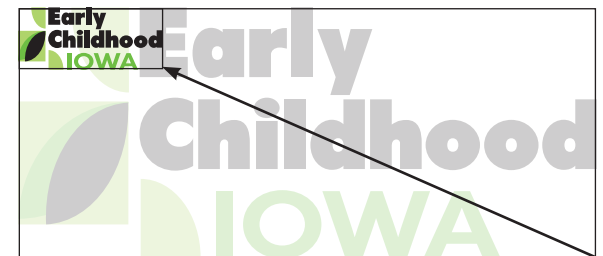
Minimum clearance



Minimum size



Resizing



LOGO DON'TS



The Early Childhood Iowa logo should never be altered in any way.

Do not rotate

Never use the logo at an angle or rotate it in any way.



Do not recolor

Never change the colors used in the logo.



Do not stretch

Never change or stretch the proportions of the logo.



Do not add effects

Never add a drop shadow, glow, stroke, bevel, emboss, or other effects to the logo.



STATEWIDE INITIATIVE STATEMENT

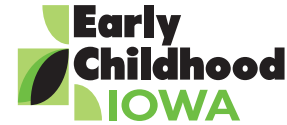


When using the Early Childhood Iowa logo with your local logo, always include the following statement, centered below the logos, in Arial Narrow Regular font:

A partner in the Early Childhood Iowa Statewide Initiative



Use Arial Narrow Regular font, centered below the logos.



A partner in the Early Childhood Iowa Statewide Initiative

Use Arial Narrow Regular font, centered below your logo (without the Early Childhood Iowa logo).



A partner in the Early Childhood Iowa Statewide Initiative



Do not use italics.

A partner in the Early Childhood Iowa Statewide Initiative

Do not use bold.

A partner in the Early Childhood Iowa Statewide Initiative

Do not use all capital letters.

A PARTNER IN THE EARLY CHILDHOOD IOWA STATEWIDE INITIATIVE

Do not change the font.

A partner in the Early Childhood Iowa Statewide Initiative

Do not use a period at the end of the statement.

A partner in the Early Childhood Iowa Statewide Initiative.

Do not put the statement in quotation marks.

“A partner in the Early Childhood Iowa Statewide Initiative”

SUGGESTED TAGLINE USAGE



This section is currently
under development.

COMING SOON

COLOR PALETTE



All Early Childhood Iowa brand colors and color combinations meet the ADA color contrast analyzer profiles.

PRIMARY

The primary brand colors are lime, green, and black. These primary swatches should be used the majority of the time.

SECONDARY

The secondary color palette is to be used as accent colors to Early Childhood Iowa's primary colors. Use with design discretion to support brand materials and maintain the Early Childhood Iowa look and feel. The secondary colors should only be used in conjunction with one or more primary swatches, and are otherwise limited to small amounts of use. Secondary colors should never be used for the logo.

Primary

LIME	
C	35
M	0
Y	75
K	0
R	175
G	212
B	108
HEX	AFD46C

GREEN	
C	61
M	0
Y	100
K	0
R	111
G	190
B	68
HEX	6FBE44

RICH BLACK	
C	75
M	68
Y	67
K	90
R	0
G	0
B	0
HEX	000000

BLACK	
C	0
M	0
Y	0
K	100
R	0
G	0
B	0
HEX	000000

Secondary

ROSE	
C	22
M	88
Y	45
K	3
R	190
G	68
B	101
HEX	BE4465
WEB SAFE	CC3366

PURPLE	
C	71
M	80
Y	0
K	0
R	106
G	68
B	190
HEX	6A44BE
WEB SAFE	6633CC

BLUE	
C	76
M	49
Y	0
K	0
R	68
G	121
B	190
HEX	4479BE
WEB SAFE	3366CC

FUCHSIA	
C	33
M	83
Y	0
K	0
R	190
G	68
B	182
HEX	BE44B6
WEB SAFE	CC33CC

OUR TYPEFACES



Consistent use of specific typefaces will help maintain the overall feeling and identity of the brand, creating unity and recognition.

Use Arial Regular for headlines and titles, Arial Narrow for body copy and Tempus Sans for approved headings and marketing materials.

Bold should be used in headings to grab attention.

Italic should be used when referencing another document.

Underline paragraph headings.

Spacing can change in titles and marketing materials.

Titles and headlines

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890***

Body copy

Arial Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890***

Approved headings and marketing materials

Tempus Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

IMAGES AND GRAPHICS



Design and photographic elements should never interfere with the logo or contact information.

ART AND DESIGN ELEMENTS

Icons, infographics, or other design elements can help communicate a message and should be used as needed. Icons and infographics should use fonts and colors as defined in this guide.

PHOTOGRAPHY

Photography should be used whenever possible to show human connection and stimulate emotion. Photos should portray happy children (B-5) in environmental shots. Images can include one or multiple children, with or without adults. Photos should never be stretched. All copyright laws should be followed when choosing images. Stock photos from reputable sites like istockphoto.com are a good choice for price, selection, and copyright allowances (and do not require byline credit after purchase). When credit is required, notate under the image or along the right edge (i.e. "Photo by XYZ Studio" or "Illustration courtesy of XYZ Company").

Sample photography

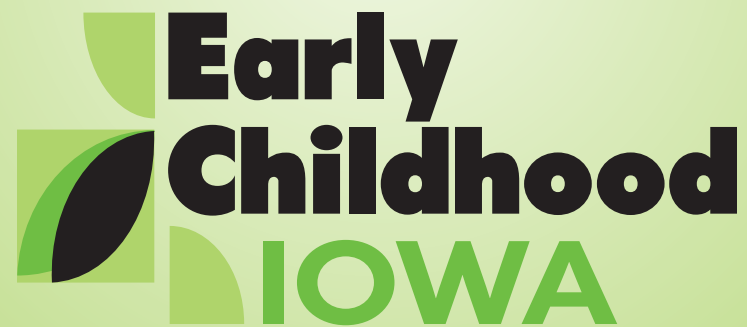


PHOTO BY XYZ STUDIO



PHOTO BY XYZ STUDIO





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