

Durham's Partnership for Children, a Smart Start Initiative

Communications and Logo Standards 2010-2011

The Importance of Branding

In order to ensure the public understands the value Durham's Partnership for Children provides to thousands of young children and their families and the support services for child care providers, we must all be committed to implementing consistent branding and messages when we communicate programs funded by the organization.

As a Direct Service Provider (DSP), that receives funding from Durham's Partnership for Children, to deliver vital services to young children, you must be committed to reporting how this investment of public dollars impacts our community. Since Smart Start funding is public—and ultimately comes from taxpayers—it is paramount that the organization's logo and name be connected to services it has purchased.

By displaying Durham's Partnership for Children logo and funding statement on all program related materials you share with the community, those who receive the service, and your constituents who help deliver your service, will better understand what Smart Start funding makes possible for young children and the Durham community. In order to make sure the visual and verbal message is consistent and continues to build community awareness for the investment made in young children, all DSPs must support Durham's Partnership for Children's Communications Guidelines and Logo Standards.

Logo Standards

DSPs must display Durham's Partnership for Children logo on all materials, which advertise, promote and/or explain programs funded by Smart Start grants, including the agency's website or funded program's web page. These printed materials include, but are not limited to: newsletters, fliers, banners, brochures, inserts, parent information sheets, surveys, and letters of correspondence to partners and clients served by programs funded by Durham's Partnership for Children.

Proper use of the logo is required, and is as follows:

1. Size

- (a) Logo must be proportional. Please do not stretch the logo lengthwise or widthwise. If you need to increase or decrease the size you have, please stretch from the corners, which preserves the integrity of the proportions.

Correct proportion (correct sizing):



Incorrect proportion (wrong sizing):



- (b) Logo cannot be smaller than three-quarters of an inch in width (.75"). Logos scaled any smaller, blur the appearance of the organization's name.

.75 of an inch in width



2. Usage

The Durham's Partnership for Children logo cannot be displayed in the place of a mail indicia or covered by an address label on materials sent through the mail.

- (a) Durham's Partnership for Children logo is not the same logo as the North Carolina Partnership for Children.

- (b) Durham's Partnership for Children logo looks like this:



- (c) The North Carolina Partnership for Children logo looks like this:



- (d) If you are using Durham's Partnership for Children logo in color, the pantone color specifications for the full color logo are: Pantone 3268.
- (e) You may print the logo in black and white or color (black and Pantone 3268). Deviations from this color scheme compromise the integrity of the logo, and are not permitted.

3. Obtaining the logo

- (a) You may contact Angelica Oberleithner, Assistant Director angelica@dpfc.net for a copy of the logo in black and white and/or color. The Logos are also available in the Partner section of the website, http://dpfc.net/Resources/ForPartners/Communications_Outreach.aspx
- (b) The logo is available in jpeg, eps, png, gif and tiff formats. Most websites require png, gif or jpeg formats and most printed materials require the logo to be in tiff, pdf or eps formats.

Written standards

Accompanying the logo, DSPs must use the name and a brief statement of funding in all written materials, including websites, fliers, banners, brochures, surveys, correspondence, etc.

1. Proper organization name

- (a) Direct Service Providers are required to use "Durham's Partnership for Children, a Smart Start Initiative" on first reference. The Partnership is permitted on second reference (with a capital "T" in "The").

Proper name: Durham's Partnership for Children, a Smart Start Initiative

NOT:

Durham Partnership for Children

Durham Smart Start

Smart Start of Durham County

Durham's Partnership

- (b) When listing Durham's Partnership for Children on general materials, DSPs must use the tagline "a Smart Start Initiative" after the Durham's Partnership for Children organization name on first reference.

2. Funding statements

- (a) DSPs must properly spell out that Durham's Partnership for Children, a Smart Start Initiative, funds or supports the program. There are five examples of how to tailor the funding statement to meet the needs of each funded activity.
- (b) DSPs can use their program name within the funding statement.

Examples:

1. *El Centro's Family Support Program is funded by Durham's Partnership for Children, a Smart Start Initiative.*
 2. *The Family Support Program is funded by Durham's Partnership for Children, a Smart Start Initiative.*
- (c) The funding statement can list Durham's Partnership for Children as a funding partner without reference to the specific activity or funding project with the option of specifying partial funding if the program has more than one funding organization.

Examples:

1. *These services are made possible by our funding partner, Durham's Partnership for Children, a Smart Start Initiative.*
 2. *A portion of these services are made possible by our funding partner, Durham's Partnership for Children, a Smart Start Initiative.*
- (d) The funding statement can list specific services funded by Durham's Partnership for Children.

Example:

- 1. Services provided by official name of activity are funded by Durham's Partnership for Children, a Smart Start Initiative.*
- (e) The funding statement can connect to a category of service provided, i.e. family support, early care and education, health services or early intervention services.

Examples:

- 1. Durham's Partnership for Children, a Smart Start Initiative, funds these services to ensure young children receive quality educational experiences to prepare them for school and life.*
- 2. Durham's Partnership for Children, a Smart Start Initiative, funds these services to make sure young children and their families receive the support they need to ensure school readiness.*
- 3. Durham's Partnership for Children, a Smart Start Initiative, funds these services to ensure young children are healthy and prepared for school success.*
- 4. Durham's Partnership for Children, a Smart Start Initiative, funds these services to ensure young children with developmental delays and/or other special needs are screened and connected to the appropriate early intervention services.*

- (f) The funding statement can specify partial funding of services connecting to a specific service area of family support, early care & education, health services or early intervention services.

Examples:

- 1. Durham's Partnership for Children, a Smart Start Initiative, helps fund a portion of these services to ensure young children receive quality educational experiences to prepare them for school and life.*
- 2. Durham's Partnership for Children, a Smart Start Initiative, helps fund a portion of these services to ensure young children and their families receive the support they need to ensure school readiness.*
- 3. Durham's Partnership for Children, a Smart Start Initiative, helps fund a portion of these services to ensure young children are healthy and prepared for school success.*
- 4. Durham's Partnership for Children, a Smart Start Initiative, helps fund a portion of these services to ensure young children with developmental delays and/or other special needs are screened and connected to the appropriate early intervention services.*

Marketing/communications materials monitoring

Monitoring of the marketing and communications materials will be conducted on an annual basis. Information on the marketing and materials monitoring will be added to Program and Fiscal monitoring correspondence sent to each DSP. Program staff will collect marketing and communication materials during their monitoring visit. Requested information includes, but not limited to: webpage printout, newsletters, fliers, sample correspondence, surveys and agency publications.

If the funded activity does not add the logo or funding statement on submitted materials or has used the logo and funding statement incorrectly, Durham's Partnership for Children will add the information as an issue on the monitoring report. If the issue is not resolved, it will be incorporated into a Corrective Action Plan.