childcare is
FUNDAMENTAL
PREPARING TODAY'S KIDS FOR TOMORROW'S WORLD

Logo, Marks & Usage

Logo Sizing

There are two versions of the Childcare Is Fundamental logo: the stacked logo and the horizontal logo. Choose the version that best fits the physical layout in which it will be used. No matter which version you choose, you may not alter or modify it in any way other than re-sizing proportionately.

SIZING

The logo can be proportionally sized as large as needed, but no smaller than 1.75 inches (or .75 inches, respectively) in height. This is to maintain the visibility of details. Usage smaller than these specs should be reserved for the more simplified icons.

SPACING

Spacing of the corporate logo allows for legibility and prominence on various collateral. The corporate logo should never be partially or completely covered by any other graphic element, logo, or type. This prevents obscuring the logo in any way.

COLORS

The logo should never be displayed in colors other than specific branded colors, and only if necessary in black or white. Should the logo ever be in any other color than corporate colors, such as special promotions or one-off graphics, written permission will be required.

PRIMARY OFFICIAL LOGO MARK

childcare is FUNDAMENTAL
PREPARING TODAY'S KIDS FOR TOMORROW'S WORLD

MINIMUM SIZE 1 3/4"

childcare is FUNDAMENTAL
PREPARING TODAY'S KIDS FOR TOMORROW'S WORLD

SECONDARY OFFICIAL LOGO MARK

childcare is FUNDAMENTAL
PREPARING TODAY'S KIDS FOR TOMORROW'S WORLD

MINIMUM SIZE 3/4"

childcare is FUNDAMENTAL
PREPARING TODAY'S KIDS FOR TOMORROW'S WORLD

Logo Usage

Use of the black or white versions of the logo will be at the designer's discretion, however the full color version is preferred.

The version that is used should be the most contrasting from the document's background. For example, white logo on dark backgrounds, and black logo on light or white backgrounds.

Because the full color logo contains darker colors, a logo variation is preferred for black backgrounds.

3

FULL COLOR (PREFERRED)

childcare is
FUNDAMENTAL
PREPARING TODAY'S KIDS FOR TOMORROW'S WORLD

childcare is
FUNDAMENTAL
PREPARING TODAY'S KIDS FOR TOMORROW'S WORLD

1-COLOR ON WHITE

childcare is
FUNDAMENTAL
PREPARING TODAY'S KIDS FOR TOMORROW'S WORLD

childcare is
FUNDAMENTAL
PREPARING TODAY'S KIDS FOR TOMORROW'S WORLD

FULL COLOR ON BLACK (PREFERRED)

childcare is
FUNDAMENTAL
PREPARING TODAY'S KIDS FOR TOMORROW'S WORLD

childcare is
FUNDAMENTAL
PREPARING TODAY'S KIDS FOR TOMORROW'S WORLD

1-COLOR ON BLACK

childcare is
FUNDAMENTAL
PREPARING TODAY'S KIDS FOR TOMORROW'S WORLD

childcare is
FUNDAMENTAL
PREPARING TODAY'S KIDS FOR TOMORROW'S WORLD

Logo Variations

These variations are simplified marks that can act as branded support to the full corporate logo. These marks are valuable when space or color options are limited. Their simplified style makes them useful for collateral sub-genres like swag and point-of-purchase displays.

BOXED LOGO

The boxed logo is only to be used when the primary logo has low readability due to a busy or dark background (as referenced on page 3).

SIMPLIFIED LOGO

This version of the logo may only to be used as a last resort when all other variations have been exhausted. It may only be used within the context of the brand itself, such as on its own website or social media page.

COLOR

These alternatives should only be presented in corporate colors, black, or white.

SIZING

Unlike the full corporate logo, these alternatives have more flexible sizing requirements. These marks can be sized as large or small as legibility allows depending on the piece of collateral.
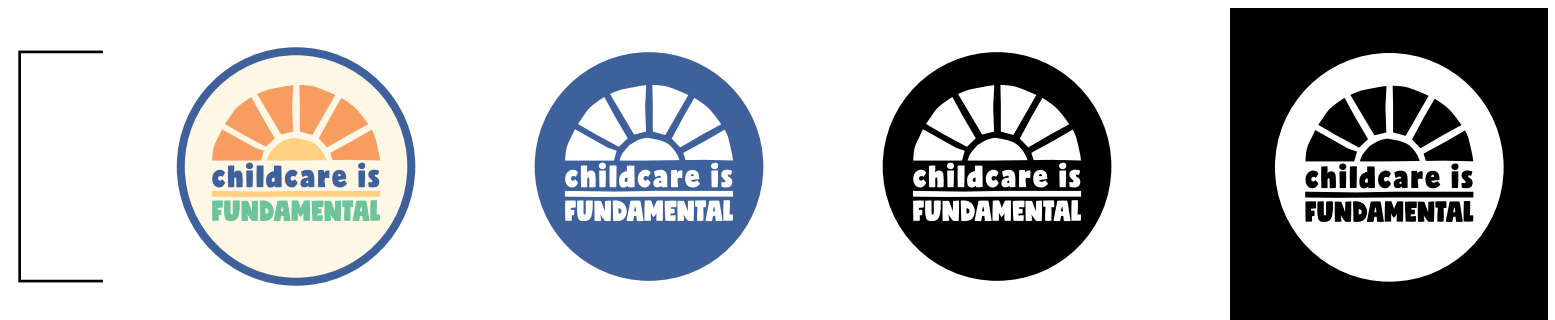
BOXED LOGO

SIMPLIFIED LOGO

SOCIAL MEDIA ICON

Logo Don'ts

STRETCHING & SKEWING
The corporate logo should never be stretched, skewed, or squished to fit a specific size that does not fit into the logo's natural proportions.

REARRANGING
The logo should never be rearranged so that elements for the logo are placed out of order. This includes the basic movement of elements, either horizontal or vertical, the deletion of logo elements, and proportioning of graphic elements. Rearrangement also includes rotation of the logo, which could impede readability.

PLACEMENT & COLORING
The corporate logo should never be displayed in colors other than official corporate colors. It should also never be applied over patterns, colors, or textures that impede readability. The background should have a tone difference of at least 30% or more from that of the logo.

SKEWING & STRETCHING

REARRANGING OF GRAPHIC ELEMENTS

ROTATING, COVERING, PLACEMENT IN WRONG COLOR & ON BUSY BACKGROUNDS

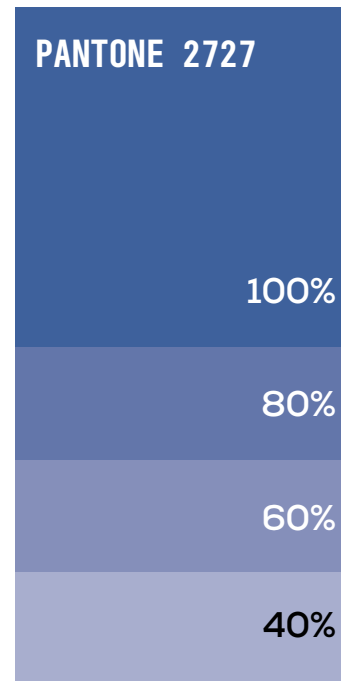# Styles & Supporting Elements

Color Palette

The branded color palette takes its cues from the vibrant, rainbow-colored toys that we all played with as kids.

This contemporary, faded rainbow palette has a hierarchy of use – starting left to right. We recommend always incorporating the blue to reinforce brand recognition (and because it contrasts well with the other primary colors). Yellow is a good second choice to pair with the blue, and the coral/pink is an excellent tertiary color. Please avoid overlapping the coral and green as they conflict and have low readability together.

The supporting colors are meant to bolster the primary palette and will primarily appear in accompanying collateral. This could include print materials, web, and POP. These colors ARE NOT considered flagship corporate colors, but are used enough in various branded spaces that they should be recognized to ensure brand consistency.

In the chart, colors are presented with their Pantone Matching System numbers, as well as CMYK formulas, RGB formulas, and hexadecimal numbers.
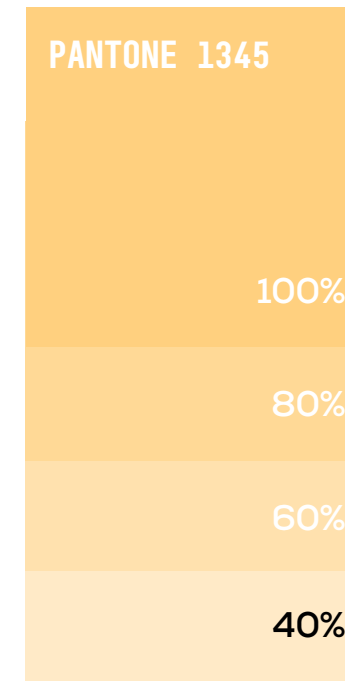
PANTONE 2727	PANTONE 1345	PANTONE 2023	PANTONE 2248
100%	100%	100%	100%
80%	80%	80%	80%
60%	60%	60%	60%
40%	40%	40%	40%

PRINT	PRINT	PRINT	PRINT
C-85	C-0	C-0	C-58
M-67	M-19	M-46	M-0
Y-14	Y-58	Y-68	Y-51
K-0	K-0	K-0	K-0
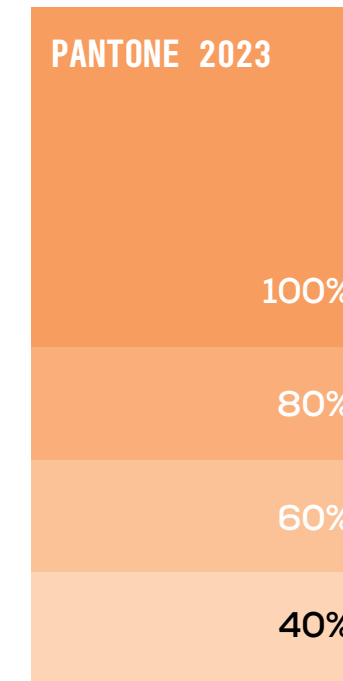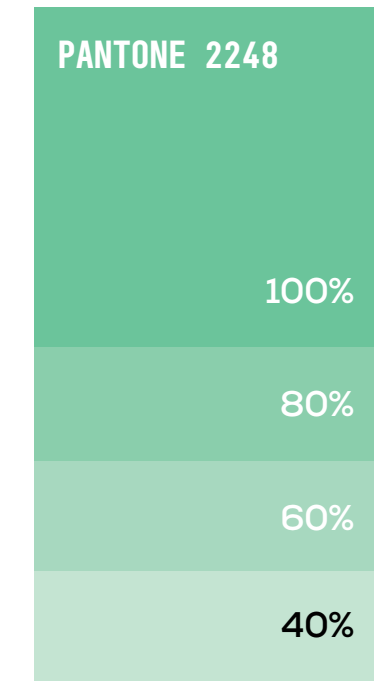
DIGITAL	DIGITAL	DIGITAL	DIGITAL
R-62	R-255	R-248	R-106
G-97	G-208	G-157	G-195
B-156	B-127	B-96	B-155
#3e619c	#ffd07f	#f89d60	#6ac39b

SUPPORTING COLORS
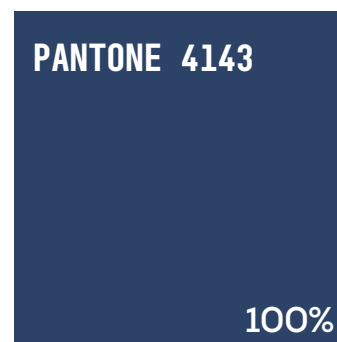
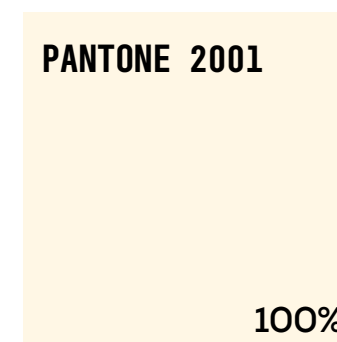| PANTONE 4143		PANTONE 2001	
100%	PRINT CMYK – 91, 76, 36, 23 DIGITAL RGB – 44, 67, 102 #2c4366	100%	PRINT CMYK – 0, 2, 10, 0 DIGITAL RGB – 255, 247, 229 #fff7e5

Typography

BJOLA (REGULAR) is our choice for a playful, bold, primary header. This font demands attention and its informal, fun design hints at the child-focused subject matter.

The secondary header uses **MILKMAN (BOLD)**, but in a heavier weight, which makes it the perfect choice for section headers and important information. This typeface is eye-catching and bold, while still having a friendly feel.

UNIVERS is being used for tertiary headers, body copy and decks (or any short paragraph or phrase below a header). It's an extremely legible font and is preferred for smaller point sizes.

OPEN SANS is a versatile font that we recommend as a fallback font when no other branded fonts are available. It's also easy to implement on a webpage because it is a free Google Font.

Primary Header: Bjola Regular

Secondary Header: Milkman (TT) Bold

Tertiary Header: Univers 75 Black

BODY COPY: Univers 55 Roman
Vidist, cullant iosae. Nequisquidus is moditis excepti dolores equunt facea vendaepe mi, con nimolorem ut id moluptatem et rem velectem et re dolorum veritat. Sandipsum et acitam repudit atisti ut volores enient aut asperib erfersp iendam cum aut min reperio dolorerrum am.

FALLBACK FONT: Open Sans Regular
Vidist, cullant iosae. Nequisquidus is moditis excepti dolores equunt facea vendaepe mi, con nimolorem ut id moluptatem et rem velectem et re dolorum veritat. Sandipsum et acitam repudit atisti ut volores enient aut asperib erfersp iendam cum aut min reperio dolorerrum am. Nam ex et qui sum et quo acepudam reiuntibus sit incte doluptatem di adipic tem hitat vent a ipsandam harum quos aut volendu nditatibus eaquid quiducienda volorist, ulparum dolecaborum fugitae.

Future Use

The following are some examples of how the preceding elements can be used in a variety of mediums and collateral, including print, web and digital.

Printed Mailer
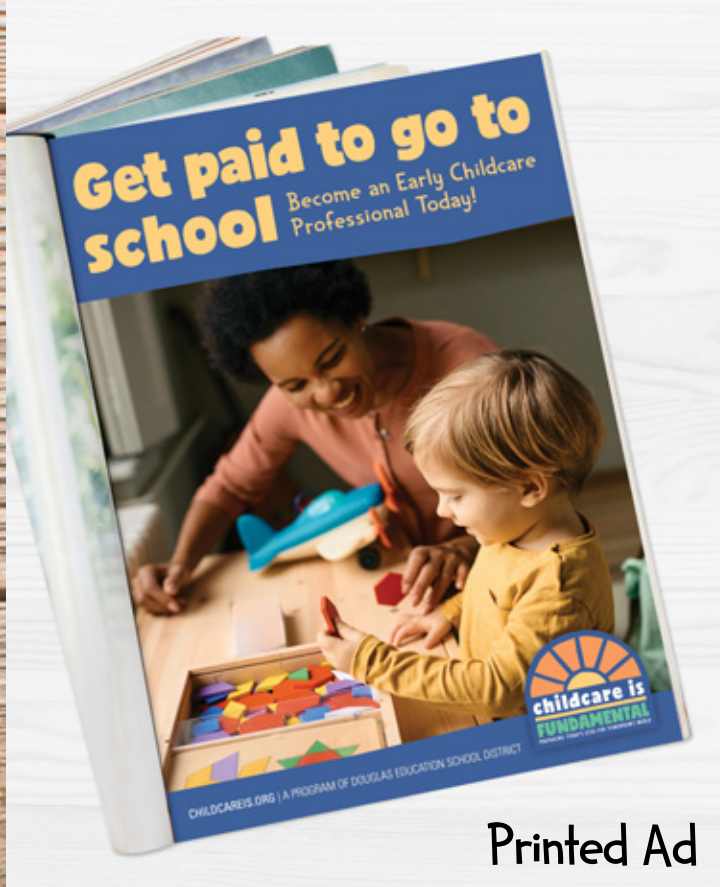
Printed Ad

TV Spot

T-Shirts

Landing Page