ChildCare Aware®
OF AMERICA

Logos and Guidelines Manual for Media

The logos and guidelines presented in this manual have been established to help guide media on how to utilize our logo in a unified and tasteful way as a representation of our organization's brand. Please review these guidelines and apply them when using our logo on your media materials.

Our Logos

To download various versions of our logos here, including transparent version of the logos and versions of the logo that can be used on dark backgrounds and light backgrounds, click here.

If you'd like to get a copy of our 30th anniversary logo, please contact us at news@usa.childcareaware.org.

Guidelines

All creative materials should begin with the logotype colors and logo fonts. This does not mean that other colors and fonts cannot be used in the creation of various materials, it simply means that any additional colors or fonts should be selected as complimentary to the logotype.
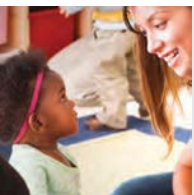
Corporate Brand

The official color combination is red and blue. Please adhere to the following color reproduction guidelines in order to maintain a consistent image and visual impact of the brand.

Primary and Secondary Colors*

Color plays a very important role in CCAOA's overall brand identity. The following color palette is divided into Primary and Secondary color palettes, and has been provided in PMS and process formulas for defining the most appropriate color and scheme for most print materials.
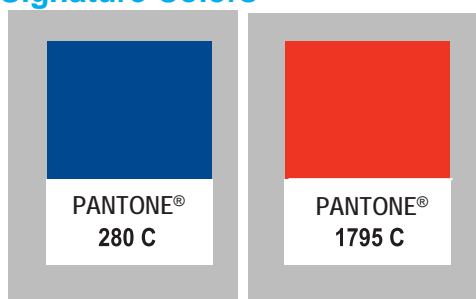
For Web use, follow the associated RGB and Hex color breakdowns to provide the best color match for all Web pages.

Style Guide: Colors

One red. One blue. One brand.

Two colors are at the very core of our existence. Red and blue play a vital role in establishing a clear and powerful image and in defining the CCAOA brand.

Primary Palette — Signature Colors

PANTONE®
280 C

PANTONE®
1795 C

■ **Blue** = Pantone® 280 | RGB: 1, 33, 105 | CMYK: 100, 85, 5, 22 | Hex: #012169 |Websafe: #003366

■ **Red** = Pantone® 1795 | RGB: 210, 38, 48 | CMYK: 0, 82, 77, 18 | Hex: #d22630 |Websafe: #cc3333

Our signature color palette of Red and Blue creates a powerful differentiator for our brand. Using this palette appropriately and consistently creates an additional layer of distinction.

Our signature colors may be used extensively both for large areas of color and as accent colors.

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.

Secondary Palette — Supporting Colors

■ **Purple** = Pantone® 241 | RGB: 178, 25, 127 | CMYK: 0, 86, 29, 30 | Hex: #b2197f | Web Safe: #990066

■ **Gold** = Pantone® 130 | RGB: 243, 161, 0 | CMYK: 0, 34, 100, 5 | Hex: #f3a100 | Web Safe: #ff9900

■ **Green** = Pantone® 2286 | RGB: 140, 199, 0 | CMYK: 30, 0, 100, 22 | Hex: #8cc700 | Web Safe: #99cc00

■ **Yellow** = Pantone® 2006 | RGB: 246, 186, 69 | CMYK: 0, 24, 72, 4 | Hex: #f6ba45 | Web Safe: #ffcc33

■ **Light Blue** = Pantone® 2718 | RGB: 37, 132, 223 | CMYK: 83, 41, 0, 13 | Hex: #2584df | Web Safe: #3399cc

■ **Cyan** = RGB: 44, 170, 226 | CMYK: 100, 0, 0, 0 | Hex: #2caae2 | Web Safe: #3399cc

The colors in our supporting palette were chosen to complement our primary palette of red and blue, providing additional range to the brand experience.

The secondary palette colors work well as accent colors or as subtle backgrounds behind typography or graphics. Darker colors may be used behind light-colored typography.

Screens or tints of the supporting colors may be used to achieve the desired effect but should be used cautiously, as screening certain colors may result in undesirable pastels.

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.

Correct Logo Usage

Full-Color

Partial Reverse

Black

Full Reverse

Recommended Usage for Co-branded Materials

Child Care Aware® of America partners with a number of organizations in support of our strategic initiatives. We are proud of the relationships we have fostered and want to ensure that we represent our partners and ourselves in a consistent manner.

Use of the Child Care Aware® of America brand should adhere to the graphic standards presented in this manual. The size and placement of logos being used in conjunction with the Child Care Aware® of America logo shall be determined based on our relationship with the organization(s), the level of engagement or sponsorship, and the terms of agreement.

For example, in the case of a fifty-fifty sponsorship level, the Child Care Aware® of America logo will be placed on the top left with the partnering organization's logo to be of equal size and placed on the top right.

A specific example of how the name and logo will be used in ads, on signage, electronic media, news releases, collateral material, etc. should be presented to the Marketing and Communications department for final approval.

.5 pt black line height should align to the top and bottom of the tallest logo

x-height   x-height

Logos for Products and Programs

Logos for products and programs offered by Child Care Aware® of America shall be handled as a type treatment aligned with the approved type faces.

Incorrect Logo Usage

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.