

Durham's Partnership for Children, a Smart Start Initiative Communications and Logo Standards

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 Smart Start 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 the Durham's Partnership for Children and Smart Start logos 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 Standards.

Logo Standards

DSPs must display the Durham's Partnership for Children logo and Smart Start affiliate 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) for DPFC logo and Smart Start affiliate logo options:



Incorrect proportion (wrong sizing):



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. Both the DPFC logo AND the Smart Start affiliate logo must be used together on all materials. To allow for flexibility, three orientations of the Smart Start affiliate logo are available; these are left justified, right justified and centered/stacked. You may use whichever one best serves your design needs:



- (b) The DPFC logo and the Smart Start affiliate logo must always appear next to each other or in close proximity. You may insert each logo separately into your materials, or you may use one of the combined options that are available on Durham's Partnership for Children's website for your convenience:



- (b) It is always preferable to use the full color versions of both the DPFC and Smart Start affiliate logos, but if necessary, you may use a grayscale version of both logos. You may not use a full color DPFC logo with a grayscale Smart Start affiliate logo, or any other combination of full color and grayscale.

3. Obtaining the logo

(a) You may download both the DPFC and the Smart Start affiliate logo options in full color on Durham's Partnership for Children's website: <http://dpfc.net/partners/communications-outreach/>

(b) You may contact Danielle Johnson, Director of Early Childhood Systems, at danielle@dpfc.net with any questions or to obtain the logos in another format.

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.

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.

(b) DSPs can use their program name within the funding statement.

Examples:

1. *Durham County Cooperative Extension's Welcome Baby program is funded by Durham's Partnership for Children, a Smart Start Initiative.*

2. *Welcome Baby 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 is 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 & 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 materials audit

A marketing materials audit will be conducted on an annual basis. Letters will be sent to program managers and fiscal contacts, for each funded activity. The letter will request samples of materials and other information including, but not limited to: newsletters, flyers, web pages, sample correspondence, surveys and agency publications. If the project does not produce the appropriate materials or has used the logo and funding statement incorrectly, Durham's Partnership for Children will implement corrective action steps. If the finding is not resolved within 30 days of the corrective action notice, payments could be withheld until proof of compliance is provided.