

Affiliate Brand Guidelines

<http://www.naeyc.org/affiliate-brand-guidelines> (for future updates)

The NAEYC Affiliate brand is a visual representation of our values and beliefs.

We are:

Innovative

- Brand elements are flexible enough to allow for variation and creativity within layouts
- Brand elements are fresh and modern, using strong, vibrant colors in combination with action images
- Brand translates seamlessly across print and digital platforms

Trusted and respected

- Layouts are uncluttered, easy to follow, and have a clear message
- Titles and headlines are clear and descriptive

Reflective

- Images and messages demonstrate understanding of the topic and audience
- Charts, graphs, sidebars, pull quotes, and other graphic elements are used to enhance meaning and increase understanding

Collaborative

- Each piece includes contact information and social media links, solicits feedback, and invites participation
- Pieces include quotations and personal statements, and show diverse members, children, and educational settings

Our Personality

- Diverse
- Dynamic
- Friendly
- Imaginative
- Knowledgeable
- Open
- Professional
- Modern

The guidelines that follow are designed to provide direction and clarity in visually representing your Affiliate organization in all your communications—print and online—in line with the NAEYC brand. We request your cooperation in following these type and graphic design instructions in your internal and external materials. Please be sure your partners and vendors follow them, as well.