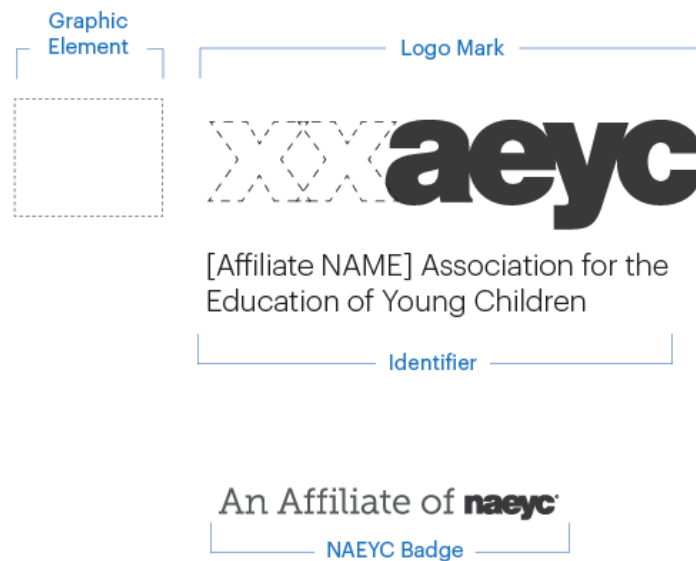


Your Affiliate Logo

Your logo is a core element of your Affiliate brand and of the collective Affiliate AEYC identity. Closely following these guidelines ensures consistency and recognition that is critical to our future success.

There are three parts to your **Affiliate logo**:

- Logo mark (with or without a graphic element)*
- Identifier
- NAEYC badge



The approved logo mark format is **[two-letter abbreviation]aeyc**.*

Whenever possible, use your logo in full color. When you must use the logo in one color, use the one-color files provided.

**The addition of a graphic element or deviation from the approved two-letter Affiliate naming convention must be submitted and approved by NAEYC and the Affiliate Relations Committee.*

Logo file types

As part of the Affiliate realignment you will receive your Affiliate logo in multiple file formats

- AI (preferred file type for printing)–The AI version of your logo is scalable to any size. Share it with vendors or other graphic professionals. *Note: You must have special design software, such as Adobe Creative Suite, to open/use this file format.*
- JPG (print resolution)–The quality of this file is high enough to use in most brochures, flyers, postcards, and stationery. For banners, posters, and other large-format projects, use the AI file.
- JPG (web resolution)–For use in digital projects **ONLY**. *Note: This file has a white background; if you are using the logo on a gray or colored background, use the GIF file format.*
- GIF–For use in digital projects only. This file has a transparent background.
- PNG–For use in digital projects only. This file format is best for Microsoft PowerPoint.