

Logo Usage Guide

Unless otherwise stated, always use the logo mark with the identifier. The size of the logo mark may vary by project, but keep the logo mark and identifier large, highly visible, and legible.

Product	Logo file type	Logo mark and identifier placement	Include NAEYC badge?
Book	AI	Use the logo mark on the cover. Use the logo mark with identifier on the back cover, title page, and copyright page.	Yes, on the back cover or copyright page
Brochure	AI or print-resolution JPG	Cover and back cover	Yes
Business cards	AI or print-resolution JPG	Upper left	Yes
CD/DVD packaging	AI	Disc and back of case/packaging	Yes, on back of case/packaging
Envelopes	AI or print-resolution JPG	Upper left or back flap	No
Event program	AI or print-resolution JPG	Use the logo mark on the cover. Use the logo mark with identifier on the back cover, title page, and copyright page.	Yes
Letterhead	AI or print-resolution JPG	Upper left	Yes
Newsletters, digital	GIF or JPG	Top headline and footer	Yes, in the footer
Newsletters, printed	AI or print-resolution JPG	Front page and boilerplate	Yes
Postcard	AI or print-resolution JPG	Front and back mail panel	Yes
PowerPoint slides	PNG or JPG	Cover and final slide	Yes
Signs	AI or print-resolution JPG	Item determines placement	No
T-shirt, pen, and other promo items	AI	Item determines placement. Use just logo mark alone on smaller promo items. If the imprint area is so small that the logo mark would be illegible, omit the logo and typeset your organizations name.	No
Video	GIF or JPG	Use the logo mark in the intro and the logo mark and identifier in the final credits.	Yes, final credits
Website	GIF or JPG	On all pages	Yes, home page and "About us" pages.
Social Media Pages	GIF or JPG	Where possible, include logo, identifier and badge in banners, headers etc. For profile images or thumbnails, it's permissible to use just the logomark, provided the full logo is represented elsewhere on the page.	Yes