Appendix A
General Guidelines for Furniture Selection

These guidelines act as a basic starting point for furniture design. A design will reflect the Early Learning Coalition of Hillsborough County branding and provide cohesive, flexible, functional, and durable furniture for a variety of purposes.

General Furniture Considerations:
- Furniture should be of commercial grade construction (Allsteel or Haworth) and materials meant for high traffic public spaces.
- Final layouts should take into account customer safety and comfort as well as meet all ADA requirements
- Easy to move and re-configure
- Can include "fun" elements such as unusual shapes, colors, designs, etc.
- Should work together but indicate a separation of functions.
- Material options must include high performance finishes that are resilient so they can be easily cleaned and maintained.
- Access to power outlets or charging stations should be maximized and furniture should connect to floor or wall outlets directly.
- Final numbers of each item will be confirmed during the design process. Any numbers included here are for purposes of price estimation only.
- Should be warrantied for at least three (3) years from the date of shipment when subject to normal wear-and-tear in in high use building.

Computer Area:
- Individual workstations or benched tables are acceptable depending on design. Computers should be configured so they are located near each other and preferably close to a service point.
- At least one computer station should be of ADA accessible height
- Workstations should include hidden, yet easy-to-access cable management
- Table tops should include integrated electrical and USB outlets
- Panels and counter surfaces should be high pressure plastic laminate with metal trim, except panels to be magnetic marked on plan. Please note if not possible for panels to be magnetic. If not possible, panels should be high pressure plastic laminate.
- All panels in space shall be 36" high except panels marked to be 48" high. (monolithic)
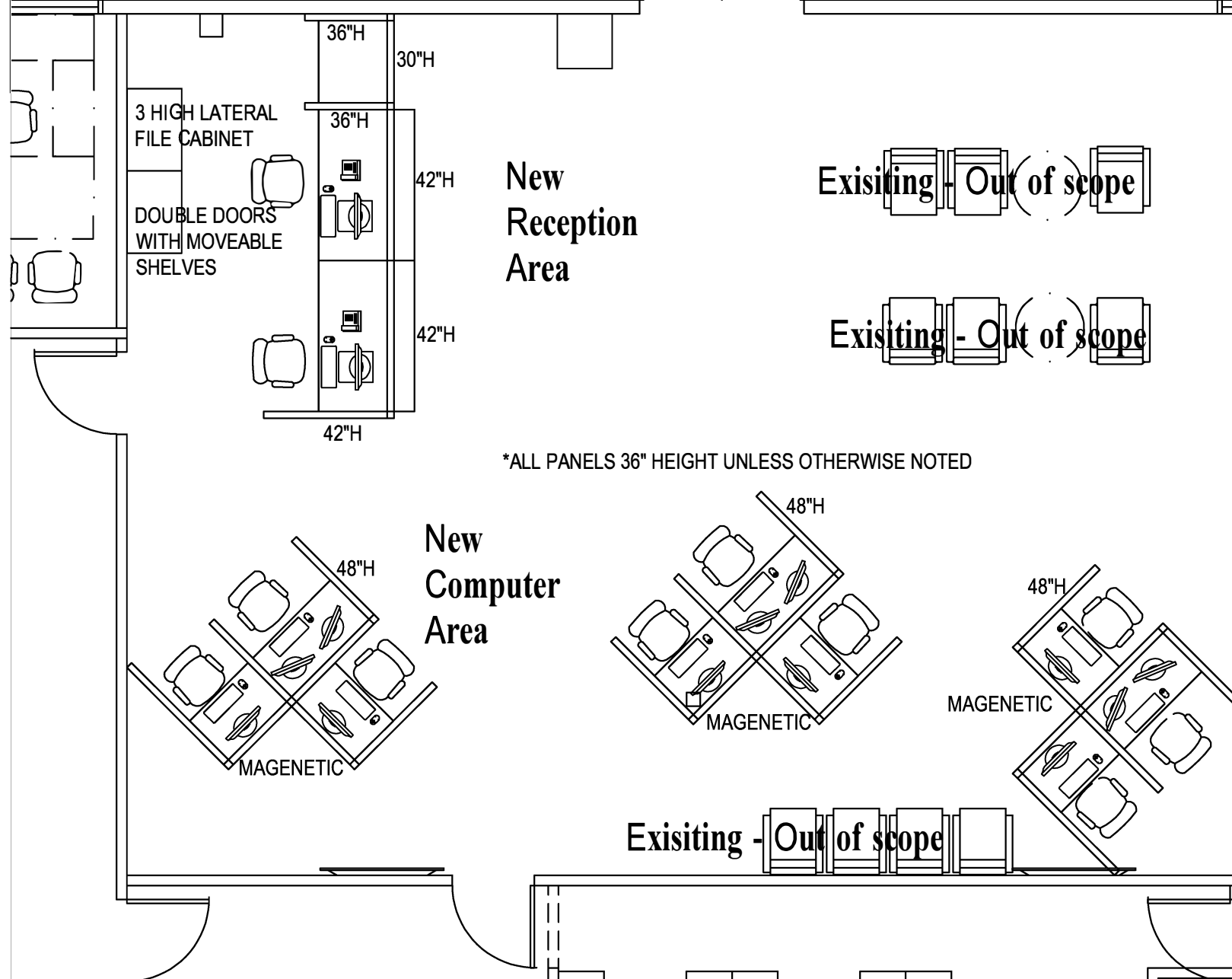
Co Service Desks/Points:
- Should be modular, millwork/casework will not be considered.
- All panels and counter surfaces to be high pressure plastic laminate on the client side. Use fabric on staff side. See plan for height of panels.
- Include transaction tops on two front 42" high panels as shown.
- Include two steel box/box/files in work area.
- Include storage unit, one side to be 3 high lateral file, other side to be double doors with moveable shelves on the interior.

Other Items:
- All seating and end tables are existing and should not be included in proposal.

Appendix B

36"H

30"H

3 HIGH LATERAL
FILE CABINET

36"H

42"H

New Reception Area

DOUBLE DOORS
WITH MOVEABLE
SHELVES

42"H

Exisiting - Out of scope

42"H

Exisiting - Out of scope

*ALL PANELS 36" HEIGHT UNLESS OTHERWISE NOTED

48"H

New Computer Area

48"H

48"H

MAGENETIC

MAGENETIC

MAGENETIC

Exisiting - Out of scope

LOCATION: EARLY LEARNING COALITION OF HILLSBOROUGH COUNTY	DATE:11/29/2023
SCALE: 3/16"=1'-0"	
PLAN: APPENDIX B	

Early Learning Coalition of Hillsborough County Lobby Renovation
Appendix C

1. Project Description
   A. Early Learning Coalition of Hillsborough County requires furniture for the lobby renovation. This furniture will replace existing furniture in the lobby with new furniture in a new layout at 6302 E Martin Luther King Jr Blvd, Suite 100, Tampa, FL 33619. The purpose of this procurement is to select a furniture vendor based on a proposal outlining your approach to the project and conceptual ideas on furnishing the space as well as a cost for design, delivery, and installation services. Although a preliminary furniture layout has been provided, changes to the overall layout and type of furniture indicated are to be considered. However, changes to the electrical and data distribution plans are no longer possible.
   B. Where possible furniture shall provide access to power (both electrical outlets and USB ports) and be easily reconfigurable.
   C. Furniture purchases should reflect inspiration from the Early Learning Coalition of Hillsborough County branding. These elements should provide inspiration for the furniture selections to be lively and provide "pops" of vibrant color.
   D. A preliminary furniture layout and detailed list of requirements for each space are provided in the Appendices of this document for pricing. Final purchases are contingent upon the approved final layout and plan.

2. General Conditions
   A. For any furniture procurement and installation, the furniture vendor shall be responsible for assessing, evaluating, verifying, and confirming the conditions of the building, accessibility, site restrictions, parking, deliveries, loading dock, storage, installation and staging, hours of availability/accessibility of all the above and any other conditions associated with, and which may affect cost of delivery and installation.
      1) All products, work and installation, drawings, and documents shall meet any and all federal, state, local jurisdictions, and governing authorities including but not limited to codes, laws, ordinances, and regulations applicable to this project including the Americans with Disabilities Act (ADA). It will be the responsibility of the furniture vendor to ensure that applicable regulations and codes are followed.
      2) Particular attention shall be given to the protection of existing structures and finishes to prevent any damage of existing finishes. Any accidental damage incurred to existing conditions shall be the responsibility of the furniture vendor to repair or correct.

3) The furniture vendor shall coordinate access to the space in advance with the client Project Manager and shall comply with all security regulations. All items must be delivered together so that furniture installation may be completed within the shortest period of time.
4) The furniture vendor, furniture dealer(s), and furniture installer(s) shall provide to the County's Representative proof of insurance prior to issuance of purchase order(s) for furniture.

B. It is up to the furniture vendor to determine the staging areas, resources, and coordination needed to ensure that the required installation schedule is met.

3. Manufacturers
   A. Generally speaking, the same manufacturer shall be used for all items within the area. The layout is for representational purposes of the customer's preference of design intent and style. Manufacturer variance applies to all dimensions provided on specifications.
4. The furniture manufacturers should be AllSteel or Haworth.
5. Materials, fabrication, and warranty requirements shall be clearly outlined.
6. Design and Layout Services
   A. The Early learning Coalition desires to select and procure a furniture supplier/manufacturer to design, provide, and install furniture to meet the needs of front lobby users and staff.
   B. A preliminary furniture layout has been provided in this package so that the vendors may review the anticipated design conditions.
   C. Changes to the electrical and data distribution plans are not possible.
   D. Design and Layout Deliverables:
      1) Scaled, finalized furniture layouts for building in AutoCAD or compatible electronic format
      2) Elevations and 3-D renderings as requested
      3) Digital Fabric/Finish design boards (2-3 options).
      4) Quote for finalized furniture list and required backup documentation.

6. Delivery and Installation Services
   A. The furniture vendor shall coordinate all deliveries and installation schedules with the Early Learning Project Manager or representative. The furniture vendor shall be responsible for managing the delivery and installation of the product on schedule and so that warehousing is not required.
   B. General duties and requirements of installation
      1) The furniture vendor must provide full-time on-site management, coordination, and technical assistance.
      2) Complete installation of all furnishings in accordance with approved manufacturer specific drawings and specifications is required.
      3) The furniture vendor will conduct an acceptance walkthrough with the Early Learning Project Manager for the purpose of identifying products, matching order quantities, and verifying acceptable condition. Any product found to be in unacceptable condition shall be replaced or corrected within thirty (30) days of receipt of written notification from Library staff, or such time as mutually agreed to by both parties. Any scratches or damage to furniture that occurs during installation will be touched-up/repaired to the satisfaction of the client by the vendor at his/her cost.
      4) All warranties shall be honored at all times
      5) The furniture vendor shall reimburse the client for costs associated with damage caused by the installers and any repairs due to the installation effort. The furniture vendor will be responsible for any damage to the building which occurs during delivery and installation. It is incumbent upon the selected furniture vendor to identify any existing damage to the building by means of a pre-installation and delivery walk-through, and daily submissions of checklists to the representative on site. Proper measures (protective runner, pads, etc) will be utilized by the selected furniture vendor to protect the building (walls, floors, etc).
      6) Provide instruction for staff in the operation, adjustment, and maintenance of installed items.
      7) Digital photo inventory of all installed furniture
      8) Care, maintenance, and warranty information for all furniture
   C. Recycling and Trash Removal
      1) The furniture vendor shall clean up and dispose of waste materials or trash in accordance with this paragraph and full applicable federal, state, and local regulations, standards, codes, and laws. The selected furniture vendor shall at times keep the job site clean, including staging and storage areas used by the furniture vendor, free from accumulations of waste material or trash. This materials must be removed on a daily basis as to deter accumulation of debris. Prior to completion of the work, the selected furniture vendor shall remove from the vicinity of the work, all shipping containers, packing, trash, unused materials, and other like material belong to the selected furniture vendor or used under the selected furniture vendor's direction.

Brand Book

Last updated December 2022

EARLY LEARNING
COALITION OF HILLSBOROUGH COUNTY

Table of contents

Changing a Child's First Five Years Changes Everything

It might come as a surprise, but 90% of a person's brain development occurs before age 5. That means by the time a child enters kindergarten, all the brain connections they'll ever have for skills like problem-solving, communication and motivation have already formed.

At the Early Learning Coalition of Hillsborough County, our brand is built on three fundamental truths:

1 **Learning starts at birth.**

2 **The neighborhood where a baby is born shouldn't determine how safe, supported or successful they become.**

3 **What we do for our youngest children today determines who they become tomorrow.**

This brand book provides clear guidance to drive everything we say and do. It is designed to:

- Make early learning relevant and relatable to our audiences
- Explain what we do in a clear, consistent and compelling way
- Inspire others to join us

Let's get started.
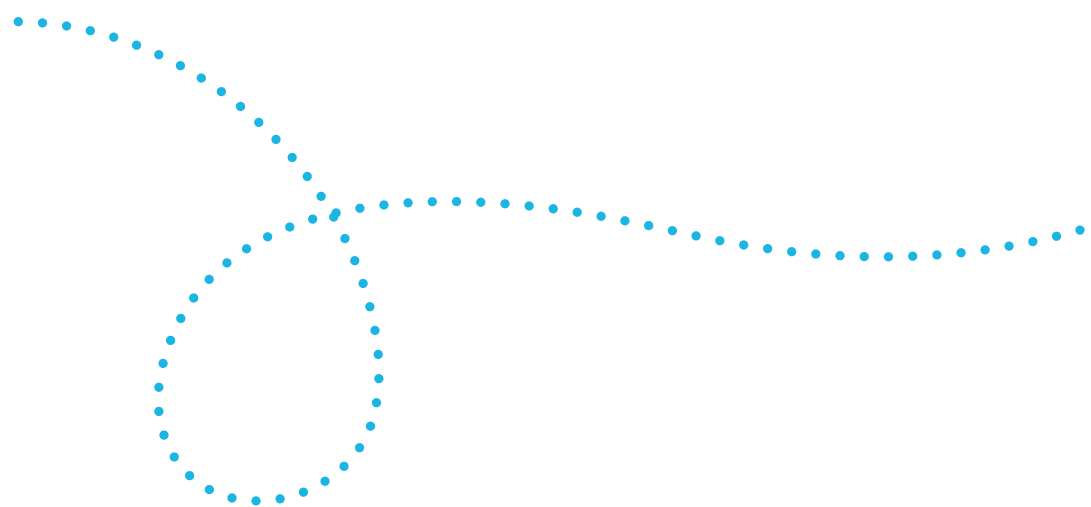
Defining our brand

Our brand reflects who we are, what we believe and why we wake up every morning. A brand isn't a statement, a campaign or a social media post; it represents the promise we've made to the children, families and community we serve.

"Your brand is what people say about you when you're not in the room."

— *Jeff Bezos*

By presenting our brand in a clear, consistent and compelling way, we can emotionally connect with our audiences and motivate them to action.

Brand strategy

Purpose

Our purpose is our reason for being. While programs and campaigns may come and go, our mission never changes. It's the reason we exist and the promise on which we build everything. we do.

To ensure all Hillsborough County's youngest children grow up to achieve anything they can imagine by providing the best possible early learning experiences and supporting the families and teachers who care for them.

Priorities

Our mission priorities articulate how we uniquely deliver our mission. They help us categorize our programs into focus areas and make communicating what we do easier.

Access

We increase access to early learning experiences from day one, regardless of a family's income or life circumstances.

Quality

We empower teachers with skills and support to prepare children for school and life.

Education

We collaborate with families, educators and our community to raise awareness that learning starts at birth and improve educational outcomes.

Personality

Our brand voice is the unique tone and style we use to communicate with our audiences. It guides all verbal and visual expressions, including words, fonts, color choices and photography.

Trustworthy   **Accessible**   **Passionate**

Playful   **Positive**

Brand messaging

Our messaging helps us translate our internal-facing brand strategy into language that resonates with external audiences.

Because early learning is a complex topic and many people don't realize its long-term impact, it is critical to use relatable language that is easy to understand and emotionally connective.

Please refer to our Brand Messaging Guide for detailed brand messaging and communications tips, including tailored messaging by audience.

The neighborhood where a baby is born shouldn't determine how safe, supported and successful they become. That's why the Early Learning Coalition of Hillsborough County works to ensure all our community's youngest children grow up to achieve anything they can imagine by providing the best possible early learning experiences and supporting the families and teachers who care for them.

What we do

As the nonprofit entrusted by the State of Florida to help every child start kindergarten ready to learn, we do this by:

- **Increasing access** to early learning experiences from day one, regardless of a family's income or life circumstances
- **Empowering teachers** with skills and support to prepare children for school and life
- **Collaborating with families, educators and the community** to raise awareness that learning starts at birth and improve educational outcomes

How we do it

Because nearly all brain development happens by age 5, what we do for our children today determines who they become tomorrow. By working together across our community to invest in our youngest residents, we'll create a healthier future for Hillsborough County and all who live and work here.

Why it matters

Using our name correctly

The Early Learning Coalition of Hillsborough County is a long name. While finding ways to shorten our name may be tempting, driving consistency and brand recognition are critical. This section provides guidance for correctly using our name in all verbal and visual communications.

Use the Early Learning Coalition of Hillsborough County's full name as often as possible. When there is a need to shorten it, please follow these guidelines:

- **Use the full name on the first mention,** such as a PowerPoint presentation cover and on the first slide, in a headline and lead paragraph of written communications and when speaking to community members.

- **If you need to abbreviate the name in digital or printed materials, add "(ELCHC)" after the first mention,** and then use ELCHC in following instances. When verbally speaking, continue to use the full name.

- **Wherever possible, use the approved master brand logo** (see page 9) on any materials where the abbreviation is used.

Please avoid shortening or referring to our name as "the Coalition" or "the Early Learning Coalition" because the Early Learning Coalition of Hillsborough County is one of 30 Early Learning Coalitions in Florida.

Visual guidelines

This section provides guidance on how to visually represent our brand to support our purpose, priorities and personality.

We have created a simple, yet vibrant visual language to streamline the creation of brand communications.

Brand logo

Brain icon

Text lockup

Our master logo

Our master logo brings our brand strategy to life.

With the best possible early learning experiences for children above all, EARLY LEARNING is the lead with large, bold type and emphasized with our light blue bar.

Because the vast majority of brain development occurs during a child's first five years, our primary visual symbol is a brain. The bright, vibrant circles composing our brain icon represent the many facets of brain development and the community of families, teachers and community leaders essential to support early learning.

The largest circles in the brain icon represent our three mission priorities: access, quality and education.

Full-color logo

The full-color version of the Early Learning Coalition of Hillsborough County brand logo is the primary mark of the master brand identity.

The horizontal, full-color logo is the preferred version and should be used whenever possible.

Pantone, CMYK and RGB files of the full-color logo are available for specific application requirements. See the **brand architecture reference guide** for specifications and files.

Note: Reversed full-color logo files are also available for use on dark backgrounds. See **page 13** for usage guidelines and sample application.

Horizontal (preferred)

Vertical

One-color logo

One-color navy (preferred)

One-color white (preferred)

One-color light blue

One-color grayscale

When production constraints prevent the use of our full-color brand logo, use one of the approved one-color versions. For example, black and white printing or applications where print vendors specify only one Pantone ink color can be used.

The one-color navy logo or the one-color white logo for dark backgrounds are the preferred one-color versions.

Reproduction files of the one-color logos are available for specific application requirements. See the brand architecture reference guide for specifications and files.

Note: These brand logo variations should never appear on a website, four-color brochure or any other application where the full-color brand logo is usable.

Special usage

. . . .

The special usage logos are used only when ONE solid color is available due to printing or manufacturing limitations. This may occur when reproducing on plasic, glass, metal, fabric or other materials used for merchandise or signage.

Note: It is recommended that these brand logo variations do not appear on a website, four-color brochure or any other application where the full-color brand logo is usable. The full-color logos or the one-color logos are preferred.

Special usage navy

Special usage black

Light backgrounds (preferred)

Dark backgrounds

Photography

Background control

Background colors and graphics can easily overpower or compete with brand logos.

A light background is preferred for the primary full-color brand logo.

Rounded white rectangles can be used when needed to ensure the logo remains visible on any background.

Other variations include a white text lockup for dark backgrounds and a knockout version that should only be used over photography.

Horizontal

100px or 1.4"

Stacked

73px or 1"

Brain icon

25px or .35"

Minimum sizing

To maintain legibility and the integrity of the brand logo, do not reduce the width of the text lockup portion of the logo to less than 73px wide for screen or 1" wide for print.

Note: For smaller spaces, the brain icon may be used alone with a minimum size of 25px wide for screen or .35" wide for print.

Logo placement

Minimum spacing around the logo

Placement

Correct placement of the brand logo and ample spacing around it will ensure the integrity of communications.

The brand logo can be placed left, right or center on the top or bottom of the layout with respect to spacing rules.

DO NOT recreate text lockup
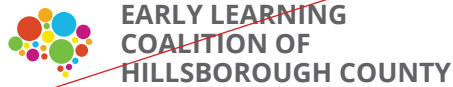
DO NOT separate text lockup

Unacceptable uses

The consistent and correct application of the brand logo is essential. Always follow the standards presented in these guidelines. The examples on this page illustrate some of the unacceptable uses of the brand logo and apply to digital, print and special use logos.

DO NOT stretch

DO NOT alter colors

DO NOT distort or tilt

DO NOT outline

DO NOT rearrange

DO NOT position on faces

DO NOT place on busy backgrounds or backgrounds with insufficient color contrast

Acceptable brain icon colors

Brain icon

The brain icon represents:

- Our three mission priorities as the large circles and our community of teachers, families, advocates and children as the smaller circles

- A human brain and its development

- An inspiring thought/idea

When the brain symbol can be used:
(at least one item must be true)

- Our website/social media channels

- Materials that also use our brand logo, like brochures, newsletters, and PowerPoint presentations

- Apparel or promotional material that is one of our brand colors

- 'Early Learning Coaltition of Hillsborough County' is written out in predominant copy or a headline

NOTE: Master logo guidelines also apply to the brain icon.

Unacceptable brain icon uses

The consistent and correct application of the brain icon is essential. Always follow the standards presented in these guidelines to ensure the representaion of a brain is clear. The examples on this page illustrate some of the unacceptable uses of the brain icon and apply to digital, print and special use logos.
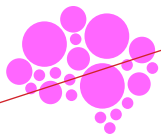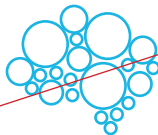
DO NOT show in all black
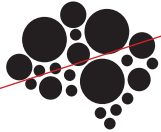
DO NOT alter colors

DO NOT use non-brand colors
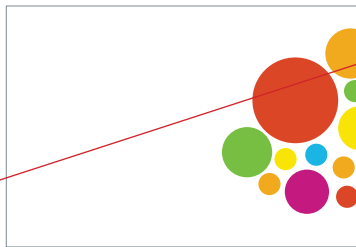
DO NOT outline

DO NOT stretch or distort

DO NOT crop

Primary brand colors
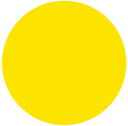
	Navy				
	Pantone 2119 C	C 98 M 94 Y 30 K 20	R 44 G 46 B 101	HEX #2c2e65	

	Light Blue				
	Pantone 306 C	C 81 M 4 Y 5 K 0	R 0 G 181 B 226	HEX #00b5e2	

	Gray				
	Pantone 430 C	C 55 M 41 Y 38 K 5	R 124 G 135 B 142	HEX #7c878e	

Supporting brand colors

	Bright Green				
	Pantone 368 C	C 59 M 2 Y 100 K 0	R 120 G 190 B 33	HEX #78be21	

	Magenta				
	Pantone 233 C	C 20 M 100 Y 14 K 0	R 198 G 0 B 126	HEX #c6007e	

	Red Orange				
	Pantone 1665 C	C 7 M 87 Y 100 K 1	R 220 G 68 B 5	HEX #dc4405	

	Golden Yellow				
	Pantone 130 C	C 2 M 38 Y 100 K 0	R 242 G 169 B 0	HEX #f2a900	

	Bright Yellow				
	Pantone 102 C	C 5 M 5 Y 100 K 0	R 252 G 227 B 0	HEX #fce300	

Shade +20%   0   80%   Tints   60%   40%   20%

Brand colors

Our brand colors are vibrant and youthful, representing the children we serve and the diverse community of people and programs necessary to support early learning.

When necessary, our brand colors can be used at slightly higher or lower percentages as shown to increase the flexibility and depth of our designs, such as the use of tints and shades for backgrounds and supporting graphics shown on pages 21-24.

Complete Pantone, CMYK and RGB Adobe (.ase) color libraries are available for download **here**.

Recommended typeface — Open Sans

Headers — Open Sans Extrabold

Subheaders — Open Sans (Bold)

Copy — Open Sans (Light, *Light Italic,* Regular, *Regular Italic,* Bold, ***Bold Italic,* Extrabold**)

Using different weights can be helpful in calling out text while using italics can bring *emphasis to certain areas* of text. Gray is the recommended body text color.

Alternate typeface — Arial

Headers — Arial Bold

Subheaders — Arial Bold, Arial Black

Body copy — Arial (Regular, *Italic,* **Bold,** ***Bold Italic,* Arial Black**)

Accent font and signature program font — RememberELC

Short headers

Signature program names

Typography

The Opens Sans font family is the recommended brand typeface. This should be used for all brand communications.

Opens Sans is a Google font that can be downloaded by all and should be used whenever possible.

Download the font **here**.

When Open Sans is not available, Arial is the recommended alternative. This font should only be used when it is not possible to download and install Open Sans.

An accent font, RememberELC, is available for limited use:

- Callout and accent text NO LONGER than 5 words at sentence case
- Signature programs with text-only (see **page 36**)
- As letters, numbers or symbols when creating new icons (see **page 23**)

Brain icon *(pg 17)*

Circle icons *(pg 22)*

Circles and dotted lines *(pg 25)*
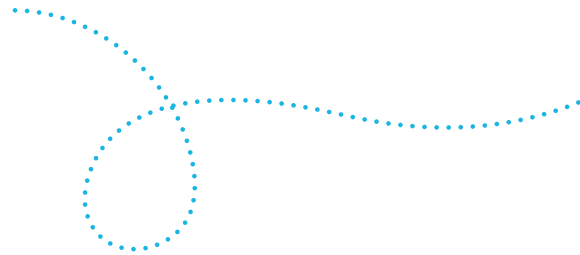
Supporting graphics

To visually express our brand voice through all communications, supporting graphics and a visual language are available for use.

The brain icon, specially designed circle icons, colorful circles, and dotted lines are acceptable supporting graphics.

The following pages provide more details on usage.

Download supporting graphics here.

Animals

Baby

Business and workplace

Education and play
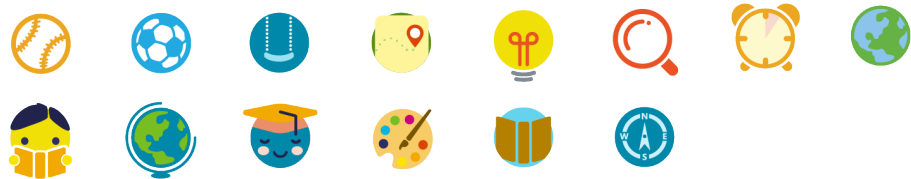
Food

Kids and emotions
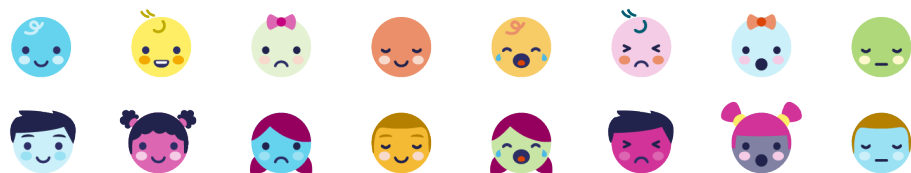
Icon library

Icons are used for both form and function. While they add visual interest, they can also provide visual support to messaging.

Icons should be used intuitively based on subject matter. They should enhance layouts, not distract from the key message.

This is the partial collection. The full library of icons can be found **here**.

Numbers and letters

Tampa

Holiday

20pt lines

CIRCLE

BORDER LINE (if needed)

EYE LINE (if needed)

Creating icons

When an additional icon is needed, there is a basic template for creating new icons. **This template** uses Adobe Illustrator and is a simple guide that should only be used by experienced designers.

CIRCLE: This is the base shape for the icon.

BORDER LINE: If the icon calls for a border, use this guide to ensure consistent border weights across all icons.

EYE LINE: Use this guide when faces are being created to ensure similar styling.

LINES: Use 20pt rounded lines for drawing to maintain consistency.

The design can extend beyond the circle as long as the circle is the base shape. Extend graphics only as far as the artboard. If icons don't work as a circle, just place it within the circle.
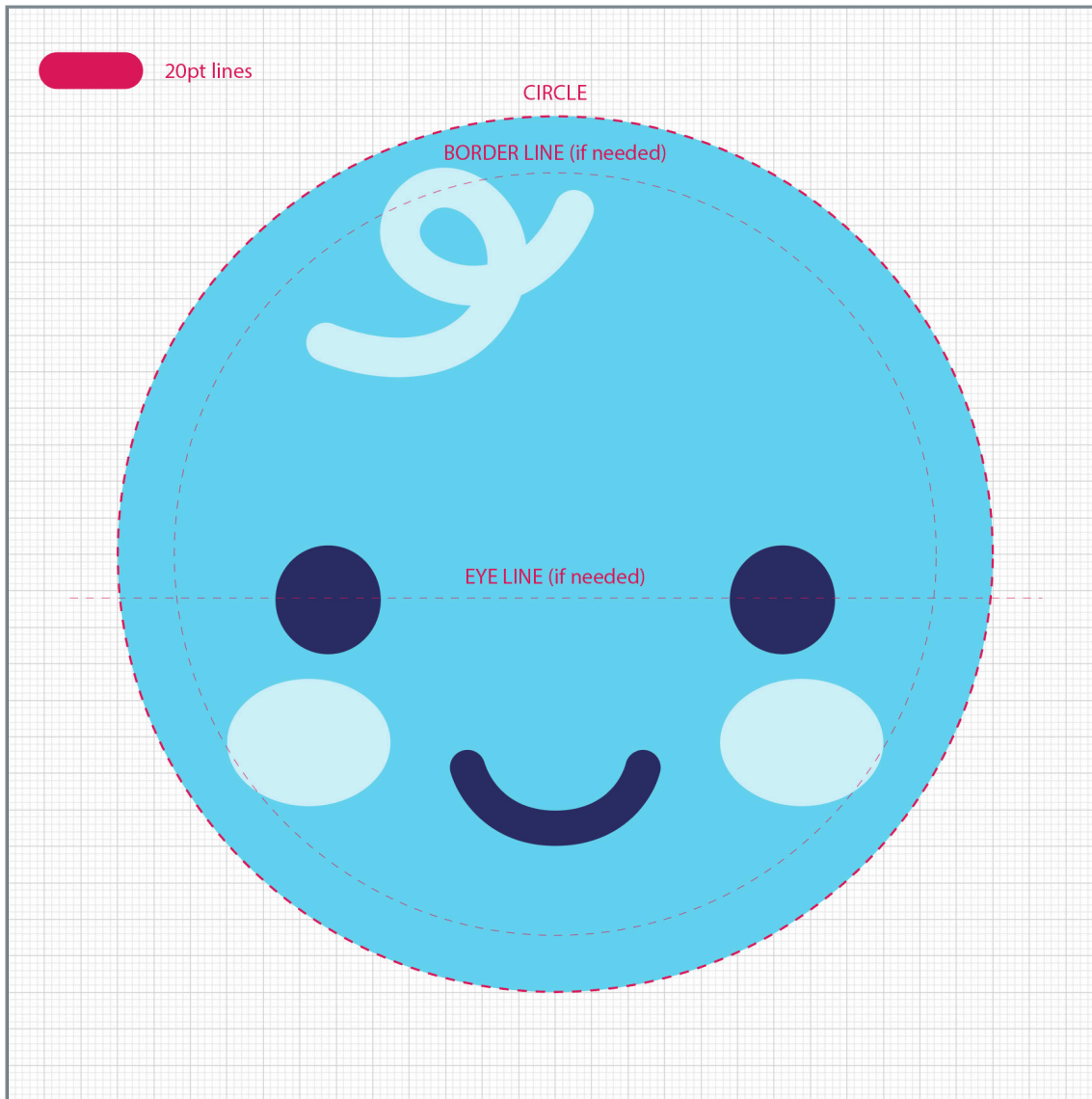
Mission priority icons

ACCESS

QUALITY

EDUCATION

Mission priorities

Our mission priorities articulate how we uniquely deliver our mission. They help us categorize our programs into focus areas and make communicating what we do easier:

ACCESS: Increasing access to early learning experiences from day one, regardless of a family's income or life circumstances

QUALITY: Empowering teachers with skills and support to prepare children for school and life

EDUCATION: Collaborating with families, educators and the community to raise awareness that learning

Visually, we use the three large circles in our brain icon, the red, light blue and green, to represent these priorities and color code them throughout our visual communications. Each mission priority has a unique icon that should only be used when referring to these priorities.

In-use samples

Circles and dotted lines

Circles in various brand colors may be used as accents throughout a page. It can also be used as shapes for text boxes.

Images may be contained in circles with borders, maintaining a light weight ratio as shown

Dotted lines can be used to connect ideas and thoughts, express movement and draw the reader's attention to important messages or elements.

NOTE: Keep edges on circles sharp. Do not add textures to strokes. Keep dotted lines fluid and smooth. Do not use sharp corners.
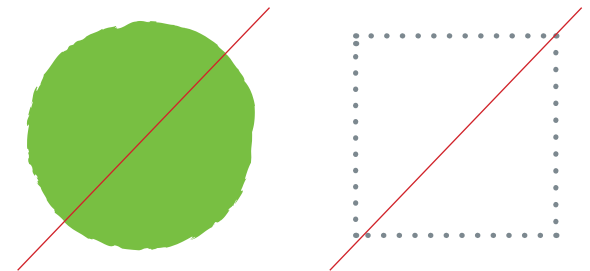
Photography

The focus of our photography should be children ages 0-5 because they are the center of our mission. Photos should always be colorful, vibrant, authentic, natural and positive.

NOTE: For maximum impact, use a single, powerful image instead of mutitple small photos.

When choosing photos:

- Capture a candid moment in time by choosing subjects who are not unnaturally posed

- Support the message of the content and use early learning settings

- Consider diversity in age, gender, race and ethnicity so that our communities see themselves

- Use real photography when possible

- Consider how the composition will work in a given application—avoid busy images for smaller formats and backgrounds where type or logos will be placed on top

Unacceptable photography

Because photography is such an important part of our brand voice, it's important to be intentional when choosing and taking photos.

Photos should NOT:

- Incorporate faux studio backdrops
- Have models that directly address the camera in an unnatural or forced pose
- Be black and white unless there are printing limitations and must be in black and white
- Use photorealistic style illustrations
- Create a montage/collage of photos that looks cluttered
- Be distorted, stretched or use extreme camera angles, including fish-eye lenses
- Be over-crowded or busy; limit to three subjects and avoid distracting backgrounds

Sample stationary

Jane Doe
Company Goes Here
1 Address Way
Big Apple, NY 12345

Ant offictem abore ellab ipistibus voluptat quid molum nisque omnisci omnim volora nusam vel in eum re, ipsunt moditi acepell uptationsed minum hicienihil eum, volupta estiis sit alit prem sum, quae quatem. Poribus rectumet quia consecun si cus derchiliqui am dolutempere officil lestiae ditia volute quodipid ut eumquatiplus.

Dae exeratatisit ipsaecto volorer ovitam quatium il maionsequam fugiam ressitium nus simin explit harum fugitatus, is enit lat optaspi duciet facestia simi, nonsequi consent voluptam, quo ipitis asperat quatibea quam hari reictae liqui si officto taepell andipid que expeliscium, ut quid et lab id magnistem erundia aut et officil ipsam quo in num que et dolupis ditia earum faccab incte pa nissed essitatem sention sediorae et et adi dolectorenda dolectincid quam custi cus cor ad mi, que nam fuga. Pudis duciam abo. Busapit laut latectae laboria dolupta tquiat quuntur?

Otat autempo rerupta erepra nit prorendi ipietus acepre omnimin ietur, il et optae pliquodit, utae quiam simus, ommoditatum corepudit aliate volorib earciumque prorit, ad quunt volesento cusae necatur sunt, iliquo optas doluptatest, ipitis exceprae et et essimaios rae cone dolorro totatur?

Necatetur, corum vent maione dolor rem inum cone sim fugia qui odi volestiur sin reiciis earum explita velit remporio dolor atius iditios accum qui aut odit peribea ius ex et que volor a nobis nonetum velique pe nos solenti busdam ventRa volum quia cus corepud ipicitae dolorum nonestia inist lam fugiati suntia vel ipsani quate parum eost ipicia nus.

Cipsam, te qui dio. Nequia nos ipidus expliquia con et el mi, qui quam, sed et labores eius.

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John Smith
John Smith
Title Goes Here

813 - 515 - 2340 | elchc.org
6302 E. Martin Luther King Jr. Blvd.
Suite 100 | Tampa, FL 33619

John Smith
813-515-2340 ext. 100
jsmith@elchc.org

6302 E. Martin Luther King Jr. Blvd.
Suite 100 | Tampa, FL 33619

elchc.org

To ensure all Hillsborough County's youngest children grow up to achieve anything they can imagine by providing the best possible early learning experiences and supporting the families and teachers who care for them.

6302 E. Martin Luther King Jr. Blvd.
Suite 100 | Tampa, FL 33619

Sample Email signature

John Smith

813-515-2340 ext. 100
jsmith@elchc.org

6302 E. Martin Luther King Jr. Blvd.
**Suite 100 | Tampa, FL 33619**
elchc.org

space for promo graphic

Brand in action

To bring the brand to life, typography, our vibrant colors, photography and supporting graphics come together to create dynamic and unique communications.

Several exmaples of various brand materials are shown on the following pages. These should be referenced when creating new materials for brand continuity.

Correspondence should use minimal supporting graphics with a plain, professional, yet playful aesthetic.
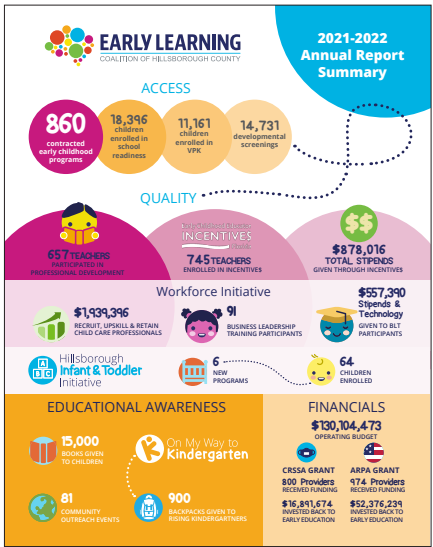
Sample e-newsletter format
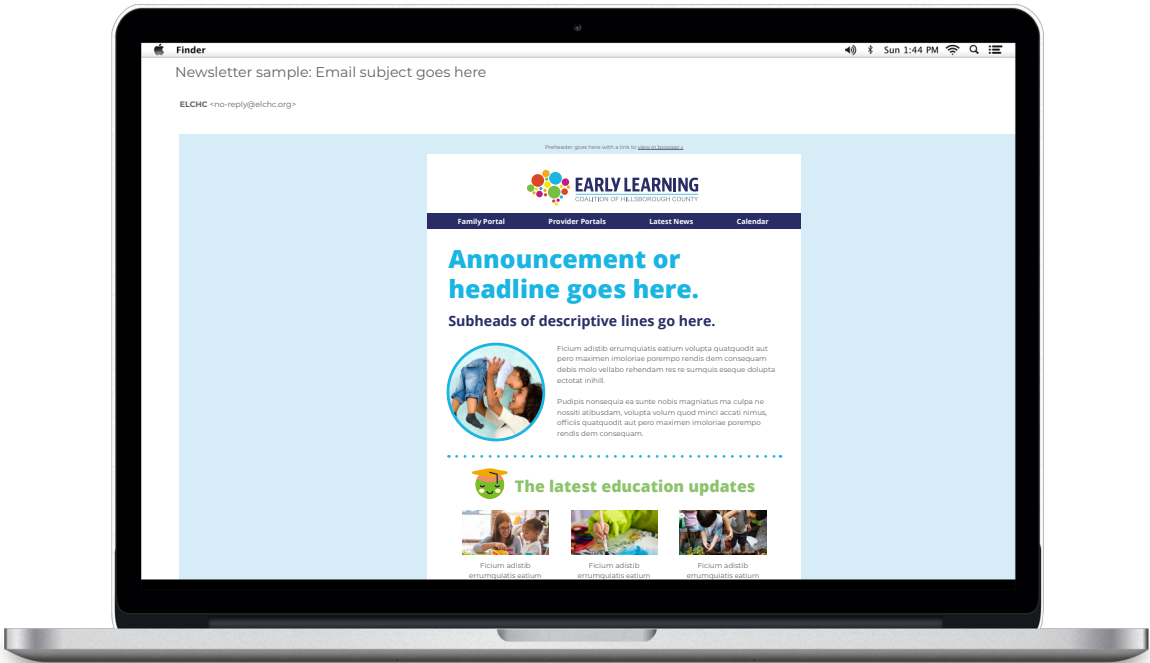
Brand in action

Content-heavy communications, like newsletters and reports, should be simple and clear.

Utilize typography and supporting graphics to create a clear content heirarchy while creating a dynamic layout.

Sample report

Sample poster

From the moment your child is born, we're here to help you give them the best possible start in life.

Did you know that 90% of your child's brain is fully developed before they enter kindergarten?
Because early learning starts at birth, the Early Learning Coalition of Hillsborough County is here as an extended member of your family to help you find and access the best possible early learning experiences and child care programs for your little one.

Affordable child care and financial assistance • Voluntary Pre-Kindergarten registration
Free developmental screening • Free tools for parents
Assistance accessing support services, like meals, mental health and housing

Contact us today at **813-515-2340** or visit **elchc.org**.

EARLY LEARNING
COALITION OF HILLSBOROUGH COUNTY

Sample social posts

elchillsborough · Follow

Are you looking for quality educators?

Post your job opening to our community job board!

5 likes

elchillsborough · Follow

On My Way to **Kindergarten**

Backpack giveaway

elchillsborough In observance of Veterans Day, our main office and lobby are closed today, Friday,

Brand in action

Materials like posters and social media posts should use minimal type and a few supporting graphics that emphasize the message.

NOTE: In instances like our social media outlets or website, using the logo may be redundant and unnecessary.
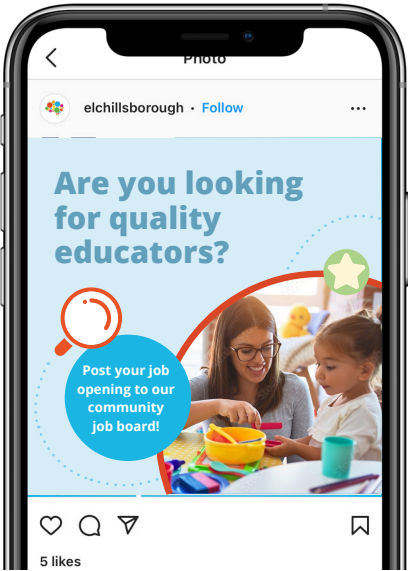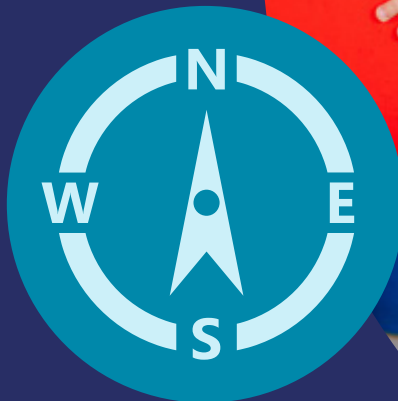
Signature system

Our brand architecture, also referred to as our signature system, represents a hierarchy of relationships that clarify how our programs and offerings connect to each other and to our master brand.

Defining the elements within our overarching brand portfolio helps us consistently communicate our relationships and initiatives and be intentional when new programs or initiatives emerge.
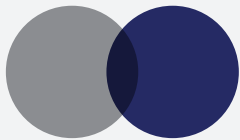
Overview

Use the chart on this page to understand how we define our various programs and which to use when creating new visuals.

Signature programs *(pg 33)*

A program that we solely own and implement/manage every year with a significant impact on mission or income

Contracted programs *(pg 37)*

A program a third party owns but that we are responsible for implementing

Co-owned or co-branded initiatives *(pg 38)*

Programs created and/or carried out in collaboration with another organization and when there are shared responsibilities, resources and benefits

Services and resources *(pg 39)*

Competencies, skills or offerings we provide and need external visibility

Communications properties *(pg 40)*

Assets or channels we solely owns to communicate about our brand to target audiences

Programs with logo

On My Way to Kindergarten

Hillsborough Infant & Toddler Initiative

iSpy Tampa Bay

Programs with text only

Teacher Talks

The Institute

Programs with annual theme

A Day of **Preschool**

Teachers' **Night Out**

Trains **Toys & Tidings**

Signature programs

Signature programs are programs that we solely own and implement/manage every year with a significant impact on mission or income.

Programs with a logo are unchanging. Refer to page 34 for sample usage.

For programs with an annual theme, graphics will change according to the theme and use the signature program lockup for brand consistency. Refer to page 35 for usage samples.

Programs with text only use our signature program typeface with corresponding mission priority color code. Refer to page 36 for guidelines for use.

Logo only (preferred)

On My Way to **Kindergarten**

Hillsborough **Infant & Toddler** Initiative

iSpy Tampa Bay

Stacked

On My Way to **Kindergarten**

On My Way to **Kindergarten**

Hillsborough **Infant & Toddler** Initiative

Hillsborough **Infant & Toddler** Initiative

iSpy Tampa Bay

iSpy Tampa Bay

Lockup

On My Way to **Kindergarten**
by the EARLY LEARNING COALITION OF HILLSBOROUGH COUNTY

Hillsborough **Infant & Toddler** Initiative
by the EARLY LEARNING COALITION OF HILLSBOROUGH COUNTY

iSpy Tampa Bay
by the EARLY LEARNING COALITION OF HILLSBOROUGH COUNTY

Sample in-use

Signature programs with a logo

Each signature program has several logo variations to choose from depending on needs.

The preferred format is logo only used with the master logo

Other options when space/size is an issue:

- Use lockup in instances where size allows "by the Early Learning Coalition of Hillsborough County" to still be legible.

- Ensure elchc.org is present as a signoff.

Layout heirarchy

Program
Name

The theme name and supporting graphics

EARLY LEARNING
COALITION OF HILLSBOROUGH COUNTY

Sample invitation

Teachers'
Night Out
at the
Museum
and early childhood conference

MAY 6, 2023
Tabella's at Delaney Creek
6:00pm - 10:00pm

EARLY LEARNING
COALITION OF HILLSBOROUGH COUNTY

Teachers'
Night Out
at the
Museum

MAY 6, 2023
Tabella's at Delaney Creek
6:00pm - 10:00pm

EARLY LEARNING
COALITION OF HILLSBOROUGH COUNTY

Signature programs with annual theme

These programs are more flexible in design. The theme and graphics change each yeah, but are held together by the following components:

- Signature program text lockup
- Brand colors
- Icons
- Circles and dotted lines

The following components can change or be added if the theme calls for specific design:

- Theme name typeface
- Specialized colors (e.g., neons or metallics)
- New theme-specific icons

NOTE: The master logo should appear on all communications.

Teacher Talks

The Institute

Signature programs with text-only

Because we want to accrue value and recognition to the Early Learning Coalition of Hillsborough County's master brand as much as possible, the majority of programs should lead with ELCHC's master brand logo with the name appearing in Open Sans text only.

When needed, Remember font can be used when appropriate to draw attention to the program where the master brand logo is featured, such as a PowerPoint slide cover, poster, brochure, etc.

Third-party programs

DIVISION OF
Early Learning
LEARN EARLY. LEARN FOR LIFE.

FloridaVPK

ChildCare Aware®
OF AMERICA

Logo hierarchy when possible

Program logo

EARLY LEARNING
COALITION OF HILLSBOROUGH COUNTY

Contracted programs

Contracted programs are owned by a third party but implemented by the Early Learning Coalition of Hillsborough County. In most instances, contracted programs have specific requirements for how our logo can and cannot appear, with many limitations. Examples of contracted programs include School Readiness, VPK, Anytime is 3Ts Time, and Child Care Resource & Referral.

Before use of these logos, please contact communityrelations@elchc.org.

Co-owned logo lockup

| Initiative logo | Initiative logo |

in **Partnership** with

EARLY LEARNING
COALITION OF HILLSBOROUGH COUNTY

to **Benefit**

EARLY LEARNING
COALITION OF HILLSBOROUGH COUNTY

Co-branded lockup sample

EARLY LEARNING
COALITION OF HILLSBOROUGH COUNTY

CONN
MEMORIAL
FOUNDATION

Co-owned and co-branded initiatives

Co-owned and co-branded programs are initiatives created and/or carried out with another organization to achieve shared goals. These programs also typically indicate shared responsiilities, resources and benefits.

A co-owned initiative is a program we own with a third party and have shared responsiblities to implement, or a program/event a third party creates to financially benefit the Early Learning Coalition of Hillsborough County. In each instance, a customized master brand logo lockup exists to clearly convey the relationship.

A co-branded initiative is a program or initiative in which there is a relationship with a third party but that we may not share responsibilities to implement. This typically represents a funder that provides resources to help support our work or a community partner we're working with to advance common goals.

Type treatments

Social Emotional Learning

The Early Learning Coalition of Hillsborough County focuses on social emotional learning ...

Early Educator Job Board

We believe early learning teachers and professionals have one of the most important jobs. Find your next position here.

Services & resources

At the Early Learning Coalition of Hillsborough County, we offer many services and resources to families and the community that do not have or need special brand treatment. Examples include offerings such as:

- Social emotional learning
- Professional development and training
- Coaching and mentoring
- Quality improvement plans
- Screening and assessments
- Family outreach
- Advocacy
- Early educator job board

These services and resources should be treated with text only, using a bold headline when needed and sentence case text in descriptions. These guidelines also apply to internal department names at ELCHC.

Type treatments
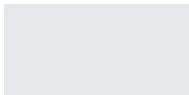
Provider Notes

Family Bulletin

Training Bulletin

Community Newsletter

Communications properties

To communicate externally with our audiences, we have a variety of ongoing communications tools, such as e-newsletters, print communications and a blog. For each of our recurring communications that have a name, treat them with a text header paired with our master logo and appropriate design treatment that corresponds with our icon library and colors.

Brand architecture reference guide

How and when to apply:

Master logo

- Lead with our master brand unless communicating an approved signature program to drive equity to ELCHC
- Apply our logo consistently, and protect its integrity by ensuring clear space and proper usage (see page 9)
- Use the brain icon as the central graphic to represent the brand

Mission priorities

ACCESS QUALITY EDUCATION

- Use the approved mission priority icon and color when highlighting what we do
- In body copy, ensure our mission priorities appear with their descriptions, not just the words access, quality and education

Signature programs with logo

On My Way to Kindergarten Hillsborough Infant & Toddler Initiative iSpy Tampa Bay

- The program logo takes the place of the master brand logo
- Only use the master brand text lockup when the master brand logo is absent
- The icons featured in each signature program logo should only be used with that program
- All other visual elements (e.g., color, typography, photography) should be consistent with the look and feel of the program

Signature programs with annual theme

A Day of Preschool Teachers' Night Out Trains Toys & Tidings

- The annual theme leads the visual.
- The type treatment is secondary and should be used with master logo. Use text lockup when master brand logo is absent
- Visual elements (e.g., color, typography, photography) should be consistent with the look and feel of the program and its annual theme

Signature programs with text only

Teacher Talks The Institute

- The master brand logo should be present in all communications
- The program name should always be treated with "Open Sans ExtraBold" font only using the color of the mission priority it aligns with
- Select icons and other visual elements consistent with the type of program being offered

Co-owned initiatives

in **Partnership** with EARLY LEARNING COALITION OF HILLSBOROUGH COUNTY to **Benefit** EARLY LEARNING COALITION OF HILLSBOROUGH COUNTY

- The appropriate master brand lockup should be used directly under the initiative logo or brand mark to accurately express the relationship (in partnership with or to benefit)

Co-branded logo lockup

EARLY LEARNING COALITION OF HILLSBOROUGH COUNTY

- Place the partner's logo to the right of the ELCHC master brand logo sized consistently with our logo and separated with equal space using a thin grey line
- Use approved fonts and text only to reflect these offerings
- Select icons and other visual elements consistent with the type of service or property to enhance visual communications

Services, resources and communications

Provider Notes
Family Bulletin
Training Bulletin
Community Newsletter

- Treat with a text header paired with our master logo and appropriate design treatment that corresponds with our icon library and colors