

Wake County SmartStart Communications Standards

Wake County SmartStart Logo Standards

Direct Service Providers must display the Wake County SmartStart logo on all materials, which advertise or promote programs funded by Smart Start grants, including the agency's website or program's Web page. These printed materials include, but are not limited to: newsletters, fliers, banners, postcards, brochures, inserts, parent information sheets, etc. Proper use of the logo is required, and is as follows:

1. Size

- a. Logo must be proportional. 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.
- b. Logo cannot be smaller than one inch in width. Logos scaled any smaller, blur the appearance of the organization's name inside the logo.



Correct proportions and color usage

2. Usage

- a. The Wake County SmartStart logo cannot be in place of a mail indicia or covered by an address label.
- b. The Wake County SmartStart logo is not the same logo as the North Carolina Partnership for Children. See the difference below. The first is the Wake County SmartStart logo; the second is the North Carolina Partnership for Children. Both logos should appear if you intend to represent both organizations.



Incorrect proportions



- c. Pantone color specifications for the Wake County SmartStart logo are: Red 485, Green 381, Blue/Purple 2726. If you are printing your materials in full-color, please maintain the logo's authentic colors.
- d. You may print the logo in black and white, full-color, or in one color. Deviations from this color scheme compromise the integrity of the logo, and are not permitted.

3. Obtaining the correct logo

- a. The logos and other important resources are available online at the Partners Toolkit portion of our Web site, www.wakesmartstart.org. Please do not simply copy the official logo from our Web site or from another Web site. It should be downloaded and saved.
- b. The logo is available online in jpeg, eps, gif and tiff formats. Most Web sites require gif or jpeg formats and most printed materials require the logo to be in tiff or eps.

Written standards

1. In written materials, including Web sites, fliers, banners, postcards brochures, etc., Direct Service Providers must use Wake County SmartStart's full name on first reference. WCSS or SmartStart may be used on the second reference.
 - a. Proper name: Wake County SmartStart or Wake County SmartStart, Inc.
 - i. Please note that **IT IS NOT:** Wake County Partnership for Children, Wake SmartStart or Smart Start of Wake County.
 - b. Make sure SmartStart is one word with both of the 'S' in caps.

2. When listing Wake County SmartStart on general materials, Direct Service Providers must mention that Wake County SmartStart funds a program delivered by the agency.
For example: *SAFEchild's Crianza Con Carino Program, known as the Nurturing Program for Spanish Speaking Families, is funded by Wake County SmartStart, an organization that ensures young children are healthy and prepared for school and life.*

Example of general materials without mention of specific activity

- a) *These services are made possible by our funding partner, Wake County SmartStart, an organization that ensures children are prepared for success in school and life.*
- b) *A portion of these services are made possible by our funding partner, Wake County SmartStart, an organization that ensures children are prepared for success in school and life.*

Example of options for materials mentioning a specific activity

- a) *Services provided by official name of activity are funded by Wake County SmartStart, a local organization that ensures young children are prepared for success in school and in life.*
- b) *Official activity name has been designed and funded by Wake County SmartStart, an organization that prepares children for success in school and in life.*
- c) *Official activity name (in early education) is part of Wake County SmartStart's initiative to ensure young children receive quality educational experiences to prepare them for success in school and life.*
- d) *Official activity name (in area of home visiting) is part of Wake County SmartStart's initiative to ensure young children and their families receive the support they need to better prepare children for success in school and in life.*
- e) *Official activity name (in area of health) is part of Wake County SmartStart's initiative to ensure young children at risk for special needs receive services to better prepare them for success in school and life.*