



OREGON CHILD DEVELOPMENT COALITION



**BRAND BOOK, VISUAL &
COMMUNICATION GUIDELINES
AUGUST 2015**



¡Hola!

What is a Brand Book?

A Brand Book is like our visual toolbox. It will help you build and maintain OCDC's "brand" - using things like colors, fonts, pictures, tone of voice, messages and more.

A brand is a person's instinctual, gut feeling about a company or an organization. For a nonprofit like us, most of the work building our brand is done by people like you. By building positive relationships with children, parents, partner organizations or even fellow staff members, you are changing how people feel about OCDC.

... then why do we need this Brand Book?

This brand book will help us be consistent and keep us on message. If our printed materials use a consistent style, strong cheerful colors, powerful images, and a warm and engaging tone, then we are reinforcing that OCDC is a great organization that welcomes and celebrates children and families.

As always, it starts with our mission & vision...

Our Mission:

OCDC is dedicated to improving the lives of children and families by providing early childhood education, care and advocacy with unique and supportive services to enhance family growth and community success.

Our Vision:

Children are prepared for success in school and life; parents are engaged with their children, family and community.





Visual Elements

Using visual cues like our logo, colors and fonts consistently help us communicate who we are.

Logotype

Our logo is the most basic way to visually represent OCDC. The orange and white logo should be placed in prominent spaces on official documents and digital products. The logo should have space around it and should not touch other images. The logo can be presented alone or with the name of the organization in Arial Black Bold font. All of these treatments are acceptable:

Alone:



With the OCDC name spelled out horizontally:



OREGON CHILD DEVELOPMENT COALITION

With the OCDC name spelled out in black or in one of our primary OCDC colors:



**OREGON
CHILD
DEVELOPMENT
COALITION**



**OREGON
CHILD
DEVELOPMENT
COALITION**

Or in reverse type on a colored background:



**OREGON
CHILD
DEVELOPMENT
COALITION**

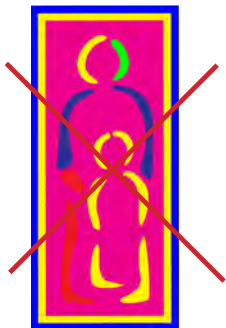


**OREGON
CHILD
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COALITION**

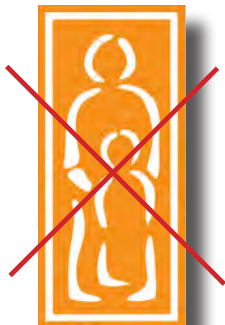
Logo Don'ts

Please do not alter or use the logo in any of the following ways:

Weird colors



Drop Shadow



Different proportions



Make it so big that it distracts from your content (like this)



Reverse colors



Paired with weird/different color fonts



Secondary Image

Besides the OCDC logo, we have a secondary image to represent OCDC. It can be used as a stand-alone image, or it can include the agency name:



The agency name under the picture should be lined up with the edges of the image when possible. This image works well as the header for documents like flyers and booklets. It is also very appropriate for audiences that do not initially know what OCDC does.

This image is best when it is big enough that the children's faces are visible.

Colors

Our colors convey our personality. We are bright, bold & cheerful.

Primary Colors



OCDC Logo Orange

RGB 247, 148, 30
CMYK 0, 50, 100, 0
PMS 137 EC
Hex #f78a1e



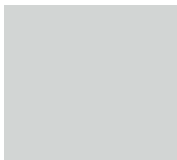
OCDC Blue

RGB 120, 205, 209
CMYK 50, 0, 20, 0
PMS 3252 EC
Hex #78cdd1

Secondary Colors



RGB 146, 200, 62
CMYK 48, 0, 100, 0
PMS 375 EC
Hex #92c83e



RGB 210, 213, 212
CMYK 17, 11, 13, 0
PMS 420 EC
Hex #d2d5d4



RGB 255 205, 3
CMYK 0, 19, 100, 0
PMS 7406 EC
Hex #ffcd03

Percentages (how often we use each color)



45%



30%



12%



8%



5%

Typography

Font options depend on the medium - whether it is printed or digital/online. Research shows that some fonts are easier to read on paper, while others are easier to read on a screen or on a web page. That's why we chose these:

For print:

Option #1 - Minion Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Option #2 - Cambria

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

For online and digital:

Option #1 - Calibri

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Option #2 - Gill Sans MT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

If something will be viewed both in print and on a screen (like this brand book) then you may choose any of the above options.

The agency name, when attached to a logo or spelled out at the top of a document, should be in Arial Black font, all caps, and ideally in our primary orange or blue:

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Telling Stories

The story of OCDC is the story of our children and families. When we talk or write we tell the relatable, human stories that make our work meaningful.

Pictures

The most important visual tools we have are the pictures of children we serve. Use them whenever you can. Pictures where the child is making eye contact with the camera are especially effective at getting your reader's attention.



We must follow the rules regarding photo releases and protecting children's privacy. To help with that, we will build a picture archive on SharePoint or on our server so you can get high-quality, approved photos when you need them.

Tone of voice

At OCDC, our tone of voice communicates a lot of information. Above all, we are an agency focused on children and families. Because of this, the OCDC voice has to be simple and human. Much of what we write is translated, so using simple language can prevent miscommunication. It also speeds up the translation process.


Here are some tips to help you connect with OCDC's tone of voice:

- **Keep it simple.** Everything we write should score at a 6th or 7th grade reading level. Use short sentences and smaller words. This doesn't mean we can't share sophisticated information. It means we have to make sophisticated information easy to understand.
- **Don't be a know-it-all.** Jargon is awful. When we talk or write about what we do, we have to sound like caring human beings. Sometimes we get stuck using jargony words that the feds use, or words that experts in our field use - but the general public doesn't know them. Read what you write out loud and ask yourself "is this how I would explain it to my grandmother?" If not, rewrite it.
- **Use active voice.** Active voice is when the subject of the sentence does something: "the child stacked the blocks". Passive voice is when something is acted on by the subject of the sentence: "The blocks were stacked by the child". When you use a lot of passive voice it is confusing, boring and difficult to read.
- **Use the words "you" and "we".** This is the easiest way to make your writing sound more human. Sometimes this feels weird because we learned in school that this is not "correct" writing. But the academic rules don't apply here. Instead, worry about getting the information to your readers as efficiently as you can.

Layout & Design

The blank space on a page is called “white space”. Generally, a document needs about 25% white space - this helps a reader know where to look, and it lets the eye rest between paragraphs or ideas.

For OCDC’s documents, we use simple designs and layouts. That’s OK - simple designs are easy to create and read. Fancy, expensive-looking designs don’t make sense for us, because they don’t connect with who we are or our agency’s values.



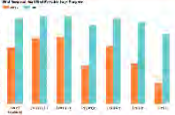
What do we do at OCDC?
We do a lot at OCDC to help children and families. Programs can be broken down into three areas:

- **Early Childhood Education and Care** – we help every child to be successful in school and in life. Teachers use cutting-edge curricula and research-based techniques to help young children develop in a culturally competent and age-appropriate way. We provide dual-language classrooms to support language development. We go above and beyond to recruit and serve children with disabilities. We create a warm, supportive and loving environment for each child.
- **Family and Health Services** – we work with families to make sure they can access crucial resources: nutritious food, health care, dental care, stable housing, workforce education and more. We help parents solve crises as they arise.
- **Parent, Family and Community Engagement** – we work with families, engaging parents as “first teachers” and helping them learn skills to support their child’s learning. We amplify family voices by developing leaders and asking parents to serve on the governing board and on local, statewide and even national parent and policy councils.

Who does OCDC serve?
Our programs are designed to help the neediest families in Oregon. We have programs for children of farmworker families and programs for families living below the poverty level in the community. We also prioritize children with identified disabilities and developmental delays. Our goal is to have at least 10% of our enrolled children be children with disabilities.

In 2014, we served over 4,000 infants, toddlers and preschool-aged children.

How well do programs work?
We regularly assess the children we serve to make sure that we are effective and that we are preparing children for school. We use a research-based tool called Teaching Strategies GOLD to ensure children’s progress meeting developmental milestones and to track our effectiveness. Here are the data from our most recent evaluation of our year-round preschool program for children of farmworker families. The graph shows the percentage of children who meet age-appropriate developmental milestones at the beginning and the end of the program.



Results

OCDC measures its results using an assessment system called Teaching Strategies Gold (or TS Gold). Teachers assess children to make sure they are hitting appropriate developmental milestones. The charts below represent the percentage of children that are meeting all of the appropriate milestones for their age, under each of the domains we measure - social emotional, gross and fine motor skills, language, cognitive, literacy, and emerging math skills. By comparing results at program entry and exit, you can see that participating in OCDC’s programs lead to significant developmental gains.

Children attending OCDC’s year-round programs for seasonal farm worker families show the highest developmental gains.



The TS Gold assessment is age-appropriate and based on research and evidence of how young children learn.

Language and literacy domain improvements for preschoolers are especially significant, as most of OCDC’s farm worker families speak Spanish at home.



By helping preschoolers become comfortable with English in a dual-language environment, we help them succeed later in public school.

We will also create some template layouts for documents and PowerPoint and put them on SharePoint or our OCDC server where they will be available to everyone.

Fidelity to the Guidelines

The guidelines in this Brand Book are supposed to make your job easier, not harder. If something is going to be shared with the community widely or posted online forever, it should stick to the standards. If you're making a flyer for a program for parents, or you're sending something to a limited audience? It might make more sense to use what you already have, or make something quickly, even if it doesn't follow the guidelines. Use your professional judgment; call Resource Development if you're not sure or you need help.



Feedback & Questions



If you have questions or feedback about the OCDC Brand Book, please speak to Brian in Resource Development:

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¡Gracias!