

# Brand Guidelines

October 18, 2022

# Brand Overview

## Guiding Principles of the Universal PreKindergarten Brand

The Universal PreKindergarten brand serves as an umbrella brand for all the programs and interested parties that are a part of California's Universal PreKindergarten program. While implementation of Universal PreKindergarten will look different based on each community's needs, this shared brand creates consistency and universal recognition of the program throughout California.

## Primary Audiences

- Universal PreKindergarten implementers
  - Local Education Agencies (county offices of education, districts and schools)
  - California State Preschool Programs
  - Head Start
  - Community-based Organizations
  - Private Early Childhood Learning and Care Providers
  - Before and Afterschool and Extended Learning Opportunity Programs
- Educators
- Families and caregivers
- Community members
- Policymakers and advocates

# Logos

## Horizontal logo

This is the Universal PreKindergarten logo. The horizontal logo is the primary logo for the brand. The logo is meant to be shown as a unit, meaning the words, symbol and tagline should be shown together at all times. The logo is the foundation of the brand's identity, and recognition of the logo is vital to the strength of the brand.



## Vertical logo

This is the Universal PreKindergarten vertical logo with the tagline. This is a secondary version of the logo, for use when the horizontal logo does not fit in the available space.



## Brand Symbol

The Universal PreKindergarten brand symbol is the ball and block that reads "UPK" that is part of the logo. The symbol can only be used in collateral materials that also have the horizontal or vertical logo present. The symbol should not be used alone or as a substitute for the logo.



## Sizing Guidelines



X		X
X		X

X		X
X		X

clearance

Scale



2" wide minimum



.65" wide minimum

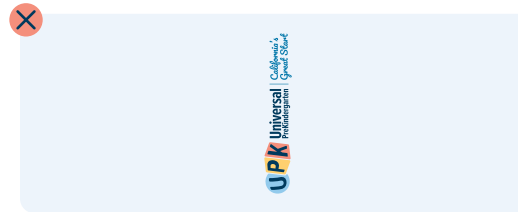


0.5" wide minimum

## Prohibited Usage

The appearance of the logo should never be modified. The following list includes examples of how not to use the logo. This list is limited and when usage is in question, reference this page. Examples of incorrect usage are to the right.

- Do not change orientation.
- Do not add effects.
- Do not stretch or shrink.
- Do not outline.
- Do not change the color.
- Do not delete any part of the logo.
- Do not place shapes behind the logo.
- Do not use a gradient.



## Co-Branding

Universal PreKindergarten implementers are encouraged to co-brand with Universal PreKindergarten by locking the Universal PreKindergarten logo with their own.

When the Universal PreKindergarten logo is locked with another logo, the tagline should be removed.

The Universal PreKindergarten logo should always be the first logo in the lock-up, followed by the logo it is being paired with.

The logos should be separated by a 2pt vertical line. The color of the divider line is the dark blue from the main palette.

The width between the logos and the divider line is triple the width of the "l" in Universal. Use these proportions as the logos increase or decrease in size.



# Palette

## Primary Palette






The Universal PreKindergarten color scheme consists of two separate palettes. The colors in the primary palette are constructed from the logo. These colors were selected to create a strong presence for the brand. The dark blue sets a serious tone while the lighter blue, yellow and red represent the brand's focus on young children.

Do not alter or screen these colors.

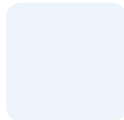




## Secondary Palette

The secondary palette complements the main palette. This palette can be used in conjunction with the main palette to elevate a design and add visual interest.

### Primary

	<b>CMYK</b> 38, 8, 1, 0 <b>RGB</b> 151, 202, 235 <b>HEX</b> #97caeb <b>PMS</b> 291 C
	<b>CMYK</b> 0, 18, 67, 0 <b>RGB</b> 254, 209, 109 <b>HEX</b> #fed16d <b>PMS</b> 134 C
	<b>CMYK</b> 3, 52, 47, 0 <b>RGB</b> 238, 144, 123 <b>HEX</b> #ee907b <b>PMS</b> 486 C
	<b>CMYK</b> 100, 78, 39, 29 <b>RGB</b> 0, 58, 93 <b>HEX</b> #003a5d <b>PMS</b> 302 C
	<b>CMYK</b> 88, 48, 14, 1 <b>RGB</b> 0, 117, 169 <b>HEX</b> #0075a9 <b>PMS</b> 7690 C

### Secondary

	<b>CMYK</b> 6, 2, 0, 0 <b>RGB</b> 234, 243, 250 <b>HEX</b> #EAF3FA <b>PMS</b> 291 C (20%)
	<b>CMYK</b> 57, 0, 25, 0 <b>RGB</b> 98, 203, 201 <b>HEX</b> #62CBC9 <b>PMS</b> 325 C
	<b>CMYK</b> 13, 30, 0, 0 <b>RGB</b> 217, 183, 226 <b>HEX</b> #D9B7E2 <b>PMS</b> 530 C
	<b>CMYK</b> 49, 11, 50, 0 <b>RGB</b> 136, 183, 148 <b>HEX</b> #88B794 <b>PMS</b> 7730 C (66%)
	<b>CMYK</b> 0, 45, 61, 0 <b>RGB</b> 255, 161, 104 <b>HEX</b> #FFA168 <b>PMS</b> 1565 C

# Typography

## Logo Fonts

The typeface used to create the words “Universal PreKindergarten” is Proxima Nova Extra Condensed Semibold with manually rounded corners. Pacifico Regular 400 is used for “California’s Great Start.”

Proxima Nova Extra Condensed Semibold and Pacifico Regular 400 should be reserved for the logo design only. Do not logo fonts as a typeface when designing collateral for Universal PreKindergarten.

## Collateral Fonts

The Calibri font is used for print and digital communications. This font family was selected because it is approachable and easy to read.

This font family is also Google-friendly.

Calibri Regular    ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

Calibri Regular    ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

**Calibri Regular    ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**