



Brand and Messaging Guidelines

EARLY LEARNING PROVIDERS ENROLLED IN QSLA

2017

Quality Start Los Angeles

Welcome to Quality Start Los Angeles (QSLA)! We are proud of the work your early learning program is doing on behalf of children and families in L.A. County. It is our mission to support you in all your efforts, which also includes aiding in your outreach and communications as a QSLA partner.

This Brand and Messaging Guide gives you the information you need so that all internal and external messaging are consistent and an outstanding reflection of the work you are doing at your site.

In this guide, you can reference:

1. How and when to use the QSLA logo
2. Messages to support your communication about QSLA and the benefits of quality early learning.
3. Other visual materials and examples to guide your communications practices.

You will receive digital files of the QSLA logo along with this guide.

If you have questions related to the information found in this guide, please contact Sandra Gonzalez at the Los Angeles County Office of Education (LACOE) 562-922-6560 or Gonzalez_SandraG@lacoedu.



OVERVIEW

Quality Start Los Angeles (QSLA) is a voluntary Quality Rating and Improvement System (QRIS) for early learning providers in Los Angeles County. QSLA aims to improve the program quality of participating providers through hands-on support, professional development, and financial incentives. QSLA informs families with young children birth to age 5 with information related to identifying quality in early learning environments to help with their decision when selecting an early learning program. This initiative is a collaborative effort between the Los Angeles County Office of Education (LACOE), the Child Care Alliance of Los Angeles (CCALA), First 5 LA, Child360, and the County of Los Angeles Office for the Advancement of Early Care and Education.

What is a Quality Rating and Improvement System (QRIS)?

A QRIS is a shared set of standards that define quality for early learning programs serving children birth to age 5.

Specifically, a QRIS:

- Assesses the quality of the learning environment;
- Rates the program on specific quality measures found in the California Quality Rating Matrix such as learning activities, teacher-child interactions, and environment;
- Supports the program to improve the quality of care for children; and
- Communicates the quality of the program on a scale of 1-5.

BRAND POSITIONING

A TRUSTED PARTNER FOR QUALITY EARLY LEARNING PROGRAMS

QSLA is a product of best practices that sprouted from the Race to the Top - Early Learning Challenge (RTT – ELC) initiative. QSLA is committed to the promotion and increased attention to critical indicators that identify a quality early learning program so that children arrive to Kindergarten ready to succeed in school and life.

ARTICULATION

The following are acceptable ways to articulate the Quality Start Los Angeles brand and name.

“Quality Start L.A.”

“Q-S-L-A”

The name Quality Start Los Angeles in the logo is **not** intended to be translated or interpreted into other languages.

The QSLA tagline is the only logo element that can be translated. It is currently translated into Spanish only.



LOGO ELEMENTS



Similar to the success we envision for our children, under the right conditions, a kite is empowered to lift, fly and soar. QSLA exists for this reason: to strengthen the relationships between preschool centers and family child care homes, parents and families, and the surrounding communities as they work together to support our children. It's these interconnected relationships that provide our youngest children the strong foundation they deserve to succeed in school and in life.

VALUES WE STAND FOR

Quality
Accountability
Improvement
Equity
Relationships
Partnerships

BRAND ATTRIBUTES AND PERSONALITY

Inspiring
Friendly
Stimulating
Caring
Supporting

LOGO USAGE



How to use the QSLA logo in your print material such as fliers, posters, newsletters, brochures, and banners.

ORIENTATION

Use only the horizontal orientation of the logo.



SIZE

The QSLA logo should never be smaller than 1 ½ inch wide.



CLEAR SPACE

The “clear space” is the term for the empty space that must surround the QSLA logo at all times. The logo should always have clear space around it to protect it from distractions such as other graphics or typography.



LOGO USAGE

COLOR VARIATIONS

The QSLA logo is available in three variations: color, greyscale, and white. These logos will be provided in JPEG and PNG file types. The PNG version is commonly used for online applications and in Microsoft Office documents (Word, Excel, PowerPoint, etc.)



Color on white



Greyscale on white



White on solid

RULES TO FOLLOW:

- If you plan on printing in color on white paper, use the color logo.
- If you plan on printing in black and white with a white background, use the greyscale logo. Do **not** use the color logo when you intend to print your materials in black and white.
- If the logo will be against a dark background, use the white logo.

SCALING AND RESIZING

To maintain the integrity of the QSLA logo and brand, DO NOT stretch, squeeze, skew, reposition or otherwise modify the QSLA logo. Instead, maintain the proportions of the logo by re-sizing it to fit your materials.

To maintain the proportions and avoid stretching the logo, hold the Shift key on your keyboard as you resize. At that point you can make the logo larger or smaller to fit the proportions of your document.



MESSAGING

ABOUT QSLA:

Quality Start Los Angeles (QSLA) is a voluntary Quality Rating and Improvement System (QRIS) for early learning providers in Los Angeles County that serve children ages birth to age five. This initiative is a collaborative effort between the Los Angeles County Office of Education (LACOE), First 5 LA, the Child Care Alliance of Los Angeles (CCALA), Child360, and the County of Los Angeles Office for the Advancement of Early Care and Education. QSLA is funded by the California Department of Education and First 5LA to increase the number of children in LA County who are enrolled in high quality early learning programs. QSLA aims to improve the program quality of participating centers and family child care homes by offering instructional supports and incentives for programs, teachers and administrators to reach higher levels of quality.



Use the paragraph above if you need language to describe QSLA.
For consistency in the messages shared about QSLA, PLEASE DO NOT CHANGE THIS LANGUAGE.

PHOTO CONSENT AND RELEASE FORM

PHOTO RELEASE AUTHORIZATION

It is recommended that your center or family child care home have a signed photo release form on file for every child enrolled in your program. If you use photos, video, or voice recordings of any child or adult in any of your material, permission should be granted by the family first. A sample consent and release of liability form is included in your toolkit as a reference to you only. If your program has a standard form, it is advisable to use your agency's form instead.

THE QSLA LOGO SHOULD NOT BE USED ON THE PHOTO CONSENT AND RELEASE FORM.

**STUDENT and/or ADULT
Photo Consent & Release Authorization**

Participant's Name: _____ Child's Name: _____

Date: _____ Early Learning Program: _____

I hereby acknowledge that my participation and/or my child's participation in the following workshop/event: _____ includes the photographing or recording, or the reproduction in any other manner of my and/or my child's likeness, voice and activities, in whole or in part, including the use of photographs, videos and sound. The intended distribution and use is to produce photographs, videotapes, DVD, Internet, social media, audiotapes and/or other media delivery format about education and schools.

In consideration of my interest in furthering the educational purposes of _____ (name of program), I hereby grant permission for _____ (name of program) and those acting under its permission to copyright, use, publish, display, produce, duplicate, sell, and distribute the photographic, video, and sound recordings of my and/or my child's likeness, voice, and activities for educational purposes in any manner or media delivery format. I further grant permission to _____ (name of program) to use segments or portions of the above production for announcements, informational film clips, or other uses necessary to provide information or advertisement for the production.

I hereby release, discharge, and agree to hold harmless _____ (name of program) and those acting under its permission from any claim of compensation or liability, to the extent permitted by law, related to the use of my and/or my child's likeness, voice and activities for the preparation, distribution, and use of the production, as described above.

Consent and Release for Adult Participant (over age 18)

I, _____ represent that I am over 18 years of age and I hereby consent to the foregoing.

Signature: _____ Date: _____

Address: _____

Consent and Release for Minor Participant (under age 18)

I represent that I am the (parent) (guardian) of _____ and I hereby consent to the foregoing on (his) (her) behalf.

Signature: _____ Date: _____

Address: _____