OUR PURPOSE

All children in Los Angeles County deserve to have affordable and accessible quality early care and education.

Early learning program quality is an important part of children’s learning and development and can help make a difference for all children and families. When children have access to high quality early learning experiences, it can have ripple effects in the economy, safety, health, and well-being of Los Angeles County.

Quality Start Los Angeles raises the quality of early learning programs so that more children benefit from high quality early learning experiences.
INSIDE THE BRAND

This Brand and Messaging Guide offers tools and resources to ensure our message is consistent and reflective of our community's collective work.

1. KNOW OUR STORY
2. GUIDING PRINCIPLES AND MESSAGING
3. LOGO VARIATIONS AND USAGE
4. PARTNER BLOCK
5. COLOR PALETTE
6. TYPOGRAPHY
7. APPLICATION
Know Our Story

Nationally, and in California, there has been a movement to increase the availability of high quality early learning programs through the development of Quality Rating and Improvement Systems (QRIS).

QRIS raise early learning program quality by:
- *Setting quality standards for early learning educators,*
- *Measuring programs using these standards,*
- *Providing quality improvement supports to programs,*
- *Helping parents find and access quality programs*

In Los Angeles County, we have been operating QRIS through two different implementing agencies since 2012. Because we can achieve more for kids collectively, our community has been working to unify QRIS in the county. Seven early learning agencies have been partnering since 2015 to align the two local QRIS efforts and develop a single unified QRIS model for Los Angeles County based on extensive research and lessons learned locally. In 2016, both implementing agencies transitioned to calling their QRIS efforts Quality Start Los Angeles.

The partners include: First 5 LA, the Los Angeles County Office of Education, the Child Care Alliance of Los Angeles, Child360 (formerly LAUP), the Child Care Planning Committee, the Office for the Advancement of Early Care and Education, and PEACH.
Guiding Principles and Messaging

Quality Start LA is a trusted partner for quality early learning programs. We are proud of our shared efforts and these are our values, attributes and personality traits.

**BRAND VALUES, ATTRIBUTES, AND PERSONALITY**

<table>
<thead>
<tr>
<th>Values</th>
<th>Attributes and Personality</th>
</tr>
</thead>
<tbody>
<tr>
<td>QUALITY</td>
<td>INSPIRING</td>
</tr>
<tr>
<td>ACCOUNTABILITY</td>
<td>FRIENDLY</td>
</tr>
<tr>
<td>IMPROVEMENT</td>
<td>STIMULATING</td>
</tr>
<tr>
<td>EQUITY</td>
<td>CARING</td>
</tr>
<tr>
<td>RELATIONSHIPS</td>
<td>SUPPORTING</td>
</tr>
<tr>
<td>PARTNERSHIPS</td>
<td></td>
</tr>
</tbody>
</table>
MESSAGING

Consistency in how we talk about Quality Start Los Angeles strengthens our voice and efforts. Here are some messages you can use.

- Quality Start Los Angeles is part of a state and national movement to raise the quality of early learning programs, so that more children benefit from high quality early learning experiences.

- Quality Start Los Angeles is a voluntary Quality Rating and Improvement System (QRIS) for early learning providers in Los Angeles County.

- Quality Start Los Angeles aims to improve the program quality of participating providers through hands-on support, professional development, and financial incentives.

- Early learning program quality is an important part of giving children high quality early learning experiences that support their long-term learning and development. Quality Start Los Angeles provides families with children birth to age five 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.
The following are acceptable ways to articulate the Quality Start Los Angeles brand and name.

1. “Quality Start Los Angeles”
2. “Q-S-L-A”
3. “Quality Start L.A.”

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

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

**QSLA TAGLINE:** Supporting Providers. Empowering Parents.
**Translation:** Apoyando a Proveedores. Fortaleciendo a Padres.
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.
HOW TO USE THE QSLA LOGO

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 1.5 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.
Color Variations

The QSLA logo is available in three variations: color, greyscale, and white.

COLOR ON WHITE

GRAYSCALE ON WHITE

WHITE ON SOLID

These logos are available in JPEG and PNG file types at http://qualitystartla.org/qsla-branding. The PNG version is commonly used for online applications and in Microsoft Office documents (PowerPoint, Word, etc.).

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 resizing 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.
Partner Block

On print materials that are created for activities funded by Quality Start Los Angeles, it's important to maintain QSLA as an autonomous entity from its Consortium partners that include; the Los Angeles County Office of Education (LACOE), the Child Care Alliance of Los Angeles (CCALA), First 5 LA, LAUP, and the Los Angeles County Office for the Advancement of Early Care and Education. In lieu of using logos, please use the partner block that can be found online at http://qualitystartla.org/qsla-branding.
Color Palette

Color is a signature element of our brand system. Use large blocks of color as a graphic element, to focus visual interest and compartmentalize content areas. The spectrum of colors are fun, inviting, and lively.

**PRIMARY COLORS**
- PMS: Warm Red CMYK 0/87/80/0
- PMS:116 CMYK 0/16/100/0
- PMS:136 CMYK 0/28/86/0
- PMS:136 CMYK 64/10/01/0
- PMS:136 CMYK 55/3/100/0

**SECONDARY COLORS**
- PMS:107 CMYK 2/7/96/0
- PMS:7690 CMYK 92/47/15/1

**ACCENT COLORS**
- PMS:136 CMYK 0/28/86/0
- PMS:116 CMYK 0/16/100/0
- PMS:136 CMYK 0/28/86/0
- PMS:199 CMYK 7/100/85/1
- PMS:319 CMYK 65/0/21/0

**NOTE:** Use the colors at 100% whenever possible.

**EXCEPTION:** Lighter values or percentages of the colors can be used as a background for black type.
Typography

CAECILIA
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Use both Caecilia and Frutiger together to break up information, establish hierarchy and create visual interest

FRUTIGER
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Caecilia should only be used as headline or sub-headlines. Frutiger must be used as body text at all times.
Application