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**Quality Start Los Angeles**

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QSLA Logo Messaging

The vibrant kite featured in the Quality Start Los Angeles logo (QSLA) is symbolic of the high aspirations and elevated vision that QSLA has for all children’s futures. QSLA believes that all children and families can thrive and soar to extraordinary horizons when provided with high-impact early learning and care opportunities.

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

• Quality Start Los Angeles
• QSLA
• Quality Start LA

Please do not translate the logo or Quality Start LA into Spanish.

Please refer to the QSLA Frequently Used and Preferred Terms and Translations Guide to ensure your documents align with QSLA’s preferred terminology and translations in English, Spanish, and Chinese.
Color Palette

- **QSLA Red**: #EF4743
  - C: 0
  - M: 87
  - Y: 76
  - K: 0
- **QSLA Yellow**: #FFFBF3
  - C: 0
  - M: 28
  - Y: 85
  - K: 0
- **QSLA Green**: #84BD00
  - C: 54
  - M: 3
  - Y: 100
  - K: 0
- **QSLA Blue**: #41B6E6
  - C: 63
  - M: 9
  - Y: 100
  - K: 0
- **QSLA Gray**: #6B6B6B
  - C: 58
  - M: 50
  - Y: 50
  - K: 18
- **QSLA Dark Gray**: #1A1A1A
  - C: 0
  - M: 26
  - Y: 26
  - K: 90

**NOTE**: Dark gray is to be used when writing text over any of the QSLA Colors as it meets the ADA or WCAG guidelines. White and the lighter gray text do not.

Fonts

**PRIMARY TITLE/HEADER FONT**
- Bitter Bold
- Bitter Extra Bold
- Bitter Black

**ALTERNATE TITLE/HEADER FONT**
- Open Sans Bold
- Open Sans Extra Bold

**BODY/SUBHEADER TEXT—SECONDARY**
- Raleway Light
- Raleway Regular
- Raleway Medium
- Raleway Bold

**ALTERNATE BODY/SUBHEADER TEXT—SECONDARY**
- Avenir Next LT Pro

**NOTE**: light gray can be used on top of white backgrounds, but not on any of the QSLA solid colored backgrounds.

Click here to access the Accessibility contrast checker.
Logo Shape & Color Variations
The QSLA logo comes in both a horizontal and a vertical version and is available in full color, grayscale, and white.

Only use white logos on solid color backgrounds.
Only use grayscale logos for B/W printing and for 1 color printing projects.

Partner Block
Please use the partner block that can found online at http://qualitystartla.org/qsla-branding.

Los Angeles County Office of Education (LACOE) • Office for the Advancement of Early Care and Education (OAECE) • Child Care Alliance of Los Angeles (CCALA) • First 5 LA • Child Care Planning Committee (CCPC) • PEACH

@QualityStartLosAngeles | QualityStartLA.org | @QualityStartLA
How to Use the QSLA Logo

**Orientation**
Keep the logo straight. Never use the logo at an angle.

Acceptable
![Acceptable Logo](image)

Not Acceptable
![Not Acceptable Logo](image)

**Size**
The horizontal version of the QSLA logo should never be smaller than 1.5 inch wide. The vertical version of the QSLA logo should never be smaller than 1.25 inches tall.

Acceptable: 1.5” wide and larger
![Acceptable Size Logo](image)

Not Acceptable: Less than 1.5” wide
![Not Acceptable Size Logo](image)

Acceptable: 1.25” tall and larger
![Acceptable Size Logo](image)

Not Acceptable: Less than 1.25” tall
![Not Acceptable Size Logo](image)

**Clear Space**
The “clear space” is the term for the empty space that must surround the QSLA logo at all times.

![Clear Space Logo](image)
How to Use QSLA Favicons & Icons

QSLA Favicons
The QSLA red circle with the kite can be used as a favicon, as well as the kite icon on its own. The kite icon can be enlarged and changed to 20% opacity to used behind text as a design element. The kite art must stay intact including its tail.

QSLA Icon Guide
Using consistent QSLA icons across messaging documents and collateral creates visuals that are unified and identifiable across platforms and uses. These icons can be used in blogs, agendas, on infographics, or for other applicable uses, to ensure both visual and written communication of ideas or topics.
QSLA Social Media Guide

Quality Start LA Online Communities

@QualityStartLosAngeles  @QualityStartLA  @Quality Start Los Angeles (QSLA)

#Hashtags

Hashtags are short phrases preceded by the pound sign (#). They are integral to the way we communicate online about QSLA, and it’s important to use them to strengthen and align our message. We included a few examples you can use.

Show Why ECE is Essential
Photos of staff supporting children and families. Show why early education is essential.
#childcareheroes
#QualityStartLA

Display Activities
Photos of materials before or after use; and during activities showing the back of children as they engage.
#QualityEarlyLearning
#QualityStartLA

Show Off Your Classroom
Photos of classroom decor, learning centers, or new supplies received from Quality Start LA.
#ThankYou
#QualityStartLA

Boast About Your Team
Photos of teachers participating in professional development or of families enjoying a family event.
#ECEMatters
#QualityStartLA

Examples of correct of social media posts using hashtags:
QSLA PowerPoint Presentations

This legal disclaimer needs to be included on the first slide of each powerpoint presentation:

© 2022 California Department of Education and First 5 California

Example:

![QSLA PowerPoint Presentation Example](image-url)
QSLA Accessibility Guide

Info from: https://webaim.org/resources/contrastchecker/

Text and Links

**DOs**

All text should be at least **12 pt.**

Use only **Sans Serif fonts** for body text.

Exceptions made for titles or headers and must be at least **Bold 14 pt** or **Normal 18 pt**

**Hyperlinks** should be the only things underlined. Text should be used for hyperlinks.

**Good Example:** Click here to check the website about Accessibility!

**DON’Ts**

This text is too small.

Using a **Serif font** on a computer can be more difficult for people to read.

**Hyperlinks** should be the only things underlined. I shouldn’t have underlined shouldn’t.

Text should be used for hyperlinks, not the actual web address.

**Bad Example:**
https://webaim.org/resources/contrastchecker/

Images

**DOs**

All pictures, charts, and graphs that contain information, data, or context should also have alt text or a text description that conveys the same information.

(Picture above) An oriole perched on a branch.

**DON’Ts**

If this image were providing information or context, the lack of alt text or text description of the image would be unacceptable.

NOTE: Exceptions are made for purely decorative images.
**Tables**

**DOs**
- Complex tables with merged or split cells have been broken down into smaller simple tables.
- This portion of the table is a good example.

**DON'Ts**
- This is not a good example.
- for obvious reasons.

**Audio and Video**

**DOs**
- Any audio with synchronized images or video should have *synchronized captioning*.
- All audio should have a *matching transcript* accessible to the learner.
- Videos *should not play automatically*.
- Provide *controls* that allow learners to pause, rewind, and fast-forward, so they can listen to segments again and skip parts they’ve mastered.

**DON'Ts**
- Do not say, “I didn’t have time to do closed captioning.”
- Do not think that, “No one is going to read the transcript!”
- You may want to say, “But I want the video to play automatically!” *Don’t.*
- I know you may be concerned about learners skipping through sections of the video. But it’s your responsibility to give them questions and interactions that force them to prove that they are paying attention and to make them want to be engaged!
Colors

**DOs**

Text and background color have sufficient contrast.

For normal text, WCAG 2.0 level AA requires a contrast ratio of at least:

4.5:1 for normal text (this being an example of that ratio)

and

3:1 for large text (this being an example of that ratio.

Large text is defined as **14 point** (typically 18.66px) and bold or larger.

or

**18 point** (typically 24px) or larger.

Avoid certain color combinations.

Do not use color alone to indicate meaning. Here's an example of a list of nominees with the winners clearly labeled with text.

**GOOD EXAMPLE:**

Best Dressed Awards Results:

Tom (Winner)
Gary (Runner up)
Kevin
Susan
Larry

**DON'Ts**

No version of this is okay.

And even though this is bold and bigger.

And this is bigger.

It's still not okay.

Do not use these color combinations:

- **RED AND BLACK**
- **RED AND GREEN**
- **BLUE AND YELLOW**
- **BLUE AND PURPLE**

For people who are blind, low vision, or color blind, the following way of listing nominees and winners only using color to indicate meaning doesn't help them.

**BAD EXAMPLE:**

Best Dressed Awards Results:

Tom
Gary
Kevin
Susan
Larry

(Winner in blue, Runner up in green.)