

EARLY CHILDHOOD — WEEK —

**Graphic standards
and usage manual
September 2021**

Graphic Standards

Name and use

Introduction

This graphic standards manual is meant for employees, members, partners, allies in early childhood development, contributors, funders and others who are authorized to use the Early Childhood Week brand image.

Strict compliance with these specifications is required to ensure the Early Childhood Week identity is clear and consistent across all applications and platforms, and to optimize its impact with target audiences.

Name and use

Early Childhood Week

The official name to be used in all communications is “Early Childhood Week.” An uppercase E, C and W are required: Early Childhood Week. The French equivalent is “Grande semaine des tout-petits.”

First occurrence of the name

In correspondence and other types of documents (materials for print, electronic, media and other sources), “Early Childhood Week” must be written out in full the first time it appears. The abbreviation “ECW” is permissible as needed to save space or avoid repetition, but preference should be given to the full name wherever possible.

In quotes and other official uses, always use the full name.

Improper use of the name

“Early childhood week,” “early childhood week” or “the Early Childhood Week” (with the article “the”) are considered improper use.

Graphic Standards

Colours

EARLY CHILDHOOD — WEEK —

C = 0 %

M = 0%

Y = 0 %

K = 100 %

R = 33

G = 34

B = 34

Black

#212222

Graphic Standards

Composition and buffer zone



Graphic Standards

Variation of the logo for the First Nations



C = 0 %
M = 0 %
Y = 0 %
K = 100 %

R = 33
G = 34
B = 34

Black
#212222

Graphic Standards

Variation of the logo for the First Nations

Composition and buffer zone



Graphics standards

Acceptable alternatives



Non acceptable alternatives

