



**Identity Standards Manual for EXCEL BY 5**

## THE BRAND

A “brand” is more than a name or logo. A brand is the position held in the minds of stakeholders. It’s what people feel and believe and the expectations they have about what we do. A brand includes the tangible and intangible – physical, educational, supportive, collaborative or emotional experiences associated when people interact with an organization’s products or services. While logos and names are the visual articulation of a brand, the experience that an individual has is what creates the most meaning.

Our goal is to provide you with information to help make the most of the EXCEL BY 5 brand in your community.

Every “touch point” – from how newcomers are welcomed and included to the ease of participation, access to materials, organization and surroundings – creates an impression of EXCEL BY 5. In the communications we create, we express the EXCEL BY 5 personality through a combination of graphic identity, our language and written voice.

- Our identity includes the graphic logo and colors, typography, stationery, business cards, signs, printed materials, fax cover pages and more.
- The written voice is the language and descriptors used for internal and external communication, including product and service literature, stakeholder and parent communications, speeches and presentations, advertising and recruitment materials—even memos.

As EXCEL BY 5 is poised to launch in more communities across Mississippi, this manual has been prepared to help EXCEL BY 5 participants build consistent and accurate communication. This manual contains guidance regarding phrasing, language and correct nomenclature related to EXCEL BY 5. It sets forth specific requirements for the use of the EXCEL BY 5 logo and graphic identity.

Should you have any questions, or to make sure that you are in compliance with EXCEL BY 5 brand and graphic identity standards, please contact the State Office by calling 601.707.7726.

Our brand logo is the distinctive image associated with our organization. It is the visual, emotional and rational impression that we elicit in the minds of our stakeholders. Our brand defines what we do and who we are, acting as our voice that proclaims these facts to the outside world. It is our communication cornerstone — facilitating marketing efforts, unifying teams and strengthening our communities from the inside out.

Our brand identity is a vital element of our overall marketing and communication efforts. It is how we will be recognized visually and must be implemented consistently through all points of contact with our audiences.

This guide instructs stakeholders in the proper application of our visual identity. Adherence to these standards reflects our credibility, strengthens the brand and enhances our recognition as EXCEL BY 5 grows.



## IDENTITY CONFIGURATION

The brand identity (logo) consists of several components. The size and arrangement of the individual components should always be maintained, never altered, distorted or re-created. The configuration shown above is the acceptable arrangement. Icons may not be detached and used alone. The logotype and icon is a single piece of art — it is typeset and should not be re-created by attempting to do so with a font. All letters are capitalized, and the “arms” of the icons do not touch.

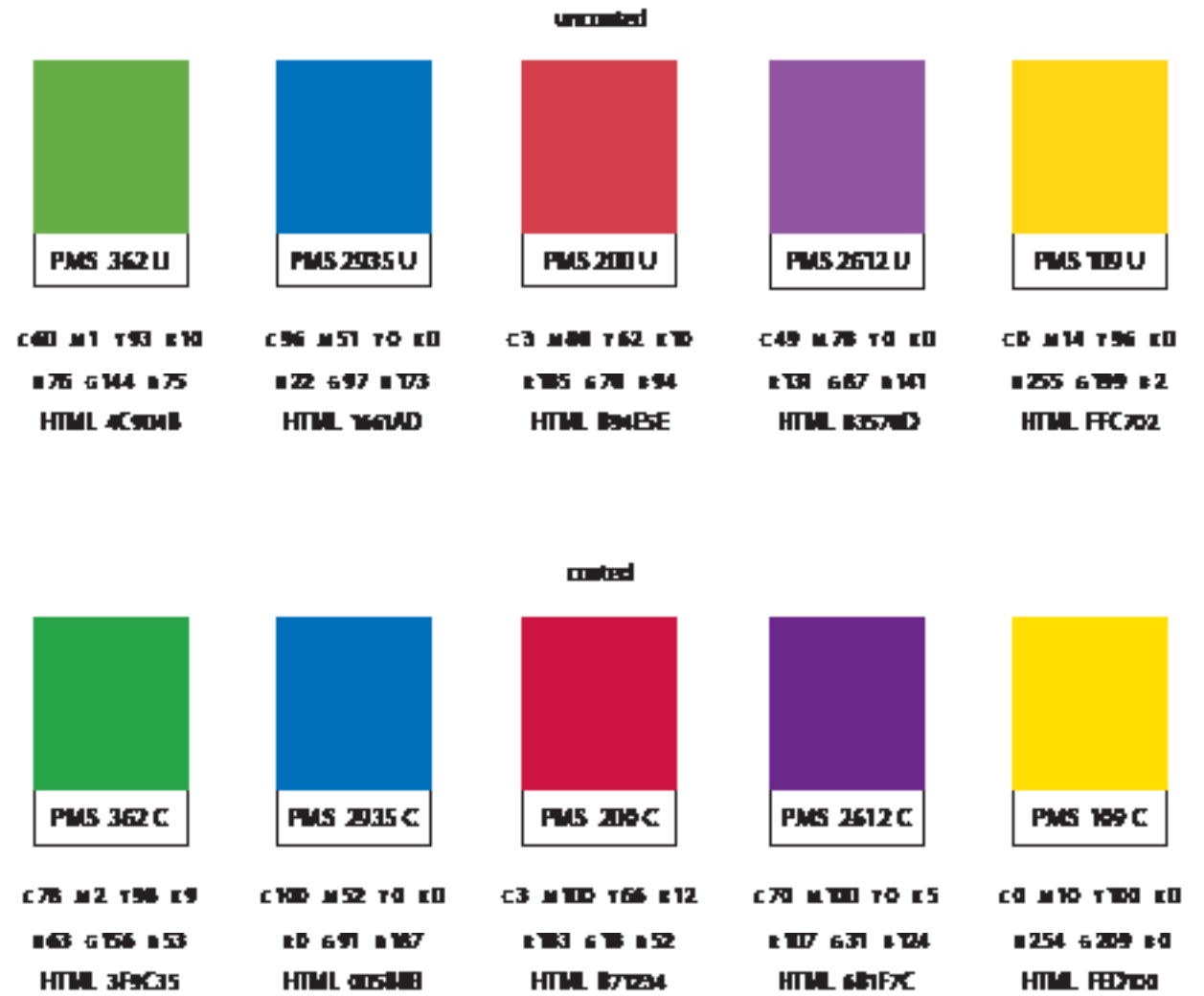


## CLEARANCE SPACE

The brand identity and its ability to communicate should not be infringed upon by other type or graphic elements. This requires a minimum acceptable space around the logo to be adhered to.

Acceptable clearance is established by creating a unit of measure (X) by measuring the height of the type and the far left icon component. That distance should be the clearance border around the logo. All other art, type or other graphic elements should remain outside of this safe zone. Type is not allowed to “circle” or “wrap” around the logo.

The minimum size the identity should be reproduced is 1” wide.



## BRAND COLORS

Controlling the consistent use of color in all applications is crucial to maintaining the power of the brand. The standard for matching color across various applications is the Pantone Matching System (PMS). The preferred brand identity colors are uncoated. Colors have been selected and standardized for maximum reproduction consistency.

The approved uncoated brand identity colors (in addition to black and white) are PMS 362 U Green, PMS 2935 U Blue, PMS 200 U Red, PMS 2612 U Purple and PMS 109 U Yellow. When necessary, these colors also may be converted to a 4-color process, RGB or HTML version.

The approved coated brand identity colors (in addition to black and white) are PMS 362 C Green, PMS 2935 C Blue, PMS 200 C Red, PMS 2612 C Purple and PMS 109 C Yellow. When necessary, these colors may be converted to a 4-color process, RGB or HTML version.



REVERSED OUT OF ONE OF THE APPROVED PMS COLORS



APPROVED LOGO ON WHITE



WHITE OUT OF BLACK



WHITE OUT OF GRAY (40% BLACK)



DISCOURAGED USE OF LOGO REVERSED OUT OF DARK PHOTOGRAPH



DISCOURAGED USE OF LOGO OVER LIGHT PHOTOGRAPH



UNACCEPTABLE USE OF LOGO OVER DARK PHOTOGRAPH



BLACK LOGO ON BUSY PATTERN



LOGO DISTORTED BY STRETCHING



BLACK LOGO DISTORTED BY CONDENSING IT



UNACCEPTABLE USE OF LOGOTYPE AND IDENTIFIER WITHOUT ICON



ELEMENT OF ICON MAY NOT BE USED ALONE

## ACCEPTABLE COLOR USAGE

Controlling the consistent use of color in all applications is crucial to maintaining the power of the brand. The preferred brand identity usage is five brand colors, black logotype, with the numeral five reversed out. When using the full-color version, the order of the colors must always be used as depicted in this manual.

See details below about black and white usage and two-color options. Black and white on a light background is permissible when a one-color application is needed.

The logo may also be reproduced with the icon in an approved PMS color and the logotype in black. Starting with the smallest figure on the left, the percentages of the PMS color are: 40%, 55%, 70%, 85% and 100%.

The logo icon may not be used alone. It must always be accompanied by the logotype. The logo may not be screened or distorted vertically or horizontally in any manner.

The full color logo may only be printed on either bright white or natural white paper stock.

## BRAND IDENTITY APPLICATION

While the preferred reproduction of the logo is the approved five brand colors, the above examples show a selection of acceptable and unacceptable usage over a variety of backgrounds. This information is not all inclusive, but presented as guidance. The logo should always be reproduced in a manner that allows for maximum readability and visibility. Usage over busy patterns or colors that are too similar to the logo may obscure the logo. This practice weakens brand recognition and is not permitted.

On light colors and screens, color logos or the solid black logo may be used. Once the background equals 40% of black or an equivalent value of color, the reversed version should be used.

## TYPEFACES

The following typefaces are specified and approved for use when and wherever the EXCEL BY 5 logo appears. Arial is the preferred font for use with the graphic identity. This typeface is strong, easy to read and readily accessible for use in print and digital formats. It is shown in Arial Regular, Arial Italic, Arial Bold and Arial Bold Italic. Sans-serif fonts are preferred - especially for posters and fliers.

The serif font Times New Roman is for use with letters and correspondence. It is shown in Times New Roman Regular, Times New Roman Italic, Times New Roman Bold and Times New Roman Bold Italic.

The use of other fonts is discouraged and the chaotic use of multiple or illegible fonts is prohibited.

Arial Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

*Arial Italic*

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890*

**Arial Bold**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890**

***Arial Bold Italic***

***AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890***

Times New Roman Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

*Times New Roman Italic*

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890*

**Times New Roman Bold**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890**

***Times New Roman Bold Italic***

***AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890***

## NOMENCLATURE & LANGUAGE GUIDANCE

The official name is: EXCEL BY 5

The preferred method of reference is to use the full name: EXCEL BY 5. In first use and as possible, the preference is to capitalize all letters and use the numeral "5" as our official name. Acceptable alternatives are (in order): Excel By 5, Excel By Five, Excel by Five.

The alternatives are provided in recognition that at times the all-capitalized version will appear awkward in writing. We prefer that the letter "B" always be capitalized as a graphic preference versus being grammatically correct. News outlets are unlikely to use the all capitalized version or the numeral five due to Associated Press Style Guidelines.

Overall, abbreviations are discouraged and are not acceptable for public documents. However, if necessary and ONLY for use among internal audiences (i.e. Coalition members) – the following iterations are acceptable: Excel X5; EX5; or EB5.

## CERTIFICATION STATUS LEVELS & DESCRIPTORS

EXCEL BY 5 CANDIDATE COMMUNITY – denotes a community that is pursuing certification based upon the established criteria based upon community size, resources and necessary organizational and participation steps.

Proper designations include: [ANYTOWN], through community leadership and collaboration, is seeking EXCEL BY 5 certification and recognition for offering resources and best practices in early childhood education and development.

[ANYTOWN] is participating in a formal evaluation process to be named an EXCEL BY 5 community – certifying that we are a child-friendly community with resources offering best practices in early childhood development.

Descriptor for participants: [NAME] is a community partner as [ANYTOWN] seeks designation as an EXCEL BY 5 community.  
[NAME] is a resource and collaborating partner in [ANYTOWN's] application to be named an EXCEL BY 5 community.

Candidate Communities are NOT AUTHORIZED to use the EXCEL BY 5 name or logo. Any EXCEL BY 5 templates or materials to be used will be provided by the state office.

EXCEL BY 5 CERTIFIED COMMUNITY – recognition and designation which is valid for three years and is achieved after the review and authentication process.

Proper designations include: [ANYTOWN] is an EXCEL BY 5 CERTIFIED COMMUNITY  
[ANYTOWN] is an EXCEL BY 5 “CHILD-FRIENDLY” COMMUNITY

Descriptor for participants: [NAME] is an EXCEL BY 5 community partner.

## EXCEL BY 5 ORGANIZATIONAL TITLE DEFINITIONS

Recognizing that EXCEL BY 5 is a collaborative effort and subject to change based upon community size, resources and organizing entities, the following organizational titles are generally defined as:

The **Steering Committee** is the organizing structure by which the certification process begins. This committee forms the community Coalition.

The **Coalition** is composed of community organizations, childcare providers, public and private entities, parents, and businesses working together to achieve the EXCEL BY 5 designation. The necessary composition of the Coalition is detailed based on community size and resources.

The **Community Certification Manager** is the individual serving as the primary contact to facilitate and advance the certification program. This individual serves as the “point person” within the community and between the Coalition and the EXCEL BY 5 state office.

**Liaisons** work under the auspices of the Steering Committee, focusing on information gathering, resource assessment and outreach to engage participants in the focus areas of Community Involvement, Family & Parent Support, Early Care and Education and Health.

## PHRASING & REFERENCE LANGUAGE

### Overall Descriptors

EXCEL BY 5 is a research-based, child- and family-focused certification process that helps prepare children to enter kindergarten healthy, happy and ready to learn.

EXCEL BY 5 is a community-based, collaborative initiative to provide information and access to research-based best practices in early childhood education and development.

EXCEL BY 5 distinguishes a community as promoting, valuing and providing opportunities for an optimal early childhood experience to benefit families, the community, the educational system and economic development.

EXCEL BY 5 certification means that, based upon established criteria, caregivers, parents, educators, healthcare providers and other community members are working together to provide access to optimal early childhood development experiences for the community's children.

EXCEL BY 5 certification means that a community can be considered "child friendly" as parents, childcare providers, educators and other community stakeholders incorporate research-based best practices to enhance early childhood education and development.

EXCEL BY 5 Coalitions are the driving force to bring community stakeholders together. EXCEL BY 5 Coalitions identify local needs and resources, encourage parental and community engagement, and promote participation so that children and their parents have access to education, resources, activities and programs to support positive early childhood education and development experiences.

## BENEFITS

EXCEL BY 5 certification helps ensure that participating communities have in place an overall network of support systems to help parents and families so that children are prepared to enter kindergarten healthy, happy and ready to learn.

### EXCEL BY 5

- Identifies gaps in community resources,
- Promotes community collaboration and volunteerism,
- Promotes economic development,
- Capitalizes on existing best practices,
- Addresses children's needs with regard to education, healthcare, safety, childcare.

EXCEL BY 5 is an inclusive program that provides opportunities and resources for early childcare teachers and parents by identifying the tools and research-based best practices needed to enhance early childcare experiences and prepare children for school.

Research proves that children with quality early childhood experiences and education typically perform well in school, in the long-term, producing a better prepared and educated workforce.

Strong communities support and attract economic growth.

Parents are a child's first teachers, and strong childcare programs are important resources for working parents.

## WHAT IS EXCEL BY 5?

### EXCEL BY 5 is:

- An earned certification.
- A state of mind and community resolve to provide the best possible early childhood experience for children and parents.
- Community-based.
- Collaborative.
- Inclusive.
- A resource providing research-based best practices in early childhood education and development.
- A research-based initiative that ultimately will positively impact overall test scores in community schools.
- A process that sets the stage for children to achieve.
- A model to improve the quality of children's lives, improve education and attract economic investments.
- Self-sustaining.
- Forward-looking.
- Encouraging.
- Supportive.

### EXCEL BY 5 is NOT:

- A building.
- A static, one-time designation – it is a three-year designation.
- An endorsement given to any specific program or facility over another - it is a collective community designation.
- A program to provide sustained funding to communities or entities.
- Exclusive.
- Transferable.
- Limiting – there is room for many stakeholders.
- Competitive within the Coalition/community.

### EXCEL BY 5 DOES NOT:

- Endorse any program, product, facility, individual or organization.
- Sell products.
- Endorse political candidates or parties.
- Advocate initiatives beyond the scope of 501(c)(3) entities.
- Discriminate or tolerate disrespect or harassment in any manner.

## GLOSSARY OF PRINTING TERMS

The following is provided for use as it relates to the design, printing and/or production of materials.

**Blueline proof:** A proof that is used to check the proper placement of text, photos and graphic elements prior to printing. Typically used for one- and two-color publications. Final proofing before authorizing vendor to “go to print” is needed at this stage.

**Camera-ready art:** Any artwork or type that is ready to be submitted for pre-press and printing. Changes at or after this stage are likely to disrupt printing schedule and to be costly.

**CMYK:** Cyan, magenta, yellow, black. The process colors used in color printing. Black (K) is added to enhance color and contrast.

**Color proof:** A proof representation of the final, printed job before the piece moves into mass production. Final proofing before authorizing vendor to “go to print” is needed at this stage.

**Color separation:** Separating artwork into the four process colors (cyan, magenta, yellow, black). These are screened to make four halftone negatives that are used to make a printing plate for each color.

**Comp:** Comprehensive artwork used to indicate general color and layout. Not final mechanical art ready for printing, but produced during the development process. This is where changes are easiest and least expensive.

**Crop marks:** Printed lines used for final trimming, showing the trim size of the final, printed piece.

**Die cutting:** Using a sharp metal rule to cut irregular shapes in paper.

**Emboss:** To produce a raised image on the surface of paper.

**Flat color:** In printing, a color other than a process color. PMS colors are flat colors.

**Gang run:** A cost-saving print run option that prints any number of different jobs or multiple copies of the same job on one sheet of paper.

**Ghosted:** A halftone that has been screened to produce a faint image. Used occasionally as background.

**Halftone:** To reproduce continuous-tone images (photographs, etc.) by converting the image into a series of dots.

**In-line:** Any operation tied to the printing process, such as folding, trimming, embossing, gluing, etc.



## GLOSSARY OF PRINTING TERMS (CONTINUED)

Line art: Black and white image or type with no gradation of tones.

Mechanical: The reference for the material used for making a printing plate. Frequently film-based and created from “camera-ready” art.

Mock-up: A rough production example of a publication. Generally true to size, showing page-by-page text, photo and artwork placement.

Overrun: Extra printed pieces in excess of the quantity specified. Normal chargeable overrun is 3%.

PANTONE (PMS): Pantone Matching System Standard, referencing name for Pantone Matching System – the industry standard for referencing flat colors.

PDF: Portable Document Format. A digital publishing document format that is independent of computer platform, font availability or color. Very popular format for digital records of documents heavy in design.

Pica: Measurement term indicating 1/6<sup>th</sup> of an inch. The industry standard for design measurements, other than paper size.

Point: A measurement indicating 1/12<sup>th</sup> of a pica or 1/72<sup>nd</sup> of an inch. Used to make reference to line widths, type size, leading, etc.

Press proof: A proof made on the actual production press with the paper and ink specified for the job. Used to show exactly how the publication will look when printed. Provides opportunity to view actual sample of printed piece at the printer before the “full” quantity run proceeds. Changes at this point are most expensive.

Press sheet: One sheet as it comes off the press. May contain many actual piece pages or two-ups, etc.

Saddle stitching: Binding a publication with staples through the folding line in the center.

Scanning: The process of digitally duplicating line art or photo images.

Score: Creasing paper or board so that it will fold more easily.

Stock: Any surface, usually paper, used to receive a printed image.

TIFF: Tagged Image File Format. A file format for exchanging bitmapped images (usually scans) between applications. Accepted on both Mac and PC platforms.

Type: Styles of lettering. Also called “fonts” or “typestyles.”

Varnish: A clear coating that protects paper and inks from scuffs. Frequently glossy, varnishes also come as dulls or textures.

