

**On My Way Pre-K**

**BRAND GUIDELINES 2023**



On My Way Pre-K



# INTRODUCTION

On My Way Pre-K is a program administered through the Office of Early Childhood and Out-of-School Learning under the direction of the Family and Social Services Administration. On My Way Pre-K awards grants to 4-year-olds from low-income families to provide an opportunity for them to access a high-quality pre-K program the year before they begin kindergarten. Families who receive a grant may use the grant at any approved On My Way Pre-K program statewide.

The standards and details in these guidelines give our program providers, project managers and partners guidelines so that they can represent On My Way Pre-K in a consistent manner that advances our objectives.

Brand Guidelines help ensure consistent branding and messaging across all communications.

# LOGO GUIDELINES

## VISUAL IDENTITY

The logo CANNOT be edited. The logo can be resized, but the logo itself cannot be compromised.

The following sections outline the proper usage of the On My Way Pre-K logo for all entities within the organization. The consistent use of elements for communications, including the logo, helps ensure the strength, stability and recognition of On My Way Pre-K.

## INCORRECT USAGE



Do not stretch logo.



Do not rotate logo.



Do not use other colors or change color values.



Do not alter size of elements.



Do not crowd the logo safe area with other logos or design elements.



Do not use incorrect logo or incorrect brand colors.

## CO-BRANDING

There are times when more than one organization may be promoting On My Way Pre-K or may incorporate the Paths to QUALITY logo. Should multiple logos be required, no logo should be LARGER than the On My Way Pre-K logo if the purpose of the marketing is for On My Way Pre-K.

Logos may be identical in size but should not be placed next to one another.

## PRIMARY COLOR LOGO



## LOGO SAFE AREA



Ensure safe area around the logo at all times. Safe area is determined by the height of the top arm of the star, as indicated in the graphic at left.

## SECONDARY LOGO OPTIONS



Charcoal Gray



Black



Color Reverse



White Reverse

# LOGO AND BRAND COLORS

The main colors for On My Way Pre-K are orange, blue, yellow and charcoal. In addition to these logo colors, the brand has an extended secondary color palette. Possible uses include design elements or colors for charts or graphs.

Always refer to these color codes to ensure you are using the correct color.

## PRIMARY LOGO COLORS



**Blue**  
C=100 M=100 Y=15 K=4  
R=47 G=47 B=126  
Hex #2f2f7e



**Orange**  
C=1 M=40 Y=99 K=0  
R=248 G=165 B=28  
Hex #f8a51c



**Yellow**  
C=5 M=7 Y=100 K=0  
R=247 G=222 B=3  
Hex #f7de03



**Charcoal**  
C=68 M=61 Y=60 K=49  
R=62 G=62 B=62  
Hex #3e3e3e

## SECONDARY COLORS



**Green**  
C=74 M=16 Y=100 K=2  
R=76 G=156 B=69  
Hex #4c9c45



**Light Blue**  
C=75 M=22 Y=0 K=0  
R=12 G=158 B=217  
Hex #0c9ed9



**Purple**  
C=42 M=74 Y=0 K=0  
R=156 G=95 B=166  
Hex #9c5fa6



**Red Orange**  
C=1 M=74 Y=98 K=0  
R=239 G=103 B=37  
Hex #ef6725



**Black**  
C=0 M=0 Y=0 K=100  
R=0 G=0 B=0  
Hex #000000



**White**  
C=0 M=0 Y=0 K=0  
R=255 G=255 B=255  
Hex #ffffff

# BRAND FONTS

The primary fonts for On My Way Pre-K are the Qanelas family and the Baskerville family. Both font families can be used as the designer sees fit when creating design layouts. Oftentimes, both fonts are used in conjunction in layout. Both Qanelas and Baskerville may be used in headings and body copy as necessary. Qanelas is more often used to call attention to special words or headings in layouts, while Baskerville tends to be used more in long-form body copy.

If the Qanelas font is not available, please use Verdana in its place. Verdana and Baskerville are widely available across most operating systems.

## PRIMARY FONTS

Qanelas Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Qanelas SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Qanelas Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

*Qanelas Light Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

*Qanelas SemiBold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

*Qanelas Black Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Baskerville Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Baskerville SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Baskerville Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

*Baskerville Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

*Baskerville SemiBold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

*Baskerville Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## SECONDARY FONT

Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

*Verdana Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Verdana Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

*Verdana Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

# MATERIALS APPLICATION

The following graphics and copy have been provided by On My Way Pre-K for use as is. If you're looking for more information or additional ready-to-use materials, click the links below:

[On My Way Pre-K Provider Toolkit](#)

[On My Way Pre-K Stakeholder Toolkit](#)

## EMAIL HEADER



## EMAIL FOOTER



# MATERIALS APPLICATION

## PRINT

EPS, Ai or PDF (high resolution, 300 dpi) print-ready files are high-resolution files that should be used when you are printing brochures, banners, ads in newspapers or magazines, billboards or other high-quality print.

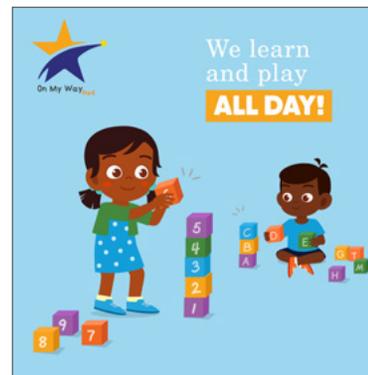
## WEB

Typical web-ready files are jpg, png and gif (screen resolution, 72 dpi). These files are small in size and created for use on the web, including websites, social media and email. Make sure all web files are not upscaled, and keep proportions contained.

## LETTERHEAD



## IMAGES



If you're looking for more information or additional ready-to-use materials, click the links below:

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[On My Way Pre-K Stakeholder Toolkit](#)

# COMMUNICATIONS GUIDELINES

Similar to logo, font and color standards, written content should also follow On My Way Pre-K guidelines. The following guidelines and suggested phrasing should be used when discussing On My Way Pre-K.

**When referencing On My Way Pre-K, always write it out completely – On My Way Pre-K.**

**NEVER** abbreviate or shorten the name.

- For example, do not use: OMW, OMWPK, On My Way, etc.

## READY-TO-USE MESSAGING

To help communicate On My Way Pre-K key messages when writing or talking about the program, we've created a list of suggested statements and quick phrases that can be used in emails, newsletters and other communications.

- Every parent wants the best for their child. On My Way Pre-K gives your 4-year-old a jump on learning and helps them grow as they develop skills to help them be kindergarten-ready!
- Applying online for high-quality pre-K has never been easier. On My Way Pre-K is a program that helps put your 4-year-old on a great path! All you have to do is fill out the easy-to-use online application at [OnMyWayPreK.org](https://OnMyWayPreK.org) today!
- High-quality pre-K helps your child be ready for kindergarten on their very first day. It's a social and learning experience that benefits them today, tomorrow and in the future. Studies have shown that children who attend pre-K are likely to be more successful as they grow up. On My Way Pre-K provides grants for 4-year-olds from lower-income families, so they may have access to high-quality pre-K programs the year before they begin kindergarten.
- Through Indiana's On My Way Pre-K program, your child will be better prepared to do well in kindergarten and beyond. Your 4-year-old will learn, play and explore while developing important social skills, like how to make new friends and share. When a child attends pre-K, parents and guardians benefit too! You'll have more time and resources to spend on career opportunities, education and other life goals.

If you're looking for more information or additional ready-to-use materials, click the links below:

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