

On My Way Pre- K Brand Guidelines

WHO ARE THESE GUIDELINES FOR?

These are guidelines that relate to third party organizations that are creating or updating additional On My Way Pre-K marketing materials. These guidelines are not meant to be a ROADBLOCK to creativity, they are in place to ensure that the integrity of the On My Way Pre-K brand remains secure.

VISUAL IDENTITY

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

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

CO-BRANDING

There are times when dual organizations may be promoting On My Way Pre-K, or also incorporating 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.

STANDARD



GRAYSCALE



COLORS



For Main Logo:
Orange: C: 1% M: 40% Y: 99% K: 0%



For Main Logo:
Blue: C: 100% M: 100% Y: 15% K: 4%



For Main Logo:
Yellow: C: 5% M: 7% Y: 100% K: 0%



For Main Logo:
Grey: C: 68% M: 61% Y: 60% K: 49%

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 the newspaper or magazines, billboards or other high quality print.

WEB

Typical web-ready files are jpg, png and gif (screen resolution, 72dpi). 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.

Should you have additional questions concerning these brand guidelines or creating customized marketing materials for On My Way Pre-K, please contact WDM Creative.

WDM Creative

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