



Green

RGB
141:198:63
CMYK
C - 50%
M - 0%
Y - 100%
K - 0%



Teal

RGB
27:117:188
CMYK
C - 85%
M - 50%
Y - 0%
K - 0%



Indigo

RGB
43:57:144
CMYK
C - 100%
M - 95%
Y - 5%
K - 0%



Orange

RGB
203:108:45
CMYK
C - 21%
M - 69%
Y - 100%
K - 0%



Gray

RGB
8:25:29
CMYK
C - 0
M - 0
Y - 0
K - 0

Berrien County Great Start Collaborative Get READY Campaign -Style Guidelines-

Font

The Get READY Campaign will use Arial, as it is clean and highly legible.

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Colors

The Get READY Campaign palette consists of colors that complement the Great Start Collaborative website. Green, Teal and Indigo comprise our primary colors. Orange and gray serve as secondary colors.

Logo

The logo design represents an “all hands in” approach to support early childhood education. Each hand represents one of our target audiences; families, schools and communities. The star symbolized success and also ties back to the Great Start Collaborative logo and star rating system.

Tag-line:

“Their (his/her) success starts with you (us).”

Sub tag-line:

“Get your children READY for success in school and in life.

Word formatting:

The word READY should always be capitalized.

Photographs

Heavy attention is paid to photographs used depicting families. Families should be portrayed in fun-loving situations, and should be modeling behavior that support early childhood development indicators. Families portrayed should represent the families of Berrien County.

Social Media:

Facebook, Twitter
All social media should be directed back to the Berrien County Great Start website,
www.greatstartberrien.org.

Audience:

Documents created and communication about the campaign will be targeted to two audiences; 1. Parents/guardians (written at a third-grade reading level) and, 2. Educators/agency representatives/doctors (written at a higher reading level with a slant toward a practitioner’s word usage.)

Disclaimer:

Use the United Way’s disclaimer: “This project is supported in part by the United Way of Southwest Michigan.”

Logos Usage:

All materials must include the Get READY logo as well as the United Way of Southwest Michigan’s logo. The Berrien County Great Start Collaborative logo is also required. Spacing around all logos should allow for each logo to be clearly visible. Order of presentation: 1. Get Ready, 2. Great Start Collaborative, 3. United Way.



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