

Brand Toolkit



A Comprehensive Approach to
Enhancing Early Care and Education

Letter from the President

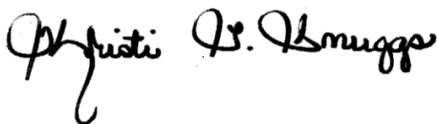
I'm thrilled to share some exciting news with you! After much consideration and reflection, I'm pleased to announce that Child Care Services Association will be rebranding as Early Years.

This decision to rebrand comes from a desire to eliminate any confusion that we are a child care provider or a membership organization. This is something we would like to move away from but still have an identity associated with children, child care and early care and education at the local, state and national level. More importantly, it reflects our unwavering commitment to continue to champion the need for accessible high-quality early care and education for all children and families, to be a thought partner in the creation of innovative solutions for the child care industry, and an advocate for a respected and well-compensated early learning workforce.

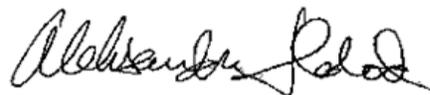
Over our proud 50 year history, we've continually evolved our approach to child and family advocacy, and we believe that our new brand more accurately represents our vision. The name "Early Years" embodies our dedication to ensuring that every child in North Carolina experiences a joyful and supported childhood. It emphasizes the importance of collaboration and partnership, as we work alongside communities and partners to drive meaningful systems-level change.

As part of our rebranding efforts, you'll notice a fresh new logo, vibrant colors, and design elements that reflect our vision for connections. A brand is more than a logo; it is a strategic asset that is a reflection of everything we say and do. These changes are evident in our Early Years Toolkit and assets.

I want to emphasize that while our name and appearance may be changing, our core mission remains steadfast.



Dr. Kristi Snuggs
President, Early Years



Aleksandra Holod
Board Chair



A Comprehensive Approach to
Enhancing Early Care and Education

Early Years' visual identity is the signature of our brand, instantly identifying our work and reflecting our purpose. Whether we're reaching out to new audiences or communicating with longtime supporters, consistent use of our visual identity means we always make the same powerful impression.

Our Mission

Early Years leads efforts to strengthen accessible and affordable high-quality early care and education by providing support for families, communities and the workforce.

Our Vision

For all children to have equitable access to affordable, high-quality early care and education, which lays the foundation for successful life outcomes.

Our Brand

Proper application of our new brand identity system to both internal and marketing communications materials is central to the success of the new Early Years brand. Our brand includes elements which have been designed to create consistent, relevant and distinctive representations of our organization, programs, and services that resonate with a diverse audience, ranging from educators and caregivers to policymakers and stakeholders.

Logo

Early Years' logo stands at the heart of our visual identity, reflecting our vision to advance early care and education as well as a nod to our history. Since 1974, we have grown into a leading voice for focusing on the formative years of life and the guidance we provide throughout to all involved.

Our new name and logo have been streamlined for a stronger, more contemporary look, in consultation with experts. Our logo better describes the complex work our agency does while keeping children at the center of our work.

Main



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Tagline

A comprehensive approach to enhancing early childhood education

A tagline is a supporting brand asset used alongside the logo. Our tagline highlights who we are dedicated to helping. We work alongside professionals, policymakers and parents to ensure equitable early care and education for all children.



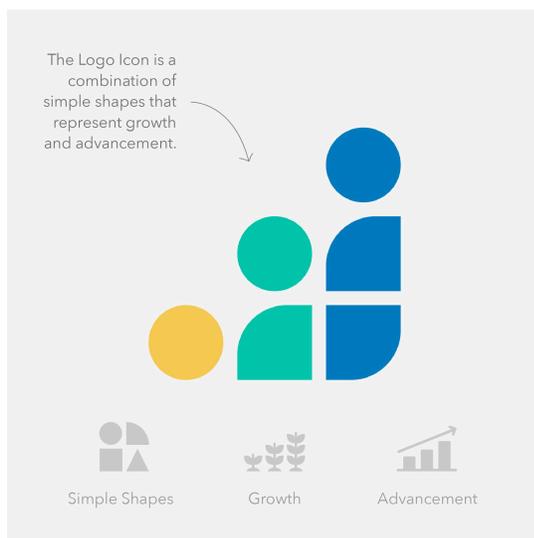
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Brandmark

The logo icon is a combination of simple, geometric shapes that represent growth and advancement for early care and education. This forward looking, modern and professional brandmark shows connections — between child, parent and educator and growth due to the support provided for families, communities and the workforce which lay the foundation for successful life outcomes. It also represents our innovative approaches that are grounded in data and research for professional advancement for the ECE workforce.



Early Years Initiative logos

Each initiative's logo, under the umbrella of Early Years, was individually designed using a custom typeface based on the Early Years primary typeface, Neulis Sans. The logos follow a consistent layout and unique color palette that creates brand consistency across the different initiatives.

Child Care WAGE\$®



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Infant-Toddler Educator AWARD\$® Plus



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TEACH Early Childhood® National Center



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TEACH Early Childhood® North Carolina



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Brand Identity

What does our new logo mean?

Our branding was designed thoughtfully to reflect the vibrancy of early childhood and education while still maintaining professionalism that was integral in reinforcing the perception of Early Years as a reliable, credible, and trustworthy entity. Our new logo is modern, professional and ties together the connections among are three main audiences: providers, educators, and families.

The logo icon is built using simple, geometric shapes to make a mark that represents our dedication to research, growth and advancement for early care and education.

Our tagline

A comprehensive approach to enhancing early childhood education

Our tagline is a high-impact public expression of our purpose statement and brand strategy. It's a way to reinforce our positioning while setting the tone for our brand voice program and future communications. It's the essence of who we are, what we do, and how we do it. The tagline helps remind audiences of our mission and vision. The brand

tagline and logo icon should be used throughout all applications, except when the tagline is shown elsewhere on the given application. For example, the navigation of the website when the tagline is the headline.

Color

The color palette combines 4 energetic colors (sky blue, bright gold, mint green and dark green) with two neutral colors (navy blue and white). We wanted to preserve a component of the past 50 years so we chose a blue similar to our CCSA blue but updated the palette to include a mint green that is a combination of the sky blue and bright gold. This color blending technique reflects a balanced aesthetic that highlights the interconnectedness of the child, parent and educator. Consistent use of the palette will build strong external recognition and memorability for Early Years.

Brand Tone

Early Years is...

Proud

We take pride in the groundbreaking work we perform to advance early care and education for all and the partnerships we've created. We'll accept accolades and appreciation with grace, and always be grateful for the recognition.

Innovative

Our goal is to never allow the conversations surrounding early care and education to take a back seat or be forgotten. We'll experiment, we'll listen, and we'll work hard to introduce new ideas and concepts that keep engagement high and great ideas flowing.

Familial

Ultimately, we help children and families find equitable, high-quality early care. As we speak to audiences, from professionals to policymakers, that commitment, and the warmth and care of helping families, should always shine through.

Equitable

At Early Years, we're committed to helping all children, regardless of income level, background, or belief, succeed. We will never discriminate and always approach situations with an open mind.

Data-Driven

Innovation and equitable care don't appear out of thin air; they're crafted from real-world insights and actionable data that drive conversations forward. We'll always utilize current, relevant data to prove our proof points and help create buy-in alongside impassioned and emotive conversations.

FAQs

What is Child Care Services Association's new name?

We have rebranded from Child Care Services Association (CCSA) to **Early Years**.

Why did we decide to rebrand?

Because of the name "Child Care Services Association," there have been many times individuals and organizations have confused our organization for a child care provider or a membership organization. This is something we would like to move away from but still have an identity associated with children, child care and early childhood education at a state and national level. As the board of directors was undergoing our strategic plan, they identified the need to rebrand the organization. We think we found a new name and logo that speaks to more of who we are as an organization.

Is Early Years the "same" organization as Child Care Services Association? Are we still doing the same things?

Yes, Early Years is the same organization, just with a new name! Our services provided and programs will remain the same. We will also still have the same vision, mission and goals guiding the organization. Hopefully, the new name, tagline, logo and rebrand will better describe the complex work our agency does.

What is changing as part of the rebrand?

The only changes aside from our new name and logo, are the logos of our initiatives. The programs will retain their same names, just with slightly different logos. [Click here to view the new program logos.](#)

What does this rebrand mean for our partners?

Nothing will change between our partnerships, including the ways we already work together! You will just start to see our new branding rollout throughout the next year.

For the complete Brand Guide, [click here](#)

The brand guide contains technical information about the logos, fonts and colors, such as how to use the logo, our font typeface, the brand's color palette and our brand tone.

Thank You!

We'd like to extend our sincerest thank yous to all of our partner organizations who have supported and collaborated with us these past 50 years! We are grateful for your continued support, especially during our rebranding efforts.

If you have any questions on how to use anything in this guide, please email Development & Communications Director Carolyn Reynolds at carolynr@childcareservices.org