

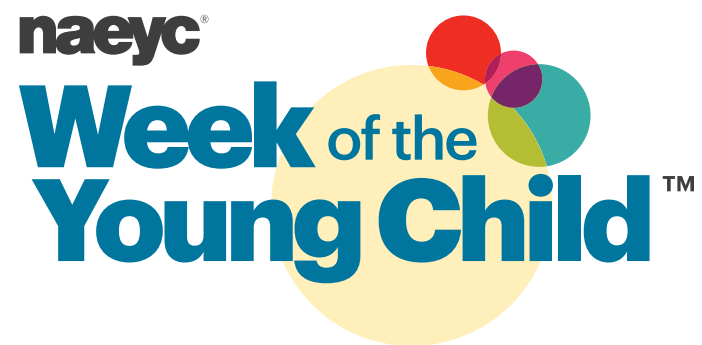
NAEYC Week of the Young Child™ Logo Guidelines

Stewards of the brand

These guidelines exist to provide direction and clarity when using the National Association for the Education of Young Children (NAEYC) Week of the Young Child™ (WOYC) logo. This includes materials created by our Affiliates, accredited programs, and third-party vendors.

If you are unclear on any part of this document, are working on a project that deviates from the parameters covered, or would like feedback on a layout or product, please contact NAEYC's Senior Creative Design Manager.

This logo replaces any previous logos. As of January 1, 2018, all instances of the old logos should be updated to reflect the new brand.



Week of the Young Child™ logo

There is one Week of the Young Child™ logo, to be used on all materials that reference NAEYC's WOYC.

Week of the Young Child™ logo elements

What we commonly refer to as the “logo” is one graphic comprised of three elements:

- a. Circle illustration
- b. NAEYC logomark
- c. Week of the Young Child identifier

To maintain the integrity of our brand, do not remove, add to, or distort any of these elements. Use the logo and its elements consistently and thoughtfully on all pieces you create.



Week of the Young Child™ logo size

If your project requires a logo smaller than what is outlined below, please contact NAEYC’s Senior Creative Design Manager for guidance. When sizing the logo, set the width and allow the height to scale to keep the correct proportions.

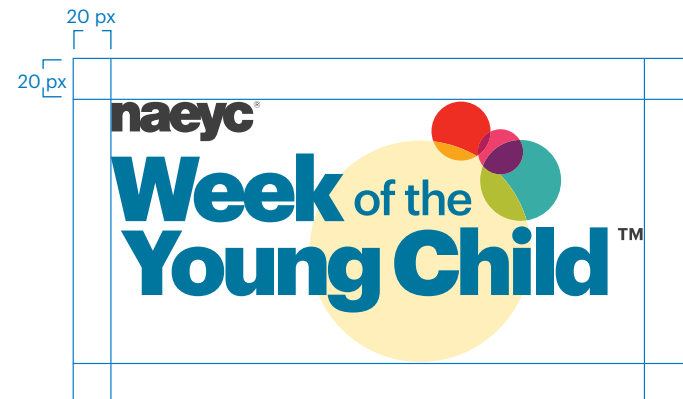
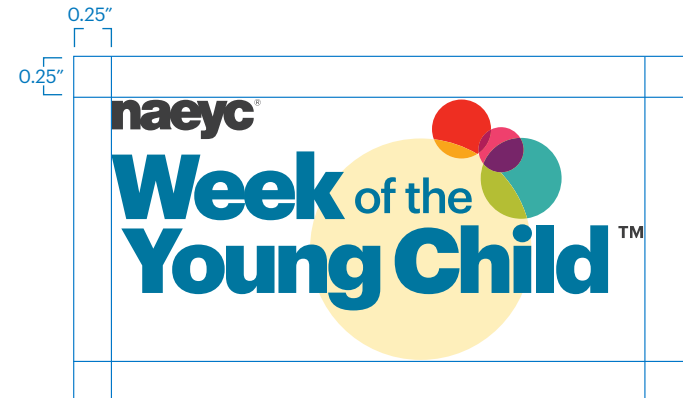
	Preferred width	Minimum width
 <p>The logo features the text 'naeyc' in a small, black, lowercase sans-serif font. Below it, 'Week of the Young Child' is written in a large, bold, blue sans-serif font. The word 'Week' is on the top line, 'of the' is smaller and positioned between 'Week' and 'Young', and 'Young Child' is on the bottom line. To the right of the text is a graphic consisting of a large yellow circle and three smaller overlapping circles in red, purple, and teal.</p>	<p>Print: 2 in. Digital: 250 px</p>	<p>Print: 1 in. Digital: 125 px</p>

Week of the Young Child™ logo placement

Clearance

Leave empty space around the logo to ensure other text, images, or graphic elements on the page don't distract from or interfere with the mark.

On print pieces, leave a minimum of 0.25" clearance around the logo. On digital pieces, please leave a minimum of 20 px padding around the logo.



Week of the Young Child™ logo colors

The WOYC logo is provided in three color variations:

- Full color
- Grey-scale
- Reversed (white)

If you need to use the logo in a color not listed above, please contact please contact NAEYC's Senior Creative Design Manager for guidance.

