brightspark
early learning services

Brand Guide

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BrightSpark's Brand Personality

Our mission:
To nurture and sustain child-centered, antiracist early learning communities.

Our Values:
- We Are Stronger Together.
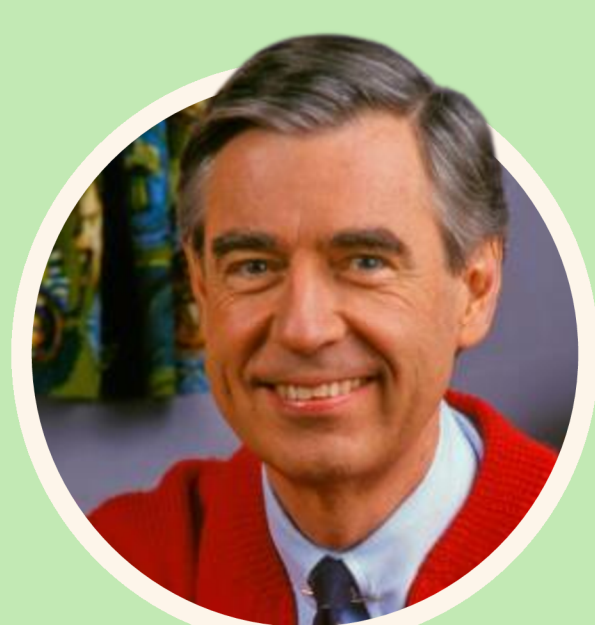- We Seek Continuous Learning and Improvement.
- We Honor Community Strengths

Our early learning examplars:

The Black Panthers

Mary Poppins

Mister Rogers

Who are we?

Gender identity:
Androgynous

Celebration type:
Block Party

Super Power:
Advocating + Collaborating

Interests:
Dancing + Bringing People Together

Described as:
Extroverted + Nurturing

Child centered

Community based

At our core, we are...

Family focused

Supportive + loving

Antiracist

Using BrightSpark's Logo

Our logo is copyrighted and must always have the '©' symbol. The full color logo should be used whenever possible.

When using our logo, ensure that:

- "Early Learning Services" can be easily read.

- The background color does not compete with the dots and make them difficult to see.

- It is prominently featured on the content you are creating (the top left corner is usually preferred.) If you need to include other logos from external organizations*, here are some guidelines:

    - If the content being promoted is a BrightSpark-led initiative, make sure our logo is featured as the first and biggest.

    - If it is not something we are leading, make sure all logos are roughly the same size, then place ours immediately after the leading organization's logo.

*As a general rule of thumb, another organization's logo should be included if you are promoting an event or program that they are supporting or funding (even partially). For example, if Amazon is sponsoring a BrightSpark event or DYFC is funding a BrightSpark program through a grant, their logo must be included in related promotional materials.

If you are not sure whether or not you need to include another organization's logo, reach out to Courtney Nolen-Viducich, as she can provide guidance!
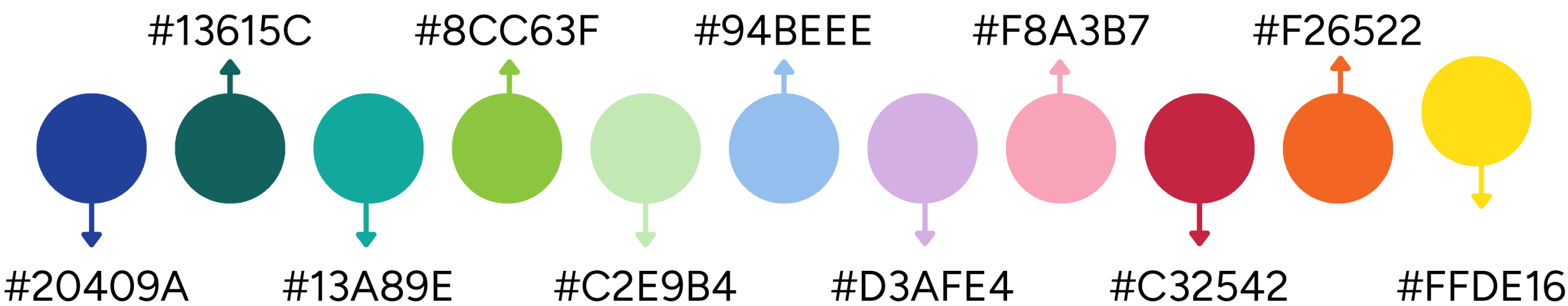
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Using monocolor versions of the logo

There are some instances when using a full-color version of our logo may not be feasible or appropriate. For example, when creating materials that will be printed in black and white, a fully-white or fully-black version of the logo can be used instead. This is also the case when creating materials surrounding a topic with a pre-designated color scheme.

For example, when creating content around Black History Month, the colors red, yellow, and green are culturally significant and should be prioritized, even if they don't match our color palette. In this case, an all-white logo would be more readable and respectful to the meaning of those colors.

BrightSpark's Color Palette

BrightSpark's new logo has 11 different colors on its own, with a wide range of tones varying from pastel to vibrant and warm to cool. These colors are:

#13615C   #8CC63F   #94BEEE   #F8A3B7   #F26522

#20409A   #13A89E   #C2E9B4   #D3AFE4   #C32542   #FFDE16

There are also 6 complementary colors which can be found on our website. They can be used as a supplement to the primary palette. They are:

#556FB4   #98D9D8   #F8B93F

#4F347E   #529F88   #FDF5EA
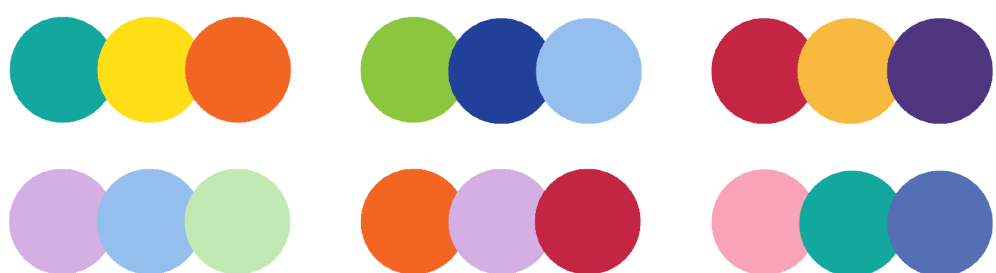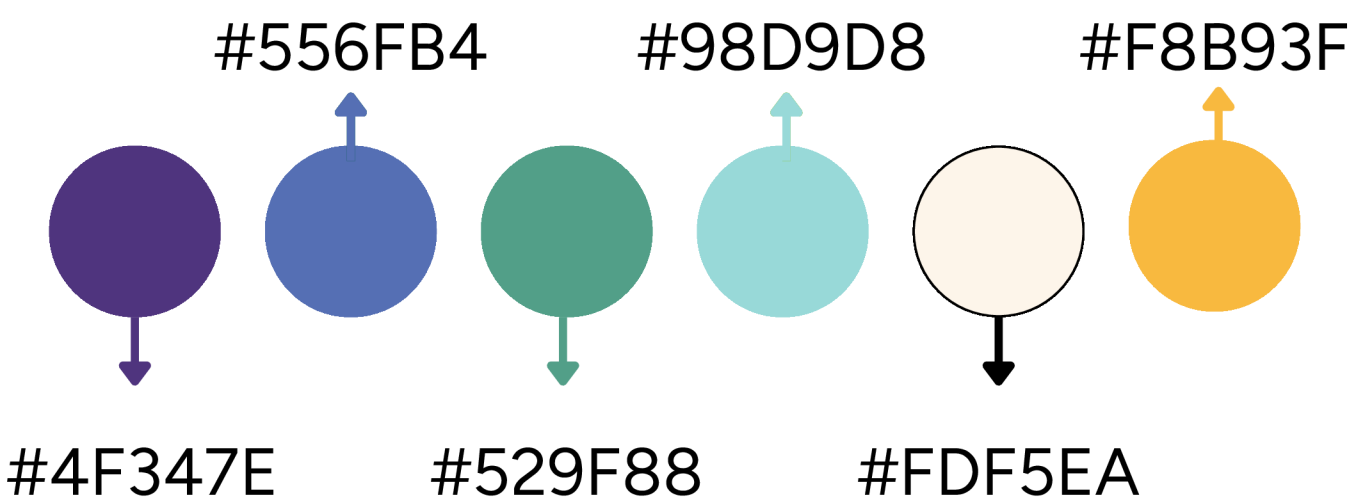
While there are no "rules" as to what colors you can use together in a design, to the left are some of the comms team's favorite combinations to serve as inspiration!

Contrast: the key to accessibility

While our new and expanded color palette is extremely exciting, it can also pose some accessibility challenges, as those with visual impairments may struggle to read or understand some text if there is not enough contrast between the text and background colors. When overlaying text, images, and shapes, be sure that there is enough of a tonal difference in the colors so that each aspect can be clearly seen.
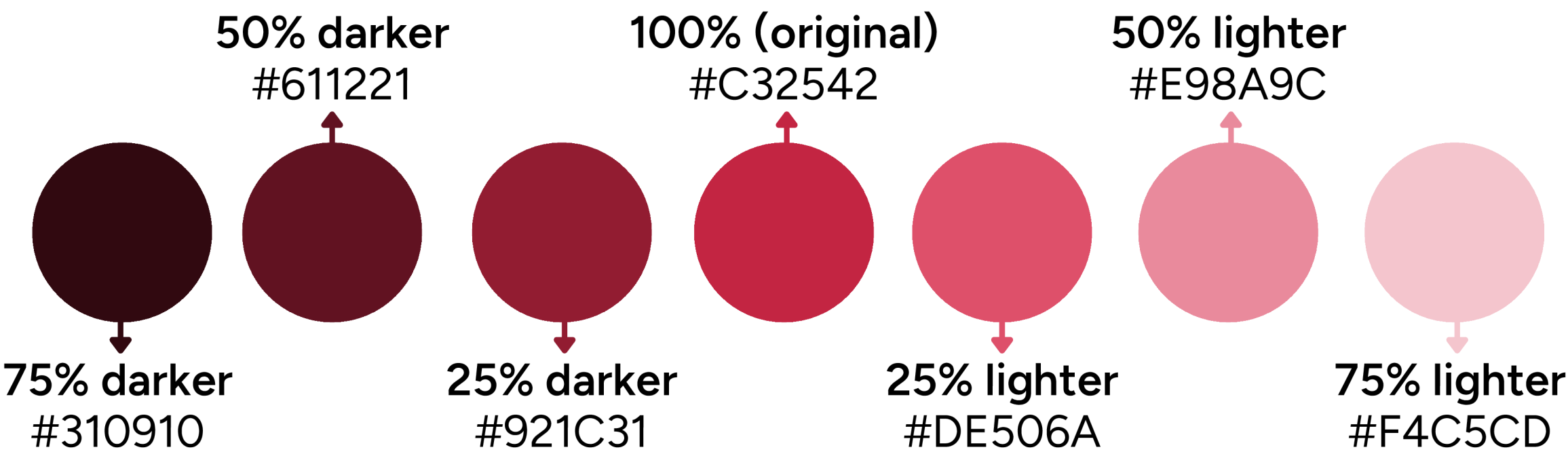
Accessible vs. Inaccessible

If you are not sure, you can always use WebAIM's contrast checker, which will tell you whether or not two colors have enough contrast to "pass" as accessible for both text and graphic elements.
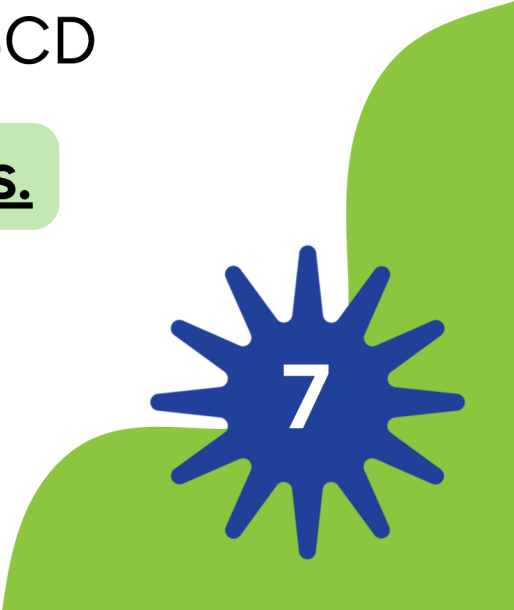
Try it out!

Adjusting tones

While we have many colors available to you to use in your designs, you may need a slightly lighter or darker tone to create more contrast and boost readability. Using this online tool, it is totally possible adjust a color's tone and still stay true to our branded palette! To use, simply enter the hex code of any branded color and slide the percentage bar to find your new shade.

50% darker
#611221

100% (original)
#C32542

50% lighter
#E98A9C

75% darker
#310910

25% darker
#921C31

25% lighter
#DE506A

75% lighter
#F4C5CD

Click here to darken colors.

Click here to lighten colors.

Branded Fonts

At BrightSpark, we generally use three main fonts: Como, Sora, and Figtree. Each are free to download and can be installed on/uploaded to virtually any computer or design software.

Sora
Mainly used for headers, titles, and large text. Translates legibly into other languages.

Figtree
Mainly used in body text, captions, and paragraphs. Translates legibly into other languages.

Como
Only used for short text that appears next to the logo (such as the address on a letterhead or website on a flyer). Does not always translate legibly into other languages.

In the case that these fonts are not available, Segoe UI (available on all Microsoft products) can be used.

Shapes & Icons

As a part of our new branding, we have introduced various blobs, shapes, and icons that can be used throughout our designs. These can serve as backgrounds for text, logos, or photos; or as decorative elements to add a bit of playfulness to a design.

There are 3 things to keep in mind when using these elements in your designs:

- Make sure that every time elements overlap, there is enough contrast that each element can be seen individually.

- Remember that a little goes a long way - don't be afraid to be creative, but also, make sure your content can be easily read/understood!

- Have fun and find joy in what you are creating!

Photography

Photos allow audiences to see themselves represented in the work that we do. BrightSpark has a fairly robust photo library - full of onsite photos (taken by Lisa Bontje), as well as staff photos - that can be used in our designs.

When using Lisa's photos, here are some things to keep in mind:

- Make sure the photos are not over 5 years old - this is when the release forms expire and we no longer have consent to use the images.

- Always credit Lisa! Whether it is in a caption or a watermark over the photo itself, always include "©LisaBontjePhotography."

- Feel free to use cutouts, or overlay shapes and icons with the photos. Below are some examples of different ways to use the same photo:

©LisaBontjePhotography

: ©LisaBontjePhotography

Tip: Use cutouts to make photos pop!

By using a photo as a base, overlaying a shape, and then lining up a cutout on top, you can make a photo pop right out of its frame. Here's how:

Step one: Select the photo and shape you want. (Hint: Find a photo that already has a cutout made - they are available in the brand kit as well as on Canva!)

Step two: Add the cutout on top of the image. (Hint: Temporarily lock the base image and set the transparency of the cutout to 50% to make lining it up easier.)

Step three: Make the cutout 100% opaque, and then voila! (Hint: group all aspects of the image together so that if you need to move it, it will stay perfectly aligned.)
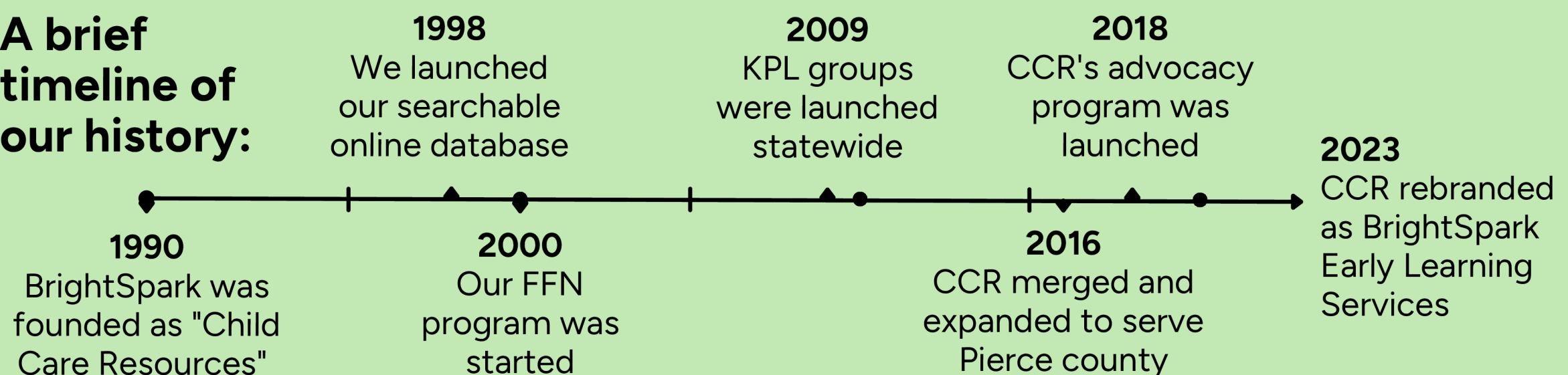
Messaging & Talking Points

When discussing BrightSpark as an entire organization, it can be difficult to concisely and cohesively explain the work that we do - we have so many various programs and teams working all across the early learning spectrum!

Fast facts about BrightSpark:

- We are a 501(c)(3) nonprofit organization with an overall operating budget of around $25 million.

- We offer over a dozen unique programs and services, ranging from helping families to find and pay for child care; helping caregivers access training and resources; and building community partnerships to advocate for a better early learning system.

- We employ over 130 employees, over half of which are early learning provider coaches and support staff.

- While most of our programs are based in King and Pierce county, several serve the entire state (such as the CCA of WA Family Call Center). KPL groups are even offered in several other states across the U.S.!

- BrightSpark approaches all of its work through an antiracist, community-centric model.

A brief timeline of our history:

1990
BrightSpark was founded as "Child Care Resources"

1998
We launched our searchable online database

2000
Our FFN program was started

2009
KPL groups were launched statewide

2016
CCR merged and expanded to serve Pierce county

2018
CCR's advocacy program was launched

2023
CCR rebranded as BrightSpark Early Learning Services

Talking points about early learning:

- Early learning is extremely important because 90% of the human brain develops before age 5.

- In Washington State, the cost of traditional child care is, on average, comparable to that of undergraduate tuition at a public university.

- On average, early learning educators and child care providers make less than dog walkers and pet groomers.