



Supporting Excellence in Early Education

BRAND GUIDE

10.21.22

INTRODUCTION



Why Great Start to Quality matters

It's simple. Everything we do is about supporting excellence in early education. Great Start to Quality is here to help parents find the best early care and education providers for their children, and help education professionals provide the highest quality early education and care for all Michigan children. To make sure every young child has the best education, thrives, and lives their best lives!



Since launching GSQ in 2011, we've learned a lot about how to define and assess quality and how to help child care professionals improve services for children. And we have improved, too.

This 2022 Brand Guide is a celebration of a new step forward for Great Start to Quality. It is the result of almost three years of work to change the GSQ model for the better. We've reimagined the process to put the emphasis on continuous quality improvement. And it could only have happened with the feedback we gained from our Resource Centers, child care licensing, providers, families, communities, and countless other partners and experts.



MISSION



We focus on high-quality early learning experiences that build the foundation for skills children need to thrive in school and in life.

To accomplish this, we offer support to strengthen Michigan's providers of early care and education so they can continuously improve the services and support they provide young children, their families, and the community.





VISION

All families in Michigan have access to safe, high-quality early learning experiences that give children a strong foundation to thrive and meet their needs as they grow and learn.



VALUES

Equity

We believe in equitable access to early care and education for all families in Michigan. We work with state and community partners to increase the number of programs across the state and encourage providers to continually increase their quality to support both families and communities.

Quality

We believe that the continuous quality improvement of early care and education programs, through professional development and reflection on program practices, supports providers in delivering high-quality care that meets families' needs and helps children thrive.

Empower

We empower families to be advocates for their children and understand the benefits of high-quality early care and education. We empower providers to improve quality by building strong, trusting relationships and providing information, resources and other supports to improve quality.

Committed

We are passionately committed to elevating the early care and education professions and supporting the workforce through professional development and education supports which increases the quality of care Michigan's children receive.



COMMUNICATIONS

Reasons Why:

1 **Great Start to Quality is Michigan's Quality Recognition and Improvement System (QRIS)**

We support programs and providers in their efforts to provide high-quality care, while helping families find and choose quality programs that meet their family's and children's needs. Great Start to Quality helps them get the tools and child care provider resources they need to succeed.



BRAND MESSAGING GUIDELINES



COMMUNICATIONS

Reasons Why:

3 High Quality Matters

When children are in a high-quality program in their first five years, they are given a safe place to learn, explore their world and build relationships and thrive! By being in this type of environment, the foundation is set for them to be successful in school, work and life.



BRAND MESSAGING GUIDELINES





COMMUNICATIONS

Reasons Why:

4 Our Reimagined Process for Identifying High Quality.

The reimagined GSQ model for quality improvement is one of a continuous journey. An ongoing cycle of learning. It's not just about checking boxes.

As providers move through the process, with the help of coaching and mentoring, they demonstrate quality through their practices, self-reflection, goals, quality enhancements, onsite observations, interactions, and staff qualifications. Maintaining a safe and healthy environment for children is the foundation of the Quality Improvement Process.

BRAND MESSAGING GUIDELINES

COMMUNICATIONS

Reasons Why:

 **What High Quality Means to Families.**



- High-quality providers have staff who continuously take training and are educated in child development or early childhood.
- Provide a safe, healthy environment for the children to learn and explore.
- Build relationships with children and families.
- Have strong family involvement in their program.
- Give children a wide variety of hands-on learning opportunities and learning materials.
- Keep track of children's growth and development to help them learn and reach developmental milestones.
- Keep staffing consistent and have lower adult to child ratios.



COMMUNICATIONS

Reasons Why:

- 6** **Great Start to Quality Benefits for Providers.**
 - Incentives for grants, subsidies, and education.
 - Coaching and mentoring.
 - Support with curriculum development.
 - Provide material resources.
 - Provide quality standards.
 - Provide additional support with children, education, and staffing.

BRAND MESSAGING GUIDELINES

COMMUNICATIONS

Reasons Why:

7 Great Start to Quality Benefits for Families.



- GSQ evaluates the quality of licensed programs for children 0-12 to help families find the best early care and learning options for their children.
- Families can use GSQ as a tool to help look up and compare early childhood programs near them to find the best child care.
- Helps families understand the different types of care available for their children, and the criteria a program needs to meet their needs.
- Gives families the information and resources they need to determine the best type of care for their children.
- Great Start to Quality Resource Centers across the state assist families in their search for quality licensed programs for children ages 0-12, provide information about financial assistance, and offer lending libraries of learning materials to use with their children.

LOGO

The GSQ logo is designed with a strong and clean modern typeface to visually support the importance of “quality.” The graphic element of the logo is an original custom design that represents the infinite connection between childhood and adulthood. Be it the love of learning that can be traced back to early learning. Or the continuous improvement cycle between parent and child, or child and provider.



LOGO USAGE

When using the logo over a solid brand color background there is one primary treatment to be used. White type with a green graphic over the blue.



EXAMPLES OF IMPROPER TREATMENTS



LOGO USAGE

When using the logo over a white background there is one primary treatment to be used. Blue type with a green graphic.



EXAMPLES OF IMPROPER TREATMENTS



LOGO SPACING

There should be sufficient clear space around the logo to let it breathe and prevent its clarity and visual impact from being compromised.

STRUCTURAL SPACING EXAMPLE



EXAMPLE OF PROPER SPACING



EXAMPLE OF IMPROPER SPACING



LOGO USAGE

When using the logo over a busy background there are two treatment options that can be used. White box with blue type and a green graphic. Or a Blue box with white type and green graphic. Place the logo in the least active spot on the image.



GSQ ICON

Elements from the GSQ logo are used for a social media icon. The 3 Initials and the graphic element are placed within a circle for balance. This also compliments the circles used within the graphic.

The two primary icon designs are shown to the right. These are the only two used.

EXAMPLES OF IMPROPER TREATMENTS



COLORS

ADA Compliance

Make sure when you design items for web, and other electronic information applications that the designs are compatible with the [Americans With Disabilities Act Standards for Accessible Design](#).

We strongly encourage you to use the WEB AIM's Color Contrast Checker (see link below) to make sure your design is Accessible. Learn more in this [short video](#).

RESOURCES:

[WEB AIM's color contrast checker](#)

[World Wide Web Consortium \(W3C\) Web Content Accessibility Guidelines \(WCAG\) 2.0](#)

[Section 508s guides for creating digital products](#)

[Adobe Acrobat Accessibility](#)

[InDesign Accessibility](#)

[Creating Accessible PDFs with Adobe InDesign CC \(video\)](#)

TYPE

CONTINUED

URL Type Treatment

The Great Start to Quality website url should always appear lower case in communications as shown below.

greatstarttoquality.org





www.GreatStartToQuality.org