Durham PreK Style Guide

Last updated March 3, 2020

Durham PreK

LOGO

- **Green**
  - #589a2c or 88,154,44
- **Blue**
  - 2ea8e2 or 46,168,226
- **Purple**
  - #7b3dc9 or 123,61,201
- **Orange**
  - #de5213 or 222,82,19

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LOGO USAGE

- **Do:**
  - Place logo on white or neutral color background
  - Feature in balanced, uncluttered area of page
  - Ensure substantial breathing room around all sides

- **Don't:**
  - Include on same page more than once
  - Alter the colors of the logo in any way
  - Use any portion of the logo in isolation (for example, don't use only the orange book with the letter "K," use the full logo.)

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Direct any questions to the Development & Communications Department at Child Care Services Association:

- Kara Shultz, Development Manager, karas@childcareservices.org
- Jennifer Gioia, Communications Manager, jenniferg@childcareservices.org

Or visit the contact page on the Durham PreK website.