



CHILD CARE

State Capacity Building Center

Ask Me Anything: Understanding Your Consumer Education Brand

National Webinar
December 19, 2019



Poll

Presenters

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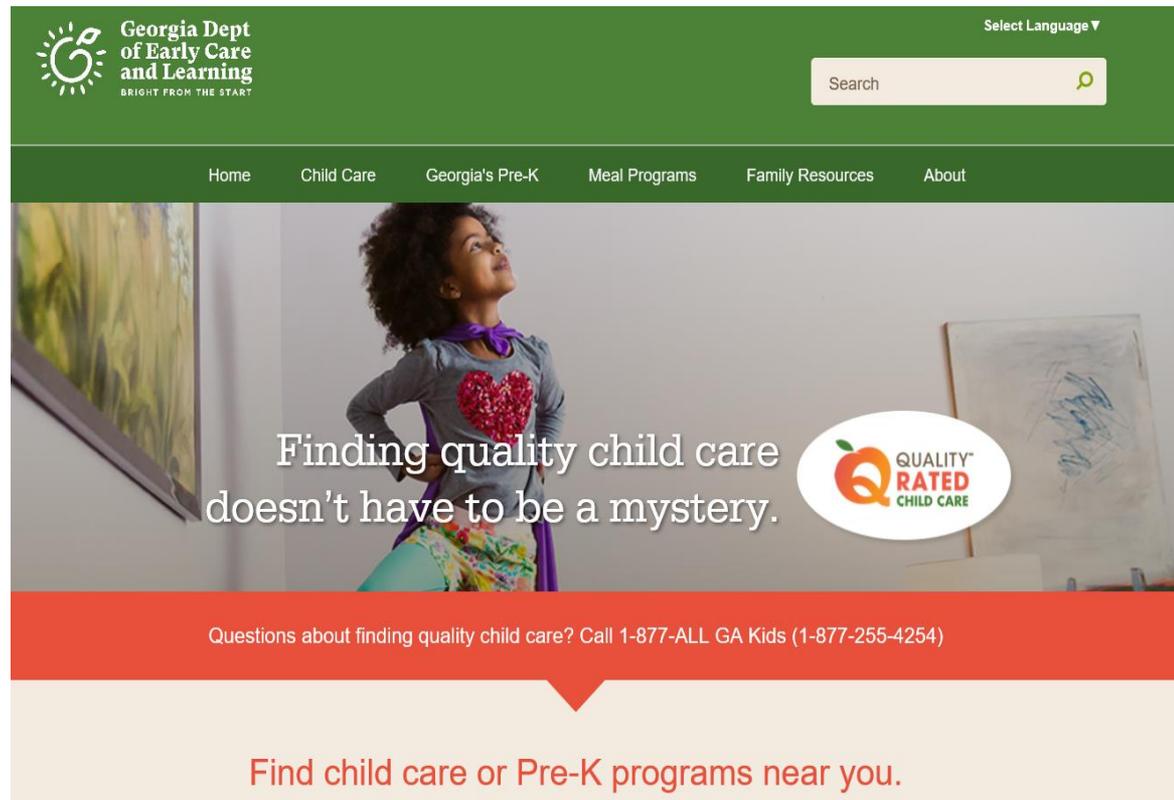
Branding

Helps set your consumer education website apart and allows consumers to easily recognize and remember your site:

- ◆ A brand is a name, symbol, or design that gives a product a unique personality; it serves as an **opportunity to shape an audience's perception** about a product.
- ◆ **Brand elements** reflect an organization's core values but **should be developed with the audience in mind.**

Components of a Successful Brand

- ◆ Logo
- ◆ Colors
- ◆ Tone
- ◆ Fonts



Georgia's Bright from the Start consumer education and quality rating and improvement system website is available at <http://families.decal.ga.gov/ChildCare/Search>.

Sample Logos



Quality Child Care Matters

Used with permission. Retrieved September 27, 2019,
from <https://idahostars.org>



Used with permission. Retrieved September 27, 2019,
from <http://brighterfuturesindiana.org/>



Used with permission. Retrieved September 27, 2019,
from <https://www.coloradoshines.com/home>

Design Tips to Enhance Your Brand and Work Within Constraints

- ◆ Apply a layout with a visual hierarchy.
- ◆ Use white space as a tool.
- ◆ Integrate images that foster engagement.
- ◆ Use icons, where appropriate, to minimize text.
- ◆ Be consistent.

Applying Your Brand- Overview

Consistently use brand components such as fonts, colors, and tone across all types of communication:

- ◆ Consistency builds and reinforces a strong branding personality.

- ◆ Flexibility can help you avoid repetitive designs.

General Considerations

- ◆ **Do not** restrict logo placement to a specific location in a layout.
- ◆ **Do** tailor content length across different platforms.
- ◆ **Do** tweak the brightness or saturation of your brand palette for social media.

Layout

Whitespace refers to the areas in a layout that do not contain images or text. The amount of whitespace can dramatically affect a user's initial impression of your site:

- ◆ Little white space results in a crowded layout that can feel busy and uninviting.

- ◆ Generous amounts of whitespace can welcome an audience by separating and structuring content.



Finding quality child care
doesn't have to be a mystery.



Questions about finding quality child care? Call 1-877-ALL GA Kids (1-877-255-4254)

Find child care or Pre-K programs near you.

Georgia Department of Early Care and Learning. (n.d.). Bright from the Start [Web page]. Retrieved from <http://families.decal.ga.gov/>

FAMILY ASSISTANCE & SUPPORT



Apply for Food Assistance



Find Health & Wellness Assistance



Apply for Child Care Assistance



Apply for Financial Assistance

MI Kids Matter's website includes icons that add visual interest and quickly convey the types of resources available to families. MI Kids Matter [Website]. Used with permission. Retrieved September 27, 2019, from <https://www.michigan.gov/mikidsmatter>

3

What type of program are you searching for?

Select all that apply

[Learn more about types of child care and early learning programs](#)



Centers and



Family Child Care



Head Start

The icons used on Minnesota's Parent Aware child care search display the types of programs a user might select. Used with permission from Minnesota Department of Human Services. (n.d.). Search [Online tool]. Retrieved April 8, 2019, from <http://www.parentaware.org/search/>



A close-up photograph of a person's hands typing on a laptop keyboard. The image has a blue tint. A dark blue circular overlay is positioned in the upper left corner, containing the word "Poll" in white text. The background is blurred, showing the laptop screen and other parts of the device.

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What additional webinar topics interest you?



Consumer Education Resources

- ◆ Office of Child Care, Administration for Children and Families, U.S. Department of Health and Human Services. (n.d.). Consumer education resources [Web page]. Retrieved from <https://childcareta.acf.hhs.gov/topics/consumer-education>
- ◆ Office of Child Care, Administration for Children and Families, U.S. Department of Health and Human Services. (n.d.). Early childhood training and technical assistance system [Web page]. Retrieved from <https://childcareta.acf.hhs.gov/>

SCBC Consumer Education Website Guides

Recordings of each webinar, as well as additional resources on each webinar topic, will be posted to the following web page:

- ◆ Child Care State Capacity Building Center. (2019). Consumer education webinar series [Web page]. Washington, DC: Office of Child Care. Retrieved from <https://childcareta.acf.hhs.gov/consumer-education-webinar-series>
 - ***Designing Websites That Are Accessible for All Families,***
<https://childcareta.acf.hhs.gov/resource/designing-websites-are-accessible-all-families>
 - ***Guide for Increasing Search Engine Optimization,***
<https://childcareta.acf.hhs.gov/resource/guide-increasing-search-engine-optimization>
 - ***Guide for Measuring Web Traffic and Engagement,***
<https://childcareta.acf.hhs.gov/resource/guide-measuring-web-traffic-and-engagement>
 - ***Improving Consumer Education Websites with User Research,***
<https://childcareta.acf.hhs.gov/resource/improving-consumer-education-websites-user-research>

New Resource Guide-Coming Soon!



Child Care State Capacity Building Center. (2019). Consumer education webinar series [Web page]. Washington, DC: Office of Child Care. Will be available at: <https://childcareta.acf.hhs.gov/consumer-education-webinar-series>



Branding Your Consumer Education Website: A Guide for States and Territories

December 2019

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A Service of the Office of Child Care**

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