



CHILD CARE

State Capacity Building Center

Understanding Your Consumer Education Brand

National Webinar
December 12, 2019

Poll 1.

What is your position or role?



Agenda and Objectives

- ◆ Explore how branding can strengthen awareness of your consumer education website.
- ◆ Discuss the components of an effective brand.
- ◆ Discover how to use design features to enhance your brand.

Introductions

- ◆ **Eduardo Minaya, ICF Next**
- ◆ **Israel Pinto, ICF Next**





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What Is Branding?

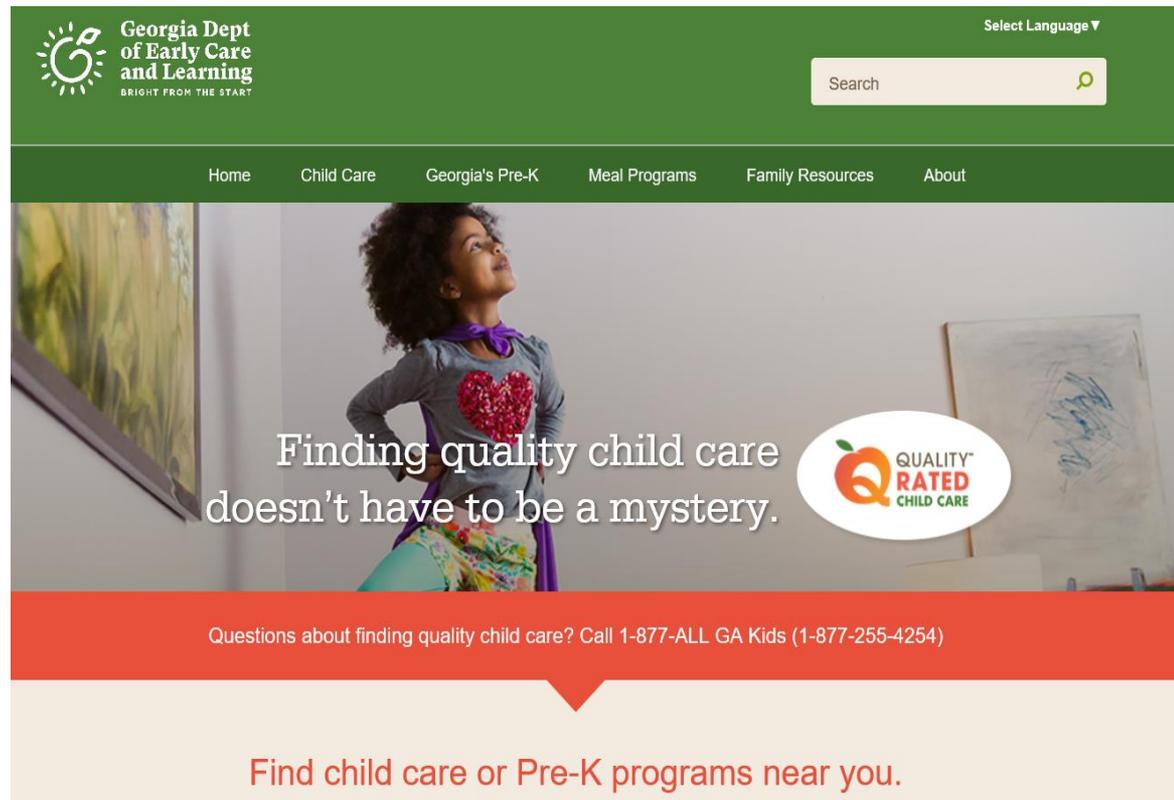
Branding

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>.

Logos

- ◆ Resonate with your audience
- ◆ Convey a positive image
- ◆ Are simple and avoid trends
- ◆ Can incorporate a name and tagline



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



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

Colors

Evoke a range of strong emotional responses that can help connect your audience to your brand:

- ◆ Use a limited color palette.
- ◆ Use online resources for color selection.



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

Tone

Reflects your brand's personality and connects with your core audience:

- ◆ Word choice is key—keep your audience in mind.
- ◆ Consider user research or a professional copywriter.
- ◆ Align with other resources from your organization.

Fonts

Visually convey mood and tone:

◆ Use only one or two fonts.

◆ Choose fonts with a simple or classic look.

◆ Look for fonts categorized as “serif” or “sans serif.”

Fonts

icf next+

CASE STUDIES ▾

Contact ☰



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AMTRAK

Getting passenger loyalty on track

AMTRAK GUEST REWARDS HAS SEEN DOUBLE DIGIT PROGRAM GROWTH YEAR OVER YEAR

LET'S TALK

APPROACH

We implemented our industry-leading technology, Tally, to reinvent the [Amtrak Guest Rewards program](#), delivering highly personalized content in digital channels and a customized CRM application for our call center agents. This dynamic experience targets and times loyalty communications to the individual rider, then integrates with booking systems for a smooth transaction process.



PAYOFF

We increased Amtrak's enrollments, membership participation, and promotional registration. Stronger data insights, compelling creative, increased communication touch points, and tailored web and mobile experiences are driving Amtrak to win transportation customer loyalty once again.

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2x

INCREASE IN REGISTRATION
ENGAGEMENT WITH MEMBER
PROMOTIONS



Retrieved from: <https://www.icf.com/next/case-studies>

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.



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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.

Pattern Library

Maintains consistent user-interface elements (menus, buttons, and headings) and reduces time spent creating or editing content:

- ◆ Are a type of style guide for user-interface elements
- ◆ Speeds up web development

Layout

Visual hierarchy refers to the order in which a viewer sees your content.

Thoughtful design will help a reader focus on the main content first, then move to supporting elements:

- ◆ Display your logo consistently on your site.

- ◆ Use text sizes and formatting to indicate content structure.

- ◆ Use color to your advantage.

Layout



The image shows the top portion of the ICF website. At the top left is the ICF logo, followed by a navigation menu with items: 'Services and industries', 'Technology', 'Insights', 'About ICF', and 'Careers'. On the far right is a search icon and a hamburger menu icon. Below the navigation is a large banner with a collage of images: a man in a military uniform, a woman wearing a VR headset, and several people in an office setting. The main text in the banner reads 'CELEBRATING 50 YEARS OF POSITIVE IMPACT' in large white letters. Below this, on the left, is the text 'STRATEGIC CONSULTING FOR A DIGITAL WORLD'. On the right, there is a paragraph: 'We work with hundreds of companies and governments to plan, design, and implement transformative projects. With +7,000 people across +70 countries, we solve complex problems in unique ways.' At the bottom right of the banner is a link that says 'EXPERIENCE OUR HISTORY ->'.



This image shows a modern, multi-story glass skyscraper, identified as the new ICF global headquarters. The building is set against a clear sky. In the foreground, there is a sign that says 'Big Things Possible'. Below the image, the text reads: 'ICF announces new global headquarters' and 'New building to open in 2022'.



This image shows two people in a dark room, looking at a computer monitor. The background features a glowing world map with network lines. Below the image, the text reads: 'ARTICLE' followed by the title 'Weapon systems cybersecurity: Determining a course of action to address weaknesses' and a short paragraph: 'A recent government report identified flaws in our weapon systems that are creating cybersecurity...'.

Retrieved from: <https://www.icf.com/>



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/>

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.



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Layout

Many online resources can help you create layouts for marketing materials such as brochures, infographics, and social media imagery:

- ◆ Canva
- ◆ Microsoft Office
- ◆ Piktochart
- ◆ StockLayouts

Imagery

The visuals (photos, icons, illustrations, and so on) should have a consistent look that matches your brand:

- ◆ An image library can help maintain visual consistency and speed up image selection.
-
- ◆ There are many online resources for images, including some some free options.

Imagery

Icons are symbols that quickly and clearly convey an idea:

- ◆ Should be simple and universally understood

- ◆ Should be used selectively

- ◆ Should include illustrations to convey complex ideas or processes

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/>

Imagery

Photos and other imagery typically come with specific **copyright agreements that can be complex:**

◆ Crediting an artist

◆ Personal use versus commercial or governmental use

◆ Sharing with a third party

If you have any questions about copyright agreements, reach out to your legal department or to the image or photo vendor.

Branding Guide

Defines all components of your brand:

- ◆ Collects all branding information in a single resource
- ◆ Helps staff understand and consistently apply branding

Poll 2.

How much did your understanding about this topic improve as a result of this webinar?



Poll 3.

How likely are you to use these strategies in the future for your work with consumer education websites?



“Ask Me Anything” Webinar

December 19, 2019, 2:00–2:30 p.m. (ET)



- ◆ This 30-minute follow-up webinar will answer questions raised today.
- ◆ Send additional questions to CapacityBuildingCenter@icfi.com.
- ◆ Note that every question may not be answered during the webinar.

Poll 4.

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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