

**Ministry of Education
Early Years and Child Care
Programs and Service
Integration Branch**

900 Bay St., 24th floor
Mowat Block
Toronto ON M7A 1L2

**Ministère de l'Éducation
Direction de l'intégration des
programmes et des services pour la
petite enfance et la garde d'enfants**

900, rue Bay, 24^e étage
Édifce Mowat
Toronto ON M7A 1L2



2017: EYCC14

MEMORANDUM TO: Chief Administrative Officers, CMSMs/DSSABs
General Managers/Commissioners, CMSMs and DSSABs
Children's Services Leads, CMSMs/DSSABs

FROM: Julia Danos
Director, Programs and Service Integration Branch
Early Years and Child Care Division
Ministry of Education

Murray Leaning
Director, Communications Branch
Ministry of Education

DATE: **October 27, 2017**

SUBJECT: **Child and Family Centres –Branding and Website
Update and Request for Information**

We would like to begin by thanking you for your efforts and work in planning for the implementation of Ontario Early Years Child and Family Centres. It is clear that significant planning is underway in communities across the province to support our shared vision of an integrated, high-quality, and responsive child and family system in Ontario. Ministry staff are reviewing your submissions and will contact you with feedback and questions over the coming weeks.

The purpose of this memo is to:

- share details about the ministry's new child and family brand strategy and website; and

- request site-level information from Consolidated Municipal Service Managers (CMSMs) and District Social Services Administration Boards (DSSABs) for signage orders for child and family centres and to support the launch of the child and family website.

The new brand and website represent an exciting next phase as we move forward with the transformation of Ontario's child and family programs into a cohesive system of services and supports for children aged 0-6 and their families. Both are critical to raising public awareness of early years programs and services available to families locally.

The EarlyON Brand

In 2015, the ministry held consultations to develop an integrated and seamless child and family system. We also conducted public opinion research and received feedback that many parents and caregivers remained unaware of available child and family programs. To raise public awareness, the ministry introduced the common, provincial name and visual identity of Ontario Early Years Child and Family Centres.

Over the last year, the ministry has heard from partners and the public that this identity has not resonated with many communities, and that it is too complicated for children and their families to remember. As a result, the ministry has developed a new brand and visual identity that brings together the four child and family programs under one strong brand that families and partners will find easy to recognize and remember.

On October 24, 2017, Indira Naidoo-Harris, Minister Responsible for Early Years and Child Care, announced that all child and family programs will now be known as EarlyON child and family centres, supported by a visual identity system. This new name and identity will replace the Ontario Early Years Child and Family Centre name. The ministry believes that, over time, the EarlyON brand will become recognized and trusted, and will help raise awareness of high-quality child and family programs available in local communities.

The EarlyON brand enables government to promote child and family centres as places that encourage children to learn, play, laugh, be curious, make friends and engage with others. Places where children are seen as capable and competent - where they can build their sense of belonging and capacity for expression. Places where children, parents and caregivers can explore and engage with the world around them and enhance their well-being.

EarlyON child and family centres will offer safe and welcoming environments open to all families across Ontario. Children and families will be welcomed by qualified early years professionals and participate in high-quality programs, in places where parents and caregivers can find support, advice, personal connections and access a network of resources.

To support the implementation of the new brand, the ministry will be sharing EarlyON Visual Identity Guidelines, assets and templates in November 2017. The guidelines

must be adhered to by CMSMs, DSSSABs and agencies to guide the use of the brand in a way that is consistent across different platforms and public communications, such as newsletters, social media, and websites. We have attached a sample of the new logo in English and French, for your reference only (Appendix A).

Ordering EarlyON Signage

The ministry will provide new signage for all child and family programs that will continue to operate in the long-term. We understand that 2018 is a transition year for some communities and that installing new permanent signage on all centres may not be possible or desirable at the beginning of the year. Organizations have the option of ordering either permanent or temporary signage (additional details below). However, it is the ministry's intention that all communities have at least one permanent site branded as of January 1, 2018.

CMSMs and DSSABs are being provided with an [order form](#) that can be used to order signage for permanent, temporary and mobile sites. CMSMs and DSSABs may choose to complete the order forms for each of the sites in their area or send it to local agencies to complete. One order form can be completed for multiple sites; however, CMSMs, DSSABs and agencies can only include one shipping address per form. If you are planning to ship to multiple addresses, please complete one form per location.

Organizations that contribute funding to will have the option of including their brand logo along with EarlyON on the signage produced for their sites. The order form includes instructions for providing artwork to the ministry. Signage that includes artwork from ministry partners may not be ready for January due to the extra production time required.

If you have any questions regarding the completion of the order form, please contact the ministry at EarlyON@ontario.ca. In order for the ministry to provide requested signage in time for January 2018, please submit your completed order form by **November 13, 2017**.

Child and Family Website

In addition to our commitment to bring child and family programs under one unified brand, the ministry has also committed to launching a new child and family website. This website will raise public awareness about the newly integrated EarlyON child and family centres by providing parents and caregivers with accessible and up-to-date information about child and family programs available in their local community.

To launch the website in January 2018, the ministry will need to collect site level data from each CMSM and DSSAB on all available programs, including sites that are permanent, temporary and mobile. Please complete the attached excel document with all site-level data (Appendix B). We have prepopulated data for each CMSM and DSSAB where it was available through EFIS. CMSMs and DSSABs may wish to share the excel spreadsheet with local agencies to complete, however a final consolidated

document must be submitted to the ministry by CMSMs and DSSABs. Please submit your completed document to EarlyON@ontario.ca by **November 20, 2017**.

Going forward, updates to site level data related to EarlyON child and family centres will be the responsibility of CMSMs and DSSABs through their local agencies using the ONekey system. Additional information and training for the child and family website and ONekey system will be available in the new year.

If you have any questions or concerns about either of these information requests, please contact your Early Years Advisor and/or Education Officer.

Thank you for your ongoing commitment to Ontario's children and families in your communities.

Sincerely,

Original signed by:

Julia Danos
Director, Early Years and Child Care
Programs and Service Integration Branch
Early Years and Child Care Division

Murray Leaning
Director, Communications Branch

Enclosure: Appendix A – EarlyON Sample Logo
Appendix B – EarlyON Website Data Collection Template

Appendix A – EarlyON Sample Logo

Stacked Format – English & French:



Horizontal Format – English & French:



Bilingual Horizontal Format:

