

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

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

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Toronto ON M7A 1L2



**2017: EYCC16**

**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:** **November 27, 2017**

**SUBJECT:** **EarlyON Child and Family Centres – Branding and  
Visual Identity Guidelines**

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On October 24, the ministry announced the new [EarlyON Child and Family Centre brand](#) for child and family programs in Ontario. In follow-up to this communication, we are pleased to provide Visual Identity Guidelines, assets and templates to support the roll-out of the new brand.

These guidelines provide Consolidated Municipal Service Managers (CMSMs), District Social Service Administration Boards (DSSABs) and EarlyON Child and Family Centre service providers with direction on the use of the brand in a way that is consistent across different platforms and public communications, such as newsletters, social media, and websites.

The goal of EarlyON is to create a strong brand and visual identity that unifies all provincially-funded child and family programs and strengthens public awareness of available programs and services. The Visual Identity Guidelines illustrate our brand values, brand vision and brand promise. It is through this lens that we will continue to deliver quality child and family programs and become recognizable to families and caregivers as a community resource that is known for helping children reach their full potential.

CMSMs/DSSABs and EarlyON Child and Family Centre service providers may now begin to use the brand in accordance with the Visual Identity Guidelines attached to this memo. Brand assets (e.g. logos) and templates are available for download by CMSMs/DSSABs and service providers through [Dropbox](#).

### ***EarlyON Signage***

To help the ministry produce EarlyON signage, a link to an online [order form](#) was provided in memo EYCC14 for CMSMs and DSSABs to order signage for permanent, temporary and mobile sites. The order form is still available for CMSMs/DSSABs and service providers who have not had the opportunity to complete it. The signage order form is still available for CMSMs/DSSABs and service providers, however, signage ordered after the November 13, 2017 are not guaranteed for delivery by January 1, 2018. CMSMs/DSSABs and service providers will receive delivery confirmation by email at least three business days in advance of the shipment.

The ministry also noted in memo EYCC14 that there would be opportunities for co-branding for organizations that contribute funding towards child and family programs. We have received various questions and requests for more detail regarding funding contributions. As such, the ministry has determined that organizations that contribute 20 per cent or more of their program's child and family funding will have the option to include their brand logo with the EarlyON logo on all signage. Organizations that contribute space to operate child and family programs that is equal to 20 per cent or more of the program's funding may also include their logo on EarlyON signs for those sites.

### ***Signage Removal and Installation***

Service providers will be required to arrange the removal and/or installation of permanent signage locally; however the associated costs will be funded by the ministry. Please submit invoices for signage installations electronically to [EarlyON@ontario.ca](mailto:EarlyON@ontario.ca) or by mail to:

Julia Danos, Director  
Early Years and Child Care Programs and Service Integration Branch  
Ministry of Education  
24th Floor, Mowat Block, 900 Bay Street  
Toronto, Ontario M7A 1L2

## **Public Announcements**

As a reminder, as outlined in the [Ontario Early Years Child and Family Centres \(2018\) Business Practices and Funding Guidelines for Service System Managers](#), announcements regarding Child and Family Centres are communications opportunities for the federal government, the provincial government and CMSMs and DSSABs.

CMSM and DSSAB announcements related to funding received for Child and Family Centres must clearly acknowledge the contributions made by the Province of Ontario and the Government of Canada. The intent is to help promote the role of the Government of Canada, the ministry, CMSMs and DSSABs, and community partners in bringing new investments to local communities.

If you have any questions, please connect with your contact in the Early Years and Child Care Programs and Service Integration Branch.

We thank you again for your continued efforts in planning for the transition to EarlyON Child and Family Centres.

Sincerely,

### ***Original signed by:***

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

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Murray Leaning  
Director, Communications Branch

**Enclosure: EarlyON Child and Family Centre Visual Identity Guidelines**