

CO-BRANDING GUIDELINES FOR DYCD-FUNDED PROGRAMS

Design guidelines and rubric

This document will provide you with guidance on how to properly apply co-branding to the materials you design.



Department of
Youth & Community
Development

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OVERVIEW: Marketing and print materials policy

All print and digital marketing materials your program produces are required to feature the DYCD logo, including:

- flyers
- advertisements
- fact sheets
- banners
- posters
- billboards
- t-shirts/apparel
- designed email graphics

All materials should include:

- ☐ DYCD logo lockup with “Funding provided by” language (provided to you and shown below)
- ☐ Program logo (your program’s logo, if you have one)
- ☐ After-school program logo, if relevant (Beacon, SONYC, COMPASS, and/or Cornerstone)

You will be evaluated on whether your materials implement co-branding correctly.

CO-BRANDING: Logo usage & relationships

- Always use the DYCD logo lockup with “Funding provided by” language
- Your program logo should be equal or lesser in size than the DYCD logo
- Use a **stacked** or **horizontal** version of your logo, depending on your space constraints and the proportions of your own logo

HORIZONTAL LOGO

FUNDING PROVIDED BY



YOUR LOGO HERE

STACKED LOGO

FUNDING PROVIDED BY



**YOUR
LOGO
HERE**

CO-BRANDING: Minimum sizes

- The minimum sizes for the DYCD logo are:
 - Horizontal logo: .4375 inches in height (~40 pixels)
 - Stacked logo: .9375 inches in height (~90 pixels)
- Your program logo should be of equal or lesser size
- Do not distort the DYCD logo; be sure to retain the original dimensions

HORIZONTAL LOGO



STACKED LOGO



CO-BRANDING: After-school programs

If you are part of DYCD's Beacon, SONYC, COMPASS, or Cornerstone after-school programs, you should include that program logo in addition to DYCD's and your own program's.

You have access to the below logo lockups that combine the DYCD logo with each after-school program logo. You will need to add your own program logo in addition, adhering to the guidelines listed on the previous pages.

DYCD/AFTER-SCHOOL PROGRAM LOGO LOCKUPS

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RUBRIC: Overview

The table below represents the rubric you will be evaluated on. Find supporting examples on the following pages. You will meet co-branding standards based on three measures:

1. The DYCD logo is present
2. The DYCD logo is in the correct proportion to other logos
3. Funding language is present in the DYCD logo lockup or elsewhere in your copy or layout

DYCD CO-BRANDING STANDARDS RUBRIC						
	FAR BELOW STANDARD	BELOW STANDARD	BELOW STANDARD	MEETS STANDARD	MEETS STANDARD	FAR ABOVE STANDARD
Logo is present	NO	NO	YES	YES	YES	YES
Logo is correct	NO	NO	NO	NO	YES	YES
Funding language is present	NO	YES	NO	YES	NO	YES
2 or more YES?						

RUBRIC: Examples

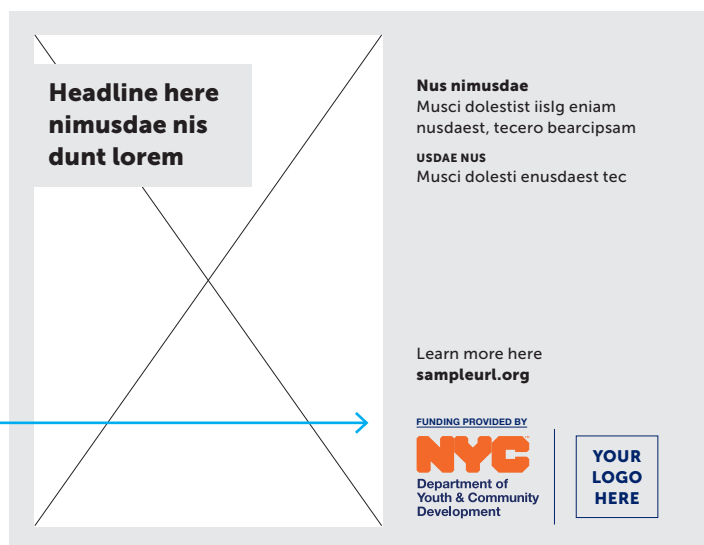
Below find supporting examples illustrating the rubric in action.



ABOVE STANDARD

- Correct DYCD logo usage AND funding language

TIP: Use the DYCD logo lockup with "Funding provided by" language already included



CORRECT LOGO, SIZING, AND RELATIONSHIP

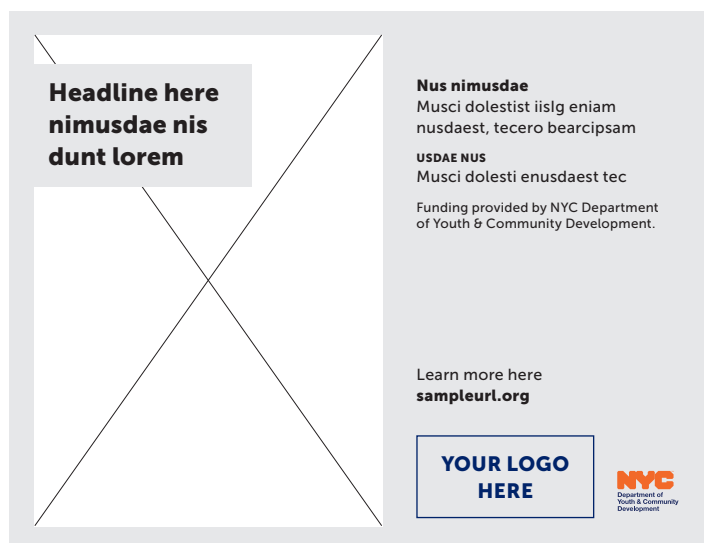


MEETS STANDARD

- Funding language, but incorrect DYCD-to-program logo proportions (shown at right)

OR

- Includes DYCD logo in correct DYCD-to-program proportions, but without funding language



INCORRECT SIZING AND RELATIONSHIP

RUBRIC: Examples

Below find supporting examples illustrating the rubric in action.

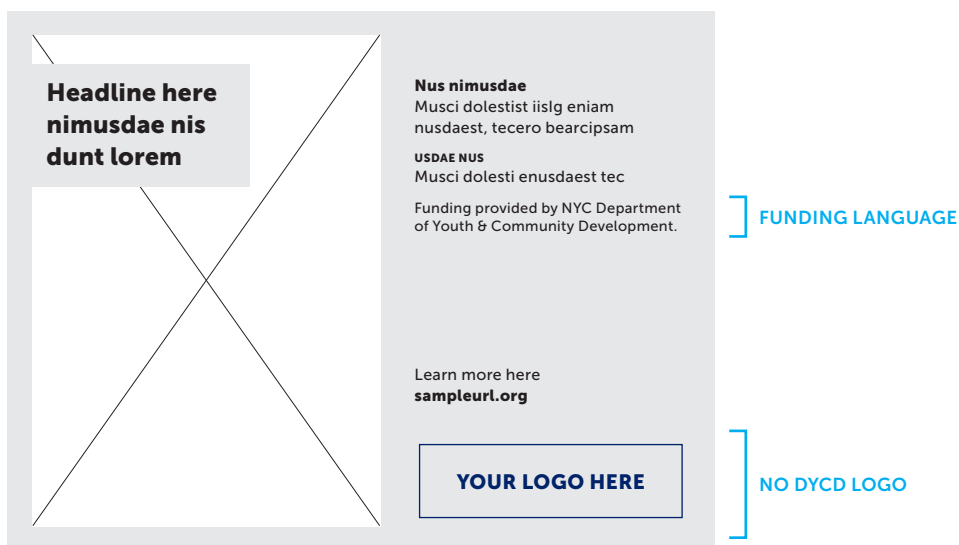


BELOW STANDARD

- DYCD logo, but no funding language

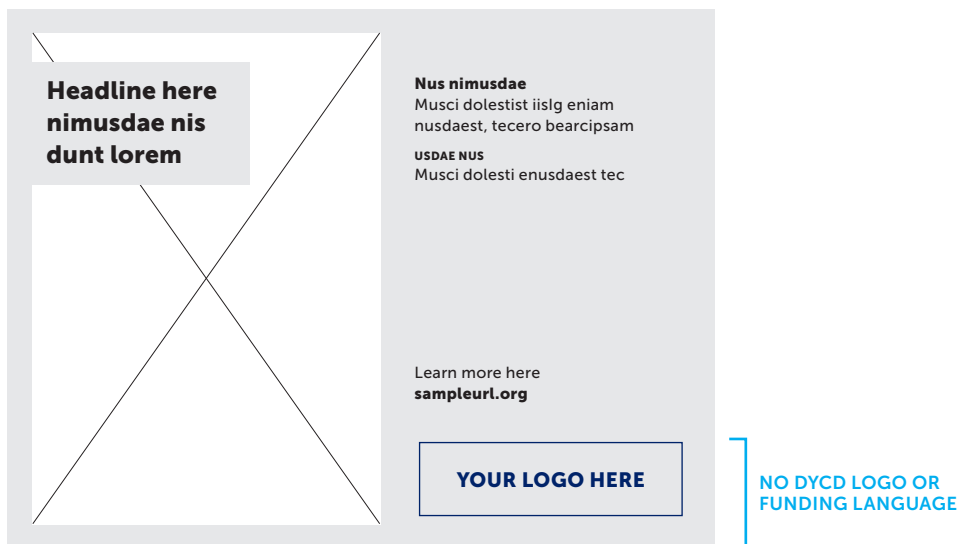
OR

- Funding language, but no DYCD logo
(shown at right)



FAR BELOW STANDARD

- No DYCD logo AND
no funding language



DESIGN TIPS: Tools to help you design your materials

WORD/POWERPOINT

Microsoft Word and Microsoft PowerPoint are widely accessible tools that come with pre-made templates to suit various needs.

CANVA

Canva is a free, popular, and easy-to-use, online tool that has many templates available to start from. Apply for a nonprofit account to access the premium version for free.

GOOGLE DOCS

Free, easy, and great for collaboration. Can be used to create flyers using its Template Gallery.

ADOBE SPARK

An online tool to easily create social graphics, short videos, and web pages. Offers professional templates to start from.

Tips to increase attention to your program flyer

1 Large and specific call to action goes here!

2

5

6

7

3

4

Learn more about our free program in X neighborhood and find out why we're the program for you!

FUNDING PROVIDED BY
NYC
Department of Youth & Community Development

YOUR LOGO HERE

Info session
9:00 pm
Address goes here

Check us out online!
greatprogram.com

THIS IS A DEMONSTRATION FLYER, ADAPTED FROM A TEMPLATE ON CANVA

#1: USE SIMPLE LANGUAGE

Be conversational and use a friendly tone

#2: INCLUDE A CALL TO ACTION

Ask the viewer to do something specific

#3: KEEP CONTENT BRIEF

Audiences can learn more online—don't try and fit all the information here

#4: CO-BRAND CORRECTLY

Accurately position and place all logos

#5: USE REAL PHOTOGRAPHY

Find images of your program and people

#6: MAKE IT EXCITING

Use color or patterns to add visual interest

#7: BE MINIMAL

Use just a few elements—limit yourself to one photo

DESIGN TIPS: Essential tips for designing in Microsoft Word or Powerpoint

TIP #1

KEEP THE LOGO AND OTHER OBJECTS TO SCALE WHEN RESIZING THEM.

To keep the center in the same place, press and hold Ctrl while you drag the corner sizing handle. To maintain the proportions, press and hold Shift while you drag the sizing handle. To both maintain the proportions and keep the center in the same place, press and hold both Ctrl and Shift while you drag the sizing handle.

TIP #2

USE THE TEXT WRAP OPTION. Get your image to float around, in front, or behind your text by using Text Wrap.

TIP #3

POSITION TEXT EXACTLY WITH TEXT BOXES. Sometimes you need to get text positioned exactly in one place when you're designing, and text boxes can help with that. They are not bound to inline text constraints; they're free floating. By drawing your own text box, you can get it to be approximately the size you need and in roughly the right area.

TIP #4

BE AWARE OF THE SEND TO BACK/BRING TO FRONT OPTIONS. If you're working on a design with many elements, you should be aware of the options to shift the top to bottom order of the elements. If an element you need on top is in the middle use the Bring to Front option to bring that element to the top.

ADDITIONAL INFORMATION

For official logo files or design assistance/review before sending to print, contact Carol Kelly, DYCD Director of Communications, at DYCDCommunications@dycd.nyc.gov.