CO-BRANDING GUIDELINES FOR DYCD-FUNDED PROGRAMS
DYCD Program managers will evaluate co-branding efforts during site visits. Our **Evaluation & Monitoring Tool (EMT)** has five new “universal indicators” in the Program Compliance Section:

1. Program marketing and print materials include DYCD logo
2. Program posts co-branded 311 signage in prominent location
3. Program signage includes DYCD logo
4. Program social media acknowledges DYCD
5. Program apparel includes DYCD logo

The indicators explained in this document are included in the evaluations starting July 1, 2018.

**WAYS TO CO-BRAND PRINT ITEMS**
APPLICATIONS, PARENT NOTICES, PRINCIPAL NOTICES, ADVERTISEMENTS, FLYERS & OTHER COMMUNICATIONS.

### 1. CO-BRANDING MARKETING AND MATERIALS

For print, it is recommended that the minimum size for reproduction of the logo artwork be 3 inches across (*above*, logo artwork is to scale), while retaining the original set dimensions. This roughly equates to 180 pixels in width on screen.

It’s recommended that programs include DYCD’s logo in all program-related communications, publications, materials, flyers, advertisements, and transactions. Provider’s own name and/or logo may be included in such materials.
2. CO-BRANDING 311 SIGNS

Providers must post the “DIAL 311” sign (which includes the phrase “Funding for [enter program name here] is provided by the Department of Youth and Community Development”) in a prominent location in its facility listing the City’s hotline for government information and nonemergency services. Do this by downloading the attached template and add agency name and address.

3. CO-BRANDING SIGNAGE

BANNERS, POSTERS & BILLBOARDS If provider has funds for banners, posters, billboards etc., the DYCD logo should be included in such materials. The sign should include “New York City Department of Youth and Community Development” or “DYCD” as the agency which funds the program services.
4. CO-BRANDING SOCIAL MEDIA

Provider must comply with program and DYCD’s “Social Media Policy for DYCD Providers,” a copy of which has been provided to the provider. This policy is also available on www.nyc.gov/dycd and DYCD Connect. Co-branding DYCD in Social Media is defined as either tagging @NYCYouth and using the hashtag #DYCD on your social media platforms.

5. CO-BRANDING PROGRAM APPAREL

SHIRTS, SPORTS UNIFORMS, OTHER CLOTHING APPAREL Providers are expected to co-brand program apparel. Below are three options to incorporate the DYCD logo along with your logo onto apparel.

Example of Option 1 placement

Option 1: Logos may appear on front with apparel artwork.

Option 2: Separately on apparel sleeve.

Option 3: Logos may also appear separately on back of apparel.

ADDITIONAL INFORMATION

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