

## TOP Early Learning Centers Brand Standard

TOP Early Learning Centers always strives to put its best foot forward when it comes to the supervision and education of the children placed in our care. Details matter. The same is true of our brand.

In order to ensure consistent and proper use of all of TOP's brand elements, we have put together the following brand standards. Adherence to these standards will ensure consistent and proper use of all of TOP's brand elements and reinforce the way we delineate and convey our brand.

Unless otherwise approved by TOP Early Learning Centers' director of marketing, only the logos and taglines below may be used to represent TOP Early Learning Centers. No other variations are acceptable. The full-color TOP Early Learning Centers log is preferable in all cases. Contact TOP's director of marketing @ [nbrown@topelc.com](mailto:nbrown@topelc.com) if you have questions regarding the proper use of TOP's brand designs or if you need .jpg or vector files.

### TOP Early Learning Centers Logos



Full Color



Two Color



Grey Scale



White



Black



All Red

TOP Logos



Full Color



Grey Scale



All Red



White



Black



PMS Colors

TOP Taglines

***"Brighter Futures Begin Here."***

Calibri (Body) Bold, Italic, 12 pt., Black

***"Brighter Futures Begin Here."***

Calibri (Body) Bold, Italic, 12 pt., White

***"Brighter Futures Begin Here."***

Calibri (Body) Bold, Italic, 12 pt., Red

***"Brighter Futures Begin Here."***

Calibri (Body) Bold, Italic, 12 pt., Yellow

***"Brighter Futures Begin Here."***

Calibri (Body) Bold, Italic, 12 pt., Grey