



Early Learning Coalition of Orange County

Brand Identity Scope of Work

Early Learning Coalition of Orange County (ELCOC) Profile:

1. Who we are

The Early Learning Coalition of Orange County is a non-profit organization focused on providing children ages birth to five the well-rounded experiences they need to enter kindergarten “ready to learn” and achieve future success. The Coalition does this by working to impact all aspects of the early care environment: assuring quality standards for child care programs, helping teachers achieve their national certification, and working with parents to ensure a healthy, positive home life.

2. Our clients

The Early Learning Coalition of Orange County serves children, families and child care providers within the Orange County, FL boundaries.

3. Our services

ELCOC Offers		
Family Services <ul style="list-style-type: none"> • Baby Institute • Child Care Resource & Referral • School Readiness Funding • Voluntary Pre-Kindergarten 	Child Services <ul style="list-style-type: none"> • Screening & Assessments • Intervention Services • Early Literacy Enhancement • Book Buddy • Celebrity Reader • Ready Reader • Books & Badges • Baskets for Books 	Provider Services <ul style="list-style-type: none"> • Business Institute for Early Learning Entrepreneurs • Infant/Toddler CDA • Training & Coaching • Performance Based Funding Program • Quality Stars Program • Shared Services Program • Circles of Security Program • LENA Program • Artist-In-Residence Program • Bright Start Program



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4. Our audience

- Funders
- Sponsors
- Community Leaders (particularly business)
- Elected Officials
- Childcare Providers
- Volunteers
- Parents

Project Objectives:

- **In June we will host our 9th First Five Years Gala kicking off our 20th year of service to the community and celebrating the first cohort of VPK students graduating high school. This is the ideal opportunity to announce a clear, concise, and streamlined look and message to our stakeholders, community partners, and clients. This branding identity project begins with a review of our existing collateral to create and enhance our overall communication strategy including: name, mission statement, vision statement, tag line, logos, brand colors, elevator speech/messaging, flyers, signage, websites, social media platforms, newsletters, and direct mail.**

5. Organization Name: Early Learning Coalition of Orange County (ELCOC)

- Challenge: When people hear our name they assume we are a government agency.
- Deliverable: A name that is easily identifiable and clearly represents the various services we provide in Orange County.



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6. Mission Statement

The Mission of the Early Learning Coalition of Orange County is to provide unified leadership, support and guidance to ensure that the children of our community have the opportunity to reap the benefits of developmentally appropriate, research-based school readiness and VPK programs, respecting the role of the parent as their child's first teacher.

- Challenge: The mission statement is very high level, long winded, and missing emotional appeal.
- Deliverable: A clear mission statement that includes the intention behind why we do what we do.

7. Vision Statement

All Orange County children will be fully prepared to enter school ready to learn.

- Challenge: This statement can be viewed as negating the early learning that occurs from birth to 5 as well as the research that proves that 90% of the human brain develops by age 5.
- Deliverable: A vision statement that showcases the importance of the first 2,000 days (birth to 5 years old) of a child's life.

8. Tag Line

Ensuring all Orange County children enter school ready to learn.

- Challenge: Lacks emotional appeal.
- Deliverable: Do we need a mission, vision, and tag line?



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9. Logos

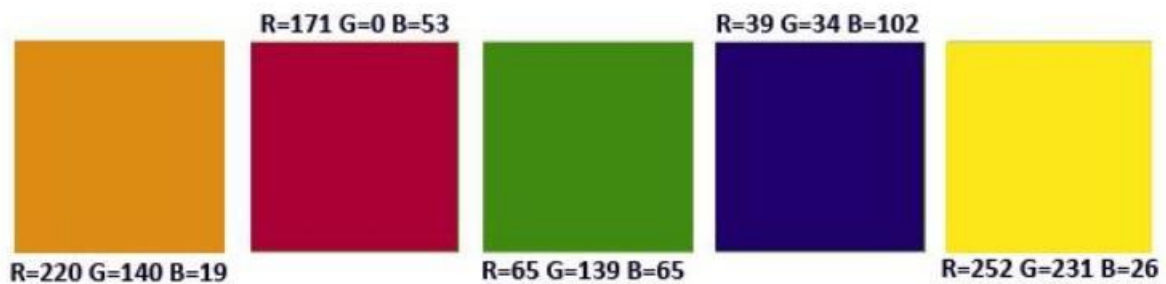


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Challenge: The logo was designed by a high school student who won our logo creation contest in 2000 and the text used was manually created and not an adaptable font type.

Deliverable: An upgraded or new logo that includes the final agreed upon organization name using a font that can be adapted throughout our marketing collateral and platforms.

10. Brand Colors



Deliverable: Determine whether these are the appropriate colors to use with the upgraded brand.



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11. Elevator Speech

Challenge: We often get caught up explaining how we do what we do rather than getting to the point of why we do what we do.

Deliverable: Compelling elevator speeches tailored to three audiences: Potential Donors, Advocates and Elected Officials, Parents, and Providers. Each clearly expresses the intention behind our mission and vision for the children in Orange County and is customized to the targeted audience.

12. Awareness

Challenge: Many of the people we serve do not know who we are since we contract Community Coordinated Care for Children (4C) to handle the parent eligibility process and provider payments for Voluntary Pre-Kindergarten (VPK) and School Readiness. The general public does not recognize that the funds for these programs come from the Early Learning Coalition of Orange County.

Deliverable: Recommendations on putting our organization in the forefront of our services so our name is recognized and becomes synonymous with the services we provide.

13. Website

<http://elcoforangecounty.org/>

Challenge: Our website is designed to be an all-encompassing place that speaks to our clients and audience. Unfortunately, some of the content is required by the FL Office of Early Learning. We have received feedback from users that information is difficult to find and does not get updated regularly.

Deliverable: A new design structure that can be implemented and updated on the current WordPress site.



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14. Social Media Platforms

Facebook: <https://www.facebook.com/EarlyLearningCoalitionofOrangeCounty/>

Deliverables: Updated logo sized for profile image. New header sized image incorporating the updated logo.

Twitter: <https://twitter.com/elcoc>

Deliverables: Updated logo sized for profile image. New header sized image incorporating the updated logo.

Instagram: <https://www.instagram.com/elcoc/>

Deliverable: Updated logo sized for profile image.

YouTube: <https://www.youtube.com/user/ELCORANGECOUNTY>

Deliverable: Review video content and make recommendations on a new branding video storyboard.

LinkedIn: <https://www.linkedin.com/company/early-learning-coalition-of-orange-county>



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Project Timeline Target Dates:

- **January 8, 2019 to January 14, 2019:** Any questions on the on Scope of Work (SOW) submitted may be submitted via email to iguess@elcoc.org
- **January 15th:** ELCOC answers all submitted questions.
- **January 18th at 5pm:** Proposal submitted: Include approach to the work outlined above, qualifications to conduct such work, and a quote regarding the deliverables to ELCOC via email to iguess@elcoc.org
- **January 25th:** ELCOC awards contract
- **January 30th:** Review existing ELCOC collateral: Organization name, mission statement, vision statement, tag line, logos, brand colors, elevator speech/messaging, websites, social media platforms, newsletters, and direct mail.
 - ELCOC will deliver a portfolio including all printed marketing materials, ie: flyers, End of Year direct mail, and signage.
 - Newsletters will be sent digitally.
 - Potential meeting with Messaging Task Force to discuss project details.
- **February 18th:** First collaborative meeting with Messaging Task Force to review deliverable recommendations.
- **March 18th:** Second meeting with Messaging Task Force to review updated recommendations.
- **April 15th:** Final meeting with Messaging Task Force to review deliverables.
- **May 6th:** Deliverables due to ELCOC.