MECK Pre-K
Brand Standards
& Messaging Guide

This branding style guide was made to ensure the correct usage of the MECK Pre-K brand elements. All MECK Pre-K materials whether they are printed or digital, should be made according to these guidelines.

MECK
Pre·K

MECKLENBURG COUNTY
NORTH CAROLINA

MECK Pre-K is administered by:

Smart Start
of Mecklenburg County

About MECK Pre-K

MECK Pre-K is a high quality pre-K education open to all four-year-old children in Mecklenburg County at no cost to families.

Classrooms are located in licensed child development centers and taught by licensed teachers and teacher assistants.

MECK Pre-K is administered by Smart-Start of Mecklenburg County and funded by Mecklenburg County.

For more information, and to apply online, visit MECKPreK.org!

Address: 601 E. 5th Street,
Suite 200, Charlotte, NC 28202
Phone: 704-943-9585
Email: info@MECKPreK.org
Website: MECKPreK.org

MECK Pre-K Primary Logo

Use the primary logo in most cases. The logo should not be distorted or rotated.

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PMS 287 Blue

PMS 1797 Red

PMS 362 Green

MECK Pre-K Colors:

BLUE:	R-25/G-98/B-173	HEX: #1962ad	C-92/M-64/Y-2/K-0	PMS 287 Blue
RED:	R-236/G-45/B-44	HEX: #ec2d2c	C-0/M-94/Y-93/K-0	PMS 1797 Red
GREEN:	R-63/G-172/B-73	HEX: #3fac49	C-76/M-6/Y-100/K-0	PMS 362 Green

MECK Pre-K Secondary Logo

Use the Secondary Logo when additional space for the logo is available within your design. The logo should not be distorted or rotated.

Downloads:
Secondary Logo.jpg
Secondary Logo.png
Secondary Logo (vector).pdf

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MECK Pre-K Typography

Please use the fonts *Roboto Regular* and *Roboto Slab Bold* from the Google Font collection.

The fonts are free and downloadable from Google.

Download:
Roboto Font
Roboto Slab Font

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Headlines: Roboto Slab Bold in Blue
Subheads: Roboto Slab Bold in Green

Text Areas: Roboto Regular in Black

Headline with text in blue or white text in blue box

Subhead in green text
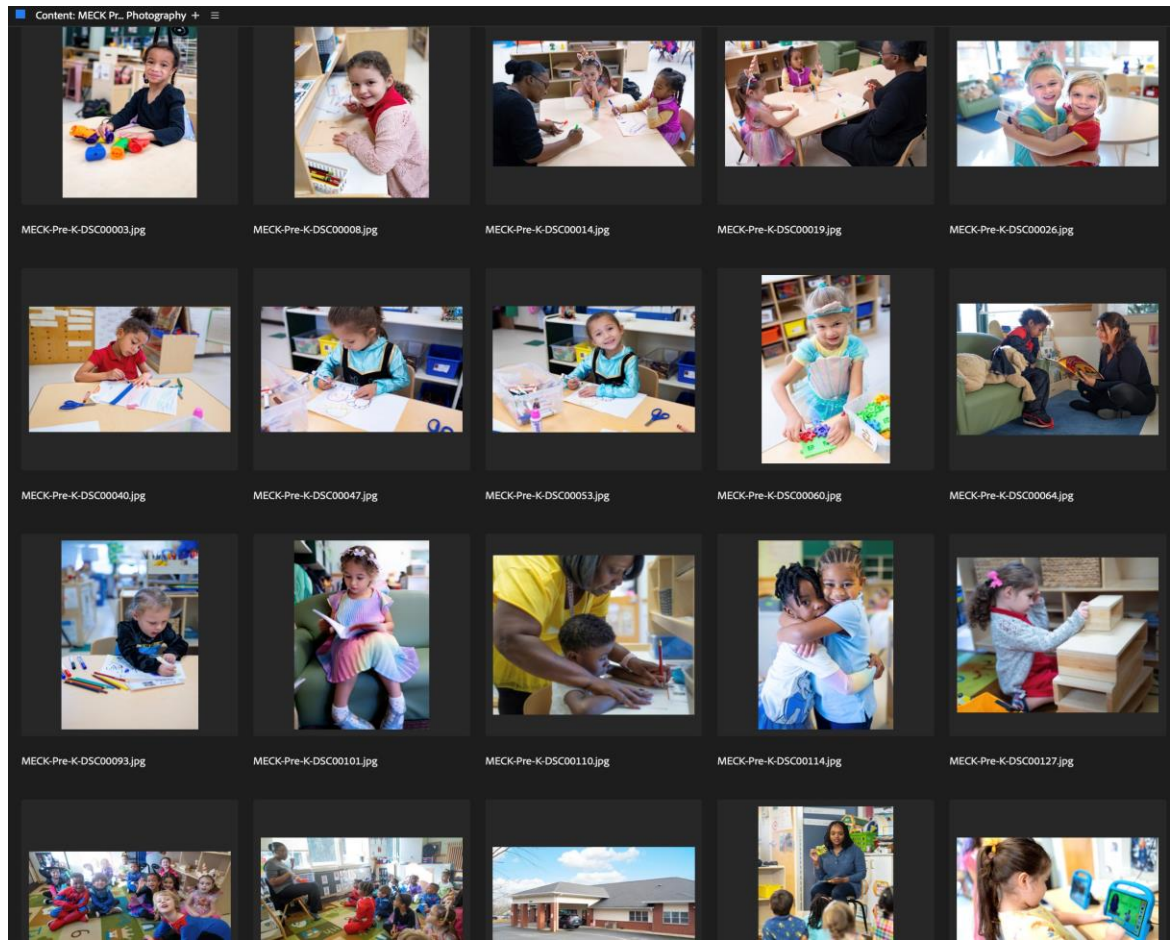

Text Area in black text

MECK Pre-K Photography

A library of current MECK Pre-K photography is available and can be accessed at the link below.

Images that are not from this collection may only be used with prior permission from the MECK Pre-K Communications Coordinator.

Downloads:

Link to MECK Pre-K Photography

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MECK Pre-K Toolkit

The Toolkit Page of our website hosts many assets that can be used to educate and promote MECK Pre-K.

Link to Toolkit Page:
meckprek.org/partner-toolkit/

Toolkit Pages

Combined Toolkit Brochure (English)

Combined Toolkit Brochure (Spanish)

Info Card (English & Spanish)
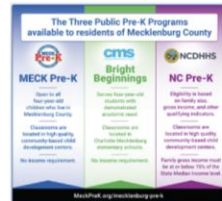
Digital Resources

Brand Standards Manual with links to photos and artwork

Mecklenburg County Pre-K Program Comparison Graphic

Mecklenburg County Pre-K Program Comparison Spanish

Text-To-Join Graphic (English)

Promote MECK Pre-K

A Lifetime of Confidence Poster (English & Spanish)

A Lifetime of Reading Poster (English & Spanish)

A Lifetime of Confidence Poster (English & Spanish)

MECK Pre-K Website & Social Media Accounts

Follow us on social media at @MECKPreK and help us spread the word about high-quality, free pre-K for all 4-year-olds in Mecklenburg County!

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MECK Pre-K Website

🌐 MeckPreK.org

Social Media

Facebook

Instagram

X

YouTube

LinkedIn

Facebook Groups

Teachers for MECK Pre-K

Familias Latinas para MECK Pre-K

MECK Pre-K Social Media Content

Tips for Facebook Posting

Tag: @MECKPreK, @SmartStartofMecklenburgCounty, @MecklenburgCountyGovernment

Moms are most active on this channel!

Facebook Sample Posts

- Did you know? MECK Pre-K is a high-quality, free pre-K education program for all families in Mecklenburg County! Text MECKPreK to 833-937-0673 to join our mailing list and get important updates!
- Children learn important life skills with a high-quality pre-K education program like MECK Pre-K. Pre-K helps foster the whole child through a research-based curriculum that encourages children to work in teams, follow directions and explore the world around them. Learn more at MECKPreK.org.

MECK Pre-K Social Media Content

INSTAGRAM Sample Posts

- A lifetime of learning starts with @MECKPreK! Make sure your child is kindergarten-ready with a high-quality, pre-K education. MECK Pre-K is free for Mecklenburg County families!
- Do you know a child who will be 4 years old on or before August 31 and lives in @mecklenburgcounty? Tag them below! They are eligible for high-quality, free pre-K with @MECKPreK!
- If your child is not old enough for @MECKPreK this year, visit MeckPreK.org/future-meck-pre-k-students and sign up to be notified when registration opens for your child's age group!

MECK Pre-K Social Media Content

Tips for Twitter Posting

Tag:
@MECKPrek, @SmartStartMeck and @MeckCounty.

Use Hashtags:
#prek #preschool #charlotte #nc

Twitter Sample Posts

- A lifetime of learning starts with @MECKPreK! Make sure your child is kindergarten ready with a high-quality, free pre-K education that is funded by @MeckCounty. Apply today! MECKPreK.org.
- Do you know a child who will be 4 years old on or before August 31 and lives in @MeckCounty? Tag them below! They are eligible for high-quality, free pre-K with @MECKPreK!
- If your child is not old enough for @MECKPreK this year, visit MeckPreK.org/future-meck-pre-k-students and sign up to be notified when registration opens for your child's age group!

MECK Pre-K Social Media Content
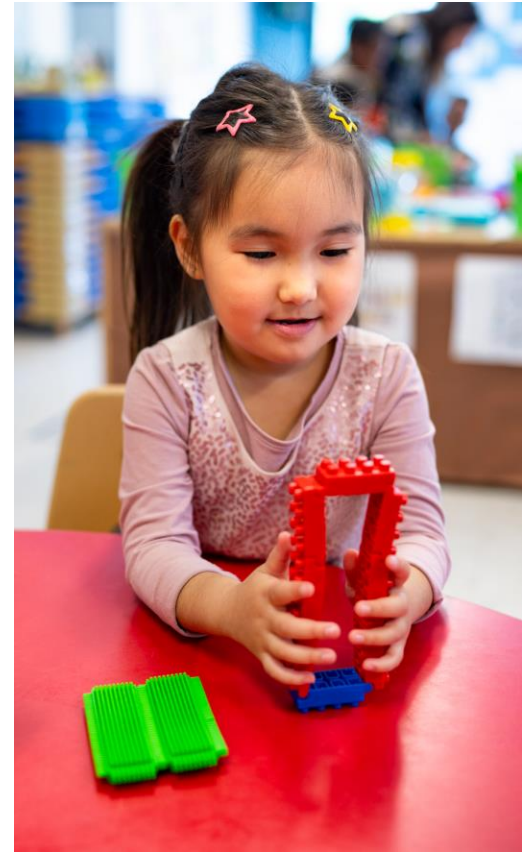
Tips for LinkedIn Posting

Tag:
@Mecklenburg County,
@Smart Start of Mecklenburg County
@MECK Pre-K

Organizational leaders are active on this channel. Share educational blogs and other resources that show the benefits of pre-K in lifelong learning.

in LinkedIn Sample Posts

- Have you ever wondered what children learn in pre-K? From developing social skills to cultivating creative outlets, quality pre-K fosters the whole health of the child and prepares them for years of success down the road. Learn more on the MECK Pre-K blog!

- Did you know there are some important differences between pre-K and kindergarten? There are also important differences between pre-K and preschool! Learn more on the MECK Pre-K blog!

Common terms used when discussing MECK Pre-K

Do: MECK Pre-K (MECK in all caps)

Don't: Mecklenburg Pre-K, Meck Pre-K, MECK Pre-Kindergarten, etc.

Centers/Classrooms:

MECK Pre-K has *classrooms* that are located in childcare *centers*. When referring to the MECK Pre-K learning environment, we use the term *classrooms*, not centers, because in most cases there are other classes in the same center that are not MECK Pre-K classes. Usually the only time we use the term centers is in addition to classrooms. Example: "MECK Pre-K has 100 classrooms at 55 childcare centers across Mecklenburg County." (Centers is preferred. Other terms: provider, location, facility. Recommend we don't use facility. Use *locations* when we want to emphasize geography. Use *providers* when we want to emphasize the *people* who run the centers.)

Childcare/Child Care:

NC PreK uses Child Care as two words. Ex: "Information for Child Care Providers." Two words are more common in the US, whereas one word is more common in the UK. So we recommend the two-word spelling.

Four Year Old:

Four-year-old is hyphenated when it's modifying a noun, but not hyphenated when you are using it separately. Ex: "Your four-year-old child is very energetic!" Vs. "Is your child four years old or five years old?"

Common terms used when discussing MECK Pre-K

Qualified vs. Eligible

Eligible is preferred. (Qualified sounds more like an adult applying for a job.)

Enroll/Register/Apply

First you *apply*, then if you are *eligible*, your child is *accepted* and *enrolled*. This is known as the Registration Process. (We have also called this the Enrollment Process, but have moved away from enrollment and toward registration.)

- Calls to action: Apply Today! Changed from past messaging of "Enroll Today!" Or "Register Today!"
- Keep using: "Applying for MECK Pre-K is as easy as 123! Apply, Upload Documents and Check Your Mailbox." That refers to the larger registration process.
- For non calls to action (passive) we can say: "Now taking applications" or "registration is now open."
- In some cases, we might add clarity about eligibility: If you are eligible, your child will be enrolled in MECK Pre-K!

Preschool vs. Pre-school

The State of NC uses preschool as one word, so we follow suit. (So does Smart Start.)

Pre-K & Pre-Kindergarten

NC Pre-K does not capitalize pre-Kindergarten unless it's part of a heading. However, the AP Style Guide says the "K" in "pre-K" should be capitalized.

MECK Pre-K Messaging (3 of 3)

Common terms used when discussing MECK Pre-K

Language to Describe Capacity

MECK Pre-K has X,000 available "spots" for four-year old children living in Mecklenburg County.

- MECK Pre-K has capacity for X,000 children this year.

Language to Describe Enrollment (for stakeholders)

- MECK Pre-K has received X,000 *applications*
- X,000 of those applicants are *eligible (four-years-old and live in Mecklenburg County)*
- X,000 children have been *enrolled*
- X,000 children have been *placed* in *classrooms*

MECK Pre-K Contact

If you have questions about this Brand Manual, messaging, or other elements not covered here, please contact Tenille Alexander-Banner at MECK Pre-K.

Tenille Alexander-Banner

MECK Pre-K Outreach Director

Email: talexander-banner@smartstartofmeck.org
Phone: 704-943-9403