

# 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 is administered by:



# 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 highly qualified assistant teachers.

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!](https://www.MECKPreK.org)

**Address:** 601 E. 5th Street,  
Suite 200, Charlotte, NC 28202

**Phone:** 704-943-9585

**Email:** [info@MECKPreK.org](mailto:info@MECKPreK.org)

**Website:** [MECKPreK.org](https://www.MECKPreK.org)

# MECK Pre-K Primary Logo

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

## Downloads:

[Primary Logo.jpg](#)

[Primary Logo.png](#)

[Primary Logo \(vector\).pdf](#)



PMS 287 Blue



PMS 1797 Red



PMS 362 Green



## MECK Pre-K Colors:

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

# 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](#)



# 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](#)

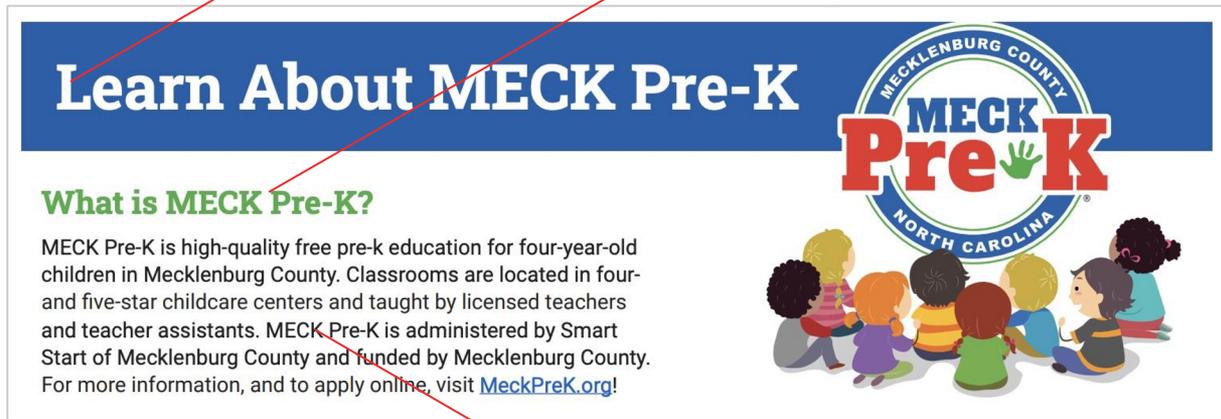
[Roboto Slab Font](#)

## 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*



The image shows a banner for MECK Pre-K. The top part is a dark blue bar with the text "Learn About MECK Pre-K" in white. To the right is the MECK Pre-K logo, which is a circular seal with "MECKLENBURG COUNTY" at the top and "NORTH CAROLINA" at the bottom. Inside the seal, "MECK" is in blue and "Pre-K" is in red with a green hand icon. Below the seal is an illustration of seven diverse children sitting in a circle.

**Learn About MECK Pre-K**

**What is MECK Pre-K?**

MECK Pre-K is high-quality free pre-k education for four-year-old children in Mecklenburg County. Classrooms are located in four- and five-star childcare 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](http://MeckPreK.org)!

*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](#)



MECK Pre-K-DSC06780.jpg



MECK Pre-K-DSC06774.jpg



MECK Pre-K-DSC06742.jpg



MECK Pre-K-DSC06711.jpg



MECK Pre-K-DSC06698.jpg



MECK Pre-K-DSC06692.jpg



MECK Pre-K-DSC06689.jpg



MECK Pre-K-DSC06679.jpg



MECK Pre-K-DSC06658.jpg



MECK Pre-K-DSC06649.jpg



MECK Pre-K-DSC06634.jpg



MECK Pre-K-DSC06631.jpg

# 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/](http://meckprek.org/partner-toolkit/)

## Toolkit Pages

Combined Toolkit Brochure (English)



Combined Toolkit Brochure (Spanish)



Info Card (English & Spanish)

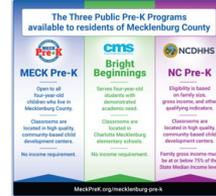


## Digital Resources

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 Discovery Poster (English & Spanish)



A Lifetime of Friendship Poster (English & Spanish)



A Lifetime of Achievement 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, pre-K for all 4-year-olds in Mecklenburg County at no cost to families!

## MECK Pre-K Website

 [MeckPreK.org](https://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

Add Hashtags: #prek #prekinder  
#preschool #prekteacher  
#charlotte #mecklenburg #nc

## Facebook Sample Posts

- Did you know? MECK Pre-K is a high quality pre-K program open to all four-year-old children in Mecklenburg County at no cost to families.
- Text MECKPreK to 833-937-0673 to join our mailing list and get important updates!
- A high quality pre-K program helps children learn important life skills. MECK Pre-K uses a research-based curriculum that encourages children to work in teams, follow directions and explore the world around them. Learn more at [MECKPreK.org](https://MECKPreK.org).



# MECK Pre-K Social Media Content

## Tips for INSTAGRAM Posting

Share to your Instagram stories and tag @MECKPreK.

Tag: @mecklenburgcounty, @smartstartmeck, @MECKPreK

Add Hashtags: #prek #prekinder #preschool #prekteacher #charlotte #mecklenburg #nc

## INSTAGRAM Sample Posts

- A lifetime of learning starts at @MECKPreK! Make sure your child is kindergarten ready with MECK Pre-K a high-quality, pre-K education open to all four-year-old children in Mecklenburg County at no cost to 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 pre-K at no cost with @MECKPreK!
- If your child is not old enough for @MECKPreK this year, visit [MeckPreK.org/future-meck-pre-k-students](https://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 X Posting

### Tag:

@MECKPreK, @SmartStartMeck  
and @MeckCounty.

### Use Hashtags:

#prek #preschool #charlotte #nc

## X Sample Posts

- A lifetime of learning starts with @MECKPreK! Get your child ready for kindergarten with a high quality, pre-K education that is open to all 4-year-olds in @MeckCounty at no cost. Apply today at [MECKPreK.org](https://MECKPreK.org)!
- Do you know a child who will turn 4 on or before August 31 and lives in @MeckCounty? Tag them below! They eligible for @MECKPreK - for high quality pre-K at no cost to families.
- If your child isn't old enough for @MECKPreK this year, visit [MeckPreK.org/future-meck-pre-k-students](https://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.

## LinkedIn Sample Posts

- Have you ever wondered what children learn in pre-K? From social skills to creativity, high quality pre-K fosters the whole child and prepares them for success in school and life. Learn more on the MECK Pre-K blog!  
<https://meckprek.org/meck-pre-k-blog/>
- Did you know that high quality pre-K programs follow a research-based curriculum to help children develop academic, social, and emotional skills? Learn more on the MECK Pre-K blog!  
<https://meckprek.org/meck-pre-k-blog/>



# MECK Pre-K Style Guide (1 of 3)



## 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.

### 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.

### 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?"

# MECK Pre-K Style Guide (2 of 3)



## Common terms used when discussing MECK Pre-K

**High Quality:** "high quality" should be hyphenated when it's used as a compound adjective *before* a noun: "She prefers high-quality clothing. When used *after* a noun, it is not hyphenated. "These mangoes are high quality." For simplicity's sake, we have opted to not hyphenate before or after.

### 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.)

### 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.

# MECK Pre-K Style Guide (3 of 3)



## 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!

### 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*

# Search Engine Keywords



**These are keywords that we use to help families find MECK Pre-K when searching online.**

## **Quality Education**

Terms like "enriched curriculum," "experiential learning," "nurturing environment," and "dedicated teachers" highlight the exceptional educational value MECK Pre-K provides.

## **Holistic Development**

Keywords like "social-emotional learning," "creative exploration," "character building," and "school readiness" appeal to parents seeking well-rounded development for their children.

## **Engaging Experiences**

Phrases like "hands-on activities," "interactive learning," "play-based curriculum," and "inspiring environment" showcase the dynamic and engaging nature of MECK Pre-K.

# 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

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Phone: 704-943-9403



MECK Pre-K is administered by:

