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SUNSHINE SCHOOL  
& DEVELOPMENT CENTER

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# BRAND GUIDE

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Marketing & Communications  
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## BRAND ESSENCE

### Our Mission

Shattering limitations to enable people touched by disability, serving their unique journey through advocacy, therapy, and education.

### Our Vision

Be the premier service provider in NWA for people touched by disability.

### Our Values

- Compassion
- Inclusion
- Empowerment
- Collaboration
- Creativity

## **Sunshine School & Development Center has been serving NWA for over 60 years.**

The inaugural class was held in the basement of the First United Methodist Church in Rogers and consisted of two children, one with Down Syndrome and the other with a severe brain injury resulting in developmental delays. In 1958 the public education system didn't have a place for children with special needs. The families of these two children – the Clardys and the Brileys – needed a place for their own children to learn, so they started Sunshine School. Mrs. Clardy and Mrs. Briley were the teachers. By the end of the first month, six more children had joined.

In 1961, through the generosity of friends and neighbors, a new building was built for Sunshine School in Vaughn, AR. For 30 years young people went through the doors in Vaughn and graduated with skills that would serve them throughout life.

After multiple moves to serve the growing class sizes and needs of the community, a new idea began to take shape. In 1991 the public school system began integrating children with developmental delays into the classrooms. In response, the Sunshine School started to focus on programs which included Early Intervention, Community Support and a Preschool Center. These programs catered to individuals in the Northwest Arkansas community of ALL ages with developmental delays. The school continued to grow exponentially and soon outgrew its facilities. Once again, through the generosity and care of the community, another facility was funded. In January 2007 the agency moved to the current 40,000 square foot facility where over 500 people a year are helped. To better reflect the diversity of the ages and the abilities of the clients served now, the name of the agency was changed to the Sunshine School & Development Center in 2013.

## Sunshine School & Development Center

In print, always use the formal name for the first reference to or mention of Sunshine School & Development Center. You may use the abbreviation "Sunshine School" or "Sunshine" for each reference following within the same text.

### Incorrect Usage

- Benton County Sunshine School
- "SSDC" in written and verbal communication
- "BCSS"
- **The** Sunshine School & Development Center
- Sunshine School **and** Development Center
- Sunshine School & **Dev.** Center



# OUR ACCREDITATION

Sunshine School & Development Center is a 501(c)(3) nonprofit organization registered as tax-exempt with the IRS.

We are a Better Beginning accredited child-care provider. Better Beginnings is Arkansas' quality rating improvement system for child care, early education and school-age programs that have gone above and beyond the state minimum requirements. Better Beginnings connects Arkansas families with the information and care that helps children experience a safe, happy and healthy childhood. We have the highest Better Beginning rating.

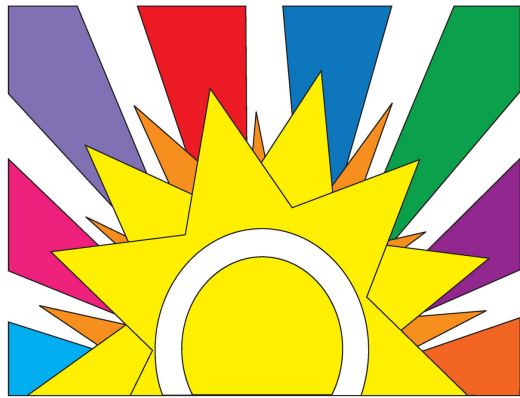
We are partners with United Way of North West Arkansas.



# THE LOGO

Our logo is a graphic representation of who we are and what we stand for.

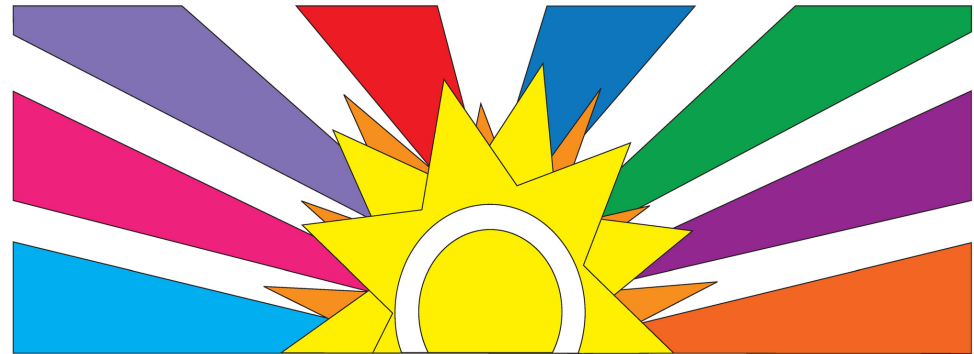
Our logo should be protected as it represents all of Sunshine School & Development Center.



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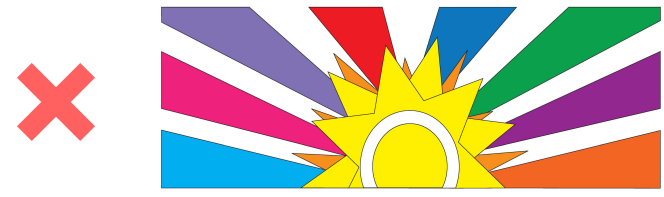
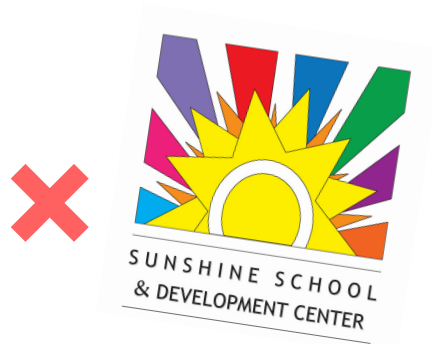
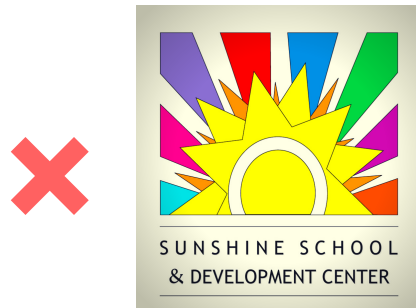
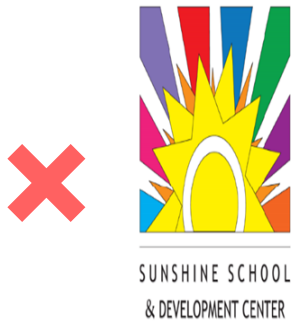
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SUNSHINE SCHOOL & DEVELOPMENT CENTER

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# LOGO USAGE

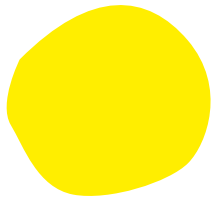
Sunshine School & Development Center's logo should not be rotated, warped, skewed, distorted, or too small to read easily.





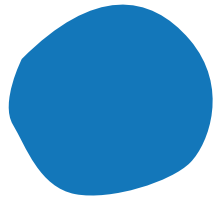
## CORE LOGO COLORS

Sunshine School & Development Center's brand is made up of the following colors. Any colors outside of this palette may not be used for the logo.



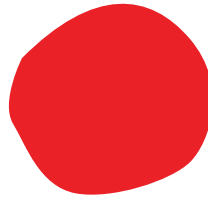
**#ffee00**

R:255, G:238, B:0  
C:0, M:0.07, Y:1, K:0



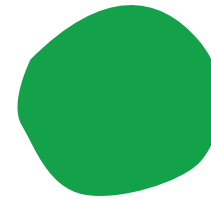
**#1377ba**

R:19, G:119, B:186  
C:0.9, M:0.36, Y:0, K:0.27



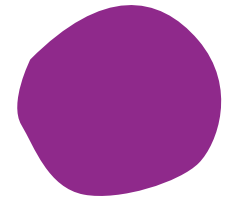
**#eb2128**

R:235, G:33, B:40  
C:0, M:0.86, Y:0.83, K:0.08



**#13a149**

R:19, G:161, B:73  
C:0.88, M:0, Y:0.55, K:0.37

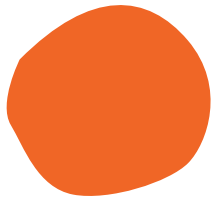


**#8f298b**

R:143, G:41, B:139  
C:0, M:0.71, Y:0.03, K:0.44

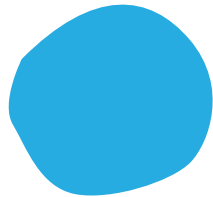
## SECONDARY LOGO COLORS

Sunshine School & Development Center's brand is made up of the following secondary colors. Any colors outside of this palette may not be used for the logo.



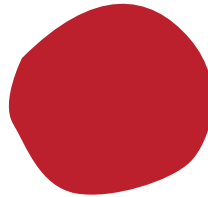
**#f06626**

R:240, G:102, B:38  
C:0, M:0.58, Y:0.84, K:0.06



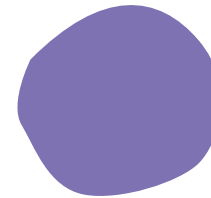
**#26ace0**

R:38, G:172, B:224  
C:0.83, M:0.23, Y:0, K:0.12



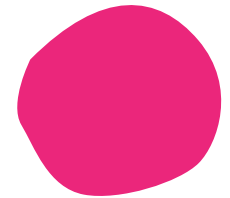
**#bd202d**

R:189, G:32, B:45  
C:0, M:0.83, Y:0.76, K:0.26



**#7f72b3**

R:127, G:114, B:179  
C:0.29, M:0.36, Y:0, K:0.3

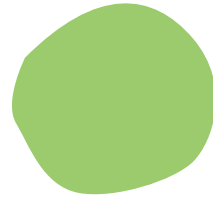


**#eb267b**

R:235, G:38, B:123  
C:0, M:0.84, Y:0.48, K:0.08

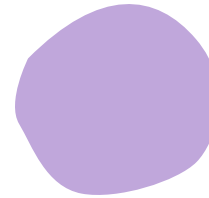
# WEBSITE & PRINT LOGO COLORS

Sunshine School & Development Center's brand is made up of the following website and print colors. Any colors outside of these three palettes may not be used for website and printed agency material.



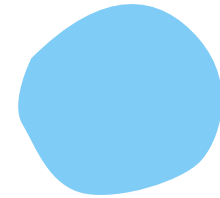
**#9bcb6c**

RR:155, G:203, B:108  
C:0.24, M:0, Y:0.47, K:0.2



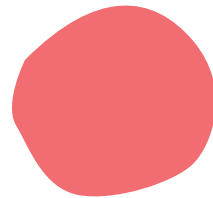
**#c0a7db**

R:192, G:167, B:219  
C:0.12, M:0.24, Y:0, K:0.14



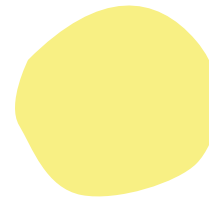
**#7fccf7**

R:127, G:204, B:247  
C:0.49, M:0.17, Y:0, K:0.03



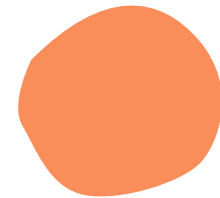
**#f16d72**

R:241, G:109, B:114  
C:0, M:0.55, Y:0.53, K:0.05



**#f8f084**

R:248, G:240, B:132  
C:0, M:0.03, Y:0.47, K:0.03



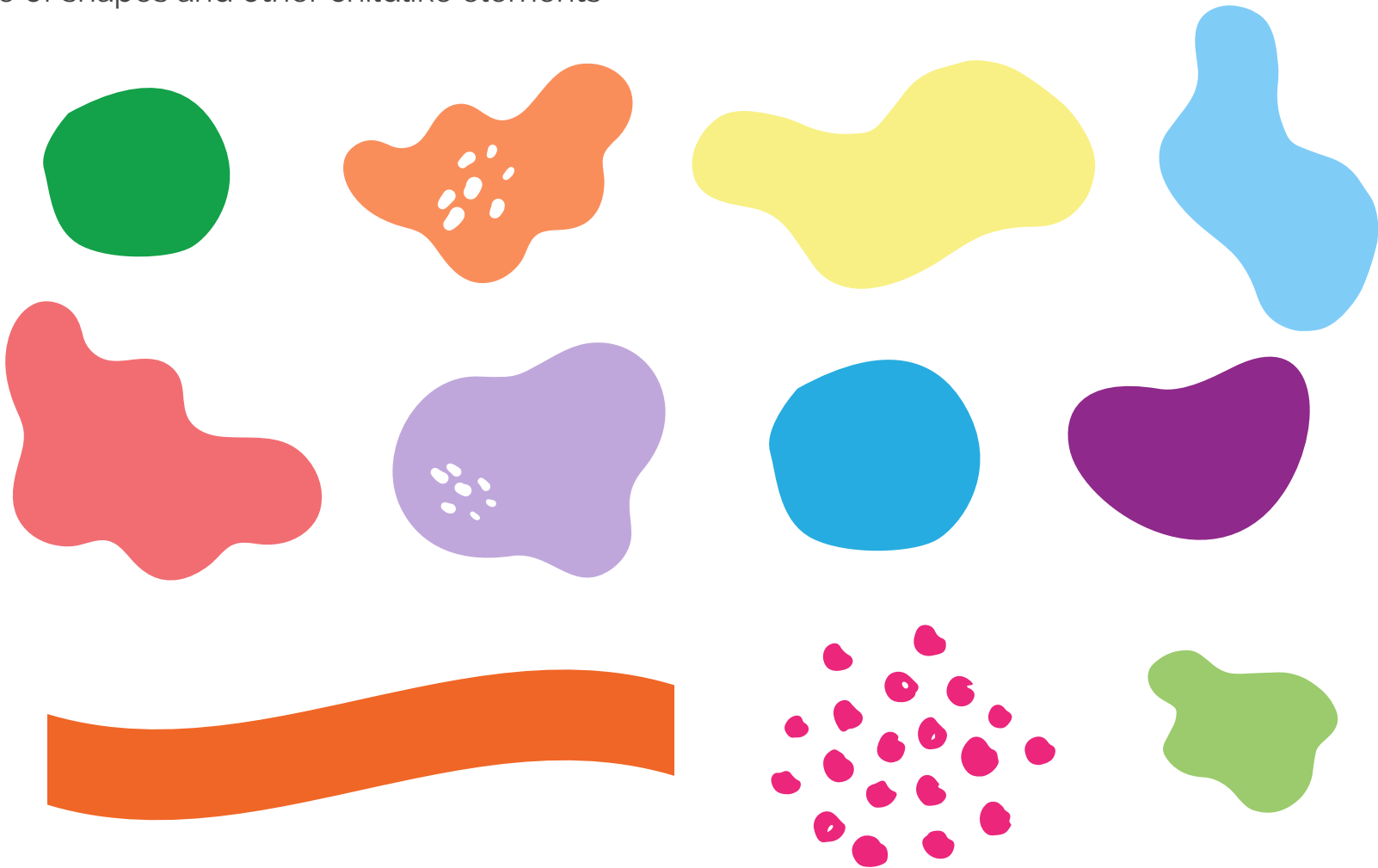
**#fa8e5b**

R:250, G:142, B:91  
C:0, M:0.43, Y:0.64, K:0.02

# DESIGN ELEMENTS

Sunshine School & Development Center's brand is made up of the following design elements. Use these shapes and elements on designs for website and printed agency material.

- Use of shapes and other childlike elements



# DESIGN ELEMENTS

Sunshine School & Development Center's brand is made up of the following design elements.

Use these shapes and elements on designs for website and printed agency material.

- Colorful background designs that match brand colors



PRIMARY BACKGROUND

# TYPOGRAPHY

## HEADING

Oswald

Headings are **Oswald, Bold, size 24+.**

## SUBHEADING

Montserrat Light

Sub-headings are **Montserrat Light, size 16+**

## BODY TEXT

Raleway

Body text is **Raleway**, size 10-14. It should be comfortably readable for long passages. Serifed fonts are widely used for body text because they are considered easier to read than sans-serif fonts in print. Sans-serif fonts are considered to be more legible on low-resolution computer screens.



# PHOTOGRAPHY

Photography is a vital and engaging way of telling stories. All images should reflect inclusion, development, and enrichment. All images should display dignity and represent real-life families and individuals. We should seek to use multiple images to ensure a mix of ages, cultures, ethnic backgrounds, and unique needs.

Key demographics that should be depicted include in-center students, Community Support clients, staff, and families.

When utilizing images, it is required that photo release forms be completed by those being displayed.

Do not use any photos not approved by Sunshine School and families.

## Website

Our web address is: [nwaSunshineSchool.org](http://nwaSunshineSchool.org)

Please do not include “www.” or “https://” in front of any of our web addresses.

Always include our web address on Sunshine School & Development Center communication materials.

## Social Media

Our social media channels are:

- [Facebook](#)
- [Instagram](#)
- [Twitter](#)
- [Vimeo](#)
- [Pinterest](#)
- [LinkedIn](#)



# Thanks!

## Contact

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