



Interim Affiliate Brand Report 2018

NAEYC and its Affiliates share the responsibility of maintaining a strong brand throughout the Association reflecting the clear alignment across our Affiliate network to NAEYC's vision, mission, and values. We are excited to be on this journey with you! Thank you in advance for submitting this interim report.

NAEYC required Affiliates to be fully in brand compliance by January 1, 2018 as outlined in the Charter Agreement. While Affiliates will submit evidence of their brand compliance in their Annual Report every July 1, we are asking Affiliates to submit an **interim brand report by February 8, 2018**.

Relevant Affiliate Policies and Procedures

3.1 Maintain a vision, mission and brand identity consistent with NAEYC's vision, mission and brand identity as further detailed in the [NAEYC Brand Guidelines](#).

Please indicate "met, not met, or n/a" [n/a infers that no item exists or is in use by the Affiliate] next to the 12 clearly-outlined platforms below. All items marked as "not met" will require an action plan for completion and must include a timeline and person(s) responsible. **Any items requiring an action plan should be submitted no later than March 31, 2018.** NAEYC staff will contact the Affiliate within 5 business days for additional clarification. [*Please see a sample template for the action plan below.*]

Evidence of brand compliance is requested below. Screenshots embedded in the report or PDF attachments are preferred, but hard copies of items may be sent directly to Audra Meckstroth, Senior Creative Design Manager at NAEYC, 1313 L. St. NW, Suite 500, Washington, D.C. 20005.

The interim brand report should be emailed to affiliate@naeyc.org. All items are due by February 8, 2018. Please direct questions to affiliate@naeyc.org or call Erin Daga at 202-350-8821, or Gwen Simmons at 605-431-3657.

Affiliate Interim Brand Report

1. **Affiliate Name:** NYAEYC
2. **Contact Name:** Sneh Modi, Aimee Pryba
3. **Contact Email:** smodi@nysaeyc.org, apryba@nysaeyc.org
4. **Contact Phone:** (518) 867-3517
5. **Affiliate website domain name:** www.nyaeyc.org

- 6.
- 7.

Digital

Website, emails, video clips and other digital material must include updated logo, [NAEYC Badge](#), and organization name (if applicable). All digital items follow published brand guidelines. Website domain name reflects new name of organization (if applicable).

Website [Provide screenshots]	Met	Please see Appendix A
Organizational email and/or e-newsletter [Constant Contact, Informz, etc.] [Provide screenshots or PDF]	Met	Please see Appendix A
Other digital content [Provide screenshot or PDF]	Met	Please see Appendix A

8. **Social Media Platforms**

Facebook, Twitter, Instagram, LinkedIn, YouTube, Pinterest, etc., account profiles updated with new logo and organization name (if applicable). Cover photos, banners, and other static image areas use imagery that follows published guidelines.

- 9.

Social Media Platforms [Provide screenshots of all social media accounts]	Met	Please see Appendix B
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10. **Print or Digital Collateral**

As of January 1, 2018 all new print materials are in the new brand and include updated logo and organization name (if applicable), NAEYC Badge, and follow published brand guidelines. Any reference to membership include updated categories, benefits, and prices. Older print pieces in the old brand are no longer distributed.

Brochures [Provide PDF or mail hard copy]	NA	
Print or digital newsletters [Provide PDF or mail hard copy]	Met	Please see Appendix C
Conference or event promotions (ie, flyers, postcards, emails, etc.) [Provide PDF or mail hard copy from most recent event]	Met	Please see Appendix C
Stationery (ie, letterhead, business cards, envelopes, etc.) [Provide PDF or mail hard copy]	Met	Please see Appendix C

1. **Rebranded promotional items or products**

Items use updated logo and organization name (if applicable)

Buttons/ Pins	Met	Please see Appendix D
Mugs	NA	
Bumper Stickers	NA	
Pens	NA	
Signage	Met	Please see Appendix D
Other	NA	

2. **Membership**

All materials promoting NAEYC membership are updated to include the new categories, prices, and member benefits.

3.

Membership pages from website[Provide screenshots]	Met	Please see Appendix E
Print or digital materials that include membership information [Provide PDF or mail hard copy]	Met	Please see Appendix E

4. **Accreditation**

Mention of all NAEYC Accreditation programs (Early Learning Programs and Higher Education Programs) include the updated NAEYC Accreditation logo.

Early Learning Programs [Provide screenshots]		Our Accreditation link on the NYAEYC website goes directly to NAEYC. Our letters sent to recently accredited programs is attached as Appendix F.
Higher Education [Provide screenshots]		

- Affiliates with Chapters** [\[Affiliates can review the sample tracking form developed by NAEYC\]](#)

As of January 1, 2018, all Chapters are required to be fully brand compliant.

- Please note: We asked that each of our Chapters terminate use of their websites and social media in order to assure brand compliance by January 1, 2018. This was discussed in depth at our Fall retreat in September 2017. We provided guidance and support through the Chapter Resource page on the NYAEYC website including step by step instructions for terminating their social media sites/accounts and statements for both their websites and social media accounts directing their followership to NYAEYC’s website and social media. We have further provided technical assistance when requested. We continue to monitor this on-going effort and communicate with those Chapters not yet in compliance. We also have an additional follow up call scheduled for this Thursday, February 15th with our Chapter leadership and branding compliance is on the agenda.**

Chapter name(s)	Met	Please see Appendix G
Chapter contact website domain name(s)	NA	
Chapter logos [Provide jpg of all Chapter logos]	Met	Please see Appendix G
Chapter website domain name reflects new name [Provide URLs for Chapter websites and email]	NA	
Updated listing of Chapters on the Affiliate’s website [Provide screenshots]	Met	Please see Appendix G
Rebranded Chapter website homepages showing updated logo, NAEYC Badge, and organization name (if applicable). Website follows published brand guidelines. [Provide screenshot of all chapter websites]	NA	

<p>Facebook, Twitter, Instagram, LinkedIn, YouTube, Pinterest, etc., account profiles updated with new Chapter logo and organization name. Cover photos, banners, and other static image areas use imagery that follows published guidelines. [Provide PDF or screenshot of all chapter social media platforms]</p>	<p>NA</p>	
<p>Digital or print chapter collateral materials include updated Chapter logo and organization name, NAEYC Badge, and follow published brand guidelines. Any reference to membership includes updated categories, benefits, and prices. Older print pieces in the old brand may no longer be distributed. [Provide PDF or mail hard copy]</p>	<p>Met</p>	<p>Please see Appendix G</p>

Sample Template: Action Plan and Timeline for Unmet Brand Compliance

[Insert Affiliate Name]

Item	Steps required	Due Date	Person(s) Responsible
e-newsletter	Secure new email management service	February 15, 2018	Joe Smith, Ex. Dir.
	Finalize new design	March 1, 2018	
