



Development of Early Achievers Marketing and Outreach Materials: External Agency

The Department of Early Learning (DEL) is proud to partner with external agencies on promoting and marketing Early Achievers, Washington’s Quality Rating and Improvement System (QRIS). The following communication guidelines are meant to ensure consistent and accurate messaging statewide and provide a clear process for feedback.

1. Early Achievers Branding and Logos

All outreach, marketing and informational materials (newsletters, flyers, FAQs, PowerPoint presentations and any other tools/resources used to provide information about Early Achievers) developed by external agencies must use and follow the branding guidelines/style guide provided by DEL.

The Early Achievers logo should appear on all outreach, marketing and informational materials. Co-branding is acceptable; the DEL logo **must** accompany all other organizational logos.

The DEL logo should not be broken up, distorted or manipulated for any reason, without prior approval from DEL.

You can obtain the logo from the QRIS Project Specialist (contact information below).

2. Core Messages

All outreach, marketing and informational materials developed by external agencies must use core messages provided by DEL. The phrase ‘Early Achievers’ must be used; **not** the acronym ‘EA’ or any other acronym.

3. Review of Regional Materials

All outreach, marketing and informational materials developed by external agencies must be approved by DEL prior to distribution. Please allow three business days for review and approval by the QRIS Project Specialist.

4. Press Releases/Media Requests

DEL must be notified of all media requests within 24 hours. All press releases must be submitted for review and approval within 72 hours.

QRIS Project Specialist: Amy Russell – Amy.Russell@del.wa.gov or 360-725-4936