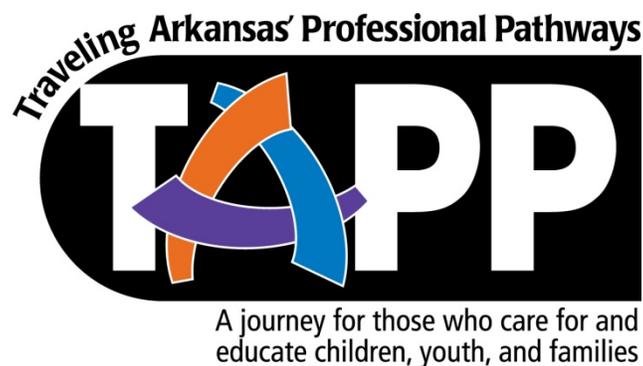# Traveling Arkansas' Professional Pathways (TAPP)

Logo Guidelines

The purpose of this document is to enable TAPP stakeholders to create communication materials that present a single, strong, instantly recognizable logo brand for TAPP. The following logo usage guidelines apply for all media of communication, including the Web, print collateral, promotional items, etc.

Effective November 1, 2008

Traveling Arkansas' Professional Pathways (TAPP)
Logo Guidelines

A system's identity - which is invaluable in terms of branding, awareness, and goodwill - is represented by its logo. It is crucial for our long-term success that we all work together to maintain the integrity of the Traveling Arkansas' Professional Pathways (TAPP) logo. The TAPP logo has been carefully designed. It is not to be altered in any manner. Do not take the logo apart and recombine it in any way to create new artwork. The logo is to be reproduced from the master art files provided on disc. Requests for such files can be made by contacting the TAPP Registry office.

The TAPP Logo
The TAPP logo is used to represent official communication of the TAPP system and to assure practitioners of the legitimacy of registered professional development.

Appropriate use of the TAPP logo is limited to:
- Publicity materials for registered professional development
- Certificates for completed registered professional development
- Public awareness of activities/publications (such as an introduction to the TAPP system during a professional development session)
- Promotional materials approved by the TAPP Steering Committee, the TAPP Registry or designated employees of the Department of Human Services Division of Child Care and Early Childhood Education.

Approved individuals/organizations may request to use the TAPP logo for purposes other than those listed above by submitting a request electronically to the TAPP Steering Committee Chair at least thirty business days prior to the desired use. The request should include:
- Contact information for the individual/organization making the request
- A clear description of why the TAPP logo is requested and which logo(s) is requested
- How the logo will be used (mock up examples would be preferred)
- A description of the target activities and target audiences

The TAPP Steering Committee Chair will forward the request to the Steering Committee and the committee will vote to approve or disapprove the request within fifteen business days of the receipt of the application; the chair will inform the applicant of the decision within three business days of the committee vote.

Use of TAPP logo stationary is appropriate only for those who (1) are employed by the TAPP Registry, (2) are employed and so designated by DCCECE, and/or (3) serve as chair of the TAPP Steering Committee for official TAPP System communications.

Minimum Size

A variety of different versions of the TAPP logo have been created in order to ensure that the logo can be effectively incorporated into various media of communication at different scales. The various size guidelines outlined below also apply to all variations of the TAPP logo later highlighted in this document. Note: The samples shown below are to scale based on the size recommendations for each variation.

The TAPP logo has been designed in three main variations that take into consideration the varying uses of the TAPP tag line as well as the expanded explanation of what TAPP represents (type).
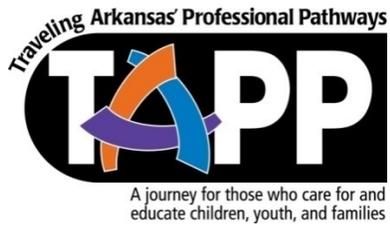
This variation of the logo is considered the primary and optimal variation as it contains both the expanded explanation of what TAPP represents (type) as well as the TAPP tag line. In order to maintain the integrity of the font sized used in its design, this option as it corresponds to the system or any of the color aligned components should be used at a scale of **no smaller than 1.13 inches in height**.

This variation of the logo should be used as a secondary option as it only contains the expanded explanation of what TAPP represents (type). In order to maintain the integrity of the font sized used in its design, this option as it corresponds to the system or any of the color aligned components should be used at a scale of **no smaller than 1.0 inch in height**.

This variation of the logo is considered the least optimal as it provides no expanded explanation of what TAPP represents (type) as well it does not include the TAPP tag line. This variation should be used when the minimum size available for logo use is **less than 1.0 inch**.

Orientation

The logo should not be displayed in any orientation different from what is provided. Do not turn the logo on its side. The text should always read horizontally on the medium it is being placed.

Stretching/Resizing

Do not distort the logo by stretching it. When resizing the logo, you must maintain the proportions intact to prevent a skewed or 'squashed' appearance.
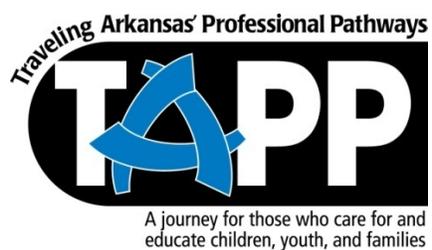
Logo Color Alignment

The logo can appear in various color configurations to include the use of an all component color option, a single- color component option, or in black and white. Guidelines as to when to use a particular component option are included below:
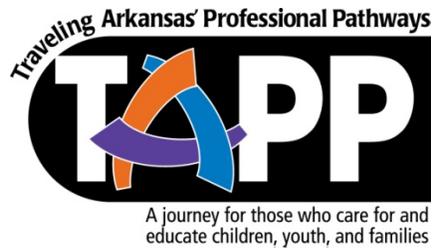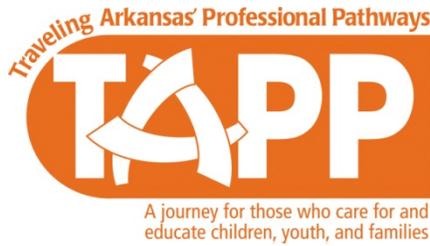

This version of the TAPP logo should be used when referencing the entire TAPP professional development system as a whole. The corresponding circle icon can be used as a decorative element for publications, as hyperlinked icon on a website, etc.
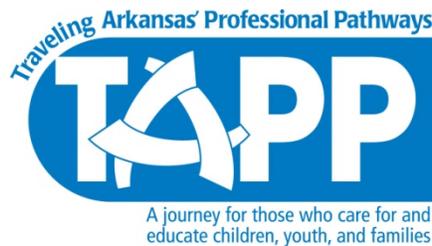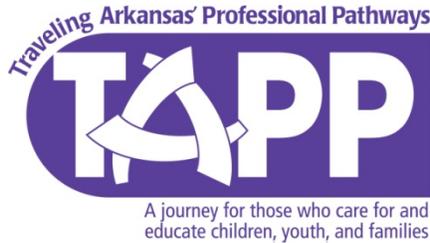

This version of the TAPP logo specifically corresponds to the "Registry" component of the TAPP system. Variations of the "Registry" specific logo include a 2 color use design as well as a 3 color use design that specifically highlights the blue color alignment of the Registry to the TAPP system. Variations of the logo with and without the various type and tag line configurations as well as black and white options are available on the master disc file for use. This variation of the TAPP logo should be used when creating publications that specifically relate to the Registry.

This version of the TAPP logo specifically corresponds to the "SPECTRUM" component of the TAPP system. Variations of the "SPECTRUM" specific logo include a 2 color use design as well as a 3 color use design that specifically highlights the orange color alignment of the SPECTRUM to the TAPP system. Variations of the logo with and without the various type and tag line configurations are available on the master disc file for use. This variation of the TAPP logo should be used when creating publications that specifically relate to the SPECTRUM.

This version of the TAPP logo specifically corresponds to the "Training" component of the TAPP system. Variations of the Training specific logo include a 2 color use design as well as a 3 color use design that specifically highlights the purple color alignment of the "Training" component to the TAPP system. Variations of the logo with and without the various type and tag line configurations as well as back and white options are available on the master disc file for use. This variation of the TAPP logo can be used when referencing registered trainings to the TAPP Registry.
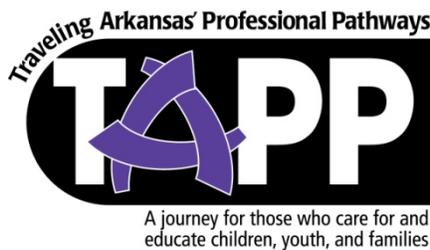
When determining which logo variation to use, first one must consider which TAPP component (Registry, SPECTRUM, or Training) the corresponding type of media communication corresponds to. Once this determination has been made, use the color variation most appropriate for the design and budget. A standard black and white option of each logo variation has been created for cost effective production. When using the black and white option it should be used at 100% of its intensity.

Logo Color Palette and Effects

The TAPP logo has been designed with the use of specific colors that must not be altered. For printing purposes, the various Pantone numbers correspond to each logo color used:

Orange: Pantone 173
Purple: Pantone 266
Blue: Pantone 300

When white paper is not an option for logo reproduction, select a color paper which offers good contrast for the TAPP logo.

The TAPP logo should not be combined with any other object, including, but not limited to, other logos, icons, words, graphics, photos, slogans, numbers, symbols. Do not place the logo on top of an image, photo or patterned background. Do not place the logo on a background that does not offer sufficient contrast.

Do not reproduce the logo with a tint or variation in terms of 3-D rotations, shadowing, reflections, beveling, etc.

Logo Violations

Use of TAPP stationary and/or the TAPP logo on any materials other than those identified are grounds for removal from the TAPP Registry (including the Trainer Registry), and such removal would include loss of benefits related to membership in the TAPP Registry and loss of benefits from programs which require Registry membership for eligibility. Should indication of inappropriate use of the TAPP logo or stationary occur, the action will be investigated, using the same processes already in place by the system in the Arkansas Early Childhood Professional Development System (AECPDS) Promulgated Document (see Section IV E.). One substitute to this procedure would be that submission of suspect materials with inappropriate logo use, along with information about the origination of the materials, will suffice for the written complaint.   Should the investigation bear out the inappropriate use of the TAPP logo, the Registry membership of the responsible individual(s) will be revoked for a minimum of three years. If the individual is a registered trainer employed by a training institution, the institution will be informed of the revocation. After the three year suspension an individual may reapply for Registry membership.

Additional Information

The Traveling Arkansas' Professional Pathways Logo Guidelines will be revised as deemed necessary. To ensure that you have the most recent version of these guidelines please visit the TAPP Registry website at: http://professionalregistry.astate.edu or contact the TAPP Registry office.