



Early Years Education Funding



Using the Devon County Council partnership branding

Guidance for partners and services we work with in the Early Years and Childcare sector

We need to make sure that we are clearly showing people what Devon County Council does and how we are spending public money. As a local authority it is our responsibility to ensure that people know exactly which services we offer either directly, or through working with partners, local businesses and voluntary organisations.

If you are delivering a service or project which receives funding from Devon County Council, this should be clear somewhere in your public information and marketing materials. Most early years providers in Devon receive the Early Years Education Funding for two-, three- and four-year-olds (EYEF) and many also receive the Early Years Pupil Premium (EYPP).

This could be done by:

1. Adding the Devon County Council 'in partnership' logo to your leaflet, prospectus or website

The logo needs to be proportionally sized and on a white background. It cannot be in a box. The best position for the logo is top or bottom right wherever possible – however the main thing is to make sure it works with your web or leaflet design. The logo does not need to be on every page of your website or every document you produce. It only needs to be there when you are referring to EYEF, EYPP, or to the specific projects Devon County Council has funded. You can download a copy of the logo here: <http://s5.newzapp.co.uk/i/18268/nz-images/DCCLogopartner.jpg>

2. Adding a line of text to explain where the funding comes from

For example adding 'The Early Years Education Funding for two-, three- and four-year-olds is funded by Devon County Council'. This can be added in to any documents or web pages which promote the free early years education to parents. You can use this sentence as well as the logo to make clear why the Devon County Council logo is featured, or this is useful where it is not practical to add the Devon County Council logo.

Remember

- You do not need to change any existing documents – the changes only need to be made when you come to update or reprint any materials.
- You do not need to change your letterheads, compliments slips or business cards – this only applies to documents and web pages which specifically refer to schemes funded by Devon County Council.

If you have any questions about using the logo or would like us to check a document before it goes to print, please email discinfo@devon.gov.uk