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# ChildPlus

by Procare Solutions

# BRAND GUIDELINES

OCTOBER 2025





# Brand Guidelines

Consistency is the foundation of a strong brand, and at Procare Solutions, it's a shared responsibility. Our brand guidelines aren't just rules—they're a roadmap for telling our story with clarity and impact. By following these guidelines, everything we create—content, campaigns and projects—reflects the professionalism and values that define us.

Why does this matter? Consistent branding builds trust, reinforces our identity and strengthens our connection to our customers. By following these standards, we uphold our reputation and contribute to its growth and success. Together, we ensure our message stays clear, on-brand and effective. Upholding our brand standards is a shared responsibility, and together, we ensure that every piece of work reflects the excellence of the ChildPlus brand.



Email: [creativeservices@procaresoftware.com](mailto:creativeservices@procaresoftware.com)



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# VISUAL BRANDING

# ChildPlus Brand

ChildPlus has evolved over the years! Today, ChildPlus is a Procare Solutions brand.

Procare Solutions is the parent company.

ChildPlus by Procare Solutions is the brand.

ChildPlus is the product.

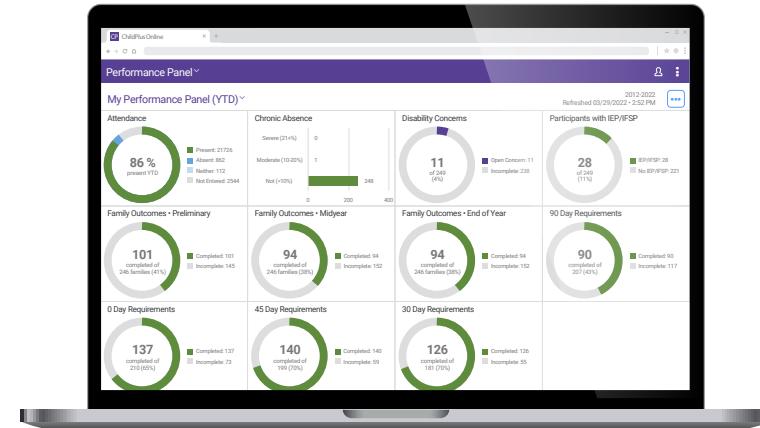
ChildPlus is available on three platforms:

- ChildPlus Online
- ChildPlus Desktop
- ChildPlus Communication App

**ChildPlus by Procare Solutions is the brand.**



**ChildPlus is the product.**



# Logo Guidelines

Consistency in logo usage is important to maintain brand integrity. Logos can be found in [Land of the Brand](#).

Both the ChildPlus brand logo and the ChildPlus product logo are pending registration with the United States Patent and Trademark Office.



The primary ChildPlus brand logo is horizontal and includes the words “by Procare Solutions”.



The ChildPlus product logo is used in our software – ChildPlus Online, ChildPlus Desktop, and the ChildPlus Communication App.

## Logo Spacing

Ensure there is whitespace around the logo, using the C as a guideline you can add space around the logo.



## Which Logo To Use

### File format for Print (CMYK)

EPS - Vector format for print

### File format for Digital/Web (RGB)

PNG - Transparent background for digital/web

JPG - Can be used for print or digital/web

## Logo Usage

The brand logo here is approved for use in these formats.



The logo is available in one color (Purple), one color (Black) and reversed one color (White).

The white logo  
may be used on a  
purple, teal, or black  
background.



The black logo  
can be used on  
white or yellow  
background only.



Purple logo can  
be used on white  
background only.



## Do Not Use

These logos have been retired and should no longer be used.



**HAVE YOU SEEN ONE THESE LOGOS?**

Email: [creativeservices@procaresoftware.com](mailto:creativeservices@procaresoftware.com)



# TYPOGRAPHY

We use four recommended fonts. We use Montserrat and Just Another Hand in our marketing materials and web. For marketing emails, documents and corporate PowerPoint decks, we use Tahoma for header and Trebuchet MS should be the body font of choice.

### **Montserrat**

Use Montserrat for our printed marketing materials and digital marketing assets. Use Montserrat Bold for subheaders. Use Montserrat for body copy.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 . , ? " ! ( )

### **Just Another Hand**

Use Just Another Hand for copy visually in a hand written style.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 . , ? " ! ( )

### **Tahoma Bold**

Use Tahoma Bold for titles, headers and large type in emails, PowerPoint, and Word documents.

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**0 1 2 3 4 5 6 7 8 9 . , ? " ! ( )**

### **Trebuchet Ms**

Use Trebuchet MS for body copy in emails, PowerPoint, and word documents.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 . , ? " ! ( )

## Type Styling for Marketing Materials and Web

**Aa Bb Cc Dd Ee Ff Gg**

We use Montserrat Bold with Pantone 7703 C (teal) for headers.

**Aa Bb Cc Dd Ee Ff Gg**

We use Montserrat Regular with Pantone 4294 C (grey) for all of our body copy.

**SOLID BUTTON**

**OUTLINE BUTTON**

We have two styles of buttons, solid and outline.

# Type Styling for Marketing Emails, Word Documents and Corporate PowerPoint Decks

## Aa Bb Cc Dd Ee Ff Gg

We use Tahoma Bold with Pantone 7703 C (teal) for headers.

## Aa Bb Cc Dd Ee Ff Gg

We use Trebuchet Regular with Pantone 4294 C (grey) for all of our body copy.

## Bullet and List Styling

- ✓ Application
- ✓ Attendance
- ✓ Compliance
- ✓ Disability

- ✓ Application
- ✓ Attendance
- ✓ Compliance
- ✓ Disability

- Application
- Attendance
- Compliance
- Disability

- Application
- Attendance
- Compliance
- Disability

We use small checkmark in a solid purple circle on our lists and feature charts, if used on a dark background, use a purple checkmark in a solid yellow circle.

We use small checkmark in a solid purple circle on our lists and feature charts.

## Company Values



### Customer-centric

We care for our customers and the children they serve, anticipating their needs and delivering solutions that exceed their expectations.



### Accountable

Honesty and integrity matter to us. We keep our promises and hold ourselves accountable for our actions.



### Results-driven

We step up, speak out and innovate, consistently finding ways to deliver on our commitments.



### Empowered

We foster a culture built on respect, where all employees are inspired to take ownership and have confidence in their decisions.





# COLOR PALETTE

# Primary Colors

The ChildPlus primary color palette is bright and clean and an important aspect of our brand identity. Using consistent colors appropriately is one of the most important ways to ensure our materials are cohesive.

Our three primary colors are purple, teal and yellow.

## Pantone Colors

For use in spot color printing as in screen printing or offset printing and embroidery.

## CMYK Colors

For use on printed materials.

## Hex Colors

For use in web, digital, Microsoft Word and PowerPoint applications.

### Purple

HEX: #574094

RGB: 87, 64, 148

CMYK: 80, 89, 4, 0

PANTONE: 7671 C

### Teal

HEX: #0099bb

RGB: 0, 153, 187

CMYK: 79, 23, 18, 0

PANTONE: 7703 C

### Yellow

HEX: #FCBC31

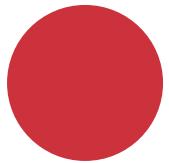
RGB: 252, 188, 49

CMYK: 1, 28, 91, 0

PANTONE: 132 C

## Secondary Colors

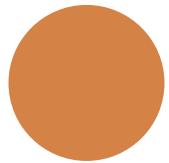
It's important to use color sparingly as a hierarchy element. Secondary colors highlight and compliment the primary colors in our palette. These colors help with recognition and consistency.



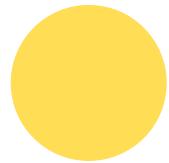
**HEX:** #CB333B  
**RGB:** 203, 51, 59  
**CMYK:** 14, 94, 81, 4  
**PANTONE:** 1797 C



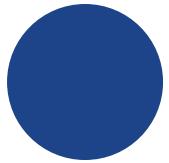
**HEX:** #FF671F  
**RGB:** 255, 103, 31  
**CMYK:** 0, 74, 96, 0  
**PANTONE:** 165 C



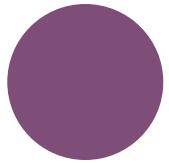
**HEX:** #C88242  
**RGB:** 200, 130, 66  
**CMYK:** 19, 53, 85, 3  
**PANTONE:** 722 C



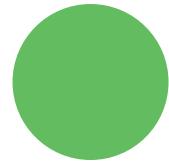
**HEX:** #F3D03E  
**RGB:** 243, 208, 62  
**CMYK:** 0, 11, 78, 0  
**PANTONE:** 129 C



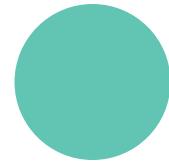
**HEX:** #1D428A  
**RGB:** 29, 66, 138  
**CMYK:** 100, 86, 15, 3  
**PANTONE:** 7687 C



**HEX:** #7E5475  
**RGB:** 126, 84, 117  
**CMYK:** 36, 68, 10, 31  
**PANTONE:** 5135 C



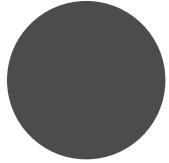
**HEX:** #6CC24A  
**RGB:** 108, 194, 74  
**CMYK:** 63, 0, 84, 0  
**PANTONE:** 360 C



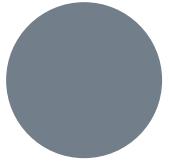
**HEX:** #40C1AC  
**RGB:** 64, 193, 172  
**CMYK:** 58, 0, 36, 0  
**PANTONE:** 7465 C

## Neutral Colors

We use neutral colors to enhance different tones. While neutral colors are not on the color wheel, they complement primary and secondary colors.



**HEX:** #555555  
**RGB:** 83, 86, 90  
**CMYK:** 0, 0, 0, 85  
**PANTONE:** Cool Gray 11 C



**HEX:** #7C878E  
**RGB:** 124, 135, 142  
**CMYK:** 33, 18, 13, 40  
**PANTONE:** 430 C



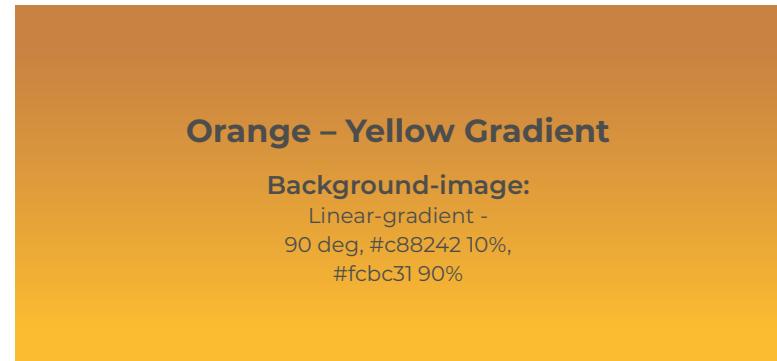
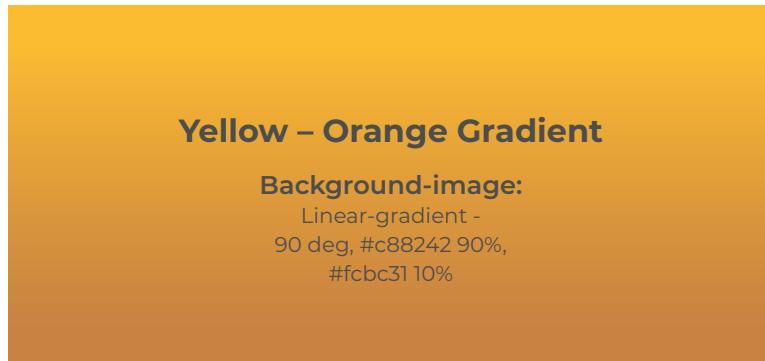
**HEX:** #CFC493  
**RGB:** 207, 196, 147  
**CMYK:** 6, 8, 35, 12  
**PANTONE:** 4535 C



**HEX:** #40C1AC  
**RGB:** 255, 247, 235  
**CMYK:** 0, 2, 7, 0  
**PANTONE:** 7465 C

## Gradients & Backgrounds

Gradients make great backgrounds with white type — however, the use of large gradients should be restrained if there are too many competing colors.





CHIP

Introduced in 2010, Chip is a joyful, friendly mascot designed to spread positivity and connection.

With a smooth, rounded white body and simple black curve rectangular eyes, Chip's design is clean, approachable, and expressive. He sports a bold purple tie—a symbol of creativity and professionalism—that adds a fun, polished touch to his look.

Chip is pending registration with the United States Patent and Trademark Office.

## Usage

- Conference Materials
- Sales Collateral
- T-Shirts
- Swag Mascot
- Training Materials
- Social Media
- Product

Please visit the [Land of the Brand](#) for approved Chip images for external use. Can't find what you need? Email [creativeservices@procuresoftware.com](mailto:creativeservices@procuresoftware.com).

## Chip, Then and Now



## The Many Looks of Chip



# MESSAGING & TONE OF VOICE

## **Tone of Voice**

Our tone of voice is confident and helpful.

We understand our customers' challenges and we want to share our knowledge to help them to succeed.

- We use an active, not passive, voice
- We limit the use of contractions
- We try to write in first person because it is more genuine and personable
- We are helpful because we care
- We are confident because we know we have the best solution on the market
- We are conversational because our customers behave more like B2C than B2B
- We are thought leaders because we are proven in the business of child care

## **Our why is the reason we exist.**

Procare Solutions is dedicated to empowering early childhood educators by providing products and services that enable them to focus on the care, safety and education of children.

ChildPlus by Procare Solutions is dedicated to helping to ensure the continued success of Head Start and state-funded programs so they

can maximize their outcomes and positively impact the lives of young children and their families.

## **Our values are at the core of all we do.**

**We are ...**

### **Customer-centric**

We care for our customers and the children they serve, anticipating their needs and delivering solutions that exceed their expectations.

### **Accountable**

Honesty and integrity matter to us. We keep our promises and hold ourselves accountable for our actions.

### **Results-driven**

We step up, speak out and innovate, consistently finding ways to deliver on our commitments.

### **Empowered**

We foster a culture built on respect, where all employees are inspired to take ownership and have confidence in their decisions.

# GRAMMAR AND MECHANICALS

# Grammar & Mechanics

These editorial guidelines keep our writing style consistent throughout our messaging.

## AP Style

We use AP Style guidelines.

## Acronyms

We spell out the full name the first time it's used on a page. Do not follow by an acronym in parentheses. If an abbreviation or acronym would not be clear on second reference without this arrangement, do not use it.

### WHEN TO IGNORE THIS ADVICE:

When a commonly used acronym, like CEO, or a commonly used industry acronym is used, like ECE.

## Sentence Case

We write in full sentences, which means a capital letter and a period. We don't throw in random capital letters to make things seem more important.

## Oxford Comma has no place here

No comma before the word 'and'. Just list it

out—apples, bananas and oranges.

## People Who

We say "people who," not "people that".

## Pronouns

We talk directly to our reader with the use of you and your.

YES	NO
<b>With our unmatched experience in child care center management, we are here to help.</b>	With its unmatched experience in child care center management, Procare is here to help.

## Numbers

We write out numbers one through nine, and then digits for 10 and greater. For example: Four, 124 and 1,246.

### WHEN TO IGNORE THIS ADVICE:

Make your numbers match in a sentence when it makes sense or when you need the numbers to stand out in marketing copy: That's why 2 out of 3 centers who use child care management software choose Procare.

## Phone Numbers

We use parentheses around the area code, then a space, then the number.

YES	NO
(801) 931-6554	8019316554
	801.931.6554
	801-931-6554

## Time

Always use lowercase a.m. and p.m. with periods and always figures proceeding. The exception is at the hour, you do not include “:00.” If it is a time range, use only a.m. or p.m. once within the same time of day (e.g. 8-9 a.m.). Use both a.m. and p.m. if it is not the same time of day (e.g., 9:30 p.m.- 1 a.m.).

## Dates

We use the US-standard date display, June 5, 2023 or 6/5/23 (or even 06/05/2023).

## Hyphens, Em Dashes, & En Dashes

Use a hyphen to break up a word that falls to the next line. Although, assuming you aren’t using a typewriter, it will probably never be a problem. We also use hyphens in phone numbers, like this: (888) 256-6067.

**USE AN EN DASH\***: when separating a date.  
January – March

**USE AN EM DASH\***: to set off a thought—like this one—in the middle of a sentence. No spaces around that em dash though—just push it all right together.

\*An en dash is the width of a capital N and an em dash is the width of a capital M. That’s where the name comes from.

## Ellipses

Use three periods with a space on either side ... like this.



# BRAND TERMS

Our brand terms provide basic guidelines for transitioning our messaging from legacy products or retired logos to align with current brand guidelines.

## **Approved Brand Terms**

**Procare Solutions** – parent company

**Procare** – Procare product name

When referring to a specific platform:

- Procare Online
- Procare Desktop
- Procare SchoolCareWorks

**ChildPlus by Procare Solutions** – ChildPlus brand

**ChildPlus** – ChildPlus product name

When referring to a specific platform:

- ChildPlus Online
- ChildPlus Desktop
- ChildPlus Communication App

**ChildPlus University** – ChildPlus University is a general term that is used to describe all of the ChildPlus training options including Learning Plans, Certifications and Continuing Education