



# BRAND GUIDELINES



UPDATED 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 Procare Solutions.

Why does this matter? Consistent branding builds trust, reinforces our identity and strengthens our connection to our customers. By following these standards, we uphold Procare Solutions' 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 Procare Solutions.



## Questions?

Please email

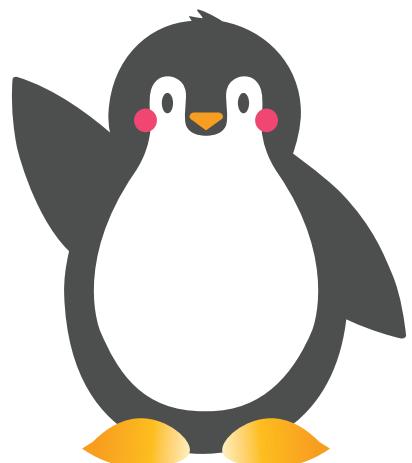
[creativeservices@procuresoftware.com](mailto:creativeservices@procuresoftware.com)



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# Procare SOLUTIONS



# Procare Solutions Brand

Over the years, we've added new brands to the Procare Solutions family! To make it easier for customers, we've streamlined these brands into one company, one product.

**Procare Solutions is the company.  
Procare is the product.**

Procare is available on three platforms:

- Procare Online
- Procare Desktop
- Procare SchoolCare Works

The **Tuition Express** brand still exists, but we are minimizing the use of the logo to position ***payment processing as a capability of Procare.***

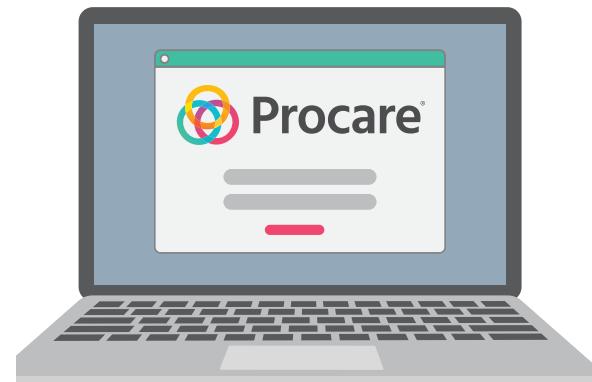
For more information, please view the Brand Terms. This resource is designed to provide guidelines for how we transition our messaging from legacy product and company names to our current brand guidelines.

[View on the Land of the Brand.](#)

**Procare Solutions is the company.**



**Procare is the product.**



# Logo Guidelines

Consistency in logo usage is important to maintain brand integrity. Logos can be found in Land of the Brand.

The Procare Solutions logo is registered with the United States Patent and Trademark Office.

The Procare product logo is still pending.



The primary Procare Solutions company logo is the full color, horizontal logo.



The Procare product logo is used in our software.

## Logo Spacing

Ensure there is whitespace around the logo, using the P as a guideline you can add space around the logo. We only use the stacked version of our Procare Solutions logo when there is not enough space for it to be legible.



## 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



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



The logo is available as a stacked version and can only be used when the full horizontal logo won't fit or the logo is shrunk down to fit a space.

## Print-Only Logos



**Procare**<sup>®</sup>  
SOLUTIONS

4 Color Spot PMS



PMS 1235 C



PMS 3125 C



PMS 191 C



Cool Gray 11 C



**Procare**<sup>®</sup>  
SOLUTIONS

7 Color Spot PMS



PMS 1235 C



PMS 2655 C



PMS 191 C



PMS 2413 C



PMS 3125 C



PMS 1585 C



Cool Gray 11 C

Two versions of the logo are available for PMS Spot Printing, a 4 Color and a 7 Color. These are to be used in special circumstances only and are not part of the logo suitcase that is approved for employee and contractor usage.



# Typography

We use two recommended fonts. Calibri should be the font of choice for documents and corporate PowerPoint decks. We use Lato in our marketing materials and web.

## Calibri

Use Calibri Light or Bold for titles, headers and large type.  
Use Cabri Bold for subheaders.  
Use Calibri for body copy.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy  
Zz 0123456789 .,?!

## Lato

Lato is the font used for marketing collateral and web.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz 0123456789 .,?!

## Type Styling for Marketing Materials and Web

**Aa Bb Cc Dd Ee Ff Gg**

We use Lato Bold with Pantone 2413C (Green) for headers.

**Aa Bb Cc Dd Ee Ff Gg**

We use Lato Regular at 95% Black (CMYK) for all of our body copy.

SOLID BUTTON

OUTLINE BUTTON

We have two styles of buttons, solid and outline.

## 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.



## Bullet and List Styling

- ✓ Windows-based PC software
- ✓ Integrated hardware
- ✓ Corporate and franchise tracking
- ✓ Comprehensive financial management
- ✓ Integrated payroll
- ✓ Staff scheduling
- ✓ Agency accounting
- ✓ Family engagement

We use small check marks on our lists and feature charts.

### Neutral:

- Online registration
- Family information
- Sign-in/out
- Staffing
- Photos and updates
- Messaging

### Colored:

- Activity tracking
- Automated invoices, payment processing and online payments
- Subsidy tracking
- Comprehensive reporting
- Live customer support

We also use neutral and colored bullets to call more attention to lists.

If using colored, use one consistent color when possible.



3

2

4

# Color Palette

## Primary Colors

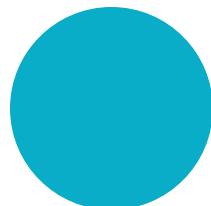
The Procare Solutions primary color palette is bright and clean and an important aspect of our brand identity. Using consistent colors appropriately is one of the most important ways to ensure our materials are cohesive.

Our two primary colors are Blue and Green.

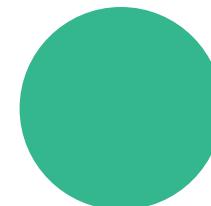
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### Pantone Colors

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



Pantone 3125 C  
CMYK 75, 9, 19, 0  
HEX #09BED2



Pantone 2413 C  
CMYK 73, 1, 53, 0  
HEX #4EBE9E

### CMYK Colors

For use on printed materials.

### Hex Colors

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



Pantone 2230 C  
CMYK 83, 29, 32, 1  
HEX #008CA0



Pantone 7716 C  
CMYK 82, 21, 48, 2  
HEX #00968F



Pantone 2655 C  
CMYK 47, 57, 0, 0  
HEX #8F6DB0



Pantone 2582 C  
CMYK 44, 78, 0, 0  
HEX #AF529F



Pantone 191 C  
CMYK 0, 89, 37, 0  
HEX #EF456F



Pantone 172 C  
CMYK 0, 87, 100, 0  
HEX #F15C3B



Pantone 1585 C  
CMYK 0, 73, 100, 0  
HEX #F47C24



Pantone 1375 C  
CMYK 0, 45, 97, 0  
HEX #F99E1C



Pantone 1235 C  
CMYK 0, 31, 98, 0  
HEX #FEBE10



Pantone 115 C  
CMYK 2, 11, 94, 0  
HEX #FDDA25

## 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.



Pantone 2077 C  
CMYK 69, 88, 0, 0  
HEX # 6E3FA3



Pantone 2995 C  
CMYK 73, 15, 0, 0  
HEX # 00A9E0



Pantone 2421 C  
CMYK 76, 0, 100, 0  
HEX # 30B700



Pantone 2028 C  
CMYK 2, 93, 100, 0  
HEX # EB3300

## 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.



Black 6 C  
CMYK 0, 0, 0, 100  
HEX #000000



Cool Gray 11 C  
CMYK 0, 0, 0, 85  
HEX #4D4D4F



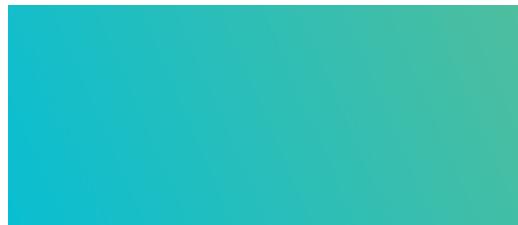
Cool Gray 6 C  
CMYK 0, 0, 0, 40  
HEX #A3A3A3



Cool Gray 1 C  
CMYK 0, 0, 0, 15  
HEX #EBEBEC

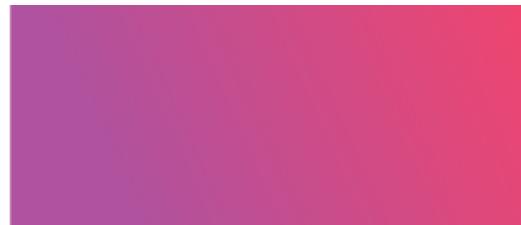
# Gradients & Backgrounds

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



## Green Gradient

Background-image:  
Linear-gradient -  
46 deg, #09BED 20%,  
#4EBE9E 100%



## Purple Gradient

Background-image:  
Linear-gradient -  
45deg, #AF529F 7%,  
#EF456F 100%



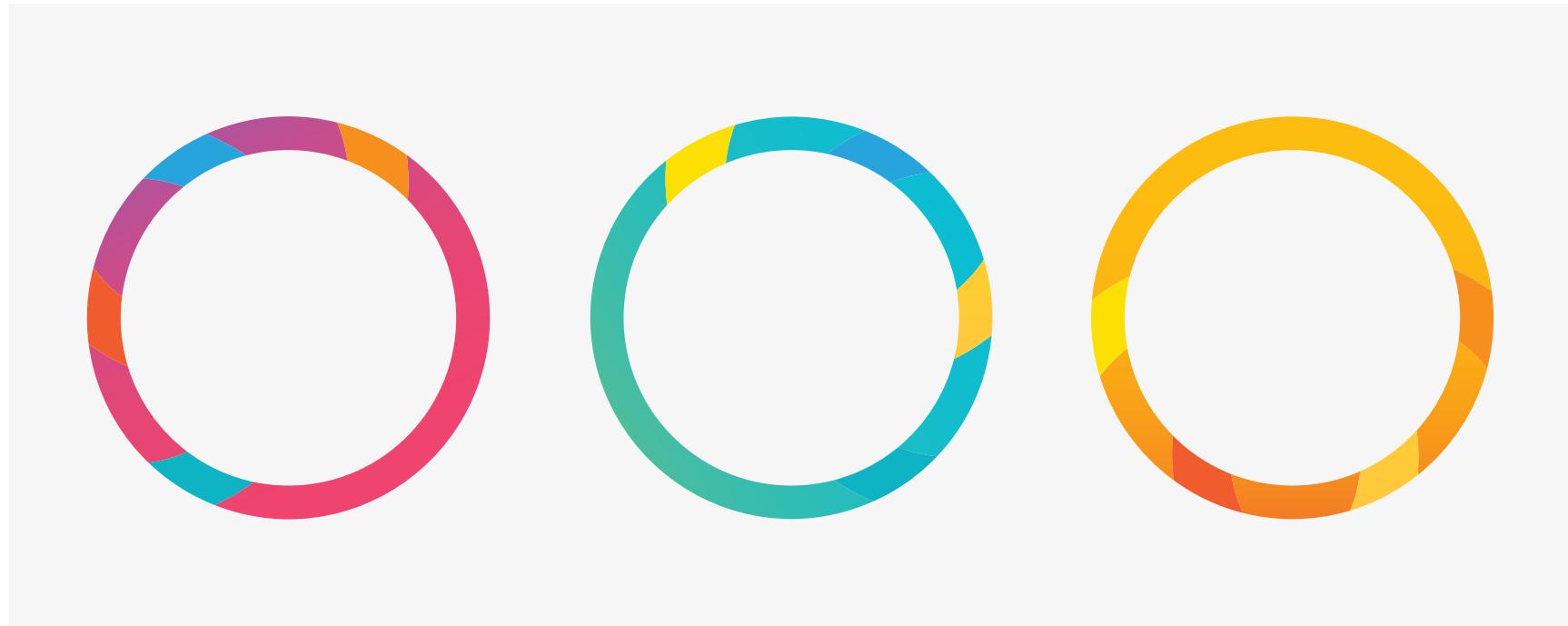
## Orange Gradient

Background-image:  
Linear-gradient -  
45deg, #F47C24 7%,  
#FEBE10 100%

# Circles

One of our most recognizable brand assets is our circles. Our circles represent unity, infinite growth and community.

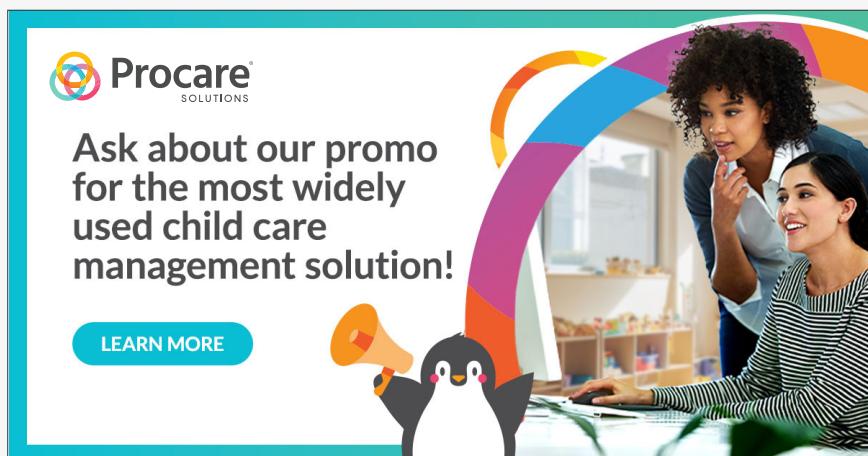
Find on [Land of the Brand.](#)

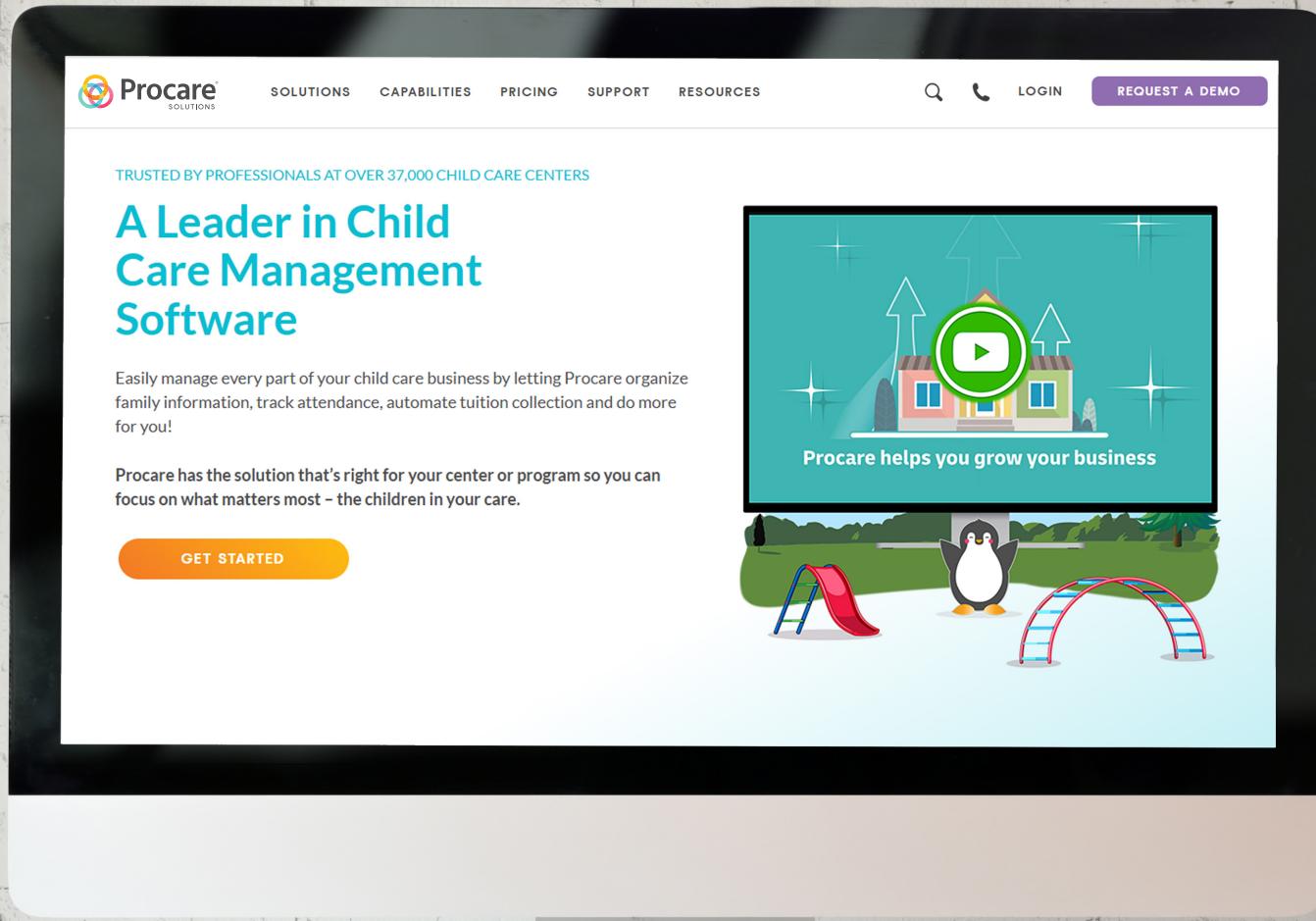


## Circles in Action

Circles work really well as a **magnifying glass** to focus attention on an image or concept.

They are also wonderful as **floating bubbles** to add interest, liveliness and the inherent playfulness of the industry we serve.



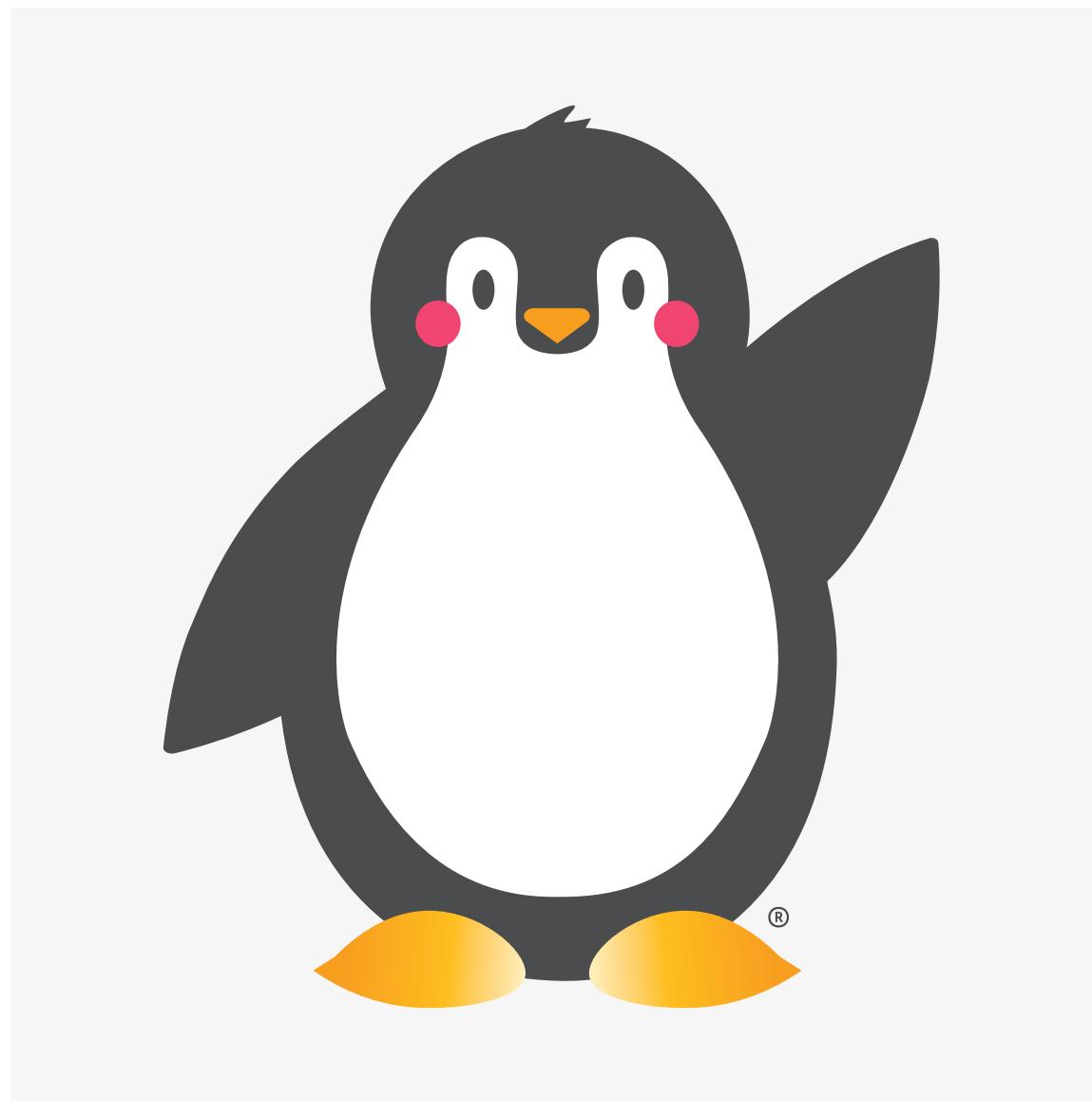


The image shows a tablet displaying the Procare Solutions website. The website features a navigation bar with 'SOLUTIONS', 'CAPABILITIES', 'PRICING', 'SUPPORT', and 'RESOURCES' tabs, along with a search icon, a phone icon, 'LOGIN', and a 'REQUEST A DEMO' button. Below the navigation, a banner states 'TRUSTED BY PROFESSIONALS AT OVER 37,000 CHILD CARE CENTERS'. The main headline is 'A Leader in Child Care Management Software'. A sub-copy reads: 'Easily manage every part of your child care business by letting Procare organize family information, track attendance, automate tuition collection and do more for you!'. Another text block says: 'Procare has the solution that's right for your center or program so you can focus on what matters most – the children in your care.' A prominent orange 'GET STARTED' button is located below this text. To the right of the main content is a graphic of a television screen showing a video player interface with a play button over a house, with the text 'Procare helps you grow your business'. The background of the website features a white brick wall. The tablet is resting on a white desk. In front of the tablet, a silver laptop is open, showing a keyboard. To the right of the laptop, a white computer mouse sits on a white surface. Further right, a white coffee cup is on a small wooden saucer. The overall background is a white brick wall.

# Tucker the Penguin

~~Tucker is an important member of  
Procure Solutions bringing joy to  
employees, customers and children  
across the country.~~

~~The Tucker trademark is registered with  
the United States Patent and Trademark  
Office. It consists of a black and white  
penguin with black eyes, red checks,  
yellow nose and feet.~~



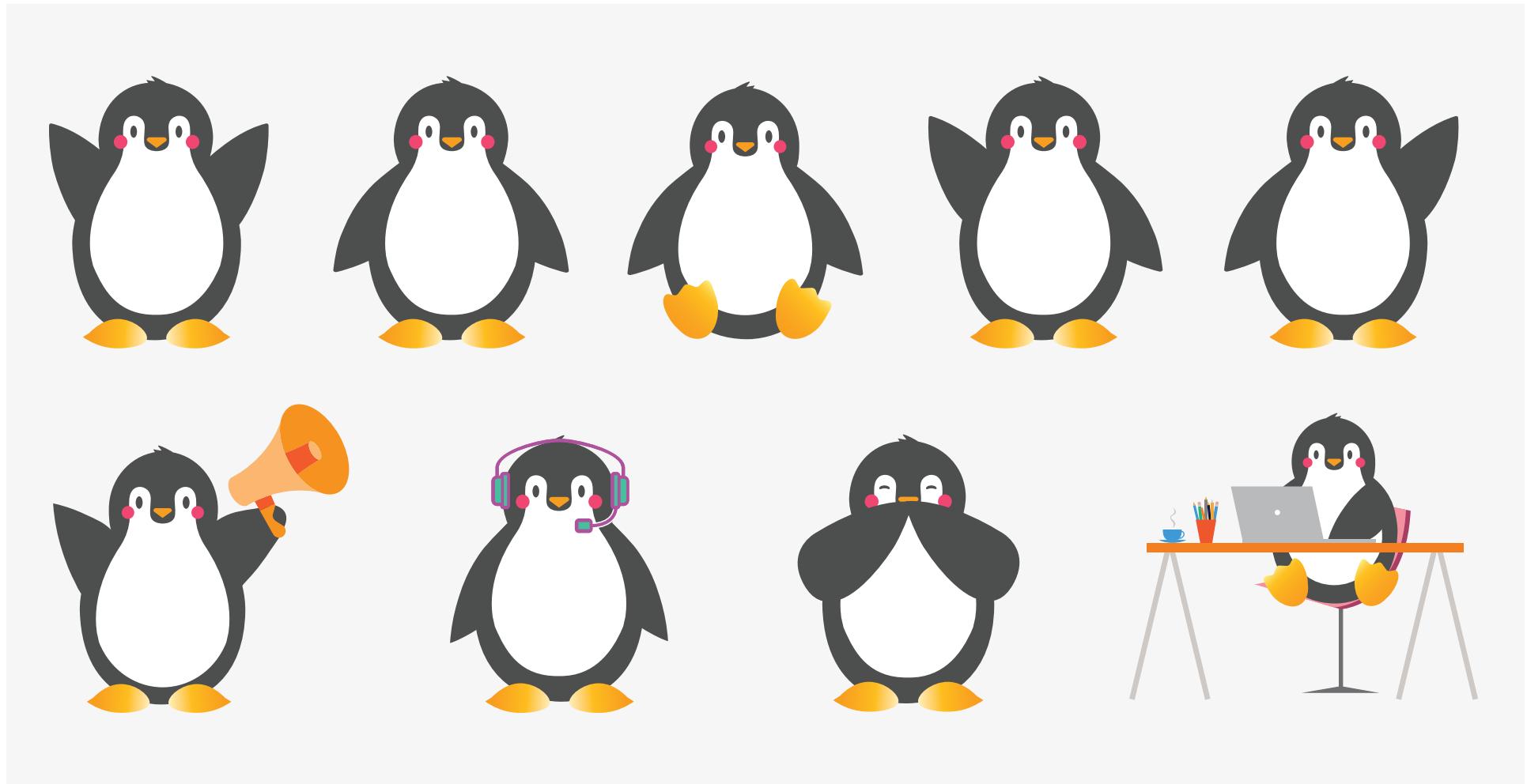
## Tucker's Size



Tucker is about 3 feet tall - about the same height as the kids and about half the size of a six foot adult.

## The Many Looks of Tucker

Visit the [Land of the Brand](#) for access to multiple Tucker images.





# Illustrations

## Why We Use Illustrations

Illustrations give us the opportunity to stand out, have some fun and better connect with our customers.

While we will still use a variety of stock photos, this system is customizable for our needs and demographics.



## Illustrated Characters

Our illustrated characters include children, adults and scenes with a wide variety of diversity.

Visit the [Land of the Brand](#) for access to more illustrated character images.





## Diversity & Inclusion

Our illustrations and photography represent diversity and inclusion.





# Visual Identity

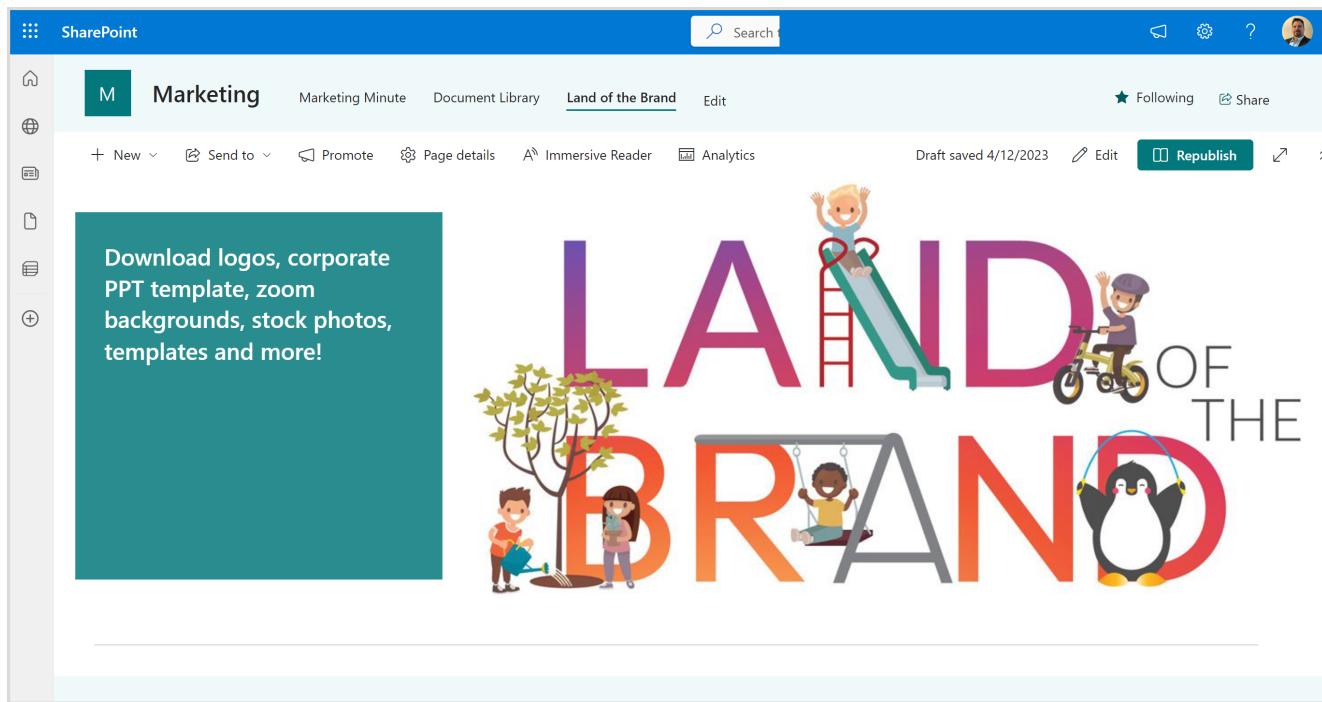
Consistent brand imagery helps to connect with our audience and further develop our brand. The colors within the imagery should be rich and warm.

## Choosing the Right Image

Approved, copyrighted images can be found in the [Land of the Brand](#). If you are looking for a particular image or need to purchase an image, please contact [creativeservices@procuresoftware.com](mailto:creativeservices@procuresoftware.com).



# Land of the Brand



Employees can access on-brand logos, messaging, corporate PowerPoint template, stock photos, Tucker illustrations, Zoom backgrounds and more in the [Land of the Brand](#) on SharePoint.

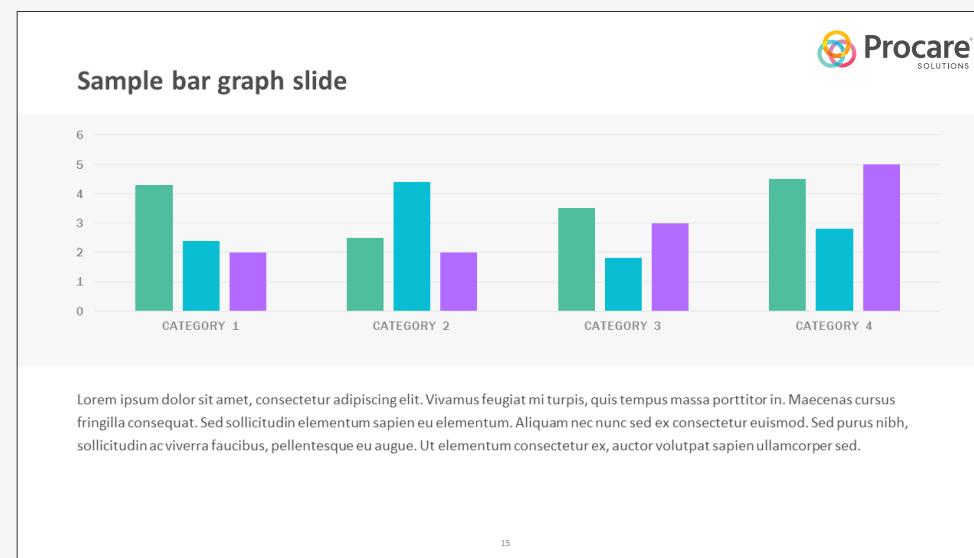
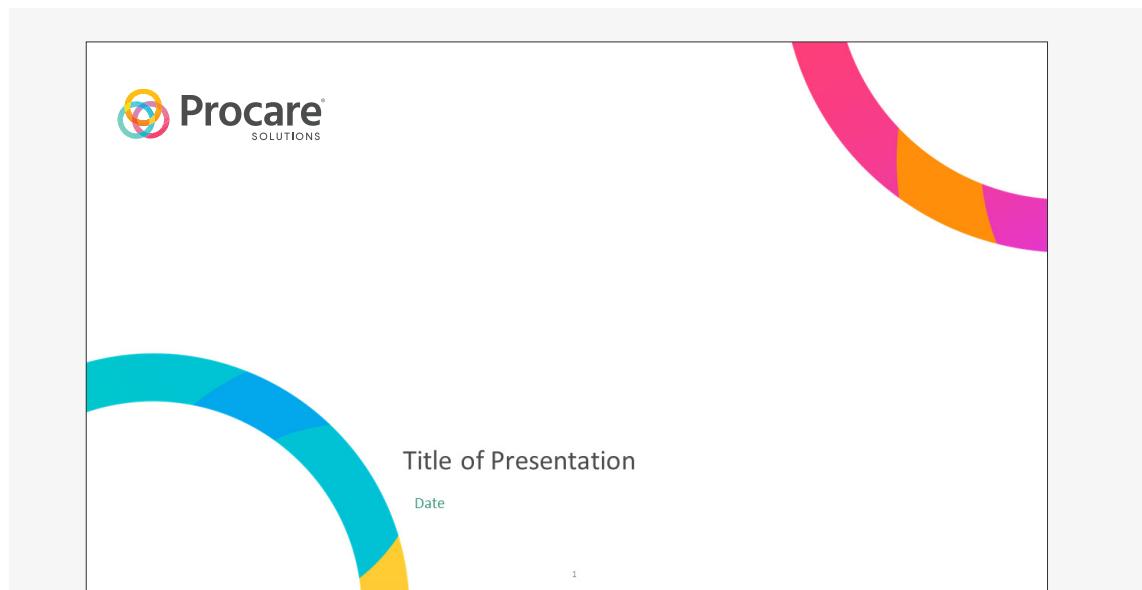
**Can't find what you are looking for?**  
Send your request to  
[creativeservices@procuresoftware.com](mailto:creativeservices@procuresoftware.com), and we will work with you to discuss your project and set timeline expectations based on the scope of the project.

# Corporate PowerPoint Template

The corporate PowerPoint template makes it easier to create your presentations including:

- Logo placement to top right corner
- Easier use of bullets and formatting
- Updated fonts and colors
- Additional template slides in the appendix

**Note: Always save a copy of the corporate PowerPoint template to your computer before making any edits.**



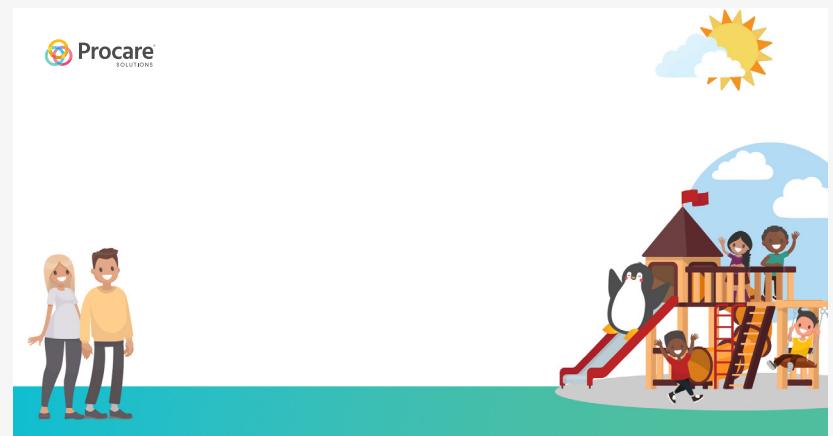
# Zoom Background

Zoom backgrounds are available within Zoom and can also be found in [Land of the Brand](#).



## Zoom Background Tip!

To achieve the best virtual background effect, Zoom recommends using a solid color backdrop, preferably a green screen.



# Retired Brand Elements

## Retired Products

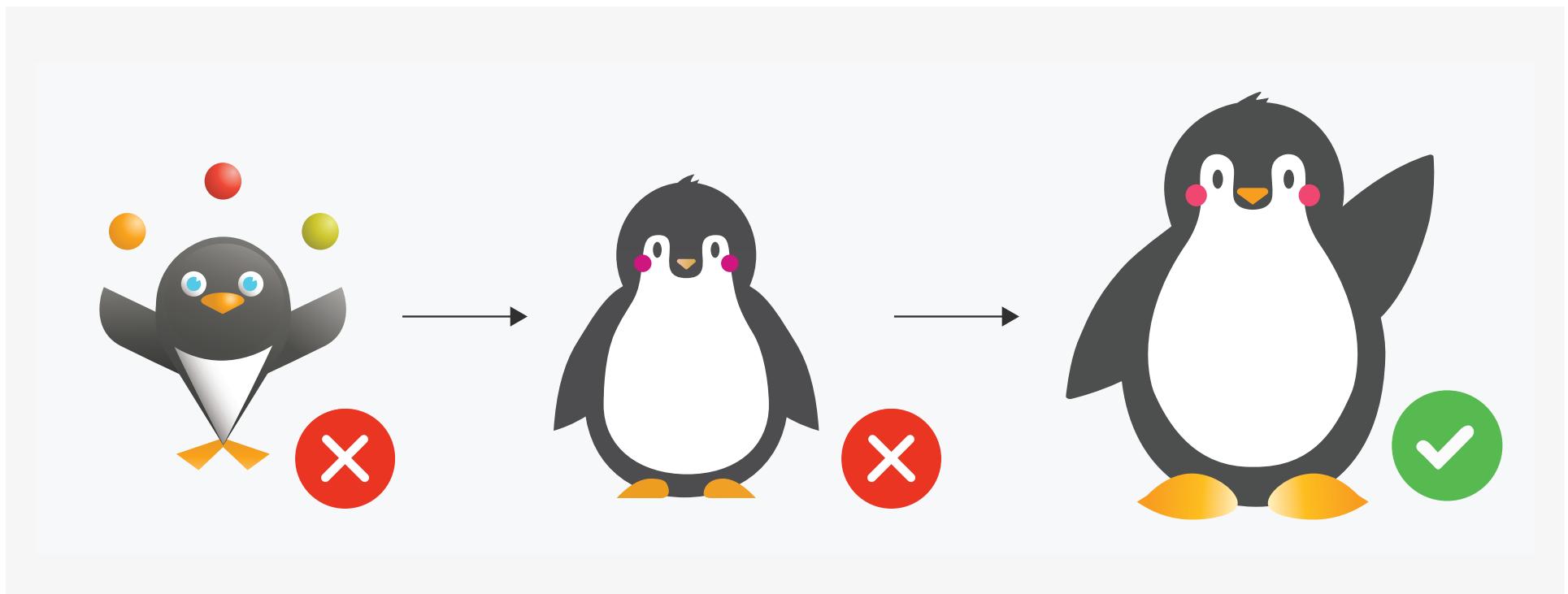
These product names and/or logos have been retired and should no longer be used:

- SchoolCare Works  
(Logo only, Procare SchoolCare Works is the platform)
- DayCare Works
- Procare Connect
- Procare Select
- Procare Engage
- Bertelsen Education
- ChildPlus Software

## Retired Company Logos

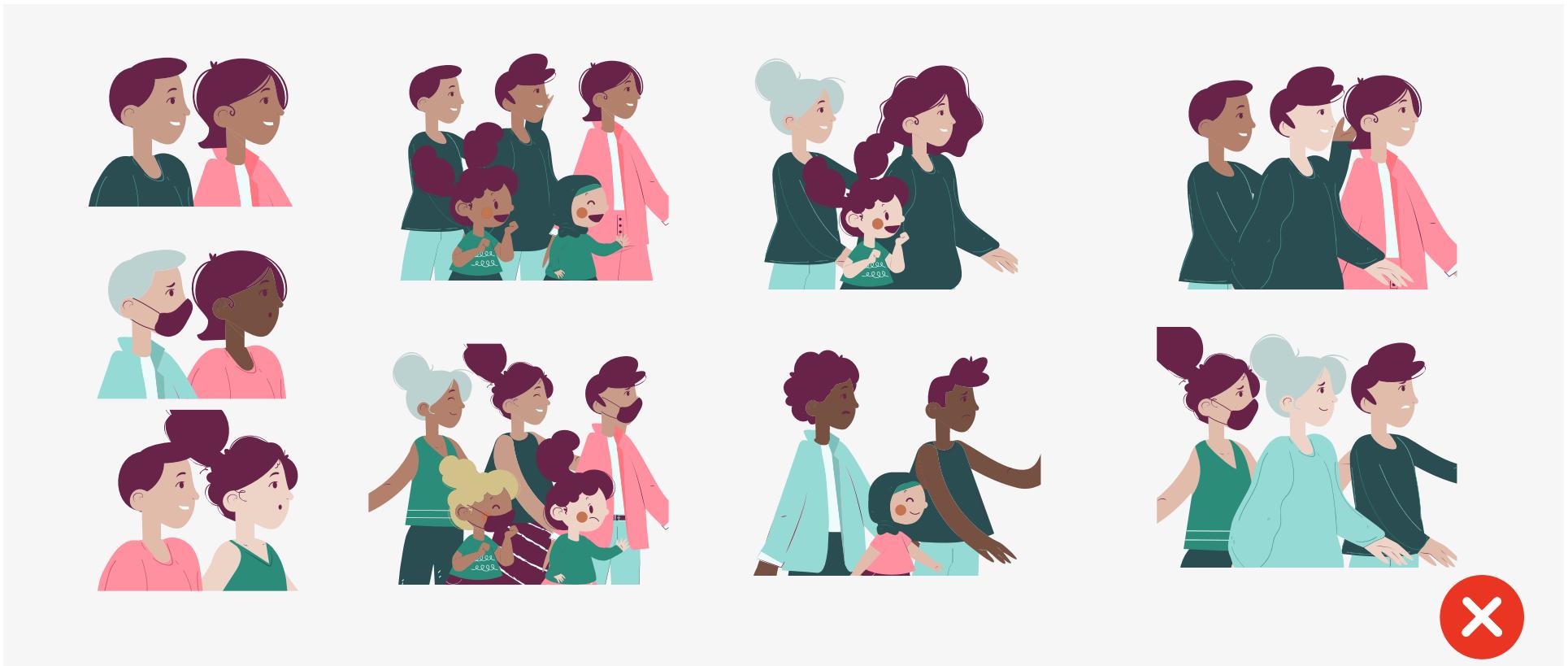


## Use the Correct Tucker



**Retired:** Tucker has evolved over the years! It is important to make sure you are only using Tucker illustrations that are available in Land of the Brand or have been provided by our creative services team.

## Retired Illustrations



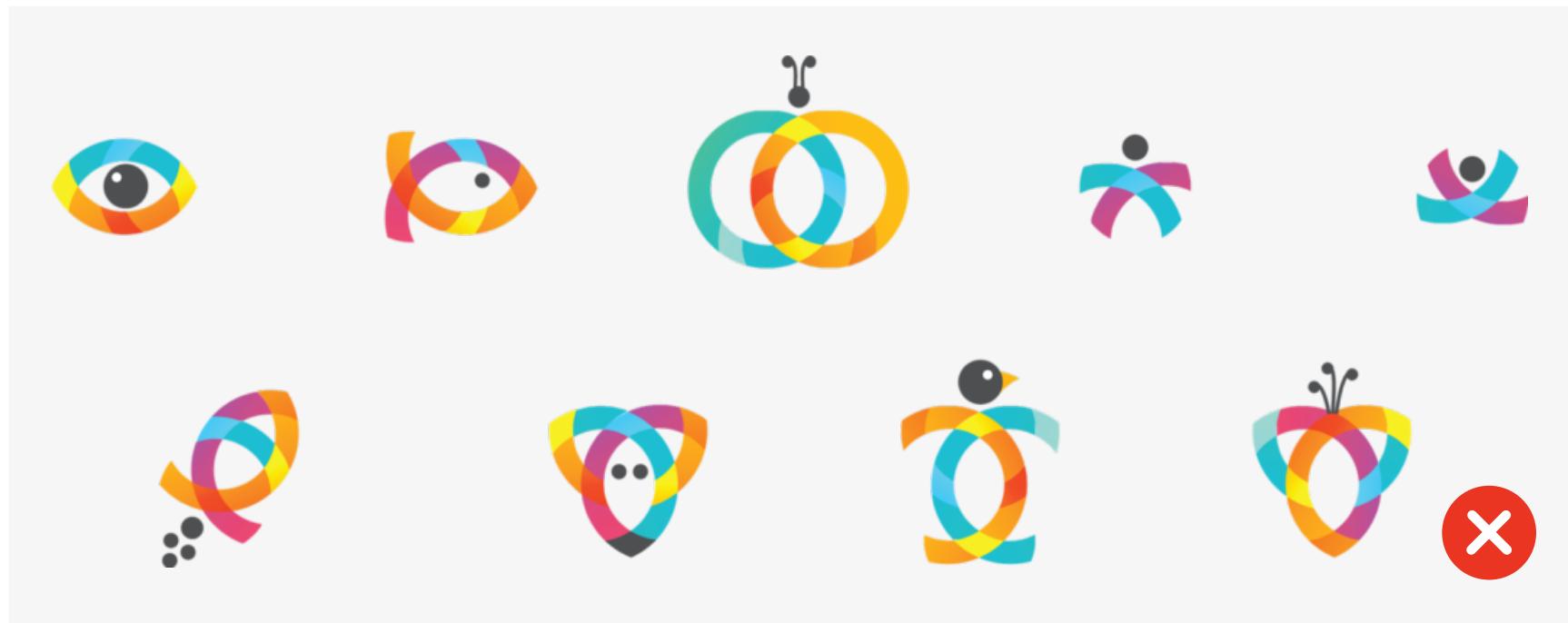
### Retired: Blush illustrated characters.

The blush illustrated characters didn't support the look and feel of our brand. We have selected a more aligned style with our new illustrated characters.

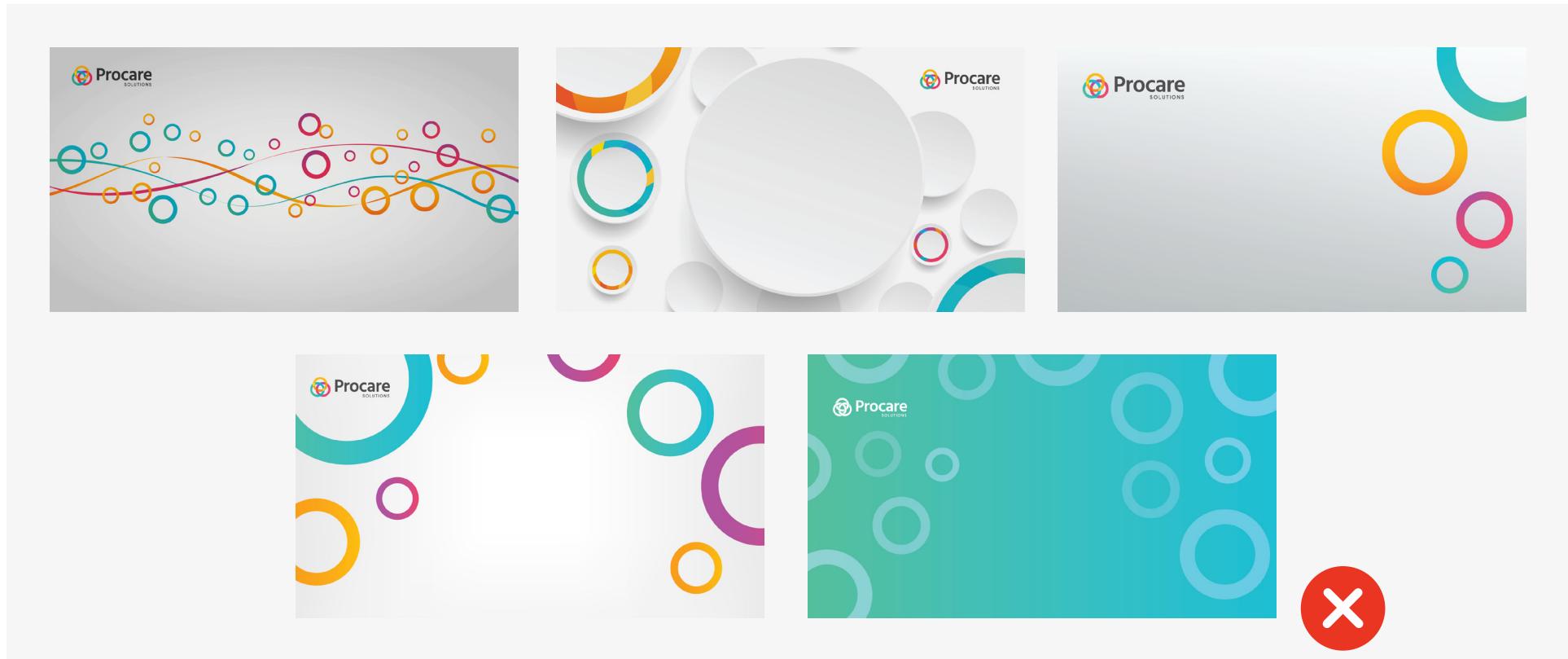


### Retired: Broken circle parts, icons and animals.

These parts and icons didn't support the consistency of our brand. Our brand is more about being connected and as such we are retiring broken circles.



## Retired Zoom Backgrounds



### Retired: Old Zoom backgrounds

These circle layouts didn't support our colors and gradients of our refined brand. New Zoom backgrounds have been created and can be found on [Land of the Brand](#).



# Messaging & Tone of Voice

## Tone of Voice

Our tone of voice is confident and helpful. We rely on over 30 years of experience and thousands of happy customers to carry us forward. 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.

## **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.

## Company Description

For over 30 years, Procare Solutions has been dedicated to empowering early childhood educators by providing products and services that enable them to focus on the care, safety and education of children.

We recognize the responsibility that comes with nurturing and educating children, which is why our child care management solutions are designed to automate business processes, help ensure safety and compliance, communicate with families and provide educational resources and training to help teachers and children thrive.

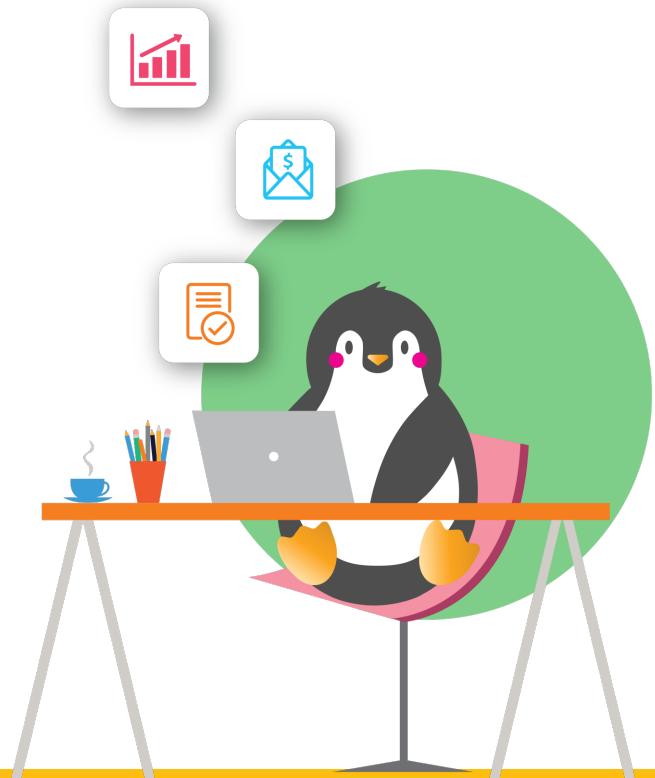
Over 40,000 satisfied customers have chosen Procare Solutions as their trusted partner in providing exceptional care for young minds.

## Elevator Pitch

Our child care management solutions are designed to automate business processes, help ensure safety and compliance, communicate with families and provide educational resources and training to help teachers and children thrive.

## By the Numbers

- We have been in business for over 30 years - started in 1992
- We have over 40,000 customers
- 2 out of 3 child care businesses that use child care management software choose Procare
- Almost 90% of North America's largest for-profit child care organization use Procare



## 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 are Procare Solutions, and we are part of the child care community.

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

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

### 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

The Procare Solutions brand has evolved throughout the past few years. Our Brand Terms document is designed to provide basic guidelines for transitioning our messaging from legacy company and product names to our current brand guidelines. View the [Brand Terms](#) on [Land of the Brand](#).

## Vocabulary & Abbreviations

**Child care** – Two words, preferred language

**Daycare** – One word, this refers to in-home daycare

**ECE** – Early Childhood Education

**ECCD** – Early Childhood Care and Development

**After school** – Two words

**Staff** – Staff is the preferred term for people that work at a child care center. Use this over employees or teacher.

**Child care center** – is the preferred way to refer to a place of business. Use this over child care facility.

## Market Segments

Procare serves three main market segments including:

- **Child Care Centers** – including In-Home Daycare, Early Childhood Education, Single & Multi-Centers and Franchises
- **Before and After School Programs** – including School Districts, Churches and YMCAs
- **Youth Organizations** – including Summer & Youth Camps, Churches and YMCAs

Many enterprise companies refer to themselves as schools.





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