CEJA Illinois

Marketing and Co-Branding Guidelines

For DCEO CEJA Grantees

Thank you for partnering with DCEO to deliver the CEJA Illinois programs. CEJA Illinois utilizes a unified CEJA marketing brand to support the promotion of the DCEO CEJA programs, unify the different programs in the CEJA ecosystem, and reduce public confusion about the programs funded through CEJA.

Because the CEJA programs are delivered by many different organizations, marketing materials will need to be “co-branded” with the CEJA brand and your organization’s brand.

When it comes to marketing the CEJA programs, you have two options for co-branding.

1. Program pre-approved, designed materials that can be co-branded (examples: fliers, fact sheets, posters, presentations)
2. Custom designed, co-branded materials using the approved CEJA graphic and messaging.

# Using Program Pre-Approved Materials

Program **pre-approved materials** are designed by the DCEO CEJA communications team. They can be co-branded by adding your organization’s logo and contact information to direct people to your specific program. They have predefined areas to insert your organization’s name, logo, and contact information. They are readily accessible to grantees for immediate use. These are pre-approved and can be modified and printed at your convenience. They do not need to be approved by your grant manager.

To access pre-approved, designed materials, visit the [partner guide link]. There are a number of pdfs you can use.

To add your organization’s logo and contact information to these pre-approved materials, you can either edit the documents using Adobe Acrobat or similar software or edit the design files directly through Canva. Canva requires you to create a free account to access and edit the files. Please only edit the sections of the documents that provide information about your organization or details about your specific program (such as when the training will be offered).

# Creating Custom Designed Materials

Should you decide that you need to create custom-designed materials to promote your program (beyond the pre-approved designed materials described above), there are requirements you MUST follow when designing these materials.

DCEO allows grantees to create the following custom designed materials and co-brand them with the CEJA logo and messaging.

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| --- | --- |
| **Materials that can be custom designed and co-branded** | **Materials that cannot be co-branded with CEJA logo** |
| * Fliers and brochures
* Posters, banners or displays
* Back of business cards
* Webpages describing your program
* Videos or television spots
* Email blasts
* Presentations
* Social media
 | * Invoices, quotes, receipts
* Clothing
* Vehicles
* Identification badges
* Promotional items or giveaways
 |

Please note that ALL co-branded materials that you have custom designed must be submitted to your DCEO CEJA Grant Manager for approval prior to printing or production.

**Important Note:** Failure to follow these co-branding guidelines may result in disciplinary action.

## Using the CEJA Logo

Grantees may only use the approved CEJA logo to represent their involvement in the CEJA Illinois programs. Use of any other CEJA or DCEO logo is strictly prohibited. The CEJA logo in both English and Spanish can be found in the [link to partner guide].

The approved CEJA logo should be formatted as follows:

* Placement: The CEJA logo should come before the organization logo and be as big or bigger than your organization logo (exception: webpage on organizational webpage).
* Clear Space: Leave a minimum amount of clear space around the perimeter of the approved graphic equivalent to the height of the letter “C” in CEJA.”
* Background: The approved graphic should always stand out clearly from the background.
* Adjustments: Do not redraw, alter, strengthen, tilt, rotate, or distort the approved graphic. You may also not modify the colors of the approved graphic.

To ensure a high-quality appearance, please adhere to the following resolution guidelines for the approved graphic:

* Print: 300 dpi at the size that it will be used
* Web: 72 dpi at the size that it will be used
* In presentations: 150 dpi at the size that it will be used.

## Messaging

In the text of these custom-designed materials, Grantees may choose from the following phrases or similar language to describe themselves:

* A Partner of the CEJA Illinois [program name]
* [Organization name] is a Partner of the CEJA Illinois [program name]

Grantees may note their accomplishments within the program (such as number of participants served) and/or when they began delivering the program.

Messaging that describes the CEJA program you are delivering will need to be approved by your grant manager to ensure that it aligns with CEJA program policies. The pre-approved materials described above provide examples of messaging that can be used to describe the CEJA programs.