



Texas Rising Star

Texas Workforce Commission

Texas Rising Star

Brand Guide

Texas Rising Star Logo

The new Texas Rising Star logo includes the Texas Workforce Commission seal paired with the new Texas Rising Star text and sketched star graphic.

The images can be displayed in one of three approved colors: black, blue, or white on a dark blue background. (See color palette on page 3.)

The Texas Rising Star logo may be used separate from the TWC seal on the parent brochure only.



Texas Rising Star Star-level Graphic

Comprehensive Star-level Graphic

Texas Rising Star



Four out of four star certification



Three out of four star certification



Two out of four star certification

Individual Star-level Graphics

Texas Rising Star



Four out of four star certification

Texas Rising Star



Three out of four star certification

Texas Rising Star



Two out of four star certification

- When representing the certification process and needing to show all star-level options, the graphic suite shown at left should be used.
- When representing the certification level of a single program, only use the version of the star-level graphic that corresponds to that program's certification.
- The star-level graphic should be displayed in full color for online/digital use. It may be printed in black and white.

Star-Level graphics can be found in the "Logo and Brand Guide" folder.

Texas Rising Star Font and Colors

Headline Font:

Proxima Nova Rg Bold
Texas Rising Star

Body Copy:

Arial
Texas Rising Star

Primary Colors



Hex #194171
RGB: 25, 65, 113
CMYK: 99, 81, 30,15

White Text Only



Hex #00B5DD
RGB: 0, 181, 221
CMYK: 71,6,7,0

Black Text Only

Secondary Colors



Hex #F2CB50
RGB: 242, 203, 80
CMYK: 5, 18, 80, 0

Black or Navy Text



Hex #F89F74
RGB: 248, 159, 116
CMYK: 0, 45, 56, 0

Black or Navy Text



Hex #D81B87
RGB: 216, 27, 135
CMYK: 10, 98, 5, 0

White Text Only

- Recommend pairing the dark and light blue with orange *or* yellow *or* pink as accent colors but not necessarily pairing all secondary colors together on one page of a piece to avoid creating a “rainbow”. Examples are included in this brand guide.
- For accessibility compliance, text colors are noted with each color block.

Additional Elements

The next slide will provide Workforce Boards and their staff, with additional elements that can be used when creating supporting documents or visuals when presenting Texas Rising Star data.

- Supporting documents such as one-pagers, printed provider lists, or Texas Rising Star Board-funded conference materials
- Visuals such as provider posters

The additional elements are not to be used within or on the Texas Rising Star logo. For example, Boards may not substitute the blue star within the logo for a peach star or place a sketched border around the logo.

Text color combinations are listed per accessibility requirements. Please use as directed to ensure accessibility compliance.

These graphics can be found in the "Logo and Brand Guide" folder, then "Additional Branding Elements" folder.

Texas Rising Star Additional Branding Elements

Decorative Stars



Text Boxes



Inside text must be black



Inside text may be black or navy



Inside text may be black or navy



Inside text must be white



Inside text must be white

These graphics can be found in the "Logo and Brand Guide" then "Additional Branding Elements" folder

Title/Subtitle Highlights

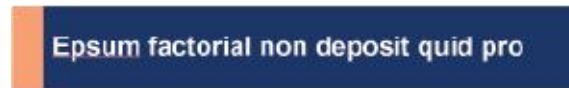


Inside text may be black or navy

Inside text may be black or navy

Inside text must be black

Use Example:



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis

Sketched borders



File Preparation

Considering a print project that can't be produced with your desktop printer such as a banner, sticker, poster or large print quantity brochure? Ask your preferred vendor if templates are available. Below are graphic elements for consideration that will need to meet your vendor specifications.

Resolution: 100-300 dpi (dots per inch)

Color mode: CMYK (Cyan, Magenta, Yellow, Black)

RGB (red, green, blue)

Spot Color (Pantone Color Library, ex. PMS200 coated or uncoated)

Software: InDesign, Illustrator, Photoshop

File formats: .ai, .eps, .pdf, .psd, .jpg, .tiff, .indd

Bleed: .25" to 6"

Fonts: include all fonts used in project or covert to outline fonts

Images: include all linked images used in project

Vector: Digital shapes made of lines and curves that create an image based on a mathematical equation. Also called paths, these lines and curves allow designers to scale images as simple as a shape or as complex as a full-blown illustration.

For questions about toolkit usage or need assistance with document customization, contact Texas Workforce Commission, Design Services at designservices@twc.texas.gov

Parent Tri-fold Brochure front panel

**Did you know that 90%
of the brain develops
before age five?**



High-quality early learning programs help support your child's development and set him or her up for a successful future!

Choose a high-quality early learning program and set your child on a path to success! Please visit www.TexasRisingStar.org for more information about how you can select a high-quality program for your child.



**TEXAS
WORKFORCE SOLUTIONS**

For more information, contact your Local Workforce Development Board at:



www.TexasRisingStar.org

Equal Opportunity Employer/Program. Auxiliary aids and services are available upon request to individuals with disabilities. Relay Texas: 800-735-2989 (TTY) and 711 (Voice).

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Texas 
Rising Star

Parent Guide

The Parent Brochure cannot be altered except that Workforce Boards may add your Board logo and contact information in the space shown on panel six (the empty box). Files are in the "Brochures" folder.

Parent Tri-fold Brochure back panel

What is Texas Rising Star?



Texas Rising Star early learning programs are dedicated to quality and meet higher standards than the state's minimum child care licensing standards.

What Might a Texas Rising Star Early Learning Program Provide?

- Smaller class sizes and more teachers;
- Teachers with higher education and ongoing training;
- Positive and patient teachers;
- Age-appropriate activities and quality curriculum;
- Indoors and outdoors classrooms that help with learning and development.
- Support for learning at home.
- Community resources for families.

Selecting High-Quality Child Care

1. Search for child care:

Go to <https://find.childcare.texas.gov> to search for available care in your area. Texas Rising Star early learning programs are highlighted. Be sure to click on "View certificates and inspection reports" within the child care program profile to understand the star-level certification and any health or safety violations.

2. Determine your budget:

How much can you spend on child care each month? Visit your local Texas Workforce Solutions office to ask if your family qualifies for subsidized child care (financial aid).

3. Understand the types of care provided:

Child care can take place in registered or licensed homes, centers, after-school programs and during nontraditional hours.

4. Be a savvy shopper:

Once you find programs that meet your basic needs, visit them and ask for a tour. (What Might a Texas Rising Star Early Learning Program Provide?) If you've selected a Texas Rising Star early learning program, your child will be attending a higher-quality program that is dedicated to helping your child succeed.

Levels of Certification



Four out of four star certification



Three out of four star certification



Two out of four star certification

2-Star

Meets some quality standards

3-Star

Meets most quality standards

4-Star

Meets nearly all of quality standards

If your child is currently enrolled in a program that is not Texas Rising Star certified, we can help your with the certification process. Ask your provider to visit www.TexasRisingStar.org for more details.

Provider Tri-fold Brochure front panel

**Become
Texas Rising Star
Certified**



Am I Eligible to Apply?

An early learning program is eligible to apply for certification if:

- The program has a current agreement with their Local Workforce Development Board (Board) to serve children who qualify for child care financial assistance;
- The program has a permanent (non-expiring) license or registration from Child Care Regulation (CCR) with at least 12 months of licensing history or is regulated by and in good standing with the US military; and
- Is not on corrective action with CCR, TWC, or the Board; and
- The director has a Texas Workforce Registry account, and encourages all staff to participate as well.

If you are not currently eligible to apply, contact your Board for assistance.

Please visit www.TexasRisingStar.org for more information about how you can apply.



For more information, contact your Local Workforce Development Board at:



www.TexasRisingStar.org

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**Texas
Rising Star**

Provider Guide

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Provider Tri-fold Brochure back panel

Certification Categories

Texas Rising Star early learning programs are committed to providing high-quality child care that exceeds the state's minimum child care licensing standards in the following categories:

1. Director and Staff Qualifications, Orientation, and Training
2. Teacher-Child Interactions
 - Group size and staff-to-child ratios
 - Teacher interactions that support child development and social-emotional learning.
3. Program Administration
 - Family education and involvement
 - Program management
4. Indoor/Outdoor Learning Environments

Within each category, your program is scored on foundational quality standards, and you can earn additional points on other standards to increase your star level.

Levels of Certification

The Texas Rising Star star-level graphic indicates the certification level of the early learning program.



Four out of four star certification

Four-Star

Earns 80% or more of points across all four categories



Three out of four star certification

Three-Star

Earns 60–79% of points across all four categories



Two out of four star certification

Two-Star

Earns 0–59% of points across all four categories

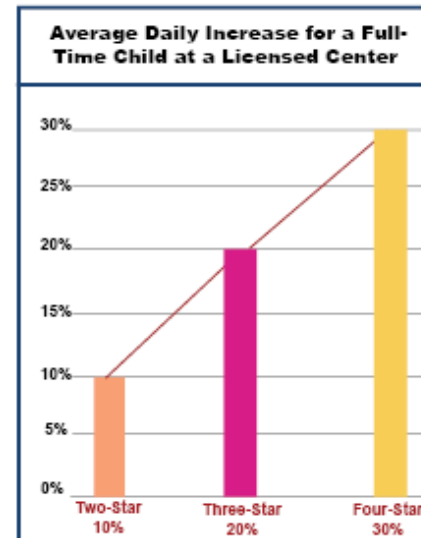
Certification Benefits

- Higher child care reimbursement rate
- Professional development opportunities
- One-on-one mentoring
- Eligibility for other benefits, such as grants, stipends, materials and equipment
- Free advertisement to parents and the community

The higher your star level, the more you are paid per child!

This can be \$1000 or more per child per year!

If you are not Texas Rising Star, this chart shows how much more you could receive per year for one toddler if you become certified at different levels.



To view reimbursement rates across the state, visit www.TexasRisingStar.org/providers/enhanced-rates/

Application Process

Early learning program administrators sometimes assume their programs cannot achieve certification because of time, staffing, or financial requirements. In some cases, these programs are already meeting or exceeding most Texas Rising Star measures!

- ✓ It doesn't take much time or paperwork to get started

Trained mentors are available to help you through the certification process. The mentor can help create achievable goals and processes to ensure you are successful.

- ✓ You will not be required to hire more teachers or teachers with degrees

Classroom ratios and staff qualifications are only two measures within the total scored, so their impact to the overall star level is minimal. Also, teachers working in Texas Rising Star programs are eligible for educational support such as grants, stipends, scholarships, and may receive preferred enrollment in higher-education initiatives.

- ✓ It pays to be Texas Rising Star!

Check out our revenue calculator at www.texasrisingstar.org/providers/enhanced-rates/ to see how financially beneficial being certified could be for your program.

Ready to Apply to Become Texas Rising Star Certified?

Contact your Board or visit www.TexasRisingStar.org/getting-ready for more information on applying.

Certificate Templates

Until certificates are auto-generated via the online Texas Rising Star assessment tool (CLI Engage), Boards will input the required information into the applicable star-level certificate for each program that has been assessed.

Certificate templates are in the "Certificates" folder.



 **Texas Rising Star**

Having met the Texas Rising Star High Quality Child Care Standards,

is hereby a **Two-Star** certified program.

Issue Date _____ Signature _____
Expiration Date _____ two out of four star certification Local Workforce Development Board



 **Texas Rising Star**

Having met the Texas Rising Star High Quality Child Care Standards,

is hereby a **Three-Star** certified program.

Issue Date _____ Signature _____
Expiration Date _____ three out of four star certification Local Workforce Development Board



 **Texas Rising Star**

Having met the Texas Rising Star High Quality Child Care Standards,

is hereby a **Four-Star** certified program.

Issue Date _____ Signature _____
Expiration Date _____ four out of four star certification Local Workforce Development Board

Outreach Materials

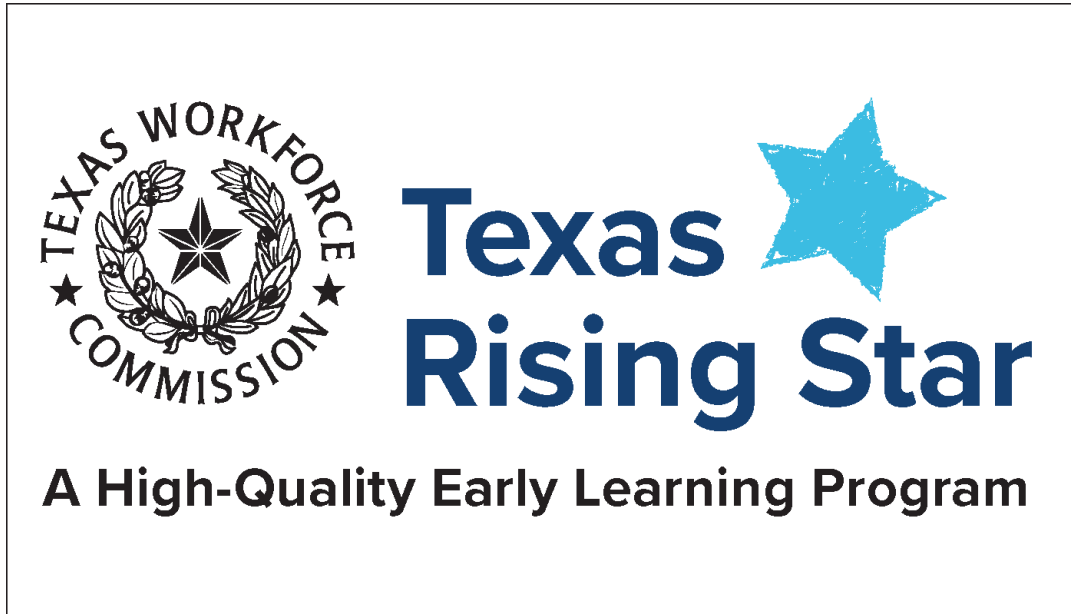
Boards may elect to provide Texas Rising Star-certified programs with outreach materials to showcase the star-level achieved.

TWC has provided the Boards with the following templates:

- Window Decals
- Chevron Banners
- Banners (2' x 6')

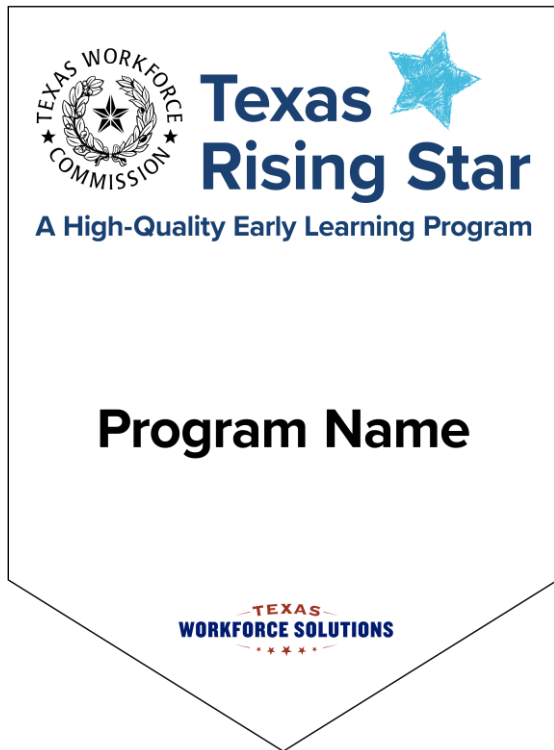
Boards must be aware, that in the event a Texas Rising Star-certified program changes star-level certification, all materials associated with the previous star level must be rescinded and new materials provided to the program with the new applicable star-level certification.

Window Decal (4"x7")



Boards may use only the white or blue decal.
Files are in the "Window Decal" folder.

Chevron Banner Templates (22"x30")



Workforce Boards may use only the white or blue banner and may use the version with or without the star-level rating. Boards may substitute the Texas Workforce Solutions logo with their Board logo. Files are in the folder "Banners"



Banner Templates (2'x6')

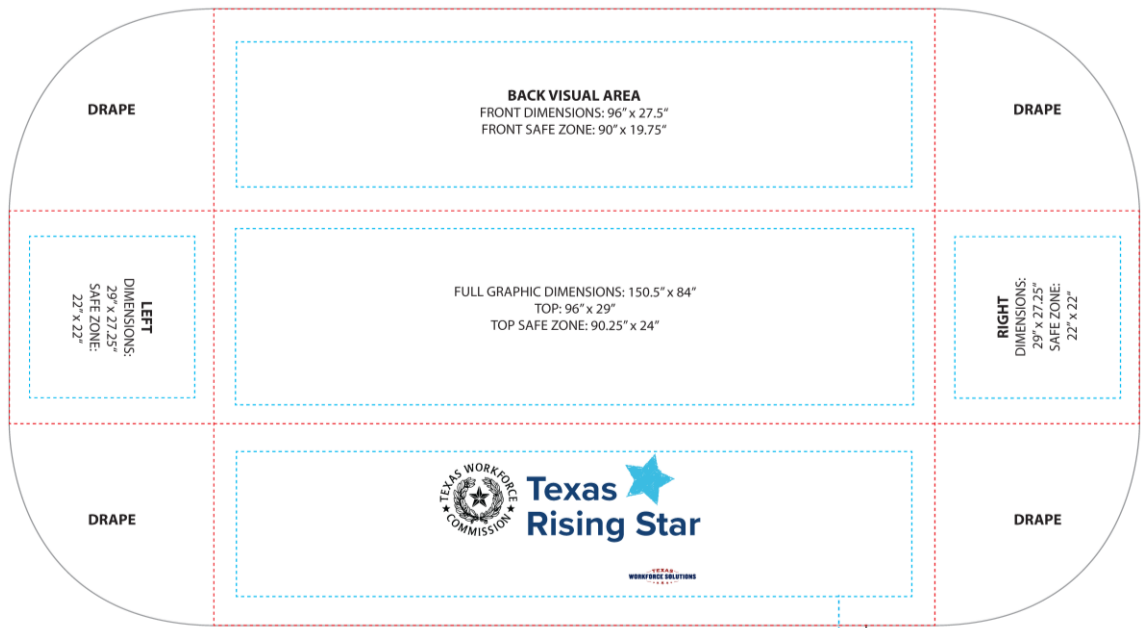


Workforce Boards may place your Board logo below the Texas Rising Star logo (bottom left side). Boards may use the white or blue banner and may use the version with or without the star-level rating. Files are in the folder "Banner".

Tablecloth (8') and Table Runner (30"x84") Templates

Workforce Boards may use only the white material with full color logo, black material with white logo, or blue material with white logo. Workforce Boards may place your Board logo in the lower right corner or directly underneath the Texas Rising Star logo. Files are in the folder "Tablecloth and Runner".

	TH-FC-8 <small>If Full Color & Added Table Throw: The print for table top displays can be photographic images, printed graphics, etc. to take more effective than the standard organized process. File table 8'W x 30'D x 20"H.</small>		THIS TEMPLATE MAY BE EDITED AND SAVED IN ADOBE ILLUSTRATOR, FEEL FREE TO PLACE YOUR ARTWORK INTO IT FOR SUBMISSION! SEE ARTWORK GUIDELINES ON OUR WEBSITE! http://www.godfreygroup.com/graphic-specifications.php	100% SCALE
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The diagram shows a circular tablecloth template with a central rectangular graphic area. The graphic area is divided into sections for 'BACK VISUAL AREA', 'FULL GRAPHIC DIMENSIONS', 'LEFT', and 'RIGHT'. Dimensions and safe zones are provided for each section. The Texas Rising Star logo is positioned at the bottom center of the graphic area.

BACK VISUAL AREA
FRONT DIMENSIONS: 96" x 27.5"
FRONT SAFE ZONE: 90" x 19.75"

FULL GRAPHIC DIMENSIONS: 150.5" x 84"
TOP: 96" x 29"
TOP SAFE ZONE: 90.25" x 24"

LEFT DIMENSIONS: 29" x 27.25"
SAFE ZONE: 27" x 22"

RIGHT DIMENSIONS: 29" x 27.25"
SAFE ZONE: 27" x 22"

Finished Size: 150.5"W x 84"H
Content Safe: Keep important text and graphics within this area

SO # / CLIENT NAME: 000000 Client Name / QUANTITY: 1
 MATERIAL: Dye Sublimation Fabric / Heavy Knit / COLOR MATCH: CMYK
 GODFREY GROUP GRAPHIC ARTIST: Artist Name
 FINISHING INSTRUCTIONS: TBD

BACK

Table Runners:
30" Full

Total Graphic Area: 30" w x 84" h
 Front Visual Area: 25" w x 23.5" h (approx.)


DO NOT design any critical elements (text, logos, etc.) within 2" of the edge. Graphic will be surge stitched on all edges.


This template is designed for a standard height table - 30" h

General Art Guidelines:

- CMYK Color Mode
- All Solid Coated Pantone colors should be called out in the art as spot colors
- Embed all images and support files
- Resolution must be 100-120 ppi
- All fonts must be created to outlines
- Do not scale artwork
- Background color/images must bleed to the edge of artwork
- Do not use spot colors from template in your artwork as they will not print

TOP





TEXAS WORKFORCE SOLUTIONS

trimsurge stitch line

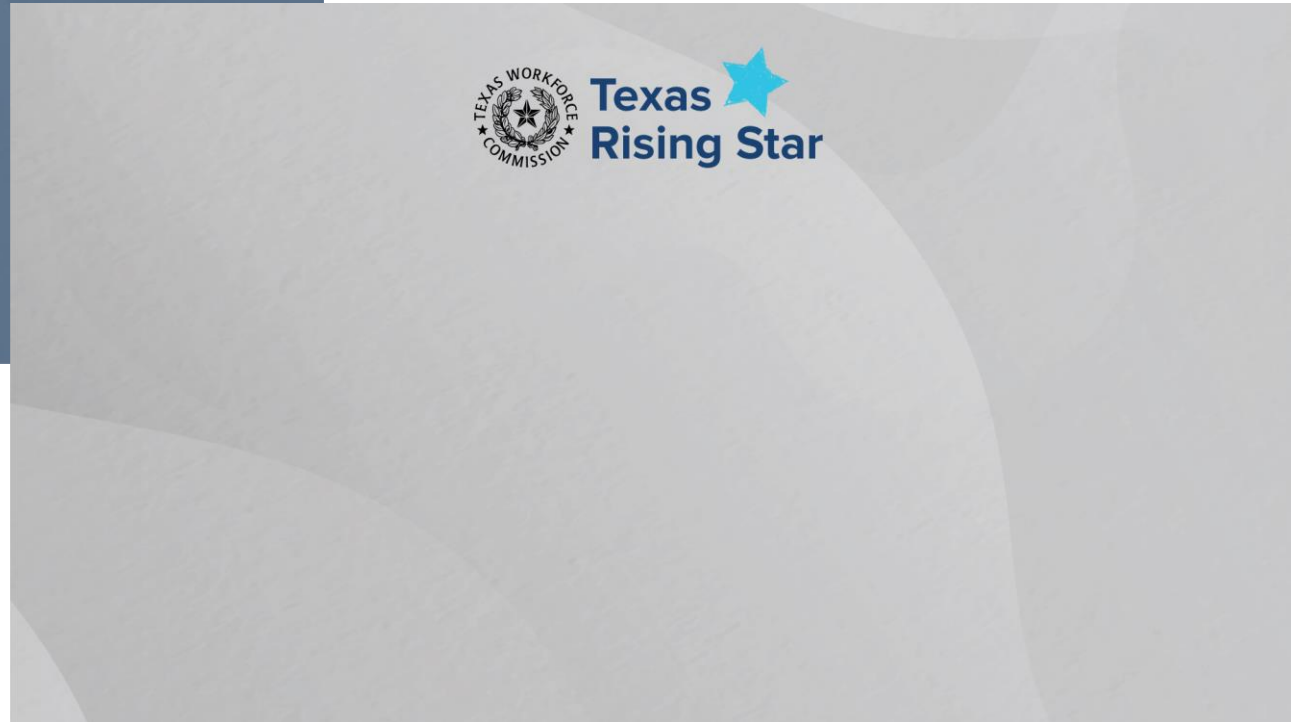
Shirt

CCQ/CCDF funding does not cover the cost of branded shirts. However, Local Workforce Development Boards may use other funding per those allowable cost guidelines to purchase Texas Rising Star branded shirts. Shirts should include a collar and be either white, navy or black with the Texas Rising Star logo on the front left, the TWC Seal on the left sleeve, and the TWS or Board logo on the right sleeve.



Shirt graphics can be found in the folder "Shirt"

Video Call Backgrounds




Video call background graphics are in the folder "Video Call Backgrounds"

PowerPoint Template

The PowerPoint Template can be customized as needed for the content being presented. This includes modified copy and the addition of Workforce Board logos. Stock photos used in a PowerPoint can be selected from the photos provided.

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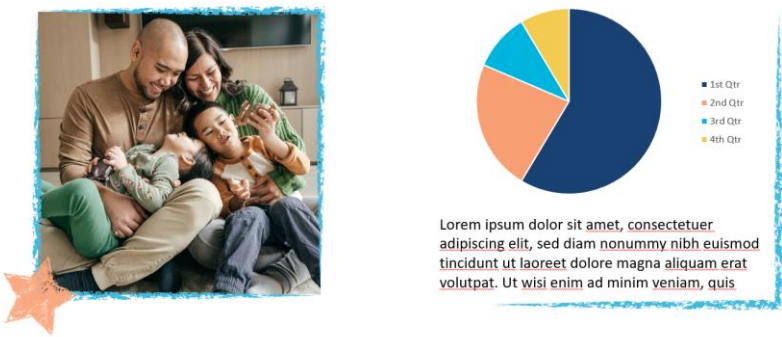
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Epsum factorial non deposit quid pro



Social Media Graphic Templates

Child Care Providers:

Become a
Texas Rising Star
Certified Program



Texas
Rising Star



Child Care Providers:

Become a
Texas Rising Star
Certified Program




Texas
Rising Star




Texas Parents:

Find Out if Your Family
is Eligible for Child
Care Scholarships




Texas
Rising Star




Texas Parents:

Find Out if Your Family
is Eligible for Child
Care Scholarships



Texas
Rising Star



Workforce Boards may customize copy placed in these templates, but not the photos. Remember to keep copy succinct. These templates in the in "Social Media Graphics" folder.

Poster and Digital Signage Templates

- Local Development Workforce Boards indicated a preference for templates which offer flexibility to be sized for 8.5x11 flyers, 11x14 posters and digital signage for display on Apple TVs.
- The following suite of graphics provide templates in three (3) sizes and allow for customized headlines, subheads, and Board logos.
- Workforce Boards may customize copy using these templates but cannot replace the photos.
- These templates can be found in the folder "Poster and Digital Signage"





Your Family May Be Eligible for a Child Care Scholarship

Texas Rising Star high-quality early learning programs set your child up for success. Look for the stars!



Texas 
Rising Star

TEXAS
WORKFORCE SOLUTIONS

Equal Opportunity Employer/Program. Auxiliary aids and services are available upon request to individuals with disabilities.

Relay Texas: 800-735-2989 (TTY) and 711 (Voice). twc.texas.gov
This project is wholly funded with Federal workforce development funds.



Child Care Providers:

Become a Certified Texas Rising Star Program

Texas Rising Star provides professional development resources and mentoring to improve the quality of child care in certified facilities.



Texas 
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