

ACE BRANDING: USER GUIDE AND RESOURCES

INTRODUCTION

The Texas 21st Century Community Learning Centers (CCLC) program plays an important role in many Texas communities. The program operates under two separate trademarked names: Texas Afterschool Centers on Education™ and Texas ACE™. It is important that grantees use this branding on all local program documents, whether electronic or on paper, while being funded by the Texas 21st CCLC program. Using these trademarks is a requirement of your grant, but also serves to provide local programs with an umbrella term under which to communicate with parents, administrators, faculty, school board members, businesses, and community organizations about the value and importance of high-quality before-, after-school, and summer learning programs that have positive impacts on students, families, and communities. It is essential that your community know more about the Texas ACE program in your area and the ways in which the community benefits. ACE promotional logos are designed and provided by the Texas program to assist you in meeting your goal of building a sustaining ACE program through community engagement and support.

HOW TO USE BRANDING TO PROMOTE PROGRAM SUSTAINABILITY

The federal 21st Century Community Learning Centers program funds the Texas ACE program, which is administered by the Texas Education Agency (TEA). The Texas ACE program provides grantees with access to robust training and technical assistance experiences designed to assist grantees to fully implement high quality programs in their communities. A portion of these resources require that grantees develop plans for sustaining similar programs in their schools and communities after federal funding ends. Each grantee works toward building a solid structure of relationships and funding streams that can commit to supporting ongoing programming. In addition to the robust resources aimed at training professional staff to maintain programs, several other grant requirements were also implemented that encourage local sustainability (see [Cycle 9 Program Guidelines](#)), including:

- Letters of support for sustainability from local school board members
- Gradual funding reductions beginning in Year 2
- Shorter grant periods for previously funded grantees/centers

NOTE: Expending grant funds on fundraising activities of any kind is prohibited. Activities related to fundraising are unallowable costs and may not be charged to the grant. Grantees may allow the project director, site coordinator and family engagement specialist positions to spend up to 10% of their time and effort on fundraising activities. Any fundraising time and effort, including both salary and benefits, **must be charged to another funding source.** See the position definitions and requirements under the TEA Requirements section in the [Program Guidelines](#).

Texas ACE programs have a strong reputation for making a difference in local communities. Using branded outreach materials can help to not only promote the program that is currently funded, but also to increase visibility about the need that Texas ACE programs fill and that will still exist when the grant funding ends. In order to create a program that can be sustained, it is critical to start planning for sustainability while the program is receiving support and begin including stakeholders in the planning process during this time period. Engaging school district, community-based

organizations, faith-based organizations, local businesses, parents, foundations, and/or other community resources early on will lead to confidence in the approach and will help your community to build support now for similar programs in the future.

ACE BRANDING USER GUIDE AND OUTREACH MATERIAL TEMPLATES

This guide is designed to provide grantees with templates, tips, and best practices in a single resource that supports local outreach efforts that generate interest in local ACE programs.

To that end, this guide makes a sample of materials available to you and includes suggestions and tips for using these materials to approach stakeholders and garner support. You can also use these materials as inspiration to develop your own materials by following the branding guidelines.

Texas **ACE** is a dynamic brand for the Texas 21st Century Community Learning Centers program that creates statewide awareness of its high-quality programs through the consistent and frequent incorporation of the brand into local program outreach. By using the brand name locally, programs become associated with high-quality before-after-school, and summer learning programs. The brand effectively communicates the importance of academics while remaining fun and engaging. The ACE brand is active and gender/grade-level neutral.

The official ACE logo also incorporates the TEA brand, but does not include the required federal funding reference statement. The federal funding reference statement, **“Funded by the 21st CCLC Program administered by the US Department of Education”**, must be included in at least one place, usually on the bottom, of all printed and electronic program materials.

ACE was developed so that grantees and their centers can easily customize the brand to work in harmony with local identity, while leveraging the notoriety of a recognized statewide program (i.e., ACE at Evolution Academy).

Consistently using ACE branding benefits local programs by:

- Identifying the local program as being part of a credible and established statewide program
- Providing tools that build awareness in more Texas communities
- Engaging stakeholders to become more involved and support programs that meet local needs

ACE LOGOS

FULL ACE LOGO



FULL COLOR LOGO WITH TAGLINE



FULL COLOR LOGO WITHOUT TAGLINE



FULL BLACK & WHITE LOGO



BLACK & WHITE LOGO WITH TAGLINE



BLACK & WHITE LOGO WITHOUT TAGLINE



OFFICIAL ACE LOGO COLORS



R: 0
G: 149
B: 209
Hex: 0095d1



R: 240
G: 96
B: 57
Hex: f06039



R: 178
G: 31
B: 36
Hex: b21f24



R: 32
G: 176
B: 75
Hex: 20b04b

BRANDING DO'S AND DON'TS

The logos and printed material are copyrighted and trademarked by the Texas Education Agency (TEA) and may not be reproduced without the express written permission from TEA.

Do: Use the federal funding reference at the bottom of all printed & electronic materials.

Do: Use the full ACE Logo whenever possible.

Do: Consistently place the logo in your outreach materials (top left corner).

Do: Use the abbreviated logo when there are space constraints.

Do: Co-brand your program with your local logo by placing your logo or grantee/center name beside the logo (i.e., to the left of the ACE Logo)

Don't: Modify the colors, font or design of the Texas ACE logo or tagline.

Remember: Federal funds cannot be used to purchase promotional items including logo-imprinted items such as shirts, portfolios, water bottles, pens, etc.

AVAILABLE OUTREACH MATERIALS

The following customizable documents and templates are available for your use:

Item	Format
ACE Poster	Printed poster
Program Overview Brochure	Template tri-fold (PDF)
Program Overview Brochure–Spanish	Template tri-fold (PDF)
Center Overview Brochure	--COMING SOON--
Center Overview Brochure–Spanish	--COMING SOON--
ACE Elevator Speech	Draft language (MS Word)
Press Release	Template (MS Word)
Door Hanger	Template (MS Word - Avery 16150)
Door Hanger-Spanish	Template (MS Word - Avery 16150)
Texas ACE One-Pager	Template (MS Word)
Business Engagement Letter	Letter template (MS Word)
Thank You Note	--COMING SOON--
Supporter Sticker	--COMING SOON--
ACE Community Outreach Tracker	Tracking form (MS Excel)

Please note this is a not a comprehensive list of potential outreach materials. Rather, you should view these templates as a “starter kit” to help you determine what methods will best reach your outreach needs.