



Keystone STARS Logo Usage Guidelines

Logo: Keystone STARS and Design: Reaching higher for quality early learning™

Who May Use the Logos?

Any child care provider that has a current Keystone STARS certificate awarded by the Pennsylvania Department of Human Services (DHS), or any Keystone STARS partners, as designated by DHS, Office of Child Development and Early Learning (OCDEL) may use the Keystone STARS logo. The Keystone STARS™ logo is a trademark of DHS and the Keystone STARS program.

Where the Logos May be Used?

The logo may be used by child care providers with a current STARS certificate for promotional purposes on the following items:

- Print (letterhead)
- Print Advertising (newspaper, magazine, direct mail)
- Television Advertising (all television must be approved by DHS)
- Promotional Material (brochures, information kits, family guides, flyers, giveaway items)
- Child Care Provider Internet Site

Logo and Logotype

The Keystone STARS logo consists of several elements – a graphic of two stars, the name of the program and the phrase “Reaching higher for quality early learning”, followed by the trademark symbol. THESE ELEMENTS MAY NOT BE SEPERATED. Always reproduce the complete logo from the artwork provided on the [Pennsylvania Key website](#).

Do not:

- Alter the logo in anyway.
- Redesign, recolor, redraw, reverse, animate or alter the proportions of the logo.
- Incorporate the logo into any other design.
- Add new elements to the logo.

The logos should not be reproduced in print or on the web at the size where the logo graphic is smaller than half an inch (.5”).

Always keep a clear open space of at least a quarter of an inch (.25”) around the logo with no graphics, type, photographs or illustrations inside the clear space.

If you have any questions concerning your use of the Keystone STARS logo, please contact your Regional Key.

Restrictions and Limitations

Child care providers with a current Keystone STARS certificate who choose to use the Keystone STARS logo acknowledges that the use of the logo is being made with the permission of the Department of Human Services, Office of Child Development and Early Learning and that the child care provider has no proprietary right or interest in the logo.