

# Born Learning Localization Diagram Playbook

Localization position for the Playbook is on the front panel, below the color bands, shown at right as a blue rectangle. This space could include local phone number, website address, or street address, or partner recognition in text only.

For example:  
Greater Twin Cities United Way  
with the support of Starbucks

or  
Greater Twin Cities United Way  
[www.unitedwaytwincities.org](http://www.unitedwaytwincities.org)

*Do not use a trademark or logo.* Only text typography can be used.

## Positioning:

Place the typography flush left with the left edge of the orange color band. Type starts one pica below the orange color band.

## Type:

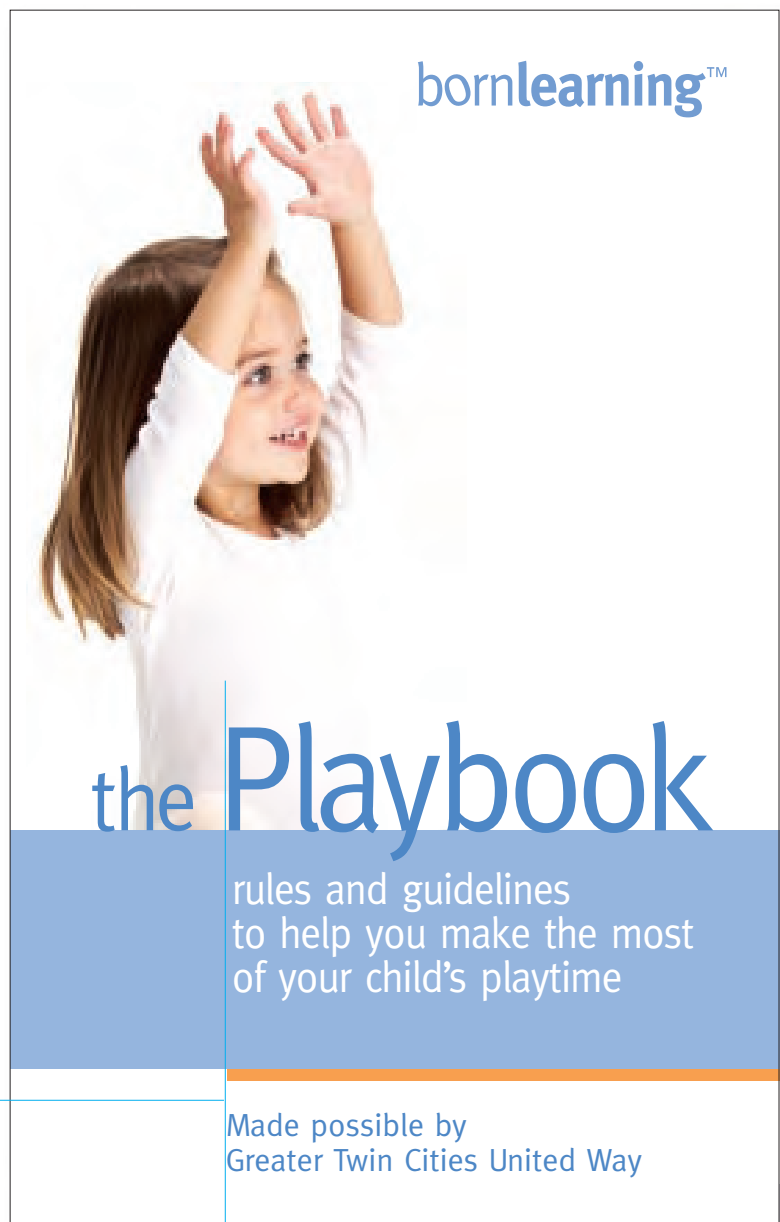
Use only 12/13 Meta-Normal, flush left, caps and lower case, per example shown below. There is a two-line maximum area.

## Color:

Print the type in color, using PMS 659, or its process equivalent, C70% / M40%.



Playbook



*One pica space between bottom of color bars and top of type*

*Two-line maximum depth*

*Flush left with orange color bar*

**Born Learning  
Localization Diagram  
Kidbasics and Datos chicos, back panel**

The primary localization position for *KidBasics* and *Datos chicos* is on the back panel, below the logo corral. On this panel, it is fine to use a logo, typography, or a combination of the two.

Maximum amount of space for customization is 21 picas deep and 19p6 wide. Do not place any type or logos outside of this area.

In this space you can recognize partners with text and/or trademarks, or you can publish a local address, phone number and website. The example shown on the next page shows two trademarks with typography.

**Positioning:**

The top edge of any logo or trademark starts at 3 picas plus 10 points (3p10) from the bottom edge of the logo corral. All type and logos are flush left with the logo corral.

**Logos or trademarks:**

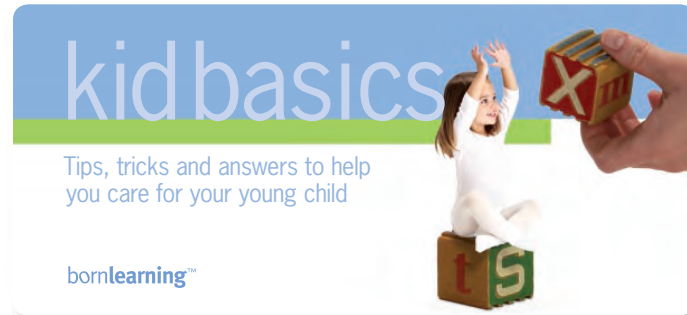
Trademarks cannot be higher than 3p10 high, or wider than 13p6 picas.

**Type:**

For any typographic matter, use only Meta Normal, flush left, caps and lower case. Do not use all caps. Minimum type size is 6.5 on 9 leading (6.5/9); maximum size is 10/13.

**Color:**

Print the trademark and/or logo in the colors of your choice.



**Born Learning  
Localization Diagram  
Kidbasics and Datos chicos, back panel**

*Distance between lead partners' trademark corral and the start of any type or trademark is 3p10*

*Maximum height of trademark is 3p10, and is positioned flush left with type*

*Pink rectangle indicates maximum area for localization*

*Born Learning™* is a public engagement and material distribution campaign that provides important information about what young children need every day to ensure quality early learning. Designed to support you in your critical role as a child's first teacher, Born Learning materials are made available through the efforts of United Way, United Way Success By 6 and Civitas.

For more information, visit us online at [www.bornlearning.org](http://www.bornlearning.org).

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Brought to you by Positive Parenting DuPage.

For more information about how we can connect you with the services you need, contact us at [www.positiveparentingdupage.org](http://www.positiveparentingdupage.org).

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This Civitas tool was adapted from the book *Understanding Children*, a joint venture by Richard Saul Wurman and Civitas, for the Born Learning campaign.

Civitas thanks Parents as Teachers, an international early childhood parent education and family support program, for their ongoing support.

© 2005 Civitas

## Born Learning Localization Diagram Kidbasics and Datos chicos, inside back panel

Another place to localize *KidBasics* and *Datos chicos* is on the inside back panel, which is currently blank. On this panel, LUW are able to:

- list phone numbers
- list local resources and community services
- provide recommended reading lists
- offer descriptive language of themselves, their funders or partners

Use only typography, no trademarks or images.

### Positioning:

The top edge of any typography starts at 3 picas from the top edge of the page, and 6 picas from the left edge. Leave a 3p margin at the bottom of the page. Page is oriented horizontally.

### Logos or trademarks:

Do not use logos or trademarks on this page.

### Type:

Use only Meta, flush left, rag right, caps and lower case. Do not use all caps. Minimum type size is 8 on 11 leading (8/11); maximum size is 10/13.

Type can be set in 2 or 3 columns, depending on the content of the page. Lists might be better set in 3 columns.

### Color:

Print the typography in black.

## Born Learning Localization Diagram Kidbasics and Datos chicos, inside back panel

### Option A

Type starts at 3p from the top and 6p from the left edge of the page. Page is oriented horizontally.

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### Option B

Type can be either 2 columns or 3 columns, depending on your content.

Leave a 3p margin at the bottom of the page.

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