

A photograph of a woman with curly hair and a young girl with a large afro hairstyle playing together at a table. They are surrounded by colorful geometric blocks. The woman is smiling and looking down at the blocks, while the girl is laughing and reaching for a block. The background is slightly blurred, showing a window and some hanging items.

ECFE MARKETING TOOLKIT

ECFE OVERVIEW

PARENTING DOESN'T COME WITH A MANUAL, ECFE MARKETING DOES THOUGH

The purpose of this marketing toolkit is to help ECFE practitioners and district marketing coordinators across Minnesota promote Early Childhood and Family Education (ECFE) programs with ease of use, power of purpose and strength of unity.

The kit includes clear guidance, customizable templates and accessible resources to facilitate greater awareness and understanding of ECFE. With a consistent and compelling marketing approach, we can reach more parents and caregivers in Minnesota, especially those in under-reached communities. We can spread the word so that more families become ECFE families.

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♪ THIS IS HOW THEY LISTEN. THIS IS HOW THEY LISTEN. AT GROUP TIME. AT GROUP TIME.

ECFE is energizing

Early Childhood Family Education (ECFE) is a statewide program in Minnesota. Designed for families with children from prenatal to kindergarten, and up to third grade in some districts, ECFE supports parents and caregivers as their child's first and most important teachers. Since 1974, ECFE has fostered early learning, family engagement and confident school readiness while addressing opportunity gaps in early childhood learning.

Programs are guided by local community needs and reflect family needs with multilingual resources, trusted community partnerships and accessible fee structures. Whether in a school, a community location, someone's home or even online, ECFE helps build knowledge, confidence, community and family relationships. ECFE often partners with other district and community programs such as WIC, Head Start, public health and adult education.

ECFE is flexible

Classes and services are tailored to meet specific family needs. And while no one program is exactly the same, there are tried and true curriculum approaches:

- 1 **Individual attention time** with parents/caregivers and their children to help strengthen bonds
- 2 **Playful learning time** to help children with their next phase while minimizing separation anxiety
- 3 **Supportive discussion time** for parents and caregivers to talk about their parenting dreams, desires and concerns



ECFE FAMILIES

THEY COME FOR THE CHILDREN, THEY STAY FOR THEMSELVES

ECFE is an inclusive, supportive and welcoming program that helps people be the best parents and caregivers they can possibly be. They come for their children. They stay for themselves. And sometimes, they make friendships that last a lifetime.

This toolkit includes personas to help you understand the needs and motivations of ECFE families in an actionable, relatable way.

The people coming to ECFE include parents and caregivers of children ages 0 to 5, and it's as diverse as the communities that make up Minnesota, including:

- Black/African American
- Hmong
- Indigenous (primarily Ojibwe and Dakota)
- People in the economic middle (across racial and ethnic backgrounds)
- Rural families (across racial and ethnic backgrounds)
- Somali
- Spanish-speaking/Latine
- White families

Across the entire ECFE spectrum, your families may reflect a wide range of:

- Educational backgrounds
- Income levels
- English proficiency (many families may be bilingual or monolingual in a language other than English)
- Parenting experience and confidence level
- Family structure (e.g., single-parent, multigenerational or co-parenting households)
- Work schedules (e.g., stay-at-home, shift work or dual-working households)



Marketing insight

Parenting, and the work of raising children in general, can take on a variety of shapes and styles. Some of your families will have one parent, while others have two. Some families will be heterosexual and others will be same-gendered. You may have families where grandparents, aunts or uncles share parenting responsibilities. In your marketing, remember that a “household” has room to hold everyone.

CULTURAL NUANCES (AND HOW WE INCORPORATE THEM INTO OUR MARKETING)

With those diverse families in mind, here are some of the cultural nuances you'll want to be aware of, along with a few best practices for marketing ECFE effectively.

Hmong families

Some parents or caregivers are either first- or second-generation Americans navigating two culturally distinct systems: traditional Hmong values and US norms and institutions. Don't be surprised if some families express hesitancy toward formal parenting programs simply due to a lack of familiarity or historical distrust of systems.

With these families, you have an opportunity to present ECFE as a welcoming space where everyone's cultural values are respected and where children (as well as their parents) benefit.

When you can, use visuals and stories that reflect Hmong families. Don't forget: Simple, clear language and access to community-trusted channels (e.g., churches, radio and cultural centers) are key.

Somali families

Cultural identity and faith play a large role in parenting attitudes and norms. Formal early education programs like ECFE may be unfamiliar or even seen as nonessential.

This is an opportunity to emphasize the relational and community-building aspects of your program—like the chance to connect with other parents and support child development in a safe, welcoming environment.

Partner with trusted messengers (e.g., Somali educators and peer testimonials).

Black/African American families

Some families may feel historically unseen or underserved by school systems and other institutions. These experiences can lead to hesitation or uncertainty about participating in early childhood programs—especially if those programs don't feel reflective of their lived experiences or cultural identity.

Don't forget: Representation matters. Use inclusive imagery, messaging that reflects pride and partnership, and highlight the ways ECFE supports confident, culturally grounded parenting.

Testimonials from other Black families and respected community leaders can be especially powerful.



Indigenous families

Many Indigenous families hold strong cultural values around community, storytelling and raising children in holistic, interconnected ways. When programs feel disconnected from these traditions—or when families sense a lack of cultural awareness—participation may be negatively affected. For some, past experiences with state systems or intergenerational trauma related to family separation may contribute to hesitancy.

Avoid overly formal or institutional tones. Present ECFE as a space where culture and parenting traditions are honored.

Visuals, voices and partnerships rooted in Indigenous communities build credibility and relevance.

Spanish-speaking/Latine families

There may be language-related considerations that impact how families engage with ECFE, particularly when program materials or outreach use unfamiliar terms. Many families are bilingual or speak a language other than English at home, and clear, accessible communication helps ensure they feel welcomed and informed. Additionally, multigenerational caregiving is common across many communities, where extended family plays an important and valued role in raising young children.

Lead with warm, relational, inclusive messaging and explain ECFE clearly in accessible Spanish. Emphasize togetherness, learning through play and family support.

Use Spanish-language media, schools and community centers to share information.



Marketing insight

Honoring your diverse audience is how you market ECFE effectively. Be aware of the cultural, linguistic and logistical nuances at play to make sure every family sees ECFE as accessible, welcoming and relevant to their unique parenting journey.



ECFE MESSAGING

LET'S GROW ECFE, TOGETHER

Marketing ECFE is only one aspect of your job. It's necessary, of course, but it can't take up all of your time. Before we dive into specific messaging and personas, let's make sure our foundation is strong so that you're able to think like a professional marketer without actually becoming one.

Fundamentally, people need to see a consistent message at least seven times and across more than one trusted channel to remember it, believe it and act on it.

The secret to marketing success isn't one viral post; it's strong, consistent messaging that balances empathy ("we understand your wants and needs") with authority ("we have a plan to help").

There are several core messages you'll want to incorporate into your marketing efforts, including:

What ECFE is	This is a good opportunity to reinforce your vision and mission while also sharing an overview of ECFE programs and resources.
Why ECFE matters	This is where you can reinforce the benefits for children, caregivers and the community, as well as incorporate persona-informed messaging.
How ECFE helps	This is the right place to share key program talking points, like affordability, inclusion, flexibility, child development and peer support.

Overarching ECFE messages




ECFE is a highly effective parenting resource available to support parenting goals, questions and challenges. It's an inclusive, collaborative and friendly community of parents and children working together to help children succeed in life. Trained parent educators walk beside parents and children, respectfully guiding activities and parent-led conversations. Whether it's starting school or starting a new phase, ECFE plays a pivotal role in helping children get ready for what's next.



Handling different parenting situations

These overarching messages are universal across all families, reflecting what all parents want for their children—to grow up to be good people with good values. There are unique circumstances for parents and caregivers. Some are new to parenting. Some are grandparents and caregivers. Some face challenging situations that require additional support.




The following ECFE personas and persona-specific messages have been created to help you understand and respond to those unique circumstances. It will give you an opportunity to tailor your marketing communications and one-on-one interactions on an empathetic needs basis.



ECFE PERSONAS

PERSONA	PROFILE	NEEDS	MOTIVATIONS
Optimistic Ana Age: 25 New mom of a new infant 	Ana is like most moms (and dads). She wants the very best for her child. She doesn't have overly unrealistic expectations, she just wants to see her child grow up to be happy and healthy. To be a good person with good values.	Ana is driven by the hopes and dreams she has for her child. In fact, her child's future plays into every decision she makes. She wants to be the best mom she can be, but since she's new to parenting, she could use some expert advice and support. After all, parenting doesn't come with a manual.	Ana is not afraid to admit she needs help. She is looking to understand what's available to her and her family. She's excited to learn there is a parenting education resource that will help her thrive as a parent and help her child thrive in life.
Grandma and Grandpa Goodman Ages: 50 and 52 Grandparents of a second grandchild, who just turned 2 	Wanda and her husband, Jerome, welcomed their second grandchild a few years ago. With an active toddler sometimes in their care and one grandchild already in school, their days can get pretty hectic. They're not too sure where to find the emotional and physical parenting support they need for themselves and their grandchildren.	They've heard of parenting education resources before but have some questions and concerns. Will they be judged? Will their grandchild be judged or yelled at? They want their grandkids to feel safe and to be treated with respect. They also don't have a lot of energy left at the end of every day, but when it comes to their grandchildren's welfare, they'll make the time.	The Goodmans are looking to find a place where they belong. A safe, non-judgmental environment that will support their emotional and mental health needs. They're open to getting help, but only if it's a parenting education resource with genuine empathy and respect for their parenting goals and challenges.
Isolated Nasra Age: 28 At-home mom of a 3-year-old 	Nasra is thrilled to be at home with her child. It's what she always wanted. She's doing everything she can to be the best mom she can possibly be but often feels isolated and alone.	While she's grateful for support from family and friends, she doesn't have a dedicated community of parents she can talk to. Nasra has a lot of parenting questions and would like to be around others like herself to share her parenting questions and challenges.	Nasra would love to be part of an inclusive and collaborative parenting community. One that will help her child succeed in life, as well as helping her and her partner succeed as parents. It might even be a chance to make lifelong friendships.

PERSONA	PROFILE	NEEDS	MOTIVATIONS
Culture-Proud Mai and Tou Ages: 32 and 34 Proud parents of three <div data-bbox="107 402 369 667">  </div>	Mai comes from a strong and proud culture. While her children are well integrated into America, she wants to make sure they don't lose their cultural values and traditions. She cherishes her close family ties but sometimes finds their parenting ideas to be conflicting in this country.	Mai is determined to balance traditional values with an evolving parenting approach. She needs an inclusive educational resource that values cultural diversity. A parenting group designed to help her child grow up to be successful in this country while also being proud of their rich cultural background.	Mai is motivated by ECFE's approach to social development and acceptance, along with an expanded worldview for her child. She'll love being part of a culturally affirming education and peer parenting group. She'll appreciate programming based on diverse representation and social exposure.
Overwhelmed Sam and Jasmine Ages: 29 and 30 Parents of active toddlers, one with ADHD <div data-bbox="107 808 369 1073">  </div>	There are times when Sam and Jasmine feel overwhelmed by caring for their children, especially when it comes to information overload or contradictory parenting norms. They're not sure the system reflects their lived experience and unique parenting experiences.	They need a trusted parenting resource to help guide them with practical advice around child behaviors, development and school readiness. They need the support of programs that can respectfully adapt to their unique needs.	Sam and Jasmine appreciate ECFE's non-judgmental approach to caregiving. They also like the confidence that comes with trusted parent educators at their side, helping them understand and navigate complex educational systems, particularly those involving special needs.

PERSONA-SPECIFIC MESSAGES

PERSONA	MESSAGING STRATEGY	PERSONA-SPECIFIC MESSAGING
Optimistic Ana Age: 25 New mom of a new infant 	Show how ECFE supports the PARENTAL ASPIRATIONS people have for their children.	With a customizable curriculum around parent/child time, child activity time and parent group time... <ul style="list-style-type: none"> • ECFE understands the hopes and dreams parents have for their children as well as the challenges and concerns they face as new parents • ECFE helps parents meet these challenges while helping children develop socially, physically, emotionally and intellectually • ECFE fosters a collaborative and inclusive environment that encourages parents and children to grow together
Grandma and Grandpa Goodman Ages: 50 and 52 Grandparents of a second grandchild, who just turned 2 	Show how ECFE provides RESPECTFUL SUPPORT.	With a customizable curriculum around parent/child time, child activity time and parent group time... <ul style="list-style-type: none"> • ECFE is a place where all children and parents can feel safe, respected and welcomed • ECFE understands the challenges parents face and is here to support them while helping children develop socially, physically, emotionally and intellectually • ECFE strengthens families and supports children's healthy growth and development • ECFE fosters a collaborative and inclusive environment that encourages parents and children to grow together
Isolated Nasra Age: 28 At-home mom of a 3-year-old 	Show the benefits of being part of a supportive ECFE PARENTING COMMUNITY.	With a customizable curriculum around parent/child time, child activity time and parent group time... <ul style="list-style-type: none"> • ECFE is a friendly community of parents, caregivers and parent educators supporting early childhood development • ECFE helps parents meet the challenges of parenting while helping children develop socially, physically, emotionally, intellectually and culturally • ECFE fosters a collaborative and inclusive environment that encourages parents and children to grow together

PERSONA	MESSAGING STRATEGY	PERSONA-SPECIFIC MESSAGING
<p>Culture-proud Mai and Tou Ages: 32 and 34 Proud parents of three</p> 	<p>Show how ECFE weaves CULTURAL DIVERSITY into their program.</p>	<p>With a customizable curriculum around parent/child time, child activity time and parent group time...</p> <ul style="list-style-type: none"> • ECFE works hard to ensure an inclusive environment that respects and invites all cultural traditions and nuances • ECFE helps parents meet the challenges of parenting while helping children develop socially, physically, emotionally and intellectually • ECFE creates a positive setting for child development and growth • ECFE fosters a collaborative and inclusive environment that encourages parents and children to grow together
<p>Overwhelmed Sam and Jasmine Ages: 29 and 30 Parents of active toddlers, one with ADHD</p> 	<p>Show the COLLABORATIVE SUPPORT with ECFE's parenting approach and resources.</p>	<p>With a customizable curriculum around parent/child time, child activity time and parent group time...</p> <ul style="list-style-type: none"> • ECFE is a collaborative community of parents and caregivers that support each other with early childhood development • ECFE helps parents meet the challenges of parenting while helping children develop socially, physically, emotionally, intellectually and culturally • ECFE offers dedicated parent/child classes, special events and a wide range of resources and referral services • ECFE creates a positive setting for child development and growth

ECFE MARKETING

IMAGINE EVERY FAMILY BEING AN ECFE FAMILY

Understanding outreach

Despite their proven benefits, many families remain unaware of ECFE's resources or unsure how to access them. Strategic outreach helps:

- 1 Build awareness of ECFE's value
- 2 Increase participation, especially among under-represented families
- 3 Strengthen community trust in public education
- 4 Demonstrate accountability and impact to funders and stakeholders

Remember, ECFE is not just an educational program—it's a lifeline of support for families navigating early childhood. Every family—regardless of background, language or income—deserves the knowledge, connection and confidence ECFE provides.

Reach more to teach more

To expand the program's reach and deepen its impact, we can focus on:

- Outreach to diverse communities, including immigrant, BIPOC, low-income and rural families
- Reaching people where they are, including community events, Facebook groups and through multilingual marketing campaigns or assets
- Leveraging trusted messengers like faith leaders, healthcare providers and community advocates

More reach means even more families benefit—and more children enter school ready to thrive.



Helping more families discover ECFE

The more families we reach, the stronger the impact of ECFE. That's what outreach is all about—letting more families know ECFE exists, making them feel welcome and showing why it's worth checking out. You don't need to be a marketing pro to do this—just start with what you know about your community and go from there.

Even though ECFE is available throughout Minnesota, many families still haven't heard of it—or they think it's not meant for them. Good outreach can:

- Bring more families into ECFE programs
- Make sure all families, especially those who are often left out, know they have access to support
- Build stronger relationships between families, schools and communities
- Help close early learning opportunity gaps

Here are some simple ways to reach families:

1 Meet families where they already are

Think about the places families in your community already go. Then bring ECFE to them. Try:

- Setting up pop-up events at parks, libraries or school functions
- Attending local festivals, baby showers or kindergarten roundups
- Hosting open houses with snacks and fun, low-key activities—no signup needed
- Partnering with churches, community groups or ESL classes
- Dropping off flyers at salons, barbershops or laundromats



Tip: Keep your materials simple and friendly. A message like “You’re invited” often works better than “Register now.”

2 Team up with community partners

Work with groups and organizations families already trust, such as:

- WIC clinics, pediatricians and public health nurses
- Head Start or preschool programs
- Apartment communities, food shelves or local aid groups
- Employers with lots of immigrant or multilingual staff

Ask these partners to help spread the word or even host a short ECFE information session.



Tip: A warm introduction from someone a family already trusts can be more meaningful than a flyer alone.

3 Encourage parents to spread the word

Parents who've been part of ECFE can be your best ambassadors. Invite them to:

- Share what ECFE has meant to them
- Hand out flyers or talk to other parents
- Speak at events or be part of a short video or flyer

Provide a small thank-you or stipend if possible



Tip: Real stories go a long way. A parent saying, “This program helped me feel more confident,” speaks louder than statistics.



4 Share online—even if it's basic

You don't need fancy videos to make a difference. Try:

- Posting in local Facebook or WhatsApp groups
- Sharing photos or short clips from ECFE classes (with permission)
- Encouraging families to pass along the information
- Adding QR codes to flyers or magnets that link to signup pages



Tip: A short phone video of a smiling parent or teacher can connect more than a professional-looking ad.

5 Stay friendly and keep it going

Outreach isn't a one-time thing. It works best when it's:

- Consistent: Share regularly, not just at the start of a session
- Friendly: Use plain, warm language—like “Let's grow and learn together”
- Local: Reflect the cultures, values and needs of your community

6 See what's working

You don't need special tools to track your success. Just ask:

- “How did you hear about us?” when families register
- Which locations or partners are sending families your way
- What kinds of outreach feel most welcoming to families

MARKETING OVERVIEW: TELLING THE ECFE STORY

Outreach is about being present in your community—but marketing is how you tell the ECFE story in a way that feels clear, meaningful and welcoming to families.

You're not selling a product. You're inviting families into the story of ECFE—and that story is all about their wants, needs, fears and hopes. These families are the hero in the story you're telling, and ECFE is the guide that helps them navigate the twists and turns of parenting.

And good news: You don't need a big budget or a polished ad campaign. Small, consistent efforts—shared in the right places—can make a big difference.

Why marketing matters

A lot of families who could benefit from ECFE still haven't heard of it—or they don't think it's meant for them. That's where thoughtful marketing comes in. It helps:

- Spread the word
- Build trust and connection
- Clear up confusion or misconceptions
- Encourage word-of-mouth sharing

What to say: Your key messages

When you talk about ECFE, try to use consistent, inclusive language that helps people feel welcomed and understood. Here are a few go-to phrases you can use:

- “ECFE is for any parent or caregiver with a child from birth to kindergarten. It's a place to learn, play and connect—with your child and with other families.”
- “Classes are free or low-cost, and they're designed to support you at every stage of early parenting.”

Families want to know what's in it for them—so focus on the benefits they care about most:

- A supportive, judgment-free space
- Meaningful connections with other parents
- Fun, educational experiences for their kids
- Flexible class times
- Culturally responsive and inclusive programming

Where to share your message

You don't need to start from scratch. This toolkit includes editable templates, posters and images to make it easier for you to get the word out—without taking up all your time. Use what's provided or tweak it to fit your community.

Print materials

- Flyers, brochures, postcards, magnets or business cards with QR codes
- Use friendly visuals that reflect the families in your area—skip the text-heavy designs
- Post them in places families already go: schools, clinics, libraries, laundromats, grocery stores and places of worship

Digital tools

- School or district websites (make sure ECFE is easy to find)
- Social media: Facebook, Instagram, WhatsApp, TikTok
- Neighborhood or parent groups online (like Facebook or WhatsApp)
- Email newsletters



Tip: A flyer with a QR code that links directly to your ECFE page or signup form is a simple, effective way to help families take action.

Video content

- Use the ECFE video in the kit or create your own
- Share short clips: parent testimonials, class sneak peeks or a warm teacher intro
- Keep videos short (1–2 minutes), and add captions so they work with or without sound

What to share: Easy content ideas

You don't have to post every day. What matters most is sharing regularly and keeping it real. Here are a few simple things you can share throughout the year:

- Photos or video clips from class (with permission)
- Parent quotes like, "This class helped me feel less alone"
- Class reminders or updates
- A quick "what to expect" post
- Teacher spotlights
- Highlights like sibling care, scholarships or flexible times
- Fun seasonal tips or play ideas that tie into class themes



Tip: Keep it consistent—weekly or monthly updates go further than trying to do it all at once.

Working as a team

You don't have to do this by yourself. Think about who can pitch in:

- A staff member who enjoys social media or design
- Parents who want to share their story or help with posts
- Your school or district's communications team
- Local partners who can help spread the word

Low-effort, high-impact ideas

Even quick actions can go a long way. Here are a few examples:

TIME	EFFORT
5 minutes	Put up a flyer at a coffee shop or community board
10 minutes	Post a parent quote and class reminder on Facebook
20 minutes	Record a short video of a teacher saying hello
Ongoing	Add ECFE to newsletters or partner emails

Keep it welcoming

However you share the ECFE story, keep it kind, clear and inclusive:

- Use plain, friendly language
- Skip jargon or assumptions about parenting
- Include images that reflect the real families in your community
- Be clear: ECFE is for everyone

With a little planning and the tools in this kit, you'll be able to connect with more families, build trust, and help them feel excited about joining your ECFE community.

DOWNLOADABLE MATERIALS

ECFE AWARENESS AT YOUR FINGERTIPS

Spreading the word about ECFE is easy with these downloadable materials.

ECFE wordmark

The ECFE wordmark options below are approved and available for use in all design materials. While the color version is included in the samples provided, other versions are available for download in multiple formats (EPS, JPG, PNG) using the link on the right. This includes black and white, grayscale and reversed wordmark options.

See the following pages for the correct and consistent usage of the ECFE wordmark.

Note: This is not a state wordmark. It is a wordmark treatment available for you to help build awareness of your ECFE program.

Guidelines

Correct wordmark usage

Primary full-color

The standard full-color wordmark should be used whenever possible on digital and print media.



Black & white

Use this wordmark version only when black & white printing is the only option.



Reversed

The reversed wordmark should only be used over a dark background.



Download the ECFE wordmark

The ECFE wordmark files are available for print and digital use in multiple file formats.

[Download files >](#)

Incorrect wordmark usage

It is important to maintain the integrity and consistency of the ECFE wordmark.

The wordmark must:

- Always be presented in a clear and legible manner
- Always be reproduced from the approved files
- Not be altered in any way

Additional factors to consider when using the wordmark include colors, backgrounds and the clear zone. Although not an exhaustive list, this page illustrates common incorrect uses of the wordmark.



Do not alter the color.



Do not alter the proportion.



Do not separate the wordmark.



Do not rotate the wordmark.



Do not recreate the wordmark.



Do not place the wordmark on a pattern.

Clear field

Always leave space around the ECFE wordmark equal to half the height of the box in the wordmark (marked as “X”). Keep this area free of any text, images or other graphics.



Minimum size

For the greatest impact and readability, a minimum wordmark size has been established. This is the smallest size at which the wordmark should ever be reproduced. Smaller versions are difficult to read. The minimum size of the identity is based on its width; it should never be less than 1”.

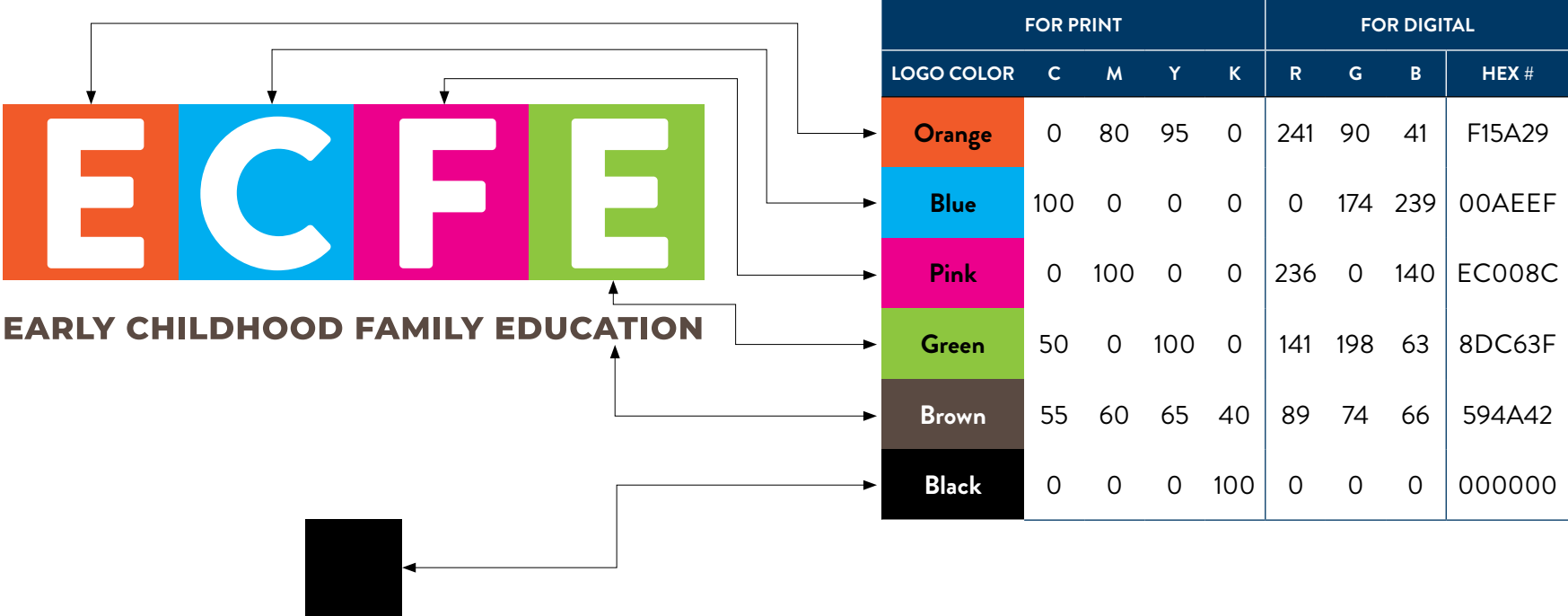


Color palette

The identity should be printed in the approved ECFE colors.

The CMYK colors are the preferred color combinations for all the colors chosen. Use color text for headlines only.

Web-safe colors pass WCAG AA color contrast guidelines for text on a white background or reversed out with white text.



The image shows the ECFE logo, which consists of the letters 'E', 'C', 'F', and 'E' in a stylized font. Each letter is a different color: 'E' is orange, 'C' is blue, 'F' is pink, and 'E' is green. Below the logo is the text 'EARLY CHILDHOOD FAMILY EDUCATION' in a dark brown font. To the right of the logo is a color palette table with columns for 'FOR PRINT' (CMYK) and 'FOR DIGITAL' (RGB and HEX). Arrows point from the colors in the logo and text to the corresponding rows in the table. A black square is also shown with an arrow pointing to the 'Black' row in the table.

	FOR PRINT				FOR DIGITAL			
LOGO COLOR	C	M	Y	K	R	G	B	HEX #
Orange	0	80	95	0	241	90	41	F15A29
Blue	100	0	0	0	0	174	239	00AEEF
Pink	0	100	0	0	236	0	140	EC008C
Green	50	0	100	0	141	198	63	8DC63F
Brown	55	60	65	40	89	74	66	594A42
Black	0	0	0	100	0	0	0	000000

Fonts

Fonts in Microsoft Word templates

The Microsoft Word templates use the Calibri font family. Always apply the designated headline and body text styles included in the files.

Note: For printed materials (posters, postcards, rack card and tabletop easel board), headlines are locked and cannot be edited.

Calibri

Aa

Regular

AaBbCcDdFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Aa

Italic

*AaBbCcDdFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789*

Aa

Bold

AaBbCcDdFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Aa

Bold Italic

***AaBbCcDdFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789***

Fonts in InDesign templates

The InDesign templates use the Brandon Grotesque font family. Always apply the designated headline and body text styles included in the files.

Brandon Grotesque

Aa

Regular

AaBbCcDdFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Aa

Italic

*AaBbCcDdFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789*

Aa

Bold

**AaBbCcDdFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789**

Aa

Bold Italic

***AaBbCcDdFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789***

Posters

Two poster sizes are available for use: 8.5" x 11" and 11" x 17". Each version is provided in multiple languages, including English, Spanish, Hmong and Somali. Download and customize the poster from the links on the right.

You may customize the logo area by replacing it with your logo or using the **ECFE wordmark**. All copy is pre-written and included. Be sure to update with your web address for the call-to-action, and place the appropriate QR code at the bottom of the poster.

Posters include white borders around all edges for non-bleed printing.

Note: Colors, fonts and photo in the templates are fixed and cannot be modified.

Posters copy

Headline

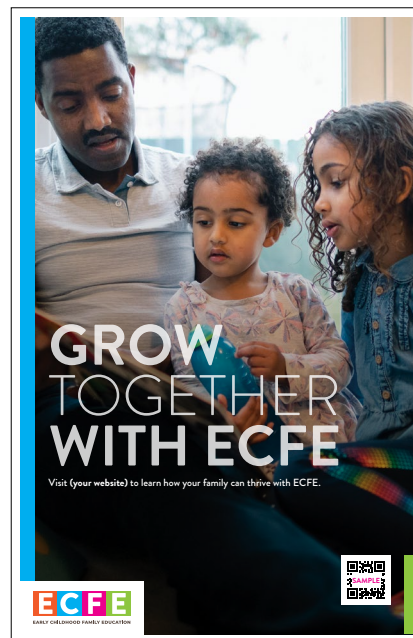
GROW TOGETHER WITH ECFE

Call-to-action

Visit **(your website)** to learn how your family can thrive with ECFE.



8.5" x 11"



11" x 17"



Download and customize the poster

Microsoft Word® files: Select the size and language

8.5" x 11"

[English >](#)

[Hmong >](#)

[Spanish >](#)

[Somali >](#)

11" x 17"

[English >](#)

[Hmong >](#)

[Spanish >](#)

[Somali >](#)

Adobe® InDesign® files: Select the size and language

8.5" x 11"

[English >](#)

[Hmong >](#)

[Spanish >](#)

[Somali >](#)

11" x 17"

[English >](#)

[Hmong >](#)

[Spanish >](#)

[Somali >](#)

CUSTOMIZABLE ELEMENTS

Logo	✓	Use your logo or the ECFE wordmark
Photo	✗	Use the image provided in the file
Copy	—	Use the copy provided in the file. Update your web address.
Colors	✗	Use the colors provided in the file
Fonts	✗	Use the fonts provided in the file
QR code	✓	Place your QR code

✓ Customizable — Some are customizable ✗ Not customizable

Bleed: No bleed (includes white borders around all edges)

Postcards

Two postcard sizes are available for use: 7" x 5" and 9" x 6". Each version is provided in multiple languages, including English, Spanish, Hmong and Somali. Download and customize the postcard from the links on the right.

You may customize the logo area by replacing it with your logo or using the **ECFE wordmark**. All copy is pre-written and included. Be sure to update your web address, and place the appropriate QR code on the back of the postcard.

Note: Colors, fonts and photo in the templates are fixed and cannot be modified.

Postcards copy

Headline

GROW HAPPY, TOGETHER

Copy

Parenting is a big joy. It's also a big job. So, why not get the support you need when you need it most. ECFE (Early Childhood Family Education) is a collaborative parenting community dedicated to helping families grow, together.

With the help of trained parent educators, you'll appreciate being part of a community walking alongside you and your child. You'll love the time you spend together. Visit **(your website)** to learn more about ECFE.



Download and customize the postcard

Microsoft Word® files: Select the size and language

7" x 5"

[English >](#)

[Hmong >](#)

[Spanish >](#)

[Somali >](#)

9" x 6"

[English >](#)

[Hmong >](#)

[Spanish >](#)

[Somali >](#)

Adobe® InDesign® files: Select the size and language

7" x 5"

[English >](#)

[Hmong >](#)

[Spanish >](#)

[Somali >](#)

9" x 6"

[English >](#)

[Hmong >](#)

[Spanish >](#)

[Somali >](#)

CUSTOMIZABLE ELEMENTS

Logo	✓	Use your logo or the ECFE wordmark
Photo	✗	Use the image provided in the file
Copy	—	Use the copy provided in the file. Update your web address.
Colors	✗	Use the colors provided in the file
Fonts	✗	Use the fonts provided in the file
QR code	✓	Place your QR code

✓ Customizable — Some are customizable ✗ Not customizable

Bleed: Full-bleed (the file includes 0.125" bleed outside of all edges)

GROW HAPPY, TOGETHER

Parenting is a big joy. It's also a big job. So, why not get the support you need when you need it most. ECFE (Early Childhood Family Education) is a collaborative parenting community dedicated to helping families grow, together.

With the help of trained parent educators, you'll appreciate being part of a community walking alongside you and your child. You'll love the time you spend together. Visit **(your website)** to learn more about ECFE.



7" x 5" – Postcard Front

7" x 5" – Postcard Back

GROW HAPPY, TOGETHER

Parenting is a big joy. It's also a big job. So, why not get the support you need when you need it most. ECFE (Early Childhood Family Education) is a collaborative parenting community dedicated to helping families grow, together.

With the help of trained parent educators, you'll appreciate being part of a community walking alongside you and your child. You'll love the time you spend together. Visit **(your website)** to learn more about ECFE.



9" x 6" – Postcard Front

9" x 6" – Postcard Back

Rack card

The rack card is available for use: 3.5" x 8.5". The files are provided in multiple languages, including English, Spanish, Hmong and Somali. Download and customize the rack card from the links on the right.

You may customize the logo area by replacing it with your logo or using the **ECFE wordmark**. All copy is pre-written and included. Be sure to update your web address, and place the appropriate QR code on the back of the rack card.

Note: Colors, fonts and photo in the templates are fixed and cannot be modified.

Rack card copy

Headline

GROW TOGETHER WITH ECFE

Body copy

Raising kids is complicated, isn't it? There are days when everything seems to go right, and...well, other days when nothing does. Having children is like that, but here's the good news: **ECFE is here for you on all the days.**

Early Childhood Family Education (ECFE) is a statewide program in Minnesota that gives children and families the tools they need to thrive. Our classes and sessions are designed to help with the things that matter most:

1. **Individual attention time** with parents or caregivers and their children to strengthen bonds
2. **Playful learning time** to help children with their next phase while minimizing separation anxiety
3. **Parenting discussion time** for parents and caregivers to talk about their parenting dreams, desires and concerns

Being a part of ECFE is easy. We're close to you, and our flexible sessions are built for busy families.

Visit **(your website)** to learn how your family can thrive with ECFE classes.



Download and customize the rack card

Microsoft Word® files:

Select the language

3.5" x 8.5"

[English >](#)

[Spanish >](#)

[Hmong >](#)

[Somali >](#)

Adobe® InDesign® files:

Select the language

3.5" x 8.5"

[English >](#)

[Spanish >](#)

[Hmong >](#)

[Somali >](#)

CUSTOMIZABLE ELEMENTS

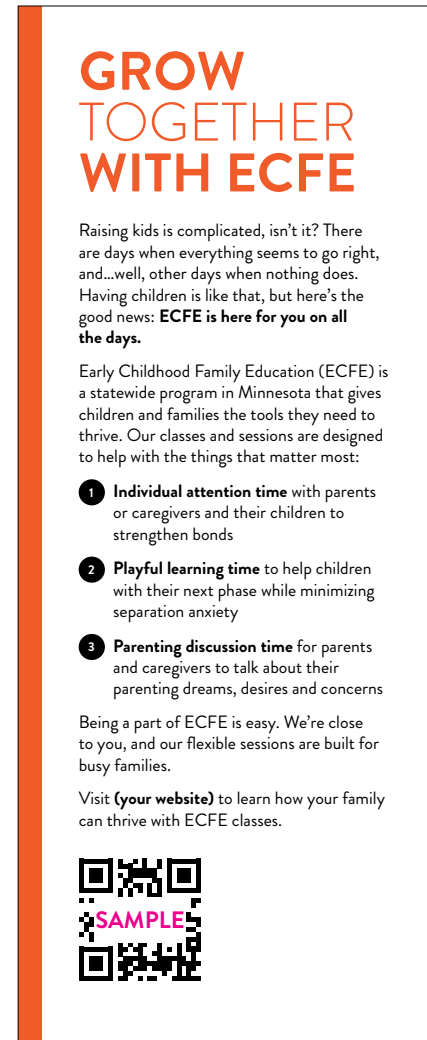
Logo	✓	Use your logo or the ECFE wordmark
Photo	✗	Use the image provided in the file
Copy	—	Use the copy provided in the file. Update your web address.
Colors	✗	Use the colors provided in the file
Fonts	✗	Use the fonts provided in the file
QR code	✓	Place your QR code

✓ Customizable — Some are customizable ✗ Not customizable

Bleed: Full-bleed (includes 0.125" bleed outside of all edges)



3.5" x 8.5" – Rack Card Front



3.5" x 8.5" – Rack Card Back

Tabletop easel board

The tabletop easel board is available for use: 8.5" x 11". The files are provided in multiple languages, including English, Spanish, Hmong and Somali. Download and customize the easel board from the links on the right.

You may customize the logo area by replacing it with your logo or using the **ECFE wordmark**. All copy is pre-written and included. Be sure to update your web address for the call-to-action, and place the appropriate QR code at the bottom of the easel board.

Tabletop easel board includes white borders around all edges for non-bleed printing.

Note: Colors, fonts and photo in the templates are fixed and cannot be modified.

Tabletop easel board copy

Headline

GROW HAPPY, TOGETHER

Call-to-action

Visit **(your website)** to learn how your family can thrive with ECFE classes.



8.5" x 11"



Download and customize the tabletop easel board

Microsoft Word® files:

Select the language

8.5" x 11"

[English >](#)

[Spanish >](#)

[Hmong >](#)

[Somali >](#)

Adobe® InDesign® files:

Select the language

8.5" x 11"

[English >](#)

[Spanish >](#)

[Hmong >](#)

[Somali >](#)

CUSTOMIZABLE ELEMENTS

Logo	<input checked="" type="checkbox"/>	Use your logo or the ECFE wordmark
Photo	<input type="checkbox"/>	Use the image provided in the file
Copy	<input type="checkbox"/>	Use the copy provided in the file. Update your web address.
Colors	<input type="checkbox"/>	Use the colors provided in the file
Fonts	<input type="checkbox"/>	Use the fonts provided in the file
QR code	<input checked="" type="checkbox"/>	Place your QR code

☒ Customizable ☐ Some are customizable ☐ Not customizable

Bleed: No bleed (the file includes white borders around all edges)

Social media posts

We’ve provided three standard social media sizes for your use (square, landscape and portrait). The design files include multiple language options (English, Spanish, Hmong and Somali) to suit your audience. You may customize the logo area by replacing it with your logo or using the **ECFE wordmark** provided.

Feel free to swap out the photo using images from the approved photo library. For copy, you can mix and match from the pre-written headlines, captions and hashtags below to best fit your message.

Note: Colors and fonts in the templates are fixed and cannot be modified.



Download and customize the social media post

JPG files:

Select the language

Square (1080 x 1080), landscape (1080 x 566),
portrait (1080 x 1920)

English > Spanish > Hmong > Somali >

Adobe® InDesign® files:

Select the size and language

Square 1080 x 1080

English > Spanish > Hmong > Somali >

Landscape 1080 x 566

English > Spanish > Hmong > Somali >

Portrait 1080 x 1920

English > Spanish > Hmong > Somali >

CUSTOMIZABLE ELEMENTS —InDesign files only

Logo	✔ Use your logo or the ECFE wordmark
Photo	✔ Select an image from photo library
Copy	✔ Use the copy options. Update your web address.
Colors	✘ Use the colors provided in the file
Fonts	✘ Use the fonts provided in the file

✔ Customizable — Some are customizable
✘ Not customizable



Download the social media posts copy

Microsoft Word® files: Select the language

English > Spanish > Hmong > Somali >

Social media posts copy

Headline options

GROW PROUDLY, TOGETHER

GROW CREATIVELY, TOGETHER

GROW FRIENDSHIPS, TOGETHER

Caption #1

From tiny hands to big dreams, ECFE is committed to nurturing kids, parents and caregivers throughout Minnesota—and we want you to join us. Visit **(your website)** to learn how your family can thrive with ECFE classes.

Caption #2

Parenting isn't always easy, but you don't have to do it alone. ECFE is here to walk with you through all the ups and downs. Your child will explore and learn in a safe environment—and you may even make some lifelong friends. Visit **(your website)** to learn how your family can thrive with ECFE classes.

Caption #3

Strong foundations are built one small step at a time. With dedicated one-on-one playtime for you and your child, fun kid activities that let them explore and interactive group time where parents and caregivers can connect, ECFE gives Minnesota families the tools they need to succeed. Visit **(your website)** to learn how your family can thrive with ECFE classes.

Hashtags

#ECFE

#MinnesotaFamilies

#GrowingTogether

#GrowingTogetherWithECFE

#ECFEMN

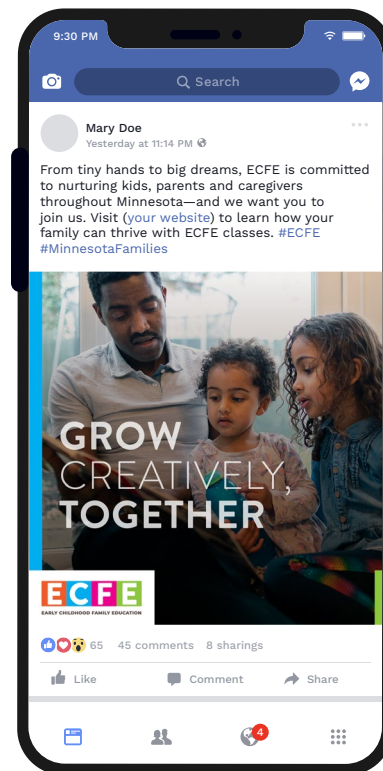
#ParentingJourney

#EarlyEducation

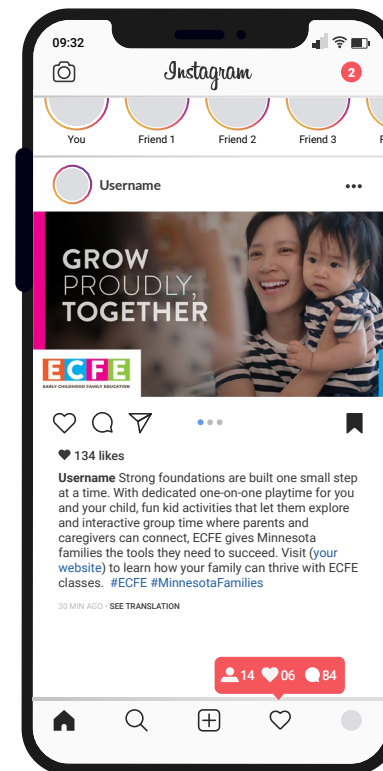
#ParentSupport

#MinnesotaKids

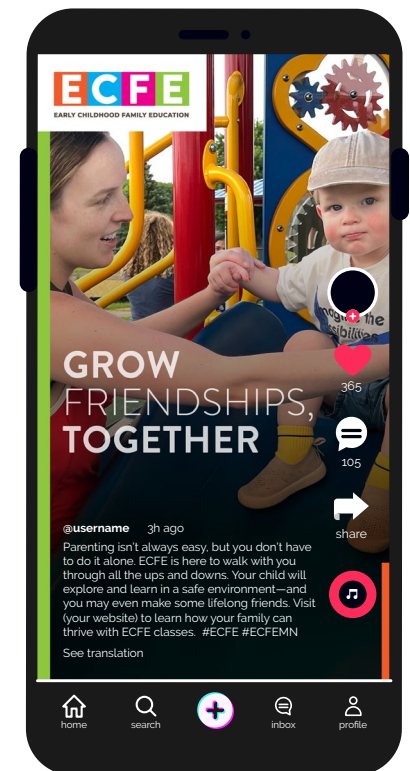
#CircleTimeFun



Square (Facebook, Instagram, TikTok)
1080 x 1080 pixels



Landscape (Instagram)
1080 x 566 pixels



Portrait (Facebook, TikTok)
1080 x 1920 pixels

Email scripts

Three email script options are available for your use. Personalize the message by inserting the recipient's name (variable_name) where indicated. Be sure to include your web address in the final paragraph of the email.

Option 1

Subject

Three things every family needs

Body copy

Hi (variable_name),

We've heard the saying "it takes a village to raise a child," and that feels more true than ever. We all need a little help sometimes, especially when our kids are young, but we may not always know who to turn to.

That's what ECFE is for.

Early Childhood Family Education (ECFE) is a statewide program in Minnesota that gives children and families the tools they need to thrive. Our classes and sessions are designed to help with the things that matter most:

- Individual attention time with parents/caregivers and their children to help strengthen bonds
- Playful learning time to help children with their next phase while minimizing separation anxiety
- Parenting discussion time for parents and caregivers to talk about their parenting joys, hopes and questions

Being a part of ECFE is easy. We're close to you, and our flexible sessions are built for busy families.

Visit (your website) to learn how your family can thrive with ECFE classes.

GROW TOGETHER WITH ECFE (Button)



Download the email scripts

Microsoft Word® files: Select the language

[English >](#) [Spanish >](#) [Hmong >](#) [Somali >](#)



Option 2

Subject

A break for you and your kids

Body copy

Hi **(variable_name)**,

Sometimes you just need to get your kids out of the house, and you probably need a break, too. Imagine getting both in a safe, welcoming environment that fosters early learning, family engagement and confident school readiness.

Good news: That's what ECFE is for.

Early Childhood Family Education (ECFE) is a statewide program in Minnesota that gives children and families the tools they need to thrive. Our classes and sessions are designed to help with the things that matter most:

- Individual attention time with parents/caregivers and their children to help strengthen bonds
- Playful learning time to help children with their next phase while minimizing separation anxiety
- Parenting discussion time for parents and caregivers to talk about their parenting joys, hopes and questions

Being a part of ECFE is easy. We're close to you, and our flexible sessions are built for busy families.

Visit **(your website)** to learn how your family can thrive with ECFE classes.

GROW TOGETHER WITH ECFE (Button)

Option 3

Subject

For the good days (and the not-so-good days)

Body copy

Hi **(variable_name)**,

Raising kids is complicated, isn't it? There are days when everything seems to go right, and...well, other days when nothing does. Having children is like that, but here's the good news:

ECFE is here for you on all the days.

Early Childhood Family Education (ECFE) is a statewide program in Minnesota that gives children and families the tools they need to thrive. Our classes and sessions are designed to help with the things that matter most:

- Individual attention time with parents/caregivers and their children to help strengthen bonds
- Playful learning time to help children with their next phase while minimizing separation anxiety
- Parenting discussion time for parents and caregivers to talk about their parenting joys, hopes and questions

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Visit **(your website)** to learn how your family can thrive with ECFE classes.

GROW TOGETHER WITH ECFE (Button)

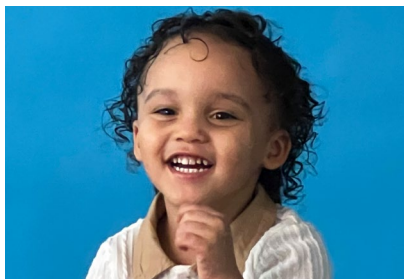
Videos

ECFE videos are available for use in a variety of media formats, including streaming, online and digital. They open and close with toddlers sharing what they love or what they learned at ECFE. The middle section features the three core areas of ECFE classes:

- 1 Parent/child time
- 2 Kids activity time
- 3 Parent group time

The video concludes with the message: “To learn about ECFE, talk to your local school district,” followed by the ECFE wordmark.

If you prefer to use your own logo, please use the version that omits the ECFE wordmark at the end, so you can add your own branding.



Watch videos

Videos are available in four lengths: 90, 60, 30, and 15 seconds. Each video includes translated captions. For access to the video files or additional information, please contact ecfe.dcyf@state.mn.us

English	Spanish
90 seconds video >	90 seconds video >
60 seconds video >	60 seconds video >
30 seconds video >	30 seconds video >
15 seconds video >	15 seconds video >
Hmong	Somali
90 seconds video >	90 seconds video >
60 seconds video >	60 seconds video >
30 seconds video >	30 seconds video >
15 seconds video >	15 seconds video >

[Watch all videos on YouTube playlist >](#)

PHOTO LIBRARY



Download the photos

[Go to photo library >](#)

CONTACT US

If you have any questions, please contact us at:
ecfe.dcyf@state.mn.us