50 YEARS OF OPPORTUNITY
HEAD START 1965-2015
Logo Toolkit
NATIONAL HEAD START ASSOCIATION
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INTRODUCTION

LETTER FROM NHSA’S EXECUTIVE DIRECTOR

May 18, 1965 was a turning point in the history of the United States.

It was a sunny, 70 degree Tuesday in the Rose Garden of the White House. President Lyndon Johnson announced Project Head Start and gave Sargent Shriver the go-ahead to enroll 100,000 children in the first Head Start programs.

No one really understood just how powerful the need for Head Start would be. By June, 1965, there were 2,700 Head Start programs and by the end of the summer, 560,000 Head Start children had been enrolled!

In the fifty years since, Head Start has given more than 31 million children an opportunity for success in school and in life. That is a remarkable national achievement, in which every member of the Head Start community should take pride.

We at the National Head Start Association are proud of the countless achievements and innovations made by volunteers, parents, teachers, staff, and directors in the 1,600 Head Start programs, and very proud of the accomplishments of the 31 million alumni who passed through your doors!

The Head Start community has earned the opportunity to pause, recognize our achievements and celebrate our heroes. And that’s just what we will do over the next year!

I hope you are as excited about Head Start’s anniversary as I am. I look forward to seeing you at many of the events. The tireless passion and dedication for giving our most vulnerable children an opportunity for success has brought about an outstanding fifty years and will bring another fifty!

Yasmina Vinci
Executive Director, NHSA

ABOUT THE 50TH ANNIVERSARY LOGO TOOLKIT

As our community prepares to celebrate Head Start’s accomplishments over the past 50 years, it is important to come together and present a unified voice.

In addition to a year-long calendar of national events and activities, NHSA has put together a 50th Anniversary Logo Toolkit that will enable everyone in the field join together in celebration.

The toolkit includes Head Start’s 50th Anniversary logo in a number of formats and sizes that you can display anywhere to show Head Start’s achievements.

So if you want something to add to conference materials, a Facebook cover photo, a website banner, or even just a small logo for your letterhead, this toolkit can help!

Please note that some images include a link to 50YearsOfOpportunity.org. NHSA is creating a dedicated website with details of Head Start’s history that you can use to show your community members and legislative representatives. The website will be available Fall 2014.

If you have any questions, please contact Dan Benyishay at dbenyishay@nhsa.org
PRIMARY LOGO: FOUR COLOR

Logo/Primary/Four_Color.eps, Black and White: Logo/Primary/Black_and_white.png

PRIMARY LOGO, ALTERNATE: VARIOUS COLORS

Logo/Primary/Red_Background.jpg
Logo/Primary/Blue_Background.jpg
Logo/Primary/Yellow_Background.jpg
Logo/Primary/Green_Background.jpg

#be1e2d  #328ecd  #f2f211  #37b34a
50TH ICON: VARIOUS COLORS

Logo/Icon/Blue.jpg
Logo/Icon/Green.jpg
Logo/Icon/Red.jpg
Logo/Icon/Yellow.jpg

SAMPLE LOGO USAGE: WHITE ON IMAGE
SAMPLE SOCIAL MEDIA POSTS

Social Media/Sample Posts

CELEBRATE HEAD START’S 50TH ANNIVERSARY!

SINCE IT BEGAN IN 1965, HEAD START HAS TRANSFORMED THE LIVES OF NEARLY 31 MILLION CHILDREN. JOIN US IN CELEBRATING THE PAST 50 YEARS OF OPPORTUNITY WHILE WE LOOK TOWARDS THE PROMISE OF THE NEXT 50!

50th

50YearsOfOpportunity.org

50YearsOfOpportunity.org

Social Media/Sample Posts/1.jpg
Social Media/Sample Posts/2.jpg
Social Media/Sample Posts/3.jpg
Social Media/Sample Posts/4.jpg
Social Media/Sample Posts/5.jpg
SOCIAL MEDIA PROFILE IMAGES

Social Media/Profile Images

Social Media/Profile Images/Facebook_Cover_Photo.jpg

SOCIAL MEDIA PROFILE PICTURES

Social Media/Profile Images/Blue.jpg
Social Media/Profile Images/Red.jpg
Social Media/Profile Images/Yellow.jpg
Social Media/Profile Images/Green.jpg
WEBSITE BANNER ADVERTISEMENTS

Banner Ads/

These horizontal and vertical website banners include a link to the dedicated anniversary website NHSA is creating. Once available, this website will provide an easy way to demonstrate Head Start's achievements. These banners can best be used as advertisements on your website, as opposed to the logos for publications and other channels.
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