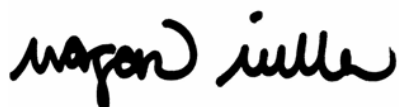


TEXAS WORKFORCE COMMISSION
Workforce Development Letter

ID/No:	WD 03-22
Date:	January 24, 2022
Keyword:	Child Care
Effective:	Immediately

To: Local Workforce Development Board Executive Directors
Commission Executive Offices
Integrated Service Area Managers



From: Reagan Miller, Director, Child Care & Early Learning Division

Subject: Use of the New Texas Rising Star Rebrand Materials

PURPOSE:

The purpose of this WD Letter is to provide Local Workforce Development Boards (Boards) with updated information and guidance on Boards' and Texas Rising Star–certified early learning programs' use of the Texas Rising Star rebrand materials, including the logo, star-level graphics, certificate, and design tool kit.

RESCISSIONS:

WD Letter 05-17, Change 1

BACKGROUND:

Beginning in May 2019, TWC convened a workgroup to review the Texas Rising Star program and recommend revisions, pursuant to Texas Government Code §2308.3155. The workgroup recommended that TWC consider efforts to better educate families on Texas Rising Star and high-quality child care. In response to this recommendation, TWC rebranded Texas Rising Star in September 2021, developing a new logo and an accompanying design tool kit to ensure branding consistency across the state.

The purpose of the revisions to the Texas Rising Star brand and design tool kit is to:

- provide more consistent branding across the state;
- increase parent awareness and recognition of Texas Rising Star; and
- provide Boards with predesigned templates of various outreach materials.

The purpose of the Texas Rising Star logo and star-level graphics is to:

- indicate to parents and the public that an early learning program is Texas Rising Star–certified; and
- show the early learning program's certified star level (Two-Star, Three-Star, or Four-Star certification).

PROCEDURES:

No Local Flexibility (NLF): This rating indicates that Boards must comply with the federal and state laws, rules, policies, and required procedures set forth in this WD Letter and have no local flexibility in determining whether and/or how to comply. All information with an NLF rating is indicated by “must” or “shall.”

Local Flexibility (LF): This rating indicates that Boards have local flexibility in determining whether and/or how to implement guidance or recommended practices set forth in this WD Letter. All information with an LF rating is indicated by “may” or “recommend.”

New Texas Rising Star Logo, Star-Level Graphics, Certificate, and Design Tool Kit

NLF: Boards must be aware that the TWC-approved Texas Rising Star logo, star-level graphics, certificate, and design tool kit are located on the [Child Care & Early Learning \(CC&EL\) web page](#) on the TWC Intranet¹.

NLF: Boards must be aware that TWC will provide designs and templates for local outreach materials via the Texas Rising Star Brand Guide (design tool kit), which includes the following:

- Brochures
- Banners
- Window decals
- Table runners
- Posters
- Websites and social media

NLF: Boards must update the Texas Rising Star logo on the Board’s website by January 31, 2022.

LF: Boards may continue to use their current printed materials until their inventory is depleted.

NLF: Boards must use the certificate template provided via the TWC intranet and ensure that the certificate indicates the correct verified star-level for the applicable early learning program. Additionally, Boards must use the certificate in its entirety and without modification.

Use of the Texas Rising Star Logo and Branding Materials

NLF: Boards must be aware that the Texas Rising Star logo, certificate, and star-level graphics must:

- consist of the combination of text, colors, and art, as shown on the [CC&EL Intranet page](#);
- be used in its entirety and without modification; and
- not be obscured in any way by superimposing type, photographs, or other elements.

¹ The TWC intranet is not available to the public.

NLF: Boards must use the design tool kit in accordance with the design guidance included with the tool kit when creating and distributing Texas Rising Star outreach materials.

NLF: Boards must be aware that only Boards and Texas Rising Star–certified early learning programs may use the Texas Rising Star logo, star-level graphics, certificate, and/or design tool kit without prior written permission from TWC.

NLF: Boards must ensure that Texas Rising Star–certified early learning programs are notified of the following:

- TWC grants permission to Texas Rising Star–certified early learning programs to use the Texas Rising Star logo and their specific star-level graphic for marketing purposes.
- Early learning programs must use only the Texas Rising Star logo and star-level graphic that are issued to them by the Board and the graphic must be consistent with the program’s level-of-quality designation (Two-Star, Three-Star, or Four-Star certification).
- Misuse of the Texas Rising Star logo and/or star-level graphics is prohibited and is subject to appropriate corrective actions, as described in TWC Chapter 809 Child Care Services rule §809.115.

Misuse of the Texas Rising Star Logo, Star-Level Graphics, and/or Certificate

NLF: Boards must be aware that misuse of the Texas Rising Star logo, star-level graphics, and/or certificate includes the following:

- Use of the logo, star-level graphics, and/or certificate by early learning programs that are not Texas Rising Star certified
- Use of the star-level graphics, and/or certificate that is inconsistent with the early learning program’s Texas Rising Star level-of-quality designation (the Two-Star, Three-Star, or Four-Star certification)
- Use of the logo, star-level graphics, and/or certificate on outreach materials or advertising that could be viewed negatively by the public, including names or images that may be considered inflammatory or offensive
- Recreation or modification of the logo, star-level graphics, and/or certificate
- Obscuring any part of the logo, star-level graphics, and/or certificate by superimposing type, photographs, or other elements
- Any other use that is inconsistent with Texas Rising Star program objectives, as determined by TWC

INQUIRIES:

Send inquiries regarding this WD Letter to childcare.programassistance@twc.texas.gov.
Send inquiries regarding allowable outreach expenditures to fiscal.ta@twc.texas.gov.

ATTACHMENTS:

Attachment 1: Texas Rising Star Brand Guide

REFERENCES:

Texas Government Code §2308.3115

Texas Workforce Commission Chapter 809 Child Care Services Rule §809.115