





















## Summary

These 5 brand elements work together to tell a complete story. Through this comprehensive and interconnected suite of expectations, experiences, promises, benefits, and visual expression, your quality rating and improvement

system brand conveys to parents, providers, and policymakers what it really means to build an effective system that prepares your state's youngest children for a more successful future.

## About Orange Square

Orange Square is dedicated to improving the lives of children and their families by combining your expertise in QRIS with our expertise in marketing communications and the QRIS National Learning Network.

Together with you, we work to improve the quality of early care and education by building public awareness and engagement.



Learn more about our services and knowledge on QRIS marketing communications at [orangesquare.com/QRIS](http://orangesquare.com/QRIS)



Join our LinkedIn group dedicated to QRIS marketing and communications at [linkedin.com/groups/8540612](https://www.linkedin.com/groups/8540612)



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