Contents (proposed content for full guide)

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- Folio 1.2: ECDAN Institutional Strategy
- Folio 1.3: The ECDAN Tagline
- Folio 1.4: ECDAN Identity Principles (and accessibility considerations)

2: Graphic Visual Guide
- Folio 2.1: Introduction
- Folio 2.2: Logo*
- Folio 2.3: Other Institutional Identity Elements
- Folio 2.4: Colour*
- Folio 2.5: Fonts
- Folio 2.6: Dos and don’ts
- Folio 2.7: Guide for Photography
- Folio 2.8: Guide for Video
- Folio 2.9: Guide for Social media
- Folio 2.10: Guide for Web
- Folio 2.11: Guide for Publications
- Folio 2.12: Guide for Graphic resources
- Folio 2.13: Guide for Slide Decks & Presentations
- Folio 2.14: Guide for Stationary
- Folio 2.15: Guide for Branded material and signage

3: Fundraising and Communications
- Folio 3.1: Expressing our institutional values
- Folio 3.2: Tone of voice
- Folio 3.3: Articulating our key characteristics

* folios presented
Folio 2.2:
The ECDAN Logo
v. beta 1.0, 12/28/2020
Introduction: Symbolism in ECDAN Design

Text to be provided by ECDAN Communication Team.
ECDAN Logo Anatomy

FOR REVIEW: This is the official ECDAN logo. ECDAN’s logo is a combination of Logomark and Logotype. The logo is central to ECDAN’s Institutional Identity, and should be displayed prominently and consistently to promote recognition.

ECDAN Logo Spacing and Placement

FOR REVIEW: The preferred ECDAN logo is the full-colour, horizontal version, on a white background. When space is limited, a vertical version of the logo may be used. The relative width of the “EC” determines the minimum space that should buffer the logo from other text, graphic elements, and the edges of screens or pages, also known as clear space.
ECDAN Logo Colour Variations

FOR REVIEW: Four approved ECDAN logo colour variations are shown below. The Full Colour logo is preferred.

Full Colour Logo CMYK and WEB
This is the preferred logo. This logo will be the most utilized for print and screen applications.

One Colour Logo CMYK and WEB
This logo is designed to be used for items that utilize single-colour printing.

Greyscale Logo
This logo is designed for use in greyscale printing, such as in some newspapers.

Reversed Logo
This logo is ideal for use on dark backgrounds, where the full-colour, single-colour, and greyscale logos do not provide enough contrast for the logo to be easily visible.

Examples of Improper Use:

DO NOT put the ECDAN logo on a background that doesn’t contrast well with the logo. Instead, use a white box that includes the proper amount of clear space.

DO NOT change the proportions, spacing, or alignment of logo elements.

DO NOT recolor the ECDAN logo. Consistent use of colour keeps ECDAN easy to recognize.

DO NOT rotate the logo. Logotype should always be horizontal so that it is easy to read.
ECDAN Watermarks

FOR REVIEW: The following Watermarks should be used when the logo is placed on a photograph. Preferred placement is the left-hand corners, but right-hand-corner placement is acceptable as necessitated by the photograph’s composition. Clear space around the Watermark should be the same as when using the logo.

White Watermark
For use on dark backgrounds

Blue Watermark
For use on light backgrounds

Examples of Correct Usage:

Examples of Improper Use:

DO NOT place a watermark on any part of a person, or any other part of a photograph that is important.

DO NOT place a watermark on a background that does not provide enough contrast for visibility.

DO NOT place a watermark in areas of a photograph other than the corners.

DO NOT place a watermark in a box. The watermarks are intended to be used with transparency.

DO NOT place a watermark on a busy background. The watermarks are semi-transparent, meaning that some of the background tones show through them. On a complex background, the watermark will not appear crisp.

DO NOT make a watermark so large that it distracts from the photograph.
Text describing ECDAN’s Library with links. Sam et et et prepudit, volut illamus danderi beaturem et la volupta que perfum ut quam, quidero offic te pra dolorectur, cumqui con coremodis volum est-tubeat denda num inusciminci vendani ipsundererum eliatem faccusa pitate omnimin ulpario es si dem quam ipid etur?

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Early Childhood
Development Action Network
700 12th St NW, Suite 700
PMB 91319
Washington, DC, USA 20005

www.ECDAN.org

Prepared by ___________________
Folio 2.4:
ECDAN Colours
v. beta 1.0, 12/28/2020
Introduction: Colour in ECDAN Design

Text to be provided by ECDAN Communication Team.
Primary Colour Palette

FOR REVIEW: The Primary Colour Palette consists of the six colours found in the ECDAN logo. These are the core colours of ECDAN’s institutional identity, and should be the most prevalent colours in all materials designed for ECDAN.

**Primary ECDAN Colours**

- **ECDAN Logo Medium Blue**
  - Pantone: 2170
  - Print: C=34 M=19 Y=1 K=4
  - Web: R=102 G=168 B=216
  - Hex: 66A8D8

- **ECDAN Dark Blue**
  - Pantone: 4153
  - Print: C=98 M=67 Y=0 K=13
  - Web: R=26 G=78 B=138
  - Hex: 1A48B4

- **ECDAN Yellow**
  - Pantone: 3514
  - Print: C=0 M=20 Y=100 K=0
  - Web: R=246 G=183 B=0
  - Hex: F6B700

- **ECDAN Logo Light Cyan**
  - Pantone: 635
  - Print: C=32 M=0 Y=1 K=0
  - Web: R=164 G=219 B=232
  - Hex: 44D8EB

- **ECDAN Logo Lightest Blue**
  - Pantone: 2394
  - Print: C=100 M=14 Y=0 K=1
  - Web: R=0 G=139 B=206
  - Hex: 008BCE

- **ECDAN Logo Text Blue**
  - Pantone: 2394
  - Print: C=100 M=14 Y=0 K=1
  - Web: R=0 G=139 B=206
  - Hex: 008BCE

Secondary Colour Palette

FOR REVIEW: The Secondary Colours complement the Primary Colour Palette, allowing greater creative flexibility while maintaining consistency and recognizability. Secondary Colours should not be more prominent in designs than ECDAN’s Primary Colours. Remember that too many colours in a design can be overwhelming, and use the Secondary Colour Palette sparingly.

**Secondary Brand Colours**

- **ECDAN Yellow Green**
  - Pantone: 2292
  - Print: C=43 M=0 Y=100 K=0
  - Web: R=147 G=201 B=15
  - Hex: 93C90F

- **ECDAN Cyan**
  - Pantone: 298
  - Print: C=65 M=3 Y=0 K=0
  - Web: R=246 G=183 B=0
  - Hex: 41B6E6

- **ECDAN Orange**
  - Pantone: 2428
  - Print: C=1 M=99 Y=89 K=3
  - Web: R=222 G=136 B=45
  - Hex: DE882D

- **ECDAN Dark Purple**
  - Pantone: 4125
  - Print: C=63 M=55 Y=23 K=22
  - Web: R=95 G=94 B=222
  - Hex: 5F5E77

- **ECDAN Dark Green**
  - Pantone: 743
  - Print: C=65 M=14 Y=80 K=45
  - Web: R=68 G=105 B=61
  - Hex: 44693D

- **ECDAN Red**
  - Pantone: 491
  - Print: C=9 M=89 Y=59 K=48
  - Web: R=127 G=48 B=53
  - Hex: 7F3035

- **ECDAN Cream**
  - Pantone: 30% tint — 23-1
  - Print: C=4 M=5 Y=7 K=0
  - Web: R=247 G=242 B=238
  - Hex: F7F2EE

- **ECDAN Light Purple**
  - Pantone: 50% tint — 4135
  - Print: C=27 M=19 Y=8 K=4
  - Web: R=192 G=195 B=212
  - Hex: CO03D4

- **ECDAN Darkest Blue**
  - Pantone: 7463
  - Print: C=100 M=53 Y=0 K=72
  - Web: R=4 G=54 B=89
  - Hex: 043659
Text describing ECDAN’s Library with links. Sam et et et prepudit, volut illamus danderi beaturem et la volupta que persum ut quam, quidero offic te pra dolorectur, cumqui con coremodis volum est-tibeatio denda num inusciminci vendani ipsundererum eliatem faccusa pitate omnimin ulpario es si dem quam ipid etur?

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Folio 2.5:
ECDAN Fonts
v. beta 1.0, 02/28/202
Introduction: Fonts in ECDAN Design

Text to be provided by ECDAN Communication Team.
**Primary Font – Avenir Next**

*FOR REVIEW:* The Primary Font used in ECDAN designs is Avenir Next. Our primary Font should be utilized in designs for print, social media, presentations....

**Why we chose Avenir Next**

<table>
<thead>
<tr>
<th>Weight</th>
<th>Font Style</th>
<th>Uppercase</th>
<th>Lowercase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heavy</td>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>Bold</td>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>Demi Bold</td>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>Medium</td>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>Regular</td>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>Ultra Light</td>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
</tbody>
</table>

**Roboto:**

*FOR REVIEW:* The Secondary Font used in ECDAN design is Roboto. Our Secondary Font is web-friendly, and should be used on websites, HTML emails,....

**Why we chose Roboto**

<table>
<thead>
<tr>
<th>Weight</th>
<th>Font Style</th>
<th>Uppercase</th>
<th>Lowercase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>Bold</td>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
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<tr>
<td>Medium</td>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
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<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>Thin</td>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
</tbody>
</table>
Typography

FOR REVIEW: Text is an essential means of communication for ECDAN. As in other forms of communication, we strive for clarity. That means the primary goal in typography is readability.

Best Practices:

• Minimum headline size should be 14 pt.
• Leading (space between lines of type) should be approximately 120% of the type size
• Headings can be various weights and colors, as long as a high degree of contrast with the background is preserved
• Body copy should be no smaller than 9 pt. with 11 pt. leading
• Bold text should only appear sparingly in body copy, to create emphasis
• Italic text should only be used for titles of publications and creative works, legal cases, and vessel names (i.e. The New Yorker, ECDAN Strategic Plan 2020–2023, Romeo and Juliet)
• Body copy should be black on a white, or very light, background
• Photograph captions, footnotes, and other small print should be a minimum of 8 pt.

Creating a Visual Hierarchy with Type

FOR REVIEW: Why? How?

Example:

The Early Childhood Development Action Network

A Network of Networks

Recognizing that no single organization or partnership can address the complex ECD challenges, ECDAN was established to serve as a multi-stakeholder and multi-sectoral platform that would serve to bridge siloes, stimulate collective action, innovate through collaboration, and produce benefits at scale beyond what individual partners and sectors can do on their own.

Birthing a Movement

Over the next four years, ECDAN partners will contribute where the network can best add value, shaping a common understanding of the problem, gaps and solutions, as well as facilitating the development of common messages and a collective voice for ECD.

It will operate as a network of networks, and as an ECD gateway to amplify the voices of regional, national, and other ECD networks, while connecting and aligning ECD messaging with global sectoral partnerships.

Footnote

8 pt Regular

1 UNICEF/WBG/IDB, “Concept note for the G20: Investing in Early Childhood.” New York, January 12, 2018
Text describing ECDAN’s Library with links. Sam et et et prepudit, volut illamus danderi beaturem et la volupta que Perrum ut quam, quidero offic te pra dolorectur, cumqui con coremodis volum est-tibeatio denda num inuscininc vendani ipsundererum eliatem faccusa pitate omnimin ulpario es si dem quat ipid etur?

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Folio 2.10:
Guide for Web
v. beta 1.0, 5/30/2021
Introduction: The ECDAN Website

Text to be provided by ECDAN Communication Team.
Website Design

FOR REVIEW: The ECDAN website is designed with a clean, uncluttered appearance, and a clear visual hierarchy, with the intention of helping visitors navigate a large amount of information easily.

Background Colours

<table>
<thead>
<tr>
<th></th>
<th>White Background</th>
<th>Gray Background</th>
<th>Teal Background</th>
<th>Dark Background</th>
</tr>
</thead>
<tbody>
<tr>
<td>RGB</td>
<td>255, 255, 255</td>
<td>235, 235, 235</td>
<td>236, 248, 248</td>
<td>236, 236, 236</td>
</tr>
<tr>
<td>Hex</td>
<td>FFFFFF</td>
<td>D8D8D8</td>
<td>ECECEC</td>
<td>D8D8D8</td>
</tr>
</tbody>
</table>

Accent Colours

- Logo Text Blue: RGB 246, 183, 0, Hex #F6B700
- Cyan: RGB 246, 183, 0, Hex #F6B700
- Orange: RGB 222, 136, 45, Hex #DE882D
- Yellow Green: RGB 147, 255, 15, Hex #93C90F
- Logo Dark Blue: RGB 24, 78, 138, Hex #144ADA
- Logo Yellow: RGB 246, 183, 0, Hex #F6B700

Icons

Icon Use: Approved icons for use on the ECDAN website can be found [here]. Care should be taken that icons within a group are similar in size, as shown above.

Hyperlinks

Hyperlink Medium: Underlined
Hyperlink Color: RGB: 6, 69, 173, Hex #0645AD

Website Text

FOR REVIEW: Roboto is the official font family for the ECDAN website. Text size, color, and weight should be used to create a visual hierarchy, as demonstrated below.

Recommended:

The Early Childhood Development Action Network

A Network of Networks

Recognizing that no single organization or partnership can address the complex ECD challenges, ECDAN was established to serve as a multi-stakeholder and multi-sectoral platform that would serve to bridge silos, stimulate collective action, innovate through collaboration, and produce benefits at scale beyond what individual partners and sectors can do on their own.

Birthing a Movement

Over the next four years, ECDAN partners will contribute where the network can best add value, shaping a common understanding of the problem, gaps and solutions, as well as facilitating the development of common messages and a collective voice for ECD.

It will operate as a network of networks, and as an ECD gateway to amplify the voices of regional, national, and other ECD networks, while connecting and aligning ECD messaging with global sectoral partnerships. ECDAN’s work will focus on thematic networks, all of which promote diverse aspects of early childhood development and have signaled interest in a broader global ECD platform that would convene and coordinate the initiatives, where appropriate.

1 UNICEF/WBG/IDB, “Concept note for the G20: Investing in Early Childhood.” New York, January 12, 2018

http://www.ecdan.org

Captions, Attributions, and Citations

12 pt Regular

Note: Text should not be placed over images

1. UNICEF/WBG/IDB, "Concept note for the G20: Investing in Early Childhood." New York, January 12, 2018
Text describing ECDAN’s Library with links. Sam et et et prepudit, volut illamus danderi beaturem et la volupta que per rum ut quam, quidero offic te pra dolorectur, cumqui con coremodis volum est-tibeatio denda num inusciminci vendani ipsundererum eliatem faccusa pitate omnimin ulpario es si dem quam ipid etur?

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Early Childhood Development Action Network
700 12th St NW, Suite 700
PMB 91319
Washington, DC, USA 20005

www.ECDAN.org
Introduction: Guide for Slide Decks & Presentations

Text to be provided by ECDAN Communication Team.
Slide Decks & Presentations

FOR REVIEW: ECDAN uses Microsoft PowerPoint for presentations. Consistency is key in making ECDAN recognizable and memorable to audiences. Click here to download ECDAN's PowerPoint template.

ECDAN PowerPoint Template

The ECDAN PowerPoint Template was created to make it easy to create presentations consistent with our Institutional Identity, while maintaining flexibility for a variety of content. The template contains multiple cover slides, section cover slides, one and two-column layouts, graphics, and more.

Click here to download ECDAN's PowerPoint template.

Colours

ECDAN's PowerPoint template has been set up to include popular colours from ECDAN's primary and secondary colour palettes.

Note: DO NOT use PowerPoint Standard Colours.

Additional approved colours may be used by adding a Hex Colour # from Folio 2.4 ECAN Colours. To specify a custom colour in PowerPoint:

1. Select the item you would like to colour.
2. Click on the colour fill button for that item.
3. In the window that pops up, click on More Colours.
4. At the top of the Colours window, select Colour Sliders.
5. At the bottom of RGB Sliders window, enter the Hex Colour # of the ECDAN colour you would like to use.

Notes:

Titles and Subheads should always be ECDAN Logo Text Blue (Hex Colour #008BCE).
Slide backgrounds should always be white.

Presentation Fonts and Graphics

FOR REVIEW: The first priority when designing a presentation should be ease of readability. The second priority should be creating slides that are as interesting as they are informative. Be careful not to over design though – a crowded slide can actually decrease the effectiveness of a presentation.

Fonts

Avenir Next is the preferred font for ECDAN presentations. Click here to download Avenir Next.

Presentation text should be formatted as follows:

Title, Avenir Next, Demi-Bold, 32–36 pt
Title, Avenir Next, Medium, 32-36 pt
Subtitle A, Avenir Next, Regular, 24-28 pt
Subtitle B, Avenir Next, Regular, 18 pt
Body Copy Large, Avenir Next, Regular, 16 pt
Body Copy Small, Avenir Next, Regular, 14 pt

Note: DO NOT use italics, all caps, or underlined text for emphasis. Bolder, larger, and/or differently coloured text is preferred.

Graphics

Slides are the visual accompaniment to your verbal presentation. By using graphics to support the content of your presentation, you can make your slides more interesting, and memorable. Click here to browse and download graphics that are part of ECDAN's image library.

When creating your own graphics in PowerPoint, please be sure to use ECDAN's colour palettes and fonts.
Tips for Successful Presentations

**Do**

- Remember that slides are meant to enhance your presentation, not be the presentation. The audience should be focused on the presenter.
- Know your audience, and your desired outcome(s). Add content that works toward your goals.
- Only use slides to highlight key points, or reinforce what the presenter is saying.
- A consistent layout throughout the presentation gives a feeling of cohesion. Logos, titles, and subheads should appear in the same place on every slide.
- Use branded colours and graphics.
- Use the same type styles throughout. For example: if one slide title is Demi-bold, they should all be Demi-bold.
- Limit each slide to one idea. Use a bulleted list to detail the idea. Keep bullets short - no more than two lines.
- Use a white slide background.
- Make sure that charts and graphs are readable for your audience.
- Ask yourself if the content on the slide makes your information easier to understand. If it doesn’t, revise it.

**Don’t**

- Avoid putting large amounts of text on slides. Audiences do not like to have what is on the screen read to them verbatim. Our reading speed does not match our listening speed, so too much text can make a presentation confusing.
- Do not use type smaller than 14 pt.
- Do not rescale graphics without regard for image ratio. You don’t want your graphics to appear stretched or squished.
- Do not place low resolution/blurry images in your presentation. They will always reduce the value of your slide, not add to it. If the information is necessary, make a new graphic.
- Do not place an image that includes text that is too small for your audience to read.
- Do not use flashy transitions, or multiple transition types - they can be distracting.
- Do not use colours that are not part of the ECDAN colour palettes.
- Do not feel pressure to fill the slides. Blank space is just as important as text and graphics. Cluttered slides are not easy to understand.
Text describing ECDAN’s Library with links. Sam et et et prepudit, volut illamus danderi beaturem et la volupta que perrum ut quam, quidero offic te pra dolorectur, cumqui con coremodis volum est-tibeatio denda num inusciminci vendani ipsundererum eliatem faccusa pitate omnimin ulpario es si dem quart ipid etur?

Tum nimus dolo doluptam aut landem quasi blabores vid milit asim-por sequi utatunt essimen esciatur sitatur rent volori si doluptiae officiassit licit est ommos ut et ut qui ut rehenienimil id et illabo. Nequi re, optae escid moditini nonsequodit accae dolore velitem porestem ut harchicto voluptatum dellupt isincitius sime explit venducit la corit verit ulpa vernatur?

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