THE WINDOW COVERING MANUFACTURERS ASSOCIATION

Best for Kids™ Style Guide

Organized in the 1950s as the Venetian Blind Council, the Window Covering Manufacturers Association (WCMA) represents the interests of window covering industry manufacturers, fabricators and assemblers. Industry products include blinds, shades, shutters, curtains, curtain rods, drapes, drapery hardware and other window treatments.

THE BEST FOR KIDS PROGRAM

The Window Covering Manufacturers Association (WCMA) has introduced the industry's first third party certification program designed to help consumers and retailers identify window covering products that are best suited for use in homes with young children. The Best for Kids program requires manufacturers who want to be part of the program to meet stringent criteria, and to submit those appropriate products to a third party testing laboratory recognized by WCMA.

Products that meet these criteria will be eligible to be listed and labeled on packaging and materials as "certified," and companies can use this designation on their marketing materials.

PRODUCTS THAT QUALIFY

Products that either have no operating cords or that have inner cords that are not accessible, as defined in Appendix C of ANSI/WCMA A100.1-2012, are eligible for the certification program. If accessible inner cords are present in products with no operating cords, the accessible inner cords cannot create a hazardous loop, in accordance with Appendix D of the current version of ANSI/WCMA A100.1, or in any way create a potential wrap around hazard. The WCMA recognized third party testing laboratory will determine if the products meet the criteria of the program.

RULES FOR USE

The program is open to all manufacturers who sell window covering products in the United States and Canada.

Manufacturers that want to qualify their products for the program must submit these products for third party testing. The Best for Kids label will be placed on the product or package to demonstrate that the product meets the criteria of the program.

The certified trademark must remain on the logo and must be used on the first mention of the program in collateral materials.

Specifications of the logo can vary, depending on its use, but must adhere to these guidelines.

The trademark, shape, font, and color of the certification label must remain consistent when using the logo on all of the following:

- Packaging
- Marketing materials
- Internal and external correspondence
- Advertising
- Social media platforms
- Digital applications

www.wcmanet.org

FULL COLOR LOGO

■ PANTONE 299
CMYK 080 / 018 / 000 / 000

■ PANTONE 295
CMYK 100 / 085 / 035 / 035

The logo must be used in its entirety and within the colors shown at left.

The minimum size of the logo is .75 inch in height.

Please do not approximate colors. Use the proper specifications.

Whenever possible specify colors using the Pantone Matching System (PMS) or CMYK process colors.

A black and white version of the logo is available when color is not an option.

MINIMUM SIZE (0.75") LOGO

BLACK LOGO

WHITE REVERSE LOGO

DO NOT
STRETCH THE LOGO

DO NOT
USE OTHER COLORS

DO NOT
SHEAR THE LOGO

INCORRECT USE OF THE LOGO

Always use approved artwork. Whenever possible, use vector artwork for best results.

For your guidance, some typical examples of incorrect use of the logo are illustrated here. They contain errors in the letterforms, colors and formats.

DO NOT
SUBSTITUTE THE TYPEFACE

DO NOT
OUTLINE THE LOGO

DO NOT
USE 3D EFFECTS OR SHADOWS