

Miss America's little sisters

STATE & LOCAL BRANDING GUIDELINES

MISS AMERICA'S LITTLE SISTERS MENTORING PROGRAM

- Girls ages 3-12 (can be separated)
- Paid participation at Local/State Levels
- Fees must include official tiara/crown and sash
- No substitutions for official tiara, crown or sash are allowed
- Local/State organizations are considered chapters of the national organization

PLEASE NOTE - Local/State organizations may not use the word PRINCESS in any manner including sashes, marketing, recruiting, printed materials, digital offerings, social media posts, etc. In addition, the locals and states MAY NOT hold a scored competition of any kind with the 'Little Sister' program.

Official logo may only be used on signage, marketing materials, website, or social media for the purposes of advertisement, awareness, and recruiting, and may not be used on any merchandise. The official logo may not be altered in any manner as to color, font, 'surrounding elements', or addition of a crown.

Official Tiara/Crown | www.thebestcrowns.com

Official Sashes | www.thesashcompany.com

State/Locals may select the title to be printed on the official sash.

Ex: *Oklahoma Star*, *Empire Star*, *Magnolia Belle*, *Kansas Sunflower*, *Little Miss Clark County*, etc. The word PRINCESS should never be used.

National Partnerships will be rolled out at a later date. Locals/States are encouraged to find partners and sponsorships at every level to deploy as a fundraiser and brand awareness for the Miss America's Little Sisters program.

Miss
America's
little ♥ sisters



Local Tiara



State Crown



Local Sash




State Sash

If you have any questions, please email brand@missamerica.org

STATE/LOCAL CHAPTER SOCIAL MEDIA

Facebook: Chapter Username + Profile Name + Profile Photo + Bio



A large group of young women in white dresses posing on a stage. A pink circular profile picture is overlaid on the bottom left of the cover photo.

Mississippi's Magnolia Belles

Mississippi's Magnolia Belles

6.8K likes • 7K followers

Mississippi Official State Chapter of the Miss America's Little Sisters Mentoring Program

Message Like ...



A group of young women in blue and green outfits posing on a stage. A pink circular profile picture is overlaid on the bottom left of the cover photo.

Wellington's Orange Blossoms

Wellington's Orange Blossoms

6.8K likes • 7K followers

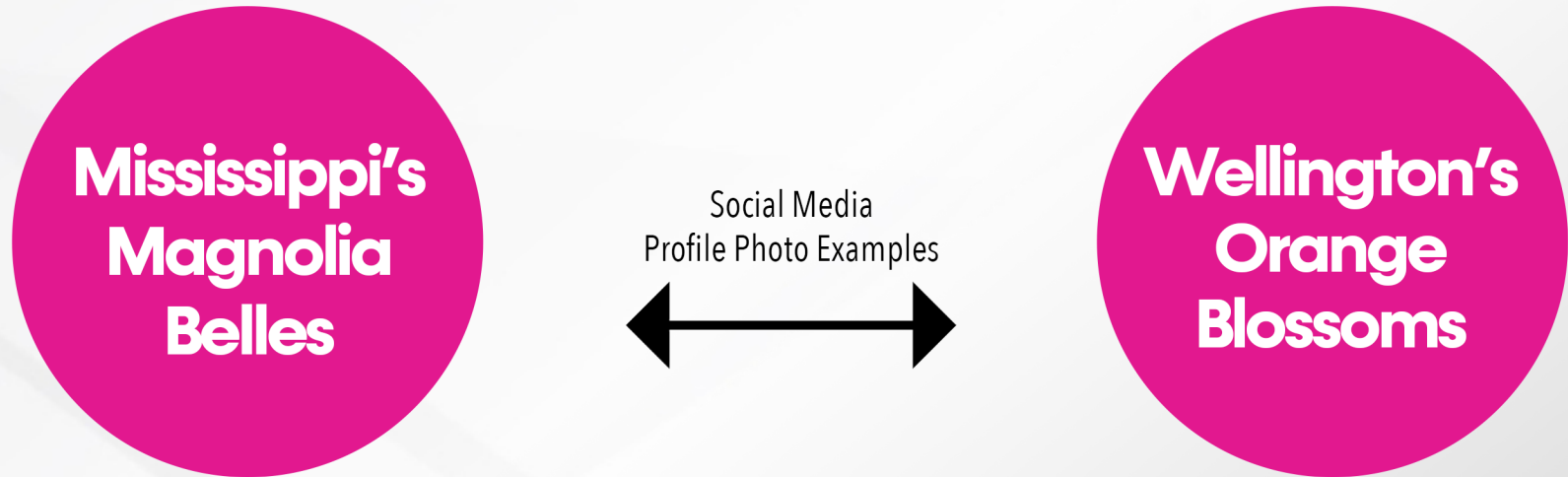
Wellington, Florida Official Local Chapter of the Miss America's Little Sisters Mentoring Program

Message Like ...

Cover photos may be your choice of graphic or photo. Profile photo should be background of Pink hex code #E2188F with white text in Konnect Bold.

STATE/LOCAL CHAPTER SOCIAL MEDIA

Instagram: Chapter Username + Profile Name + Profile Photo + Bio



Username should be state/local name followed by chapter name. EX: @wellingtonorangeblossoms, @mississippimagnoliabelles
Profile photo should be background of Pink hex code #E2188F with white text in Konnect Bold.



MISS AMERICA'S LITTLE SISTERS MENTORING PROGRAM

Below are social media examples where the Miss America's Little Sister's logo may be used. The logo may only be used for digital marketing. It is not to be used on merchandise.



T-shirt examples that can be used for selling merchandise. You may only sell merch with your local/state/chapter name. No Miss America's Little Sister logo is permitted. You may use the tiara or crown on your merchandise. Shirt colors should consist of one of the four colors above with logos in either gold, white, pink, or black. States names should be in Konnect Extra Bold, Local names in Konnect Bold, and the chapter title name (EX: Magnolia Belles, etc.) should be in Konnect Light.

NATIONAL LITTLE SISTER'S PLEDGE, MERCH & TEA PARTY

I pinky promise to:

Cherish my health every day,
And help my sisters in every way.
Together we promise to take good care
Supporting women everywhere
We'll take charge and be wise,
Because our health is the greatest prize!

#PinkyPromiseHealth 💖💪



Little Sister's Tea Party Events
Hosted Nationwide by local and
state Miss America organizations

