

# First 5 San Diego Community Outreach Materials Guidelines



# Overview

- Today's Points
  - First 5 San Diego Brand
  - Logos
  - Language
  - Requesting Logo Artwork
  - Approval Procedure

# “Good Start” Brand

Learning to read should begin at infancy and continue throughout the toddler years. When children listen to stories, they gain crucial language skills.

First 5 San Diego encourages parents and caregivers of children ages 5 and younger to read aloud to their youngsters every day. Here are a few favorites for story time reading:

- Where is Baby's Belly Button?*
- The Very Hungry Caterpillar*
- My First Word Book*
- Guess How Much I Love You*
- Toes, Ears and Nose!*
- Click, Clack, 123*
- Good Night, Moon*
- Quack! Quack!*
- Who Am I?*
- The Quiet Book*
- Poetical of Posies!*
- A Treasury of Nursery Rhymes*
- Fiesta Babies*

Want to know more?  
1-888-5 FIRST 5 (1-888-534-7785)  
[www.first5sandiego.org](http://www.first5sandiego.org)

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**head·hand·heart**  
call First 5 San Diego for a good start

1-888-5 FIRST 5 (1-888-534-7785) • [www.first5sandiego.org](http://www.first5sandiego.org)

 **First 5**  
San Diego

Seal

Paint

Tagline

First 5 San Diego Logo



# “Display/Umbrella” Logo



# Funded By and Partner Logos

Funded By/Funded In Part By

FUNDED BY



FUNDED IN PART BY



Partner



PARTNER



# Purposes/Uses

- Letterhead, envelopes, fax cover sheets, brochures, powerpoint presentations, presentation folders, signage, publications, advertising, public outreach programs, direct mail, media kits, news releases, web pages

# Giveaways

- First 5 San Diego umbrella logo
- First 5 San Diego  
1-888-5 FIRST 5

# Approved Color Versions

- Full Color
  - CMYK - Process (Preferred)
  - RGB – Match
- 100% Black/Dark Color and White
- 100% Black/Dark Color and White Reversed



# Minimum Size Requirements

Umbrella logo/Partner

- No less than .75 inches in width



← .75" →

Funded By/Funded In Part By

- No less than 1"



← 1" →



# Spacing



- At least ¼ inch of clear space between the logos and any other graphics element or type



# Logo Dos and Don'ts

## DO

- Contact First 5 Communications Staff if you have questions
- Maintain the integrity of the logos
- Use the official colors and typefaces

## DON'T

- Combine the logos with any other elements
- Screen or tint
- Use any part of the logo as a pattern
- Use the hand logo icon by itself
- Reproduce the logos smaller than their minimum sizes
- Use the logos in any unacceptable applications

# What's Wrong?



# What's Wrong?



# What's Wrong?

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FUNDED IN PART BY



First 5<sup>SM</sup>  
San Diego

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# Language

## First 5 San Diego Fully Funded Programs:

- “We provide services to pregnant women and children ages 0 through 5 that are funded by First 5 San Diego.”
- “*Name of program* is funded by First 5 San Diego.”
- “First 5 San Diego's *name of program* provides services for children 0 through 5 and pregnant women.”

## Other:

- “This service is funded in part by First 5 San Diego.
- “*Name of event* is sponsored by First 5 San Diego.”



# Templates

- Powerpoint
- Flyer
- Newsletter

# Requesting Logo Artwork and Templates

- CD
- Electronic

# Logo Approval Process

- All materials with logo must be approved by First 5 San Diego.
- Submit materials to First 5 Communications Staff.
- Email [Melissa.Bartolome@sdcounty.ca.gov](mailto:Melissa.Bartolome@sdcounty.ca.gov) and send attachment of document or proof.
- Provide date.

Improving the lives of  
children ages 0 through 5

