



Media Guidelines

Community/ Agency Relations Establish and maintain an effective communication system that:

- Rallies community support for First 5 San Bernardino and contracted service agencies
- Promotes the vision and mission of First 5 San Bernardino and contracted service agencies
- Fosters the development and growth of partnership between First 5 San Bernardino and contracted service agencies
- Supports First 5 San Bernardino's work in the community

Mutual Support

- Actively supports First 5 San Bernardino and agency's efforts for the benefit of the community
- Cooperates and collaborates with other First 5 San Bernardino's contracted service agencies, including attending First 5 Coalition meetings for agency support and networking purposes.

Integrating the Access to Services Principles on Equity and Diversity

ADA and Special Needs

First 5 San Bernardino will ensure that all printed outreach materials, all public meetings and public events comply with ADA guidelines and are accessible to individuals with special needs.

Culturally and Linguistically Relevant

First 5 San Bernardino is committed to ensuring that all outreach materials and information use culturally appropriate content, language and accessible literacy levels. As much as possible, materials will utilize a visual presentation of information in addition to text.

Marketing Overview

Message #1 - *The importance of the first five years of a child's life*

Community Education

First 5 San Bernardino seeks to educate the public of the importance of the first five years of a child's life and the steps people can take to ensure that all children enjoy optimal physical, cognitive, emotional and social well-being. Our intent is to support and supplement state Commission public education efforts.

Message #2 – *First 5 San Bernardino has invested in resources for children and families*

Community Outreach

First 5 San Bernardino has a vested interest in relaying the importance of the investments we've made. By marketing our partner's programs, we are ensuring that children and families in San Bernardino County access needed services and we are communicating the value of our partners and agencies with which we do business.

Message #3 – *First 5 San Bernardino is making an impact to improve the lives of children in San Bernardino County*

Community Awareness

The Children and Families Act of 1998, Proposition 10, has allowed First 5 San Bernardino to make a significant impact in improving the lives of children and families in San Bernardino County. We seek to make the public aware of the positive outcomes that have been achieved as a result of First 5 San Bernardino's investments. We especially strive to reach those who interact with young children and are involved in the health and nurturing of children under five years of age. Our intent is to create advocates of First 5 San Bernardino in an effort to continue the work that we do for children and families in need.

First 5 San Bernardino Attribution Standards

Educational Materials

Educational materials are items such as brochures, workbooks, posters, videos, curricula, or games. Materials (in print or electronic formats) produced and distributed for First 5 San Bernardino programs shall include the appropriate attribution.

Promotional Materials

Commission attribution shall be included on promotional items such as flyers, banners and other types of signage. However, acknowledgment may be omitted when space limitation is an issue (e.g., buttons, pencils, pens, etc.).

Media Relations

Attribution to First 5 San Bernardino shall be included in any information distributed to media for the purpose of publicizing a First 5 San Bernardino program. This information may include news releases and advisories, Public Service Announcements (PSAs), television and radio advertisements, and calendar/event listings.

Media activities such as news conferences, story pitching, and editorial board meetings shall also include reference to First 5 San Bernardino's program support.

Work to promote the visibility of First 5 San Bernardino and your agency in the community!

Logo Usage

Use of the First 5 San Bernardino logo is permitted and encouraged, and can be provided in print or electronic formats. This should include, but is not limited to the use of the First 5 San Bernardino logo on:

- Letterhead
- Public Service Announcements and Media Releases
- Advertisements, Signs
- Brochures and posters
- Flyers and announcements
- Videos, Websites, Newsletters
- Community entrances

All printed materials using the First 5 San Bernardino logo, including those above, must be pre-approved by First 5 San Bernardino.

The following is an example of investment attribution that you can adapt: "This project is made possible by an investment from First 5 San Bernardino."

Sale or distribution of merchandise may not include the First 5 San Bernardino logo without prior permission of First 5 San Bernardino.

Logo Specifics There are four versions of the logo:

Black and White, English



Black and White, Spanish



Color, English



Color, Spanish



Tagline

In addition to the logo itself, First 5 San Bernardino uses a tagline in our community outreach and advertising, to help communicate our message: “Small Hands, Big Results”

Program Name

Consistency in writing the program’s name is as important as correct usage of the logo. The program’s official name is First 5 San Bernardino, and should always be referred to in text as shown here:

First 5 San Bernardino

(With a space between First and 5, and a space between 5 & San Bernardino.)

It should NOT be written:



**Additional
Logo
Guidelines**

- Do not use the logo as part of a sentence or tagline.
- Always position the logo alone and away from other graphic elements, with minimum clear area as described above.
- **Do not stretch, condense or distort the logo in any way. When increasing or decreasing size of logo the overall shape of the logo (it's about 4 times as wide as it is tall) should always be maintained.**
- Do not replace the logotype with another typeface.
- Do not add a highlight, shadow, or other decorative device to the logo.
- Keep in mind that the logo will not be very effective if it is produced in a size less than 1/2 of an inch high. Please keep it to 1/2 of an inch or higher.