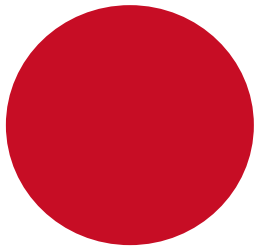




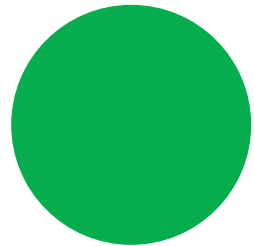
Style Guide



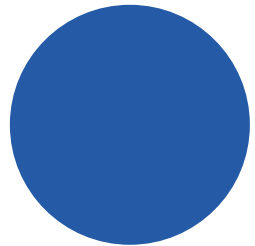
LOGO



First 5 Red
CMYK 15/100/99/5
RGB 199/13/37
HTML #C70d25



First 5 Green
CMYK 82/3/100/0
RGB 2/172/76
HTML #02ac4c



First 5 Blue
CMYK 91/71/2/0
RGB 37/90/166
HTML #255aa6



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 a minimum clear area.
- **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 the logo will not be very effective if it is produced in a size less than 1/2 of an inch high. Please keep logo sizing to 1/2 of an inch or higher.



TYPES OF IMPROPER USAGE

Disproportionate or Stretched Logo



ISSUE:

Logo is stretched or disproportionate.

HOW TO FIX:

Adjust the logo from bottom left edge of the logo, to restore correct proportion.

Blurred or Pixelated Logo



ISSUE:

Logo is unclear, blurry or pixelated.

HOW TO FIX:

Download a high resolution logo which can be accessed from the Agency Portal at www.first5sanbernardino.org.

Decorating, Adding attributes or styles



ISSUE:

Coloring the logo, adding styles or attributes

HOW TO FIX:

Revert to using the original logo which can be downloaded from the Agency Portal at www.first5sanbernardino.org.

If you should need any assistance or have special circumstances in which First 5 San Bernardino's required logo standards creates a conflict with the intended application, please contact Leslie Fountain directly at (909) 252-4283 or e-mail leslie.fountain@cfc.sbcounty.gov.

ATTRIBUTION

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 ✓

There should be a space between "First" and "5", and a space between "5" and "San Bernardino".

It should **NOT** be written:

~~First Five San Bernardino~~ ✗

~~First5 San Bernardino~~ ✗

~~First 5San Bernardino~~ ✗

~~1st 5 San Bernardino~~ ✗

~~First 5 of San Bernardino~~ ✗

~~The First 5 San Bernardino~~ ✗



ALTERNATIVE INVESTMENT ATTRIBUTION

“This project is made possible by an investment from First 5 San Bernardino.”

In special circumstances, this investment attribution statement can be used to enhance the visibility of your agency and/or message in place of the First 5 San Bernardino logo.

IDENTITY

We are a(n)...

Investor ✓

Funder ✓

We are not a...

Grantor ✗

Sponsor ✗

First 5 San Bernardino provides investments and funding for services for children ages 0-5, making the identity of First 5 San Bernardino as an Investor or a Funder appropriate. First 5 San Bernardino does not provide grants or sponsorships, and therefore should not be referred to as a grantor or sponsor.

QUESTIONS & SPECIAL PERMISSIONS

First 5 San Bernardino

Leslie N. Fountain

Media Specialist II

(909) 252-4283

leslie.fountain@cfc.sbcounty.gov