BEST PRACTICES OF LOGO APPLICATION

• Applications of First 5 San Bernardino logo should distinguish between First 5 San Bernardino and First 5 San Bernardino funding

• Emphasize your branding

• Evaluate the perception
APPLY THE LINE ATTRIBUTION WHEN NECESSARY

✓ “Funded by First 5 San Bernardino”

✓ “This (program/service) is made possible by an investment of First 5 San Bernardino”

✓ “A program/service funded by First 5 San Bernardino”
EXAMPLES OF WHEN THIS SHOULD BE CONSIDERED

✓ Apparel
Mass Media Advertising
Special Events
Stationery, Greetings & Salutations
T-SHIRT: WHAT’S THE DIFFERENCE?
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EXAMPLES OF WHEN THIS SHOULD BE CONSIDERED

Apparel
✓ Mass Media Advertising
Special Events
Stationery, Greetings & Salutations
MOVIE THEATER: WHAT'S THE DIFFERENCE?

Now Enrolling for Preschool Classes!
MOVIE THEATER: WHAT’S THE DIFFERENCE?

Now Enrolling for Preschool Classes!

Funded by FIRST5

XYZ Agency
MOVIE THEATER: WHAT’S THE DIFFERENCE?

Now Enrolling for Preschool Classes!

Now Enrolling for Preschool Classes!
EXAMPLES OF WHEN THIS SHOULD BE CONSIDERED

Apparel
Mass Media Advertising
✓ Special Events
Stationery, Greetings & Salutations
SPECIAL EVENT APPLICATIONS

PRESCHOOL PARTY!!!

Games · Arts & Crafts · Meet the Staff · Petting Zoo · Sandbox · Snacks

1:00PM-3:00PM

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EXAMPLES OF WHEN THIS SHOULD BE CONSIDERED

Apparel
Mass Media Advertising
Special Events
✓ Stationery, Greetings & Salutations
Sincerely,

John Doe, Preschool Teacher

✓

✗

Sincerely,

John Doe, Preschool Teacher XYZ Agency
STATIONERY, GREETINGS & SALUTATIONS

“I work for First 5!”   ✓

“I work for XYZ Agency. It’s funded by First 5!”   ✗
QUESTIONS?

Your Program Staff Analyst

or

Media Specialist

“Agency Portal” on First 5 San Bernardino website

(909) 252-4283 / leslie.fountain@cfc.sbccounty.gov