FIRST 5
SAN BERNARDINO
Style Guide
**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@fcfc.sbcounty.gov.
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
“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)...  We are not a...
Investor ✓  Grantor ✗
Funder ✓  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
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