



### **Clarification of Logo Policy for Neighborhoods for Learning/ Center for Excellence**

The following policy, developed by the Community Outreach and Education Committee, was adopted by the First 5 Ventura County Commission on February 13, 2003.

**All programs identified in the Strategic Plan (Neighborhoods for Learning, Center for Excellence) are required to use/transition to First 5 Ventura County Ventura County logo adapted for program use.**

To ensure a comprehensive understanding of the logo policy, the Community Outreach and Education Committee developed the following clarification which was reviewed and adopted by the First 5 Ventura County Commission on August 14, 2003.

#### **I. LOGO USE**

- Programs will adopt the First 5 Ventura County adapted logo as their sole program logo.
- The placement of the adapted logo is on the front page of all printed materials. Exceptions to this policy must be approved by First 5 Ventura County.
- Programs are expected to transition to their adapted logo as soon as possible. All computer generated printed materials are required to use the adapted logo immediately (flyers, brochures, etc.). Printed materials/collateral items (letterhead, business cards, promotional items) with any other logo may be exhausted. Reorders or any new printed material/collateral items are required to use the adapted logo. Complete transition to the adapted logo must be completed by June 30, 2004.
- Adapted logo stickers will be made available to NfLs and the Center for Excellence upon request to update existing printed materials and collateral items.
- Programs are highly encouraged to have all materials reviewed by the First 5 Ventura County Community Outreach and Education Manager prior to printing to ensure adherence to the logo policy.
- The NfL Marketing Plan is in place to assist NfLs in a successful transition.

#### **II. USE OF PARTNER LOGOS**

1. Partner logos may be used when a partner contributes significantly to the NfL/CfE such as cash match, in-kind, administration of program, facilities, etc.
2. Partner logos may also be used on materials related to specific projects that are partnerships between NfLs/CfE and other organizations. For example:

- a. A public library brings a reading program to an NfL site. Along with the adapted logo, materials advertising the reading program may also use the public library logo.
- b. The CfE collaborates with another organization to develop training curriculum for child care providers. Along with the adapted logo, the curriculum and supporting materials (brochures, etc.) may also include the other organization's logo.
- c. The NfL/CfE receives funding from a source other than First 5 Ventura County. Along with the adapted logo, the funder's logo may also be used.

### **Size and Placement of Partner Logos**

The First 5 Ventura County adapted logo must be on top or to the left of partner logo(s). If partner contribution to the program/project is equal or greater than 50% of First 5 Ventura County funds, the partner logo may be equal to the size of the adapted logo. For partner/project contributions less than 50% of First 5 Ventura County funds, the partner logo size must be less than the size of the adapted logo.

### **Attribution Language**

Attribution language that clearly defines the role of the partner must be placed above the logo, i.e., administered by, in partnership with, supported in part by, etc.