



LOGO POLICY

Background

The Children and Families First Commission of Ventura County adopted the First 5 Ventura County name and logo at the July 2002 Commission meeting as the identity for all school readiness-related work and other activities of the Commission to maintain consistency with the State Commission marketing strategy. The Community Outreach and Education Committee has built upon this marketing strategy and early success is being seen in identifying First 5 with school readiness projects funded by the Commission.

Rationale

The Community Outreach and Education Committee discussed how to incorporate all First 5 Ventura County funded partners in a coordinated county-wide education and outreach strategy, built on the State Commission marketing efforts. Individual programs have developed their own logos or are using existing program logos and have been successfully marketing their programs. However, these efforts do not reflect the more global goal of identifying school-readiness with the brand First 5 Ventura County. The Committee felt that it was vital to the sustainability of Proposition 10 funding to brand all programs funded by First 5 Ventura County so that the community-at-large could easily identify what Proposition 10 funding had provided. For this reason the Committee moved to require all programs identified in the Strategic Plan, i.e., Neighborhood for Learning and Center for Excellence, to use/transition to a First 5 Ventura County logo specifically adapted for the funded program. (See attached example.) Further, the Committee felt that ownership of the logo should be established through copyright protection to regulate usage.

For all other funded programs the Committee moved to require that the First 5 Ventura County logo be included on all printed materials that are specific to the program funded through First 5 Ventura County. The First 5 Ventura County must be on the same page as the program logo. If the program is funded in the majority by First 5 Ventura County, then the First 5 Ventura County logo must be larger or the same size as the program logo; if funded in the minority, the First 5 Ventura County logo must not be less than 50% of the program logo.

Programs may choose to have the First 5 Ventura County logo adapted specifically for their program.

However, the Committee wanted to make sure that the Commission understood that the requirement to use the First 5 Ventura County logo applied only to printed materials that are specific to the program funded through First 5 Ventura County. An organization that has multiple programs with a variety of funding streams would only be required to

include the First 5 Ventura County logo on materials that dealt exclusively with the program funded by the Commission. For example, when an organization prints a brochure detailing all services provided, the logo would not be required. However, if the organization prints a brochure or flyer specifically for the program funded by First 5 Ventura County, the logo requirement would go into effect. Examples are attached.

Policy

- A. All programs identified in the Strategic Plan (Neighborhoods for Learning, Center for Excellence) required to use/transition to First 5 Ventura County logo adapted for program use and research the possibility of copyright protection.
- B. All programs are required to use the First 5 Ventura County logo for all printed material specific to the program funded by First 5 Ventura County. First 5 Ventura County logo placement shall be on the same page as the program logo. For programs funded in the majority by First 5 Ventura County, logo size shall be larger or equal to that of the program logo. Programs may instead choose to use the First 5 Ventura County logo adapted specifically for their program. For programs funded in minority by First 5 Ventura County, logo size shall not be less than 50% of program logo.

The First 5 Ventura County logo and attribution language can be used in combination; at minimum the logo must be used. Attribution language may include, "Funded by:" placed over the logo, or "Supported through a grant from:" placed over the logo.