



## Guidelines for First 5 Ventura County Logo Use

Because of the good work you do, First 5 Ventura County (F5VC) is recognized nationally for our place-based model of promoting school readiness through investments in health, early learning, and family strengthening, benefitting Ventura County's 60,000 children prenatal – 5. Our logo is a recognizable symbol of our work and helps us communicate a cohesive, consistent message in the community.

### Goal

Consistent use of our logo builds brand identity and supports our efforts to achieve greater unity, influence, and impact across First 5's statewide, leading to more funding and greater outcomes for kids!

### Materials

As stated in your contract, please remember to use the F5VC logo for **all printed material specific to the Program funded by the Commission**. Materials shall include, but not be limited to: brochures; flyers; handbooks; television, radio, print ads; presentations; and social and digital media.

### Placement and Size

If there is a separate logo for the Program, both logos shall be placed on the **same page**. When a majority of the Program is funded by the Commission, the F5VC logo size shall be larger than or equal to that of the Program logo. When less than a majority of the Program funding is from the Commission, the F5VC logo shall not be less than 50% of the Program logo. Keep the size **legible** – approximately 1" high for the rectangular logo. **Do not stretch, condense, fold, spindle or mutilate the typeface or alter the logo.**

### Color

Use the three color version whenever possible: Green (PMS 361) Blue (PMS 300) and Red (PMS 032). When the prescribed colors are not available, the logo can be reproduced in a single color, black, or white.

### 20<sup>th</sup> Anniversary

To commemorate voters making kids a priority in November 1998 with the passage of Prop 10, the First 5 Association created a 20<sup>th</sup> Anniversary logo (seen in the header of this document). F5VC funded partners do NOT need to use this logo as it will only be relevant for a short period of time. Please continue to use the standard First 5 Ventura County logos (below).

### Attribution Language

Attribution language may include, "Funded by:" or "Supported through a grant from:" placed over the logo. Example Below.

Funded By:



(Square logo for social media use)

