

# FIRST 5 SAN DIEGO

## *Branding, Logos & Language*

The objective of this guide is to ensure the correct and consistent use of the First 5 San Diego organizational identification logos and language. It is absolutely vital to uphold the reproduction standards in this guide and apply these standards to all communications that reflect First 5 San Diego and its programs and services.

**1-888-5 FIRST 5**  
**first5sandiego.org**

### IDENTIFYING YOURSELF WITH FIRST 5 SAN DIEGO

There are three approved First 5 San Diego logos that have been modified for First 5 San Diego partners' use. The "Partner" logo serves as the official display logo to identify the affiliation of contracted organizations with First 5 San Diego.



In written copy, the following is an example of "Partner" language: "We are a community partner/provider of First 5 San Diego."

The "Funded By" and "Funded in Part By" logos serve as the emblems to identify First 5 San Diego-funded programs.



In written copy, the following are examples of "Funded By/Funded In Part By" language:

"The HDS/OHI/QPI event is funded by/funded in part by First 5 San Diego."

"We provide services to pregnant women and children ages 0 to 5 that are funded by/funded in part by First 5 San Diego's HDS/OHI/QPI/F5FS Program."

"The HDS/OHI/QPI/F5FS program is sponsored by First 5 San Diego."

"First 5 San Diego is a sponsor of the HDS/OHI/QPI/F5FS event."

"The HDS/OHI/QPI/F5FS program is provided by First 5 San Diego."

## FIRST 5 LOGO

The First 5 San Diego logo serves as the official display logo to identify First 5 San Diego. The logo consists of the hand icon and the logotype name "First 5 San Diego." The separation line between the logotype words in First 5 San Diego completes the logo design.

The logo is established as the "umbrella" logo for First 5 San Diego materials.



## PURPOSES/USES

The approved First 5 San Diego logos should be used for specific communications, such as (but not limited to) letterhead, envelopes, fax cover sheets, brochures, PowerPoint presentations, presentation folders, signage, publications, advertising, public outreach programs, direct mail, media kits, news releases, websites, etc.

In production, there can be no changes to the existing First 5 San Diego logos for any reason. In general usage, the hand icon plus the logotype elements cannot be separated, and must always appear together as designed.

## APPROVED VERSIONS

Select one of the following choices when using the First 5 San Diego logos. There are no substitutions.

1. Color Versions in Process Color (CMYK)
2. Color Versions in Match Colors
3. Line Art Versions (100% black or 100% white reversed out of darkest color)

The preferred treatment of the First 5 San Diego logo is the color version in process colors. The color versions in match colors or line art versions may be selected as alternate treatments.



## MINIMUM SIZE

For readability, the First 5 San Diego logo may not be reproduced in sizes less than .75" inches in width.



## CLEAR SPACE

For readability, leave at least one-quarter inch of clear space between the First 5 San Diego logo and any other graphics element or type.

## GRAPHICS DO'S AND DON'TS

### DO

- Contact First 5 San Diego Communications if you have questions about First 5 San Diego organizational identity graphics reproduction standards and artwork.
- Maintain the integrity of the First 5 San Diego logo.
- Use the official colors and typefaces.

### DON'T

- Combine the specified logos with any other elements.
- Use the hand logo icon element as a freestanding element.
- Reproduce the First 5 San Diego logo at sizes smaller than .75" wide.
- Use the logo in any unacceptable application.
- Screen or tint (print as a percentage), or use any part of the logo as a pattern.

