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At First 5 LA, we want all children in Los Angeles County to enter kindergarten ready to succeed in school and life. To make this a reality, we work with partners to support parents and the communities where they live. The way we communicate, not just with parents but also with like-minded organizations, elected officials, community leaders and many others, is always respectful, assertive and compassionate. Help us communicate with our diverse audiences by reviewing this style guide.
Vision Statement

Throughout Los Angeles’ diverse communities, all children are born healthy and raised in a safe, loving and nurturing environment so that they grow up healthy in mind, body and spirit, and are eager to learn with opportunities to reach their full potential.
First 5 LA, in partnership with others, strengthens families, communities, and systems of services and supports so all children in L.A. County enter kindergarten ready to succeed in school and life.
Collaboration
We believe a joint effort toward common goals achieves trust and produces greater impact for L.A. County's youngest children and their families.

Integrity
We believe fidelity to our values builds credibility, trust, fairness and consistency.

Respect
We believe in honoring and nurturing every individual and community.

Shared Leadership
We believe that together we can ensure that every child enters kindergarten ready to succeed in school and life.

Accountability
We believe results matter and that a focus on transparency and excellence yields improved outcomes, work quality, and stewardship of resources.

Partnership
We believe that by working with others who share our aspirations for young children, we can maximize every child’s readiness for kindergarten and success in life.

Values

Learning
We believe learning never ends and so we are committed to critical thinking and continuous innovation.
Our primary logo follows an order. The top layer of the logo lock-up is an evolution of the graphic elements most associated with First 5 LA. It quickly conveys the focus of our organization in a simple and visual manner. The middle layer not just spells out our name. It also establishes the personality of our brand through the use of a specific font size and weight. The third layer is our tagline. Together, these three layers create a strong visual that makes First 5 LA, unequivocally us. Our primary logo is offered in the following formats: CMYK, RGB, B/W, and PANTONE.

Our tagline communicates First 5 LA vision and should always be included with our logo. There are only two exceptions, shown below.
Spacing
Our logo should always have clear space around it – equal to the height of the letter “f” on all four sides – to protect it from distractions such as other graphics or typography.

Size
Our logo should never be smaller than one inch wide. Whenever resizing the logo, be sure to scale the stroke weight accordingly.

If the logo is too large to be printed on small objects, like pencils, pens or toothbrushes, use the single line version. This is the only exception where the single line version logo is allowed to be used, and the tagline is not included.

If the tagline is required on small objects, like those listed above, it can be placed on the back. See page 31 for a sample of the application.
URL Formatting
The "F" and "LA" in First 5 LA’s URL should always be capitalized. This will help us avoid confusion as some may mistake the lowercase "L" with a number "1."
Incorrect Logo Usage

Our logo is a valuable asset and is often the first impression we give to the world. That’s why it should always be used correctly. The following are examples of incorrect logo usage.

**DO NOT** remove the tagline.

**DO NOT** remove the top layer.

**DO NOT** use the middle layer, “first 5 la,” on its own.

**DO NOT** use the graphic icons by themselves.

**DO NOT** place the logo over photographs. The logo can only be used over a solid color.

**DO NOT** place a reverse white version of the logo over photographs. The logo can only be used over a solid color.

**DO NOT** change the color of the logo to anything other than white when used over a solid color.

**DO NOT** rotate the logo in any direction. It should always be placed perfectly horizontal.
Incorrect Logo Usage (Con’t)

**DO NOT** convert the color logo to grey scale. Always make sure to use a black and white version instead.

**DO NOT** compress the logo. Always maintain the logo’s ratio. Check the icons on the top layer, they should always be perfect circles.

**DO NOT** add drop shadows or any other effects to the logo.

**DO NOT** change the fonts on the logo.

**DO NOT** place a box behind the logo, white or otherwise.

**DO NOT** stretch the logo. Always maintain the logo’s ratio. Check the icons on the top layer, they should always be perfect circles.

**DO NOT** reorganize the elements of the logo.

**DO NOT** use the secondary color palette for the logo.
Sub-Brand Logos

Sub-brands like Best Start and Welcome Baby appear as part of the logo by replacing the tagline. Sub-brand logos always have a line, justified tight under the middle layer. The name of the sub-brand breaks this line and is centered under the middle layer that clearly spells “first 5 la.” Every sub-brand has a specific color assigned to it.

**Best Start General Logo**

This logo is very similar to First 5 LA’s logo, except the name BEST START replaces the tagline. The sub-brand names should be used in all caps.

**Best Start Community Logo**

This logo is similar to BEST START’S logo, except the name of the specific community is centered right below the name BEST START. Community names should be used in all caps.

**Welcome Baby Logo**

This logo is similar to First 5 LA’s logo, except the name WELCOME BABY replaces the tagline. Use all caps for the program name.
Spacing

Sub-brand logos should always have clear space around it, equal to the height of the letter “f” on all four sides, to protect it from distractions such as other graphics or typography.

Size

Our sub-brand logo lock-up should never be smaller than one inch. Whenever resizing the logo, be sure to scale the stroke weight accordingly. Do not include the community name on the logo when printing at the smallest one inch size. If the community logo is needed, do not scale it smaller than 1.5 inch.

If a sub-brand logo is too large to be printed on small objects, like pencils, pens or toothbrushes, use the single line version. This is the only exception where the single line version logo is allowed to be used.

Use this version of the single line logo if the community name is required on the printed piece. See an example of an application on page 33.
Sub-Brand Incorrect Logo Usage

In addition to the previously mentioned rules for correct logo usage, the following rules also apply to the sub-brand logos. Please observe these carefully.

**DO NOT** change the color of the sub-brand name.

**DO NOT** use a different font.

**DO NOT** use community names in a title or lower case fonts.

**DO NOT** add the tagline to the sub-brand logos.

**DO NOT** remove the “first 5 la” name from the logo.

**DO NOT** change the color of the sub-brand name.

**DO NOT** use a title or lower case font.

**DO NOT** change the color of the community names.
Color Palette
Color Palette

Our primary color palette is composed of the colors used in our logo. These were carefully chosen to compliment each other, are not specific to a gender, and are relevant to our different target audiences. Whether you need to use the the four color process CMYK to display our logo on printed materials or a three color combination for digital media, always use the approved color specifications.

Our secondary color palette compliments the primary palette and should be used to create graphic elements for First 5 LA communication pieces. Use only the approved colors on the secondary palette by using the appropriate combination of four colors (CMYK) for printed materials and three colors (RGB) for digital media.

<table>
<thead>
<tr>
<th>Primary</th>
<th>PANTONE</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 299 C</td>
<td>C:85 M:19 Y:0 K:0</td>
<td>R:0 G:157 B:220</td>
<td></td>
</tr>
<tr>
<td>PMS 2685 C</td>
<td>C:96 M:100 Y:0 K:10</td>
<td>R:51 G:42 B:134</td>
<td></td>
</tr>
<tr>
<td>PMS 3262 C</td>
<td>C:71 M:0 Y:33 K:0</td>
<td>R:34 G:188 B:185</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Secondary</th>
<th>PANTONE</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 361 C</td>
<td>C:69 M:0 Y:100 K:0</td>
<td>R:84 G:185 B:72</td>
<td></td>
</tr>
<tr>
<td>PMS 226 C</td>
<td>C:0 M:99 Y:0 K:0</td>
<td>R:236 G:9 B:141</td>
<td></td>
</tr>
<tr>
<td>PMS 032 C</td>
<td>C:0 M:90 Y:86 K:0</td>
<td>R:239 G:65 B:53</td>
<td></td>
</tr>
</tbody>
</table>
One Color Logo Usage

If for any reason you can only use one color to print the logo, please choose a color from the primary or secondary palettes. Black is also allowed when used on greyscale printed materials. Clear space rules, stated above, should still be followed.

Reverse White Logo Usage

When printing the logo on a solid color background, the logo should be white and the background color should be chosen from the primary or secondary palette. Black is also allowed when used on greyscale printed materials. Clear space rules, stated above, should still be followed.
**Best Start One Color Logo Usage**

If printing the logo in one color, please choose from one of the color options listed below. Clear space rules, stated above, should be followed.

First Option
PMS 361 C  
C:69 M:0 Y:100 K:0  
R:84 G:185 B:72

Second Option
PMS 2685 C  
C:96 M:100 Y:0 K:10  
R:51 G:42 B:134

Black and White

**Best Start Reverse White Logo Usage**

If printing the logo on a solid color background, the logo should be white and the background could only be the ones listed below. Clear space rules, stated above, should be followed.

First Option
PMS 361 C  
C:69 M:0 Y:100 K:0  
R:84 G:185 B:72

Second Option
PMS 2685 C  
C:96 M:100 Y:0 K:10  
R:51 G:42 B:134

Black and White
Typefaces
Advertising and Marketing Materials Typefaces

Typography is just as important as color in establishing a unified look and feel. Correct use of typography helps to communicate First 5 LA’s personality and tone.

Headline Font

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz / 0123456789

Text Font

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz / 0123456789

Collateral Typeface

This font can be used for small headlines, call-outs or section headers a collateral materials. This font should appear most often in white, inside a colored circle. For an example, see page 27.

CAPRIOLA REG

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz / 0123456789
Website Typefaces

There are only a few typefaces that can be viewed exactly the same on all browsers and webpages. To ensure a consistent web experience across First 5 LA online properties, all online media must use the following typeface.

Headline Font

**CAPRIOLA REG**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

/ 0123456789

Text Font

**CAPRIOLA REG**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

/ 0123456789

PowerPoint and eMail Typefaces

There are only a few typefaces that can be viewed exactly the same on all computers. To ensure a consistent experience for anyone viewing First 5 LA e-mails or presentations, please use the following typeface.

Headline Font

**ARIAL BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

/ 0123456789

Text Font

**ARIAL REG**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

/ 0123456789
Photography

Just like typography and color, photography helps to define our personality and set the tone for our communication, whether printed, digital or otherwise. Images should always reflect the right context for the purpose. Please be mindful of color and lighting and aim for good composition that will allow you to integrate our logo with other graphic elements, in accordance with the rules stated in this style guide.
Style
Our photographs should be candid. The shots should never look staged or artificial, and should tell a story. Our images should always complement the message we are trying to communicate with words.

Subject
Although the focus of our organization is kids prenatal to age 5, the work we do is centered on supporting parents to help their children reach their full potential. Whether we are talking about a new park’s inauguration or teeth brushing technique, always include parents and children in the context of their community.

Cast
The people in our photographs should reflect the ethnic composition of the communities that we serve. Whenever possible, we should feature real people, not actors or hired models, with a positive attitude. We should always include parents, grandparents, extended family members or other caregivers with the children.
Advertising

Although there are several different advertising mediums and formats, it is important that our brand remain consistent across all forms.

The key message of the advertisement should be communicated inside solid colored circles that follow the primary and secondary palettes. The logo should also appear inside a circle, which should always be white. The images, typography and graphic elements should follow all rules stated within this style guide.

Bus Shelter

Print Ad

Billboard
Collateral

Collateral materials should showcase our personality and our organization. They should be unequivocally First 5 LA through the use of our images, graphic elements, typography and logo. Choose images that are relevant to the subject and compliment these with the appropriate message inside the First 5 LA circles. Be mindful of the color combinations. If you follow the rules, creating collateral materials should be easy and enjoyable.

Banner

Family Guide

Tip Sheet

First5LA.org

Seguros Afuera

CONSEJOS PARA LOS PRIMEROS 5 AÑOS DE SU HIJO

- Apícal una crema con filtro solar a sus niños antes de salir a jugar al aire libre.
- Si es posible, evite las áreas de juego urbanas. Señale los lugares de recreo con superficies de hule, madera, asfalto, su arena.
- Enseñe a los niños a no correr, empezar a saltar sobre las colchonetas cuando estén jugando alrededor del agua.
- Advierta a sus niños que no deben jugar en áreas abandonadas.
- Enseñe a sus hijos a evitar el contacto o la comunicación con personas desconocidas.

First5LA.org

First5LA.org

Best Start Banner
Stationery

First 5 LA’s look and feel should be consistent and clean across all stationery, from business cards to envelopes to paper sheets. Please use the approved typefaces when using the stationery.
PowerPoint Template

Presentation Name
By:
Date:

Presentation Name
By:
Date:

Title Page
• Topic One
• Topic Two
• Topic Three
• Topic Four

Title Page
• Topic One
• Topic Two
• Topic Three
• Topic Four

Section Break

Place large headline.

Thank you!
Promotional Items

The spirit of our brand travels well beyond advertising or collateral materials. As a matter of fact, our corporate identity looks great on promotional materials like t-shirts, tote bags, pencils, and baseball hats. When designing these, be sure to use the correct logo and apply the color and usage rules outlined in this style guide.

T-shirt Color / Front and Back

Additional color options

Recommended minimum logo size
Promotional Items (Con’t)

Four Color Option / Front and Back

One Color Option / Front and Back
When choosing an alternate bag color, be sure it aligns with the primary or secondary color palette.

Small Usage
Use this lock-up when the printed logo is smaller than one inch wide. Tagline is optional.

Four Color and One Color Embroidery
Do not scale the logo smaller than one inch.
Best Start Promotional Items

When designing these Best Start items, be sure to use the correct logo and apply the color and usage rules outlined in this style guide.

T-shirt design option 1
Recommended minimum logo size

T-shirt design option 2

T-shirt design option 3 / Community logo

T-shirt color combination options
Best Start Promotional Items (Con’t)

Four Color Option / Front and Back

One Color Option / Front and Back
Optional design back: Community name
When choosing an alternate bag color be sure it aligns with the color palette.

Small Usage
Use this lock-up when the printed logo is smaller than one inch wide.

Community design option

Four Color and One Color Embroidery
Do not scale the logo smaller than one inch.
First 5 LA Brand Guidelines

If you have questions about how to use the First 5 LA brand, please contact:

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