First 5 LA
Style Guide 2014

USAGE OF FIRST 5 LA LOGO FOR GRANTEES AND PARTNERS

Champions For Our Children
www.First5LA.org

Rev. May 2014
Welcome

Welcome to First 5 LA’s extended family! We are proud of the work your organization is doing for the children and families in L.A. County, and want to ensure that your clients, peers, colleagues and community members know that your organization has received funding from First 5 LA.

To that end, your contract with First 5 LA contains a provision about including First 5 LA funding attribution as well as the First 5 LA logo in materials such as fliers, posters or brochures you create to promote the funded activity. This Style Guide gives you all the information your organization needs to create materials that use our logo in the proper way. You will also receive digital copies of our logo, but if you are missing them, you can download them from the First 5 LA website at www.First5LA.org/About-Us/Press-Room.

If you have any questions about how to use this guide, please contact the First 5 LA Public Affairs department at Info@First5LA.org with the subject line, “Style Guide Question.”

The use of a logo that has been simply copied as a result of a web search should not be used. These images are often at a low resolution and may result in low-quality collateral. The correct and most current version of the First 5 LA logo can be downloaded at www.First5LA.org/About-Us/Press-Room

Note that two file formats are available via this link - EPS and PNG. The PNG version is commonly used for online applications and in MS Office documents (Word, Excel, Powerpoint, etc.). The EPS version is commonly used for print applications and in graphic editing software (Illustrator, Photoshop, InDesign, etc.).
HOW TO USE THE FIRST 5 LA LOGO IN YOUR FLIERS AND PRESENTATIONS

Grantees and partners that do not have the funds to use graphic designers with high-resolution creative software, such as Photoshop, Illustrator or InDesign tend to employ a “do-it-yourself” approach to assist them in the design of their promotional materials using Microsoft Word, Powerpoint or Publisher. Using these applications limits an organization's design possibilities, and limits the organization to only using low-resolution versions of images and graphics — in the case of the First 5 LA logo, this is the PNG version, which is available in color, in black or in white.

Below is a guide for using the PNG version of the logo in print or electronic material.

SIZE

ALWAYS include the tagline and web address display of the First 5 LA logo.

The minimum size allowed for the First 5 LA logo is 5/8” (.625”) width, using the tagline as reference. See Image A.

COLOR

If you use a version of the First 5 LA logo that was copied as a result of an image web search, chances are that the logo will have a white box around it. (See Image B). This is a problem if the piece being created has a color background.

Therefore, we request that if you plan on creating your materials using non-professional software, you MUST use the PNG version of the logo from our website (www.First5LA.org/About-Us/Press-Room). If you have trouble downloading logos from our website and only have the logo with a “white box around it,” it is recommended that you DO NOT USE a colored background.

Rules to follow:

- If you plan on printing in color on white paper, use the color logo.
- If you plan on printing in black & white with a white background, use the black logo. Do not use the color logo when you intend to print your material in black. (See Image C for example)
- If the logo will be against a dark background, use the white version of the First 5 LA logo (see Image D on Page 5)
- If the logo will be against a light color, use the color version of the First 5 LA logo (see Image E on Page 5)

Correct black & white usage

Incorrect black & white usage by using color image (note how the logo has different shades of gray)
CLEAR SPACE

“Clear space” is the term for the minimum amount of empty space that must surround the First 5 LA logo at all times.

The clear space must equal or exceed the height of the letter “I” as it appears in the word “FIRST” in the logo. (See right)

When using multiple images or text, DO NOT allow them to infringe on the clear space (See below)

Correct clear space usage

Incorrect clear space usage

SCALING OR RESIZING THE FIRST 5 LA LOGO

To maintain the integrity of the First 5 LA logo and brand, please DO NOT stretch, squeeze or otherwise modify the First 5 LA logo (see right). You can adjust or resize the logo to fit your materials.

How to adjust the size of the logo when you insert it into a file:
The easiest way to make sure you don’t stretch or squeeze the logo (or any image) when you are resizing it is to click on any of the circles in the four corners of the file. Your cursor will then change to a line with arrows at both ends.

To maintain the proportions and avoid stretching the logo, hold the Shift key on your keyboard as you resize. At that point you can make the logo larger or small to fit the proportions of your document.

OTHER INCORRECT USAGES

DO NOT incorporate the logo as part of the text (See example on Image F on Page 6).
Logo Usage - For users of graphic editing software ONLY

PRINT AND ELECTRONIC MATERIAL

ALWAYS include the tagline and web address display of the logo, if possible. The minimum size allowed for the First 5 LA logo is $\frac{5}{8}''$ (.625") width, using the tagline as reference.

Use the logo without the tagline and web address only when:
- the logo is secondary in a repeating format (e.g., in individual brief pages or event show booth panels)
- the logo is intended to be reproduced at a very small size
- The minimum size for the logo without the tagline and web address is $\frac{1}{4}''$ (.25")

For 2-dimensional promotional pieces (fliers, posters, billboards, etc.), we request that the First 5 LA logo cover a minimum of 7 percent of the piece. Any logo usage not complying with the size restrictions must be approved by the First 5 LA Public Affairs department.

BACKGROUND COLOR

Using the logo against a white background is always preferred.

IF YOU ARE USING GRAPHIC EDITING SOFTWARE (Illustrator, Photoshop, etc.) and have downloaded the EPS version of the logo, stay with white or light colored backgrounds. If the logo will be used against a dark background, always use the logo in white (see Image D).

Examples of correct background color usage

<table>
<thead>
<tr>
<th>Image D</th>
<th>Image E</th>
</tr>
</thead>
</table>

DO NOT use the color version of the logo against a dark background.

Minimum size with tagline and web address: $\frac{5}{8}''$ width
Minimum size without tagline and web address: $\frac{1}{4}''$ width
USING THE NAME “FIRST 5 LA” AS WRITTEN TEXT

When “First 5 LA” is part of written text, and the font used places number characters below the baseline (e.g., Meta, Triplex, Caslon, Georgia, etc.), the baseline shift of the “5” must be raised to be on the same level as the rest of the text (see right).

MORE INCORRECT USAGE

To maintain the integrity of the brand, DO NOT alter the logo in any way.

- DO NOT change the colors of the logo
- DO NOT change the fonts of the logo
- DO NOT change the logo’s layout
- DO NOT alter the logo’s elements
- DO NOT incorporate the logo as part of text or copy
- DO NOT infringe on the logo’s clear space

Checklist

When the collateral piece has been created, check to see if the logo usage is correct

☐ Is there enough clear space around the logo?

☐ Is the logo large enough to be legible?

☐ Does the logo look stretched or squeezed?

☐ If your collateral piece is going to be printed in black, are you using the black version of the First 5 LA logo?

☐ If your collateral piece has a dark background color, are you using the white version of the First 5 LA logo?
For any questions regarding correct and incorrect usage of the First 5 LA logo, please contact:

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