Style Guide 2006
For Grantee Use
PRINT AND ELECTRONIC MATERIAL

ALWAYS include the tagline with the first (or most prominent) display of the logo, if possible.

Use the logo without the tagline 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 tagline appears in English only.

**Color Breakdowns**

**2-COLOR**
- Blue = PMS 2995U & C
- Red = PMS 032 U & C

**4-COLOR**
- Blue = 90 C; 10 M
- Red = 90 M; 86 Y

**RGB**
- Blue = 29 R, 148 G, 195 B
- Red = 255 R, 27 G, 10 B

**WEBSAFE**
- Blue = 0099FF; 0 R, 153 G, 255 B
- Red = FF0000; 255 R, 0 G, 0 B

**1-COLOR**
- Blue = PMS 2995U & C

**WHITE**
## Logo Usage

### BLACK
100% K
Use **ONLY** in black-and-white documents.

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### Champions For Our Children

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## MINIMUM PRINTABLE AND ELECTRONIC SIZE

- Use without the tagline.
- For print, the size must be appropriate for an EPS format file (no raster art).

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### 2-COLOR
- Blue = PMS 2995U & C
- Red = PMS 032 U & C

### 4-COLOR
- Blue = 90 C; 10 M
- Red = 90 M; 86 Y

### 1-COLOR
- Blue = PMS 2995U & C

### WHITE

### RGB
- Blue = 29 R, 148 G, 195 B
- Red = 255 R, 27 G, 10 B

### WEBSAFE
- Blue = 0099FF; 0 R, 153 G, 255 B
- Red = FF0000; 255 R, 0 G, 0 B

### BLACK
100% K
For use in Black & White documents **ONLY**.
Logo Usage

Colored Backgrounds

Use a white logo whenever possible.

Neutral-Colored Backgrounds

Use a colored logo, as appropriate.

Light-Colored Backgrounds

Use a black logo ONLY when no other choice is available.
Logo Usage

Clear Space

Clear space is the minimum margin of empty space that must surround the logo at all times.

• For logos with or without the tagline, the clear space must equal or exceed the height of the letter “I” as it appears in the word “FIRST” in the logo.

• DO NOT allow copy or graphics to infringe on the clear space.

Champions For Our Children

Use the “I” in “FIRST” as a measure for clear space.
Logo Usage

Incorrect Usage

SCALING
• DO NOT distort the logo in any way.
• Always reduce or enlarge the logo proportionately.

ON BACKGROUND
• DO NOT use a black logo on a background dark enough to take a reversed-out logo.
• DO NOT run color logos on dark or clashing backgrounds.

LOGO COLORS
• DO NOT change the logo's overall color.
• DO NOT change the color order.
**Logo Usage**

**Incorrect Usage**

**Lockup**
- **Do not** change the logo’s lockup.

**Icon Usage**
- **Do not** alter the logo’s hand icon.
- **Do not** add color to the icon.
- **Do not** remove or change the containing shape.
- **Do not** flip the icon.

**In Text**
- **Do not** incorporate the logo into text or copy.
**CONTAINING SHAPES**

*DO NOT* place the logo in a containing shape on a colored background (see guidelines on page 4).

**TAGLINE**

- *DO NOT* alter tagline proportions.
- *DO NOT* alter the tagline's typeface.
- *DO NOT* change the tagline's line break.
- *DO NOT* change the tagline's color.
- *DO NOT* alter the tagline's wording.

**CLEAR SPACE**

*DO NOT* violate the logo's clear space (see guidelines on page 5).
When it comes to designing flyers, “less is more” is the golden rule. The primary objectives of an effective flyer are to:

- grab the eye
- deliver top-level information fast
- highlight a call to action (e.g., “Come to our event” or “Visit our Web site for more information”)

Here are a few key points to remember when designing a flyer for your First 5 LA program:

- Always answer the “Big-3” questions (What? Where? When?) quickly and efficiently.
- One large photograph or illustration is usually more eye-catching than several smaller ones.
- Details are for the second read. The main objective is to grab the eye and deliver top-line information fast.
- Subordinate secondary information in smaller type or use less-intrusive graphic accents. If all of the content appears to be equally important, readers may lose focus—and interest.

**Join Us For**

**A Special Event**

**Wednesday**  
**February 11, 2006**  
**2:00 PM**  
**Riverside Park**

- Vestibulum gravida leo ac mauris. Aliquam erat volutpat. Curabitur ante. Integer vitae
- Lorem Ipsum Aliquam erat volutpat. Curabitur ante. Integer vitae
- Lorem Ipsum Aliquam erat volutpat. Curabitur ante. Integer vitae
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**Call (213) 999-5555 for more information.**

**NOTE:** A xeroxed flyer like this is one of the few acceptable times to use the First 5 LA logo in black.