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LA

# first 5 la

Giving kids the best start

## Style Guide

GRANTEES  
AND PARTNERS

FEB. 2020



# 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 [first5la.org/article/branding/](https://first5la.org/article/branding/)



## Logo

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 [first5la.org/article/branding/](https://first5la.org/article/branding/)

Note that two file formats are available via this link - Vector (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.).

## Tagline

Our tagline communicates First 5 LA vision and should always be included with our logo. The only two exceptions are the *Best Start* and Welcome Baby logo versions. See page 10 for reference.

## For users of Microsoft Office programs and graphic editing software

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### 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, often using Microsoft Word, Powerpoint or Publisher. Using these applications limits an organization’s design possibilities, and limits the organization to a limited number of file formats for images and graphics — in the case of the First 5 LA logo, there is a PNG version, which is available in color, in black or in white.



### SIZE

Our logo should never be smaller than one inch wide.



## 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. This is a problem if the piece being created has a colored background.

Therefore, if you plan on creating your materials using non-professional software, you MUST use the PNG version of the logo from our website 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.



Resolution to scenario above, colored background was changed to white.



## RULES TO FOLLOW:

- If you plan on printing in color on white paper, use the color logo.
- If you plan on printing in black and white with a white background, use the black logo. Do not use the color logo when you intend to print your materials in black and white.
- If the logo will be against a dark background, use the white version of the First 5 LA logo (see Page 7).



CORRECT black and white usage.



INCORRECT black and white usage. The logo should not be used in grey scale.

### 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 logo should always have clear space around it – equal to the height of the letter “i” on all four sides – to protect it from distractions such as other graphics or typography.



CORRECT clear space usage.



When using multiple images or text, DO NOT allow them to infringe on the clear space.

### SCALING OR RESIZING

To maintain the integrity of the First 5 LA logo and brand, DO NOT stretch, squeeze or otherwise modify the First 5 LA logo. Instead, maintain the proportions of the logo by re-sizing it to fit your materials.



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 smaller to fit the proportions of your document.



INCORRECT SCALING.

## For users of graphic editing software only

### 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.



CORRECT background color usage.

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

### 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.

**First 5 LA**

Baseline

~~First 5 LA~~

Baseline

## MORE INCORRECT USAGE

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



**DO NOT** change the color of the logo.



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



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



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



**DO NOT** remove the tagline.



**DO NOT** remove the top layer.



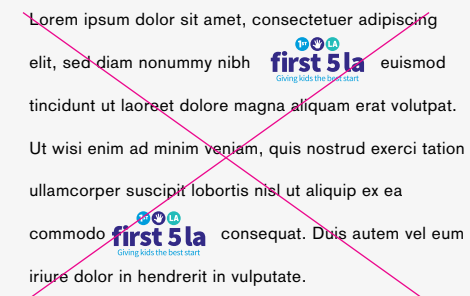
**DO NOT** use the middle layer, "first 5 la," on its own.



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



**DO NOT** infringe on the logo's clear space.



**DO NOT** incorporate the logo as part of text or copy.



MORE INCORRECT USAGE



**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** convert the color logo to grey scale. Always make sure to use a black and white version instead.



**DO NOT** use a logo that has been copied from the First 5 LA website unless it was downloaded from our Press Room page from First5LA.org.



**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** stretch the logo. Always maintain the logo's ratio. Check the icons on the top layer, they should always be perfect circles.



**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.

## 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.

The *Best Start* name should only be used in Pantone 361, C:69 M:0 Y:100 K:0 or R:84 G:185 B:72 colors.

Whenever the name *Best Start* is used in copy, it should always be italicized.



### *Best Start* Community Logo

This style of this logo is very similar to *BEST START'S* and First 5 LA's logo, except the name *Best Start* replaces First 5 LA and the specific community is centered right below the name *Best Start*. Community names should be used in all caps.

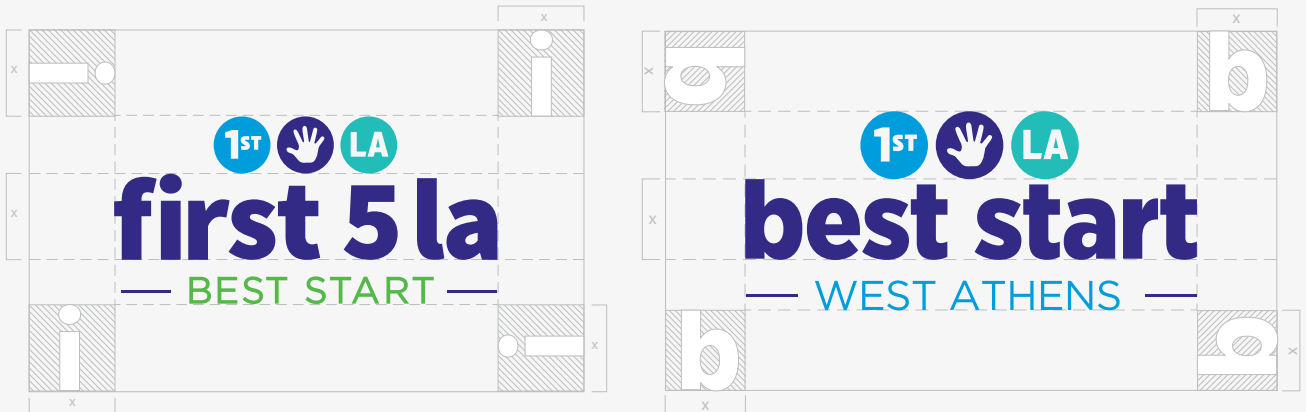
**NOTE: For the purpose of this guide book, the logo for Best Start West Athens is being used as an example. These same guidelines would apply for other Best Start community logos.**



### Welcome Baby Logo

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

The Welcome Baby name should only be used in Pantone 226, C:0 M:99 Y:0 K:0 or R:236 G:9 B:141 colors.



## Spacing

Sub-brand logos should always have clear space around it, equal to the height of the letter “i” on all four sides (for the general *Best Start* logo), to protect it from distractions such as other graphics or typography. The clear space for the *Best Start* community logos is the height of the letter “b”.

## 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.



1.0"



1.0"

## For users of Microsoft Office programs and graphic editing software

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### HOW TO USE THE *BEST START* and *BEST START* COMMUNITY 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, often using Microsoft Word, Powerpoint or Publisher. Using these applications limits an organization’s design possibilities, and limits the organization to a limited number of file formats for images and graphics — in the case of the Best Start and Best Start community logos, there are PNG versions, which are available in color, in black or in white.



### CLEAR SPACE

The logo should always have clear space around it – equal to the height of the letter “b” on all four sides – to protect it from distractions such as other graphics or typography.



CORRECT clear space usage.



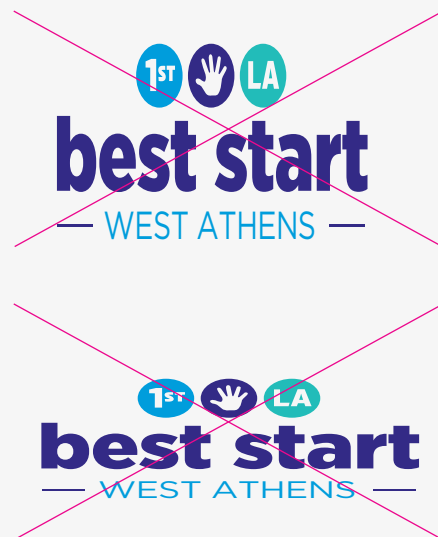
When using multiple images or text, DO NOT allow them to infringe on the clear space.

### SCALING OR RESIZING

To maintain the integrity of the logo and brand, DO NOT stretch, squeeze or otherwise modify the *Best Start* community logo. Instead, maintain the proportions of the logo by resizing it to fit your materials.



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 smaller to fit the proportions of your document.



INCORRECT SCALING.

## COLOR

If you use a version of the *Best Start* community logo that was copied as a result of an image web search, chances are that the logo will have a white box around it. This is a problem if the piece being created has a colored background.

Therefore, if you plan on creating your materials using non-professional software, you MUST use the PNG version of the logo from our website 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.



Resolution to scenario above, colored background was changed to white.



## RULES TO FOLLOW:

- If you plan on printing in color on white paper, use the color logo.
- If you plan on printing in black and white with a white background, use the black logo. Do not use the color logo when you intend to print your materials in black and white.
- If the logo will be against a dark background, use the white version of the *Best Start* community logo (see Page 7).



CORRECT black and white usage.



INCORRECT black and white usage. The logo should not be used in grey scale.

## 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.



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



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



**DO NOT** use a different font.



**DO NOT** lower case the Best Start text.



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

## FIRST 5 LA PARTNERSHIP LANGUAGE

GRANTEES or CONTRACTOR shall indicate prominently in every press release, public statement, electronic media, project signage or printed materials, including, brochures, newsletters, and reports, related to the programs and services conducted by GRANTEES pursuant to this Agreement that the programs and services are funded by COMMISSION. GRANTEES or CONTRACTOR shall ensure that the COMMISSION funding attribution in promotional materials, activities and publications developed in support of the program and services conducted by GRANTEES or CONTRACTOR pursuant to this Agreement conform to the formatting requirements outlined in COMMISSION's Style Guide, including the appropriate display of COMMISSION's logo and a funding attribution statement. In all documents to be created and distributed by Grantees or Contractor pursuant to this this agreement, Grantee or Contractor shall include, in a prominent location that conforms to the Commission Style Guide, the Commission logo the funding attribution statement as specified in your contract (please reference your contract regarding funding attribution requirements).

- **Funded by First 5 LA, a leading public grantmaking and child advocacy organization**

*Used when First 5 LA is the sole funder of a project*

- **Funded in part by First 5 LA, a leading public grantmaking and child advocacy organization or Funding by First 5 LA, a leading public grantmaking and child advocacy organization**

*Used when First 5 LA is a partial funder of a project*

- **Supported by First 5 LA, a leading public grantmaking and child advocacy organization**

*Used when First 5 LA is supporting a project, but not contributing financially.*

*(Although it is uncommon to execute an agreement when First 5 LA is not contributing financially to a project, we are including this attribution to provide guidance and clarity around its use)*

GRANTEES or CONTRACTOR shall also provide COMMISSION staff with material for review and approval prior to distribution (either as a print publication or via digital distribution).

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## ABOUT FIRST 5 LA:

First 5 LA is an independent public agency working to strengthen systems, parents and communities so that by 2028, all children in L.A. County will enter kindergarten ready to succeed in school and life.

Use the above language if you need a paragraph describing First 5 LA.  
PLEASE DO NOT CHANGE THIS LANGUAGE.  
Please consult your Program Officer if you have any questions.



## URL FORMATING

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.”



## URL USAGE

When space allows, in pieces like collateral or advertising materials, the URL can accompany a call to action. Make sure to use a bold font for the URL.

Visit **First5LA.org** to learn more.

Visit **First5LA.org/Parenting** to learn more.

Visite **First5LA.org/Crianza** para aprender más.

The URL can be used on its own when space is limited, such as billboards or small online banners.

**First5LA.org**

**First5LA.org/Parenting**

**First5LA.org/Crianza**

## SOCIAL MEDIA HANDLES

 **/First5LA**

 **@First5LA**

 **/First5LA**

## 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?



Does the logo look stretched or squeezed?



If your collateral piece is going to be printed in black, are you using the black version logo?



If your collateral piece has a dark background color, are you using the white version of the logo?



Is the logo large enough to be legible?

## First 5 LA Brand Guidelines

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

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