



FIRST 5
RIVERSIDE
Style Guide

OVERVIEW

This style guide provides a brief overview of logo and attribution requirements for marketing materials produced and distributed for Prop. 10 funded programs.

Proper acknowledgment on marketing materials includes the First 5 Riverside

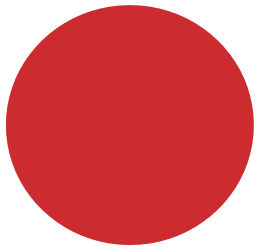
LOGO and/or ATTRIBUTION

Marketing materials include but are not limited to -

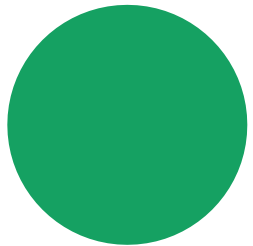
- Digital media such as social media posts, email blasts, and the web page when and where the program is advertised.
- Printed materials such as brochures, flyers, posters and books.
- Promotional (outreach) items such as buttons, pens, pencils, and stickers.



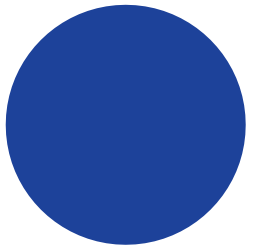
LOGO



First 5 Red
CMYK 14/96/90/4
RGB 204/45/48
HTML #CC2D30



First 5 Green
CMYK 84/12/83/1
RGB 0/158/96
HTML #009E60



First 5 Blue
CMYK 100/88/0/0
RGB 0/56/168
HTML #0038A8



LOGO GUIDELINES

- **Do not** use the logo as part of a sentence or tagline.
- **Always** position the logo alone and away from other graphic elements, with a minimum clear area.
- **Do not** stretch, condense or distort the logo in any way. When increasing or decreasing size of logo, the overall shape of the logo (it's about 4 times as wide as it is tall) should always be maintained.
- **Do not** replace the logotype with another typeface.
- **Do not** add a highlight, shadow, or other decorative device to the logo.
- Keep in mind the logo will not be very effective if it is produced in a size less than 1/2 of an inch high. Please keep logo sizing to 1/2 of an inch or higher.



TYPES OF IMPROPER USAGE

Disproportionate or Stretched Logo



ISSUE:

Logo is stretched or disproportionate.

HOW TO FIX:

Adjust the logo from bottom left edge of the logo, to restore correct proportion.

Blurred or Pixelated Logo



ISSUE:

Logo is unclear, blurry or pixelated.

HOW TO FIX:

Download a high resolution logo which can be accessed at <http://www.rccfc.org/logos.htm>

Decorating, Adding attributes or styles



ISSUE:

Coloring the logo, adding styles or attributes

HOW TO FIX:

Revert to using the original logo which can be downloaded at <http://www.rccfc.org/logos.htm>

If you should need any assistance or have special circumstances in which First 5 Riverside's required logo standards creates a conflict with the intended application, contact First 5 Riverside's Public Information Specialist at (951) 715-4500 or email first5@rccfc.org

ATTRIBUTION

Consistency in **writing** the program's name is as important as correct usage of the logo. The program's official name is **First 5 Riverside**, and should always be referred to in text as shown here:

First 5 Riverside ✓

There should be a space between "First" and "5", and a space between "5" and "Riverside".

It should **NOT** be written:

~~First Five Riverside~~ ✗

~~First5 Riverside~~ ✗

~~First 5Riverside~~ ✗

~~1st 5 Riverside~~ ✗

~~First 5 of Riverside~~ ✗

~~The First 5 Riverside~~ ✗

~~First 5 Riverside County~~ ✗



ALTERNATIVE ATTRIBUTION

In special circumstances, an attribution statement can be written or spoken in addition to or in place of the First 5 Riverside logo.

“Made possible by funding from First 5 Riverside”

“Funded by First 5 Riverside”

“Funded by First 5 Riverside – the Riverside County Children & Families Commission”

“Hecho posible por medio de fondos de Primeros 5 Riverside”

“Financiado por Primeros 5 Riverside”

For events, conferences or programs with multiple funders, one of the following attributions shall be used:

“Funded in part by First 5 Riverside”

“Financiado parcialmente por Primeros 5 Riverside”

When space is limited (buttons, pencils, pens) attribution may be omitted. Contact the Public Information Specialist to determine whether it can be added or another appropriate method of providing attribution regarding the funding source.



MEDIA

First 5 Riverside attribution is also required when participating in news conferences, television and radio interviews, paid advertisements, and Public Service Announcements (PSAs) which reference the First 5 Riverside funded program.

Notify your Contract Monitor and/or the Public Information Specialist **before** a news interview occurs and provide the -

- Name of the agency conducting the interview (ex: ABC7, Press Enterprise, 99.1 KGGL.)
- Address where and the date and time when the interview will take place.
- Date and time of the broadcast.

Written attribution must be included in published news releases and/or media advisory, printed or electronic.



QUESTIONS & SPECIAL PERMISSIONS

First 5 Riverside
Public Information Specialist
(951) 715-4500
First5@rccfc.org