



**FIRST THINGS FIRST**

Brand Identity Guide for FIRST 5 Santa Clara County 



**FIRST 5**  
SANTA CLARA COUNTY

Introducing the official brand identity guidelines for  
FIRST 5 Santa Clara County.

One **VISION.**

One **VOICE.**

The First 5 years.

**MAKE THEM COUNT.**

It's the promise and mandate of FIRST 5 Santa Clara County: giving parents, caregivers, educators and members of the community the information, tools and services they need to make a real difference in the lives of young children and their families.

**OUR OBJECTIVE** : to support the healthy development of children through age 5 - and to enrich the lives of their families and their communities - today and for the long term.

The brand identity guidelines presented here are designed to help our organization *give voice* to this mission. *Unifying* and *strengthening* our visual and verbal identity, so the entire community comes to recognize FIRST 5 and what we stand for.



Provide a stable relationship...



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## CONTENTS

### FIRST 5 BRANDING

The brand	9
Core values	10
Brand message	13
Brand personality	14
Brand elements	16

### BRAND IDENTITY GUIDELINES

Logo	22
Logo sizing and clear space	24
Logo color usage	26
Logo “don’ts”	27
Tagline and usage	28
Color palette	29
Typography	30
Voice	31
Photography	32

### TEMPLATE GUIDELINES

### REFERENCE TOOLS

Develop a strong self-esteem.



FIRST 5 BRANDING

## FIRST 5'S BRAND.

The FIRST 5 brand identity reflects the ideas and values that drive our organization: Serving as the catalyst for ensuring that the developmental needs of children through age 5 are a priority in all sectors of the communities. We do this by enabling and promoting services, solutions and resources that are trustworthy, easy to access, powerful to use, and results-oriented. The four components of the FIRST 5 brand:

### **CORE VALUES**

The values our brand is built upon. Core values are the foundation for our organization, and the pillars of every message we create.

### **BRAND MESSAGE**

The key message we are trying to communicate. All other messages should support or add credibility to this message.

### **BRAND PERSONALITY**

The overall tone and attitude we use to deliver our message. Brand personality is the key emotional component that determines whether we are well liked (which, of course, we are!)

### **BRAND ELEMENTS**

The words and images we use to deliver our brand message and project our brand personality: our logo, tagline, colors and typeface.

When these elements are delivered in a consistent and cohesive manner, we have the building blocks for a compelling identity.

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## OUR CORE VALUES.

Five core values serve as the guiding principles of our organization – and our people – held in common and put into action every day on behalf of children, their families and the Santa Clara County community. Every communication we produce should embody these values.

1. COLLABORATION
2. INNOVATION
3. EXCELLENCE
4. ACCOUNTABILITY
5. RESPECT

**COLLABORATION**

Working cooperatively with systems, services, and community based on common goals to maximize effectiveness for children and families

**INNOVATION**

Applying what has been learned and finding fresh solutions to the needs of our community

**EXCELLENCE**

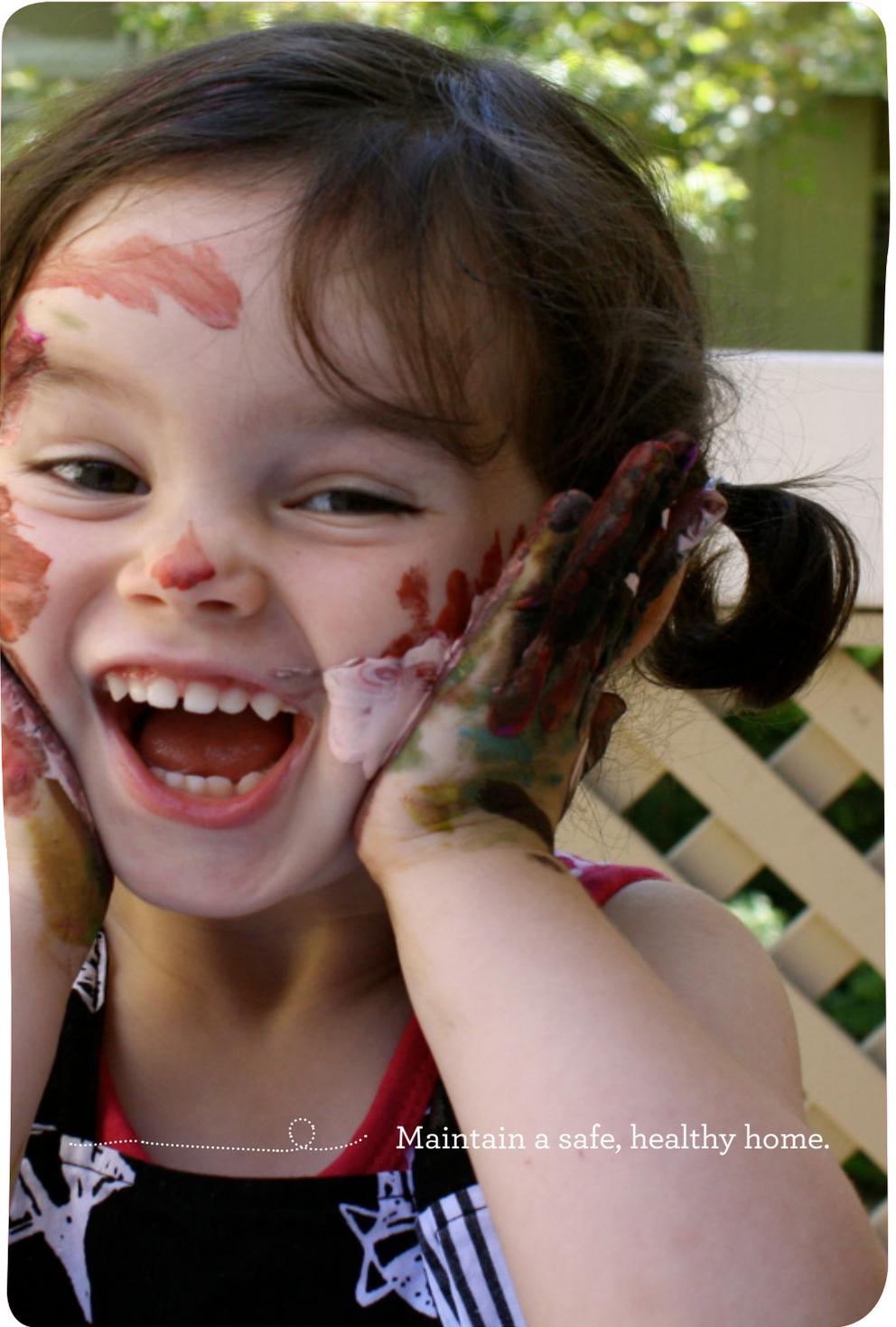
Attaining the highest quality outcomes, measured against established best practices and the most current credible research

**ACCOUNTABILITY**

Being responsible and results-driven with the resources the public entrusts to us

**RESPECT**

Embracing input and assistance from all facets of the community so we can span all cultures and languages to help every child and family



Maintain a safe, healthy home.

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## OUR BRAND MESSAGE.

Regardless of the specific service, solution or resource we are talking about, all FIRST 5 communications should drive home one key message:

*“FIRST 5 SANTA CLARA COUNTY SUPPORTS THE HEALTHY DEVELOPMENT OF CHILDREN THROUGH AGE 5 AND ENRICHES THE LIVES OF THEIR FAMILIES AND COMMUNITIES.”*

Although we are much more than just that, this message provides a single net impression that, with consistent use, will position FIRST 5 as a primary expert, advocate and solution provider for all things related to the healthy development of children through age 5. All of our communications should support or add credibility to this key message.

## OUR BRAND PERSONALITY.

This element of our brand reflects the tone of our interactions with the community and our various constituencies. This is true – both in person and through communications – and irrespective of the initiative, program or endeavor we are speaking about.

Think of it this way: If FIRST 5 were a person, how would you describe him/her? The words you use to describe this person and his/her tone, attitude and general demeanor will help determine whether we build an engaging brand that is not only liked, but trusted throughout all segments of our community.

### OUR BRAND PERSONALITY

- 🕒 Friendly
- 🕒 Honest
- 🕒 Intelligent (street smarts + book smarts)
- 🕒 Plain speaking/Straight talking
- 🕒 Culturally inclusive
- 🕒 Trustworthy
- 🕒 Playful (when appropriate)
- 🕒 Earnest
- 🕒 Energetic

## OUR BRAND ELEMENTS

Successful brands have a set of symbols and conventions that help differentiate it in the minds of consumers and constituents. FIRST 5 is no different. Our brand elements provide us with tools that bring flair to our messages and visually embody the values and personality we hope to project.

Here is an overview of these elements; later in this guide we will give you detailed usage guidelines.

### LOGO



### TAGLINE

Our mission in seven words, an imperative to parents, caregivers and the community.

The First 5 years.  
Make them count.

### COLOR PALETTE

A variety of colors to use to create marketing materials that are impactful and distinctive, while maintaining a family feel.



### TYPEFACE

The Serif typeface of choice for FIRST 5 communications is Archer, because of its professional, yet friendly, appearance. If Archer is not available, Meridien is an acceptable substitute.

The San-serif typeface of choice for FIRST 5 communications is Avenir, because of its professional, yet friendly, appearance. If Avenir is not available, Arial is an acceptable substitute.

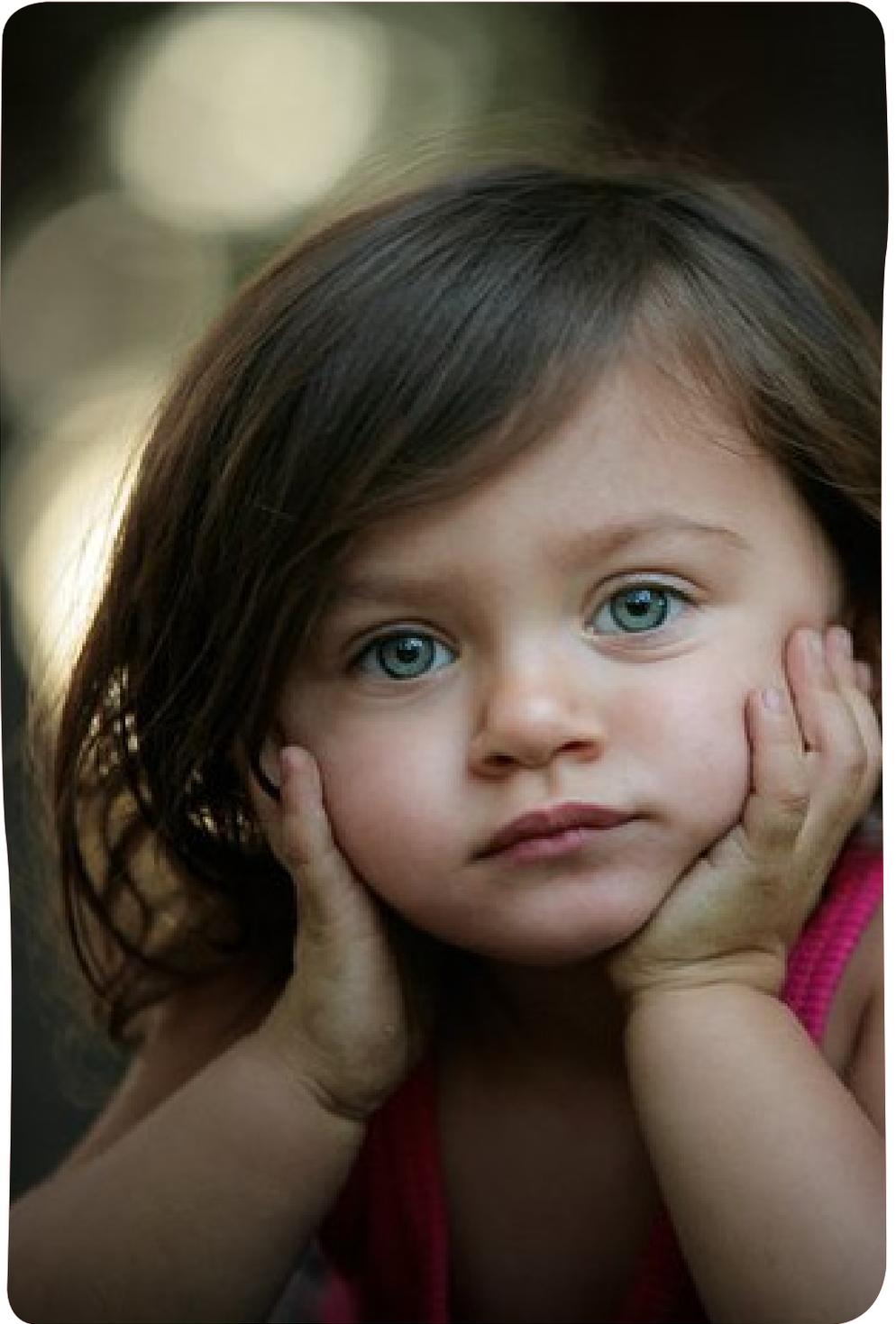
Archer  
Arial

Avenir



Promote play.

## Brand Identity Guidelines



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## BRAND IDENTITY GUIDELINES.

In the brand identity guidelines section, you will find guidelines for applying our brand elements across a multitude of communications deliverables. We have included templates on CD-ROM for easy use.

From time to time, we will add additional guidelines and templates as they become available.

LOGO

LOGO SIZING AND CLEAR SPACE

LOGO COLOR USAGE

LOGO “DON'TS”

TAGLINE AND USAGE

COLOR PALETTE

TYPOGRAPHY

VOICE

PHOTOGRAPHY

## LOGO.

The FIRST 5 logo should be reproduced from the digital files on the enclosed CD-ROM. It should only be used by FIRST 5 Santa Clara County and, according to the following guidelines, by authorized promotional and service partners. The logo should never be used in text, headlines or body copy.

### OFFICIAL 2-COLOR LOGO

Use whenever possible. Consistent use of our logo is how brand recognition is built.

Yellow: PANTONE 129 U or 7409 C

Blue: PANTONE 647 U or 653 C



### SINGLE COLOR LOGO

Use only when 2 or 4 color logo is not possible.

Blue: PANTONE 647 U or 653 C



## RESTRICTED LOGOS

Limited-use logos.

### GRAYSCALE LOGO

Use **ONLY** when black is the only available color as in a newspaper ad or simple flyer.

Type: 100% Black

Crayon art: 60% Black



### HORIZONTAL LOGO:

Use **ONLY** in cases where the preferred logo will not fit the allowed space. (i.e., if the space is a restrictive, horizontal area and the preferred logo would be too small.) Do not create a new version by moving logo elements around; always use the official horizontal logo.



### REVERSE LOGO:

For use in very rare occasions when the logo **MUST** be printed against a dark background. Background needs to be dark for good contrast.



## LOGO SIZING & CLEAR SPACE.

The FIRST 5 logo can be placed in either the far left, center, or far right of a page layout. It always includes the Santa Clara County descriptor.

Use the minimum required clear space distance around the logo, as shown in the diagram below. This means that our logo should be separated from other objects on the page, or from the edge of the page, by no less than the height of the "FIRST 5 Santa Clara County" type block.

The FIRST 5 logo can be scaled up to any size that doesn't break the clear space rule.



In print, the FIRST 5 logo should not be scaled below 0.95" width ("FIRST 5" type width is 0.7"). Onscreen, the FIRST 5 logo should not be scaled below 1". Minimum size for the horizontal logo is 1.5" width.

Minimum size for print  
**0.95" WIDTH**



Minimum size for onscreen  
**1" WIDTH**



Minimum size for the horizontal logo  
**1.5" WIDTH**



## LOGO COLOR USAGE.

The preferred background for the FIRST 5 logo is white. Refer to the examples below to use the logo on colored backgrounds.

### PREFERRED BACKGROUND IS WHITE



### USE THE SINGLE COLOR LOGO ON LIGHT COLOR BACKGROUND



### REVERSE COLOR LOGO ON DARK COLOR BACKGROUND restricted usage only



## LOGO “DON’TS.”

the logo **SHOULD NOT** be placed  
against a dark color background



nah.

the logo **SHOULD NOT** be placed  
on a busy pattern background



nah.

the logo **SHOULD NOT** be placed  
on a photo that lacks sufficient contrast



nah.

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## TAGLINE.

FIRST 5's official tagline is a key messaging element that communicates an imperative and our reason for being in seven short words.

**The First 5 years.**  
**Make them count.**

### USAGE GUIDELINES:

The FIRST 5 tagline reinforces our message. You are encouraged to include the tagline in your communications piece, within the following guidelines:

- 🕒 The tagline should always have secondary visual emphasis to the FIRST 5 logo.
- 🕒 It is acceptable to use our logo and not include our tagline on a communications piece; it is not acceptable to use our tagline and not include our logo anywhere on the piece.
- 🕒 Don't join the tagline to the FIRST 5 logo; they are independent elements, and each should have its own place on your communications piece. They may appear side by side, but be sure to allow the appropriate clear space around the FIRST 5 logo.
- 🕒 Most often, the tagline should appear in the upper right or lower right corner of your communications piece. This is not a hard and fast rule; keep in mind that the tagline establishes and/or reinforces our message, and use your best judgment as to its logical position on your particular communications piece.
- 🕒 For maximum impact, use the tagline only once in any given piece.
- 🕒 Don't use the tagline as a headline.
- 🕒 For approved translated versions, please contact Enit Nichani.

## COLOR PALETTE.

In all forms of communication, the brand's primary color palette (the colors used in the logo) should take precedence. One or more colors from the secondary color palette can be used in moderate amounts as complements.

Because ink colors can vary significantly between coated and uncoated stock, you must use the PANTONE® color specified here for best results.

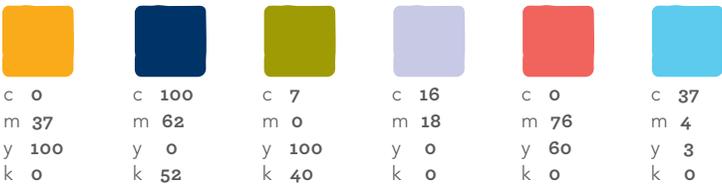
### UNCOATED:



### COATED:



### CMYK:



## TYPOGRAPHY.

FIRST 5's official tagline is a key messaging element that communicates an imperative and our reason for being in seven short words.

Archer is the official serif font of the FIRST 5 brand. It should be used whenever possible, though Arial is a suitable alternative in situations when a document is being created on a system that does not have, or will not support, Avenir. An exception: When crafting personal correspondence, Times or Times New Roman is suitable for the text of your letter.

### SOME RULES:

1. In headlines and subheads, the initial word is capitalized, but all other words (other than the name of the organization and proper names) are lower case. Headlines and subheads contain no end punctuation. Subheads should be half the point size of the headline.
2. Body copy follows standard English grammar.
3. In titles, all words may have initial capitalization. In all copy, the FIRST 5 name appears in all caps. In headlines, the organization's shortened name, FIRST 5, is allowable. In body copy, however, the organization's full name, FIRST 5 Santa Clara County, should be used in the first instance; the abbreviated form should be used thereafter.
4. In body text, avoid line spacing that is too tight or too open — the copy block should have a "relaxed", easy to read feel.

This is a headline.

And this is a subhead.

And this is body copy, and so is this.

## TYPOGRAPHY.

FIRST 5's official tagline is a key messaging element that communicates an imperative and our reason for being in seven short words.

Avenir is the official san-serif font of the FIRST 5 brand. It should be used whenever possible, though Arial is a suitable alternative in situations when a document is being created on a system that does not have, or will not support, Avenir. An exception: When crafting personal correspondence, Times or Times New Roman is suitable for the text of your letter.

### SOME RULES:

1. In headlines and subheads, the initial word is capitalized, but all other words (other than the name of the organization and proper names) are lower case. Headlines and subheads contain no end punctuation. Subheads should be half the point size of the headline.
2. Body copy follows standard English grammar.
3. In titles, all words may have initial capitalization.
4. In all copy, the FIRST 5 name appears in all caps. In headlines, the organization's shortened name, FIRST 5, is allowable. In body copy, however, the organization's full name, FIRST 5 Santa Clara County, should be used in the first instance; the abbreviated form should be used thereafter.
5. In body text, avoid line spacing that is too tight or too open — the copy block should have a "relaxed", easy to read feel.

This is a headline.

And this is a subhead.

And this is body copy, and so is this.

## VOICE.

The FIRST 5 brand voice is the manifestation of our brand personality. As such, it is friendly, honest, plain speaking/straight talking and playful (when appropriate). Copy for the FIRST 5 brand should reflect this sensibility.

### FIRST 5 VOICE IS...

#### **FRIENDLY AND DIRECT...**

Preschool is an important part of every child's healthy development. FIRST 5 can help prepare your child for a prosperous future.

#### **BENEFITS-ORIENTED...**

FIRST 5 offers low-cost comprehensive health, dental, and vision insurance with monthly premiums ranging from \$4 per child to a maximum of \$18 per family.

#### **STRAIGHTFORWARD AND SPECIFIC...**

Is your child missing a lot of school or acting out? FIRST 5 Santa Clara County can help. Call us now, and we'll send you information on free or low-cost health insurance, educational or family services to help your family overcome these situations. After all, it's never too late to help a child build a better future.

#### **SMART AND ENERGETIC...**

FIRST 5 is shifting focus from substantiating allegations of abuse to assessing a child's specific needs and acting to connect parents with tools and services for resolving family issues—fast.

#### **PLAYFUL WHEN APPROPRIATE...**

Arts come to life with this fun, lively dance performance sponsored by your friends at FIRST 5.

### FIRST 5 VOICE IS NOT...

#### **PESSIMISTIC OR STRIDENT...**

Preschool is something you need to think about. Or else. Call FIRST 5 to see how we can get your child ready for school – before it's too late.

#### **FEATURES-ORIENTED...**

FIRST 5 Family CareConnect is a low-cost health, dental and vision insurance program implemented through the coordination of numerous public health services organizations and private insurers.

#### **VAGUE OR OVERLY DISCREET...**

If you're having problems or have an at risk child, there's someone who can help: FIRST 5. We've got services to help you build a brighter tomorrow for you and your child.

#### **IMPERIOUS OR SNOBBY...**

High-risk design and differential services apply professional quantitative and qualitative analysis to ascertain specific risk levels and address the behavioral or environmental issues impacting the subject's mental, physical or emotional development.

## PHOTOGRAPHY

As one would expect, the visual imagery of the FIRST 5 brand centers around images of young children. A library of approved digital images are included in the enclosed CD-ROM. These images should be used where imagery is needed.

This library of images has been carefully planned to emphasize diversity as well as provide a variety of situations and environments. Designed with a consistent, family look and feel, this collection should be your one resource for images for any FIRST 5 communications piece.

If you can't find images that meet your needs, please contact Daniel at: [daniel@first5kids.org](mailto:daniel@first5kids.org) or call 408.260.3700.



Here are just a few examples of the many images available for your use.

**PORTRAIT**



**ACTIVITY**



**FAMILY**



**HEALTH, NUTRITION, SAFETY**



**DETAIL**



**SPECIAL NEED**



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[www.first5kids.org](http://www.first5kids.org)