

# Style Guide



# 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 County, and should always be referred to in text as shown here:

**First 5 Riverside County** ✓

There should be a space between each word/numeral in "First 5 Riverside County"



It should **NOT** be written:

- ~~First 5 Riverside~~ X
- ~~First Five Riverside County~~ X
- ~~First5 Riverside County~~ X
- ~~First 5Riverside County~~ X
- ~~1st 5 Riverside County~~ X
- ~~First 5 of Riverside County~~ X
- ~~The First 5 Riverside County~~ X

# ALTERNATIVE ATTRIBUTION

In special circumstances, an attribution statement can be used to enhance the visibility of your agency and/or message in place of the First 5 Riverside County logo. It is important that even when attribution messages are written in Spanish, that the organization is still referred to as "First 5 Riverside County" in English as this is the most recognized branded name.

**“Made possible by funding from First 5 Riverside County”**

**“Funded by First 5 Riverside County”**

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

**“Hecho posible por medio de fondos de First 5 Riverside County”**

**“Financiado por First 5 Riverside County”**

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

**“Funded in part by First 5 Riverside County”**

**“Financiado parcialmente por First 5 Riverside County”**

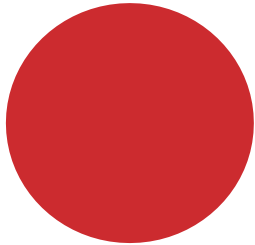


# LOGO GUIDELINES

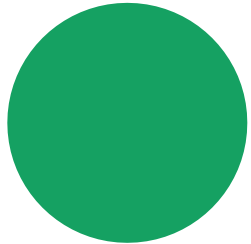
- *Do not* use the logo as part of a sentence or tagline.
- **Always** position the logo alone and away from other graphic elements, with a minimum clear area. If the background is busy or darkly-shaded, use the logo with the white border instead of the logo with the transparent background.
- *Do not* stretch, condense or distort the logo in any way. When increasing or decreasing size of logo, the overall shape of the logo must always be maintained. In most programs, holding shift key down while dragging the corner of the image retains its proportions evenly when enlarging.
- *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.



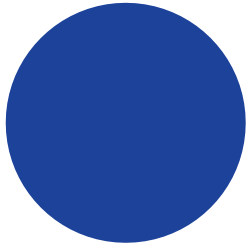
# LOGO



**First 5 Red**  
CMYK 13/97/89/3  
RGB 206/43/49  
HTML #ce2b31



**First 5 Green**  
CMYK 82/11/83/1  
RGB 19/160/97  
HTML #13a061



**First 5 Blue**  
CMYK 99/86/3/0  
RGB 30/66/155  
HTML #1e429b

## Minimum Usage



## Standard Usage



Standard Usage



Standard Usage



Standard Usage

# IMPROPER LOGO USAGE AND CONTACT INFORMATION

## Disproportionate or Stretched Logo



## Blurred, pixelated, or noisy logo



## Decorating or adding attributes and styles, including embossing and shadows



## Altered logo including replacing colors and cropping



## Questions & Special Permissions

Please contact the Public Information Specialist, Sean Pravica, directly at:

(951) 955-0568

[spravica@rivco.org](mailto:spravica@rivco.org)

You may also email the public email account at:

[First5@rivco.org](mailto:First5@rivco.org)

## How to Properly Reproduce the Logo

The First 5 Riverside County logos can be downloaded directly from our website here: <https://rccfc.org/Partners> or can be provided by the organization's Public Information Specialist.

If reproducing our logo you notice that it is used improperly, the best practice is to remove it and replace it again from the logo files. When enlarging or minimizing the logo, holding shift key down while dragging the corner of the image retains its proportions evenly in most programs.