

THE FIRST 5 SACRAMENTO COMMISSION LOGO STYLE AND USAGE GUIDE

PUBLIC ACKNOWLEDGEMENT

It is very important to let the public know how Proposition 10 funds are benefiting children and families in Sacramento County. Contractors and subcontractors receiving funding from First 5 Sacramento are required to show attribution on all printed materials including, but not limited to, press releases, websites, event materials, flyers, give-aways and other outreach materials promoting the First 5 Sacramento funded program (see contract.)

Logo

Use the First 5 Sacramento contractors' logo in a three-color version whenever possible (see color specs chart below.) Do **not** stretch or change the color of the logo without prior approval from First 5 Sacramento staff. The contractors' logo is available in English and Spanish to download at www.First5Sacramento.net under the tab *In the Community/Funded Partners* section.

COLOR SPECIFICATIONS CHART			
	PMS	CMYK	RGB
GREEN	361	75-0-100-0	0-204-51
BLUE	300	100-60-0-0	0-102-204
RED	032	0-100-85-0	204-0-51

Do not confuse First 5 Sacramento with the state agency, First 5 California. Do not use their logo.

CORRECT



INCORRECT



BROCHURES, PRESS MATERIALS, FACT SHEETS, NEWSLETTERS AND MEDIA INTERVIEWS

Please include the following written attribution on outreach materials:

Funding for the XX program/project is provided by the First 5 Sacramento Commission which uses Proposition 10 (tobacco tax) funds to support the healthy development of children ages zero through five. Additional information about the First 5 Sacramento Commission is online at www.first5sacramento.net or by calling 916-876-5865.

Spanish version of this attribution is available upon request.

PROGRAM NAME

We prefer that you use the First 5 Sacramento Commission logo whenever possible. If it is not appropriate (i.e., space constraints), then please use our correct name: **First 5 Sacramento Commission**

Our name should **NOT** be written:

First Five Sacramento
First 5
Sacramento First Five
First 5 Commission
Sacramento County First Five
First 5 California

It is important to verbally include this information when being interviewed by the media. Contact First 5 Sacramento staff before and after media interviews.

Please note that all attribution materials **must** be approved by Erin Blount, communications staff, at (916) 876-6684 or blounte@sacounty.net. Allow a 72 hour turn around time. Please call for assistance or with any questions.