



First 5 Sonoma County Funded Partner Branding Guide

Communications

We are passionate about the work we do together and the brand we have built. Help us showcase Proposition 10 and Measure I funds at work in Sonoma County by displaying the F5SC logo and Measure I logo where appropriate. With proper application, our logo on print and electronic publications in support of funded programs, events or projects can help promote our partnership and the impact of our work on families with young children.

Logo Treatment

Our logo is the single mark that represents us wherever we go. Which is why it is important that we always use it properly. This section is intended to serve as an initial guide for the proper way to publish, portray and apply our visual identity. We have laid out a few do's and don'ts and other details that will help ensure the F5SC logo is properly represented:



Size: A minimum size of 1" wide, scaled proportionately, is necessary to maintain legibility

Incorrect Usage: Please do not change logo colors, skew the logo, place the logo on busy backgrounds, rearrange or alter the logo elements. In rare cases, if determined suitable for any document, the logo may be substituted with the following: "Funded by First 5 Sonoma County." or "Partially Funded by First 5 Sonoma County."



Measure I Logo: In addition to the F5SC logo, please include the Measure I logo when promoting any programs or services supported by Measure I funds. If you are unsure if funding is coming from Measure I, please ask your Contract Manager.



Media Inquiries 101

In addition to logo use, media relations can further support our effort to highlight Prop 10 and Measure I funds at work and the impact of our partnership. Whether you are actively soliciting the media or have been contacted by the media, we want to support you in telling the story of your F5SC funded program/project. Here are some steps to guide you:

Before soliciting the media about a F5SC funded program/project:

1. Reach out to your F5SC Contract Manager about your plan to engage the media. This will help determine if and how F5SC can support you.
2. Submit a draft press release/media advisory to your F5SC Contract Manager
 - The ideal timeframe is one month with a minimum of two weeks.



3. Before responding to media requests about your F5SC funded program/project:
 - Tell the reporter you would like to help and confirm the appropriate person to provide comment. If you are unsure, you can have someone get back to them and take down the following information:
 - Reporter's contact information (name, email, phone)
 - What is the story about?
 - Deadline for a call back?
 - Who else is being interviewed for the story?
 - When will the story air or be published?

4. Reach out to your F5SC Contract Manager about the media request to inform F5SC about the funded program/project media coverage and to determine what role F5SC will have, if any. F5SC may be involved in the following ways:

- Respond to the media outlet
- Review press release or media statements
- Provide talking points about F5SC
- Tune in and promote the story

We understand the media works under tight deadlines and will always do our best to respond promptly. Notify your contact manager with story information after airing to help promote the efforts being highlighted by the media.

We Are Here to Help!

Call, email or visit us for support or questions regarding brand guidelines. Your F5SC Contract Manager is happy to review materials/documents with you prior to publication.