



## **Memo**

**To:** Commissioners, First 5 Ventura County

**From:** Lauren Arzu, on behalf of the Administration and Finance Committee

**Date:** April 21, 2022

**Re: Recommendation to Approve New Attribution and Logo Policy**

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### **Background**

The Commission adopted a Logo Policy in February 2003 to consistently identify programs funded by First 5 Ventura County. Since then, there have been major changes to the Commission and the programs we fund. The Neighborhoods for Learning and Help Me Grow, for example, are run internally. As a result, updates to the policy are necessary.

The First 5 Ventura County (F5VC) logo is a recognizable symbol of our work and helps communicate a cohesive, consistent message in the community. Consistent use of the F5VC logo builds brand identity and supports efforts to achieve greater unity, influence, and impact across First 5's statewide, leading to greater outcomes for children, prenatal through age 5 and their families.

To maintain consistent branding, the published materials of funded programs should note that they are 'funded by' or 'supported through a grant from' First 5 Ventura County. Logos developed for First 5 Ventura County, the Neighborhoods for Learning, and Help Me Grow should be used in accordance with branding guidelines – colors and size ratios should not be altered.

This recommendation has been reviewed and approved by the Administration and Finance Committee.

### **Recommendation**

The recommendation is to approve a new Attribution and Logo Policy, as attached.



## ATTRIBUTION & LOGO POLICY

### **Background**

The First 5 Ventura County (F5VC) logo is a recognizable symbol of our work and helps communicate a cohesive, consistent message in the community. Consistent use of the F5VC logo builds brand identity and supports efforts to achieve greater unity, influence, and impact across First 5's statewide, leading to greater outcomes for children, prenatal through age 5 and their families. The Children and Families First Commission of Ventura County adopted the First 5 Ventura County name and logo at the July 2002 Commission meeting to maintain consistency with the State Commission and the First 5 Network. The Commission's funded programs are required to use language attributing the source of funding to First 5 Ventura County. This Attribution and Logo Policy replaces the Logo Policy adopted by the Commission in February 2003.

### **Policy**

Funded programs shall use attribution language on all published materials that are specific to the program funded by First 5 Ventura County. Materials shall include, but not be limited to: brochures; flyers; written presentations; handbooks; social media; websites; public service announcements; and radio, television, and print ads.

- Attribution language can be either "Funded by" or "Supported through a grant from" First 5 Ventura County
  - F5VC's logo may be used in lieu of "First 5 Ventura County"

### **The requirements for logo usage are as follows:**

Programs identified in the Strategic Plan, i.e., Neighborhoods for Learning and Help Me Grow, shall use a First 5 Ventura County logo specifically adapted for the funded program.

All other funded programs shall use the First 5 Ventura County logo.

If the Contractor also uses a separate logo for the funded program, the First 5 Ventura County logo placement must be on the same page as the Contractor's logo.

- If the program is funded in the majority by First 5 Ventura County, then the First 5 Ventura County logo must be larger or the same size as the Contractor's logo
- For programs funded in the minority by First 5 Ventura County, then the First 5 Ventura County logo must not be less than 50% of the Contractor's logo.

*Example: An organization that has multiple programs with a variety of funding streams would only be required to include the First 5 Ventura County logo on materials that dealt exclusively with the program funded by the Commission. Thus, when an organization prints a brochure detailing all services provided, the logo would not be required. However, if the organization prints a brochure or flyer specifically for the program funded by First 5 Ventura County, the logo requirement would go into effect.*

# Logos

