FIRST THINGS FIRST

BRANDING GUIDE
FOR GRANT PARTNERS

FIRST THINGS FIRST | APRIL 2022

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WELCOME

Just as the early years impact a child's future success, the consistent, effective branding of First Things First impacts the public's perception of the organization and early childhood. Our logo often serves as our introduction. Branding—how and where our logo is presented, the language we use, etc.—is part of how we build trust and credibility so that people are more likely to listen to what we have to say about the importance of the early years and act on that knowledge.

IMPORTANT: Your contract with First Things First contains a provision about acknowledging First Things First and including our logo on brochures, fliers, posters, websites and other marketing materials you create to promote your First Things First-funded program. Please make sure that your Director of Marketing, Marketing Manager or Communications Department is aware of this requirement.

As our partner, you have a vested interest in building support for First Things First and Arizona's early childhood system. By fulfilling your responsibility to properly acknowledge First Things First, you play an important part in helping Arizonans recognize First Things First as a trusted voice in early childhood, which in turn reflects well on your organization.

Thank you for your partnership and for all you do to support young children and families in Arizona.

If you have any questions, please contact us at designteam@FirstThingsFirst.org.

ACKNOWLEDGING FIRST THINGS FIRST

Funding provided by First Things First must be acknowledged on materials related to your program or service, and recipients of your program or service should be made aware of First Things First.

You're reading it.

From **GRANT TERMS AND CONDITIONS**:

13.3 Acknowledgment of FTF Funding.

The grantee shall recognize First Things First as a funding source of programs and services funded in whole or part under this Grant Agreement in all publicly distributed print or electronic materials related to those programs and services.

The grantee shall make this recognition in a manner described in First Things First's most **current protocol and style guide**. First Things First will post any updates to the protocol and style guide under the Grantee Resources section of PGMS.

The grantee shall also recognize First Things First as a funding source of programs and services funded in whole or part under this Grant Agreement in all formal oral presentations and media interviews related to those programs and services.

RECOGNIZING FTF IN YOUR DAILY WORK

As a partner in forwarding FTF's mission and vision, you're reaching parents to raise awareness and improve understanding about how early childhood education is critical to helping Arizona's children thrive. Here are ways you can share that message.

Sharing the Why and What

First Things First connects with people, especially parents or caregivers, by explaining WHY the first five years are crucial to a child's development. People are more likely to connect to your program when they first understand WHY it matters. After presenting the WHY, you can provide information about WHAT your program does, along with educational reinforcement items (see Page 10), to help parents connect with your services and information.

ACKNOWLEDGING FIRST THINGS FIRST

Here is an example of presenting the WHY:

"Good morning. Did you know that 90% of a child's brain growth happens in the first five years? The (your program's name) offers classes to help build early literacy skills so your child builds the language skills needed to be a better reader. We have some classes coming up. Would you like to register?"

WHY statements for your program:

- 90% of a child's brain growth happens in the first five years.
- Babies are born learning.
- Strong families are the building blocks of strong communities.
- Healthy children are less likely to miss school days.
- Parents are their child's first and best teachers.

Connect to FTF Community Outreach Coordinator:
Our Community Outreach Coordinators can help you effectively share early childhood messaging. A nearby coordinator can be reached by emailing community@FirstThingsFirst.org and indicating the region in which you work.

ADDITIONAL WAYS TO SHARE EARLY CHILDHOOD MESSAGE

Sign up up your families for the FTF parenting newsletter:
As a grantee, you are helping to prepare children for kindergarten. That can be enhanced by having your parents and caregivers sign up for the FTF parenting newsletter called, First Things. This monthy digital newsletter provides tips about parenting, health and other topics in fun videos, blogs and animation. We strongly encourage you to have all families sign up at: FirstThingsFirst.org.

ACKNOWLEDGING FIRST THINGS FIRST

Recognition of funding from First Things First should be included on all of the following:

- **Website, webpage(s) or social media sites** about your program/service

- **Materials provided to clients/recipients** of your program/service

- **Materials advertising or promoting** your program/service;

  See *Reinforcement/Promotional Items*, Page 10.

- **Welcoming participants** to your program/service

- **Presentations to the public** about your program/service

- **Press releases or pitches** discussing your program/service

- **Media interviews** related to your program/service

In addition to sharing the FTF message about the importance of early childhood, you also need to recognize FTF as a funder of your work. Recognition of funding from First Things First should be accomplished through the following means, as applicable:

1. **Displaying the FTF logo**

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   FIRST THINGS FIRST

   For more details, see *Logo Files and Usage Guidelines* starting on page 6.

2. **Written acknowledgement in the body of print or online text**

   Mention of FTF should be included in introductory text describing your program or service. Suggested language:

   > Support for [your program/service] is provided by a grant from First Things First.

   More language describing FTF should be included as is appropriate for the length of the text.

   See *Summary Statements*, Page 13.

3. **Verbal recognition**

   When introducing families, caregivers or other participants to your program or service, please make them aware that the services provided are funded by First Things First.

First Things First → Grantees & Partners → Children & Families

See *Summary Statements*, Page 13.

LOGO FILES

You should acknowledge funding from First Things First by displaying the FTF logo on print materials and webpages related to your program or service.

The **SUPPORT** version of the FTF logo is suitable for most uses**.**

For some uses, the general FTF logo may be appropriate. It is available in both horizontal and vertical orientations.

Always use the type of logo file that is appropriate for your application:

BASIC PRINT MATERIALS
Use JPG files in Word, Publisher and other standard applications. JPG files have a white background.

POWERPOINT
Use PNG files in PowerPoint presentations. PNG files have a clear background.

WEB
Use JPG or PNG files for online applications.

PROFESSIONAL PRINTING
Use EPS files when using design software such as InDesign, Illustrator, etc. for more advanced print applications.

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FIRST THINGS FIRST

SUPPORT

FILE NAMES
ftf_support_clr.jpg
ftf_support_clr.png
ftf_support_clr.eps

WHERE TO GET LOGO FILES
Approved versions of FTF logo files can be downloaded from your Grant Partner Dashboard at: http://ftf/extranet/apps/pgms.

Logo files found via web search or on other websites should not be used, as they may be of lower resolution than required.

Not sure which logo to use? Email designteam@FirstThingsFirst.org.

FIRST THINGS FIRST

HORIZONTAL

FILE NAMES
ftf_horiz_clr.jpg
ftf_horiz_clr.png
ftf_horiz_clr.eps

FIRST THINGS FIRST

VERTICAL

FILE NAMES
ftf_vert_clr.jpg
ftf_vert_clr.png
ftf_vert_clr.eps

LOGO USAGE GUIDELINES

These guidelines are meant to ensure that the FTF logo is presented with consistency and quality and leaves a positive impression of our brand.

SIZING
Always maintain the original proportions of the First Things First logo when resizing/scaling. Avoid squashing, stretching or otherwise distorting its dimensions.

Please display the FTF logo large enough to ensure visibility and legibility. The minimum size that the FTF logo should appear is 1.5" in width.

If the FTF logo will appear alongside logos of other partner organizations, it must be displayed in comparable size.

CLEAR SPACE
Also to ensure visibility and legibility, always maintain a minimum amount of clear space around the logo.

The clear space provides a sufficient area of background around the logo to protect it from overcrowding, which can detract from its impact.

The minimum distance to be maintained equals the width or height of the FTF logo mark.

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Minimum: 1.5" width

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X

X = height or width of logo mark   X

COMMON MISTAKES

The FTF logo should be used according to the specifications in this guide. Always use the approved logo files provided and do not alter the logo in any way.

Here are some examples of **incorrect** usage:

DISTORTION

Do not distort or stretch any part of the logo.

IMPROPER SPACING

Do not use the logo without proper amount of clear space around logo.

BACKGROUND

Do not set the logo on contrasting fields of color.

COLOR

Do not change the colors of the logo.

INDIVIDUAL ELEMENTS

Do not deconstruct the logo elements to form a new identity.

If necessary, add a white shape as background for the logo. Remember to maintain a proper amount of clear space.

PLACEMENT/DESIGN

While required to be visible and legible, the placement of the FTF logo should be secondary to the branding of your program or service and not the main focus.

The layout and design of your materials should make it clear that:

1. Your organization administers the program or service; and

2. It is funded by First Things First.

HYPERLINKS
When displayed on a webpage or other digital materials (email, clickable PDF, etc.), the FTF logo must be hyperlinked to the FTF website and written in CamelCase: FirstThingsFirst.org.

PHOTOGRAPHY
If you choose to use photography, children represented should be ages birth to 5. Photos should depict developmentally appropriate practices and positive interactions with adults in settings that nurture the health and learning of young children.

You must obtain a signed a release form in order to use original photos of children or adults participating in your program or service.

BLUE
PMS: 300C
CMYK: 99/50/0/0
RGB: 0/94/184
HEX: #005EB8

GREEN
PMS: 362C
CMYK: 78/0/100/2
RGB: 80/158/47
HEX: #509E2F

FTF COLORS
The primary brand colors of First Things First are blue and green. You may use these colors in your designs to ensure consistency with the FTF brand.

REINFORCEMENT/PROMOTIONAL ITEMS

First Things First is committed to being both efficient and effective with the public monies entrusted to us, since 90% of all funding is set aside for programs and services to benefit young children.

Your grant may include amounts budgeted for marketing, outreach and public awareness efforts. These may include:

- **Educational reinforcement items** to increase awareness of early childhood and promote positive parenting behaviors (i.e., brain development, reading to young children, healthy food choices)

- **Incentive items** to encourage continued participation in your program or service

- **Promotional items** to raise awareness of the importance of early childhood and your program or service to potential participants

GUIDELINES

1. In general, these items should **be of nominal value**. Again, we are stewards of public monies and are required to prudently allocate funds to benefit young children.

2. In addition to your logo and the FTF logo, leave-behind items should, whenever possible, **carry an early childhood message that is relevant to your program** (i.e.,"Healthy snacks. Healthy meals. Healthy kids.").

3. **Some items may not be required to include the FTF logo**. The size of certain items may not permit co-branding (the inclusion of the FTF logo in addition to your program's logo). Incentive items or purely promotional items—pens, duffle bags, etc.—that don't have a clear connection to early childhood also may not be required to carry the FTF logo. These considerations will be made on a case-by-case basis.

4. All items should be **submitted to FTF for branding review and approval** via the PGMS system.

5. Prior to ordering such items, you should **check with your FTF grants and contracts/fiscal specialist** to confirm that the expenditure will be approved under the terms of your grant from First Things First.

REINFORCEMENT/PROMOTIONAL ITEMS

Ordering Educational Reinforcement Items

Educational reinforcement items (ERI) are used in our early childhood development and health awareness-building and outreach efforts throughout Arizona. You can order First Things First branded ERIs online and access products like:

- Magnetic message boards that share tips for parents and caregivers
- Shopping tote bags that feature a message about healthy eating
- Infant/toddler oral health kits
- Several other items

We have created an online ordering site that, as an FTF grant partner, you can access. We invite you to use the site if you would like to order these branded items to help spread key messages about early childhood in Arizona.

NOTE: If appropriate to the grant strategy being implemented, grant partners may use funds from FTF grants to purchase these items.

How to Order ERIs

1. **https://bit.ly/ERI2022**
2. After you click on the link, review the directions for next steps.

All items available for purchase are pictured on the site. If you have any questions about the ordering site, please email your questions to community@FirstThingsFirst.org.

How to Use ERIs

In addition, if you would like support on how best to share these items with families in your community, please connect with the First Things First Community Outreach Coordinator in your region. The nearest coordinator can be reached by emailing community@FirstThingsFirst.org and indicating the region in which you work.

BRANDING REVIEW AND APPROVAL

Use of the FTF logo on materials related to your program or service must be submitted for review and approval.

While FTF strives to provide timely and helpful service and consultation, please allow up to five working days for branding review.

From **GRANT TERMS AND CONDITIONS**:

13.2 Review of Printed Materials.

First Things First must review and approve all grantee publications and/or media funded or partially funded through this Grant Agreement for compliance with this Grant Agreement. **The grantee shall submit to First Things First via PGMS** all print and electronic materials related to the programs and services funded under this Grant Agreement before publicly distributing those materials so that First Things First may first review and approve prior to release. If deemed necessary by First Things First, the grantee shall revise the materials as indicated by First Things First before publicly distributing the materials. First Things First shall have full and complete rights to reproduce, duplicate, disclose, perform and otherwise use all materials prepared under this Grant Agreement.

pgms
partner & grant
management system

ACCESSING PGMS / EXTRANET
Credentials and login information to access PGMS (the FTF Extranet) for data reporting as well as branding review and approval is provided by your First Things First grants and contracts/fiscal specialist.

Approved FTF logo files are available for download via PGMS.

SUMMARY STATEMENTS

In addition to displaying the First Things First logo, acknowledgement of funding from FTF should be included in both print and digital materials that describe your program or service.

Based on the length of the piece, choose one of these blocks of text that include a summary statement/description of First Things First:

Digital/online text should include a hyperlink to the First Things First website.

VERBAL ACKNOWLEDGMENT
Upon engaging in conversation with families, caregivers or other participants, always explain that your program/service is funded by First Things First. Please provide a brief summary of First Things First as well.

SHORT
Support for [your program/service] is provided by a grant from First Things First, which partners with families and communities to give all Arizona children the opportunity to arrive at kindergarten healthy and ready to succeed. Learn more at FirstThingsFirst.org.

MEDIUM
Support for [your program/service] is provided by a grant from First Things First, which partners with families and communities to give all Arizona children the opportunity to arrive at kindergarten healthy and ready to succeed. A voter-created, statewide organization, First Things First funds early learning, family support and health programs that support the development and learning of children from birth to age 5, before kindergarten. Decisions about how those funds are spent are made by local councils staffed by community volunteers. Learn more at FirstThingsFirst.org.

LONG
Support for [your program/service] is provided by a grant from First Things First, which partners with families and communities to give all Arizona children the opportunity to arrive at kindergarten healthy and ready to succeed.

A voter-created, statewide organization, First Things First funds early learning, family support and health programs that support the development and learning of children from birth to age 5, before kindergarten. Programs and services supported by First Things First focus on: quality child care and preschool, early literacy, strengthening families, and preventive health.

Decisions about how FTF funds are spent are made by local councils staffed by community volunteers. The amount of funding allocated to each area is based on the number of children birth through age 5 in that community and the percentage of young children living in poverty.

Learn more at FirstThingsFirst.org.

PUBLIC AWARENESS/MARKETING

The implementation of your grant may include a public awareness component. Please consult with First Things First's communications and engagement department in the early planning stages of significant awareness/outreach efforts such as:

- **Websites**
- **Paid advertising**
- **Media campaigns**

TO SCHEDULE A CONSULTATION:

Nicoletta Kennedy
Director of Brand Advancement,
First Things First

Email: nkennedy@FirstThingsFirst.org

Office: 602.708.4774

From **GRANT TERMS AND CONDITIONS**:

13.4 Public Awareness Efforts.

The grantee shall consult with First Things First in the planning of public awareness/marketing strategies, such as websites, advertising or media campaigns, related to the programs or services funded under this Grant Agreement.

CONSULTATION
A strategy session with First Things First in the initial planning phase of such a project will serve to:

- Clarify goals and objectives
- Identify key audiences and ways to reach them
- Define success metrics
- Find ways to integrate with other outreach efforts
- Avoid conflicts with other outreach efforts

It will also be helpful in assessing whether the tactics and expenditures being considered are within the parameters of your grant.

MEDIA

MEDIA CALLS

You may be contacted by the news media for information about your program/service or about early childhood issues on which you are considered an expert.

Please let FTF's public information officer know anytime you are contacted by or speak with the media.

When answering questions about your program/service, please highlight funding from FTF and provide an appropriate summary statement/description of First Things First (see Page 13).

If reporters have specific questions about First Things First or the funding for your program/service, please direct those inquiries to the First Things First office in your region, or in cases of grantees for statewide strategies, the FTF public information officer.

CONTACT FOR MEDIA INQUIRIES:

Ofelia Gonzalez
Public Information Officer, First Things First

Office: 602.771.5087
Mobile: 480.356.8469

Email: ogonzalez@FirstThingsFirst.org

PRESS RELEASES/MEDIA EVENTS

Please contact the First Things First community outreach coordinator or regional director in your area if you are considering a media announcement related to:

- The receipt or renewal of your grant from First Things First
- An increase or decrease in services you are providing
- Other news about your FTF-funded program/service

Grantees for statewide strategies should contact the FTF public information officer in these circumstances.

Although grantees do not need permission from FTF to conduct media outreach, coordinating with the appropriate FTF staff can avoid conflicts with other FTF programs and contribute to the success of your earned media efforts.

All news releases require advance approval from FTF. Please submit the news release drafts to FTF's public information officer through PGMS and allow five days for approval. To expedite approval, please keep these guidelines in mind:

- Text must focus on how the funded services benefit children's health or education, not adults or the organization.
- It is highly recommended that you include language on the research or evidence linking quality early childhood experiences to school readiness/success.
- FTF must be acknowledged as the source of support for the program/activity, along with the following:

  For more information on First Things First, visit: FirstThingsFirst.org.

- FTF's local or statewide community outreach or public information staff must be listed as a media contact, as applicable.
- Press releases must also include the FTF boilerplate language listed below.

PRESS RELEASE BOILERPLATE

About First Things First: First Things First is a voter-created, statewide organization that funds early education and health programs to help kids be successful once they enter kindergarten. Decisions about how those funds are spent are made by local councils staffed by community volunteers. To learn more, visit FirstThingsFirst.org.