



**Style**

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First 5 San Mateo County is entrusted with the strategic investment of nearly 7 million public dollars each year specifically earmarked to help children and families in our county succeed.

We work on behalf of over 53,000 children ages 0-5 living in San Mateo County to ensure their every need is met, their families are supported and their future is a priority.

The brand tone for First 5 San Mateo County is:

- Friendly and approachable, but presents knowledge with authority because they have done the research
- Clear and informative
- Inspires trust
- Open and collaborative, ready to acknowledge and highlight partners, champions and parents/caregivers

## **Messaging to Parents**

When speaking with parents, our brand's voice should be caring, informative and always positive. To aid with clarity and encompass everyone in our diverse audience, all copy intended for parents should be written at a fifth grade level.

### **Sample social post:**

*Looking for a cost-free way to keep your kids busy? Check out these fun-filled indoor activities!*

## **Messaging to Community Influencers**

When speaking to the community and/or public officials we should stress an informative and knowledgeable voice.

### **Sample social post:**

*Learn about the new ways our state is keeping our little ones safe here!*

## Primary Color Logo

The First 5 San Mateo County logo is a key identifying brand graphic and should be used on all communication and advertising.

### Tagline

When appropriate, include the tagline, Success for Every Child, underneath the logo. Please typeset the tagline as seen here. *Font used: Trebuchet Regular.*



## White/Reversed Logo

The logo may be used in white when placed on a solid color background. To maintain brand strength and consistency, the background color should be F5 San Mateo Green (see *Color Palette on page 4*).



## Black & White Logo

Sometimes color reproduction is not available on printed materials. In this case, the logo may be used in black, as shown here.



The First 5 San Mateo County logo and logo elements should never be altered, stretched, tilted, rearranged or placed on a busy or dark background. These are a few examples of incorrect logo use.

Do not rearrange or alter the logo elements.



Do not stretch or skew the logo.



Do not change the color of the logo.



Do not place the primary color logo on a busy or dark background.



## Primary Palette

The color palette for First 5 San Mateo County complements the brand-established color of the logo. These colors are also ADA compliant.\* You may place white text on top of these colors, or use these colors for text on a white background.



**Olive Green**  
CMYK 54/38/85/18  
RGB 115/121/67  
HTML 737843



**Field Green**  
CMYK 74/27/100/12  
RGB 76/132/61  
HTML 4c843c



**Teal**  
CMYK 82/35/43/7  
RGB 42/127/135  
HTML 2a7f86



**Grape**  
CMYK 75/98/18/5  
RGB 98/46/122  
HTML 622d7a



**Raspberry**  
CMYK 37/82/0/0  
RGB 167/80/159  
HTML a6509e



**Persimmon**  
CMYK 15/82/100/4  
RGB 203/80/40  
HTML ca5027

## Secondary Accent Colors

The colors below may be used as additional accent colors to the primary palette above. These colors are **not** ADA compliant with one exception: you may place black text on top of any of these colors.



**Celery**  
CMYK 38/7/91/0  
RGB 172/196/74  
HTML acc44a



**Soft Aqua**  
CMYK 54/0/18/0  
RGB 105/204/213  
HTML 69ccd5



**Lilac**  
CMYK 27/65/0/0  
RGB 197/111/197  
HTML acc44a



**Peach**  
CMYK 0/54/71/0  
RGB 246/142/87  
HTML f68e56



**Sunny Yellow**  
CMYK 3/26/100/0  
RGB 247/189/16  
HTML f7bd10

*\*The Americans with Disabilities Act (ADA) generally requires that individuals with disabilities be provided with equal access to information and services. Therefore, government websites must have accessible features for people with disabilities. Proper contrast between text and background color is one issue that is necessary to address.*

Photos used for First 5 San Mateo County messaging should be positive, inspiring, empowering, educational and informative. These images should always use interesting depth of field and never seem posed or unnatural. Whenever possible, imagery should highlight children ages 0-5. Below are stylistic examples of appropriate photos for use.



## Digital/Web

The font that is used in digital instances is the Trebuchet font family. Trebuchet is a sans serif font that has a friendly look and is easy to read. This is a common font that can be viewed on most computers.

Trebuchet Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz • 1234567890

*Trebuchet Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz • 1234567890

**Trebuchet Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz • 1234567890

***Trebuchet Bold Italic***  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz • 1234567890

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## Printed Collateral

A suggested font for headlines and subheads is ITC American Typewriter Bold. This font has a friendly, warm personality and is reminiscent of toy alphabet blocks. If this font is not available, use a serif font such as Palatino Bold.

For body copy, Trebuchet Regular may be used. It contrasts nicely with the bold serif headline font and is friendly and easy to read.

## Headlines and Subheads

**ITC American Typewriter Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz •**  
**1234567890**

## Body Copy

Trebuchet Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz • 1234567890

# Social Media Icon

A family of icons exists for branding photos and graphics on First 5 San Mateo's social media channels. Please use the icon that best contrasts with the background colors.

## Icons in approved color palette



## Color Icon on Photo



## Reversed Icon on Photo




## Reversed Icon on Graphic

Data from the San Mateo Medical Center Emergency Room suggest that more than

# 25%

of costly dental-related ER visits could have been prevented with routine preventive and primary dental care.<sup>1</sup>

<sup>1</sup> Data obtained from San Mateo Medical Center's Emergency Room and Stanford Hospital and Clinics for San Mateo residents, August 2015.



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