Style Guide

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Success for Every Child
Brand Tone

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!
**Logo**

**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.
Logo Don’ts

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.
Color Palette

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.
Typography

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.

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.
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**

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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.¹

¹ Data obtained from San Mateo Medical Center’s Emergency Room and Stanford Hospital and Clinics for San Mateo residents, August 2013.