



FIRST THINGS FIRST

The right system for bright futures

First Things First Communication

Grantee Protocol

First Things First – Grantee Protocol

Communications Objectives

- *FTF is recognized as Arizona’s movement to ensure that Arizona’s children have access to the early childhood experiences that help them to succeed.*
- *Build public awareness of the importance of investment (whether of time, financial resources, etc.) in early childhood.*
- *Increase parent knowledge of the importance of early childhood.*

The First Things First Strategic Communications Plan contains strategies to achieve all three of these objectives. One of those strategies requires that all of the activities of our programmatic areas – such as the FTF statewide initiatives and the activities funded through the regional partnership councils – be appropriately branded. This is where Grantees have a role.

What is a brand and why is it so important?

A brand is, put simply, an organization’s identity. It contains visual elements – such as the organization’s logo, colors and tagline. But, more importantly, it also includes the organization’s brand promise, that is, what the public can expect from First Things First.

How do you build a brand?

There are many steps in building an effective brand. Today, we’re here to talk about two of those steps.

The first step is to ensure that all actions taken on behalf of First Things First are consistent with our brand promise. That is, everything that we do or fund should help move us toward a statewide system that ensures our youngest children have access to opportunities that will help them reach school healthy and ready to succeed. The information that you were asked to provide during the grant-making process and the accountability built in to the evaluation of your performance in those grants helps to ensure that the work you are doing is consistent with the FTF brand promise.

The second step is to ensure that all activities funded by First Things First are recognized as such and that all written and oral communications that reference First Things First are consistent. We achieve this by having requirements – both internally and externally – about how our logo is to be used and about the language that will be used when referencing First Things First.

In your packets is a list of detailed requirements, when to use the FTF logo and the FTF Communications approval process.

The FTF Logo and Web address should be used on all programs and services funded by FTF, and all those materials need to go through the FTF Communications office for approval, to ensure consistency.

What items should be submitted for approval?

Any items listed on the Grantee Requirements must include the FTF logo or any communications that reference First Things First (such as press releases, Web language, presentation templates).

We recognize that individual grantees may also have brands that their internal policies require them to support. In addition, we understand if there are resource issues that prevent an individual grantee from meeting all of our requirements. In cases where the grantee has a specific written policy that prevents their complying with these requirements, we will address each of those situations on a case-by-case basis.

We know that as a partner in Arizona’s early childhood system, you have a vested interest in ensuring that this movement is successful and that there is increased and continuous support for the First Things First system. We appreciate all of your assistance in complying with these requirements.



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Grantee Requirements

First Things First – Grantee Requirements

Web

Grantees must include link to the First Things First Web site from their Web site. The FTF Web address is www.azftf.gov. It is up to the individual grantee to determine where the FTF link will appear on their site, however, the language used for the link is as follows:

XX Grantee Activity is brought to you by First Things First (hyperlink). **First Things First (FTF)**, approved by Arizona voters, works to ensure that our youngest children have access to quality early childhood experiences so they will start school healthy and ready to succeed. Across the state, FTF regional partnership councils – in collaboration with local leaders – identify the educational and health needs of children from birth through age 5 in their communities and fund strategies to address those needs.

Printed Collateral Materials

- *Printed collateral materials for activities funded **entirely** by First Things First must:*

Include the First Things First “Brought to You By” logo (preferably the specific Regional Partnership Council version that corresponds with their area). Approved logos of various types will be provided.

If the grantee organization also has a logo on the materials, the FTF logo must appear in comparable size and position with the grantee’s logo.

A descriptive paragraph on FTF (pre-approved 32, 67 and 103-word paragraphs are located at the end of this section). If the collateral materials include a descriptor of the grantee organization, FTF’s information must appear first.

The FTF Web address in the following format: For more info about First Things First: www.azftf.gov

Where design allows: For more info about First Things First:

Tel: 602-771-5100

Email: ftf@azftf.gov

www.azftf.gov

If the materials contain contact information for the grantee organization that is providing the service, the grantee’s contact information comes first.

Program offices providing FTF-funded services also must display either an FTF-approved poster or window decal (to be provided).

- *Printed collateral materials for activities funded **in part by** FTF must:*

Include the First Things “Brought to You in Part By” logo (preferably the specific Regional Partnership Council version that corresponds with their area). Approved logos of various types will be provided.

If there are multiple funders whose logos appear on the materials, the FTF logo must appear in comparable size and position to those logos.

A descriptive paragraph on FTF (pre-approved 32, 67 and 103-word paragraphs are located at the end of this section). If the collateral materials include a descriptor of other funders, then the order of appearance should be consistent with each organization’s level of funding support.

The FTF Web address in the following format: For more info about First Things First: www.azftf.gov

Where design allows: For more info about First Things First:

Tel: 602-771-5100

Email: ftf@azftf.gov

www.azftf.gov

If the materials contain contact information for the grantee organization that is providing the service, the grantee's contact information comes first.

Program offices providing FTF-funded services also must display either an FTF-approved poster or window decal (to be provided).

Media Relations

All press releases and press kits that reference FTF-funded activities should include a reference to the fact that the activities are funded in whole or in part through First Things First, include a short descriptor of First Things First, and contact information for the FTF press office.

Press release FTF descriptor:

First Things First was created in 2006, when Arizona voters – through the Proposition 203 ballot initiative – decided to set aside 80 cents from each pack of cigarettes sold in order to fund the expansion of education and health programs for children from birth through age five. Under the terms of the proposition, decisions about how to best use the funds are made on a per-region basis by 31 councils made up of local leaders. The statewide board – which has final approval of the councils' recommendations – is responsible for ensuring that the funds are used on programs proven to work at improving outcomes for children.

Depending on the nature of the release, this information may be appropriate to the text of the release or may be appropriate at the end of the release.

Presentations

The amount of FTF information that is included in Power Point and other presentation varies on the purpose of the presentation, the audience, etc. When doing a presentation to introduce an FTF-funded service to the participants in that service, at a minimum, the presentation should include: the FTF logo, the fact that the service is funded in whole or in part by FTF (use the language Brought to You By or Brought to You in Part By), the 103-word descriptor of FTF and the FTF Web address.

Recommendations

In printed materials, use the approved FTF Color Palette (included in the Logo Policy)

Where using photos, please use black and white photos of children younger than age 6. The photos, ideally, should show children engaged in learning activities and with a variety of caregivers. The emphasis should be on children interacting with community members and actively engaged in activity.

Submitting Items for Approval

All items submitted for approval should be sent to the Communication Division at

communication@azftf.gov

****In the body of the email, please answer the following questions:**

Which Regional Partnership Council is funding the grant?
Is First Things First the sole or partial funder?

Once the communications team receives the request, please allow 3-5 full business days for approval.

First Things First Descriptors

32 words: **First Things First (FTF)**, approved by Arizona voters, works to ensure that our youngest children have access to quality early childhood experiences so they will start school healthy and ready to succeed.

67 words: **First Things First (FTF)**, approved by Arizona voters, works to ensure that our youngest children have access to quality early childhood experiences so they will start school healthy and ready to succeed. Across the state, FTF regional partnership councils – in collaboration with local leaders – identify the educational and health needs of children from birth through age 5 in their communities and fund strategies to address those needs.

103 Words: **First Things First (FTF)**, approved by Arizona voters, works to ensure that our youngest children have access to quality early childhood experiences so they will start school healthy and ready to succeed. Across the state, FTF regional partnership councils – in collaboration with local leaders – identify the educational and health needs of children from birth through age 5 in their communities and fund strategies to address those needs. FTF works with those impacting the early childhood experience – including parents and other caregivers, government agencies, community organizations, health care providers and educators – to make the most efficient and effective use of Arizona’s early childhood resources.

****All requirements subject to change as FTF Communications Protocols are being improved. Notice of any substantive change will be provided to grantees. Grantees are not required to make the changes until materials are re-designed or re-printed.***



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Logo Policy

FIRST THINGS FIRST
BRAND AND STYLE GUIDE

First Things First Logo Policy

The First Things First logo (or Regional Partnership Council logo) is an important asset which must be presented with consistency. It must always appear as defined in these logo usage guidelines. Please do not attempt to redraw the logo, or add/take away any element within its presentation.

To ensure First Things First branding – any and all program materials that are either partially or fully funded by FTF must include the First Things First logo. If a partner organization's logo must also appear on materials, the size and placement of the First Things First logo must be comparable to the partner organization's brand/logo.



Ideally the logo should be used on a white background for maximum impact and clarity. The logo will have a minimum of 1x-height white space around it.



Logo Usage Guidelines

1. The First Things First logo is the ONLY logo that can appear on official letters.
2. Logos can only be used in the colors specified or black.
3. The logo must always be represented as a whole image.
4. If you choose to resize the logo, please keep the original proportions.
5. For engraving or reversing the logo, please request a special use logo by contacting First Things First Communications at 602.771.5062 or email us at communication@azfff.gov.

Image Resizing Hint: Be sure to resize from the corner and hold down your Shift key. This will ensure that the image resizes proportionately.

Color Palette

Primary Colors



Pantone
7462



Pantone
7433



Pantone
2985



Pantone
381

Support Colors



Pantone
143



Pantone
4545



Black

CMYK / RGB / Web

100/45/6/27	7/83/16/23	60/0/4/0	23/0/89/0	0/32/86/0	3/5/25/5	0/0/0/0
0/90/139	168/64/105	91/198/232	201/221/3	238/175/48	220/214/178	0/0/0
#005A8B	#A84069	#5BC6E8	#C9DD03	#EEAF30	#DCD6B2	#000000

Logo File Type Guidelines

.TIF files

Should be used in documents that will be printed because they have a higher resolution. This means that they won't print "fuzzy".

.EPS files

are typically used by designers because they are vector art – the cleanest versions of the logos. However, not all machines can interpret these logos unless they have proper software installed.

.GIF files

are always low-resolution and should only be used for Web sites and email.

.JPG files

can be either high resolution or low resolution for web use.