



Brand Guidelines

V.1

About First Five SC

First Five SC includes information about 60 publicly funded programs and services across 10 state agencies, with over 40 programs on the simple eligibility screening tool. Families can self-navigate, with no log-in, in order to learn about state and federally funded public programs across South Carolina that may be available to them based on their family income, child's needs, location, and other household circumstances.

Logo

Color

Examples of recommended use of the First Five SC logo on approved color backgrounds are shown here. When the logo is used on a dark colored background or image, the reversed logo should be used.

When placing the logo on an image / photography, adequate contrast is required and the image should not obscure the logo. Placing the logo over a complex or busy background is not recommended.



Logo

Clear Space

A specified clear space ensures the integrity and impact of the First Five SC logo. The area shown surrounding the logo should be clear of any adjacent text or graphic elements.

The clear space area is always equal to X, where X = the height of the “F” in “First”.

There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail.



Logo

Misuse



DON'T stretch or scale disproportionately



DON'T add an outline to the logo



DON'T rotate the logo



DON'T change the proportions of the logotype or mark



DON'T rearrange or modify the logo elements



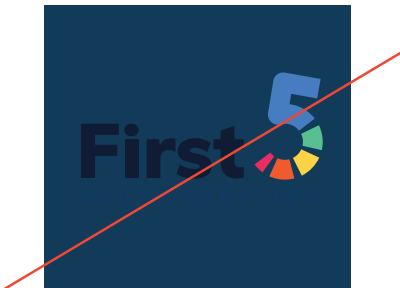
DON'T use non-approved colors



DON'T change colors of elements within the logo



DON'T place the logo on a photo that limits legibility

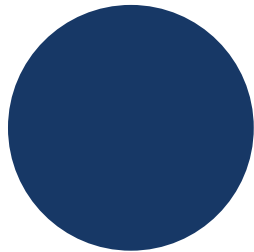


DON'T place the logo on a color that limits legibility

Color

Primary Color Palette

Consistent and correct use of our color palette enhances the strength and visibility of the First Five SC brand. The primary color palette uses navy, cobalt blue, and a light teal.



CMYK

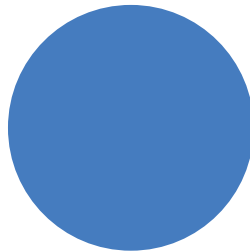
100 | 85 | 33 | 22

RGB

26 | 56 | 102

HEX#

1a3866



CMYK

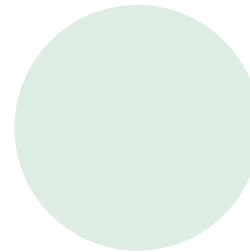
75 | 47 | 00 | 00

RGB

54 | 128 | 217

HEX#

3680d9



CMYK

12 | 01 | 12 | 00

RGB

222 | 237 | 227

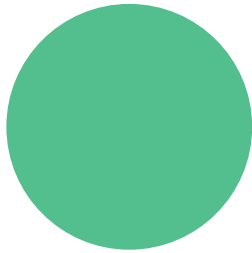
HEX#

deede3

Color

Secondary Color Palette

The Secondary colors are complementary to the official colors but are not recognizable identifiers for the First Five SC brand. Secondary colors should be used occasionally to support the primary color palette. The amount of color used will depend on the form of communication.

**CMYK**

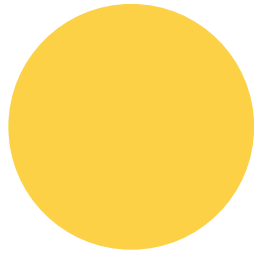
64 | 00 | 59 | 00

RGB

61 | 209 | 148

HEX#

3dd194

**CMYK**

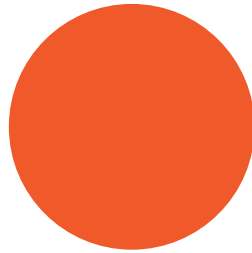
01 | 16 | 83 | 00

RGB

252 | 209 | 71

HEX#

fcd147

**CMYK**

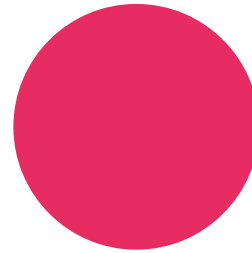
16 | 79 | 93 | 00

RGB

240 | 92 | 43

HEX#

f05c2b

**CMYK**

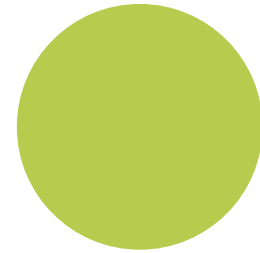
04 | 95 | 47 | 00

RGB

229 | 48 | 97

HEX#

e53061

**CMYK**

32 | 05 | 86 | 00

RGB

184 | 204 | 82

HEX#

b8cc52

Typography

Primary Typefaces

The primary font family for the First Steps SC brand is Muli. This includes all weights and styles as needed. Some of the main styles are highlighted below. Headlines, sub headlines, headline eyebrows, body text, infographic call outs and pull quotes should use this font.

<https://fonts.adobe.com/fonts/muli>

MULI BOLD

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 \$ % & (. , ; : # ! ?)

ROBOTO MEDIUM

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 \$ % & (. , ; : # ! ?)

ROBOTO LIGHT

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 \$ % & (. , ; : # ! ?)

Example Typography

Lorem Ipsum et Dolor

Lorem ipsum sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse

Lorem ipsum sit amet

- Lorem ipsum dolor sit amet, consectetur
- Adipiscing elit, sed diam nonummy nibh euismod
- Tincidunt ut laoreet dolore magna aliquam erat volutpat.

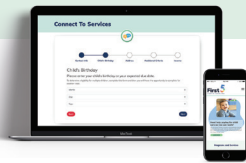
Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse

Example Applications

First 5 SOUTH CAROLINA

first5sc.org

Connecting families with over 40 public services for young children.



What is First Five South Carolina?

First Five SC transforms the way families access publicly funded early childhood programs and services in South Carolina. Through a single online portal, families and their advocates can find information about child care, health, early intervention, nutrition, and parenting support programs in their area.

What is the Purpose?

First Five SC engages parents and caregivers as active partners in making South Carolina's early childhood system work for young children and families. By streamlining the search and application process, First Five SC helps families better understand their options and choose the programs and services that best meet their needs.

Whom does it Serve?

Parenting young children is multifaceted and families are usually dealing with more than one need at any given time. First Five SC accommodates the real life complexities of families by providing cohesion between publicly funded early childhood programs and services in South Carolina. By answering a few questions, families and their advocates can locate publicly funded early childhood services that they may qualify for in their area.



South Carolina's children

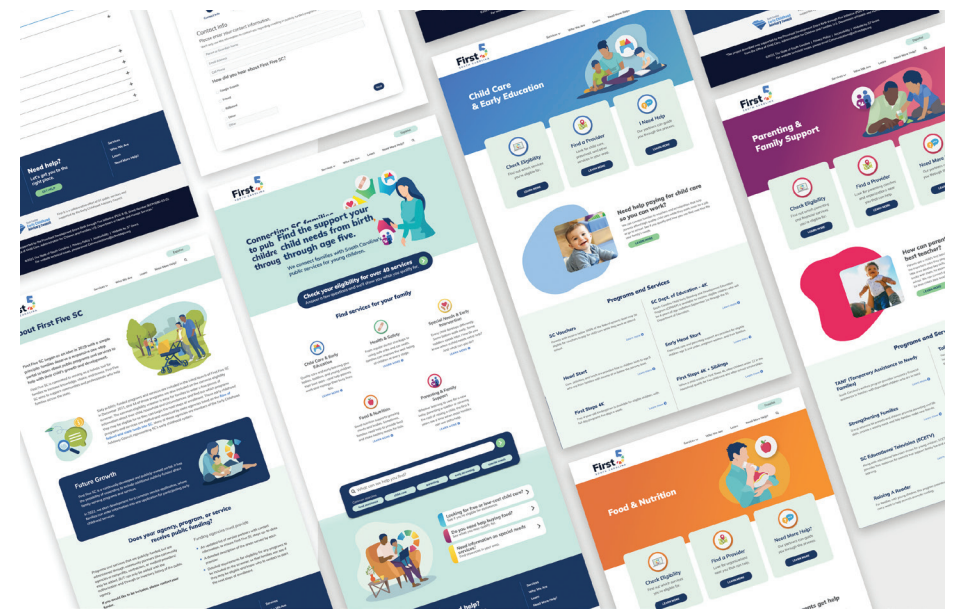
on

Safety



First 5 is a collaborative effort of SC public services and supported by the Early Childhood Advisory Council. Project supported by the Preschool Development Renewal Grant Birth through Five Initiative (PDSG B-5), Grant Number 901P0009-02-01, from the Office of Child Care, Administration for Children and Families, U.S. Department of Health and Human Services.

first5sc



First 5 SOUTH CAROLINA

with over 40 public services for young children.

Find the support your child needs from birth through age five.

first5sc.org

Looking for free or low-cost child care?

See if you're eligible for assistance.

first5sc.org

First 5 SOUTH CAROLINA

Check your eligibility for 60 programs and services across 10 state agencies in these service areas:

- Child Care & Early Education**
Quality care and best start—and manage their business.
- Health & Safety**
From regular doctor visits and car seat safety to the well-being of your child.
- Special Needs & Early Intervention**
Every child deserves to walk, talk, and learn. How do you get the extra support your child needs?
- Food & Nutrition**
Good nutrition and healthy bodies to provide for kids.
- Parenting & Family Support**
Whether you're a parent or caregiver, you know your child's needs. When do you need help?

First 5 SOUTH CAROLINA

Connecting families with over 40 public services for young children.

Find the support your child needs from birth through age five.

first5sc.org

What is First Five South Carolina?

First Five SC transforms the way families access publicly funded early childhood programs and services in South Carolina. Through a single online portal, families and their advocates can find information about child care, health, early intervention, nutrition, and parenting support programs in their area.

first5sc.org

First5SC.org

