

FIRST STEPS IMAGE CONSISTENCY KIT

FIRST STEPS LOGOTYPE

Since the logotype is the most basic component of the entire First Steps identification system, we must be careful to use it consistently and to protect its integrity.

The logotype should never be used in a sentence or phrase in text. It must always appear by itself and consist of all of its necessary elements. When First Steps is included in text copy, it should be in the same type used for the rest of the phrase or sentence in which it appears (as it is in this sentence).

Do not reproduce the First Steps logotype using existing typeface on a typewriter or word processor. It should always be produced from the art work provided by the Cabinet for Human Resources and in the form of an approved reproduction sheets or in any size other than the size or sizes listed on this sheet.

LOGOTYPE USE LIMITATIONS

The following is a list of examples of potential incorrect uses of the logotype. (It is not inclusive and is only meant to illustrate some more common errors in use of logotype).

- As indicated above do not use typed forms of the logotype
- Never reproduce a logotype out of focus or with a shadow or highlight
- Never use a logotype integrated as an element of other printed material
- Do not superimpose the logotype over or encumber it with any other design element
- Do not screen a logotype or surround it with a box or lines of any kind
- Do not distort the logotype or reproduce it at an angle
- Do not create outline versions of the logotype
- Do not reproduce the logotype smaller than the smallest version supplied by the Cabinet for Human Resources
- Do not use a logotype as a work within a headline sentence or text copy
- Do not use a logotype with another logotype symbol or letters without a adequate safety surrounding the logotype
- Do not reproduce the logotype in vertical format

LOGOTYPE COLORS

The uniform use of colors strengthens a well defined image. The approved First Steps colors are:

433 Deep Gray Ink;
203 Pink Ink;
283 Blue Ink

7,20 pound white, 25% rag paper

For one color reproduction 433 deep gray ink is suggested, but other colors are permissible if the background offers sufficient contrast to highlight the logo. The logo type can be reversed to white.

LOGOTYPE SIZES

The attached camera ready copy of the logotype can be used in the following sizes on printed material: (all measurements start at top of left foot to bottom bar)

Letterhead: 3 1/2" long X 1" high

Business Card: 1 7/8" long X 1/2" high OR 3" long X 3/4" high

Envelopes: 1 5/8" long X 1/2" high

Brochures: 2 3/4" long X 3/4" high

Other: Smallest: 1 5/8" long X 1/2" high

Largest: 8" long X 2 7/8" high

Call Department for Public Health for additional uses at 502-564-3756