

 FIRST THINGS FIRST

# BRAND GUIDELINES

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*Updated August 2024*

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Just as the early years impact a child’s future success—consistent, effective branding of First Things First (FTF) impacts how the organization and early childhood are perceived.

Branding—our logo, messaging and visuals—is part of how we build trust and credibility. It educates the public on the importance of a child’s early years and encourages them to act on that knowledge.

For questions about our brand or this guide, contact [DesignTeam@FirstThingsFirst.org](mailto:DesignTeam@FirstThingsFirst.org).

**Grant Partners and Vendors:** Your contract with us contains a provision about acknowledging First Things First in public-facing print and digital materials. Please make sure your marketing and communications department is aware of this requirement.

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# 01

# BRANDING INTRODUCTION



# PURPOSE, GOALS AND VALUE

## PURPOSE

Our Brand Guide is a tool to help everyone understand the value of the First Things First brand and ensure everyone knows how to use it. Used consistently, it gives our organization control over how the public sees us by reinforcing a unified brand voice, recognition, credibility and long-term, positive influence for First Things First.

## GOALS

- 1. Define a strong identity:**  
clearly show who First Things First is and what we represent.
- 2. Develop a consistent style:**  
create a recognizable look for First Things First.
- 3. Create a unified voice:**  
communicate in a consistent way that connects with our audience.

## WHY IS IT IMPORTANT?

Our brand is one of our most important assets. This guide exists to protect, nurture and strengthen the First Things First brand everywhere it lives.

## WHY IS IT VALUABLE?

These standards and tools help maintain brand consistency across all content. They support a focused brand expression for our staff, volunteers, grant partners and vendors.

# BRANDING REVIEW & APPROVAL

All public-facing materials that support or promote FTF-funded services and programs must be submitted for review and approval before they are distributed. Please allow 3-5 business days for approval.

## FTF STAFF

The marketing and communications team is the primary creator of these materials but templates are available to use. (See page 24)

Use our Marketing & Communications Ticket to submit materials for review. See the [Marketing & Communications Guidelines](#) for more information.

## GRANT PARTNERS

Use of the FTF brand on materials (print, digital or audio) related to your program or service must be submitted for review and approval. (See page 29)

To submit materials for review, use the [PGMS system](#). Please contact your FTF grants and fiscal specialist for your login credentials.

## VENDORS

Use of FTF branding (fonts, colors, images, etc.) on public materials related to an FTF-funded or managed program and service must be submitted for review and approval. (See page 15)

To submit materials for review, email [DesignTeam@FirstThingsFirst.org](mailto:DesignTeam@FirstThingsFirst.org).

02

# PRIMARY BRAND



# FTF BRANDING

All public facing materials created to support First Things First (FTF) funded or managed programs and services must include some element of our brand.

The marketing and communications team holds final discretion on the creation and approval of these materials. For questions or to submit items for approval, please email at [DesignTeam@FirstThingsFirst.org](mailto:DesignTeam@FirstThingsFirst.org).

- **FTF organizational materials** must follow all of the brand guidelines and are created by the marketing and communications team.
- **Co-branded or systems building materials** must follow all or some of the brand guidelines based on FTF's staff or financial support.  
(See page 14)

The marketing and communications team will consult on projects to provide guidance based on FTF's level of financial and staff support for the program or service. Brand elements include but are not limited to FTF logos, colors, typography and images. FTF staff may find more information in the [Marketing & Communications Ticket Guidelines](#).

# FTF PRIMARY LOGO

The **FTF horizontal color logo** is the **primary** logo and cannot be smaller than 1.5 inches wide. A minimum distance the size of the FTF waffle mark must surround the entire logo. The vertical logo may be used for designs that do not allow for horizontal formatting.

**Always** use the type of logo file that is appropriate for your application:

- **Professional print materials:** use the EPS or AI file for their high-resolution
- **Websites:** use the PNG or JPG file at a 72 dpi for their fast loading
- **Color backgrounds:** Use the PNG file for its clear background



## Looking for logo files?

Find them in the [FTF Branding Portal](#).

**TIP:** *Bookmark the page for quick access.*



# COMMON MISTAKES

## Distortion

Maintain original proportion to avoid a distorted logo.



## Improper Spacing

Do not use the logo without proper amount of clear space around the logo.



## Color

Do not change the colors of the logo.



## Individual Elements

Do not deconstruct or recreate the logo elements to form a new identity.



## Color Background

Do not set the logo on contrasting fields of color.



## Color Background Continued

Instead, use the white or black PNG logo because of its clear background



# COLORS AND TYPOGRAPHY

The **primary brand colors** of First Things First are **blue (Lochmara)** and **green (Apple)**.

Use these colors to guide your designs and layouts, both online and off, to ensure you're staying consistent with the First Things First brand.

Lochmara  
HEX: #0072BC



Apple  
HEX: #509E2F



**Open Sans** should be used on **all** external materials, including professional print and digital materials.

For letter-sized documents, use the following guidelines:

- **Title:** Size 33, bold and black or white
- **Headline:** Size 24, bold and blue
- **Subheadline:** Size 14, bold and green
- **Body copy:** Size 12, regular and black

**Calibri** is only to be used when Open Sans is not accessible, such as in emails or materials created using Microsoft Office products.

# FTF SUMMARY STATEMENTS

FTF communication efforts target multiple audiences — from parents and caregivers, to community members in sectors such as faith and health, to policymakers and economic development professionals. These summary statements can be used to support verbal or written recognition of who we are and what we do.

## SHORT

As Arizona’s early childhood agency, First Things First partners with families and communities to give all Arizona children the opportunity to arrive at kindergarten healthy and ready to succeed. Learn more at [FirstThingsFirst.org](https://FirstThingsFirst.org).

## MEDIUM

First Things First partners with families and communities to give all Arizona children the opportunity to arrive at kindergarten healthy and ready to succeed. They are Arizona’s early childhood agency—created by a voters—that funds programs to support the healthy development and learning of children from birth to age 5. Learn more at [FirstThingsFirst.org](https://FirstThingsFirst.org).

## LONG

First Things First, Arizona’s early childhood agency, partners with families and communities to give all Arizona children the opportunity to arrive at kindergarten healthy and ready to succeed. Created by voters, FTF funds programs and services that support quality child care and preschool, early literacy, strengthening families and the healthy development of children birth to age 5. Community volunteers, serving on local councils, take a thoughtful approach about how funds are invested in each community. Learn more at [FirstThingsFirst.org](https://FirstThingsFirst.org).

# FTF KEY MESSAGES

From early learning programs to parenting resources to economic development, each key message is crafted to foster a unified and powerful brand presence that resonates with our diverse audiences. These key messages can be used for presentations and in print and digital communications.

## EARLY CHILDHOOD

Early childhood is a critical development period that shapes a child's future health, learning and behavior. Supporting parents in their role as their child's first teacher creates strong families, which are the building blocks of strong communities.

## SCHOOL READINESS

The first five years are when the brain grows fastest, making it the best time to build connections needed to develop important skills—like problem-solving, communication, self-control and cooperation. They lay the foundation for becoming healthy, capable adults.

## CHILD CARE CRISIS

The child care crisis affects everyone. Families struggle to find affordable, quality care and children miss out on crucial early learning opportunities. Investing in early childhood is crucial to supporting the workforce of today and tomorrow.

## ECONOMIC DEVELOPMENT

Economic development starts with early childhood development. When working families lack access to child care, the Arizona economy is negatively impacted. Annually, the state loses \$1.7B due to employee's decreased productivity, higher turnover and increased absenteeism.

# FTF MEDIA EFFORTS

## PRESS RELEASES OR MEDIA EVENTS:

If reporters or the media reach out to you, contact our public information officer, Ofelia Gonzalez at (480) 356-8469 or [ogonzalez@FirstThingsFirst.org](mailto:ogonzalez@FirstThingsFirst.org).

She is here to support you with talking points, resources and coaching for effective interviews.

When answering media questions, you can include one of our summary statements. See page 11 for First Things First messaging or page 17 for Quality First messaging.

Press releases for **FTF-funded programs and services** must include the boilerplate language listed below.

As Arizona's early childhood agency, First Things First is committed to the healthy development and learning of young children from birth to age 5. It funds services to help kids be successful once they enter kindergarten. Decisions about how to invest early childhood funds are informed by community volunteers serving on local councils. To learn more, visit [FirstThingsFirst.org](https://www.FirstThingsFirst.org).

# CO-BRANDING AND SYSTEMS BUILDING MATERIALS

The following guidelines apply to public-facing materials that support programs and services of First Things First and our partners. All materials must be created, reviewed and approved by the FTF marketing and communications team prior to their distribution. (See page 5).

If the programs or services are **primarily funded or managed by FTF staff**, all of the FTF brand elements must be included.

If the program or services are **partially funded or managed by FTF staff**, some of the FTF brand elements must be followed.

- The marketing and communications team will determine the use of FTF's branding elements based on our level of financial or staff involvement. Examples include but are not limited to:
  - Including an FTF ad or FTF logo and messaging if we're the largest supporter but not the only supporter.
  - Listing FTF's logo in alpha order or in order of level of support from most to least if funding is of equal value.

If the program or services are **not funded or not managed by FTF staff**, the FTF brand elements should not be used.

- Must not adopt FTF's branding elements—including graphics and images.
- Using the FTF logo may be considered by the marketing and communications team.
- FTF will not use staff time or pay to create materials for programs and services not funded by FTF.

The FTF marketing and communications team will provide guidance on what elements should be included and how to follow the guidelines on a project by project basis.

# 03

# SUB-BRANDS



# WHY SUB-BRANDS?

A sub-brand is an extension of a primary brand. It often has its own name and identity to target new markets or launch new products. The marketing and communications team oversees the approval and creation of these sub-brands. Current sub-brands of First Things First include:

- **Regional Council Member Summit:** Reserved for an annual event, this logo and presentation deck can only be used for this event.
- **FTF Regions:** Not a full sub-brand, these custom logos can only be used to represent the official work of the council. All marketing and public-facing materials must follow the FTF primary brand.
- **Quality First:** Reserved for the marketing and communications team's use only, this sub-brand targets program participants. All family outreach materials about child care should use FTF branding instead.

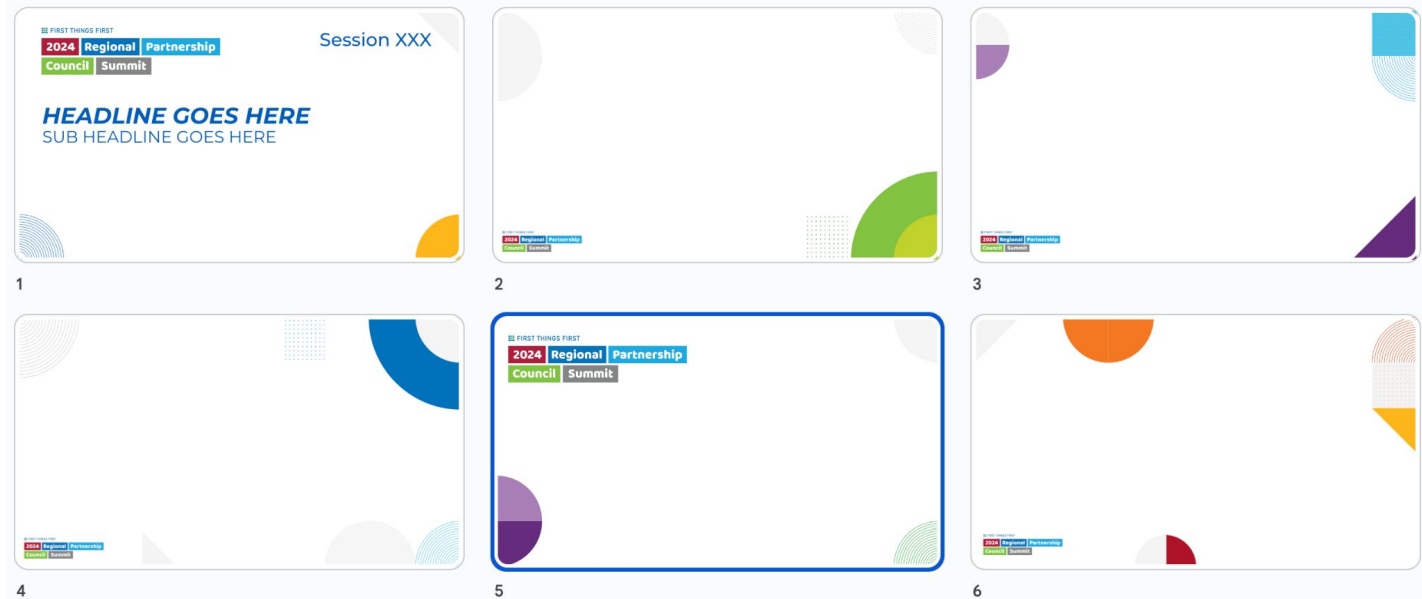
Contact [DesignTeam@FirstThingsFirst.org](mailto:DesignTeam@FirstThingsFirst.org) for questions or clarifications about these guidelines.



# SUB-BRAND: FTF Regional Council Summit

The logo and presentation deck for the FTF Regional Partnership Council Summit are reserved only for use to support this annual event.

Please contact the [DesignTeam@FirstThingsFirst.org](mailto:DesignTeam@FirstThingsFirst.org) for access to either of these items.



# SUB-BRAND: FTF Regional Logos

## OFFICIAL BUSINESS:

Use **the council name and/or regional logo** when the information describes the official action of a specific regional council. Examples include documents that describe or support the official business.

### Uses include:

- Regional letterhead
- Meeting notes
- Agendas
- Regional needs and assets



## REGIONAL BRANDING:

Use the **FTF region name** only on items not related to the official business of the council. This identifies regional information while also supporting our unified branding to advance awareness efforts.

### Uses include:

- Impact reports
- Regional banners
- Business cards
- Region-specific collateral

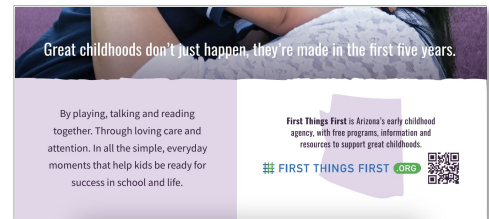


## PUBLIC AWARENESS:

Use the **primary FTF logo** without reference to a region on all public-facing materials. This further strengthens public awareness of First Things First – a priority within our strategic communications plan

### Uses include:

- Grantee collateral
- Advertisements and handouts
- Regional office signage
- Press materials



# SUB-BRAND: QUALITY FIRST

The **horizontal Quality First logo** is the **primary** logo and cannot be smaller than 1.5 inches wide. The vertical logo may be used for designs that do not allow for horizontal formatting.

These logos are for staff use only. Program participants should use the [Marketing Toolkit](#) to find supporting brand assets.

[HORIZONTAL]



[VERTICAL]



**Open Sans** should be used on **all** external materials, including professional print and digital materials. Use the following guidelines for letter-sized materials:

- **Title:** Size 33, bold and black or white
- **Headline:** Size 24, bold and blue
- **Subheadline:** Size 14, bold and green
- **Body copy:** Size 12, regular and black

**Calibri** is only to be used when Open Sans is not accessible, such as in emails or materials created using Microsoft Office products.

**Primary brand colors:**



# SUMMARY STATEMENTS: QUALITY FIRST

Quality First communication efforts primarily targets child care providers. However, it's important for the general public to know more about the impact of this program. These summary statements can be used to support verbal or written recognition of Quality First. Use the QF url for the **child care provider** audience and the FTF url for the **family audience**.

## SHORT

Quality First, a program of First Things First, partners with over 1,100 child care providers across Arizona to improve the quality of early learning for kids from birth to age 5. Learn more at [QualityFirstAZ.com or FirstThingsFirst.org/child-care]

## MEDIUM

Quality First is a program of First Things First, Arizona's early childhood agency. First Things First created Quality First to help early care and education providers in our state improve the quality of their programs and help our young children be ready for kindergarten. Participation is free for regulated child care centers, homes and preschool programs in Arizona. Learn more at [QualityFirstAZ.com or FirstThingsFirst.org/child-care]

## LONG

Quality First is a program of First Things First, Arizona's early childhood agency. Because learning starts from birth, First Things First created Quality First to help early care and education providers strengthen their programs through professional development and coaching, specialized assistance from a team of early childhood experts, and funding to improve facilities and learning materials. Participation is free for regulated programs and more than 1,100 providers are enrolled throughout the state. Learn more at [QualityFirstAZ.com or FirstThingsFirst.org/child-care]

# MEDIA EFFORTS

## PRESS RELEASES OR MEDIA EVENTS:

Although Quality First participants, partners and procurement vendors do not need permission from FTF to conduct media outreach, coordinating with us can avoid conflicts and contribute to your media efforts.

When answering media questions, you can include one of our summary statements. See page 11 for First Things First messaging or page 17 for Quality First messaging.

If reporters have specific questions about First Things First or our funding source, please direct those inquiries to our public information officer, Ofelia Gonzalez at (480) 356-8469 or [ogonzalez@FirstThingsFirst.org](mailto:ogonzalez@FirstThingsFirst.org).

Press releases for **Quality First participants** and **FTF-funded programs and services** must include the boilerplate language listed below.

As Arizona's early childhood agency, First Things First is committed to the healthy development and learning of young children from birth to age 5. It funds services to help kids be successful once they enter kindergarten. Decisions about how to invest early childhood funds are informed by local councils staffed by community volunteers. To learn more, visit [FirstThingsFirst.org](https://www.FirstThingsFirst.org).

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# VISUAL ELEMENTS



# BEST PRACTICES

Photos should **represent children** from **birth to age 5** in a **developmentally appropriate** environment and include **positive interactions** with adults—family, teachers or caregivers.

Black and white images or stock photos are not recommended. The marketing and communications team may decide to supplement with stock images if original photography is not available.

A [photo consent & release form](#) must be obtained for all images used in marketing materials.

**DID YOU KNOW?** Using photos of real people in marketing has several benefits including:

- **Authenticity:** Real photos build trust and show the true nature of your brand.
- **Emotional Impact:** They create stronger emotional connections with the audience.
- **Brand Identity:** Real photos effectively convey your brand's unique story and values.
- **Professionalism:** High-quality photos look more professional than clipart.

# PHOTOGRAPHY DO'S AND DON'TS

	Do Show	Don't Show	Good Examples <i>(click to expand the image)</i>
<b>Globally</b>	<ul style="list-style-type: none"> <li>Diversity in age, background and types or caregivers</li> <li>Positive emotions</li> <li>Children who appear to be under the age of 5.</li> <li>Soft, natural lighting</li> </ul>	<ul style="list-style-type: none"> <li>Heavily filtered or altered images</li> <li>Staged or forced poses</li> <li>Low-quality images (<i>blurry, grainy, low resolution, etc.</i>)</li> <li>Stock photos or ones that don't have a photo release form</li> </ul>	  
<b>Child Care &amp; Preschool</b>	<ul style="list-style-type: none"> <li>Clean and safe surroundings</li> <li>Teachers and caregivers interacting with children</li> <li>Age appropriate activities</li> <li>Indoor and outdoor learning environments</li> </ul>	<ul style="list-style-type: none"> <li>Sad or angry faces of children or teachers/caregivers</li> <li>Crowded images with no focal point</li> <li>Learning spaces without children</li> <li>Identifiable information (<i>names, addresses, recognizable landmarks.</i>)</li> </ul>	  
<b>Strong Families</b>	<ul style="list-style-type: none"> <li>Togetherness and bonding</li> <li>Multiple family members</li> <li>Candid moments</li> <li>Adults interacting with children</li> <li>Families reading, playing or having mealtime together</li> </ul>	<ul style="list-style-type: none"> <li>Disengaged adults</li> <li>Tantrums or upset children</li> <li>Distracting backgrounds</li> <li>Unsafe activities or learning environments</li> <li>Pictures of non fully clothed children</li> </ul>	  
<b>Events and Presentations</b>	<ul style="list-style-type: none"> <li>Key speakers, sponsors and participants</li> <li>Identifiers of the event</li> <li>Group photos and candid images</li> <li>Networking and engaged attendees</li> </ul>	<ul style="list-style-type: none"> <li>Empty events or spaces</li> <li>Selfies or images with no context</li> <li>Items obstructing key focal points</li> <li>Unflattering images of speakers (<i>blinking, frowning, bewildered, etc.</i>)</li> <li>People in the middle of eating</li> </ul>	  



# ICONOGRAPHY + GRAPHICS



FTF staff can find approved, branded icons in the FTF Library. If you have any questions on how or when to use an icon, please submit a Marketing & Communications Ticket for guidance. Both resources are in our [Quick Resource Guide](#).

## When using FTF icons, remember:

- Icons should be used strategically and in limited quantities.
- Icons should visually accent your message, not be used as a key visual or focal point.
- Avoid using the same icon multiple times within the same document or presentation.
- Do not use clip art or other images found on Google Search.
- Do not stretch or warp the icons.

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# 05

# BRANDING APPLICATION



# FTF BRANDED TEMPLATES

Using branded templates is helpful for maintaining a consistent and professional image, making sure materials are instantly recognizable and aligned with our values and standards. FTF staff can use the following to support their work but public-facing materials created with templates still need approval before they are distributed. (See page 5)

- Presentation decks
- Email invites and eblasts
- Flyers and handouts
- Email signature
- Virtual backgrounds
- Team visual chart

For help with using the FTF-branded templates or to provide feedback, contact our designer Windy Jones at [wjones@FirstThingsFirst.org](mailto:wjones@FirstThingsFirst.org).

Each template can be regionalized by using photos that represent each community. Only a few of these resources are previewed in this guide but staff can find all of our resources using the [Marketing and Communications Quick Resource Guide](#). Something missing? Share your template idea with the marketing and communications team.


# PRESENTATION DECK TEMPLATE



1

This is an example page title with an **emphasis**.


- Sample text here



2

This is an example page title with an **emphasis**.


- Sample text here



3

This is an example page title with an **emphasis**.

- Sample text here



4

This is a very long and important headline. It can even have an **emphasis if you'd like**.

- Sample text here
- Sample text here

5

**Challenge**

This is a main headline on this page.

- Sample text here

**Solution**

This is a main headline on this page.


- Same text here

6



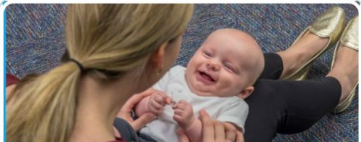
7

This is a quote. *Pellentesque ornare lacinia quam venenatis vestibulum.*  
And **this is the really important part.**



8

This is a page title with an **emphasized section**.



9

Subtitle Goes Here

**64,000 homes** is a very large number and can be an interesting statistic.



10

Table Title Goes Here

Section Title 01	Section Title 02	Section Title 03
List Item 01	20%	37.5%
List Item 02	40%	57%
List Item 03	43%	60%

11

Thank you.

Presenter Name, Job Title  
email@firstthingsfirst.org  
(123) 456-7890



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12

**Staff Tip:**  
Use the [Marketing & Communications Quick Resource Guide](#) to find icons and photos to customize the deck to your needs.

# EMAIL AND FLYER TEMPLATES

**## FIRST THINGS FIRST**



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First Things First is Arizona's early childhood agency, with free programs, information and resources to support children's health and development.

**Connect with Us**



4000 N Central Ave., Ste 500, Phoenix, AZ 85012  
Copyright © 2019 [First Things First](#). All rights reserved.

**QUALITY FIRST**  
## FIRST THINGS FIRST



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras condimentum, orci in aliquam hendrerit, leo nisi pulvinar tortor, non consectetur sem justo eget quam. In fermentum pretium nisi, eleifend pretium nulla tincidunt vitae. Donec diam dolor, cursus quis convallis in, volutpat non ex. Mauris fringilla libero dui, at facilisis ligula placerat eu.

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**Learn more**

**## FIRST THINGS FIRST**

First Things First is Arizona's early childhood agency. Quality First is a signature program of First Things First.

4000 N Central Ave., Ste 500, Phoenix, AZ 85012  
Copyright © 2019 [First Things First](#). All rights reserved.

**Connect with Us**



**You're invited to attend our  
COMMUNITY EVENT**

Month XX, XXXX | XX a.m. - XX p.m.

**Headline Goes Here**

Place more information here about [what this event is](#) and what participants can expect by attending.


**Name of Event Location**  
123 W. Street Ave  
City Name, AZ 12345

This is an additional place to write more information about the event, costs, parking instructions, highlight guest speakers, etc.

**For More Information**  
Contact name and information  
[name@firstthingsfirst.org](mailto:name@firstthingsfirst.org) or xxxxxxxxxx

**## FIRST THINGS FIRST**

**You're invited to attend our  
EVENT NAME HERE**



Apr. XX, 2024 | XX a.m. - XX a.m.

First-time families with children birth to age five, teen parents, grandparents, and caregivers. Family oriented!

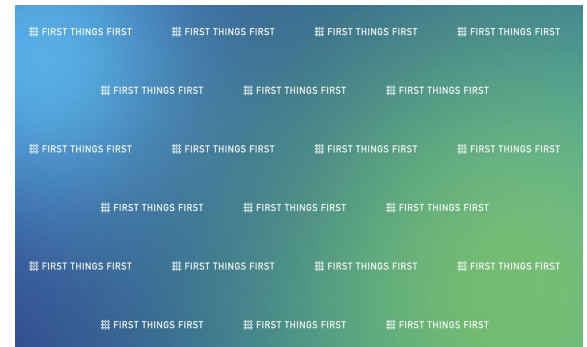
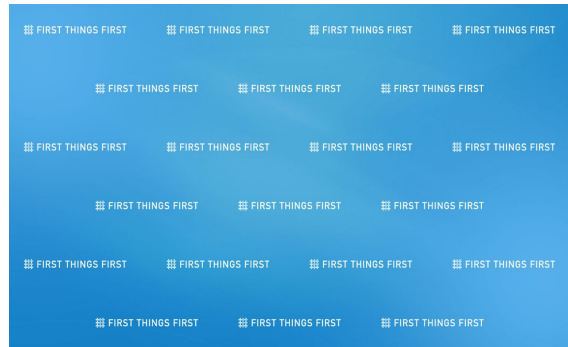
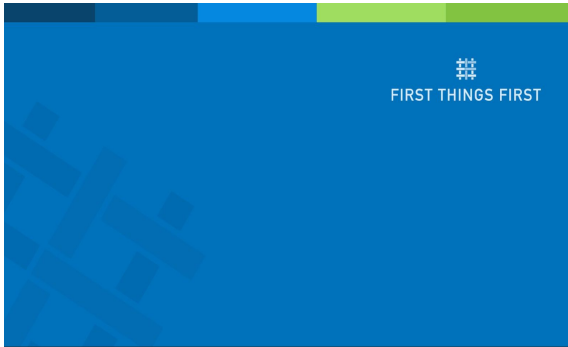
[Hands-on](#) opportunities for families with children birth to age five to learn about early childhood education, early childhood development (eating, sleeping, gross motor development), early language and literacy development, health (prenatal care and oral health), and family support of positive parenting practices.

**East Fork Community Building**  
Street Address  
City, State Zip Code

**For More Information**  
call 328-532-5041 or to RSVP to this event.  
Incentives will be distributed to your child when you attend a session.

**## FIRST THINGS FIRST**

# VIRTUAL BACKGROUNDS



06

# GRANT PARTNERS



# ACKNOWLEDGING FIRST THINGS FIRST

As a partner in forwarding FTF's mission and vision, you're opportunity to reach families is imperative to raise awareness and understanding about the importance of early childhood. That is why funding provided by First Things First must be acknowledged through the following means, as applicable:

- Displaying the FTF logo
- Written acknowledgement
- Verbal recognition

Please see article **13.3 Acknowledgment of FTF Funding** in your ***Grant Terms and Conditions*** for more information. All materials related to your program or service that use the FTF logo must be submitted for review and approval through PGMS.

For FTF-funded services and programs, recognition should be included on:

- Website, webpage(s) or social media
- Materials provided to participants
- Advertising or promotional materials
- Welcoming or entrance/lobby
- Presentations to the public
- Press releases or pitches
- Media interviews



# GRANT PARTNER LOGOS

First Things First has multiple logos to choose from when recognizing funding for your program or service. Please use the one that matches your need best.

- 1. Supported by:** recommended to use when FTF is the sole or primary funder.
- 2. Supported in part by:** recommended to use when FTF is one of a couple of funders.
- 3. Vertical:** recommended to use when there are several funders.
- 4. Horizontal:** recommended to use when there are several funders and have you limited space.

————— SUPPORTED BY —————

[SUPPORTED BY]  **FIRST THINGS FIRST**

————— SUPPORTED IN PART BY —————

[SUPPORT IN PART BY]  **FIRST THINGS FIRST**



[VERTICAL] **FIRST THINGS FIRST**

[HORIZONTAL]  **FIRST THINGS FIRST**

# PROMOTIONAL ITEMS

First Things First is committed to being efficient and effective with the public monies, since 90% of all funding is set aside for programs and services to benefit young children.

Your budget may include marketing, outreach and public awareness efforts, such as:

- Educational reinforcement items (ERI) to increase awareness of early childhood and promote positive parenting behaviors.
- Promo or incentive items to encourage continued participation in your program or service.

To place an order, visit the [ERI Catalog](#).



## GUIDELINES

1. In general, these items should be of nominal value.
2. Items should include an early childhood message.
3. Some items may not be required to include the FTF logo due to size or not having a clear connection to early childhood. These considerations will be made on a case-by-case basis.
4. All items must be submitted to FTF for branding review and approval.
5. Check with your FTF grants and fiscal specialist to confirm the expenditure will be approved.

# PUBLIC AWARENESS EFFORTS

The implementation of your grant may include a public awareness component. Please consult with First Things First's marketing and communications department in the early planning stages of significant awareness/outreach efforts such as:

- Websites
- Paid advertising
- Media campaigns

**To schedule a consultation, contact:**

**Haley Wagner**

Director of Brand Advancement,

Email: [hwagner@FirstThingsFirst.org](mailto:hwagner@FirstThingsFirst.org)

Phone: (480) 518-3241

## CONSULTATION

A strategy session with First Things First in the initial planning phase of such a project will serve to:

- Clarify goals and objectives
- Identify key audiences and ways to reach them
- Define success metrics
- Find ways to integrate with other outreach efforts and avoid conflict

It will also be helpful in assessing whether the tactics and expenditures being considered are within the parameters of your grant.

For more information see article **13.4 Public Awareness Efforts** in your *Grant Terms and Condition*

# GRANT PARTNERS MEDIA EFFORTS

## Press Releases or Media Events

Please let FTF's public information officer know anytime you are contacted by or speak with the media. Although grant partners do not need permission from FTF to conduct media outreach, coordinating with us can avoid conflicts and contribute to the media efforts.

Additionally, FTF **must be acknowledged** as a funding source for your program or service, along with the following: *For more information on First Things First, visit [FirstThingsFirst.org](https://FirstThingsFirst.org).*

When answering media questions, you can include one of our summary statements (see page 11). If reporters have specific questions about First Things First or our funding source, please direct those inquiries to Ofelia Gonzalez, public information officer at 480.356.8469 or [ogonzalez@FirstThingsFirst.org](mailto:ogonzalez@FirstThingsFirst.org).

Press releases must also include the FTF boilerplate language listed below.

As Arizona's early childhood agency, First Things First is committed to the healthy development and learning of young children from birth to age 5. It funds services to help kids be successful once they enter kindergarten. Decisions about how to invest early childhood funds are informed by local councils staffed by community volunteers. To learn more, visit [FirstThingsFirst.org](https://FirstThingsFirst.org).

All news releases require advance approval and the drafts must be submitted through PGMS.

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# QUESTIONS ABOUT OUR BRAND?

This brand guide is a living document and will be updated periodically as the First Things First brand evolves. For questions about the brand or this guide, contact [DesignTeam@FirstThingsFirst.org](mailto:DesignTeam@FirstThingsFirst.org)

