



FIRST STEPS
SOUTH CAROLINA

Brand Guidelines

V.1

About First Steps 4K

First Steps 4K offers free four-year-old kindergarten to qualifying children in South Carolina. We partner with more than 200 private, nonprofit, and faith-based centers across the state, making it easy for families to find a high-quality program that meets their needs.

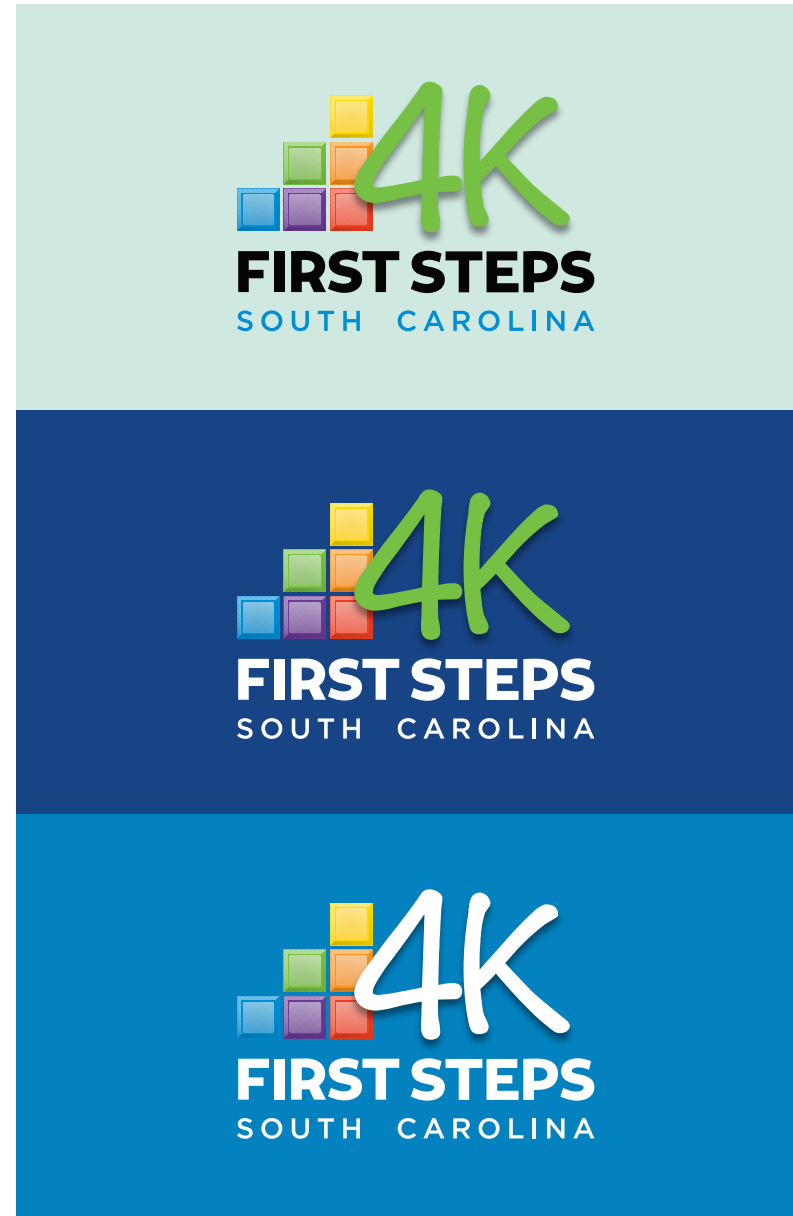


Logo

Color

Examples of recommended use of the First Steps 4K 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 or 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 Steps 4K 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 2X, 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

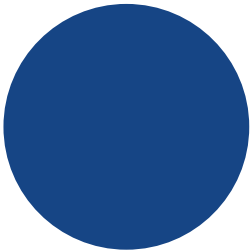


DON'T place the logo on a color that limits legibility

Color

Primary Color Palette

Consistent and correct use of our color palette enhances the strength and visibility of the First Steps 4K brand. The primary color palette uses navy, cobalt blue, green and a light blue.



CMYK

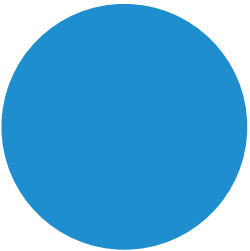
100 | 84 | 19 | 05

RGB

28 | 69 | 132

HEX#

1c4584



CMYK

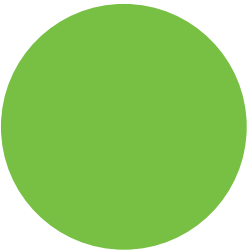
100 | 25 | 00 | 00

RGB

00 | 143 | 213

HEX#

008fd5



CMYK

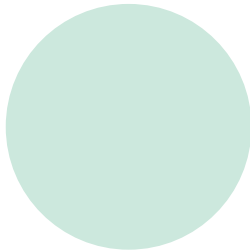
58 | 00 | 100 | 00

RGB

119 | 192 | 67

HEX#

77c043



CMYK

20 | 00 | 15 | 00

RGB

203 | 232 | 221

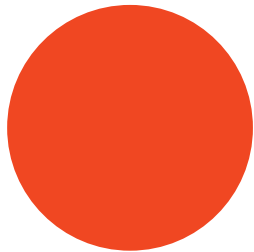
HEX#

cbe8dd

Color

Secondary Color Palette

The Secondary colors are complementary to the official colors but are not recognizable identifiers for the First Steps 4K 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

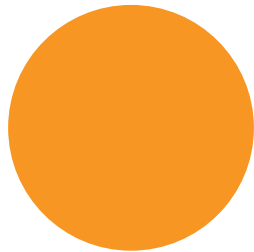
00 | 88 | 100 | 00

RGB

239 | 70 | 35

HEX#

ef4623



CMYK

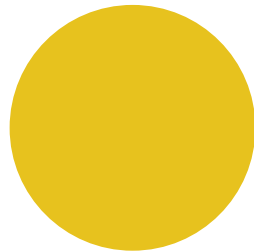
00 | 49 | 98 | 00

RGB

248 | 150 | 33

HEX#

f89621



CMYK

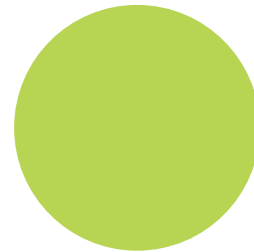
10 | 20 | 100 | 00

RGB

232 | 195 | 30

HEX#

e8c31e



CMYK

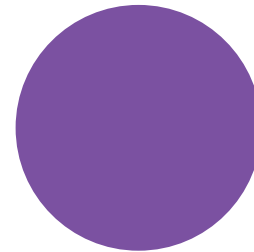
32 | 00 | 84 | 00

RGB

184 | 214 | 86

HEX#

b8d656



CMYK

61 | 80 | 00 | 00

RGB

122 | 81 | 161

HEX#

7a51a1

Typography

Primary Typefaces

One of the primary font families for the First Steps 4K brand is Montserrat. 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.google.com/specimen/Montserrat>

MONTSERRAT BOLD

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1 2 3 4 5 6 7 8 9 0 \$ % & (. , ; : # ! ?)**

MONTSERRAT MEDIUM

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1 2 3 4 5 6 7 8 9 0 \$ % & (. , ; : # ! ?)**

MONTSERRAT REGULAR

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1 2 3 4 5 6 7 8 9 0 \$ % & (. , ; : # ! ?)**

The display font family for the First Steps 4K brand is Peachy Keen JF. Headlines should use this font when possible.

<https://www.myfonts.com/fonts/cbx-jukebox/peachy-keen-jf>

PEACHY KEEN JF

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1 2 3 4 5 6 7 8 9 0 \$ % & (. , ; : # ! ?)**

Typography

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 exercitation 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 exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse

Example Applications

ENROLL YOUR CHILD TODAY IN

FREE

FOUR-YEAR-OLD KINDERGARTEN



Choose an educational program for your 4-year-old. Our statewide network of providers are committed to safe, healthy classrooms and quality learning experiences for every child.

Getting Ready for Kindergarten

Help prepare your child for success in school. All SC First Steps 4K providers support developmental milestones that meet state standards for school readiness.

- Learning & Inquiry
- Physical development & motor skills
- Language & literacy
- Emotional & social development
- Mathematical thinking

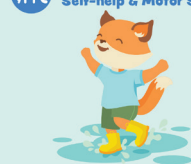
FREE4KSC.ORG

Approaches to Learning & Inquiry




SOUTH CAROLINA'S PROFILE OF THE READY KINDERGARTNER

Physical Development, Self-help & Motor Skills




SOUTH CAROLINA'S PROFILE OF THE READY KINDERGARTNER

Emotional and Social Development



SOUTH CAROLINA'S PROFILE OF THE READY KINDERGARTNER

Mathematical Thinking




SOUTH CAROLINA'S PROFILE OF THE READY KINDERGARTNER



RTNER WITH FIRST STEPS 4K

Top 10 Benefits

- Student tuition**
\$7,221 x 20 children max per class (for 220 days) = **\$144,420**
Maximum number of 4K slots required.
- \$10,000 grant**
for materials/supplies with 7+ First Steps 4K students
- A dedicated 4K Coach**
to fully support directors and teachers
- 90 hours of free, high-quality professional development** for teachers
- Reimbursement for transportation** \$587 per child
- Research-based curricula and materials, plus training at a \$8,000 value**
- Educational opportunities and support for directors and small business owners**
- Access to a statewide network** of First Steps 4K providers
- Assistance with marketing and outreach**
Free marketing toolkit included
- Make a difference in your community**



WELCOME



TO

4K FIRST STEPS SOUTH CAROLINA

We're glad you're here!

Sign up today for

FREE

FOUR-YEAR-OLD KINDERGARTEN

Choose a 4-year-old kindergarten program in your area. Our statewide network of providers are committed to safe, healthy classrooms and quality learning experiences for every child.

Getting Ready For Kindergarten

Help prepare your child for success in school. All SC First Steps 4K providers support developmental milestones that meet state standards for school readiness.

Classes are in-person, 5 days a week, starting August 16. Many providers offer free extended day hours and summer programs.

- Learning & Inquiry
- Physical development & motor skills
- Language & literacy
- Emotional & social development
- Mathematical thinking

Check your eligibility and fill out your application online at FREE4KSC.org. Or call us today at 877-626-9965.

FREE4KSC.ORG

Register now for

FREE 4K

FREE4KSC.ORG



Free4KSC.org

