

New Mexico Department of Health

Family Infant Toddler Program Branding & Communication Guide



February 2019

Family Infant Toddler (FIT) Program



The Family Infant Toddler (FIT) Program is part of the New Mexico Department of Health (DOH) Developmental Disabilities Supports Division (DDSD). The FIT Program works with a network of provider agencies across New Mexico to create a statewide system of early intervention as outlined by the Individuals with Disabilities Education Act (IDEA) Part C. Each year, these agencies – which are funded through a combination of state and federal funds, including Medicaid, IDEA Part C grant and private health insurance – deliver early intervention services to more than 15,000 New Mexico children age birth to three who have or who are at risk for developmental delay, and their families.

Under the IDEA Part C, the FIT Program is required to implement a statewide ‘child find and public awareness’ system to promote the early identification of infants and toddlers with developmental delays and disabilities. The FIT Program public awareness campaign produces an array of public materials (posters, brochures, development wheels, etc.) with a look and feel that is recognizable as the FIT brand, that has come to be associated statewide with quality early intervention services to children birth to three and their families.

Helping families and referral sources to easily identify agencies that are part of the FIT Program provider network will further help promote access to these important early intervention services for infants and toddlers when there is a concern about their development. That’s why consistent communication about the FIT Program and this Branding & Communication Guide are so important.

This FIT Program Branding & Communication Guide will offer guidelines and direction to FIT provider agencies as they develop and update websites, produce print materials, share on social media and present to the public.

FIT provider agencies are asked to implement these guidelines as they update and reprint old materials or develop new communications for families. Full implementation of these guidelines will be required by the FIT Service Definitions and Standards.

Logos



FIT provider agencies are to use a combination logo that includes both the FIT logo and the DOH logo. These logos are provided in multiple formats.

Description of Logo Types and Their Appropriate Uses

Logos Only



- **FIT_DOHLogos.gif** – This logo is good for emails, websites and social media where there is a colored background. The logo has a transparent background so the colored background will show through. Do NOT use this for print materials.
- **FIT_DOHLogos_HiRes.jpg** – This logo is good for high-resolution projects like print materials and presentations.
- **FIT_DOHLogos_LoRes.jpg** – This logo is good for emails, websites and social media. Do NOT use this for print materials.
- **FIT_DOHLogos.eps** – This logo is used ONLY for high-resolution print use such as professionally printed materials, banners, posters, billboards and signage. This is called a “vector file,” and does not lose quality as the size increases.

Logos with DOH FIT Program’s Phone Number and Website Address



1 • 877 • 696 • 1472 • www.fitprogram.org

- **FIT_DOHLogos_ContactInfo.gif** – This logo is good for emails, websites and social media where there is a colored background. The logo has a transparent background so the colored background will show through. Do NOT use this for print materials.
- **FIT_DOHLogos_ContactInfoHiRes.jpg** – This logo is good for high-resolution projects like print materials and presentations.
- **FIT_DOHLogos_ContactInfoLoRes.jpg** – This logo is good for emails, websites and social media. Do NOT use this for print materials.
- **FIT_DOHLogos_ContactInfo.eps** – This logo is used ONLY for high-resolution print use such as professionally printed materials, banners, posters, billboards and signage. This is called a “vector file,” and does not lose quality as the size increases.

To access these logos, see www.nmhealth.org/[url will be added before publication]

All logos are provided in black and white only. You may request a white logo, if that better suits your need

Logo Usage



- Always keep the logos intact. Don't recreate with different fonts.
- The logos are together as a single piece of graphic art; always use them as a unit.
- When changing the size of the logo, drag from the lower right corner ONLY. Do not drag from the middle of a side, as that will incorrectly change the proportion of the logo. NEVER squeeze or stretch the logo for any reason.
- The logo must always be of sufficient size that all words are readable.

Logo Placement

The FIT/DOH logo must be placed on all print materials that include information about the early intervention services the FIT provider agency offers. In addition, the logo must be included somewhere on the FIT section of the provider agency's website, as well as social media.

PowerPoint Presentation

A PowerPoint presentation about the FIT Program has been developed to help assure consistent messaging about the FIT program and about early intervention. The PowerPoint presentation is available to all FIT provider agencies. See www.nmhealth.org/ [url will be added before publication]. This PowerPoint presentation describes the FIT Program, how to make referrals, eligibility criteria, IFSPs, how services are delivered and more. The PowerPoint presentation can be used in local communities when making presentations that might include boards of directors, parents, funding partners, etc. The PowerPoint presentation is intended for use with professional audiences. Agencies are, however, free to use the presentation as they feel appropriate.

Agencies are free to add information about their own community and other services provided. Do NOT, however, alter the content of the slides describing the FIT program or early intervention.

The PowerPoint is available in both .ppt and .pdf formats.

Required Statements

Whenever a FIT provider agency describes its early intervention services, the following two statements must be included on ALL print and media materials related to the agency's FIT services:

[AGENCY NAME] is part of a statewide network of Family Infant Toddler (FIT) Program providers under contract with the New Mexico Department of Health.

The Family Infant Toddler (FIT) Program is New Mexico's early intervention program supporting parents to promote the development of their infants and toddlers birth to age 3 who have or are at-risk of a developmental delay or disability. FIT Program services are provided at no cost to families.