



COVID-19 Public Education Campaign Identity Guidelines

Highlights



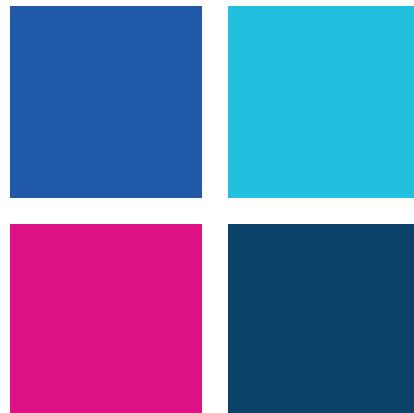
VISUAL IDENTITY ELEMENTS

We Can Do This Overview.

Campaign Mark



Campaign Color Palette



Campaign Typefaces

GOTHAM BOOK

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

NOTO SANS REGULAR

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL REGULAR

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Editorial Guidance

Refer to the full name of the Campaign, *We Can Do This* (and italicize). After the first reference, say the Campaign (capital C). Do not abbreviate the Campaign's name to WCDT.

WE CAN DO THIS MARKS

Campaign Mark

The vertical version is preferred.



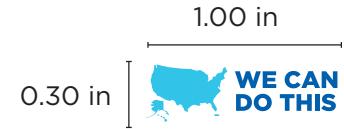
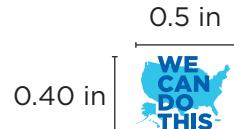
Variations

Marks are available in multiple languages and as individual states.



Minimum Size

The vertical version should never be smaller than 0.5"x0.40"/115x89 pixels @72dpi. For horizontal marks, the minimum size requirements are 1.50"x0.25"/200x25 pixels @72dpi, and 1.00"x0.30"/83x25 pixels @72dpi.



COLOR PALETTE

Color Palette

Please use the campaign color palette when developing materials.

Use RGB or hexadecimal values for screen.

Use CMYK or Pantone for print.

PALETTE FOR SCREEN

PRIMARY



BLUE

R0 G87 B183
#0057b7



CYAN

R2 G210 B239
#00d1f0



MAGENTA

R224 G23 B131
#e01782

SECONDARY



DARK BLUE

R0 G66 B107
#00426b

508-COMPLIANT COMBINATIONS (COMPLIANT AT ALL TEXT SIZES)



We are committed to providing an accessible product which aligns to Section 508 and WCAG 2.0 AA accessibility standards. By adhering to these standards we are ensuring that all digital content is accessible to people with disabilities. In accordance with WCAG 2.0 AA Success Criterion 1.4.3 text and images of text must have a proper contrast ratio with their background. This ensures that people with visual disabilities can clearly read all text.

PALETTE FOR PRINT

PRIMARY



BLUE

PANTONE 2935
C100
M63
Y0
K2



CYAN

PANTONE 311
C65
M0
Y6
K0



MAGENTA

PANTONE 219
C0
M95
Y0
K0

SECONDARY



DARK BLUE

PANTONE 7694
C100
M56
Y0
K47

PREFERRED COLORS

Preferred Colors

These are the approved color combinations for Campaign marks. When using a preferred color for the background, use the mark shown here.



1 FULL COLOR

This mark will be applied to white or light backgrounds.



2 BLACK AND WHITE

This mark will be applied to white or light backgrounds.



3 REVERSE

This mark will be applied to medium to dark backgrounds, including Campaign blue and Campaign magenta.



4 BLUE TEXT AND WHITE MAP

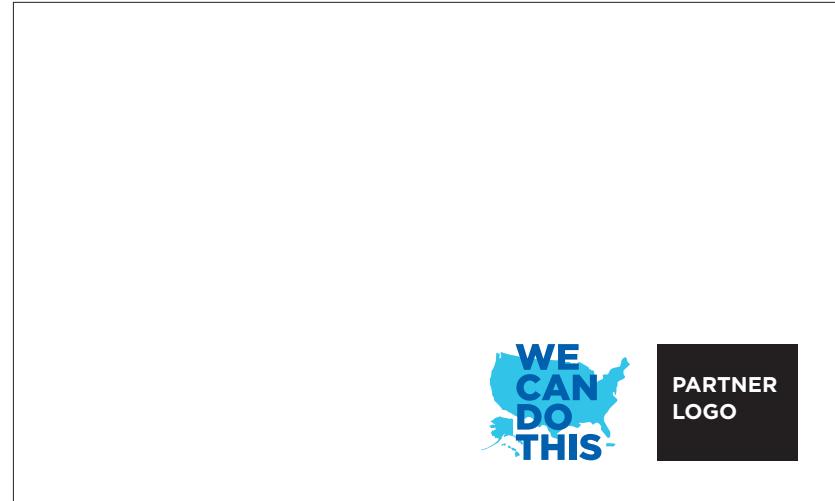
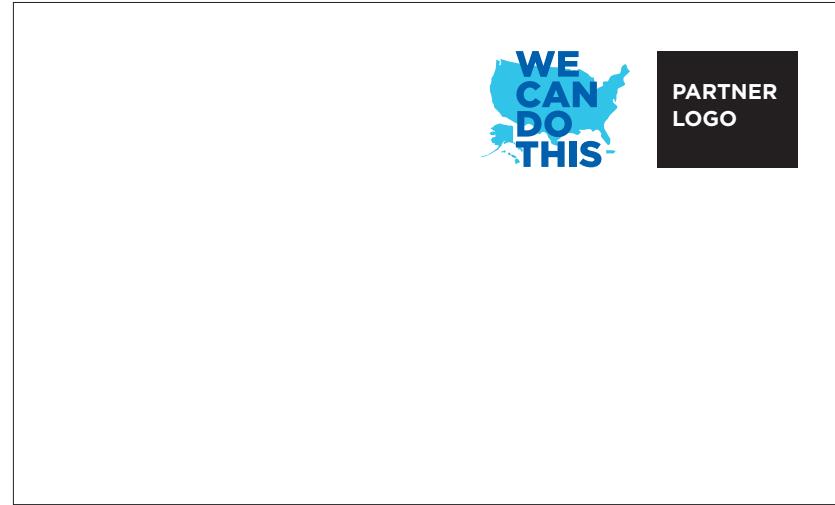
This mark will be applied when the background color is Campaign cyan.

WE CAN DO THIS PARTNERS

Partners

Place the partner logo to the right of the We Can Do This mark, ensuring that the size of the two marks feels balanced and there is adequate space between the two marks.

Place the lockup on the top right or top left of campaign materials.



WE

CAN

DO

THIS