



**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.



## Horizontal Version

Use when space does not accommodate the preferred, vertical version.



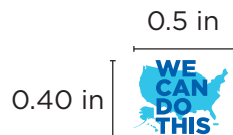
## Variations

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.

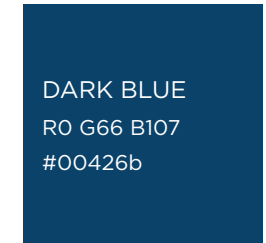
Use CMYK or Pantone for print.

### PALETTE FOR SCREEN

#### PRIMARY



#### SECONDARY



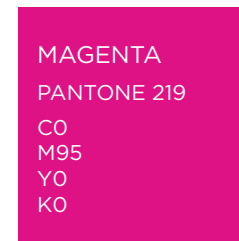
### 508-COMPLIANT COMBINATIONS (COMPLIANT AT ALL TEXT SIZES)



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



#### SECONDARY



# 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.



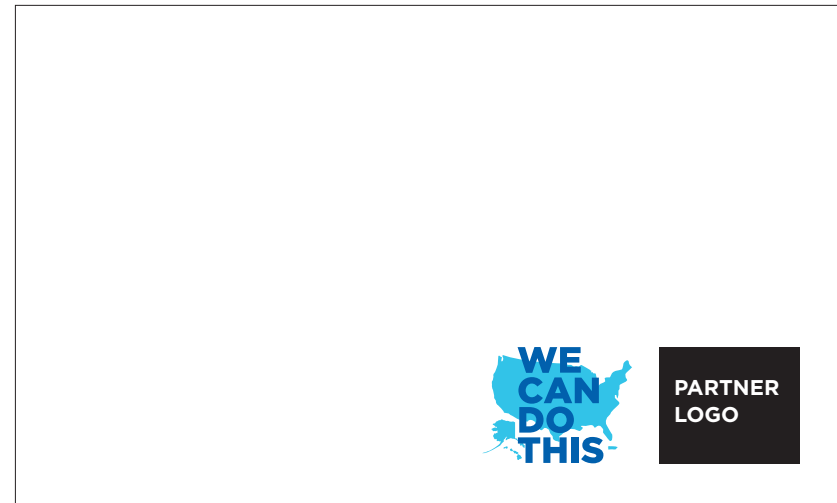
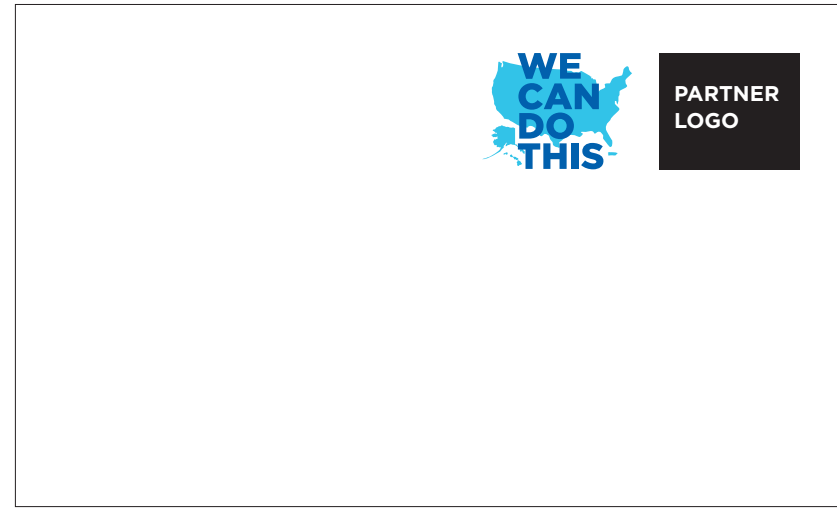
### 4 BLUE TEXT AND WHITE MAP

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**