



**Get Me  
Vaxxed!**

**IT'S SAFE  
AND EASY!**



**BRAND  
GUIDELINES**

### **3. BRAND POLICIES & GUIDELINES**

### **4. LOGO STANDARDS**

### **6. COLOR**

### **7. GRAPHICS**

### **8. TYPEFACES**

### **9. IMAGE ASSETS & USE**

**Dear Valued Partner,**

Thank you for including elements of our brand in your marketing materials. To ensure consistency in the manner in which the Black Health: **Get Me Vaxxed** brand assets are being used, we'd like you to please follow these guidelines when leveraging our brand and assets for your website, social media platforms, marketing materials and advertising.

Our logo is the most visible component of the Black Health: **Get Me Vaxxed** brand. The following information provided will guide you in the proper use of the Black Health: **Get Me Vaxxed** marketing assets.

If you have any questions about our Brand Guidelines, please feel free to contact **neyeson@gmail.com**. We will be happy to provide you with assistance.

Examples below show approved Black Health: **Get Me Vaxxed** logos. When reproducing or adding these to your materials, for consistency and legibility, only use the approved colors for each version.

The logo must be enlarged or reduced in its entirety, and at least 1 inch away from any other elements . All elements of the logo must remain in proportion to one another.

#### PRIMARY LOGO WITH TAGLINE



**Perfect for light & dark,  
uncluttered backgrounds:**

- Web Design
- Signs, Posters, Banners



- Social Media
- Electronic Media
- Window Clings
- 4-color Printing



Examples below show approved Black Health: **Get Me Vaxxed** logos. When reproducing or adding these to your materials, for consistency and legibility, only use the approved colors for each version.

The logo must be enlarged or reduced in its entirety. All elements of the logo must remain in proportion to one another

#### **PRIMARY LOGO WITHOUT BACKGROUND**



The logo consists of the text "Get Me Vaxxed!" in a bold, stylized, sans-serif font. The text is white with a thick black outline, giving it a 3D appearance. The words "Get Me" are stacked above "Vaxxed!".

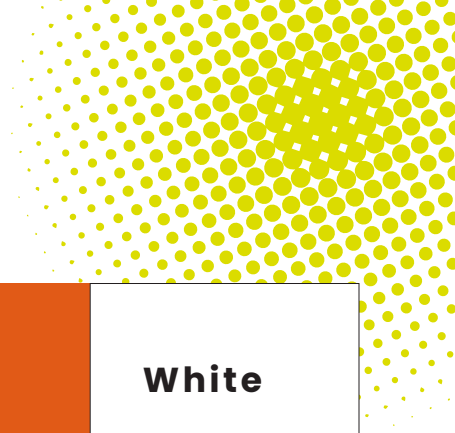
**Perfect for light, uncluttered backgrounds:**

- Web Design
- Signs, Posters, Banners
- Social Media
- Electronic Media
- Window Clings
- 4-color Printing



**Perfect for dark, uncluttered backgrounds:**

- Web Design
- Signs, Posters, Banners
- Social Media
- Electronic Media
- Window Clings
- 4-color Printing



## PRIMARY COLORS

### Teal

**R 16 G 156 B 173**  
**C 79 M 20 Y 29 K 0**  
**HEX #0F9CAD**

### Orange

**R 224 G 89 B 23**  
**C 7 M 79 Y 100 K 1**  
**HEX #F96020**

### White

**R 255**  
**G 255**  
**B 255**  
**C 0 M 0**  
**Y 0 K 0**  
**HEX**  
**#FFFFFF**

### Yellow

**R 245 G 199 B 19**  
**C 5 M 20 Y 100 K 0**  
**HEX #F5C712**

### Green

**R 205 G 222 B 0**  
**C 25 M 0 Y 100 K 0**  
**HEX #CCDD00**

### Black

**R 0**  
**G 0**  
**B 0**  
**C 0 M 0**  
**Y 0 K 0**  
**HEX**  
**000000**

### TALK BUBBLE



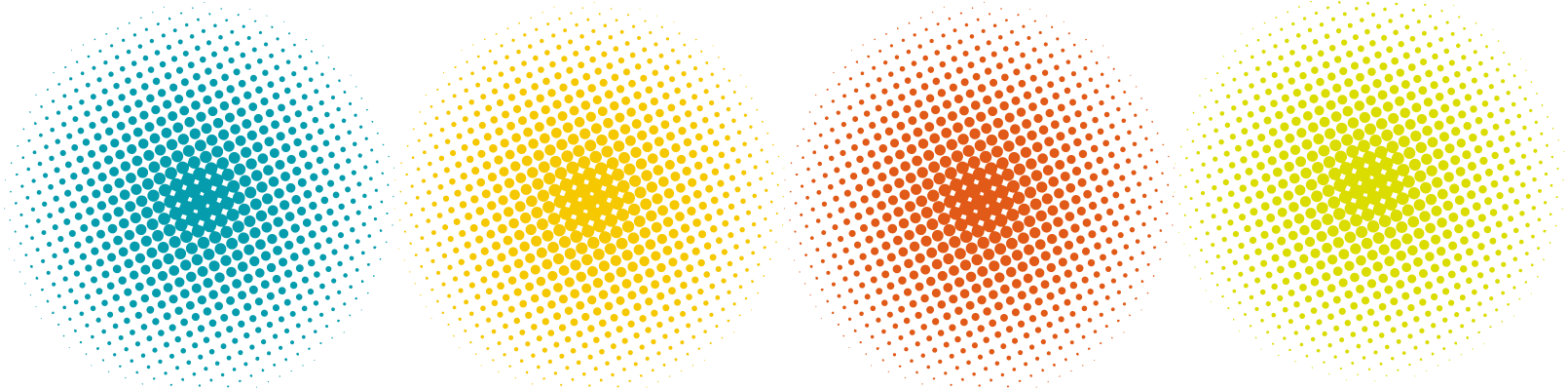
Used in campaign for the voice of the kid, example: "I wanna go to daycare!"

### ACCENT MOTION LINES



Used in campaign as an accent to additional text and graphics

### HALF TONE CIRCLES



Used in campaign brand colors as background accents

## PRIMARY TYPEFACE

**Poppin** used for body copy on all Black Health: **Get Me Vaxxed** communications

**POPPIN BOLD**

**POPPIN SEMI BOLD**

**POPPIN MEDIUM**

**Poppin Bold**

**Poppin Semi Bold**

**Poppin Medium**

## EXAMPLES



**FIND COVID-19  
VACCINES & BOOSTERS**

## HEADLINE TYPEFACE

**Prater Sans Pro Regular**

used for headline and/or sub head copy for all Black Health: **Get Me Vaxxed** communications

**Prater Block Pro Regular**

used as an accent font for all Black Health: **Get Me Vaxxed** communications

**Dr. Martin Luther King, Jr.**, once said, "Of all the forms of inequality, injustice in healthcare is the most shocking and inhumane." Today, we can choose to act against COVID-19 for ourselves and to secure our children's future. The Black community has always ensured that our children are immunized against preventable diseases.

So, in partnership with [insert organization name], Black Health is launching the **Get Me Vaxxed** campaign to increase COVID-19 vaccinations for black children, ages 6-months to 5-years.

**FIND COVID-19  
VACCINES & BOOSTERS**



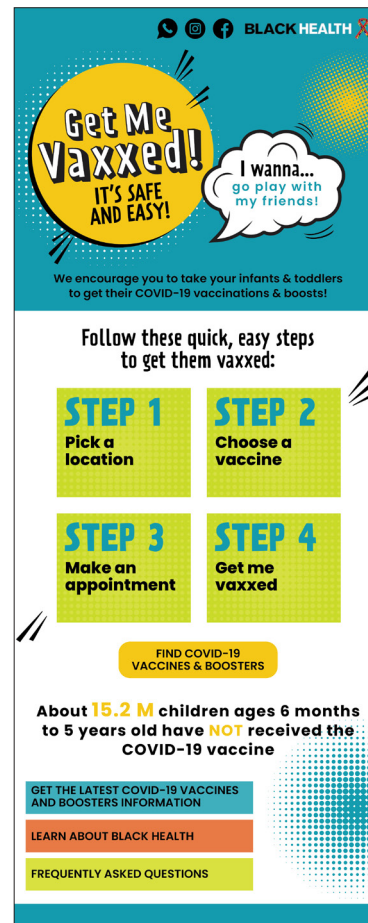


Examples below shows the use of the Black Health: **Get Me Vaxxed** campaign digital assets. As a rule, please do not enlarge images over 100% of its original size to avoid a bitmapped or blurred appearance.

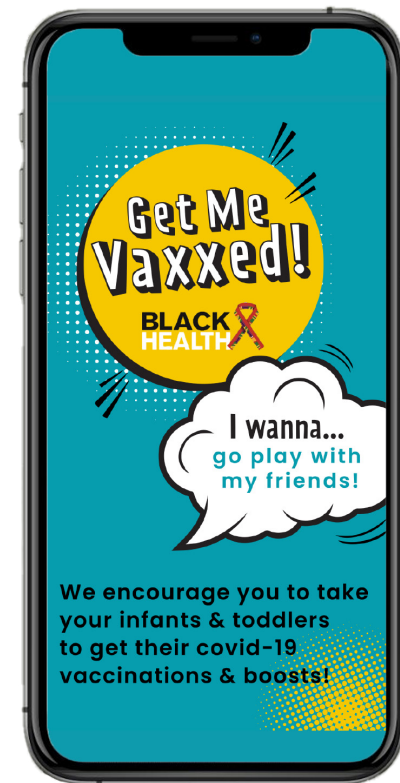
## DIGITAL USE



Email



Landing Page



Social Media  
Story Post (gif)

Examples below shows the use of the Black Health: **Get Me Vaxxed** campaign OOH media assets. As a rule, please do not enlarge images over 100% of its original size to avoid a bitmapped or blurred appearance.

## OUT OF HOME MEDIA



**Billboard**



**Bus Shelter Poster**

Examples below shows the use of the Black Health: **Get Me Vaxxed** campaign OOH media assets. As a rule, please do not enlarge images over 100% of its original size to avoid a bitmapped or blurred appearance.

## OUT OF HOME MEDIA



Subway Posters



Palm Cards