



BRAND STYLE GUIDE



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## Campaign Mission

Face masks have been identified by both the National Centers for Disease Control and the Pennsylvania Department of Health as the most important defense against the spread of the COVID-19 virus. The mission of Lebanon County’s MASK UP campaign is to encourage residents of Lebanon County to wear a face mask to prevent the spread of COVID-19.

Marketing firms, agencies, media companies and businesses across the county have been invited to participate in this campaign to help spread this important message to all residents.





# Brand Guidelines and Their Importance

The MASK UP LEBANON campaign is designed to communicate a unified message to people across the county.

Consistency in message and visual elements is important to creating a unified campaign. Organizations involved in creating materials for the campaign should follow the guidelines for using the MASK UP LEBANON logo, colors, design elements and messaging when creating campaign materials. All submitted designs and messaging will be reviewed for adherence to these guidelines during the approval process.

[Reference Spanish guidelines](#)

## Logo

The MASK UP LEBANON logo is the central visual element of the campaign. It builds an immediate connection to the initiative. It is important to follow these guidelines when using the MASK UP logo for any purpose, whether for internal communication within your organization or on products or ads.

The preferred use of the logo is in full color. Proportions of the logo should not be altered.



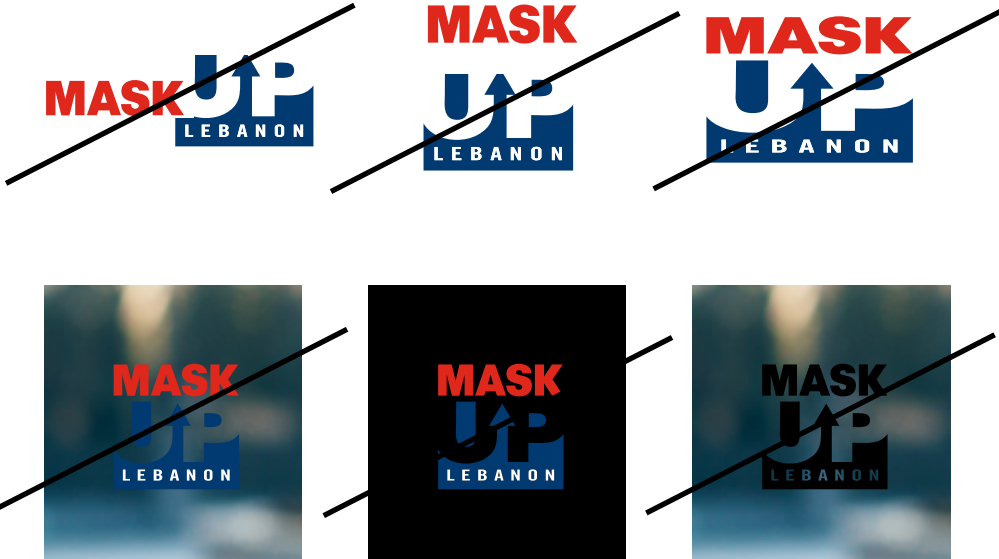
# Proper Usage

Select the logo you will use based on the version that offers the best contrast with the logo background when placed on your materials. Each element of the logo has been assigned a specific color. If you are unable to use the color logo due to the unavailability of color reproduction, a black logo may be used on a solid colored background. The logo may be contained within a rule when used on a white background. It is imperative to use only the approved colors when reproducing the logo.



# Incorrect Usage

Allow the logo to occupy its own space. Avoid crowding it with other elements or placing it on a busy background. Do not stretch the logo or change its proportions in any way.



# Layout

The diagram on the right illustrates the required space between the logo and other elements in a design. Note that an equal amount of space is required on each side to allow breathing room and to give the logo proper treatment.



# Spanish Logo

Use this logo when creating materials in Spanish. The same guidelines apply when using this version as when using the logo in English.

[Reference Spanish guidelines](#)



COLOR PALETTE

# Approved Colors

When viewing a design, the eye and emotions respond first to colors. The MASK UP LEBANON color palette was created to visually communicate our important message and to make the campaign elements easily recognizable and memorable.

Pantone (PMS) colors are preferred for all color use. We have also provided their CMYK equivalents as well as color builds for RGB, Hex and grayscale.

PMS 485  
HEX C22A22  
RGB 194 42 34  
CMYK 0 99 94 0

PMS 654  
HEX 1F3D6E  
RGB 31 61 110  
CMYK 100 76 29 8

PMS Black 6  
HEX 111C24  
RGB 17 28 36  
CMYK 100 78 44 91

PMS 425  
HEX 565A5C  
RGB 25 29 31  
CMYK 91 74 51 93

TYPOGRAPHY

# Typeface

The typeface used in campaign materials is a key component of the visual branding. The approved fonts were selected for their simple, clean, modern appearance and readability. Styles within the approved font families may be used for visual impact.

PRIMARY TYPEFACE

## Chamois

**abcdefghijklmnopqrstuvwxyz**  
**abcdefghijklmnopqrstuvwxyz**

SECONDARY TYPEFACE

## Trade Gothic

### Bold Condensed

**abcdefghijklmnopqrstuvwxyz**  
**abcdefghijklmnopqrstuvwxyz**

### Medium

abcdefghijklmnopqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz

WEB TYPEFACE

## Roboto



# Brand Personality

The MASK UP LEBANON campaign is designed to encourage the people of Lebanon County to help make our communities healthier by slowing the spread of COVID-19. It's about doing the right thing ... protecting our neighbors ... coming together as individuals for the common good of our county.

The visual images selected for use in this campaign should embrace that spirit. Using authentic locations and community icons is encouraged, as is inviting the participation of friends, families, coworkers, members of our churches and community groups to be a part of the campaign.





# Content Guide

The MASK UP LEBANON campaign offers the opportunity for organizations throughout the county to participate in the campaign to educate local residents about the importance of mask wearing in slowing the spread of the COVID-19 virus. But while the design elements — logo, colors and typography — must adhere to the guidelines presented within this guide, messaging can be tailored to reflect the needs and personality of your organization.

Join the MASK UP movement and demonstrate that the health of our communities is a priority for your organization!

## CONTENT GUIDE

# Messaging

## HOW TO USE MASK UP MESSAGING

Masks are the focus of the campaign, but supporting messaging can focus on other recommended approaches to slowing the spread of COVID-19. Messages should follow the guidelines presented by the PA Department of Health.

The MASK UP LEBANON campaign targets all residents of Lebanon County, not just the City of Lebanon. Messaging should reflect this broad audience.



## HOW TO USE MASK UP IN COPY

# MASK UP MASK UP LEBANON MASK UP LEBANON COUNTY

Resources from PAhealth.gov and CDC.gov to consider in your messaging:

What Masks Do and Don't Do: [MASK Up PA](#)

How to Make a Mask and Tips to Stop the Spread: [Stop the Spread PA](#)

How to Protect Yourself (CDC): [Protect Yourself from COVID-19](#)

Social Distancing (CDC): [What Is Social Distancing?](#)



## CONTENT GUIDE

# Digital Media

Engage your audiences in the MASK UP LEBANON campaign and demonstrate that their health and safety is a top priority for your organization. Social media is the perfect place to tell everyone about your involvement. Use images of your staff or customers to show how you're slowing the spread of COVID-19 by masking up. Invite people to share their stories and photos demonstrating why they wear masks. Launch a contest around mask-wearing. Offer ideas for masking, activities using social distancing—anything that helps promote the MASK UP LEBANON messages.

Be sure to use the official campaign hashtag #MASKUPLebanon to keep the conversation going. Post a MASK UP link on your website too.



## CONTENT GUIDE

# Traditional Media

It can be as simple as a sign on your door telling everyone that you're part of the community effort to slow the spread of COVID-19. MASK UP messaging is ideal for the marketing you already do. Just add the MASK UP LEBANON logo to your ads, direct mail and other print items, following the logo use guidelines.



PROMOTIONAL SAMPLES

# Promotional Merchandise

The sky's the limit when it comes to creative ways to use MASK UP LEBANON in promoting your organization's participation in the community initiative. We've provided examples of some ways you can offer people a memorable connection to MASK UP and your organization.

