Vaccinate WA Style Guide 01-05-2021

Brand Mark

Primary

This mark should be used in most cases and shown on a colored background. The primary language used in the material will dictate whether to show the English or Spanish mark. The companion URL always sits below the mark.

English

Vaccinate WA
CovidVaccineWA.org

Spanish

Vacúnate WA
VacunaDeCovidWA.org

Brand Mark Usage and Guidelines

It is essential for this mark to be present on all campaign materials and assets. Consistent and proper use of the Vaccinate WA mark by partners is imperative to building strong brand recognition and maintaining a professional look and feel.

You must **not** modify the mark in any way, including the following:

- **DO NOT** replace the URL
- **DO NOT** alter the relationship or sizes of the mark's elements
- **DO NOT** change the colors of the mark
- **DO NOT** isolate elements of the mark or use them individually
- **DO NOT** place the mark on a background that doesn't provide sufficient contrast

No matter the version used, the width of the mark shall be displayed **no less than 1.25"** overall to ensure adequate legibility.

Mark Variations

The primary mark is used in nearly all cases. The options below provide flexibility in special situations.

Single Color White

Vaccinate WA
CovidVaccineWA.org

Vacúnate WA
VacunaDeCovidWA.org

Single Color Black

Vaccinate WA
CovidVaccineWA.org

Vacúnate WA
VacunaDeCovidWA.org

Reversed for Lighter Backgrounds

Vaccinate WA
CovidVaccineWA.org

Vacúnate WA
VacunaDeCovidWA.org

URLs

Do not include any organizational logos on materials. In order to bring awareness to Washington State's trusted source of factual information, the **CovidVaccineWA.org** or **VacunaDeCovidWA.org** (Spanish) URL should be present on all campaign materials. "www." is not required.

Color Palette

Digital Assets

RGB: 62/60/152
HEX: #3E3C98

RGB: 0/158/161
HEX: #009EA1

RGB: 143/124/179
HEX: #8F7CB3

RGB: 90/197/203
HEX: #5AC5CB

RGB: 239/83/133
HEX: #EF5385

RGB: 156/216/225
HEX: #9CD8E1

RGB: 247/88/0
HEX: #F75800

RGB: 0/124/186
HEX: #007CBA

RGB: 251/179/83
HEX: #FBB353

RGB: 67/182/64
HEX: #43B640

Printed Assets

CMYK: 91/91/1/0

CMYK: 80/17/39/0

CMYK: 48/54/4/0

CMYK: 59/0/23/0

CMYK: 0/82/21/0

CMYK: 37/0/11/0

CMYK: 0/80/100/0

CMYK: 85/44/4/0

CMYK: 0/34/77/0

CMYK: 73/0/100/0

Fonts

Primary

Please use Open Sans for as many languages as possible, including English, Spanish, Russian, Vietnamese, French, German and more.

Minimum text size should be 14 pt. to ensure accessibility requirements.

Download here:
https://fonts.google.com/specimen/Open+Sans

Open Sans Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?@#$%^&*()

Secondary

If Open Sans does not support the language you need, please use a Noto Sans font family.

For example, use Noto Sans CJK SC Bold for Chinese text.

Search by language and download here:
https://www.google.com/get/noto/

Noto Sans Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?@#$%^&*()