

Spread the Facts Style Guide V.2 updated 5/1/2020

Intro/Tone

Anyone can use this style guide to create materials that align with Washington State's campaign. This campaign aims to reduce the spread of COVID-19 and encourage people in Washington to follow credible sources of information to make healthy and safe decisions.

Goals:

1. Empower all Washington residents with information.
2. Urge action to prevent the spread of COVID-19, and promote a sense of community in these efforts.
3. Point Washington residents to a reliable source of information—coronavirus.wa.gov.
4. Special emphasis on information for older adults and vulnerable populations.

Tone:

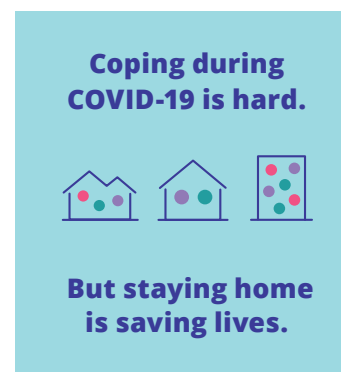
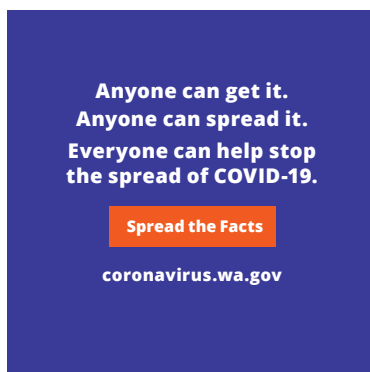
- Hopeful
- Credible
- Empowering
- Inclusive
- Avoids scare tactics

Required Elements

Do not include any organizational logos on materials. However, in order to bring awareness to Washington State's trusted source of factual information, the coronavirus.wa.gov URL should be present on all campaign materials. "www." is not required.

Messaging Graphics

Graphics are available in English, Spanish, Russian, Vietnamese, and Chinese Simplified. The core Spread the Facts brand uses the Purple background + Orange CTA button combination. The light blue background is specific to the campaign phase that relates to coping during COVID-19, and should be used when the focus is about directing people to available resources for mental health, food, housing, finances, etc.



Color Palette

Primary

Used for core brand assets including all Phase 1-2.5 messaging and Phase 3 text and buttons.

Digital Assets



RGB: 60/56/155
HEX: #3C389B



RGB: 247/88/0
HEX: #F75800

Printed Assets



CMYK:
92/92/0/0



CMYK:
0/80/100/0

Secondary

Used for Phase 3 messaging and appears in video assets from all phases.

Digital Assets



RGB: 169/216/224
HEX: #A9D8E0



RGB: 19/154/158
HEX: #139A9E



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



RGB: 222/95/133
HEX: #139A9E

Printed Assets



CMYK:
37/0/11/0



CMYK:
90/14/41/0



CMYK:
45/56/0/0



CMYK:
0/83/21/0

Fonts

Please use Open Sans Extra Bold for all languages except Chinese Simplified text. For Chinese Simplified text please use Noto Sans CJK SC Bold. Minimum text size should be 14 pt. to ensure accessibility requirements.

Open Sans Extra Bold

Download here:

<https://fonts.google.com/specimen/Open+Sans>

Noto Sans CJK SC Bold (for Chinese Simplified only)

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