

Brand and usage guidelines

Follow these guidelines when producing any materials in support of the **You Have A Spot. Take Your Shot.** campaign. Any usage outside these guidelines requires prior approval. Please contact Amy Dominello Braun: (Amy.Dominello.Braun@dhhs.nc.gov) for design assistance, approval or usage issues not covered in these guidelines.



Use of the logo

The logo consists of two parts: the wordmark and the band-aid graphic. Both components should always be used together. Never use the wordmark separate from the band-aid graphic. Never use the band-aid graphic as a replacement for the full logo.

The logo must not be modified in any way: do not shadow, outline, skew, change colors or texturize the logo.

Size limitations

The horizontal version of the logo should never be used smaller than .65 of an inch high.

The vertical version of the logo should never be used smaller than 1 inch high.



PANTONE 2955
HEX # 00376d
CMYK: 100 78 35 28
RGB: 11 60 97



PANTONE 7689
HEX # 397aac
CMYK: 78 33 7 0
RGB: 40 141 194

Primary colors



HEX # 723a79
CMYK: 69 94 29 0
RGB: 114 58 121



HEX # 08c3a4
CMYK: 71 0 48 0
RGB: 8 195 164



HEX # ef9500
CMYK: 4 48 100 0
RGB: 239 149 0



HEX # ff4b3c
CMYK: 0 85 78 0
RGB: 255 75 60

Secondary colors

Gotham Book:

aAbBcCdDeEfFgGhH
iljJkKlLmMnNoOpPq
QrRsStTuUvVwXyZz
0123456789#\$\$%^&*~+-

Gotham Bold:

**aAbBcCdDeEfFgGhH
iljJkKlLmMnNoOpPq
QrRsStTuUvVwXyZz
0123456789#\$\$%^&*~+-**

Primary fonts

YOU HAVE A
SPOT.

TAKE YOUR
SHOT.

Full color



Reversed color

Color application

The primary colors of the campaign match the DHHS brand colors, shown to the left. The secondary colors can be used for additional graphics and elements on the page, but should not be used to color the logo, unless approval is given.

Fonts

The campaign follows the primary DHHS fonts. The logo uses Gotham Book and Gotham Bold. Use the Gotham typeface whenever possible. However, not all computers are able to substitute Gotham cleanly. Therefore, Arial can be used as an alternative typeface for templates and other documents when needed.

File types

Horizontal and vertical versions of the logo are available in .PNG, .JPG and .EPS formats in full color, black and reversed color and white.

- .PNG files have transparent backgrounds. Use them on colored backgrounds.
- .JPG files have a white background layered behind them. Use on white backgrounds.
- .EPS files are vector-based files. Use for all applications (signs, T-shirts, etc.).

View the [digital brand guide](#) to download the logo files.

PROTÉGETE A TI Y A LOS DEMÁS.

¡VACÚNATE!



Spanish logo

There is a horizontal version of the logo in Spanish that is available to use. View the [digital brand guide](#) to download the logo files.

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