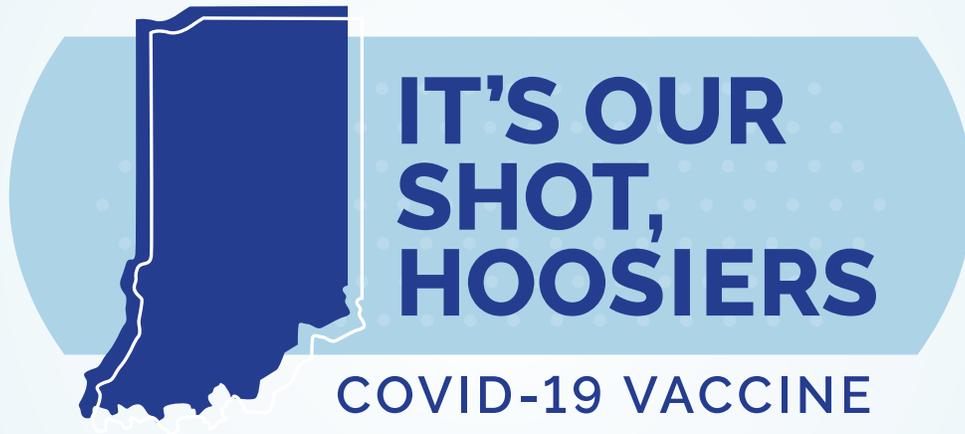


# CAMPAIGN GRAPHIC STANDARDS



## **MESSAGING**

Consistency of messaging is vital to communicating the availability of the COVID-19 vaccine and the process for receiving it. Using the same approved language reinforces the messaging and helps to avoid any possible misunderstanding arising from mixed messages.

The next page is a guide for the approved common language used in communicating to Hoosiers about the vaccine and their eligibility.

# MESSAGING

## IT'S OUR SHOT, HOOSIERS LANGUAGE

When using the campaign theme in written communications, it should be formatted as: *It's Our Shot, Hoosiers*. Initial or all caps should be used and a comma should follow "Shot." The theme language can be bolded, italicized or set off by quotation marks to better separate it from surrounding type.

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## URL USAGE

When using the URL, it should always be written as: [OurShot.IN.gov](https://ourshot.IN.gov). Do not put "OurShot" in all caps or in all lowercase.

When used by an announcer in video or audio form, it should be pronounced: Our shot dot I-N dot gov. Phonetic pronunciation after the "dot" is: eye in dot gov.

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## SAFETY/EFFICACY LANGUAGE

"It's tested, safe and effective" is the suggested description of the vaccine's safety and effectiveness.

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## ELIGIBILITY LANGUAGE

In the first phase of availability, those eligible should be termed as "health care workers," "seniors" and "first responders." Information on specific eligibility within those groups can be found at [ourshot.IN.gov](https://ourshot.IN.gov).

Subsequent eligibility phases will be based on a descending age scale, so eligibility should be expressed as, for example, "Anyone age 60 and up is now eligible." The specific age scales are yet to be determined, but this document will be updated as these details are finalized.

Some upper-age group members may need assistance from friends or family to navigate the vaccination process. To describe that approach, use this phrasing, "Anyone age (??) and up is now eligible. If you or someone you know is in that age group, visit [ourshot.IN.gov](https://ourshot.IN.gov) to learn how you can receive the vaccine."

When we reach the final phase of age eligibility, extra attention should be given to proper verbiage. The vaccine should not be characterized as "available for all Hoosiers" because, depending on the vaccine, people under the age of 16 or 18 will not be approved for vaccination.

In these cases, "now available for all Hoosiers 16 or over" or "now available for all Hoosiers 18 or over" would be appropriate.

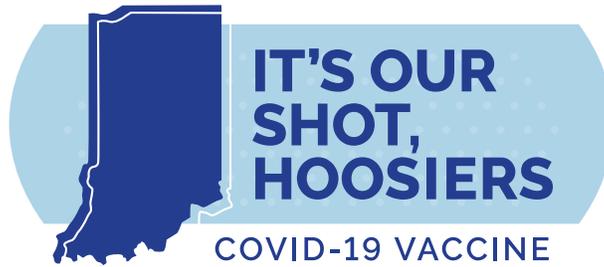
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## CONTINUED SAFETY PROCEDURES LANGUAGE

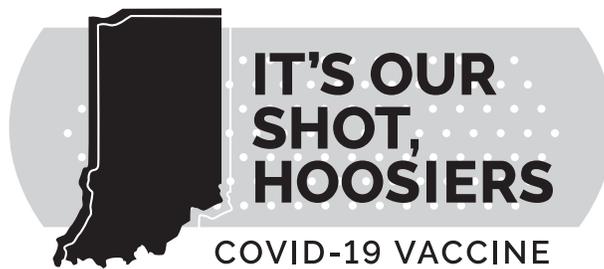
While the COVID-19 vaccine is a welcome arrival, it could make some residents believe masks and other safety procedures are no longer needed. But until all vulnerable parties have been fully vaccinated or officially declared no longer at risk, safety procedures still need to be followed. This language best characterizes that need: "Remember, we still need to wear masks and follow all coronavirus protective measures until we're sure everyone is safe."

# LOGOS

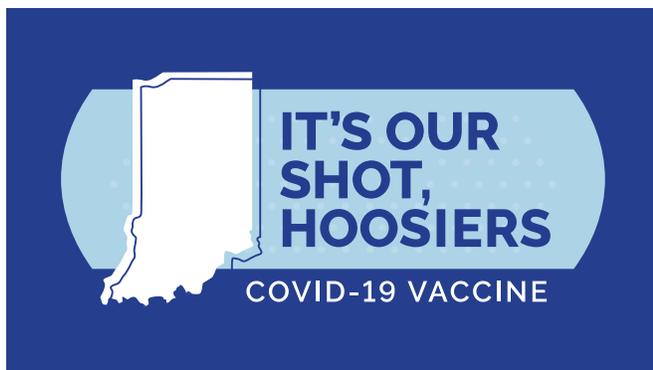
## PRIMARY



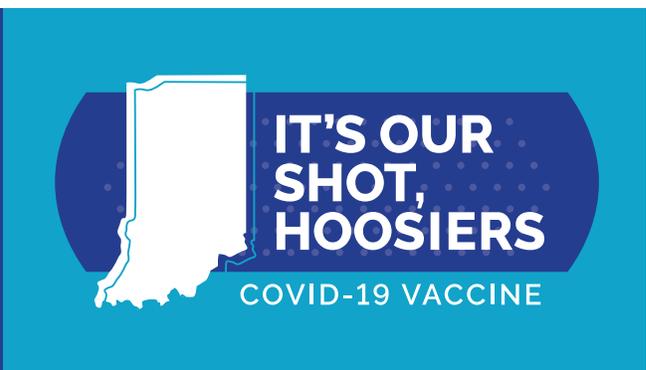
## GRAYSCALE



## ALT. COLOR ON BLUE BACKGROUND



## ALT. COLOR ON TEAL BACKGROUND



# LOGO USAGE

## LOGO CLEARANCE



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## USAGE

- X** Do not distort.
- X** Do not rearrange elements.
- X** Do not place on a busy background.
- X** Do not alter brand colors or fonts.
- X** Do not size smaller than 1 inch wide.

# COLORS & FONTS

## PRIMARY COLORS

**Blue**  
C=100 M=91 Y=8 K=1  
R=37 G=62 B=142  
#253E8E

**Teal**  
C=76 M=17 Y=13 K=0  
R=6 G=163 B=201  
#06A3C9

**Teal 40%**  
C=76 M=17 Y=13 K=0  
R=6 G=163 B=201  
#06A3C9

## SECONDARY COLORS

**Yellow**  
C=0 M=21 Y=93 K=3  
R=247 G=195 B=39  
#F7C327

**Coral**  
C=2 M=83 Y=75 K=0  
R=235 G=83 B=71  
HEX #EB5347

**Green**  
C=62 M=0 Y=100 K=0  
R=108 G=190 B=69  
#6CBE45

## FONT FAMILY SAMPLES

**Raleway ExtraBold** \_\_\_\_\_

**Raleway Bold** \_\_\_\_\_

**Raleway Semibold** \_\_\_\_\_

**Raleway Medium** \_\_\_\_\_

**Raleway Regular** \_\_\_\_\_

**Raleway Light** \_\_\_\_\_

**Raleway ExtraLight** \_\_\_\_\_

headlines

subheads

body