

CDPH Mpox Campaign

Style Guide



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About This Style Guide

This style guide focuses on the visual identity of the CDPH mpox campaign. It covers the core branding elements, layout, font, and color palette.

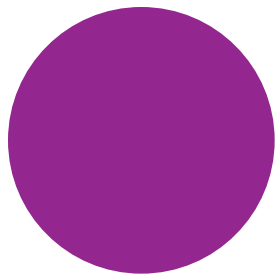
In addition, there are examples of design and branding best practices for digital ad communication touchpoints. As such, this style guide is both instructional and functional by design.

Consistency is a valuable currency in marketing and communications. Investing in the proper application of the core visual branding elements related to the CDPH mpox campaign will yield greater results in the market, as well as build valuable equity for the CDPH brand.

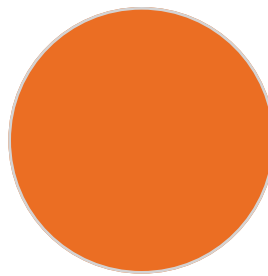


Primary Colors

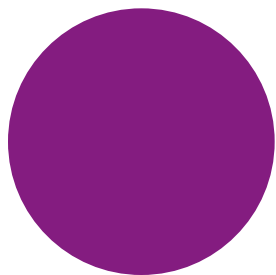
Embracing a much more colorful language in our brand communications, violet is our resting color. Mpox brand colors are organized by primary and secondary bright colors to provide additional tone and shades if needed.



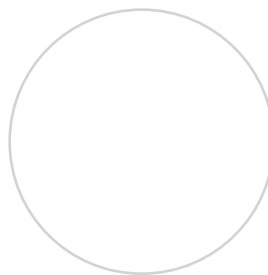
C: 49% R: 147
M: 99% G: 39
Y: 1% B: 143
K: 0% #93278F



C: 3% R: 235
M: 70% G: 210
Y: 100% B: 35
K: 0% #EB6E23



C: 57% R: 132
M: 100% G: 28
Y: 12% B: 128
K: 10% #841C80



C: 0% R: 255
M: 0% G: 255
Y: 0% B: 255
K: 0% #FFFFFF

Typography

Century Gothic Pro is used for headlines, subheads, and calls to action. Headlines are set in bold and subheads are set in regular. Font size is determined by the layout and composition. You can find examples of this in the composition section.

Century Gothic Pro

HEADLINE: SET IN CENTURY GOTHIC BOLD
COLOR: #FAF8F9

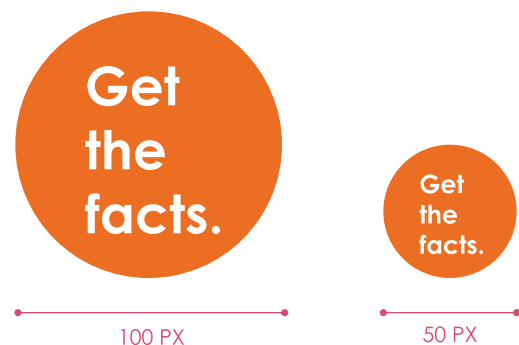
**Anyone
can get mpox.**

SUB HEAD: SET IN CENTURY GOTHIC REGULAR
COLOR: #FAF8F9

Learn how it spreads
and what to do if you
have symptoms.

CALL TO ACTION: SET THE TYPE IN
CENTURY GOTHIC BOLD WHITE
COLOR OF CTA: #FAF8F9

CTA CIRCUMFERENCE
NO SMALLER THAN: 50 PX
NO LARGER THAN: 100 PX



Photography

We have selected photography that represents the priority populations, and are appropriate for the channels that they are used in. We have included a selection of the photography used below. For access to the image library please contact: cdphcomms@cdph.ca.gov.

General Public

Images show a variety of ages, ethnicities and body types engaging in intimate, skin-to-skin contact.



MSM Messaging

Images show MSM that represent a variety of ages, ethnicities and body types engaging in intimate, skin-to-skin contact.



CDPH Ad Anatomy

The templates are simple in structure and focus on clear communication through text and image, with a large space dedicated to information and call to action. This design system works well in digital or print.

HEADLINE: •
CENTURY GOTHIC BOLD

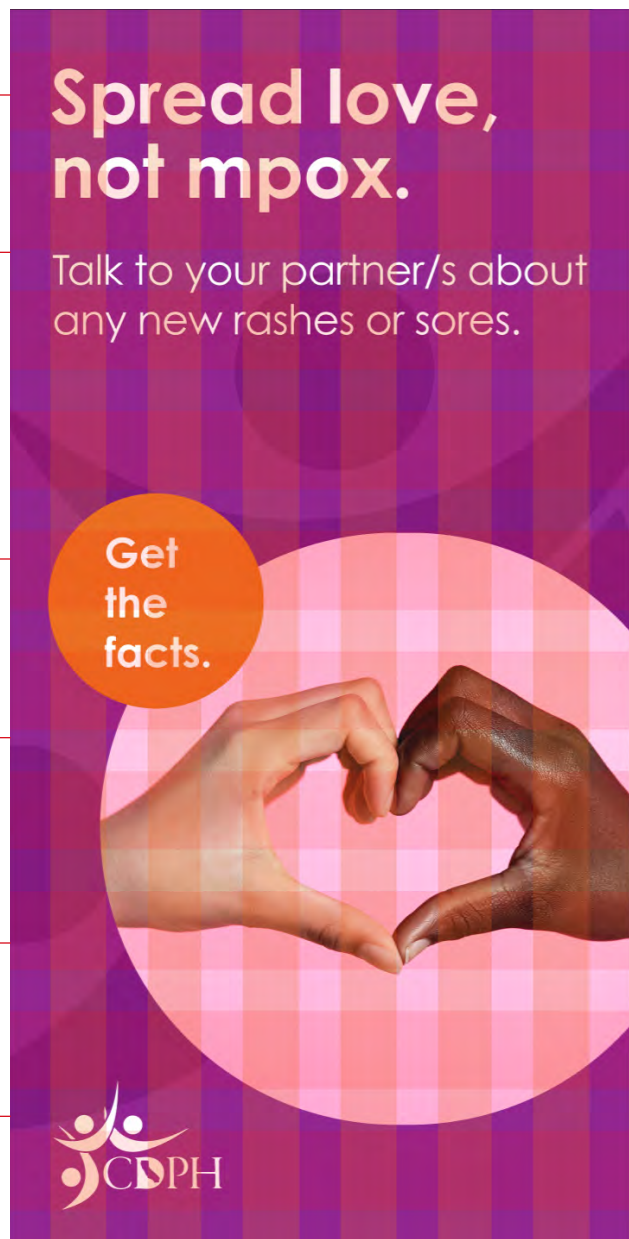
SUB HEAD: •
CENTURY GOTHIC REGULAR

CALL TO ACTION: •
CENTURY GOTHIC BOLD AND SET IN THE
ORANGE CTA BUTTON.

IMAGE: •
SHOULD BE CROPED AND MASKED AS A CIRCLE.
PLACE THE IMAGE IN THE CENTER OF THE
BACKGROUND GRAPHIC.

BACKGROUND GRAPHIC: •
SHOULD BE BEHIND THE IMAGE, CTA AND MESSAGE.

LOGO •
LOGO IS SET BELOW OR TO THE RIGHT AND LEFT OF
THE MESSAGE DEPENDING ON LAYOUT.

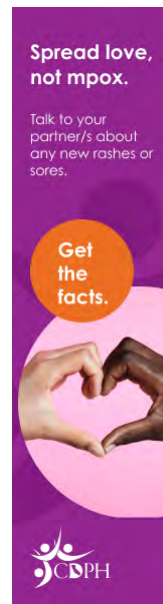


CDPH Ad Examples

We respect the message and CTA by giving these assets priority in layout. The logo can be placed in any corner with appropriate spacing. Image can be cropped if necessary to better accommodate the message and CTA.



300X250 AD EXAMPLE

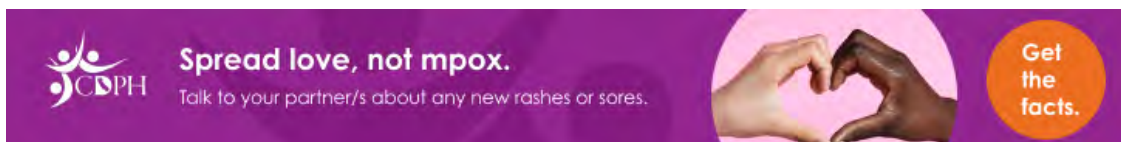


160X600 AD EXAMPLE

In mobile ads, the ad size might be too small for an image. Use only the message and CTA - even the CDPH logo is secondary to the message and CTA.



320X50 AD EXAMPLE



728X90 AD EXAMPLE

If necessary, crop the image and place the CTA where it will be seen clearly by the viewer.

CDPH Flyer

The flyer design is created for print at the standard at 8.5" X11" size. You can download the final document [here](#).

LOGO

PLACED IN THE TOP RIGHT OF THE DOCUMENT.

IMAGE:

SHOULD BE CROPED AND LIMITED TO THE ALLOWED SIZE OF THE TEMPLATE.

HEADLINE:

CENTURY GOTHIC BOLD
COLOR: #FAF8F9

SUB HEAD:

CENTURY GOTHIC REGULAR,
color: #FAF8F9

CALL TO ACTION:

CENTURY GOTHIC BOLD
AND SET IN THE COLOR:
#FAF8F9



QR CODE:

OUR DEFAULT QR CODE LINKS TO THE VACCINATION SECTION OF THE MPOX Q&A. YOU CAN CREATE OTHER QR CODES THAT LINK TO PAGES RELEVANT TO YOUR COMMUNICATIONS IF NECESSARY.

Local Health Jurisdiction



Local Health Jurisdiction Ad Overview

To support local health jurisdictions (LHJs) materials were created that can be customized with their own images and branding for deployment in their local service areas.

These materials share some characteristics with the CDPH mpox campaign materials, but have different layouts to differentiate them from the CDPH mpox campaign.



Local Health Jurisdiction Ad Anatomy


CDPH has created a series of ad templates that Local Health Jurisdictions (LHJs) can use to create their own mpox ads. For access to the customizable ad assets, please contact: cdphcomms@cdph.ca.gov.

HEADLINE: ●—————
CENTURY GOTHIC BOLD
COLOR: #FAF8F9

SUB HEAD: ●—————
CENTURY GOTHIC REGULAR,
color: #FAF8F9

LOGO —————

LOGO IS SET BELOW OR TO THE RIGHT AND LEFT OF THE MESSAGE DEPENDING ON LAYOUT.

IMAGE:  SHOULD BE CROPPED AND LIMITED TO THE ALLOWED SIZE OF THE TEMPLATE BEING USED.

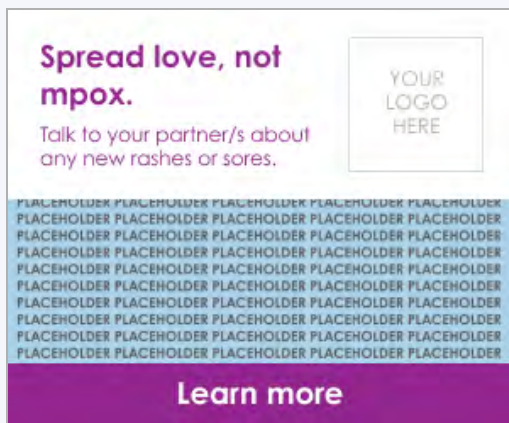
CALL TO ACTION:
CENTURY GOTHIC BOLD AND SET IN THE COLOR:
#FAF8F9



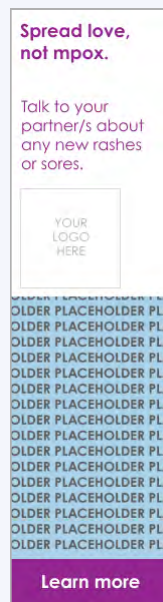
Local Health Jurisdiction Ad Examples

LHJs will need to take the following steps to create their own ads with the templates below.

- 1) Download the ad templates [here](#)
- 2) Insert their own photography in the space provided
- 3) Insert their own logo in the space provided
- 4) Save jpgs of the templates for use in digital ads

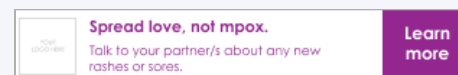


300X250 AD EXAMPLE

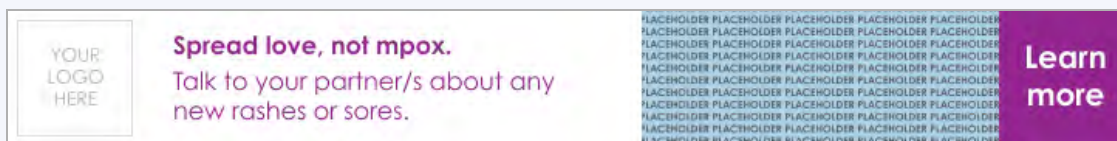


160X600 AD EXAMPLE

In mobile ads, the ad size might be too small for an image. Use only the message and CTA - even the your logo is secondary to the message and CTA.



320X50 AD EXAMPLE



728X90 AD EXAMPLE

Simply replace your the "placeholder" graphic with your selected image.

Local Health Jurisdiction Flyer Template

LHJs will need to take the following steps to create their own ads with the templates below.

- 1) Download the flyer template [here](#)
- 2) Insert their own photography in the space provided
- 3) Insert their own logo in the space provided
- 4) Print the flyer as a standard 8.5" X 11" document.

LOGO

REPLACE WITH YOUR LOGO

IMAGE:

SHOULD BE CROPED AND LIMITED TO THE ALLOWED SIZE OF THE TEMPLATE.

HEADLINE:

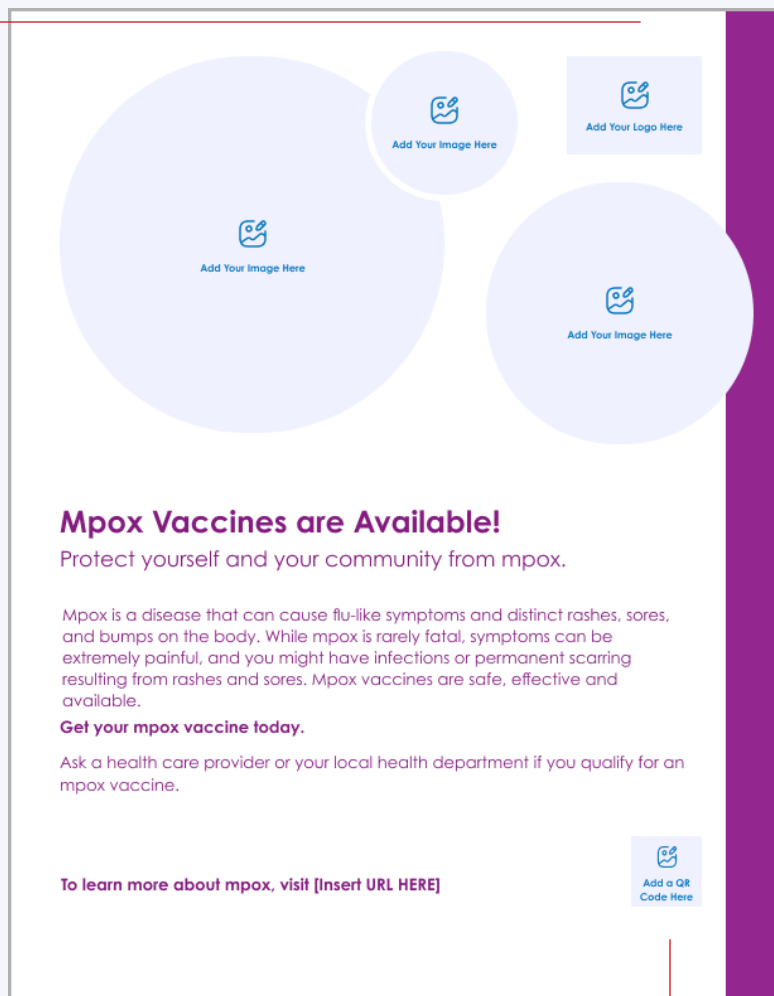
CENTURY GOTHIC BOLD
COLOR: #FAF8F9

SUB HEAD:

CENTURY GOTHIC REGULAR,
color: #FAF8F9

CALL TO ACTION:

CENTURY GOTHIC BOLD
AND SET IN THE COLOR:
#FAF8F9



QR CODE:

THE DEFAULT QR CODE LINKS TO THE VACCINATION SECTION OF THE MPOX Q&A. LHJS CAN CREATE QR CODES THAT LINK TO PAGES RELEVANT TO THEIR CAMPAIGNS.

