noMOmeth.com

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CAMPAIGN STYLE GUIDE
2023

fraser
COMMUNICATIONS

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UMSL | MIMH
Missouri Institute of Mental Health

URL LOCKUPS

Primary campaign lockup

Reversed version

USAGE GUIDE

DO place lockups on solid red, white or black backgrounds

DO place lockups on muted, uncluttered, high-contrast backgrounds

DON'T place lockups on cluttered backgrounds or colors other than black, white or brand red.

FONTS

CHAMPION

- **Heavyweight**
- **Middleweight**
- **Welterweight**
- **Lightweight***

Use Lightweight only when necessary to fit copy within a limited space, but never for headlines

YOU are worth more than meth.

Always use Heavyweight and Middleweight for the typographical portion of headlines.

Use Welterweight for subheads and body copy.

PRIMARY COLORS

RGB	CMYK	Hex
R=0	C=75	#000000
G=0	M=68	
B=0	Y=67	
	K=90	

Pure black

RGB	CMYK	Hex
R=255	C=0	#ffffff
G=255	M=0	
B=255	Y=0	
	K=0	

White

SECONDARY/ACCENT COLORS*

RGB	CMYK	Hex
R=189	C=18	#bd212e
G=33	M=100	
B=46	Y=90	
	K=8	

Crimson

Use secondary color sparingly to draw attention to buttons, URLs, phone numbers, and other calls to action.or brand bottom red bar.

VISUAL GUIDELINES
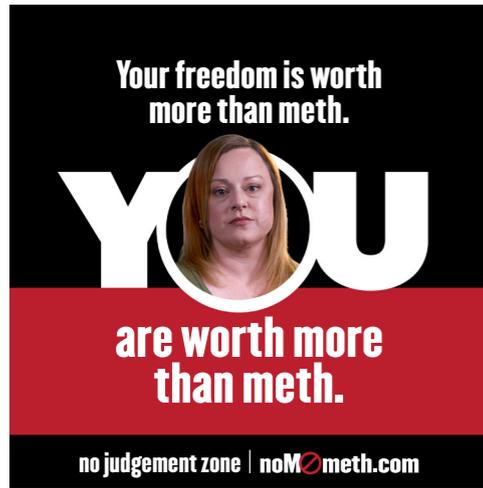
The key art in each execution of the noMOmeth campaign is a **positive, uplifting visual** contained in the headline against a pure black background.

- **Key art should never be fear-based or stigmatizing to meth users/recovering meth users**
- The word containing the key art (such a "YOU" or "HOPE") should always be in ALLCAPS and appear on its own line whenever possible, while the rest of the headline is in sentence case.
- Be sure to use a clear, uncluttered image in the "O."
- When featuring partner logos, DON'T lock them up with any of the noMOmeth campaign elements; logos can go beneath the URL (a white bounding box can be added if a partner's brand style guide requires logos to appear on a white background.)

ADDITIONAL EXECUTION EXAMPLES