

UNDERAGE DRINKING PREVENTION NATIONAL MEDIA CAMPAIGN

CAMPAIGN STYLE GUIDE

The Campaign Style Guide can help you adapt “Talk. They Hear You.” to your organization and local efforts. Follow this guide to ensure that you remain in line with the Campaign’s style, while being consistent in how you disseminate information about the Campaign to your local audiences. Whether you are using a Campaign template or creating your own materials, these guidelines can help you follow the prescribed Campaign style.

This Campaign Style Guide includes tips for:

- » Adapting Campaign Materials;
- » Creating Your Own Materials;
- » Downloading and Using the “Talk. They Hear You.” Logo;
- » Altering the Logo;
- » Linking to www.underagedrinking.samhsa.gov;
- » Typography; and
- » Editorial Guidelines.

Adapting Campaign Materials

Campaign materials are available in Microsoft Word, PowerPoint, or Microsoft Publisher to make adapting the Campaign and adding your logo to all materials easy. Use the information included in the Campaign materials and/or add your own local information, data, and resources as appropriate. You can translate the materials and public service announcements (PSAs) into other languages; however, ensure that the translations do not alter the meaning of the materials and are culturally appropriate.

Tagging the PSAs

The majority of Campaign PSAs do not provide adequate room for local tagging; however, partners are encouraged to negotiate with their local media to explore tagging options outside of the :60- and :30-second length of the TV and radio PSAs. The [live read radio scripts](#) do offer space for local tagging. Partners can add their local information to these scripts before distributing them to the media.

Creating Your Own Materials

You can create your own materials from the existing Campaign materials, but ensure that you still communicate the Campaign key messages clearly and that materials include the Campaign logo and website, www.underagedrinking.samhsa.gov. If you alter any text in the PSAs, you cannot use the “Talk. They Hear You.” logo and must remove it from the piece.

Downloading and Using the “Talk. They Hear You.” Logo

The Substance Abuse and Mental Health Services Administration (SAMHSA) encourages you to use the “Talk. They Hear You.” logo on all of your promotional and outreach materials.

When using the “Talk. They Hear You.” logo on websites and other electronic social networking pages, always include a link to the Campaign website, www.underagedrinking.samhsa.gov. In addition, the logo can serve as the hyperlink to the Campaign website.

The logo is available in several formats. Visit the [Campaign Logos](#) section of the online Partner Toolkit and click the links to download various logo formats. Your browser will either prompt you to save the file or will download the file automatically and open it in a new browser window. For printed materials, use the .EPS or .TIF files as these produce the highest quality image. Use the .GIF or .JPEG logos for materials that appear on the web. For more information on various file formats and which formats to use for your publications, visit desktoppub.about.com/od/graphicformats/a/graphicformats.htm. If you have trouble downloading the logos or require any materials in a different file format, please e-mail Valerie_Goode@gallup.com.

Color

Ideally, you should use the “Talk. They Hear You.” logo in its two-color format. Place the logo against a white or light background to increase contrast and legibility. If you use the logo on a dark background, use the reverse logo.



“Talk. They Hear You.” logo



“Talk. They Hear You.” reverse logo

The Campaign theme colors are red and black. When creating new materials, such as postcards, print receipts, etc., follow the established color palette.

Colors	Printed Materials		Websites and PowerPoint Presentations
	CMYK	Pantone	RGB
Red	c:29 m:100 y:99 k:34	PMS 188	r:132 g:23 b:26
Black	c:0 m:0 y:0 k:0	Process Black	r:0 g:0 b:0

Also available is a grayscale version of the logo. Use it when printing a document in black and white.

Size

Although you can resize the logo depending on your needs, SAMHSA strongly recommends following these minimum measurements:

- » The logo should be no smaller than 1 inch tall by 1.5 inches wide when using it in most documents such as brochures and PowerPoint presentations.

White Space

White space around the “Talk. They Hear You.” logo helps the logo stand out against other elements of your design. White space should remain free of photographs, text, images, and other logos. For the smallest sized logo, leave at least 0.25 inches of white space around each edge of the logo. For larger sizes, leave even more room.

Altering the Logo

To keep a consistent look and build recognition, **do not alter** the “Talk. They Hear You.” logo. The logo elements should always appear in the same order; do not separate or distort them. Do not use the “Talk” bubble image with another typeface for the text. In addition, avoid busy or heavily patterned backgrounds. Below are some examples of improper use of the “Talk. They Hear You.” logo.



Avoid busy backgrounds.



Do not separate elements.



Do not distort dimensions.

Linking to www.underagedrinking.samhsa.gov

Whenever possible, use the Campaign's website in your materials. Also, a Quick Response (QR) code is available [here](#), if you want to use it instead of the web address to direct people back to the "Talk. They Hear You." website.

Typography

All materials published for this Campaign should use Arial typeface. The standard font size for Campaign materials is 12 point.

Editorial Guidelines

To ensure that you reference the Campaign in a consistent way, follow these guidelines.

First Reference

In print or on the web, use the full name of the Campaign.

Example: "Talk. They Hear You."

Note that the Campaign title should be in quotes, with the first letter of each word capitalized.

Second Reference

When referencing the Campaign a second time, use the full name of the Campaign again, or simply, "Campaign." Capitalize the "C" in Campaign for all references to the Campaign. Do not abbreviate the Campaign name as "TTHY" or "Talk."

Referencing SAMHSA

When discussing the Campaign, you can use SAMHSA's name in connection with the Campaign.

Example: The Substance Abuse and Mental Health Services Administration's (SAMHSA's) "Talk. They Hear You." Campaign engages parents and caregivers of children ages 9 to 15 in the prevention of underage drinking.

You can find a SAMHSA Style Guide containing more information about how to reference SAMHSA, specifically [here](#).