

QUITSTRONG CAMPAIGN BRAND GUIDELINES

This guideline is intended to help parties who are wanting to use the QuitStrong logo to support their health promotion activities. The QuitStrong logo can be used for non-commercial health promotion purposes related to smoking cessation. It may not be used in association with any individual commercial products. If you wish to use the logo in a commercial setting, but not in association with an individual product, please contact communications@hpa.org.nz

LOGO VARIATIONS

The QuitStrong logo exists in a stacked format in three variations: primary, social comms and the URL versions.

PRIMARY LOGO



This logo should be used for all campaign material.

SOCIAL COMMS LOGO



This logo should be used in association with any communication on social channels. This reinforces the #QuitStrong tag and helps form part of the language people will use when referencing the campaign.

URL LOGO



This logo should be used on material where the main focus is directing the audience to the website.

SINGLE COLOUR OPTIONS



Black logo



White on dark backgrounds

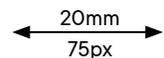
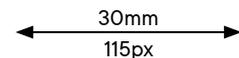
White key line on dark backgrounds

UNSTACKED VERSION OF LOGO



The primary logo is the stacked version and should be used where possible as it helps with legibility. However in limited circumstances the single line version of the logo can be used.

MINIMUM SIZE



For reasons of quality and legibility the logo must not be reproduced smaller than the minimum stated above.

COLOURS

PRIMARY COLOURS

14-168-135 #0EA887	173-219-210 #ADD8E6	212-236-232 #D4ECE8
98/0/64/0	42/0/24/0	23/0/13/0

Strong Green

Quit Green

Background Green

The QuitStrong campaign uses three primary colours. The logo is made up of Strong Green and Quit Green. The slider device uses the Background Green colour.

SUPPORTING COLOURS

53-60-74 #353C4A	245-131-38 #F58326
78/60/41/54	0/62/98/0

Charcoal

Orange

QuitStrong supporting colours can be used for situations where you have impact type like on a poster, social tile or web banner. Charcoal is the base colour, orange for highlighting words.

ACCESSIBLE WEB COLOURS

A high contrast colour palette is available to complement the QuitStrong brand in the online environment. Please contact our digital team for more information at communications@hpa.org.nz.

CLEAR SPACE



Clear space defined by the height of 'Q' in the word 'QUIT'.

DO NOTS



Reproduce in different colours.



Reproduce logo in its two tone option on dark background.



Distort or stretch the logo in any way.



Place the primary logo onto an image or background (only use single colour logos on images).

