

# BE A GUARDIAN OF THE FUTURE

## Measles Campaign Tee

### Guidelines

- Plain t-shirt: use red/orange – as close as possible to the specified brand background colour (Pantone Bright Red C; HEX #D83D26; RGB 216, 61, 38; or CMYK 10, 91, 100, 1) to align with the measles campaign brand.
- Four variants of artwork are available for download: x2 te reo Māori versions (double sided and single sided) and x2 English headline versions (double sided and single sided). Further examples can be seen on the next page.
- Please refer to the **brand guidelines** for further advice on how to apply the brand.
- Spot colour artwork as shown on the picture is available to download and provide to your print supplier from the “Promotional Material” area on the Measles campaign page **resources section**.
- We would love to see a photo of your branded tee’s in your community, if you are happy to send one please email us at [measles.campaign@hpa.org.nz](mailto:measles.campaign@hpa.org.nz)





Double sided, English headline



Single sided, te reo Māori headline



Single sided, English headline

