

EQUALLY INFORMED PHILLY

Multicultural Visual Toolkit - COVID-19, Text Line, Voting

Toolkit Contents (Updated)

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How to Use This Toolkit

- Choose a visual below that resonates most with your outlet or community.
- Click on the file version you want and open the download link. Then, click the  symbol in the upper right hand corner to download your file.
- Post, print, or share! Please be sure to tag @EQUALINFO215 in your posts. Note also that while we have accounts on most platforms, we're most active and engaged on Instagram.
- Please link any digital ads to the Equally Informed Philly landing page: EquallyInformed.com
- Check back: **This is a living toolkit.** We'll be adding more content as public health directives, voting, and community information needs evolve.

Questions?

If you have questions about the campaign, the kit, or have ideas about how your community might be better reflected in our materials, let us know! Contact Ruby at Ruby@resolvephilly.org

Visuals

Voting Support

Voting Support

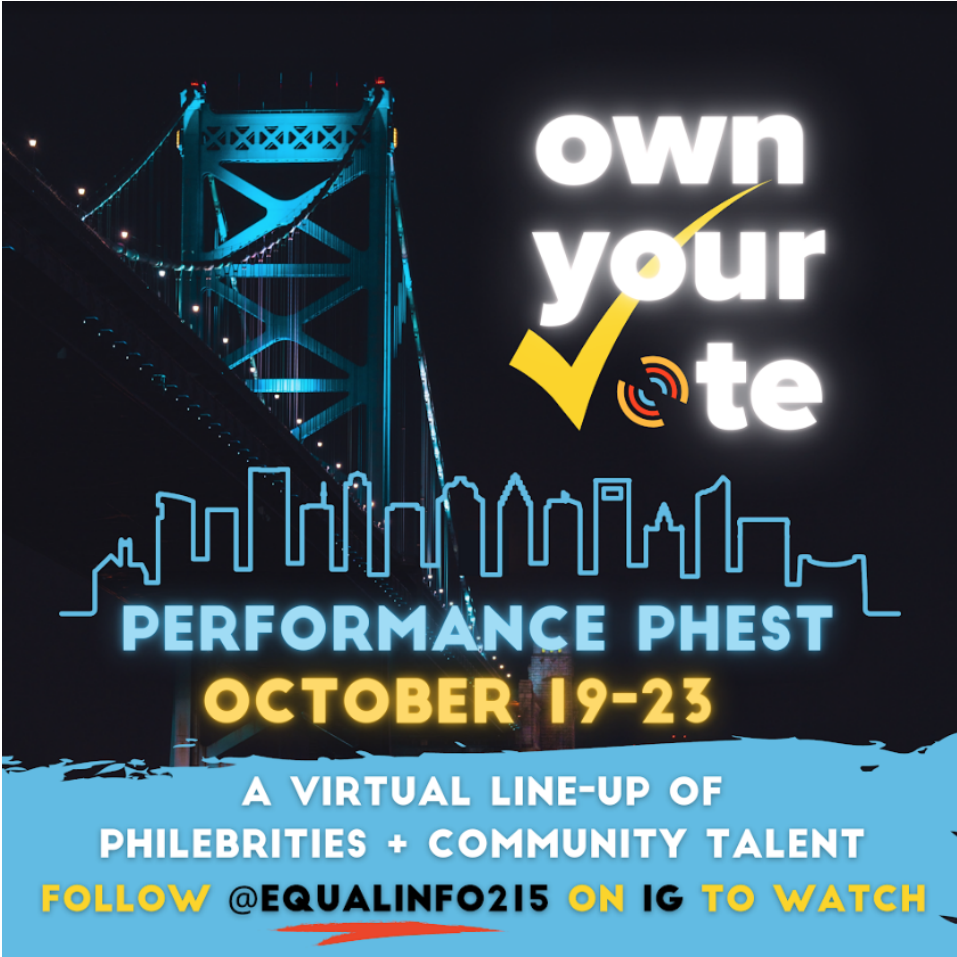


English	Español			
Social Square 1080 x 1080 pixels	Aquí			
Twitter/LinkedIn Card 1200 x 628 pixels	Aquí			
Website Sidebar 300 x 250 pixels	Aquí			
Full Page Print (Metro Philly) 8.75 x 11.5 inches	Aquí			
Square Print (Al Dia) 5 x 5.5 inches	Aquí			
Square Print (Philly Weekly) 4.9 x 4.9 inches	Aquí			
Full Page Print (PGN) 10.125 x 11.35 inches	Aquí			
Multipurpose Print Sign 24 x 18 inches	Aquí			
Social Story 1080 x 1920 pixels	Aquí			
Half-Page Print	Aquí			

(Metro Philly) 8.75 x 5.65 inches				
Web Banner (The Notebook) 1024 x 125 pixels	Aquí			
Web Banner (Generocity) 970 x 250 pixels	Aquí			
Web Strip (WURD/AL Dia) 728 x 90 pixels	Aquí			
Print Banner Ad (Philly Weekly) 10 x 4.9 inches	Aquí			
Web Banner (The Inquirer) 600 x 100 pixels	Aquí			
Web Banner (Philly Weekly) 650 x 150 pixels	Aquí			
Mobile Banner 320 x 50 pixels	Aquí			
Three-panel Social Story (Philly Weekly) 1080 x 1920 pixels	Aquí			

Own Your Vote

Own Your Vote - Virtual Showcase - Social Media Promo



English	Español			
Social Square 1080 x 1080 pixels	Aquí			

Evergreen Ad 1

DO N'T
BE
MIS
INFORM
ED

BE
EQUALLY
INFORMED

TEXT "EQUALINFO"
to 73224

for answers and
resources to survive
and thrive in Philly

EQUALLY INFORMED PHILLY

English	Español			
Social Square 1080 x 1080 pixels	Aquí			
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Web Banner (The Inquirer) 600 x 100 pixels	Aquí			
Web Banner (Philly Weekly) 650 x 150 pixels	Aquí			
Mobile Banner 320 x 50 pixels				
Three-panel Social Story (Philly Weekly) 1080 x 1920 pixels Panel 1 , 2 , 3	Aquí: 1 , 2 , 3			

Masking

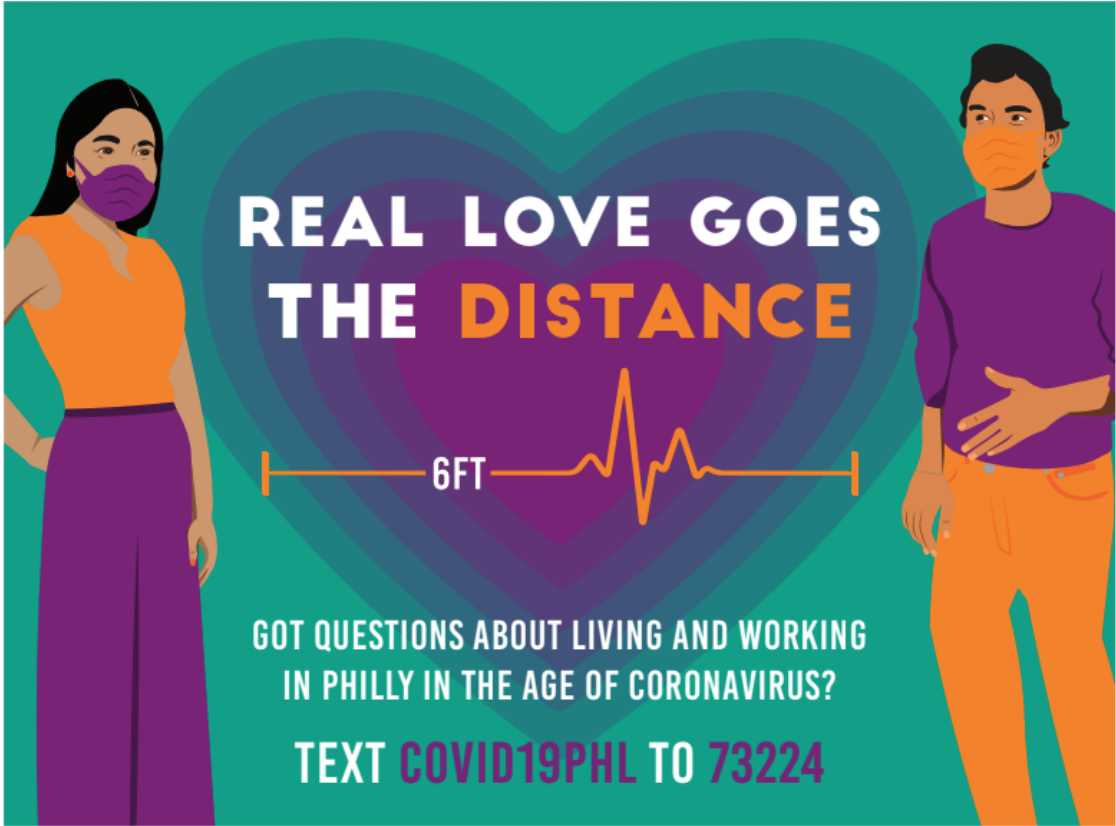
 LOVE'S GOT YOU COVERED MASK UP SPEAK OUT STAY PROUD GOT QUESTIONS ABOUT LIVING AND WORKING IN PHILLY DURING COVID19? TEXT COVID19PHL TO 73224 EQUALLY INFORMED PHILLY EQUALLYINFORMED.COM	
English	
Full Page Print Ad / Multi-Purpose Sign 10.125 x 11.35 inches	
Website Sidebar 300 x 250 pixels	
Website Banner 728 x 90 pixels	
Social Square 1080 x 1080 pixels	
Twitter/LinkedIn Card 1200 x 628 pixels	
Social Story 1080 x 1920 pixels	

Social Distancing



English	Español	中文	Tiếng Việt	Français
Multi-Purpose Print Sign 24 x 18 inches	Aquí	Here	Here	Here
Print Banner Ad 10 x 1.5 inches	Aquí	Here	Here	Here
SameGender /LGBTQ vertical print ad 5 x 11.35 inches	Aquí			
Website Banner 728 x 90 pixels	Aquí	Here	Here	Here
Website Sidebar 300 x 250 pixels	Aquí	Here	Here	Here
Mobile Banner 320 x 50 pixels	Aquí	Here	Here	Here
Social Square 1080 x 1080 pixels	Aquí	Here	Here	Here
Social Story 1080 x 1920 pixels	Aquí	Here	Here	Here
Twitter/LinkedIn 1200 x 628 pixels	Aquí	Here	Here	Here
Raw Files .EPS & .AI	Aquí	Here	Here	Here

“Real Love Goes The Distance”



English	Español	中文	Tiếng Việt	Français
Multi-Purpose Print Sign 24 x 18 inches	Aquí	Here	Here	Here
Print Banner Ad 10 x 1.5 inches	Aquí	Here	Here	Here
SameGender /LGBTQ vertical print ad 5 x 11.35 inches	Aquí			
Website Banner 728 x 90 pixels	Aquí	Here	Here	Here
Website Sidebar 300 x 250 pixels	Aquí	Here	Here	Here
Mobile Banner 320 x 50 pixels	Aquí	Here	Here	Here
Social Square 1080 x 1080 pixels	Aquí	Here	Here	Here
Social Story 1080 x 1920 pixels	Aquí	Here	Here	Here
Twitter/LinkedIn 1200 x 628 pixels	Aquí	Here	Here	Here
Raw Files .EPS & .AI	Aquí	Here	Here	Here

“The 2-1-5 Keeps It 6 Feet Wide”



English	Tiếng Việt	Français		
Multi-Purpose Print Sign 24 x 18 inches	Here	Here		
Print Banner Ad 10 x 1.5 inches	Here	Here		
SameGender /LGBTQ vertical print ad 5 x 11.35 inches				
Website Banner 728 x 90 pixels	Here	Here		
Website Sidebar 300 x 250 pixels	Here	Here		
Mobile Banner 320 x 50 pixels	Here	Here		
Social Square 1080 x 1080 pixels	Here	Here		
Social Story 1080 x 1920 pixels	Here	Here		
Twitter/LinkedIn 1200 x 628 pixels	Here	Here		
Raw Files .EPS & .AI	Here	Here		

Additional Resources

Equally Informed Philly - Visual Identity

Logos		
	Full Color	Black & White
Stacked		
	PNG / EPS	PNG / EPS
		
	PNG / EPS	PNG / EPS
Horizontal		
	PNG / EPS	PNG / EPS
		
	PNG / EPS	PNG / EPS

Colors*					
(Primary) City Heritage Dark Blue	(Primary) Canary Yellow	(Secondary) City Heritage Gold	(Secondary) Love Park Red	(Secondary) City Heritage Light Blue	(Alternative) Black
					
(Screen) R: 0	(Screen) R: 25	(Screen) R: 255	(Screen) R: 255	(Screen) R: 107	(Screen) R: 0

G: 51 B: 161	G: 216 B: 13	G: 191 B: 60	G: 71 B: 19	G: 196 B: 232	G: 0 B: 0
(Print) C: 100 M: 84 Y: 12 K: 3	(Print) C: 0 M: 14 Y: 95 K: 1	(Print) C: 0 M: 28 Y: 86 K: 0	(Print) C: 0 M: 86 Y: 99 K: 0	(Print) C: 53 M: 5 Y: 3 K: 0	(Print) C: 70 M: 50 Y: 30 K: 100
Hex: #0033A1	Hex: #FCD80D	Hex: #FFBF3C	Hex: #FF4713	Hex: #6BC4E8	Hex: #000000
PANTONE C 286 PANTONE U 286	PANTONE C Yellow PANTONE U Yellow 012	PANTONE C 136 PANTONE U 122	PANTONE C 172 PANTONE U Warm Red	PANTONE C 297 PANTONE U 297	PANTONE C Process Black PANTONE U Process Black

** Additional colors may be used in public health and info-line creative, based on community resonance.*

Typefaces		
 (Main/Logo) - BIG JOHN	 (Secondary) - Bebas Kai Reg.	About Our Campaign (Body/Google Text) - Proxima Nova

Social Handles & Links

Equally Informed Philly

- Instagram (most active platform): @EQUALINFO215 - <https://www.instagram.com/equalinfo215/>
- Facebook: @EQUALINFO215 - <fb.me/EQUALINFO215>
- Twitter: @EQUALINFO215 - <https://twitter.com/EqualInfo215>
- Lin.ktree: <linktr.ee/EquallyInformedPhilly>