



Initial Style Guide
March 2020

Primary Identity

We're all working together to help Quit Partner™ become the new family of programs all Minnesota residents use to quit nicotine, including smoking, vaping and chewing. By following these guidelines you're helping to make sure Quit Partner is always represented clearly and consistently.



Minimum Spacing

Always ensure the logo has an appropriate amount of space between it and other elements within a layout. Use the "q" within the logo as a guide.



Logo on dark background

An all white logo should be utilized in instances where the background is dark or all black.

Secondary Identities



Logo + tagline + phone number
Usage: Large/medium formats



Logo + phone number
Usage: Large/Medium formats



Logo + tagline + URL
Usage: Large/medium formats



Logo + URL
Usage: Large/Medium formats



Logo + tagline
Usage: Large/Medium/smaller formats



Logo isolated
Usage: Large/Medium/Smaller formats

Minimum Sizing



Minimum Sizing
1" or 100 pixels of vertical space

Large Formats
Billboard, bus shelter, bus king, 8.5" x 11" flyer

Medium Formats
Magazine ad, letterhead, postcard

Small Formats
Email signature, buttons, smaller banner ads, business card

Color Palette

 <p>Dark Green Pantone 322 C CMYK: 100/35/50/1 RGB: 0/114/120 HEX: #007278</p>	 <p>Orange Pantone 164 C CMYK: 0/63/79/0 RGB: 239/115/71 HEX: #F47E48</p>	 <p>Teal Pantone 7465 C CMYK: 68/0/40/0 RGB: 59/191/173 HEX: #3FBEAC</p>	 <p>Yellow Pantone 142 C CMYK: 4/27/83/0 RGB: 243/189/72 HEX: #F3BC47</p>	 <p>Dark Grey Pantone 447 C CMYK: 69/60/64/54 RGB: 55/58/54 HEX: #373A36</p>
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Headline Typeface

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstuv**wxyz**

Museo Slab 700

Body Copy Typeface

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstuv**wxyz**

Museo Sans 500

Alternate Typeface

When Museo Slab and Museo Sans are not available for use please substitute both typefaces with the following:

Headline Typeface

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstuv**wxyz**

Arial Black

Body Copy Typeface

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstuv**wxyz**

Arial

Alternate Typeface

The “Double Your Chances of Quitting” mark is utilized in conjunction with promotional materials for Quit Partner. It should be used to highlight the benefit of signing up for Quit Partner offerings.



Copy Style Guide

The following set of guidelines will help you when writing or speaking on behalf of Quit Partner.

How to write our name and tagline

Dos

Quit Partner

Dont's

QuitPartner

QUIT PARTNER

quit partner (with the exception of our logo)

Our name and tagline:

Quit Partner

Free help to quit your way

How to use our tagline:

Our tagline, "Free help to quit your way" should be used in conjunction with our logo whenever possible. It can also be used as a sign-off for media with audio.

How to self-reference

If our name or logo is already present, it's best to use "we"/"our" instead of repeatedly referring to ourselves as "Quit Partner." Using first person helps us sound more conversational, which builds trust by making us easier to connect with. If there is a need to self-reference using our name, try to keep it to once per piece of communication, usually toward the beginning.

Example:

We offer free resources to all Minnesota residents.

Instead of:

Quit Partner offers free resources to all Minnesota residents.

In social media copy, we/our is almost always preferred since the post will be coming from a profile named Quit Partner.

All partner organizations should reference our program using our full name, Quit Partner.

How to describe our programs

Here are some dos and don'ts to follow when describing our programs as a whole.

Do use terms like:

Family of programs, resources, helpful tools, free support

Avoid using:

Services

Our tone

Here are some of our brand's personality characteristics to keep in mind when writing:

We are:

Supportive
Empathetic
Collaborative
Real
Trustworthy

We are not:

Bossy
Judgmental
Authoritarian
Pretentious
Overpromising

Main proof points

These are our major talking points that can be used to describe our programs or encourage people to sign up:

Free

Double your chances of quitting with free support.
Free NRT, like patches, gum or lozenges.
Expert coaching over the phone or online.
Quit your way by choosing which helpful tools you'd like to try.

Other important copy guidelines

When referencing free NRT, always list the options like this:
Patches, gum or lozenges.

Free NRT is for people 18+ which can be explained by using an asterisk.

My Life, My Quit services are for youth ages 13-17, which can be explained by using an asterisk.

Referencing nicotine-based products for Quit Partner

Depending on space and the program we're writing for, we reference the products we help people quit in different ways. Here's how it works for general Quit Partner communications.

Limited space:

Free help to quit nicotine.

Extra space:

Free help to quit nicotine, including smoking, vaping and chewing.

Note: Any time we use the word "tobacco" it should be called "commercial tobacco."

Referencing nicotine-based products for American Indian Quitline

When writing for American Indian Quitline, we lead with the term “commercial tobacco.”

Limited space:

Free help to quit commercial tobacco.

Extra space:

Free help to quit commercial tobacco, including smoking, vaping and chewing.

How to write our website URL

Our website URL can be written two ways:

www.QuitPartnerMN.com  QuitPartnerMN.com

In general the “www” is not necessary unless you are writing for an audience you feel will not understand it’s a web address without it.

How to write our phone numbers

Our phone numbers should be featured whenever possible so it’s easy for people to get started with our program. Here’s how to write them:

1-800-QUIT-NOW (784-8669)

TTY: 1-877-6534

American Indian Quitline

1-833-9AI-QUIT (924-7838)