



Style Guide
Updated: October 2020

Primary Identity

We're all working together to help Quit Partner™ become the new family of programs 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
Context: Best for use in print media such as magazines, T-shirts or buttons.



Logo + phone number
Usage: Large/medium formats
Context: Best for use in print media such as magazines, T-shirts or buttons.



Logo + tagline + URL
Usage: Large/medium formats
Context: Best for use in print media such as magazines, T-shirts or buttons.



Logo + URL
Usage: Large/medium formats
Context: Best used in social media platforms such as Facebook or Twitter ads.



Logo + tagline
Usage: Large/medium/smaller formats
Context: Best used in smaller banner ads, or internal communications like email signatures.



Logo + phone number + URL
Usage: Large/medium formats
Context: Best used in out-of-home advertising.



Logo isolated
Usage: Large/medium/smaller formats
Context: Best used in smaller banner ads.

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

AI Quit Logos



Logo + phone number + url
Usage: Large/medium formats
Context: Best for use in print media such as magazines, flyers and T-shirts.



Logo with Frame + phone number + url
Usage: Large/medium formats
Context: Best used for applications where a white or light background is needed. Also best for use when high-resolution printing is unavailable.



Logo with Frame + phone number + url
Usage: Large/medium formats
Context: Best for use in print media such as magazines, flyers and T-shirts. When more color is desired in composition, use this version of the logo with the teal background.



Logo
Usage: Small formats
Context: Best for use in social media such as banner ads.



Logo with Frame
Usage: Small formats
Context: Best used for applications where a white or light background is needed. Also best for use when high-resolution printing is unavailable.



Logo with Frame
Usage: Small formats
Context: Best for use in social media such as banner ads. When more color is desired in composition, use this version of the logo with the teal background.

Minimum Sizing



Minimum Sizing
1" or 100 pixels of vertical space

Icons



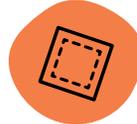
Free Coaching



Text Messages**



Emails**



Free Patches*



Free Gum*



Free Lozenges*

Offerings + Support Icons

These icons should be used to visually display the types of offerings and support that Quit Partner provides.

Icon Style

Icon artwork should always be mono-weight with rounded corners and edges. Artwork should always be one color (e.g. black or white lines) and not be too detailed to avoid feeling crowded or busy.

Type for Icons

Font paired with iconography should be Museo Sans 500.

Asterisk

Text Messages and Email offerings require participants to be 13+. Commercial tobacco cessation tools require participants to be 18+ and must be denoted somewhere on the composition to address that disclaimer.

18+* 13+**

Color Palette



Dark Green
 Pantone 322 C
 CMYK: 100/35/50/1
 RGB: 0/114/120
 HEX: #007278



Orange
 Pantone 164 C
 CMYK: 0/63/79/0
 RGB: 239/115/71
 HEX: #F47E48



Teal
 Pantone 7465 C
 CMYK: 68/0/40/0
 RGB: 59/191/173
 HEX: #3EBDAD



Yellow
 Pantone 142 C
 CMYK: 4/27/83/0
 RGB: 243/189/72
 HEX: #F3BC47



Dark Grey
 Pantone 447 C
 CMYK: 69/60/64/54
 RGB: 55/58/54
 HEX: #373A36

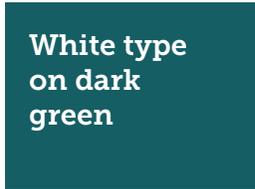


Forest Green
 Pantone 5473 C
 CMYK: 89/47/53/25
 RGB: 21/94/98
 HEX: #155E63

Accessible Color Pairing



Background HEX: #F47E48
Type: #000000



Background HEX: #155E63
Type: #FFFFFF



Background HEX: #3EBDAD
Type: #000000

Color Contrast

To ensure legibility in both print and web follow the above type-background color combinations.

Verification

To verify any additional color combinations in the brand color palette, please use this link: <https://color.a11y.com/>

Link Formatting

To format links for accessibility, please visit the following page (under Verification): [Color Contrast Accessibility Validator \(https://color.a11y.com/\)](https://color.a11y.com/).

Brand Blobs

Brand blobs are incorporated into visuals to add interest and color to messaging.



DO use a mixture of brand colors to keep the composition interesting.



DO use all organic lines that create dynamic shapes.



DO keep sizing balanced by making one blob larger, one medium and one small.

Large Blob

Medium Blob

Small Blob



DON'T use all one color.



DON'T use sharp corners within the composition.



DON'T use more than three or four blobs per layout.



DON'T have free-standing blobs in composition. Blobs must always bleed off composition.

Brand Blobs (Cont'd)

When featuring a character, use the brand blobs to emphasize aspects of the character's story, like what Quit Partner service or product they are using or what activity they are doing. This will ensure a dynamic composition.

All previously-stated rules regarding brand blobs should also be followed here.



DO reserve the yellow color to draw attention to important aspects of the composition, such as testimonials and quit support items like nicotine patches.



DON'T cover any aspect of the characters face or body so the outline of their features are not visible.



DON'T use colors on the body such as yellow that could be perceived as skin color or hair color.

Headline Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Museo Slab 700

Body Copy Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Black

Body Copy Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial

Double Your Chances Mark

The “Double Your Chances of Quitting” mark is used in promotional materials for Quit Partner. It should be used to highlight the benefit of signing up for quit coaching plus quit medications.



2X DOUBLE YOUR
CHANCES OF
QUITTING

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 with our logo whenever possible.

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 quit medications, 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 quit medications, always list the options like this:
Patches, gum or lozenges.

Free quit medications are for people 18+ which can be explained by using an asterisk.

My Life, My Quit™ is 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: 1-877-777-6534

American Indian Quitline

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

How to Write Social Copy

Whether you’re sharing an article, a new study or an existing post from another organization on Quit Partner’s social channels, keep the tone real, supportive and empathetic to align with the overall brand voice. Also be sure to highlight the key point of the piece you’re sharing as concisely as possible, which will both pique interest and ensure the main message is delivered if a user doesn’t click through to the original source.

Example 1: News article: [Minnesota tobacco purchasing age rises to 21 on Saturday](https://www.startribune.com/minnesota-tobacco-purchasing-age-rises-to-21-on-saturday/571962922/)
(<https://www.startribune.com/minnesota-tobacco-purchasing-age-rises-to-21-on-saturday/571962922/>)

Sample Post Copy: If you’re under 21 and vape, smoke or chew, then here’s something to note: soon you won’t be able to buy tobacco products in Minnesota based on a new law. If you’re ready to quit, we’re ready to help for free at QuitPartnerMN.com.

Example 2: Research study: [Association Between Youth Smoking, Electronic Cigarette Use, and COVID-19](https://www.sciencedirect.com/science/article/pii/S1054139X20303992) (<https://www.sciencedirect.com/science/article/pii/S1054139X20303992>)

Sample Post Copy: Get this: a new national study discovered that 13 - 24 year-olds who have ever vaped were 5x more likely to be diagnosed with COVID-19. If you’re ready to quit, we’re here to help for free at QuitPartnerMN.com.

How to Write Social Copy Cont'd

Example 3: Tweet sharing: MN Smoke-Free Gen (<https://twitter.com/smokefreegenMN/status/1314215221389520898?s=20>)

Sample Post Copy: If you're ready to quit smoking or vaping, now is a great time to try. People who smoke or vape are more likely to have serious complications if they get sick with COVID, as noted in this study our friends @smokefreegenMN recently shared.