

**#MoveTogetherKC**

Campaign Style Guide 2023

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# Campaign Style Guide

Introduction

Logotypes

Submark

Colors

Typography

Co-Branding

Usage

Graphics

Imagery

Social Media

## Introduction

Logotypes

Submark

Colors

Typography

Co-Branding

Usage

Graphics

Imagery

Social Media

## THE CONCEPT

This concept was chosen for its collaborative, unified feel and the ability to customize. #MoveTogetherKC is a call to action – encouraging both physical movement and forward progress for our metro region. The tie to civic pride is intended to unify more organizations as part of the campaign.

## IN APPLICATION

In practice, partner organizations or community members can fill in the blank with their own word: #MoveTo \_\_\_\_\_ showing how or why we choose to move. The customization options are vast for each sector, each organization or each person. This illustrates that each of us has a unique reason we move our bodies, yet we're all moving forward together.

# Campaign Style Guide 2023

## Introduction

Logotypes

Submark

Colors

Typography

Co-Branding

Usage

Graphics

Imagery

Social Media

## HOW TO USE THIS STYLE GUIDE

This style guide contains all of the brand standards for design and content. It is a valuable resource for internal use or for use by marketing teams of partnering organizations.

## ABOUT THE CAMPAIGN

#MoveTogetherKC is a campaign to inspire and promote a culture of physical movement for every body in the Kansas City region. The campaign is powered by The Kansas City Physical Activity plan, a framework to increase physical activity through the work of partnering organizations in key sectors throughout the community. For more information about the KCPA Plan, please visit [kcpa.org](https://kcpa.org)

Campaign  
Style Guide 2023

Introduction

**Logotypes**

Submark

Colors

Typography

Co-Branding

Usage

Graphics

Imagery

Social Media

**#MoveTogetherKC**

#MoveTogetherKC

#MoveTogetherKC

# Campaign Style Guide 2023

Introduction

**Logotypes**

Submark

Colors

Typography

Co-Branding

Usage

Graphics

Imagery

Social Media

#MoveTogetherKC

#MoveTogetherKC

#MoveTogetherKC

#MoveTogetherKC

#MoveTogetherKC

#MoveTogetherKC

# Campaign Style Guide 2023

Introduction

**Logotypes**

Submark

Colors

Typography

Co-Branding

Usage

Graphics

Imagery

Social Media

**#MoveTogetherKC**

**#MoveTogetherKC**

**#MoveTogetherKC**

**#MoveTogetherKC**

# Campaign Style Guide 2023

Introduction

Logotypes

**Submark**

Colors

Typography

Co-Branding

Usage

Graphics

Imagery

Social Media

The campaign submark creates flexibility for all participants to integrate the campaign into existing goals and areas of focus while retaining a consistent voice, look and feel. This helps bring unity to the campaign and allows multiple organizations to work together to share the vision of improving the lives of everyone in our community. All forms of movement can be encouraged through customized submarks.

The submarks work together because they tie back to the main campaign logotype and overarching campaign hashtag #MoveTogetherKC. **In order to achieve the broadest campaign reach, it is critical that all social media posts utilize the main campaign hashtag in accompanying searchable text.** Meaning, organizations should NOT only use the customized submark text as the searchable hashtag but rather should include #MoveTogetherKC as the first (or only) searchable hashtag in the caption of the post.

Approved campaign vector or image files should always be used for the static portion of any submark. This should never be typed from scratch as the characters are slightly different.



**#MoveToCelebrateKC**

The customizable portion of the submark should be the campaign font **BRANDING SEMIBOLD ITALIC** and should be aligned with the static portion as if part of a single word or line of text (as shown). It should never be a different font size or shown with space in between the words.



# Campaign Style Guide 2023

Introduction

Logotypes

**Submark**

Colors

Typography

Co-Branding

Usage

Graphics

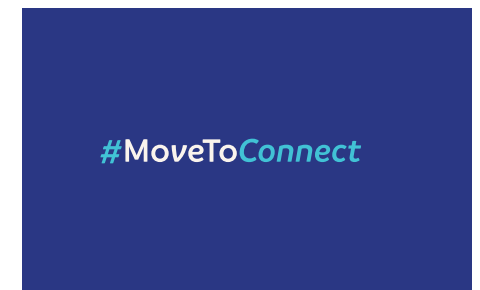
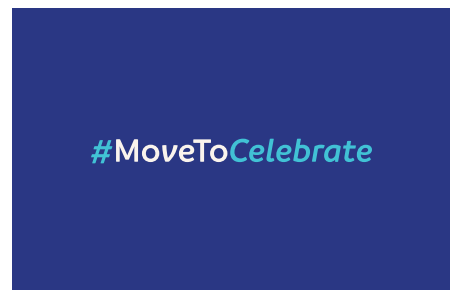
Imagery

Social Media

Remains constant; When used by KCPA can be used in any approved brand color arrangement; When used by co-branding org, should remain black or white only based on background color.



## SUBMARK SAMPLES



# Campaign Style Guide 2023

Introduction

Logotypes

Submark

## Colors

Typography

Co-Branding

Usage

Graphics

Imagery

Social Media

NAVY, AQUA, GREIGE and BLACK are the main campaign colors with MINT and YELLOW playing supporting roles in design accents.

NAVY

#2B3783 / 100 95 14 3 / 43 55 131

GREIGE

#F9F2EA / 1 3 6 0 / 249 242 234

AQUA

#25BFCB / 69 0 22 0 / 37 191 203

BLACK

#28292B / 72 66 62 66 / 40 41 43

MINT #ACDBC5 / 33 0 27 0 / 172 219 197

YELLOW #FFCD5C / 0 20 74 0 / 255 205 92

# Campaign Style Guide 2023

Introduction

Logotypes

Submark

**Colors**

Typography

Co-Branding

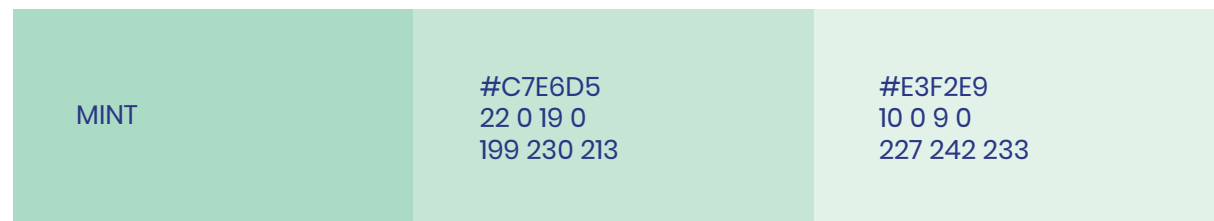
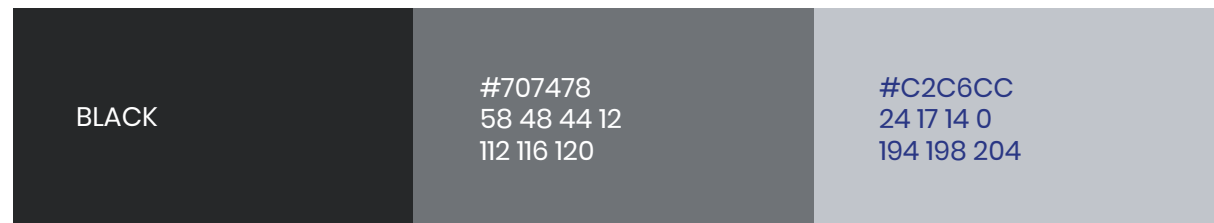
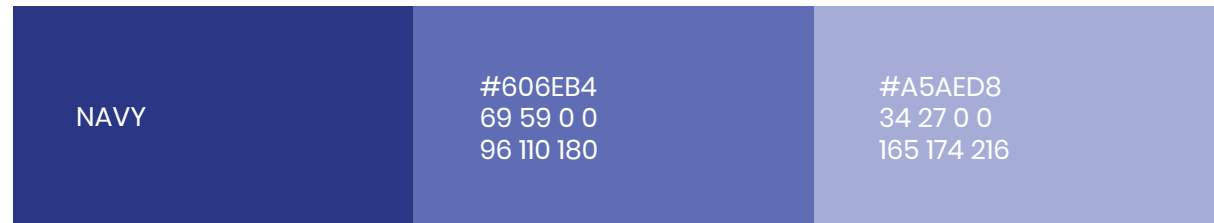
Usage

Graphics

Imagery

Social Media

The secondary color palette includes lighter tones of the primary color palettes. These should be used in assets and applications that require a subtle, lighter, supportive color.



# Campaign Style Guide 2023

Introduction

Logotypes

Submark

Colors

## Typography

Co-Branding

Usage

Graphics

Imagery

Social Media

These are the main campaign fonts. BRANDING and its various weights are used predominantly in designs with ACUMIN PRO EXTRA CONDENSED CAPS as an accent font for headlines, emphasized texts, quotes or other design features.

Aa

## Branding

AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPpQqRrSsTtUuVv  
WwXxYyZz 1234567890

---

WEIGHTS

**Bold**  
**Semibold**  
Medium  
Semilight

AA

## ACUMIN PRO EXTRA CONDENSED CAPS

AABBCCDDEEFFGGHHIIJJKKLL  
MMNNOOPPQQRRSSTTUUVV  
WWXXYYZZ 1234567890

---

WEIGHTS

**BOLD**  
LIGHT

# Campaign Style Guide 2023

Introduction

Logotypes

Submark

Colors

**Typography**

Co-Branding

Usage

Graphics

Imagery

Social Media

BRANDING SEMIBOLD ITALIC

## *Headlines or main text*

ACUMIN PRO EXTRA CONDENSED BOLD CAPS

## **SUBTITLES, QUOTES OR SPECIAL TEXT**

BRANDING MEDIUM

Body text or supplementary text  
on an as-needed basis.

SAMPLE

*Lorem ipsum dolor sit  
amet consectetur.*

**LOREM IPSUM DOLOR SIT AMETISMOD  
TINCIDUNT UT LAOREET DOLORE MAGNA**

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit, sed diam  
nonummy nibh euismod tincidunt ut  
laoreet dolore magna aliquam erat  
volutpat. Ut wisi enim ad minim veniam,  
quis nostrud exerci tation consequat.  
Duis vel eum iriure dolor in hendrerit in  
vulputate velit esse molestie consequat,  
vel illum dolore.

*Lorem ipsum dolor sit  
amet consectetur.*

**LOREM IPSUM DOLOR SIT AMETISMOD  
TINCIDUNT UT LAOREET DOLORE MAGNA**

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit, sed diam  
nonummy nibh euismod tincidunt ut  
laoreet dolore magna aliquam erat  
volutpat. Ut wisi enim ad minim veniam,  
quis nostrud exerci tation consequat.  
Duis vel eum iriure dolor in hendrerit in  
vulputate velit esse molestie consequat,  
vel illum dolore.

# Campaign Style Guide 2023

Introduction

Logotypes

Submark

Colors

Typography

**Co-Branding**

Usage

Graphics

Imagery

Social Media

Co-Branding refers to how organizations integrate the campaign logotypes, submarks and color palette into their own marketing and designs.

Our goal is to maintain consistency of the campaign so that the community recognizes it across a wide range of applications, no matter what organization is sharing about it, while at the same time ensuring each organization maintains their own brand integrity.

Part of the campaign's overall success is ensuring the campaign assets do not compete with an organization's brand and design style but instead can sit alongside it in an impactful way.

With these things in mind, the following pages include some general guidelines for how to execute co-branded materials. If there is ever a question about color or complexity, the campaign brand should always be presented in it's simplest form, allowing the organization to maintain its own brand integrity in any application.



**#MoveTogetherKC**



**#MoveTogetherKC**



**#MoveTogetherKC**

# Campaign Style Guide 2023

Introduction

Logotypes

Submark

Colors

Typography

**Co-Branding**

Usage

Graphics

Imagery

Social Media

When in doubt, use the campaign logotype or submark in its simplest form: BLACK or WHITE one-color alongside organization branding.



**#MoveTogetherKC**



**#MoveToConnectKC**

The campaign logotype and submark can be used in full color when doing so does not compete with the organization's own brand.



**#MoveTogetherKC**



**#MoveToCelebrate**

The campaign logotype and submark can be used in a two-color version utilizing the organization's two main brand colors when it compliments the overall design.



**#MoveTogetherKC**



**#MoveToExploreKC**

# Campaign Style Guide 2023

Introduction

Logotypes

Submark

Colors

Typography

**Co-Branding**

Usage

Graphics

Imagery

Social Media

Here are some examples of words and phrases you can use to customize the campaign for your audience or marketing purposes.

You may use any of these on their own, or use them as inspiration to create your own custom submarks.

You can use “KC” at the end if it makes sense for your audience and application but it is not required.

## #MoveTo*YourWordsHere*

#MoveTo*Connect*

#MoveTo*Grow*

#MoveTo*Inspire*

#MoveTo*LoveKC*

#MoveTo*FeelGreatKC*

#MoveTo*SayYes*

#MoveTo*Improve*

#MoveTo*Win*

#MoveTo*Celebrate*

#MoveTo*BeMe*

#MoveTo*TheBeat*

#MoveTo*Overcome*

#MoveTo*Laugh*

#MoveTo*Live*

#MoveTo*GetStrongerKC*

#MoveTo*ExploreKC*

### IMPORTANT REMINDER:

**In order to achieve the broadest campaign reach, it is critical that all social media posts utilize the main campaign hashtag in accompanying searchable text.** Meaning, organizations should NOT only use the customized submark text as the searchable hashtag but rather should include #MoveTogetherKC as the first (or only) searchable hashtag in the caption of the post.



# Campaign Style Guide 2023

Introduction

Logotypes

Submark

Colors

Typography

Co-Branding

**Usage**

Graphics

Imagery

Social Media

Application rules are meant to preserve the integrity of the campaign brand representation and prevent confusion or dilution of the brand or message.

## Guidelines for all logotypes and submarks

The **safe area** (or margin) around any of the logotypes or submarks is equal to the height of the capital T in "To" of the mark. This margin is on all sides in a rectangle shape.



The **minimum size** of any logotypes or submarks in print is 1.25" wide and in digital applications is 375 pixels wide.

#MoveTogetherKC

**DO NOT** distort the proportions or present skewed at any angle, including these examples.

#MoveTogetherKC

#MoveTogetherKC

#MoveToExplore

#MoveTogetherKC

**DO NOT** present in a color outside the campaign color palette or approved Co-Branding color combos (see Co-Branding Usage)

#MoveTogetherKC

**DO NOT** place a color logotype or submark on a non-campaign color.

#MoveTogetherKC

Instead, **DO** use a BLACK or WHITE logotype or submark in such cases.

#MoveTogetherKC

#MoveTogetherKC

**DO NOT** place on a busy background.



Instead, **DO** place on a solid color or clean, stylized background.



# Campaign Style Guide 2023

Introduction

Logotypes

Submark

Colors

Typography

Co-Branding

Usage

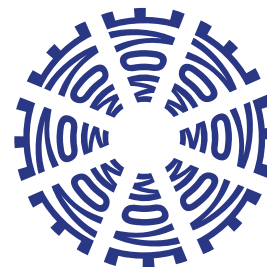
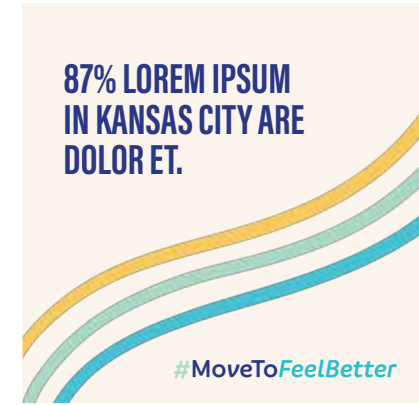
## Graphics

Imagery

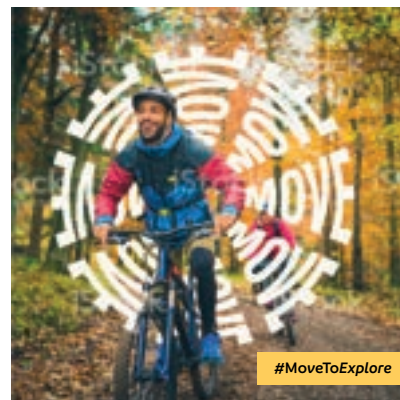
Social Media

Color swash elements can be used in both photo and text treatments to bring brightness and emphasize movement. They can be used with a layered image to appear to interact with the subjects or just as an accent.

Graphical text can be used to create an action-oriented post that feels more vibrant and alive.



TEXT WITH MOVEMENT



# Campaign Style Guide 2023

Introduction

Logotypes

Submark

Colors

Typography

Co-Branding

Usage

Graphics

**Imagery**

Social Media

Campaign imagery is inclusive, authentic, and representative of all bodies and backgrounds. Imagery should help illustrate the diverse ways all people choose to move their bodies.

Imagery colors should be bright, eye-catching, and fun.

## Sample Images



# Campaign Style Guide 2023

Introduction

Logotypes

Submark

Colors

Typography

Co-Branding

Usage

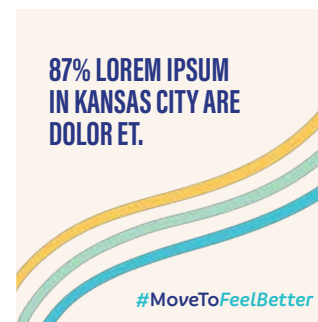
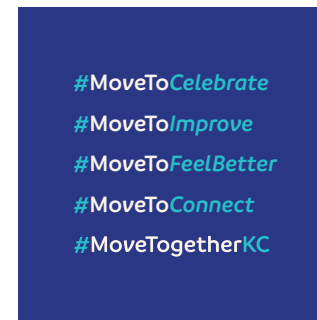
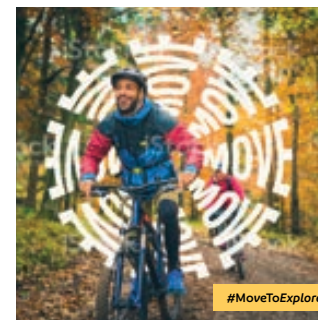
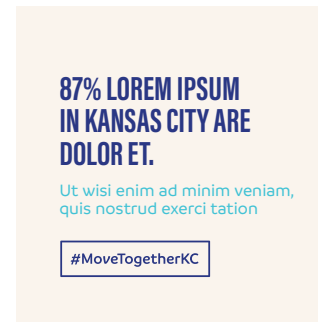
Graphics

Imagery

## Social Media

When images compete with the campaign color palette, they can be converted to black and white. A NAVY overlay with 30% transparency should be placed over the image to soften it and help it blend with other campaign images.

Social media templates are created with interchangeable elements that allow room for both variety (of style and content) and consistency (of look and feel). Imagery used in social posts should blend well with the campaign color palette. Curve elements and special text can be used to create continuity across posts. It's best to use a mix of image-based and text-based posts, as well as various main colors (as shown in the examples below). While campaign logotypes and submarks are not required on images, it is good practice to include one as often as possible. Partner organization's posts do not need to follow these guidelines but instead should refer to the Co-Branding section.



# Campaign Style Guide 2023

Introduction

Logotypes

Submark

Colors

Typography

Co-Branding

Usage

Graphics

Imagery

**Social Media**

## Tips for Canva

Creating a layered image:



Place image.



Place swoosh.



Place image a second time.



Remove background from top image.



Creating an overlay image:



Place image.



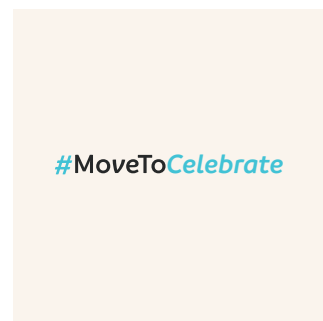
Convert to B&W.



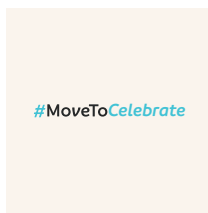
Place a NAVY box at 30% trans.



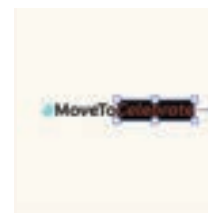
Customize a submark:



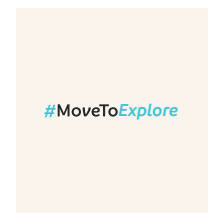
Open template.



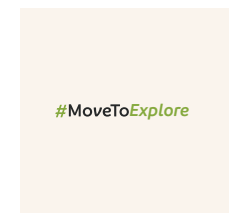
Select text.



Change word.



Center submark and adjust colors if needed.



**#MoveTogetherKC**

Campaign Style Guide 2023

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**Thank you.**

For questions or support, please contact:

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