Test & Trace
Corps

NYC

TEST & TRACE CORPS
CREATIVE TOOLKIT

**UPDATED
5/27/20**

USAGE

This toolkit provides graphic elements for use in campaigns informing the public about NYC's Test & Trace program, administered by NYC Health+Hospitals in response to the COVID-19 pandemic. The campaign prioritizes a sense of openness and transparency, aiming to explain the operational aspects of the program while also creating a sense of reassurance, trust, and safety.

GUIDELINES

The elements should be deployed according to the best practices outlined in this kit. Any adjustments to the graphics should be approved by Creative Communications. Any additional creative developed from this toolkit should also be approved by Creative Communications before being disseminated publicly.

LOGO

Full color

Reverse

Clear Space

One color

The full color logo is best viewed on a light background. If it is displayed on a dark background, the dark blue elements of the logo can be shifted to white to maintain contrast and clarity.

The logo also functions well monochromatically. On a light background where only one color is available*, it can be fully converted to the dark blue of the text (**HEX** #23418A), or black. Similarly, on a dark background, it can be fully converted to white.

Minimum Size

*such as for one-color t-shirt printing, custom embroidery, or other situations where more colors will increase the production cost

LOGO USAGE VARIATIONS

The toolkit provides a horizontal lockup as well as the stacked version, and a logotype for more varied uses. You can download the logo variations **HERE**.

	Horizontal Logo	Logotype	
		Stacked	Horizontal
Color	Test & Trace Corps	Test & Trace Corps	Test & Trace Corps
Black	Test & Trace Corps	Test & Trace Corps	Test & Trace Corps
White	Test & Trace Corps	Test & Trace Corps	Test & Trace Corps

LOGO USAGE GUIDELINES

Do not stretch the logo horizontally.

Do not stretch the logo vertically.

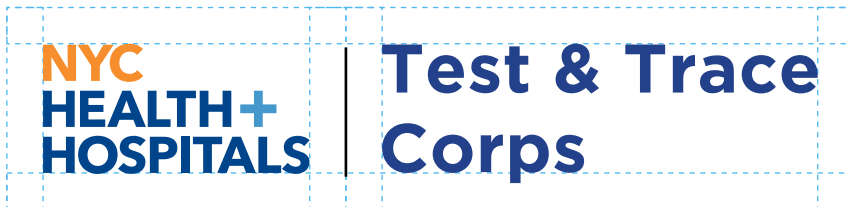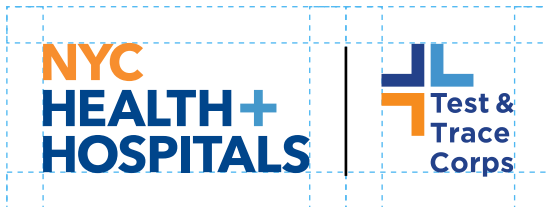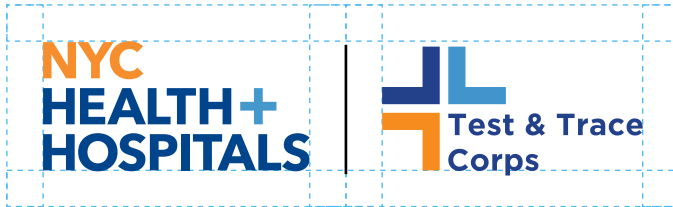Do not use the full color logo on a dark background.

Do not add stroke or outline to the logo.

Do not alter the colors of the logo unless according to the guidelines previously outlined.

These guidelines serve to maintain the clarity and integrity of the logo while also allowing it to adapted for a variety of uses.

Co-Branded Logo Placements

Co-Branded Logo Placement

Poster

Bus Shelter

LinkNYC

GET
TESTED
FOR
COVID-19

FREE testing is now
available in New York City.

Visit NYC.GOV/CovidTest

NYC
HEALTH+
HOSPITALS | Test & Trace Corps

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Co-Branded Logo Placement

Subway Platform Poster

GET TESTED FOR COVID-19

FREE testing is now available in New York City.

Visit NYC.GOV/CovidTest

NYC HEALTH+ HOSPITALS | Test & Trace Corps

Subway Car Poster

GET TESTED FOR COVID-19

FREE testing is now available in New York City.

Visit NYC.GOV/CovidTest

NYC HEALTH+ HOSPITALS | Test & Trace Corps

COLOR GUIDE

Primary Colors

RGB 35 65 138
HEX #23418A
CMYK 100 87 14 3
PMS 4153 C/2945 U

RGB 66 148 205
HEX #4294CD
CMYK 71 30 1 0
PMS 7688 C/7461 U

RGB 246 140 30
HEX #F68C1E
CMYK 0 54 99 0
PMS 3588 C/7408 U

Secondary Colors

RGB 216 0 17
HEX #D80011
CMYK 9 100 100 2
PMS 2035 C/2347 U

RGB 121 211 194
HEX #79D3C2
CMYK 50 0 31 0
PMS 3375 C/337 U

The primary colors are pulled from the Test & Trace Corps logo design. The blue shades are suitable for heading and body text on white or light backgrounds. The orange is suitable only for icons, graphics, or very large, bold text. It should be avoided for body or paragraph text for accessibility reasons.

Graphic elements are composed mostly of these five colors, and tints of these chosen colors. For additional graphic elements, additional accent colors can be added if it's necessary for comprehension of the image, but they should be built primarily around these five colors.

TYPOGRAPHY

Primary Font

Gotham Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
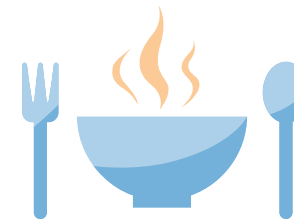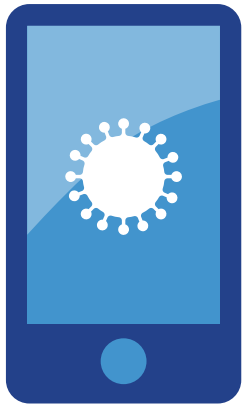abcdefghijklmnopqrstuvwxyz
1234567890**

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
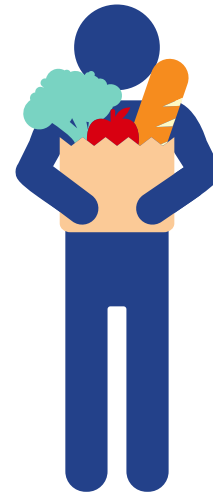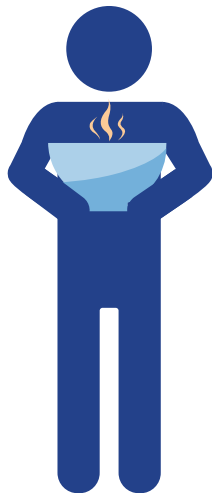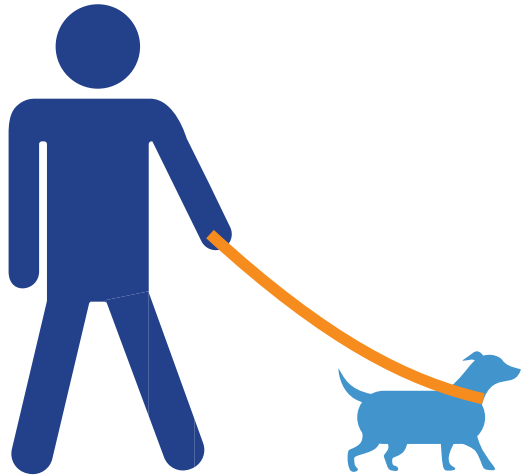abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Bold is used for titles, headlines, and/or sub-headlines. It can be used all in caps or in sentence case.

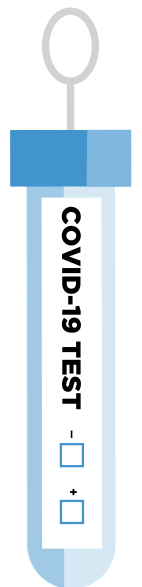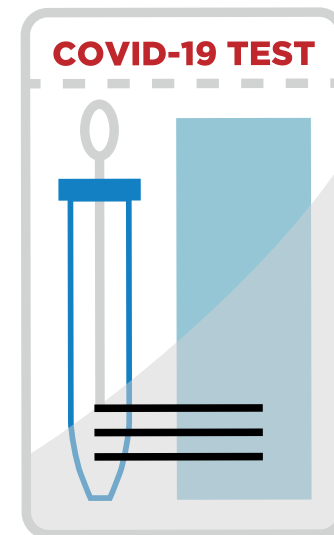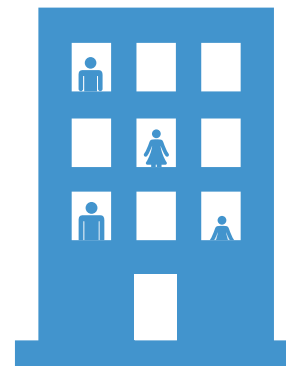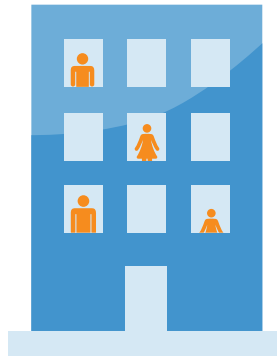**Gotham Light** is used for body text, subheads, captions.

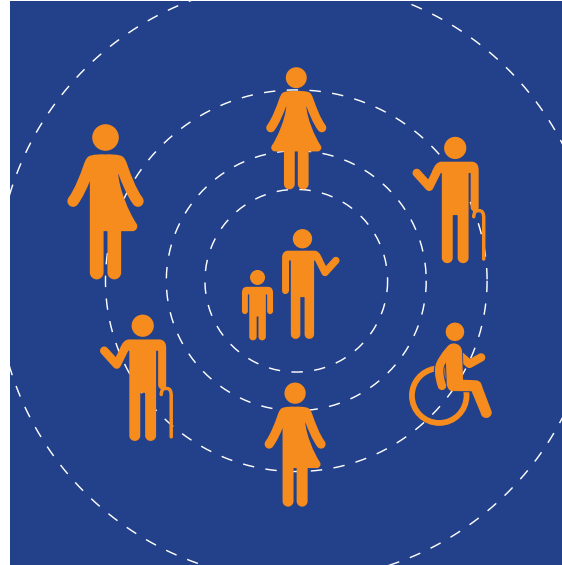# GRAPHIC ELEMENTS

GRAPHIC ELEMENTS

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Confirmed patient

Contract Tracers alert New Yorkers they've been in contact with someone that's tested positive for COVID-19.

Confirmed patient

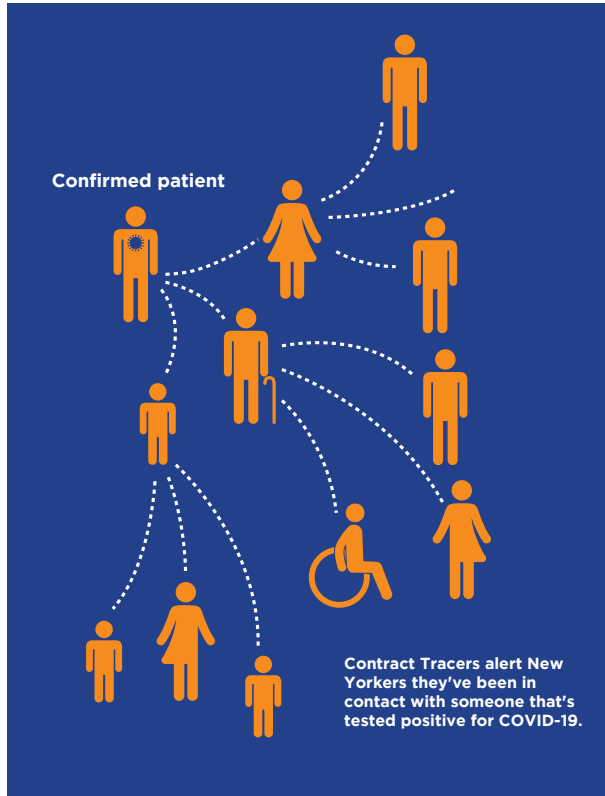Contract Tracers alert New Yorkers they've been in contact with someone that's tested positive for COVID-19.

COVID-19 TEST

COVID-19 TEST – +
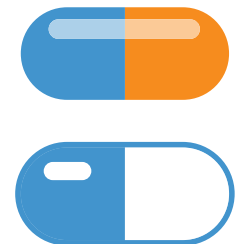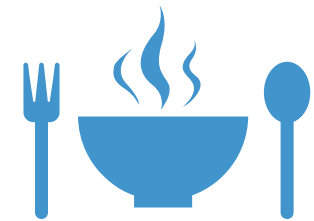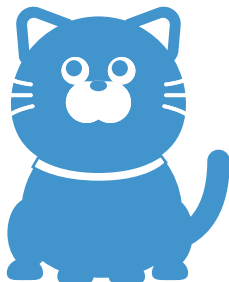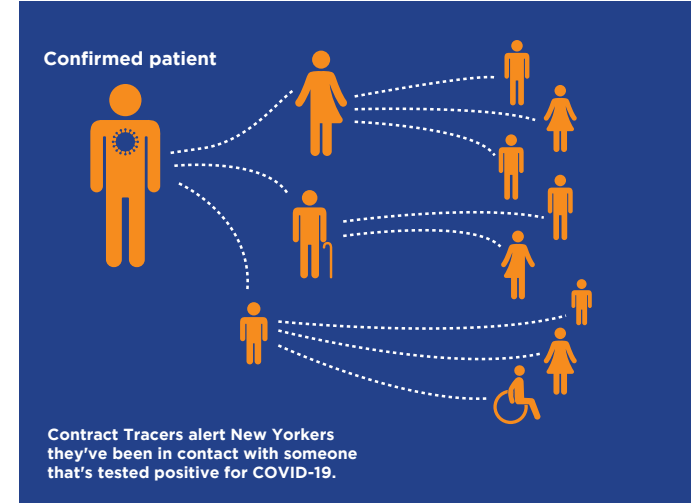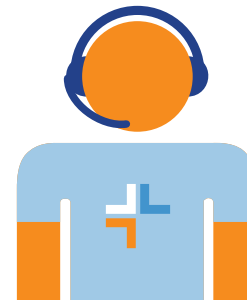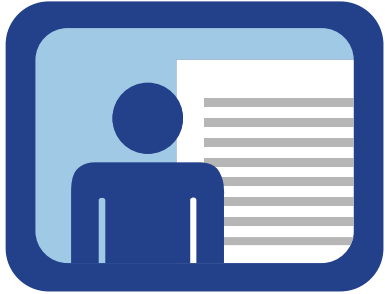
GRAPHIC ELEMENTS

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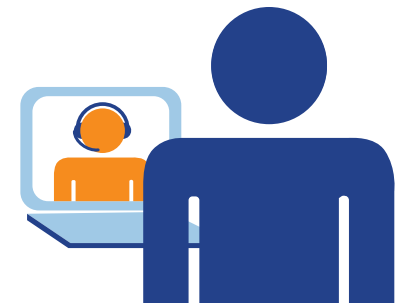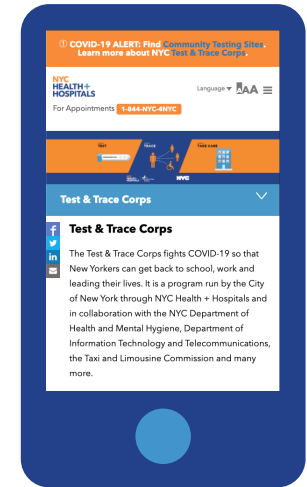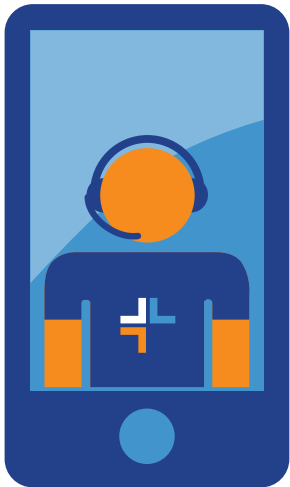
VIDEO GUIDELINES

Title Card

16:9

1:1

9:16

Corner Bug Placement

16:9

1:1

9:16
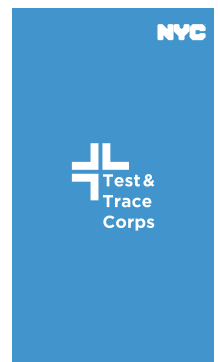
NYC
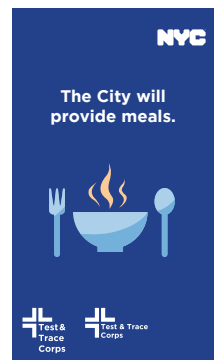
VIDEO SAMPLES

The City will provide meals and medical refills for anyone who safely separates and requires assitance.

Test & Trace Corps

Digital Banner Ads

Square- 1080X1080px
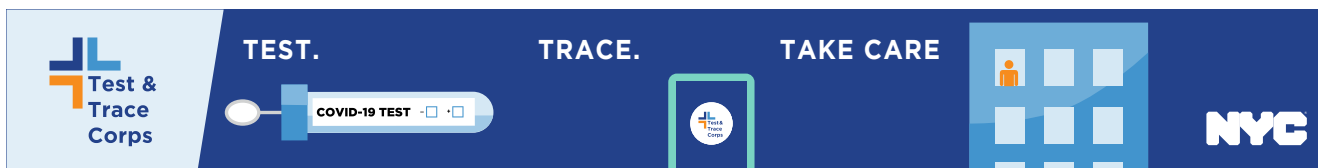
Wide Skyscraper- 160x600px

GET A COVID-19 TEST TODAY, NEW YORK CITY!

COVID-19 TEST -☐ +☐

It's FREE, quick and easy. Go to nyc.gov/covidtest to find a testing site near you.

NYC HEALTH+ HOSPITALS | Test & Trace Corps

NYC

Leaderboard- 728x90px

Test & Trace Corps

TEST. **TRACE.** **TAKE CARE**

COVID-19 TEST -☐ ·☐

Test & Trace Corps

NYC

Test & Trace Corps

Test & Trace Corps

Learn about NYC's Test & Trace Corps at **NYC.Gov/COVIDTest**

NYC

NYC

LinkNYC
1080x1920px

To help confirmed patients safely separate, the City provides support services such as

groceries,

and pet services.

Test & Trace Corps

Learn more at nyc.gov/COVIDTest

NYC

Bus Shelter Ad
47.25x68.4 in

NYC

What is **contact tracing?**

Test & Trace Corps

Contract Tracers alert New Yorkers they've been in contact with someone that's tested positive for COVID-19.

Subway vertical interior poster
21x22 in

NYC

What is contact tracing?

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Contract Tracers alert New Yorkers they've been in contact with someone that's tested positive for COVID-19.
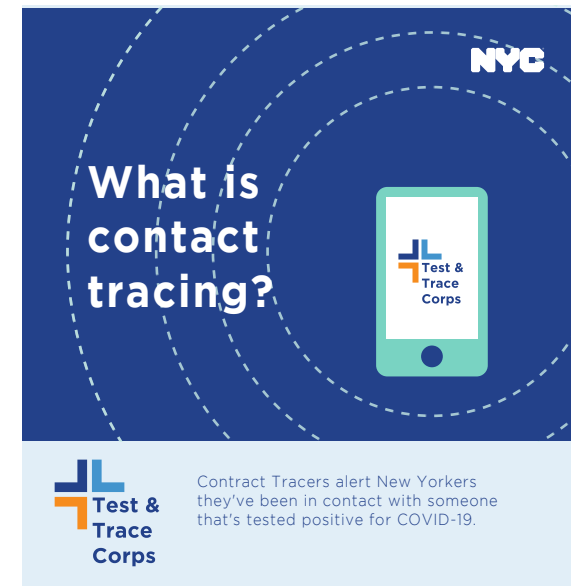
Subway horizontal interior poster
28x11 in

NYC is taking proactive measures to contain the spread of COVID-19.

STEP 1.
TEST

COVID-19 TEST

STEP 2.
TRACE

STEP 3.
CONTAIN

Test & Trace Corps

You can help contain the spread by getting tested at a COVID-19 testing center near you. Find sites near you at **nyc.gov/URL**.

NYC