

BUSINESS TOOLKIT | 2020

★ *Count* ★
ON ME NC ★



SOCIAL MEDIA - Sample Images

The following images have been sized for use on social media platforms. When using images that feature the name tag, be sure to personalize them by adding your business' name to the image before you post.



Here's how to personalize your images:

★ FOR iOS

Save the image to your phone. Select the option to edit. Tap the circle with three dots inside and select Markup. Use the Markup tools to sign your name. Save the image and post it.

★ FOR ANDROID

Save the image to your phone. Open gallery (photos). Select edit (pencil icon). Tap the T to add text over the image.

Save the image and post it.

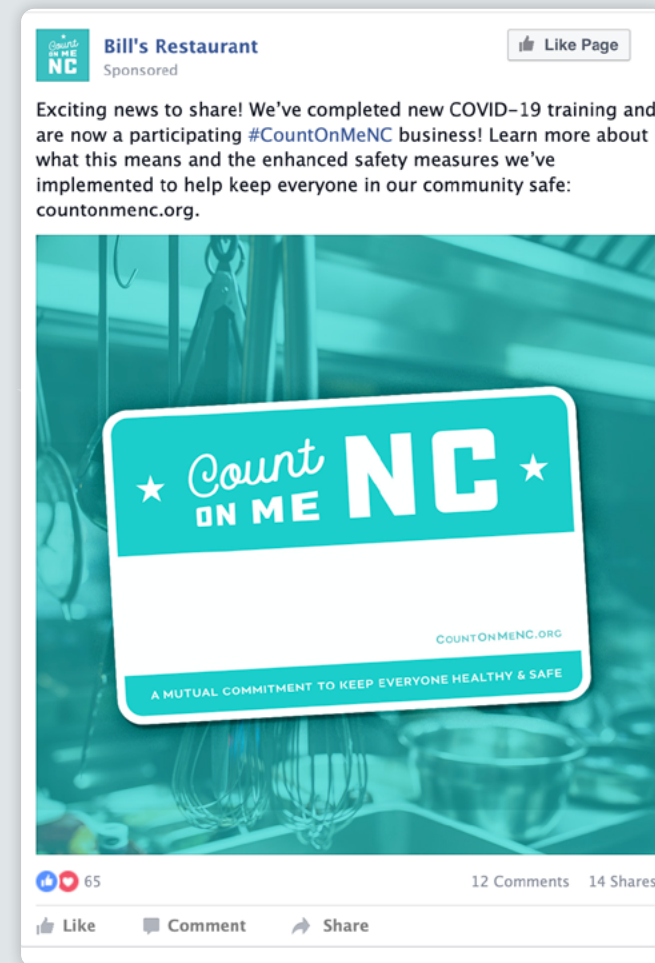


SOCIAL MEDIA - Sample posts

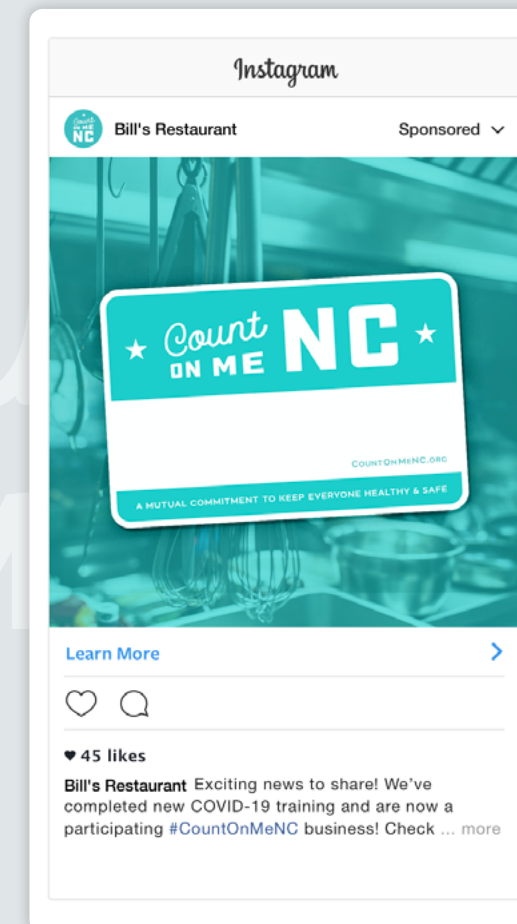
Social media is a great way to spread the word about your participation in Count On Me NC.

The following are examples of social media posts you can use across various platforms. Feel free to get creative by adapting the post copy for your brand's unique tone of voice and remember that including a link to [CountOnMeNC.org](https://countonmenc.org) is an easy way to keep your post short while allowing viewers to learn more on their own.

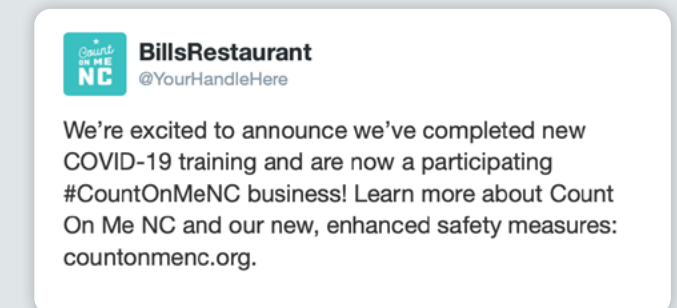
FACEBOOK



INSTAGRAM



TWITTER





BUSINESS TOOLKIT

EVERY NAME TAG TEMPLATE (5395) - PDF Template



COUNTONMENC.ORG

A MUTUAL COMMITMENT TO KEEP EVERYONE HEALTHY & SAFE



COUNTONMENC.ORG

A MUTUAL COMMITMENT TO KEEP EVERYONE HEALTHY & SAFE



COUNTONMENC.ORG

A MUTUAL COMMITMENT TO KEEP EVERYONE HEALTHY & SAFE



COUNTONMENC.ORG

A MUTUAL COMMITMENT TO KEEP EVERYONE HEALTHY & SAFE



COUNTONMENC.ORG

A MUTUAL COMMITMENT TO KEEP EVERYONE HEALTHY & SAFE



COUNTONMENC.ORG

A MUTUAL COMMITMENT TO KEEP EVERYONE HEALTHY & SAFE



COUNTONMENC.ORG

A MUTUAL COMMITMENT TO KEEP EVERYONE HEALTHY & SAFE



COUNTONMENC.ORG

A MUTUAL COMMITMENT TO KEEP EVERYONE HEALTHY & SAFE

Use Avery® template 5395 for Adhesive Name Badges to customize and print nametags for your business. Before printing a large batch, be sure to print a sheet of test levels to confirm the template aligns perfectly. You can also create custom nametags and have them printed and shipped directly to you using the Avery WePrint™ service.

★ *Count* **ON ME NC** ★
BUSINESS TOOLKIT



You can also use stickers and overlays in your own social posts. Here's how to find them:

Facebook
Access via <https://www.facebook.com/profilepicframes>.

Instagram
Search "Count on Me" through Ciphy stickers.



18 in.



12 in.

NCRLA has partnered with Durham signage company, Signs Unlimited, to bring you Count On Me NC floor decals. Promote your commitment and guest pledge to your customers while also alerting them to uphold social distance guidelines. [To place your order, click here.](#)



DECALS IN CONTEXT



LOGO GUIDELINES

PRIMARY LOGO - Name Badge - Available as Ai, SVG, PDF and PNG files



The Name Badge is meant to be personalized with individual or business names. The examples here are using the typeface Autograph, but ideally real signatures should be used.

Sized to 3 in x 2 in the average size of a name badge in order to be produced as pins and stickers.

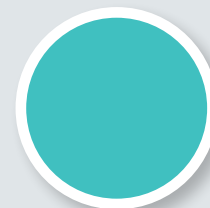
SECONDARY BADGES - Website Badge - Available as Ai, SVG, PDF and PNG files



CLEAR SPACE



COLORS - Included in Logo files



PANTONE 3252
CMYK: C66 M00 Y29 K0
RGB: R64 G192 B192
HEX: #40c0c0



PANTONE BLACK 6
CMYK: C82 M71 Y59 K75
RGB: R17 G25 B33
HEX: #111921

SOCIAL - Available as Ai, SVG, PDF and PNG files



TYPEFACES - Included in Logo files

HEADLINES

DDC HARDWARE

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£\$%^&**

BODY COPY

MIGRENA GROTESQUE

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£\$%^&**

TAGLINE - Available as Ai, SVG, PDF and PNG files

A MUTUAL COMMITMENT TO KEEP EVERYONE HEALTHY & SAFE

A MUTUAL COMMITMENT TO KEEP EVERYONE HEALTHY & SAFE