

Strengthen

**THE CARE YOU GIVE**

**CAMPAIGN BRAND GUIDE**

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## **STRENGTHEN THE CARE YOU GIVE**

Texas Health and Human Services (HHS) launched the *Strengthen the Care You Give* statewide public awareness campaign to help Texans see themselves as caregivers, learn about helpful resources and access available supports.

With an estimated 3.4 million informal (unpaid) caregivers in Texas, the *Strengthen the Care You Give* campaign creates awareness of needs, resources and support for Texas caregivers. This multi-media campaign offers a variety of evergreen, editable marketing materials for organizational and community use.

The website – [TexasCaregivers.org](https://www.texascaregivers.org) – provides Texas caregivers with resources on self-care, caregiver education, training, collaborating on care coordination, locating and utilizing neighborhood resources and access to other helpful online resources.

## **CAMPAIGN BRAND**

The intention of the *Strengthen the Care You Give* campaign is to help Texas caregivers learn about and access reliable support. The branding for this campaign offers positive messaging options and is inclusive of diverse types of caregivers. Broad, consistent use of the campaign materials builds awareness of caregiving and helps develop consumer trust.

Vendors and outside groups may only use the HHS logo on materials and websites reviewed and approved by the HHSC Office of Communications and actively monitored by HHS staff.

This Campaign Brand Guide provides usage requirements for the campaign graphics, fonts and color schemes, and demonstrates how to implement brand imagery in a variety of applications. Establishing a consistent brand helps ensure the campaign is visually recognizable and seen as a reliable resource for Texans.

Communities can use the campaign materials and website to build momentum for local events, as well as continue to share helpful information and resources that assist caregivers. The campaign's editable templates offer high-quality, finished products with minimal production effort.

Co-branding with the statewide campaign creates recognition and consistency by providing links to credible state and national resources, and strengthens local caregiver support networks (e.g., support groups and educational events).

## **HELPFUL TIPS FOR CAMPAIGN PROMOTION**

Editable templates can help promote local caregivers' events and messages. How you reach your audience and which marketing templates you choose is equally important. Consider the following tips for success:

- Keep the message brief and include a call to action.
- Include key information such as the date, location, time and a phone/email address for questions or details.
- Be compelling - sharing personal caregiving stories helps community members see themselves.
- Use plain, simple language.
- Use the Final Checklist to cross check font selections, color palette, use of logos, etc.
- Be strategic and use multiple types of marketing templates to promote your message/event and consider your specific audience for each type of media.

## **INSPIRATION**

The campaign's editable templates offer ways to develop content that can build public awareness and promote events about caregiving.

### **NATIONAL PUBLIC HEALTH OBSERVANCES**

Promoting national health observances can build awareness about different health conditions, the importance of wellness and ways caregivers participate.

The following national observances are examples that align with caregivers.

#### **Older Americans Month (OAM) in May**

Annually, the Administration for Community Living promotes the OAM and sets a new theme to celebrate and recognize the contributions of older adults. Promotional tools for OAM-themed activities are available on the website.

#### **National Family Caregivers (NFC) Month in November**

Established in 1997, NFC Month recognizes and honors the contributions of family caregivers. The Caregiver Action Network provides a theme and promotional materials annually to help communities celebrate and promote recognition events.

This annual observance helps:

- Build awareness of caregiver needs.
- Increase support for caregivers.
- Recognize their many efforts.
- Educate people in identifying themselves as caregivers.

## CAMPAIGN GRAPHIC

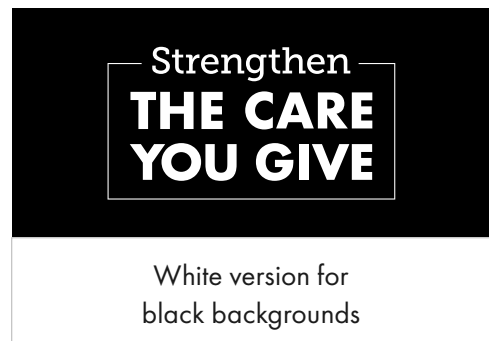
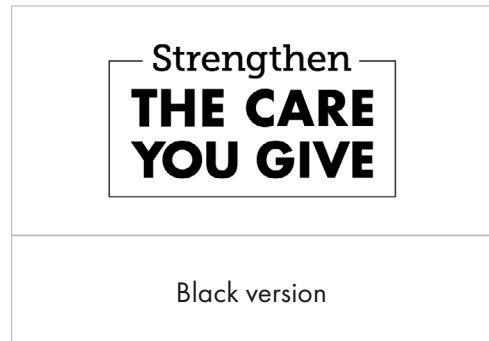
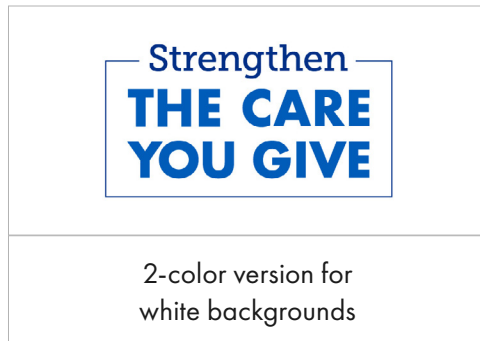
To create consistency in marketing, the *Strengthen the Care You Give* campaign brand standards must be followed and not altered in any way.

The campaign graphic can be displayed in a horizontal or stacked orientation.

### HORIZONTAL ORIENTATION



## STACKED ORIENTATION



Following these guidelines will ensure that the campaign graphic is always presented in the highest quality possible.



## CAMPAIGN GRAPHIC DO'S AND DON'TS

### NEVER



Stretch the campaign graphic horizontally



Stretch the campaign graphic horizontally



Stretch the campaign graphic vertically



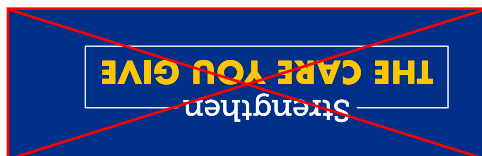
Stretch the campaign graphic vertically



Change the campaign graphic colors



Change the campaign graphic colors



Change the campaign graphic orientation



Change the campaign graphic orientation



Block or cover up the campaign graphic



Block or cover up the campaign graphic

### ALWAYS

- Use designated campaign graphic files.
- Ensure that the campaign graphic is clearly visible and clean.
- Make sure the campaign graphic has adequate space.
- Ensure the tagline is legible.

## CAMPAIGN GRAPHIC SPACING

Be sure to leave free space around the campaign graphic when using it in creative materials whether printed or digital. A good rule of thumb is to write out a capital "C" on all sides of the campaign graphic. All space around the "C" should be clear of text and other images.



## COLOR PALETTE

A color scheme is the first thing that catches the eye and is the first impression customers get when interacting with a brand. This campaign utilizes a primary color palette, a secondary palette, and a supplemental palette.

### PRIMARY COLOR PALETTE

Color & Name	Pantone	CMYK	RGB	Hex
HHSC Dark Blue	Pantone 287C	100, 87, 21, 12	0, 48, 135	#003087
HHSC Medium Blue	Pantone 300C	100, 62, 7, 0	0, 92, 185	#005cb9

### SECONDARY COLOR PALETTE

Color & Name	Pantone	CMYK	RGB	Hex
HHSC Yellow	Pantone 7548C	0, 24, 100, 0	255, 198, 0	#ffc800
HHSC Light Blue	Pantone 284C	54, 22, 0, 0	109, 171, 228	#6dabe4

### SUPPLEMENTAL COLOR PALETTE

Color & Name	Pantone	CMYK	RGB	Hex
HHSC Red	Pantone 7621 C	20, 100, 95, 12	171, 35, 40	#ab2328
HHSC Gold	Pantone 7551 C	15, 40, 96, 22	180, 126, 0	#b47e00

To maintain consistency and ensure reinforcement of the visual brand, do not use other colors if recreating the campaign graphic.

## **FONTS**

### **CAMPAIGN GRAPHIC FONT**

The campaign graphic will appear with the Futura PT family of fonts for all campaign materials. Never change the font or typeface on any rendition of the campaign graphic.

### **TEMPLATE FONTS**

Headlines and subheads will use Verdana Bold. For all other copy, use Verdana Regular. When emphasis is needed in body copy, Verdana Italic may be used.

#### **Headline/Subhead Font**

Verdana Bold

**Aa**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

#### **Body Copy Font**

Verdana Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

#### **Body Copy Font**

Verdana Italic

*Aa*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*0123456789*

## **SAMPLE MEDIA CONTENT**

The following content is an overview of the *Strengthen the Care You Give* campaign messaging. Included is the Aging and Disability Resource Center contact information and a short section about the future demographic trends for caregivers.

This sample copy can be shared collectively or it can be divided into sections when applicable. Use this content in any of the templates.

### **About the Texas Statewide Caregiving Public Awareness Campaign**

In early 2023, Texas launched the *Strengthen the Care You Give* statewide campaign in alignment with the 2023 National Strategy to Support Family Caregivers.

The statewide campaign strives to reach all Texas caregivers to help identify anyone providing care to another, as well as build awareness of aging issues and available resources. The campaign goal is to reach all informal (unpaid) caregivers across Texas, especially older adults (65+) and Texas Medicaid beneficiaries.

### **ADRC Contact Information**

It is important to know where to find help. Local community programs and services through the support of nonprofits and local health providers can offer additional caregiver supports. Contact the Aging and Disability Resource Center (ADRC) by calling 855-937-2372 to find information on available local resources.

### **The Future of Caregiving**

According to AARP's 2023 Report *Valuing the Invaluable: Strengthening Supports for Family Caregivers*, future demographic trends for caregiving include:

- A rapidly aging population overall.
- Shifts in fertility and timing of first births.
- Increases in racial and ethnic population diversity and unique care needs for Black/African American, Hispanic/Latino, Asian American, and Native Hawaiian and Pacific Islander family caregivers.

- The balancing act for the “sandwich generation,” adults caring for their own children and their parents.
- The growing employment impacts for working caregivers.
- Recent impacts from post-pandemic shortages in the direct care workforce on family caregivers and care recipients.

Read more on these trends in the AARP Public Policy Institute Report: [\*Valuing the Invaluable: 2023 Update Strengthening Supports for Family Caregivers\*](#)

### **The Sandwich Generation Caregiver**

The following excerpt is a caregiver story highlighted by the [\*Alzheimer’s Association\*](#).

Kieran, an Internal Medicine Resident Physician at the College of Wisconsin is also a first-time mother and a Sandwich Generation Caregiver. She shares...

“I was in my 20s when my mom was first diagnosed – it was sad and isolating,” Kieran said. “My mom is my best friend. She is a unique character: she has never been afraid to be herself and create her own path. She was an ER nurse before she had her five kids. She always empowered me to not simply follow the crowd and encouraged me to be myself. She inspired me to reach for the stars and never settle for anything less.”

Kieran also spoke of the sorrow she felt when her mother missed important events in her life due to the illness. “As I was pregnant for the first time, it was hard,” Kieran shared. “You have visions of going through these milestones in life with your mom at your side and she is not there in the same way. Alzheimer’s robbed us of that.”

“The neurologist referred us to the Alzheimer’s Association through the Direct Connect referral program. I reached out to staff, and I connected with the Young Champions program. Through this I met other families dealing with early-onset Alzheimer’s. It was so nice to have these connections and know that I was not alone. I also connected with the Purple Canoe Club, which is a Milwaukee social and support group of friends and family facing the challenges of Alzheimer’s and dementia. They have been a valuable resource as well.”

## Self-care for the Caregiver

Texans are diverse in their experiences caring for one another, whether it be an immediate family member, a close friend or a neighbor. Caregiver supports and resources must be as diverse as the growing range of care needs in Texas.

Family members and friends are often the most common caregivers. However, these tasks are all part of providing unpaid care. Research shows that the role of an informal (unpaid) caregiver and their contributions can be financially, emotionally and physically depleting. Self-care for the informal caregiver is essential to ensure the wellness of both care recipient and caregiver.

Self-care looks different for every caregiver. It may be:

- Going to the gym.
- Setting time to meditate.
- Attending a yoga class.
- Finding someone to take your place so you can take a night off.
- Scheduling respite to have a short vacation.
- Attending a therapy appointment.
- Having coffee with a friend.

The task of finding helpful supports can be a challenge, especially in one place. Visit [TexasCaregivers.org](https://www.texascaregivers.org) for more self-care ideas, inspiration and helpful resources that can strengthen the care you give.

## National and State Perspectives on Caregiving

Everyone gives or receives care during their lifetime. Caregivers are typically informal (unpaid) and members of a family. However, friends and neighbors also serve in this role, assisting with one or more activities of daily living or medical tasks. One in five Texans are caregivers, with that number increasing in alignment with the growing aging population and the impact of COVID-19. According to AARP and the National Alliance for Caregiving in 2020, more than 53 million family caregivers provided the primary in-home support for older people and people with disabilities.

In 2022, the Administration for Community Living (ACL) launched the National Strategy to Support Family Caregivers to address multiple needs of the informal (unpaid) caregiver. ACL identified five priority actions for multi-level involvement that highlight the importance of person and family-centered approaches, addressing the impact of trauma, developing inclusion and accessibility methods, and addressing the direct care workforce needs. For more information, visit ACL's web page and the materials on the [National Strategy to Support Family Caregivers](#).



## **FINAL CHECKLIST**

Please use the editable campaign templates with your brand to build awareness of the statewide caregiving campaign, as well as support for caregivers locally.

Review these final questions to ensure a successful outcome for media use.

- Did you run spell check?
- Did you proofread your finished piece? Ask at least one other person to review for language, clarity, grammar and typos.
- Does your finished piece follow the guidelines in the Brand Guide (e.g., for font selection, images, color selection, and layout guidance)?
- Do you need page numbers?
- Are any images you used cropped correctly?
- Are there any double spaces or extra spaces?
- Is anything hyphenated, and if so, is the word hyphenated correctly? Generally, refrain from using hyphens.
- Is the point size and character spacing, line spacing, etc. readable?
- Are the colors used consistently?
- Does the text and image alignment work?
- Is your logo the correct version and readable?
- Does the use of the campaign item meet accessibility guidelines? Templates provided are fully accessible.

Comply with the following accessibility standards:

Check the World Wide Web Consortium (W3C) for website accessibility guidelines. WCAG compliance means a website adheres to the standards set by the [World Wide Web Consortium \(W3C\)](#).

Check alignment with requirements in the [Americans with Disabilities Act \(ADA\) and Section 508 \(a US law\)](#).