

The Progesterone Messaging Toolkit uses the 'Go When You Know' slogan to encourage women to get early prenatal care and ask the provider if Progesterone is right for her.



Style Guide

“Go When You Know” Logo

The ‘Go When You Know’ logo represents the slogan within the Progesterone Messaging Toolkit. The Toolkit is a collection of resources to help prepare Credible Messengers to talk with women about Progesterone.



The “Go When You Know” logo can be represented in black as shown. The circle is 60% black.



The “Go When You Know” logo can be represented in reverse on any of the approved colors as shown.



The “Go When You Know” logo minimum size is 1” wide.

“Go When You Know” Colors

The “Go When You Know” logo has been formatted for use in various color options - PMS colors, CMYK, RGB and HTML.

The following color breakouts define those color options.

		CMYK	RGB	HTML
Primary Colors		86/2/41/0	0/175/170	00afaa
	PMS 326C			
		0/77/33/0	255/100/125	ff647d
	PMS 1777C			
Secondary Colors		43/41/45/4	150/140/131	968c83
	PMS Warm Gray 7C			
		36/57/0/0	168/123/201	a87bc9
	PMS 2577C			
		100/23/19/0	0/143/190	008fbf
	PMS 313C			
		0/33/79/0	0255/182/72	ffb648
	PMS 1365C			
		55/3/100/0	128/188/0	81bc00
	PMS 376C			

“Go When You Know” Fonts

The size, font, and style of the typeface we choose is one of the most recognizable aspects of the “Go When You Know” brand. The following will help you decide how to match type with message. These are the only approved font weights that can be used.

Superclarendon - Horizontal Scale = 80%

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Superclarendon Light

Superclarendon Light Italic

Superclarendon Regular

Superclarendon Italic

Superclarendon Bold

Superclarendon Bold Italic

Superclarendon Black

Superclarendon Black Italic

Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Minion Pro Regular

Minion Pro Italic

Minion Pro Medium

Minion Pro Medium Italic

Minion Pro Semibold

Minion Pro Semibold Italic

Minion Pro Bold

Minion Pro Bold Italic

Typography Hierarchy

Headlines should be set in Superclarendon with a horizontal scale of 80%.

It can be used in all weights. Subheads may also be set in Superclarendon at 80% horizontal scale.

Body copy for marketing collateral, digital and magazine advertisements should be Helvetica Neue Light or Regular with leading that keeps an open feel to the page. Body copy can be in black or PMS Warm Gray 7C.

The recommended print body copy for Helvetica Neue is 10 pt with 14 pt leading. Adjust for content and legibility on each application.

Call outs can be set to best compliment the piece - bold, light, **reverse.** Either font may be used for callouts.

Alternate Font: When Superclarendon is not available, use Times New Roman as a suitable replacement. When Helvetica Neue is not available, use Arial as a suitable replacement.

“Go When You Know” Photography Guidelines

Photography is the primary method of introducing emotion, vibrancy, and texture into our communication materials. Photography should be used to compliment the messaging. Photography should follow the following guidelines:

Talent Criteria

Women and Children

- Women, ages 15-44
- Diverse ethnicities, focus on African American
- Women should not be pregnant or if pregnant, should not be showing
- Infants or children who are about 2 – 3 years of age

Wardrobe

- Casual, everyday wear such as Jeans, slacks, skirts are fine, just nothing dressy.
- Lots of color
- Changes of clothing, such as extra tops in different colors
- NO slogans or logos, cartoon characters or words, NO words at all on clothing please
- Avoid solid black tops
- No holey or torn clothes
- Stripes, patterns and solids welcome

Photo Shoot Criteria

General

- All shots in color
- All shots full body, no cropping (even though examples have cropping)
- All shots with green screen or white backdrop
- Studio lighting to accommodate dark complexion
- Only approved props (pregnancy test stick)
- Some creative liberties can be used according to talent available

Shot List (Female talent only):

- 1-3 Holding pregnancy test stick in one hand and the other hand on tummy. Expression: smiling at camera
- 4 Holding pregnancy test stick in one hand and the other hand on tummy. Expression: Looking at pregnancy test and smiling
- 5-6 Hand on tummy only. Expression: smiling at camera
- Hand on tummy only. Expression: Looking at pregnancy test and smiling
- 7-10 Standing with hands by side or hand on hip, facing camera straight on. Expression: smiling at camera

Sample Images



“Go When You Know” Iconography

Our iconography style aligns with our personality and echoes the foundational elements of our brand. The icons we use are characterized by simple, flat art with a thin line style often used within a circle.

Symbols



Charts and Graphs

