

**Share  
Gratitude**  
2020



Campaign  
**Style  
Guide**

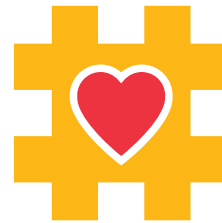
# Logos

Vertical



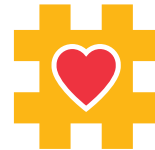
**Share  
Gratitude**  
2020

Horizontal



**Share  
Gratitude**  
2020

Full Length

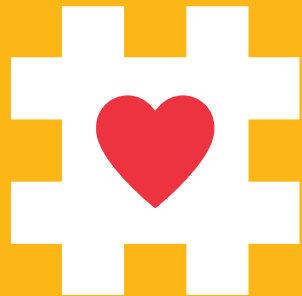


**ShareGratitude**2020

# Logos

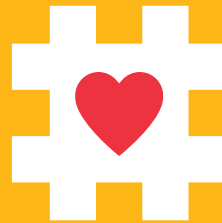
In addition to the main color lockups of the campaign logos, there are lockups with a white hashtag icon for instances that the yellow would not have enough contrast.

**Vertical**



**Share  
Gratitude  
2020**

**Horizontal**



**Share  
Gratitude  
2020**

**Full Length**



**ShareGratitude2020**

# Colors

PMS BLACK 6C  
C0 M86 Y56 K0  
R16 G24 B32  
#101820

PMS RED 032C  
C0 M93 Y76 K0  
R245 G51 B63  
#F5333F

PMS 7549 C  
C0 M31 Y100 K0  
R255 G182 B0  
#FFB600

# Typography

## Campaign Font

Use bold for headlines and when you want to **emphasize** words in paragraphs. For body copy, use light as the default font weight.

## Alternative font

If you do not have access to Adobe Typekit to download Urbana font you may substitute it with Share.

## Urbana

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**Bold**

**The quick brown fox  
jumps over the lazy dog**

**Light**

The quick brown fox  
jumps over the lazy dog

<https://fonts.adobe.com/fonts/urbana>

## Share

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**Bold**

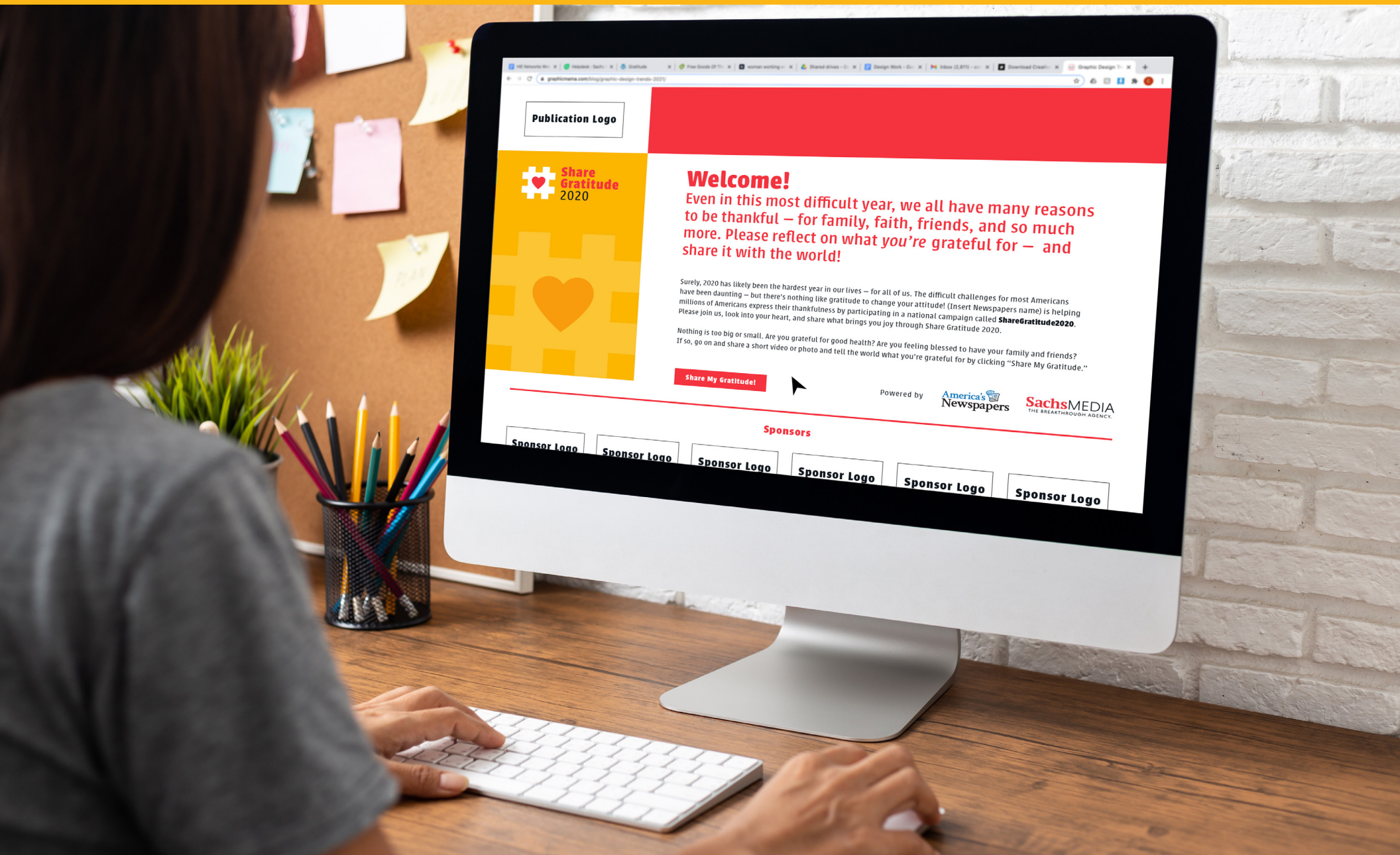
**The quick brown fox  
jumps over the lazy dog**

**Light**

The quick brown fox  
jumps over the lazy dog

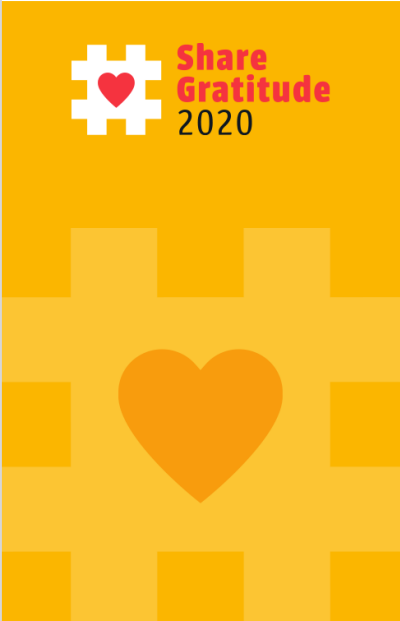

<https://fonts.google.com/specimen/Share>

# Landing Page (mockup)



# Landing Page (flat)

Publication Logo





## Welcome!

Even in this most difficult year, we all have many reasons to be thankful – for family, faith, friends, and so much more. Please reflect on what you’re grateful for – and share it with the world!

Surely, 2020 has likely been the hardest year in our lives – for all of us. The difficult challenges for most Americans have been daunting – but there’s nothing like gratitude to change your attitude! (Insert Newspapers name) is helping millions of Americans express their thankfulness by participating in a national campaign called **ShareGratitude2020**. Please join us, look into your heart, and share what brings you joy through Share Gratitude 2020.

Nothing is too big or small. Are you grateful for good health? Are you feeling blessed to have your family and friends? If so, go on and share a short video or photo and tell the world what you’re grateful for by clicking “Share My Gratitude.”

Share My Gratitude!

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