



GRANTEE MINI STYLE GUIDE

About This Guide

This style guide is designed to help partners and grantees effectively promote their events while maintaining a consistent and professional representation of Take Action LA. By following these guidelines, you'll ensure that your event materials align with the broader Take Action LA initiative, encouraging your audience to engage not only with your event but with other Take Action LA events as well.

Inside, you'll find clear instructions on the proper use of the Take Action LA branding, including placement and size guidelines for print materials such as hats, shirts, and other promotional items. We've also outlined specific requirements for including both the Take Action LA and Prop. 63 logos.

All grantees are required to include both logos as well as contact information for ADA accommodation requests on their promotional materials, even if they choose not to use the provided flyer or social media templates. Additionally, best practices for placing our website URL (takeactionla.com) are outlined to help drive engagement across all Take Action LA events.

By using this guide, you contribute to a unified visual identity that strengthens our collective impact, while maintaining the flexibility to market to your target audience. Let's work together to create a recognizable and cohesive movement that drives action across Los Angeles!



Primary Logo



Spacing

Please allow ample space around logo when placing with other artwork, on a website or on merchandise.

Improper Use



Please do not alter, crop or change color of the logo.

COLOR & FONTS

Color Palette



HEX: #6bce1
CMYK: C: 53 M: 0 Y: 10 K: 0
RGB: R: 107 G: 224 B: 205



HEX #55b948
CMYK: C: 69 M: 0 Y: 100 K: 0
RGB: R: 85 G: 185 B: 72



HEX #1b2555
CMYK: C: 100 M: 93 Y: 32 K: 35
RGB: R: 27 G: 37 B: 85

Fonts

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Erbaum

For Headlines & Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial

Body Copy



REQUIRED LOGOS

EVENT TITLE Place Image Here

JOIN (ORGANIZATION NAME) ON (DATE) AT (LOCATION)
Short event introduction

- Bullet (key points about event)
- Bullet
- Bullet

EVENT SCHEDULE (if applicable)

| Event | TIME |
|----------------------------------|------|
| Event Name (e.g., Face Painting) | Time |
| Event Name | Time |
| Event Name | Time |
| Event Name | Time |

CONNECT: your social media | WEBSITE: your website | www.takeactionLA.com
ADA REQUIREMENT INFO (if applicable).

Place logo here.



Please include official Take Action and MHSA Prop. 63 logo on all digital and printed materials.

Take Action logo should always be the prominent logo. Prop. 63 logo can be smaller/minimized to the footer of the page or graphic as seen above.



WELLNESS • RECOVERY • RESILIENCE

TEMPLATES

Please use designated graphic templates - *click on links below.*

Flyers



Links:

[Editable Flyer \(Canva\)](#)

[Editable Flyer \(Word\)*](#)

**scroll to Marketing section at the bottom of the page*

Social Media Graphics



Link:

[Editable Social Graphics \(Canva\)](#)

URL PLACEMENT

EVENT TITLE

Place Image Here

JOIN (ORGANIZATION NAME) ON (DATE) AT (LOCATION)

Short event introduction

- Bullet (key points about event)
- Bullet
- Bullet

EVENT SCHEDULE (if applicable)

| Event | TIME |
|----------------------------------|------|
| Event Name (e.g., Face Painting) | Time |
| Event Name | Time |
| Event Name | Time |
| Event Name | Time |

CONNECT: your social media | **WEBSITE:** your website | www.takeactionLA.com
ADA REQUIREMENT INFO (if applicable).

Place logo here.



Please include www.takeactionLA.com URL on all materials, as shown above.



BEST PRACTICES

Images

Web resolution:

Recommended resolution: 72 pixels per inch (PPI)

Print resolution:

Recommended resolution: 300 pixels per inch (PPI)

Hash Tag

Use our suggested hashtag in your posts. #takeactionLA2025

ADA Information

Include the following information on all printed and digital materials:

ADA accommodations requests can be sent to

Email:

Phone:

