

COVID-19 TESTING AND VACCINATION COMMUNICATION SUPPORT TOOLKIT

DESIGN LAYOUTS AND APPROVED MESSAGING

The following templates intend to provide
design and messaging inspiration.
Layouts may be modified to fit print specifications, if needed.



PAPER-BASED COLLATERAL

Flyers: Full Page

Dimensions: 8.5"x11" (horizontal or vertical orientation)

Design templates featured in this document are for illustration purposes only and are not to scale. Designs presented are one-sided, but two-sided marketing materials may be developed, if needed.

Usage recommendation

- For text-heavy messages
- When distributing to populations with technology barriers
- When looking for dual-purpose marketing materials (can be used as a flyer or can be posted on surfaces like a "poster")
- Can be posted on Social Media feeds as an image (i.e. LinkedIn, Instagram, Twitter and Facebook. The platform will scale the image.)

**MOBILE VACCINE CLINIC
NICODEMUS HOMECOMING**

SATURDAY, JULY 31 • 10 a.m.-5 p.m.
Nicodemus Fairgrounds
304 Washington Ave.,
Nicodemus, Kansas 67625

One infected person can spread COVID-19 across their community - their spouse, child, friend, or neighbor. Protect yourself, your family, and your community.

Get the free and safe vaccine today.

- FREE Pfizer or Johnson & Johnson vaccines available to anyone 12 or older.
- FREE testing available to all ages.
- FREE health screenings also available!

**For more information, please visit:
www.nicodemushomecoming.org**

Kansas
Department of Health and Environment

Flyer Layout Design 1

**MOBILE VACCINE CLINIC
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Kansas
Department of Health and Environment

Flyer Layout Design 2

Make your Decision. Make Your Plan.

Get your free, safe COVID vaccine today.

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Kansas
Department of Health and Environment

Flyer Layout Design 3

PALETTE Kansas Generic 1

PALETTE Kansas Generic 2

PALETTE Community Option 1

PALETTE Community Option 2

PALETTE Community Option 3

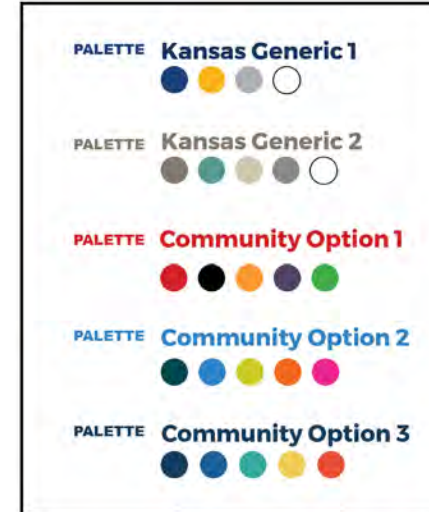
Flyers: Half-Page
Postcards: Half-Page

Dimensions: 5.5"x 8.5" (horizontal or vertical orientation)

Design templates featured in this document are for illustration purposes only and are not to scale.



Palette Options



Usage recommendation

- For quicker reads
- When distributing to populations with technology barriers
- Travels well when distributed at events
- Tends to be welcome at business and organization locations; at front desks or posted to community bulletin boards
- Can be posted on Social Media feeds as an image (i.e. LinkedIn, Instagram, Twitter and Facebook. The platform will scale the image.)

Half-Page Layout Design 1 Front

Half-Page Layout Design 2 Front

If two-sided:

- Backside would carry design aesthetic.
- If a postcard, the back would allow space for return and recipient addresses

Flyers: Quarter Page
Postcard: Quarter Page

Dimensions: : 3 5/8" x 4 1/2" (horizontal or vertical orientation)

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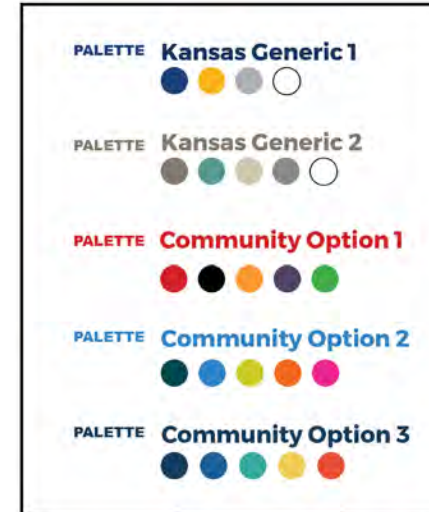


Postcard Quarter Page



Postcard Quarter Page - Back

Palette Options



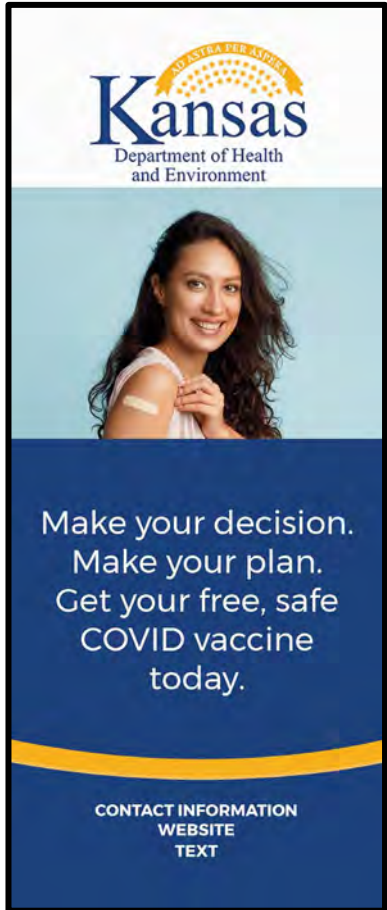
Usage recommendation

- For quickest read, most essential information
- When distributing to populations with technology barriers
- Travels well when distributed at events
- Tends to be welcome at business and organization locations; at front desks or posted to community bulletin boards
- Can be posted on Social Media feeds as an image (i.e. LinkedIn, Instagram, Twitter and Facebook. The platform will scale the image.)

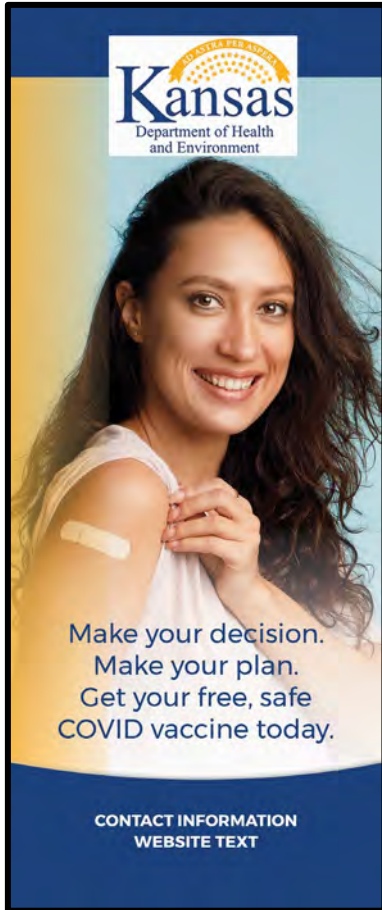
Palm Card

Dimensions: : 3.5"x8" (vertical orientation)

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Palm Card Layout Design 1



Palm Card Layout Design 2

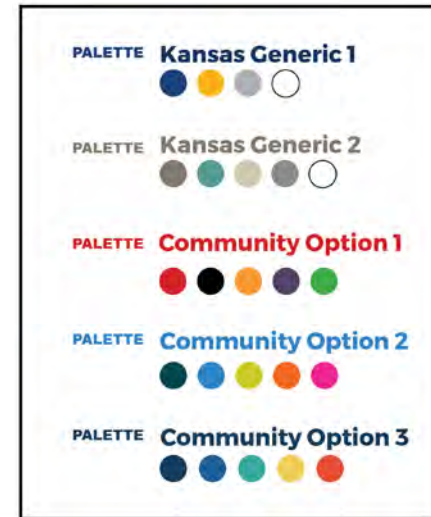


Palm Card Layout Design 3



Palm Card Layout Design 4 - Back

Palette Options



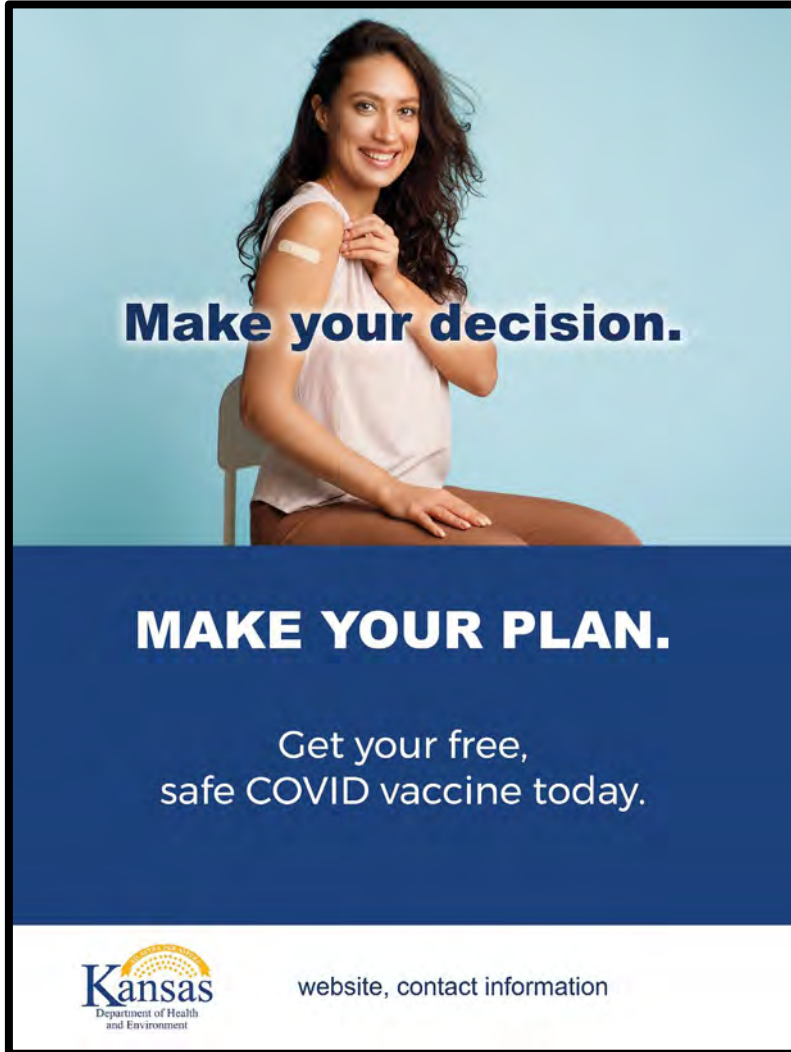
Usage recommendation

- For quick read
- When distributing to populations with technology barriers
- Travels well when distributed at events
- Tends to be welcome at business and organization locations; at front desks or posted to community bulletin boards

Poster

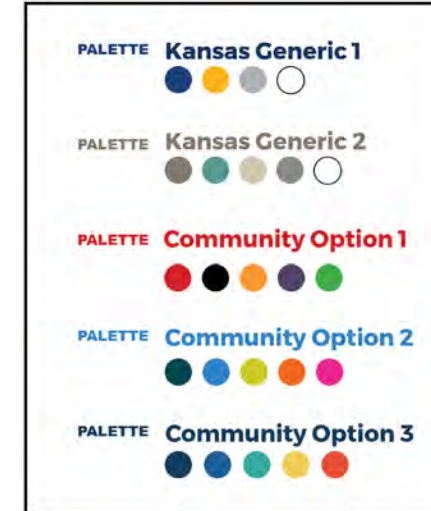
Dimensions: 18"x 24" (vertical orientation)

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**Poster Layout Design
Front**

Palette Options



Usage recommendation

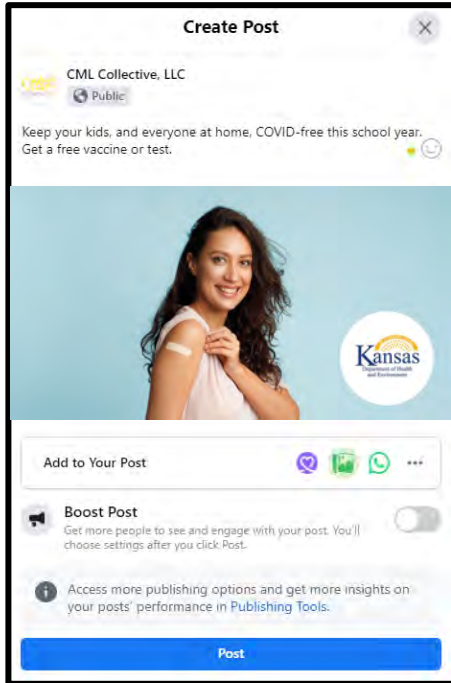
- For easy reads in foot traffic areas
- When distributing to populations with technology barriers

DIGITAL COLLATERAL

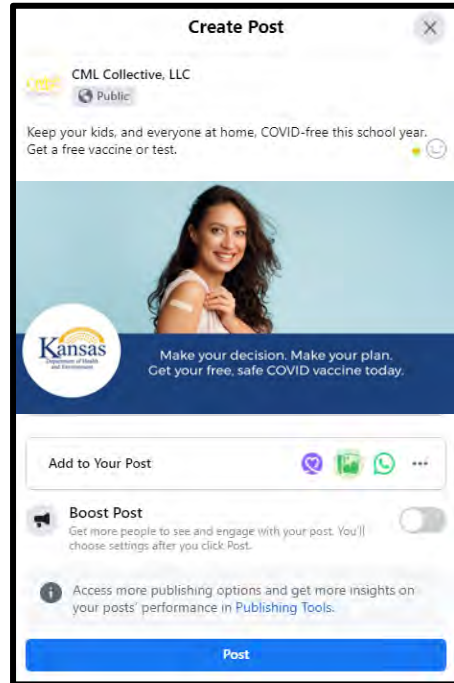
Social Media Feed Posts

Dimensions: Vary by platform

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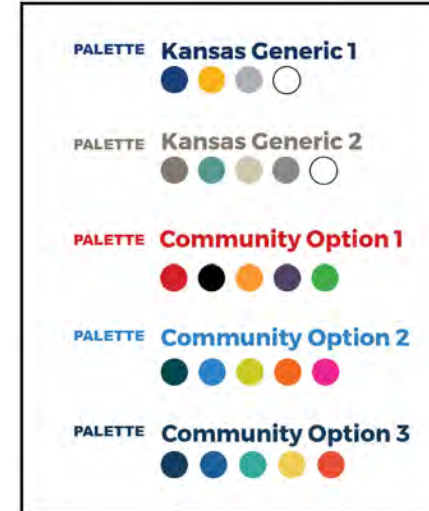


Facebook Feed Post:
Layout 1



Facebook Feed Post:
Layout 2

Palette Options



Usage recommendation

- For graphics to accompany text-based content posts on Instagram, Facebook, Twitter and LinkedIn
- Platforms will resize graphics that are not designed to recommended specifications
- Hardcopy graphics saved in picture formats (jpg, png) can accompany text-based posts for social media feeds

Social Media Feed Posts

Dimensions: Vary by platform

Design templates featured in this document are for illustration purposes only and are not to scale.

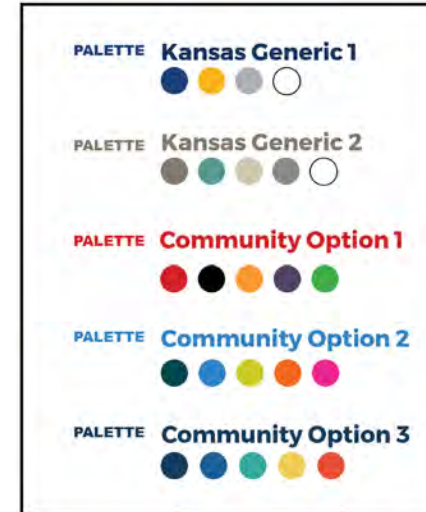


Instagram:
Recommended:
1080 pixels x 1080 pixels



Instagram:
Recommended:
1080 pixels x 1080 pixels

Palette Options



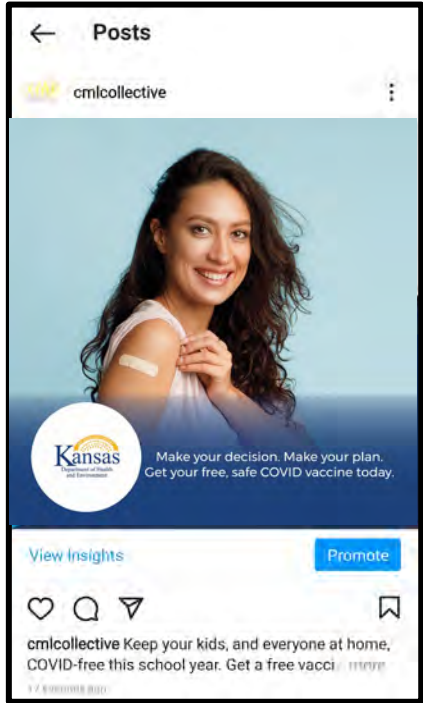
Usage recommendation

- For graphics to accompany text-based content posts on Instagram, Facebook, Twitter and LinkedIn
- Platforms will resize graphics that are not designed to recommended specifications
- Hardcopy graphics saved in picture formats (jpg, png) can accompany text-based posts for social media feeds

Social Media Feed Posts

Dimensions: Vary by platform

Design templates featured in this document are for illustration purposes only and are not to scale.

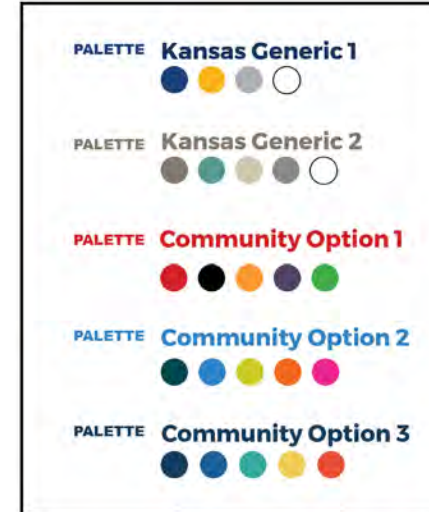


Instagram:
Recommended:
1080 pixels x 1080 pixels



Instagram:
Recommended:
1080 pixels x 1080 pixels

Palette Options



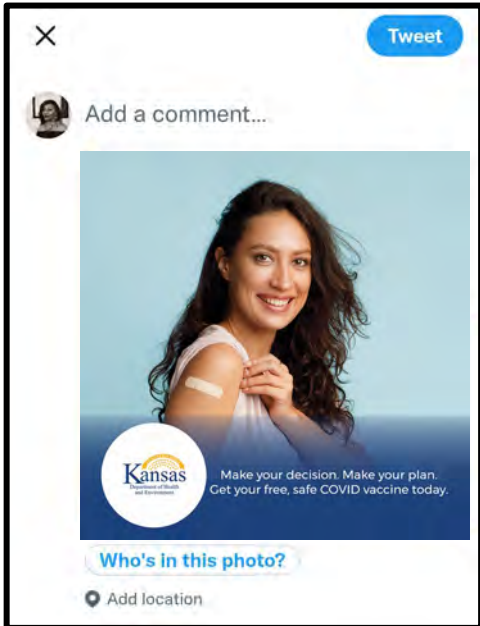
Usage recommendation

- For graphics to accompany text-based content posts on Instagram, Facebook, Twitter and LinkedIn
- Platforms will resize graphics that are not designed to recommended specifications
- Hardcopy graphics saved in picture formats (jpg, png) can accompany text-based posts for social media feeds

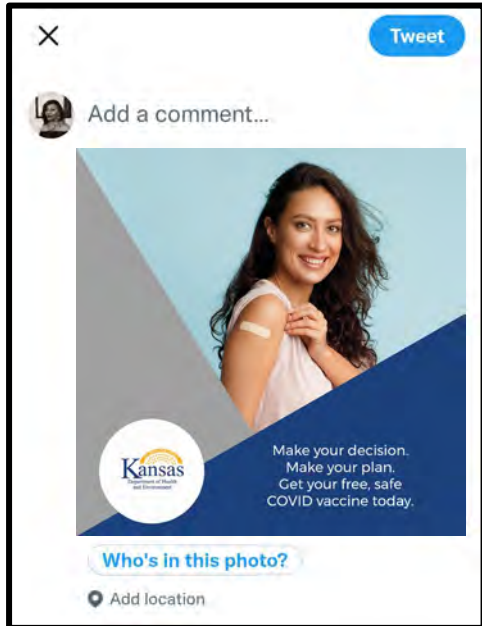
Social Media Feed Posts

Dimensions: Vary by platform

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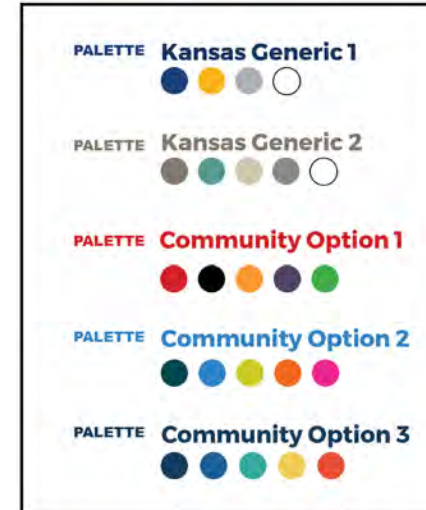


Twitter:
Recommended:
1600 pixels x 1900 pixels



Twitter:
Recommended:
1600 pixels x 1900 pixels

Palette Options



Usage recommendation

- For graphics to accompany text-based content posts on Instagram, Facebook, Twitter and LinkedIn
- Platforms will resize graphics that are not designed to recommended specifications
- Hardcopy graphics saved in picture formats (jpg, png) can accompany text-based posts for social media feeds

Social Media Cover Images

Dimensions: horizontal orientation

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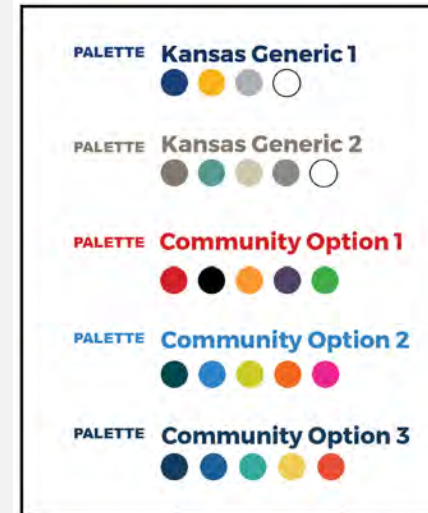


Cover Design 1



Cover Design 2

Palette Options



Usage recommendation

- For image-dominant graphics featuring few, if any, words

Graphic Dimensions

 851 pixels x 315 pixels

 1500 pixels x 500 pixels

Website Digital Ad

Dimensions: Vary by media partner and would draw design inspiration from the flyer design layouts.

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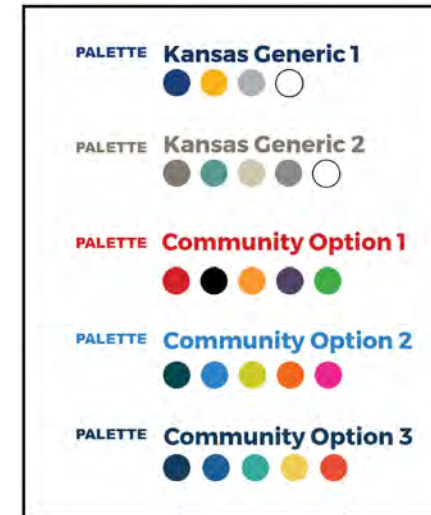


Layout 1



Layout 2

Palette Options



Usage recommendation

- For placement on paid advertising websites

PRE-APPROVED MESSAGES

Pre-approved messages – *Current as of February 4, 2022*

1. Make your decision. Make your plan. Get your free, safe COVID vaccine or booster today.
2. Don't let "I should have gotten vaccinated" be your last words. Get the free and safe vaccine or booster today.
3. One infected person can spread COVID-19 across their community - their spouse, child, friend, or neighbor. Protect yourself, your family, and your community. Get a free and safe vaccine or booster today.
4. Protect yourself, your family, and your community — get your COVID-19 booster today!
5. Keep your family safe from COVID-19 this year. Get a free vaccine, booster, or test.
6. The COVID-19 vaccine is the most direct path to ending this pandemic.
7. Get vaccinated and boosted, wear a mask, get tested, and social distance to protect against COVID-19.
8. If you're feeling sick and suspect it's COVID-19, a test can help you be sure. Get tested.
9. Help keep our communities safe by getting tested regularly.



Questions?

Please visit: www.cmlcollective.com/kdhe
or email christina@cmlcollective.com