



Masks On Maryland - Partner Toolkit

AUGUST 2020



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Campaign Overview

Masks on, Maryland. Carry on, Maryland.

Wearing masks makes a critical difference in slowing the spread of COVID-19. Yet many people resist using them.

The strategy? Focus on the benefits rather than the mandate. Position masks as a way to carry on doing things we enjoy, not as a barrier to life.

This concept can be adapted to different audiences and cultures, be positive and inclusive, and build a sense of community and comradery.

Logos



LOGO DESIGN



Maryland mask option



Fashion mask option



- Mask placed over the letter "O" to represent face.
- Nose area on mask graphic extended higher to emphasize covering of nose area.
- Color of mask can be adjusted for specific purposes. For instance, logo or colors of a sports team.

Logo File Downloads

Static *Masks On Maryland* Logo: [download here](#)

Animated *Masks On Maryland* Logo: [download here](#)

Password: MDmasks

USAGE: You may use these logos with any of your own materials related to the *Masks On Maryland* campaign and/or your public health message about the use of face masks. You may use this logo in conjunction with your logo. You may also add your logo, or a color or pattern to the mask portion of the logo as shown on page 4 of this toolkit document.

The Maryland Department of Health welcomes you to share your finished assets with them by sending to: ellen.delaplane@gkv.com



Masks On Maryland Graphics Guidelines









ALTERNATE LOGOS



COLOR PALETTE

 RED	 DARK RED	 GOLD	 DARK GOLD	 DARK GRAY
CMYK: 0/100/65/20 RGB: 196/14/62 HEX: #c40e3e Pantone 201 C	CMYK: 25/100/73/18 RGB: 162/28/59 HEX: #a21c3b Pantone 202 C	CMYK: 0/25/90/0 RGB: 255/194/51 HEX: #ffc233 Pantone 124 C	CMYK: 5/39/100/0 RGB: 238/164/32 HEX: #eea420 Pantone 1245 C	CMYK: 37/29/35/81 RGB: 52/54/51 HEX: #343633 Pantone 418 C

TYPOGRAPHY

CAMPTON BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CAMPTON MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CAMPTON BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CAMPTON BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MASKS ON MARYLAND / DEPARTMENT OF HEALTH LOGO LOCKUPS



PAIRED PHRASE SAMPLES

**MASK
ON.
CARRY
ON.**

**MASK
ON.
LOVE
ON.**

**MASK
ON.
FAMILY
ON.**

**MASK
ON.
PLAY
ON.**

**MASK
ON.
BEACH
ON.**

**MASK
ON.
SHOP
ON.**

**VAMOS
MARYLAND,
PONTE LA
MASCARILLA.**

**PONTE LA
MASCARILLA,
PARA SEGUIR
ADELANTE.**

**PONTE LA
MASCARILLA,
PARA
DISFRUTAR
LA VIDA.**

**PONTE LA
MASCARILLA,
PARA ESTAR
JUNTOS.**

**PONTE LA
MASCARILLA,
PARA TU
FAMILIA.**

**PONTE LA
MASCARILLA,
PARA
JUGAR.**

**PONTE LA
MASCARILLA,
PARA
COMPRAR.**

PAIRED PHRASE USAGE EXAMPLES



PAIRED PHRASE USAGE EXAMPLES



PAIRED PHRASE USAGE EXAMPLES



PAIRED PHRASE USAGE EXAMPLES



PAIRED PHRASE USAGE EXAMPLES



PAIRED PHRASE USAGE EXAMPLES

**MASK
ON.
FAMILY
ON.**

#MasksOnMaryland

**MASK
ON.
CARRY
ON.**

#MasksOnMaryland

PAIRED PHRASE USAGE EXAMPLES



PAIRED PHRASE USAGE EXAMPLES



PAIRED PHRASE USAGE EXAMPLES



PAIRED PHRASE USAGE EXAMPLES



PAIRED PHRASE USAGE EXAMPLES



PAIRED PHRASE USAGE EXAMPLES

**PONTE LA
MASCARILLA,
PARA
DISFRUTAR
LA VIDA.**

#MasksOnMaryland
Maryland, ponte la mascarilla

**PONTE LA
MASCARILLA,
PARA
TU FAMILIA.**

#MasksOnMaryland
Maryland, ponte la mascarilla

Downloadable Assets: Graphics & Videos

Campaign Graphics (English): [download here](#)

Campaign Graphics (Spanish): [download here](#)

Masks on Maryland Logo: [download here](#)

Password: MDmasks

Campaign Videos: [download here](#) **note, there are multiple pages of videos housed on this link. English videos appear first, followed by Spanish videos.*

USAGE: You may use and share these assets as they are. Altering any of these files is not permissible with the exception of the Masks On Maryland logo (see page 4 and 5).

Hashtag, URL & Social Handles

Hashtag: #MasksOnMaryland

Campaign URL (English): <https://covidlink.maryland.gov/content/masks-on-maryland/>

Campaign URL (Spanish): <https://covidlink.maryland.gov/content/masks-on-maryland/es/>

Social Handles

- **Facebook:** <https://www.facebook.com/MDHealthDept/> or @MDHealthDept
- **Twitter:** <https://twitter.com/mdhealthdept> or @MDHealthDept
- **Instagram:** <https://www.instagram.com/mdhealthdept/> or @mdhealthdept

Message Points – English

- We all must wear masks to safely and fully reopen the State of Maryland.
- Cover your mouth and nose with a mask or face covering when around others.
- Please wear a mask and maintain social distance in public spaces like grocery stores, pharmacies and public transit.
- Everyone should wear a face mask in public settings and when around people who don't live in their household.
- People who feel healthy can spread COVID-19; you could spread COVID-19 to others even if you do not feel sick.
- COVID-19 is transmitted by droplets emitted when people speak, cough or sneeze.
- Your mask protects others and their masks protect you.
- The best way to prevent illness is to avoid being exposed to this virus.
- The virus is thought to spread mainly person-to-person between people who are in close contact with one another (within about 6 feet).
- Continue to keep about 6 feet between yourself and others. A face mask is not a substitute for social distancing.

Message Points – Spanish

ENGLISH COPY	SPANISH COPY
We all must wear masks to safely and fully reopen the State of Maryland.	Todos debemos usar mascarillas para alcanzar la reapertura total y segura del estado de Maryland.
Cover your mouth and nose with a face mask when around others.	Cubra su boca y nariz con una mascarilla cuando esté con otras personas.
Please wear a mask and maintain social distance in public spaces like grocery stores, pharmacies and public transit.	Por favor use una mascarilla y mantenga la distancia social en espacios públicos como tiendas, farmacias y en el transporte público.
Everyone should wear a face mask in public settings and when around people who don't live in your household, especially when other social distancing measures are difficult to maintain.	Todos debemos usar mascarillas en público, y cuando estemos cerca de cualquier persona que no viva en nuestra casa, especialmente cuando sea difícil cumplir con las medidas de distanciamiento.
COVID-19 is transmitted by droplets emitted when people speak cough or sneeze.	El COVID-19 se transmite por medio de las pequeñas gotas que se generan al hablar, toser o estornudar.
Your mask protects others and their masks protect you.	Ponerse la mascarilla ayuda a proteger a los demás, y cuando los demás se ponen la mascarilla, ayudan a protegerlo a usted.
The best way to prevent illness is to avoid being exposed to this virus.	La mejor manera de prevenir enfermarse es evitar exponerse a este virus.
The virus is thought to spread mainly through person-to-person. Between people who are in close contact with one another (within about 6 feet).	Se cree que el virus se propaga principalmente por el contacto de persona a persona. Sobre todo, entre aquellas personas que no mantienen la distancia necesaria (unos 6 pies).
Continue to keep about 6 feet between yourself and others. A face mask is not a substitute for social distancing.	Siga manteniendo 6 pies de distancia de otras personas. Usar una mascarilla no reemplaza el distanciamiento social.

Message Points – Spanish, cont'd

ENGLISH COPY	SPANISH COPY
<p>Receiving treatment or testing for COVID WILL NOT put your immigration status at risk. GET TESTED!</p>	<p>Recibir tratamiento o pruebas de COVID NO PONDRÁ en riesgo su estado migratorio. ¡HÁGASE LA PRUEBA!</p>
<p>If you can't isolate at home, wash your hands more, wear a mask, and stay as far away from your family as possible.</p>	<p>Si no puede aislarse en casa, lávese las manos con frecuencia, use una mascarilla y manténgase lo más lejos posible de su familia.</p>
<p>If you have or have been exposed to COVID-19 and you can't isolate at home, wash your hands more, wear a mask, and stay as far away from your family as possible.</p>	<p>Si tiene o ha estado expuesto a COVID-19 y no puede aislarse en casa, lávese las manos con frecuencia, use una mascarilla y manténgase lo más lejos posible de su familia.</p>
<p>Answer the call when a contact tracer calls you. They help keep our community healthy and slow the spread of COVID-19.</p>	<p>Responda la llamada cuando lo llame un rastreador de contactos. Ellos nos ayudan a mantener nuestra comunidad sana y a frenar la propagación de COVID-19.</p>
<p>While wearing masks remember - cover your mouth AND nose. A mask is rendered 100% useless on your chin.</p>	<p>Siempre que use la mascarilla, recuerde cubrir la boca Y TAMBIÉN la nariz. La mascarilla no sirve para nada si la lleva en la barbilla.</p>

Sample Scripts

English Copy	Spanish Copy
<p><u>:15 SHOP ON</u></p> <p>Wearing a mask in public helps slow the spread of COVID-19.</p> <p>We can shop on if we mask on.</p> <p>Masks on, Maryland!</p>	<p><u>:15 SHOP ON</u></p> <p>Usar una mascarilla al salir nos ayuda a frenar la infección del COVID-19.</p> <p>Con mascarillas, todos podemos ir de compras.</p> <p>¡Maryland, ponte la mascarilla!</p>
<p><u>:15 PLAY ON</u></p> <p>The more we mask together, the faster we get back to enjoying life...together.</p> <p>We can play on if we mask on.</p> <p>Masks on, Maryland!</p>	<p><u>:15 PLAY ON</u></p> <p>Si todos usamos mascarillas, muy pronto volveremos a disfrutar la vida...juntos.</p> <p>Con mascarillas, todos podemos jugar.</p> <p>¡Maryland, ponte la mascarilla!</p>
<p><u>:15 DINE ON</u></p> <p>You can spread coronavirus even if you don't feel sick.</p> <p>We can dine on if we mask on.</p> <p>Masks on, Maryland!</p>	<p><u>:15 DINE ON</u></p> <p>Aunque no te sientas mal, todavía puedes contagiar a otros con el coronavirus.</p> <p>Con mascarillas, todos podemos salir a cenar.</p> <p>¡Maryland, ponte la mascarilla!</p>

Sample Scripts

English Copy	Spanish Copy
<p>We're all ready to get back to doing the things we love.</p> <p>Ready to move on? Play on? Shop on? Beach on? Rock on? Dine on? Just keep on keepin' on? Then masks on, Maryland.</p> <p>Wearing a mask in public lets us live life more safely. And it keeps you and everyone around you better protected from coronavirus. The more we mask together, the faster we get back to enjoying life...together. So, just carry on, masks on, Maryland.</p> <p>A message from the Maryland Department of Health.</p>	<p>Ya queremos regresar a hacer las cosas que amamos.</p> <p>¿Estas listo para seguir adelante? ¿Para jugar? ¿Para comprar? ¿Para nadar? ¿Para disfrutar? ¿Para cenar? ¿Para vivir? Vamos Maryland, ponte la mascarilla.</p> <p>Al usar mascarillas vivimos más seguros. Y te mantiene protegido a ti y a los demás del coronavirus. Si todos usamos mascarillas, muy pronto volveremos a disfrutar la vida...juntos. Vamos Maryland, ponte la mascarilla.</p> <p>Un mensaje del Departamento de Salud de Maryland.</p>

English Copy	Spanish Copy
<p>Wearing a mask in public lets us get back to living our best lives.</p> <p>So, if you wanna shop on,</p> <p>Create on, Love on, Then masks on.</p> <p>Stay protected and slow the spread of coronavirus with masks on, Maryland.</p> <p>A message from the Maryland Department of Health.</p>	<p>Usar mascarillas nos permite seguir viviendo la mejor vida posible.</p> <p>Entonces si quieres ir de compras,</p> <p>Para gozar, Para vivir, Ponte la mascarilla.</p> <p>Mantente protegida y frena el coronavirus. Ponte la mascarilla, Maryland.</p> <p>Un mensaje del Departamento de Salud de Maryland.</p>

How Partners Can Help

- Take the concept and tools provided in this toolkit and create content to help deliver a “Masks on Carry On” message that is relevant to your audience. Your assets should be sent to Creative Agency for prior approval. Contact info below.
- Provide assets to the Creative Agency in the form of talent, images, etc., and Creative Agency will work with MDH to provide appropriate creative messaging using and/or enhancing the materials provided.
- Share the campaign messaging in this document as appropriate.
- Participate in the #MasksOnMaryland Social Challenge by posting a mask video or photo(s) with the hashtag #MasksOnMaryland. The Creative Agency can help as needed to customize the messaging.

Creative Agency Contact:

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#MasksOnMaryland