



# GRANTEE MINI STYLE GUIDE

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## 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](http://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.

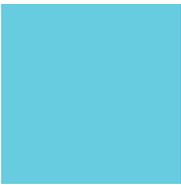
### Improper Use



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

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## 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](http://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.



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# 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](http://www.takeactionLA.com)  
**ADA REQUIREMENT INFO (if applicable).**

Place logo here.



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Please include [www.takeactionLA.com](http://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)

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## Hash Tag

Use our suggested hashtag in your posts. #takeactionLA2026

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## ADA Information

Include the following information on all printed and digital materials:

ADA accommodations requests can be sent to

Email:

Phone:

