

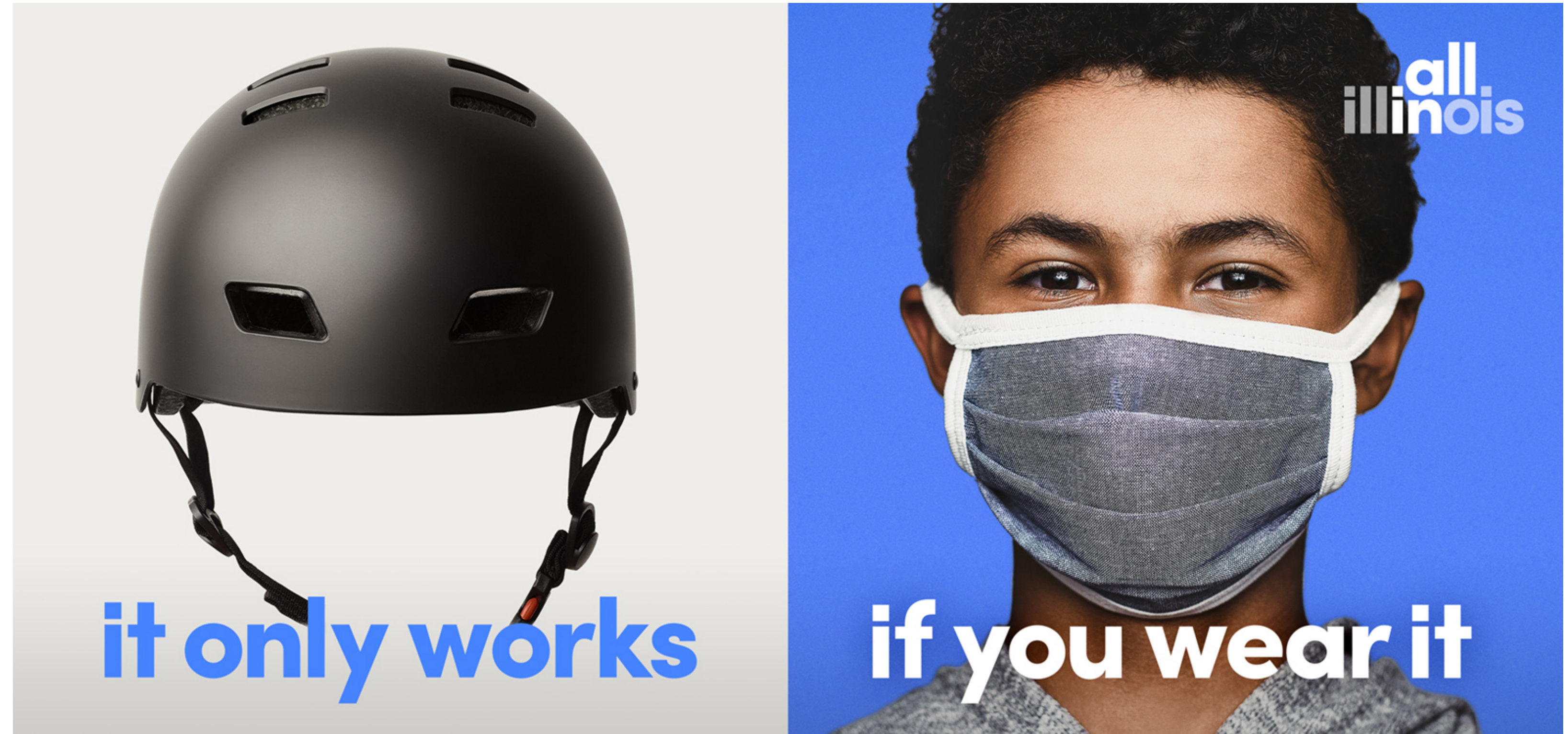
all.
illinois



campaign idea

Every day we do things that keep us safe, like buckling a seat belt or putting on a bike helmet. But if we forget, or don't do them (even once), we put ourselves and others at risk. A mask is no different. It only works if you wear it. So always wear a mask when you're out in public to protect yourself and others.

We're all safer and stronger when we go all in, Illinois.



graphic assets

Logo



download logo on blue

download transparent logo

Color palette

#EFEDEA

#5582F8

Key message

it only works if you wear it

download artwork

it only works if you wear it

download artwork

video

Sometimes :30



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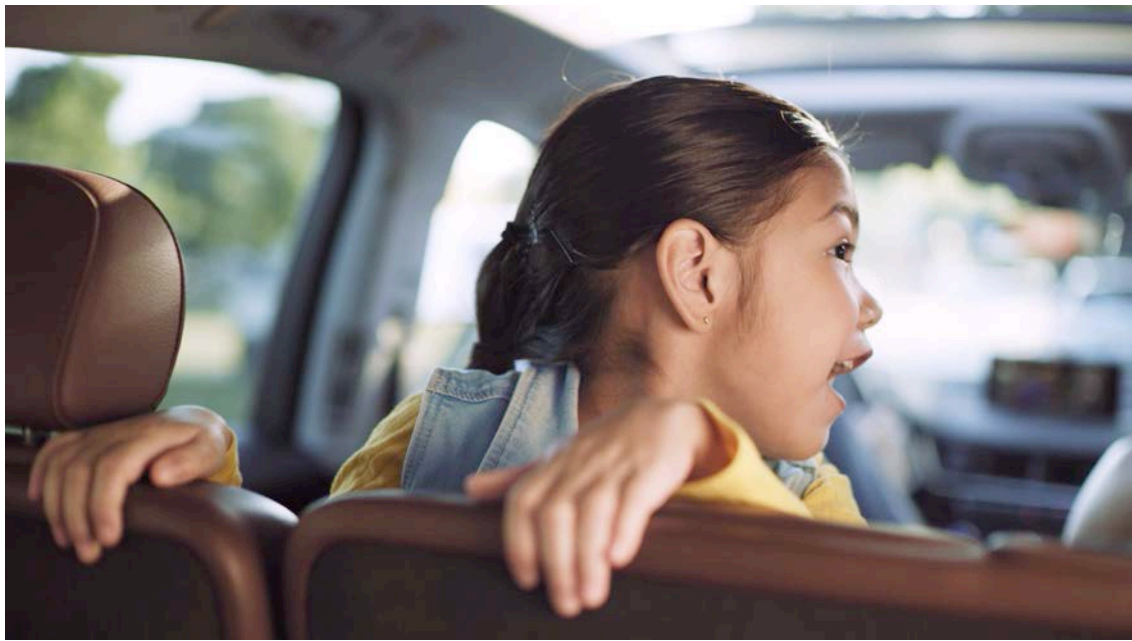
Bike helmet :15



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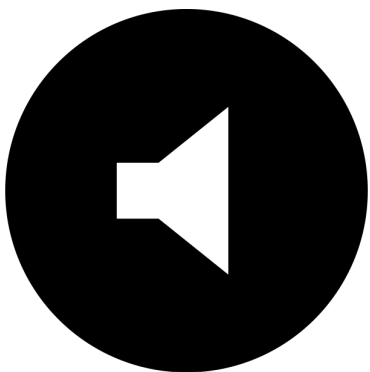
Car seat :15



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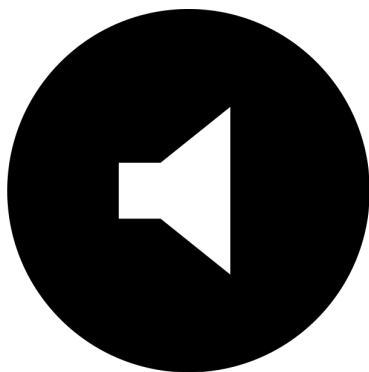
audio



Spacesuit :30

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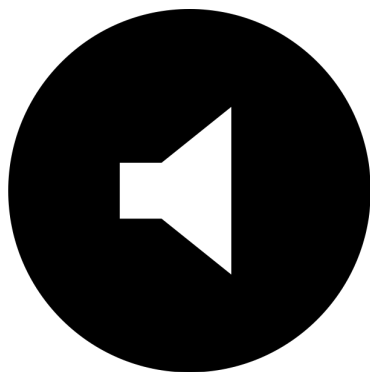
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Wetsuit :30

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Beekeeper :30

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out of home

Seatbelt



it only works



if you wear it



Download English

Bike helmet



it only works



if you wear it



Download English

Car seat



it only works



if you wear it



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sólo te protege



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