

HOW TO USE OUR BRANDING

Should you want to make your own Save Your Breath content, here are some quick guidelines on how to brand your content the right way! Logos can be downloaded at saveyourbreathnh.org/partner-resources/

Logo Use:

The main logo with the yellow lungs is the face of the campaign. This one should be used whenever possible. For best results:

- Place the logo in the bottom lefthand corner of your image.
- Only use provided .PNG logos to avoid pixelated images or a white box behind the logo.
- Different lung colors can be used depending on the image.
- Use secondary logos whenever the main one would be too large or distracting.
- More logo versions can be found under “Partner Resources” on our website.
- For more information on how to use our logo, please reach out to saveyourbreath.nh@gmail.com

MAIN LOGO:



SECONDARY LOGOS:

SAVE YOUR BREATH



**SAVE YOUR
BREATH**
SaveYourBreathNH.org

HOW TO USE OUR BRANDING

Stock Photo Use:

Stock photos are a great way to create branded content to promote a campaign. For best results:

- Only use **ROYALTY FREE** stock photos or your own images to avoid copyright issues. Do not take photos from Google Images.
- Do not use images of illustrations, as they may not always fit the campaign. Stick to images of teens, smoke, or nature.
- Do not use images where vaping looks too appealing or glamorous.
- For more information on how to use or where to find stock photos, please reach out to saveyourbreath.nh@gmail.com

DO USE



DON'T USE

