

Intervention 3: Streaming Radio Advertising

Style Guide

Overview

A brand is an organization's image. Washington State Department of Social and Health Services' (DSHS) branding conveys its mission and accompanying vision and values. It is important to ensure all materials follow brand guidelines to reinforce the way the public thinks about the department.

Washington State Division of Child Support (DCS) operates as an agency within the Economic Services Administration of DSHS. The department has established brand guidelines that govern all internal and external communications executed by the administrations and agencies within the department. DCS followed those guidelines in creating its iHeartRadio streaming radio advertisements and static banner ads.

Logo



The logo consists of three components: three stick figures, the text "Washington State Department of Social and Health Services" and the accompanying offset text "Transforming lives." The offset text must be anchored by the lines placed above and below it.

Primary Color Palette

The color palette strongly conveys the DSHS brand. It is warm, trustworthy and engaging.



Blue:

PMS 2728
C96, M69, Y0, K0
R0/G92/B171



Green:

PMS 576
C49/M0/Y100/K39
R92/G135/B39



Orange:

PMS 7412
C0/M42/Y100/K7
R232/G151/B25

DCS Complementary Colors



Light Blue:

PMS 285
C80, M40, Y0, K0



Light Green:

PMS 377
C45, M0, Y100, K24



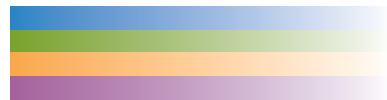
Light Orange:

PMS 157
C0, M40, Y80, K0



Purple:

C30, M70, Y0, K10



Tints:

All tints of Complementary Colors are also available for use.

Typography

The official agency font is Myriad Pro. An acceptable replacement is Calibri/Calibri Light.

Myriad Bold

Myriad Bold Italic

Myriad Regular

Myriad Regular Italic

Calibri Bold

Calibri Bold Italic

Calibri Regular

Calibri Regular Italic

Calibri Light

Photos

Imagery used in DCS marketing and communication materials should reflect the diversity of Washington's residents.

Photographs should feature people and families who look real. All photos should come from the approved DCS Images Library. Never use anything that feels like posed stock photography. Instead, select images where people are surrounded by everyday environments. When marketing to new customers, photographs used for the DCS digital marketing materials should not feature families with both parents. Images of mothers, fathers and caretakers interacting with children on their own may be selected. Children may also be featured on their own.



Department and Agency References

DSHS should always be placed before DCS in any text or verbal references. Limited use of the DSHS acronym is recommended. Washington State Department of Social and Health Services should be used in the first reference. In subsequent references, use "the department" or possibly "we" as an alternative as much as possible.

Any change to the placement of the department, administration and agency names must be approved by DSHS Communications.

Scripting & Voiceover

Radio advertising is a storytelling medium. A potential customer will go on a journey when listening to a radio spot – from initial intrigue, to awareness, to deciding to act.

When drafting a radio script, it is important to provide room for the advertisement to breathe. Hold two to three seconds at the beginning and end without voiceover.

Consider the gender when selecting voiceover talent for DCS advertisements. Radio advertisements targeting mothers should feature female talent. Vice versa, advertisements targeting fathers should feature male talent. It is important that listeners are able to personally connect with the content of a radio advertisement and gender and tone of voice of the talent used play a significant role in ensuring that.

Music and key bursts of sound can support the story being told in a radio ad. Never create a radio commercial that uses voiceover only. Instead, select upbeat, mid-to-high energy music to provide depth to the script. As appropriate, bursts of sound, such as children laughing or a parent offering words of encouragement, should be incorporated.

Call to Action Used in iHeartRadio Streaming Spots & Banner Ads

Perceived Need Target Group Vanity URL

WChildSupport.com

Rate of Applications Group Vanity URL

ChildSupportWA.com

To build repetition and encourage awareness, URLs should be repeated twice at the conclusion of DCS radio spots.