OPTIMIZED DRUG ALERTS

Templates Style and Usage Guide

ALERT!

THE TEMPLATES

Drug alerts often need to disseminate a large amount of important information in a small amount of space. To offer a better-designed alternative for busy, text-heavy *standard* drug alerts, these templates for *optimized* drug alerts...

- have been formatted for screens and social media
- feature simple graphics that do not distract from the message.
- present a clear information hierarchy so viewers absorb the most important information regarding the suggested intervention first.

Templates can be downloaded for **Adobe Illustrator, Adobe InDesign, Canva, and Microsoft PowerPoint.**

This style and usage guide provides simple rules to follow when using the optimized drug alert templates to ensure they appear **consistent** and **well-designed** every time! The guide covers:

THE TEMPLATES (cont'd)

Four templates with varying layouts and number of text boxes, image placeholder, and links are downloadable to accomodate different communication needs.

Template 1

ALERT HERE!

Subtitle here. Can mention relevant DRUG/locale here.

ILLUSTRATION

Alert description here. Keep this text concise and to the point. Capitalize and bold the relevant **DRUG** for emphasis. Relevant issues (i.e. increased hospitalizations/death) can be mentioned here.

Suggestion goes **HERE.**

Elaboration on the suggested action goes **here.**

FOLLOW THESE TIPS TO STAY SAFE:

- Tip #1 (1-2 lines)
- Tip #2 (1-2 lines)
- Tip #3 (1-2 lines)

ILLUSTRATION

TITLE OF A LINK THAT OFFERS MORE INFORMATION HERE.

ILLUSTRATION

Template 2

ALERT HERE!

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ILLUSTRATION

ILLUSTRATION

THE TEMPLATES (cont'd)

Four templates with varying layouts and number of text boxes, image placeholder, and links are downloadable to accomodate different communication needs.

Template 3

Template 4

ALERT HERE!

Subtitle here. Can mention relevant **DRUG**/locale here.

TEST your drugs.

ILLUSTRATION

Fact about the relevant drug can go here. Capitalize and bold the **DRUG** and **NUMERIC** statistics for emphasis.

ILLUSTRATION

[DRUG NAME] CAN CAUSE:

- Side effect #1 (1-2 lines)
- Side effect #2 (1-2 lines)
- Side effect #3 (1-2 lines)

TITLE OF A LINK THAT OFFERS MORE INFORMATION HERE.   TITLE OF A LINK THAT OFFERS MORE INFORMATION HERE.

FEEL [SIDE EFFECT]?

[AGENT] is in **[DRUG]** in your neighborhood

Get your drugs **TESTED.**

ILLUSTRATION

Fact about the relevant drug can go here. Capitalize and bold the **DRUG** and **NUMERIC** statistics for emphasis. Relevant issues (i.e. other names for the drug/hospitalizations) can be mentioned here.

ILLUSTRATION

Suggested action to combat the issue with the relevant **DRUG** goes here. Point toward the following link to get help.

TITLE OF A LINK THAT OFFERS MORE INFORMATION HERE.

Template Usage
HEADER

Alert Title
- The header should be white and capitalized.
- Each template style varies subtly. If your header's alert title is longer than the space provided, you can decrease the font size. However, increasing the font size is *not* advised.

Subtitle
- The subtitle is yellow, and in sentence case.
- If in a yellow box, the subtitle is black, and in sentence case.
- It is advised to capitalize and bold the name of the relevant **DRUG** if used in the subtitle.

ALERT HERE!

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ILLUSTRATION   **TITLE OF A LINK THAT OFFERS MORE INFORMATION HERE.**   ILLUSTRATION

Template 1

FEEL [SIDE EFFECT]?

[AGENT] is in **[DRUG]** in your neighborhood

Get your drugs
TESTED.

ILLUSTRATION

Fact about the relevant drug can go here. Capitalize and bold the **DRUG** and **NUMERIC** statistics for emphasis. Relevant issues (i.e. other names for the drug/hospitalizations) can be mentioned here.

ILLUSTRATION

Suggested action to combat the issue with the relevant **DRUG** goes here. Point toward the following link to get help.

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Template 4

BODY

Template 1

Visual Hierarchy

- The templates all have the fonts sized according to an intentional visual hierarchy. Larger fonts will likely be read before smaller fonts. Bold or capitalized text will catch the eye. While font size can be minimally adjusted to accommodate your text, **it is advised to generally maintain this visual hierarchy.**

Boxed text

- Any body text in the yellow box in Templates 1 and 2 should not exceed 4-5 lines. Any body text in the yellow box in Templates 3 and 4 should not exceed 1 line. Any body text in the black box in Template 3 should not exceed 2-3 lines. Any body text in the black box in Template 4 should not exceed 4-5 lines. Make sure the text box in these boxes is center aligned in respect to the height of the box.

BODY (cont'd)

Formatted Text
- Certain body text in the templates are already formatted (capitalized or bold) or suggested to be formatted by the placeholder text provided. It is advised to bold and capitalize initial use of a drug name in a text box, along with numeric text to capture the attention of the reader. View the example graphics provided for application of these suggestions.

Template 1

Links
- If saving as a PDF, a hyperlink can be attached to the link icon and the accompanied link text so that viewers of the graphic can click them to go to a source that offers more information. If your graphic is posted on social media, any links should be included in the post caption or account bio.
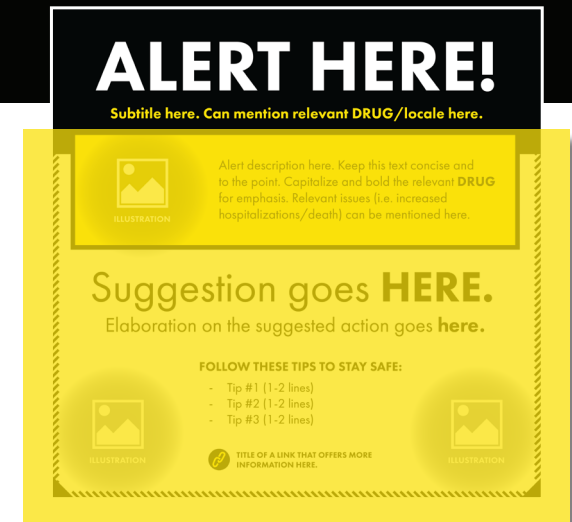
IMAGERY

Image Placeholders

- The templates include image placeholders where imagery is suggested to be placed on the graphic.
- To match the branding of these graphics, it is advised to use simple illustrations that do not distract from the text in the graphic, instead of using photographs or hyper-realistic imagery.
- View the example graphics or the illustrations on this page for exemplar illustrations that fit the branding of these graphics.

ALERT HERE!

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Alert description here. Keep this text concise and to the point. Capitalize and bold the relevant **DRUG** for emphasis. Relevant issues (i.e. increased hospitalizations/death) can be mentioned here.

Suggestion goes **HERE.**

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FOLLOW THESE TIPS TO STAY SAFE:
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TITLE OF A LINK THAT OFFERS MORE INFORMATION HERE.

Template 1

COLORS

The following is the color palette used in these templates and the provided examples. These colors work harmoniously and capture the attention of the viewer.

HEX: #7961AA
RGB: 121, 97, 170
CMYK: 60, 70, 0, 0

HEX: #FEE000
RGB: 254, 224, 0
CMYK: 2, 7, 100, 0

HEX: #F05F93
RGB: 240, 95, 147
CMYK: 0, 78, 12, 0

HEX: #BEA7D0
RGB: 190, 167, 208
CMYK: 24, 34, 00

HEX: #000000
RGB: 0, 0, 0
CMYK: 75, 68, 67, 90

TYPOGRAPHY

FUTURA PT BOOK

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890!?%

FUTURA PT HEAVY

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890!?%**

NOTES ON FONT

• For general body text, it is advised to use Futura PT Book or Futura Medium. For text with emphasis, it is advised to use Futura PT Heavy or Future Bold.

• Microsoft PowerPoint and Canva do not offer "Futura PT," but they do offer "Futura". This is an acceptable substitution, and the reasons that these templates may look slightly different than the Adobe templates.

• In the case that Futura PT or a similar font is not accessible, aim to use a comparable, legible font over a more decorative font.

Template Usage
EX. TEMPLATE 1

DRUG ALERT!

High Potency "Tesla" MDMA (ECSTASY) found across the state.

There have been reports of unusually potent **MDMA (ECSTASY)** pills shaped like the Tesla logo that have led to hospitalizations and one death. These have **3X** the typical amount of MDMA.

Avoid **OVERHEATING.**

Make sure to sip water and **stay hydrated.**

FOLLOW THESE TIPS TO STAY SAFE:
- Start with a test dose
- Avoid using alone so someone can help in an emergency

GET HELP QUICKLY IF SOMEONE HAS AN UNEXPECTED NEGATIVE REACTION

1080 px

1080 px

Visual reference

This alert needs to emphasize the distinct look of the drug. This template offers a subtitle, a description box, and place for an image to elaborate.

Potency

The alert description box offers room to succinctly cover the more important facts relevant to the alert. In this case, the high potency.

Call to action

Aside from the alert title, the call to action should be the most prominent message on the graphic, as the ultimate goal of an alert is for the viewer to take necessary action.

Safety tips

On this template, the visual hierarchy draws the viewer's eyes from the call to action to helpful suggestions.

Link to information

Any information that isn't of immediate importance can be read on an external site.

Template Usage
EX. TEMPLATE 2

POTENCY ALERT!

Purple Fentanyl linked to multiple overdoses in your county.

There have been several overdoses in your county in the last 48 hours, three of which were fatal, linked to **PURPLE FENTANYL.** This potentially fatal fentanyl is called "purp," "grapes," or "grimace."

Carry **NALOXONE.**

Know overdose signs and how to respond **to save lives.**

SIGNS OF AN OPIOID OVERDOSE

USING NALOXONE (NARCAN) TO REVERSE AN OPIOID OVERDOSE

1080 px

1080 px

Local relevance

"Your county" or naming the relevant county grabs the attention of the target audience, immediately establishing a personal connection between the viewer and the message in the alert.

Time urgency

The alert description box offers room to succinctly cover the more important facts relevant to the alert. In this case, how recent overdoses have occured, along with the visual of the purple fentanyl.

Call to action   Motivation

Aside from the alert title, the call to action should be the most prominent message on the graphic, as the ultimate goal of an alert is for the viewer to take necessary action.

This template offers space to include why taking action is important, followed by links to elaborate further.

Link to information

Any information that isn't of immediate importance can be read on an external site.

Template Usage
EX. TEMPLATE 3

DEADLY BATCH ALERT!

FENTANYL has been cut with XYLAZINE where you live.

TEST your drugs.

XYLAZINE (aka "tranq dope") has been found locally in **25%** of fentanyl tested by drug checking services.

XYLAXINE CAN CAUSE:

- Serious skin wounds that won't heal
- Long blackouts or unconsciousness
- Drops in blood pressure that can kill you over time

MORE INFORMATION ABOUT XYLAZINE

ADMINISTER NALOXONE (NARCAN) IN A SUSPECTED OVERDOSE.

1080 px

1080 px

Local relevance

"Where you live" grabs the attention of the target audience, immediately establishing a personal connection between the viewer and the message in the alert. This template's subtitle box offers space for this.

Call to action

Aside from the alert title, the call to action should be the most prominent message on the graphic, as the ultimate goal of an alert is for the viewer to take necessary action.

Statistics

The alert description box offers room to succinctly cover the more important facts relevant to the alert. In this case, increase awareness about the drug and its relevance to the viewer's area.

For additional information, this template provides space to list side effects of the drug, followed by links to elaborate further.

Link to information

Any information that isn't of immediate importance can be read on an external site.

Template Usage
EX. TEMPLATE 4

1080 px

1080 px

Local relevance

"Your neighborhood" or naming the relelvant county/neighborhood grabs the attention of the target audience, immediately establishing a personal connection between the viewer and the message in the alert. This template's subtitle box offers space for this.

Call to action

Aside from the alert title, the call to action should be the most prominent message on the graphic, as the ultimate goal of an alert is for the viewer to take necessary action.

Statistics

The alert description box offers room to succinctly cover the more important facts relevant to the alert. In this case, increase awareness about the drug and its relevance to the viewer's area.

Link to information

Any information that isn't of immediate importance can be read on an external site.