

# COVID-19 BUSINESS TOOLKIT



The tools and assets in this kit were created to support downtown businesses and build awareness of the measures that are being taken by both businesses and customers to make downtown a healthy and safe place to be.

## WHAT'S IN THE KIT

### SLOGAN

This is our mantra and call to businesses and customers to keep downtown healthy, safe and open. Use it in your communications to employees and consumers.

## KEEP COVID IN CHECK.

### HEALTHY & SAFE PLEDGE MARK

The Downtown Healthy & Safe Pledge is designed to give customers confidence that your location, and downtown as a whole, is committed to meeting the criteria outlined by state and local authorities, and consistently focused on putting employee and customer safety first.

Use this seal in social media and on signage at your location to reinforce your dedication to safety.



**Note:**

Always show the full Healthy & Safe Pledge mark when using. Do not cut off any of the design elements and be sure to have plenty of clear space around the outside.

### DOWNLOAD THESE ASSETS:

Go to [DowntownSac.org/COVID-19](https://DowntownSac.org/COVID-19) for full access to all of the digital assets in this document.

## WHAT'S IN THE KIT

### ICONS

We have developed a set of icons designed to clearly communicate the measures each business is employing to provide a healthy and safe environment for both their employees and customers. Use them in your internal communications to employees as well as on social media. The icons have been formatted with the following color options: 2-color with a white background, white with a solid color background, or white with a transparent background.



Keeping employees  
healthy and safe



Encouraging physical  
distance



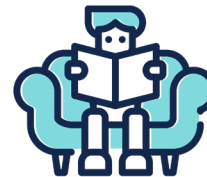
Preventing  
unnecessary contact



Increased sanitation  
measures



Cover your mouth  
and nose



Stay home if  
you're feeling sick



Wash your hands  
frequently

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## SOCIAL MEDIA USE

### HASHTAGS TO USE

**Primary Hashtag — to be used with all social posts:**

[#DowntownTogether](#)

**Sub Hashtags by topic — to be used with primary hashtag when appropriate:**

Shopping, dining:

[#SupportLocal](#)

[#SupportSmall](#)

[#AlFrescoDiningSac](#)

Arts, entertainment, people — customers or proprietors, employees:

[#HeartOfOurCity](#)

[#SacLoveNotes](#)

Shopping, dining, outdoor gathering spaces:

[#SacMaskUp](#)

[#MaskUp](#)

[#CovidInCheck](#)

[#WearingIsCaring](#)

[#InThisTogether](#)

[#ReturnSafely](#)

### TAGGING

Be sure to tag [@DowntownSac](#) in your posts so the Downtown Sacramento Partnership can share your posts, expanding your audience and reach.

Add the tag [@OldSac](#) if you are an OSW business.

### COLOR GUIDE

The Keep COVID in Check tools use the following colors.



HEX:  
#00B5BE

RGB:  
0, 181, 190



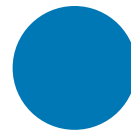
HEX:  
#F47920

RGB:  
244, 121, 32



HEX:  
#12284B

RGB:  
18, 40, 75



*Alternate Blue for  
Old Sacramento  
Waterfront*

HEX:  
#0078B5

RGB:  
0, 120, 181

## SOCIAL MEDIA USE

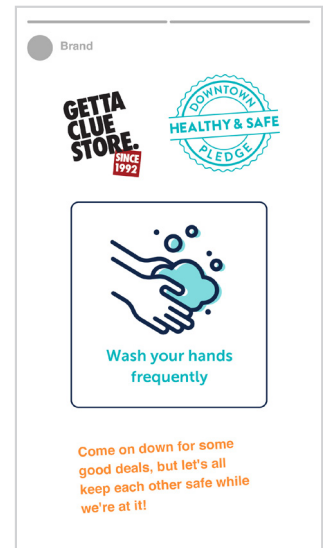
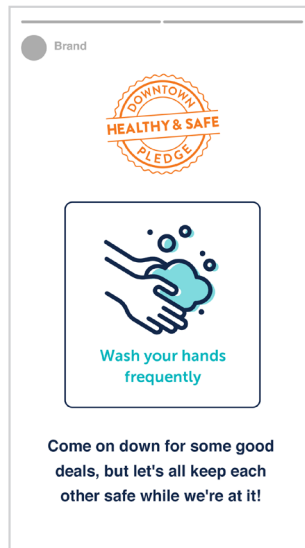
### INSTAGRAM POST EXAMPLE

Example: use the Healthy and Safe Pledge logo as a watermark over an image



### INSTAGRAM STORY EXAMPLES

Example: use the Healthy and Safe Pledge logo in combination with the icons and your logo to create custom story posts.



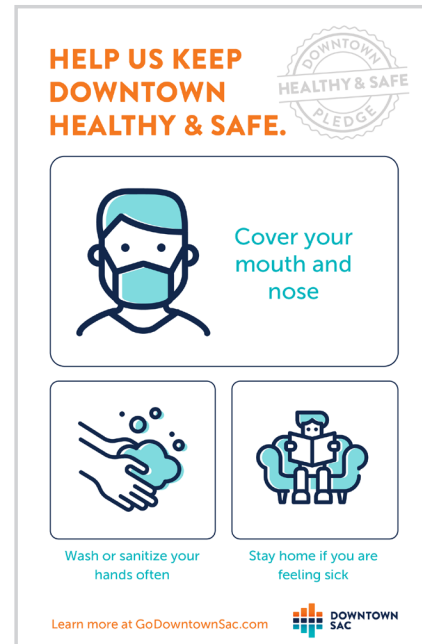
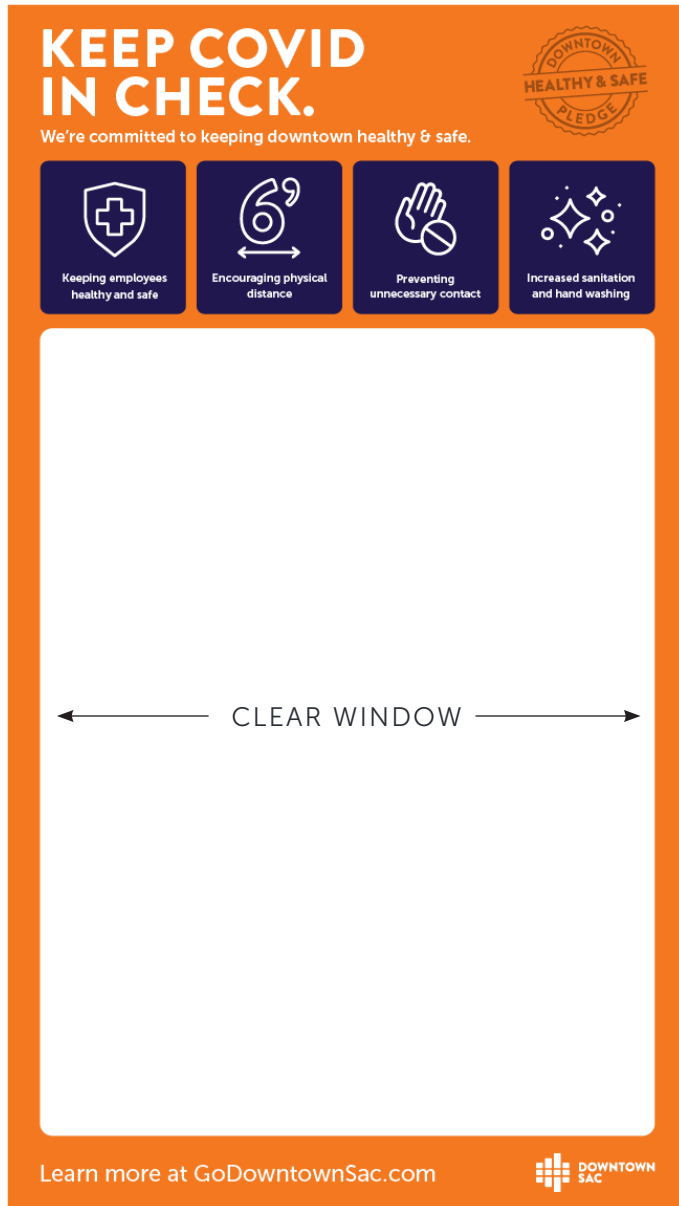
### FACEBOOK POST EXAMPLE

Example: use the Healthy and Safe Pledge logo in combination with the icons and slogan to create a Facebook post.



## WINDOW CLINGS

All Downtown businesses who are willing to take the Downtown Healthy & Safe Pledge will receive a window cling to house the Sacramento County Social Distancing Protocol form that is required to be posted in public view.



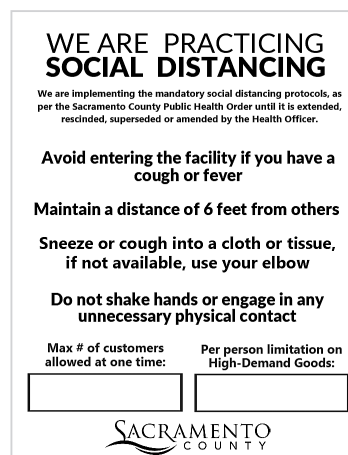
Downtown Sacramento Partnership has also provided a second window cling for businesses to use that is designed to remind customers to help us keep Downtown Healthy & Safe.

## WINDOW CLING INSTRUCTIONS

1. Place the window cling on the inside of your front window, preferably near the door or somewhere your customers are sure to see it.
2. Tape the Sacramento County notice to the back of the window cling, facing outward so that it is visible through the clear part of the cling.



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## MOUNTING THE WINDOW CLINGS



Place window cling on your door or right next to it, at an appropriate height for your customers to see and recognize it. Once people are more familiar with the bright orange look of the cling, they will be able to see it from a distance and instantly know that you are a healthy and safe business.

Place the smaller window cling next to the larger one, with both aligned on the top edge.