



**Welcome to our hub
for county partner
guidelines and assets.**

Here, we will outline how best to represent DDAP in your efforts to promote responsible gambling programs across the state of Pennsylvania.

BRAND MANDATORIES

When creating designs to promote responsible gambling programs, the following elements are required:

DDAP Logo – We also encourage you to add your own specific county logo (see PA County Logo section to download) with the DDAP logo or use the DDAP logo alone.

Call to Action

- Always include Helpline Information: **1-800-GAMBLER**
- For Digital Banners and Social Media, include a **LEARN MORE** button that links to **www.ddap.pa.gov**

For questions on any of the brand guidelines please contact Amy Hubbard at ahubbard@pa.gov or (717)-736-7562



THE DDAP LOGO

We offer the following best practices for using the DDAP logo in layouts:



Clear Space

Keep the DDAP logo clear of other graphics to maximize its visual impact.



Full Color Logo



One Color Logo

Acceptable Usage

To ensure brand recognition and consistency, never modify the DDAP logo in any way. Always use the logo in its entirety without distortion, change of color, separate elements, or resize any of its elements.



Beyond the logo, it is important to maintain the DDAP brand standards across all design to present a unified vision of the brand to the public. For that reason, below are the accepted logo colors and type treatments to keep your presentation of DDAP in line with our brand guidelines.

Logo Color Palette



Color Code
BF311A



Color Code
15397F

Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ

BEBAS NEUE REGULAR (ADVERTISING HEADLINE FONT)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Bold (Primary font for document headings)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Regular (Primary font for document body text)

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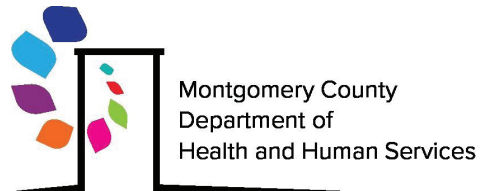
PA COUNTY LOGOS

Below are examples of participating county logos, available for download here. Please use your logo in tandem with the DDAP logo to help promote the message of responsible gambling.

NOTE: County logo usage does NOT need to be approved before final assets are posted.



Alcohol & Drug Abuse Services, Inc.



APPLICATION EXAMPLES

Below are examples of digital banners, out-of-home (OOH) billboards, and social media layouts designed at industry standard specs. Please use these to provide both inspiration and guidance on mandatories as you design.

Static Digital Banners

Given the limited size and viewing time of digital banners, it is important to keep all messaging brief and to the point. Ultimately, our goal is to drive viewers to seek help for themselves or others, so keep the call-to-action as the key message.

Avoid busy design and be sure to select colors and fonts that allow the messaging to stand out. When adds get small, minimize your messaging further.



Out-of-Home (OOH) Billboards

Best practice for out-of-home billboards is to keep messaging to 11 words or less. This is important as drivers must absorb the message quickly as they are driving by. (See sample headlines above)

Avoid busy design and be sure to select colors and fonts that allow the messaging to stand out.



Social Media Layouts

As with all digital assets, keep messaging concise and aligned with a call-to-action directing viewers to 1-800-GAMBLER. Utilize post copy to provide more information, including a link to learn more at <https://www.ddap.pa.gov>

Avoid busy design and be sure to select colors and fonts that allow the messaging to stand out.

This layout shows a Facebook post from the Pennsylvania Department of Drug and Alcohol Programs. The post includes a profile picture, name, and a 'Sponsored' label. The main text reads: 'You could gamble away more than just money. Protect your job. Your house. Your family.' Below this is a large image of a 'FORECLOSURE' sign in front of a house. The image contains the text: 'ARE YOU WILLING TO BET AGAINST THE HOUSE?' and 'GET HELP: 1-800-GAMBLER'. At the bottom of the image are logos for Lawrence County Drug & Alcohol and the Pennsylvania Department of Drug and Alcohol Programs. Below the image is the website 'ddap.pa.gov', the text 'Help is available. Call 1-800-GAMBLER', and a 'Learn more' button. Engagement metrics show 471 likes, 77 comments, and 51 shares. At the bottom are 'Like', 'Comment', and 'Share' buttons.

This layout shows a Facebook post from the Pennsylvania Department of Drug and Alcohol Programs. The post includes a profile picture, name, and a '+ Follow' button. The main text reads: 'You could gamble away more than just money. Protect your job. Your house. Your family.' Below this is a large image of a desk with a chair, featuring the text: 'WILL IT TAKE YOU LOSING YOUR JOB TO STOP GAMBLING?' and 'GET HELP: 1-800-GAMBLER'. At the bottom of the image are logos for Lawrence County Drug & Alcohol and the Pennsylvania Department of Drug and Alcohol Programs. Below the image are 'Like', 'Comment', 'Repost', and 'Send' buttons.

Social post alternate copy options:

Gambling problem? Know the signs and begin the road to recovery.

Before the Money Runs Out. Ready to overcome your gambling problem? Take the first step.

Stop the Spiral. Do you or someone you care about have a gambling problem? Help is here.

Go All In with Recovery. Take the first step toward fighting back from your gambling problem.

Bus Shelters

**ARE YOU
WILLING TO BET
AGAINST
THE HOUSE?**

**GET HELP:
1-800-GAMBLER**

FORECLOSURE

FOR

 **LAWRENCE COUNTY
DRUG & ALCOHOL**

 **pennsylvania**
DEPARTMENT OF DRUG AND
ALCOHOL PROGRAMS

TRANSLATIONS

The material we have developed can also be translated into Spanish and Mandarin. Examples can be found on the following pages.

Static Digital Banners

Spanish

¿ESTÁ
DISPUERTO A
PERDER SU
CASA?
CONSIGA AYUDA:
1-800-426-2537
MÁS INFORMACIÓN
FORECLOSURE
FOR

LAWRENCE COUNTY
DRUG & ALCOHOL

pennsylvania
DEPARTMENT OF DRUG AND
ALCOHOL PROGRAMS

¿ES NECESARIO QUE PIERDA
SU *trabajo* PARA QUE
DEJE DE JUGAR?
CONSIGA AYUDA: **1-800-426-2537**
MÁS INFORMACIÓN

LAWRENCE COUNTY
DRUG & ALCOHOL

pennsylvania
DEPARTMENT OF DRUG AND
ALCOHOL PROGRAMS

Mandarin

堵上一切，
然后血本无
归，真的值
得吗？
致电获取帮助
1-800-426-2537
了解更多
FORECLOSURE
FOR

LAWRENCE COUNTY
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真的要丢掉
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pennsylvania
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Out-of-Home (OOH) Billboards

Spanish



¿ESTÁ DISPUESTO
A PERDER SU CASA?
CONSIGA AYUDA: 1-800-426-2537

FORECLOSURE
FOR SALE

LAWRENCE COUNTY
DRUG & ALCOHOL

pennsylvania
DEPARTMENT OF DRUG AND
ALCOHOL PROGRAMS



¿ES NECESARIO QUE PIERDA SU *trabajo* PARA QUE DEJE DE JUGAR?
CONSIGA AYUDA: 1-800-426-2537

LAWRENCE COUNTY
DRUG & ALCOHOL

pennsylvania
DEPARTMENT OF DRUG AND
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Mandarin



堵上一切，然后血本
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致电获取帮助: 1-800-426-2537

FORECLOSURE
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真的要丢掉工作才能戒赌吗？
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LAWRENCE COUNTY
DRUG & ALCOHOL

pennsylvania
DEPARTMENT OF DRUG AND
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Social Media Layouts

Spanish



Pennsylvania Department of Drug and Alcohol Programs Sponsored · 🌐

Podría apostar algo más que dinero. Proteja su trabajo. Su casa. Su familia.



LAWRENCE COUNTY DRUG & ALCOHOL **pennsylvania DEPARTMENT OF DRUG AND ALCOHOL PROGRAMS**

ddap.pa.gov **Podemos ayudarlo.** Llame al 1-800-426-2537 [Más información](#)

👍❤️ 471 77 comments 51 shares

👍 Like 💬 Comment ➦ Share



Pennsylvania Depart... + Follow ...

2,297 followers
4d · 🌐

Podría apostar algo más que dinero. Proteja su trabajo. Su casa. Su familia.



LAWRENCE COUNTY DRUG & ALCOHOL **pennsylvania DEPARTMENT OF DRUG AND ALCOHOL PROGRAMS**

👍 Like 💬 Comment 🔄 Repost ➦ Send

Social Media Layouts

Mandarin

Pennsylvania Department of Drug and Alcohol Programs Sponsored · 🌐

你赌掉的可能不仅仅是金钱。守卫好你的工作、你的房子、你的家人。

堵上一切，然后血本无归，真的值得吗？
致电获取帮助：**1-800-426-2537**

FORECLOSURE

LAWRENCE COUNTY DRUG & ALCOHOL | pennsylvania DEPARTMENT OF DRUG AND ALCOHOL PROGRAMS

ddap.pa.gov
我们可为您提供帮助。
欢迎致电 1-800-426-2537 [了解更多](#)

👍❤️ 471 77 comments 51 shares

👍 Like 💬 Comment ➦ Share

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LAWRENCE COUNTY DRUG & ALCOHOL | pennsylvania DEPARTMENT OF DRUG AND ALCOHOL PROGRAMS

👍 Like 💬 Comment 🔄 Repost ➦ Send

Bus Shelters

Spanish

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FORECLOSURE

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DEPARTMENT OF DRUG AND
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Our Mission:

To engage, coordinate, and lead the Commonwealth of Pennsylvania's effort to prevent and reduce drug, alcohol, and gambling addiction and abuse; and to promote recovery, thereby reducing the human and economic impact of the disease.

For questions on any of the brand guidelines please contact
Amy Hubbard at ahubbard@pa.gov or (717)-736-7562