all illinois

campaign idea

Every day we do things that keep us safe, like buckling a seat belt or putting on a bike helmet. But if we forget, or don't do them (even once), we put ourselves and others at risk. A mask is no different. It only works if you wear it. So always wear a mask when you're out in public to protect yourself and others.

We're all safer and stronger when we go all in, Illinois.

graphic assets

Logo

all illinois

download logo on blue

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Color palette

#EFEDEA	#5582F8

Key message

it only works if you wear it

download artwork

it only works if you wear it

download artwork

video

Sometimes :30

Download English

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Bike helmet :15

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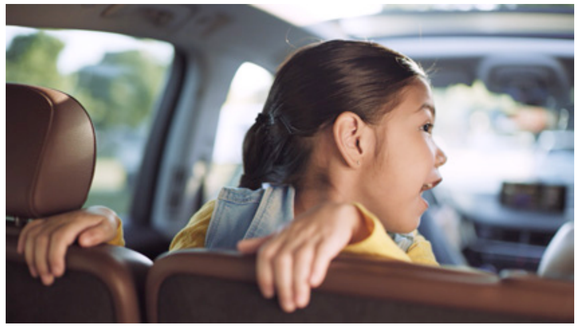
Car seat :15



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video

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audio

Spacesuit :30

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Wetsuit :30

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Beekeeper :30

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out of home

Seatbelt

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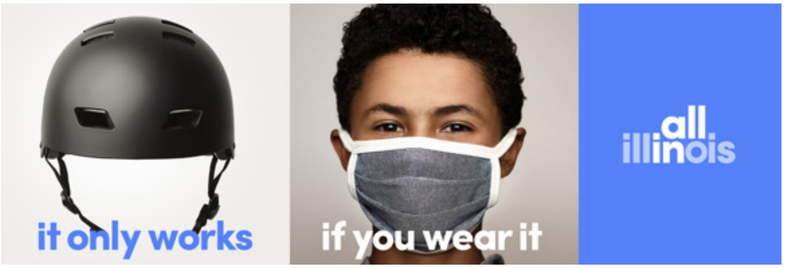
Bike helmet



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Car seat

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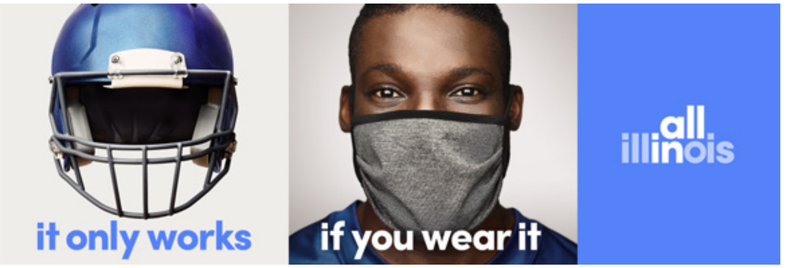
out of home

Football helmet



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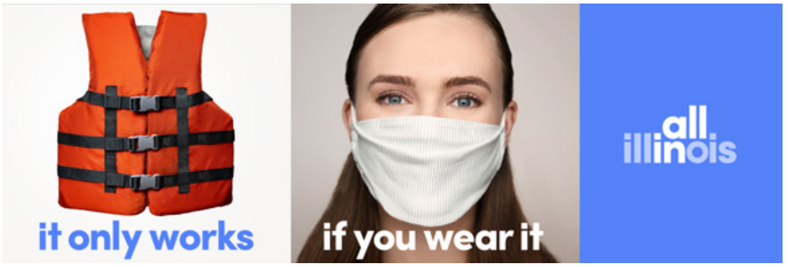
Life jacket



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Bike helmet

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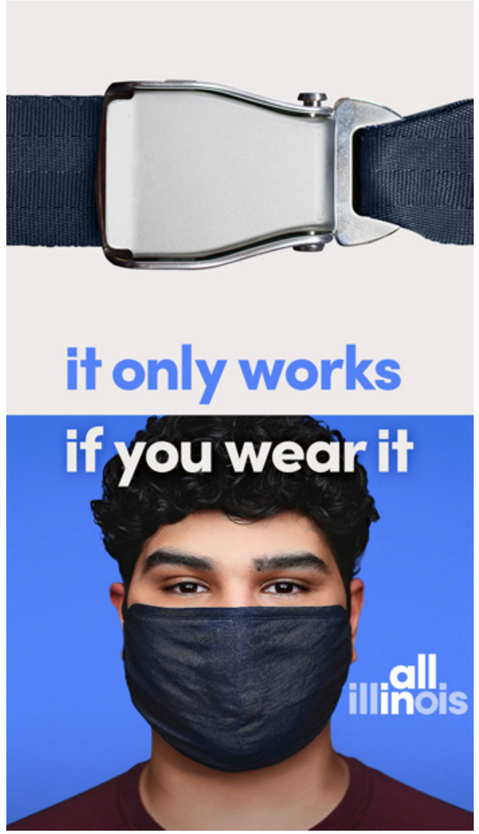
Seatbelt



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Seatbelt

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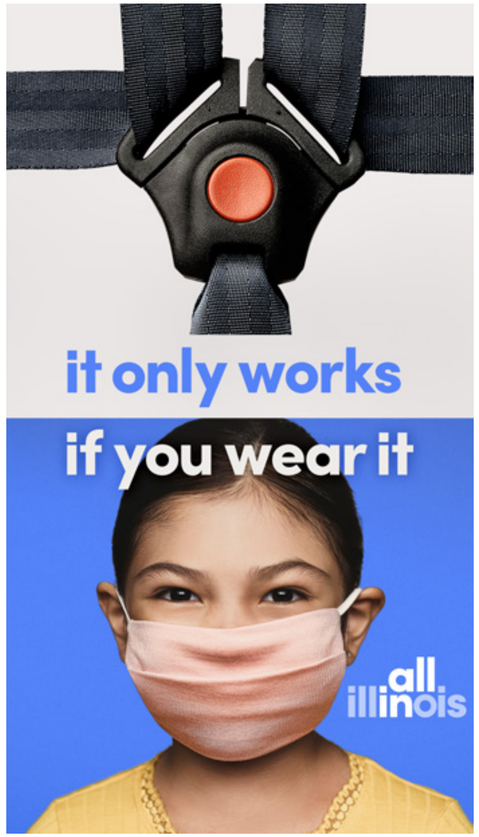
Car seat



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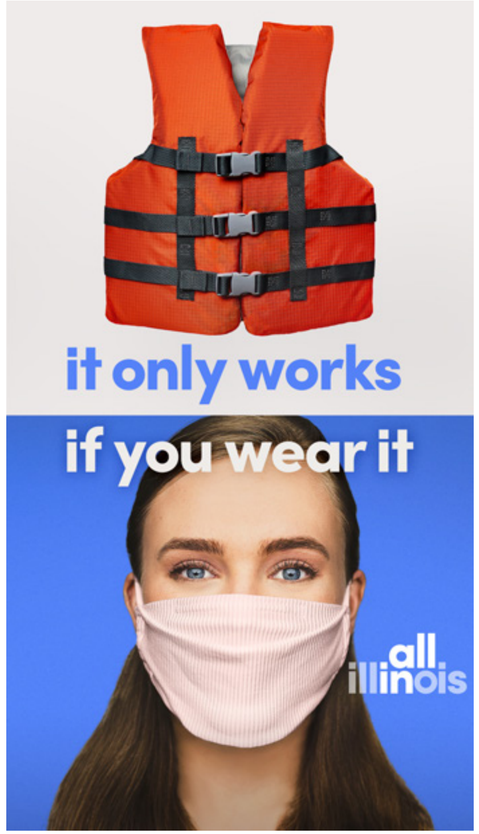
Life jacket



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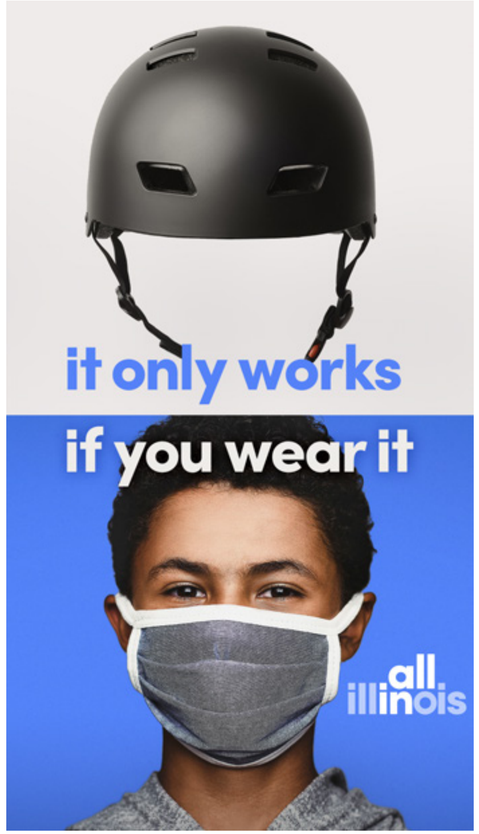
Black bike helmet



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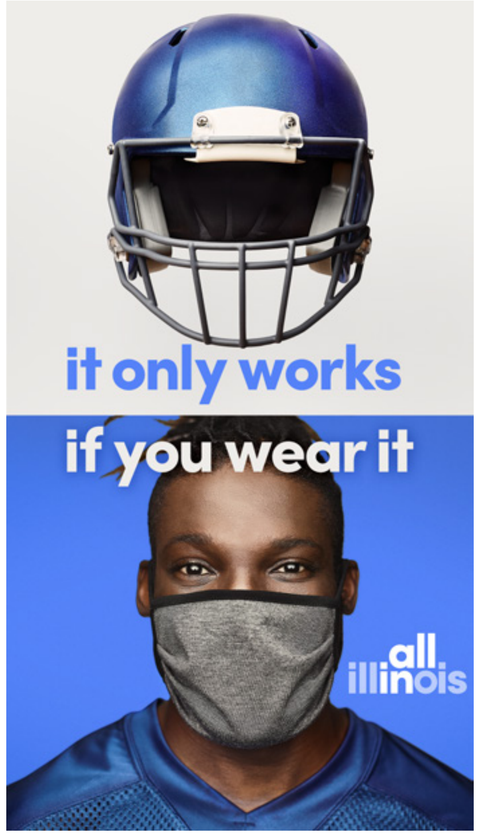
Football helmet



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Football helmet

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