



Communications Guidelines for Community Partners

Thank you for your commitment to the success of **Get Tested Coachella Valley** – our campaign to make HIV testing standard and routine medical practice and ensure linkage to care. Because this campaign involves dozens of community partner organizations like yours, it's important that we're all "on the same page" when it comes to campaign communications. *We therefore ask you, along with all of our community partners, to consistently adhere to the following guidelines:*

- 1. Authorized Print & Digital Materials** We intend to produce educational and promotional campaign materials in English and Spanish in both print and digital formats – for example, fact sheets, flyers, posters, and website banners. As a community partner, you are authorized to use these materials for display and/or distribution.
- 2. Authorized Templates** We intend to provide community partners with a variety of authorized, customizable templates in both English and Spanish in electronic format. These templates – for purposes such as testing event announcements, email outreach, and social media postings – will have "fill-in-the-blank" formats, allowing you to personalize the piece to your organization.
- 3. Your Own Communications – Pre-Approval Required** We welcome and encourage your organization to communicate about Get Tested Coachella Valley beyond the use of the authorized materials and templates described above. ***However, before you do, we ask that you always submit a final draft to us for review and approval first.*** Simply email your final draft to us at sunger@gettestedcoachellavalley.org. We will review and respond to your request promptly – generally within 72 hours. (If you have a tight deadline, let us know – but please don't skip this review process.)

Examples might include:

- Press releases mentioning Get Tested Coachella Valley
 - Articles about your organization's involvement in your newsletter, mailings, or Annual Report
 - Emails or website outreach about upcoming campaign events
 - An authorized campaign template that you wish to enhance beyond basic fill-in-the-blank personalization
- 4. Logo Usage** For any communications you produce, the logos for Get Tested Coachella Valley and Hazte la Prueba Valle de Coachella *may only be used with prior consent of the campaign.* Please contact us to obtain high resolution versions of the logos and a Style Guide that covers logo usage.

Thank you for your cooperation! These guidelines will help us to ensure that the communications generated by all Get Tested Coachella Valley community partners are accurate, consistent, and on-strategy.

If you have any questions or would like assistance with campaign communications, please contact Susan Unger, Project Director, at sunger@gettestedcoachellavalley.org or 855-YES-GTCV (855-937-4828). Thank you!