

Promotional Toolkit

Learn the Signs. Act Early. Utah

Overview

CDC's "Learn the Signs. Act Early." program aims to improve early identification of children with autism and other developmental disabilities so children and families can get the services and support they need.

This promotional toolkit includes:

Style Guide

- Color scheme
- Fonts

Social Media Content

- #MilestoneMonday
- The CDC's Milestone Tracker App

Social Media Tips and Tricks

- Alt text
- Hashtags

Style Guide

Learn the Signs. Act Early.

Primary Fonts

Karu Bold is the primary title font, while Montserrat Extra Bold is the primary sub-heading font and Arial Regular is the primary body font.

Header Font

(Karu Bold)

Sub-Header Font

(Montserrat Extra Bold)

Body Font

(Arial Regular)

Fonts Color Palette

L TSAE Purple remains the primary identification color for the *Learn the Signs. Act Early.* campaign. It should be used as the primary header font color, paired with this teal for accent color font use and black for primary body font color use.



SPOT COLOR:
PMS 266 C

FOUR-COLOR PROCESS:
C: 79 M: 90 Y: 0 K: 0

SCREEN (RGB):
R: 90 G: 64 B: 153

INTERNET (HEX):
5A4099



SPOT COLOR:
PMS 570 C

FOUR-COLOR PROCESS:
C: 56 M: 0 Y: 34 K: 0

SCREEN (RGB):
R: 108 G: 199 B: 184

INTERNET (HEX):
6CC7B8

Primary Design Colors

These colors can be used for design elements like banners and boxes.



SPOT COLOR:
PMS 530 C

FOUR-COLOR PROCESS:
C: 18 M: 27 Y: 0 K: 0

SCREEN (RGB):
R: 206 G: 185 B: 239

INTERNET (HEX):
CEB9EF



SPOT COLOR:
PMS 600 C

FOUR-COLOR PROCESS:
C: 3 M: 0 Y: 47 K: 0

SCREEN (RGB):
R: 252 G: 252 B: 156

INTERNET (HEX):
FCFC9C



SPOT COLOR:
PMS 318 C

FOUR-COLOR PROCESS:
C: 35 M: 0 Y: 15 K: 0

SCREEN (RGB):
R: 148 G: 245 B: 235

INTERNET (HEX):
94F5EB

Secondary Colors

These additional colors can be used to accent the primary colors.



SPOT COLOR:
2267 C

FOUR-COLOR PROCESS:
C: 0 M: 70 Y: 66 K: 30

SCREEN (RGB):
R: 157 G: 247 B: 134

INTERNET (HEX):
9DF786



SPOT COLOR:
3245 C

FOUR-COLOR PROCESS:
C: 46 M: 0 Y: 31 K: 0

SCREEN (RGB):
R: 100 G: 252 B: 212

INTERNET (HEX):
64FCD4



SPOT COLOR:
4009 C

FOUR-COLOR PROCESS:
C: 0 M: 51 Y: 73 K: 0

SCREEN (RGB):
R: 252 G: 149 B: 84

INTERNET (HEX):
FC9554



SPOT COLOR:
2030 C

FOUR-COLOR PROCESS:
C: 3 M: 69 Y: 46 K: 0

SCREEN (RGB):
R: 235 G: 115 B: 115

INTERNET (HEX):
EB7373

Social Media Content

The following assets can be used to accompany the sample social media posts.

Click [HERE](#) for access to high-resolution image files.

Promoting: #Milestone Monday



Caption: The CDC is thrilled to announce the release of updated developmental milestones and tips to support early child development! Order free Milestone Moments booklets and other resources featuring these updates at www.cdc.gov/ActEarly/Orders .

Hashtags: #MilestoneMonday #ChildDevelopment #LTSAE #Family #IDRPP #Utah #EarlyIntervention #SocialDevelopment #Physical Development #EmotionalDevelopment

Alt Text: A book cover with a baby smiling and standing up with her parent holding her hands. Text that says: "Milestone Moments. Milestones Matter! Look inside for milestones to watch for in your child and tips for how you can help your child learn and grow from birth to age 5."



Caption: It's #MilestoneMonday! By 1 year, your baby should start to have favorite things. If you have any questions or concerns about your baby's development, talk to your child's doctor or visit @utah_LTSAE to learn more!

Hashtags: #MilestoneMonday #ChildDevelopment #LTSAE #Family #IDRPP #Utah #EarlyIntervention #SocialDevelopment #PhysicalDevelopment #EmotionalDevelopment

Alt Text: A little girl with a binky strapped in a car seat. She's holding a stuffed raccoon. Text saying: "1 year- has favorite things"



Caption: By 18 months, your baby should be pointing to show others something interesting. If you have any questions or concerns about your baby's development, talk to your child's doctor or visit @utah_LTSAE to learn more!

Hashtags: #MilestoneMonday #ChildDevelopment #LTSAE #Family #IDRPP #Utah #EarlyIntervention #SocialDevelopment #PhysicalDevelopment #EmotionalDevelopment #CDC

Alt text: A little girl pointing to a picture book and looking up at her teacher. Text saying: "18 months- points to show others something interesting"



Caption: Happy #MilestoneMonday! By 3 years old, your child should be dressing and undressing themselves. If you have any questions or concerns about your baby's development, talk to your child's doctor or visit @utah_LTSAE to learn more!

Hashtags: #MilestoneMonday #ChildDevelopment #LTSAE #Family #IDRPP #Utah #EarlyIntervention #SocialDevelopment #PhysicalDevelopment #EmotionalDevelopment #CDC

Alt text: A little boy sitting on the floor putting his shoe on. Text saying: "3 years- dresses and undresses self"



Caption: "As a parent, you know your child best. If your child is not meeting the milestones for his or her age, or if you think there could be a problem with the way your child plays, learns, speaks, acts, and moves talk to your child's doctor and share your concerns. Don't wait. Acting early can make a real difference!"
-CDC

Hashtags: #MilestoneMonday #ChildDevelopment #LTSAE #Family #IDRPP #Utah #EarlyIntervention #SocialDevelopment #PhysicalDevelopment #EmotionalDevelopment #CDC

Alt text: 2 printed photos. One is of a little boy crawling and the other is a baby girl with a bib laying on her stomach. Text saying: "Check out the new milestones and tips to support children's development."

Promoting: The CDC's Milestone Tracker App



Caption: CDC made tracking early #developmental #milestones easy and fun with their FREE, parent-friendly app, Milestone Tracker. Download the app in English or Spanish and start tracking, supporting, and celebrating your child's early development today! www.cdc.gov/MilestoneTracker

Hashtags: #MilestoneMonday #ChildDevelopment #LTSAE #Family #IDRPP #Utah #EarlyIntervention #SocialDevelopment #PhysicalDevelopment #EmotionalDevelopment #CDC

Alt text: 3 phones with images of different babies as the home screen image. Text saying: "Download the CDC's Milestone Tracker App today! Download the app today to track your child's development, get tips and activities you can do with your child, keep track of doctors' appointments, find resources and support near you, etc."



Caption: Download CDC's Milestone Tracker app in English or Spanish to complete a milestone checklist for your child! Then, use the app to share a summary with your child's doctor, get tips for development, and find out what to do if you have a concern. www.cdc.gov/MilestoneTracker

Hashtags: #MilestoneMonday #ChildDevelopment #LTSAE #Family #IDRPP #Utah #EarlyIntervention #SocialDevelopment #PhysicalDevelopment #EmotionalDevelopment #CDC

Alt text: A phone with the CDC's app open to a profile of a 10 month old boy named Jayden. Text saying: "Check out the CDC's Milestone Tracker App"



Caption: Monitoring children's developmental milestones is not only a great way for parents to support their children's development, but can also be a fun, family activity! Download the CDC's Developmental Milestone tracker app to get started! www.cdc.gov/MilestoneTracker

Hashtags: #MilestoneMonday #ChildDevelopment #LTSAE #Family #IDRPP #Utah #EarlyIntervention #SocialDevelopment #PhysicalDevelopment #EmotionalDevelopment #CDC

Alt text: 3 phones showing different parts of the CDC's milestone tracker app. Text saying: "Download the CDC's milestone tracker app"

Social Media Tips and Tricks

The following pages have different tips and tricks you should use when posting on social media!

Social Media Tips & Tricks: Hashtags

You can use hashtags to get more reach with your posts. Some tips for using hashtags are:

- use a wide variety of hashtags- some that are general and some that are more specific to your post.
- use 15-30 hashtags on each post

Below are some hashtags that you can use when posting Learn the Signs. Act Early. content on your page. Feel free to add any others you think would be great!

#MilestoneMonday #ChildDevelopment #LTSAE
#Family #IDRPP #Utah #EarlyIntervention
#SocialDevelopment #PhysicalDevelopment
#EmotionalDevelopment



Social Media Tips & Tricks: Alt Text

Making your posts accessible!

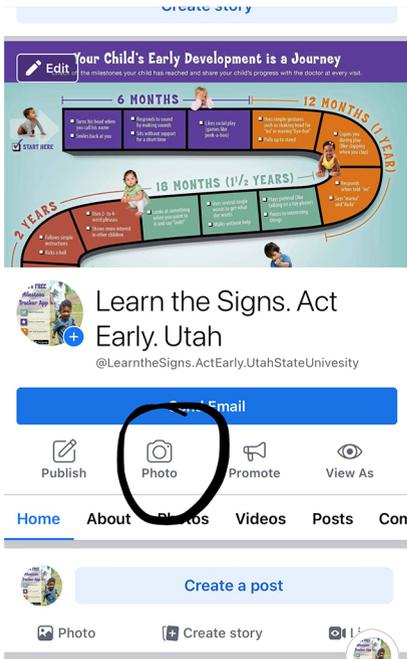
It's important that we make our posts easily accessible for individuals who have disabilities. This includes adding alt text to our photos and closed captions/subtitles to our videos. Below is step by step instructions for adding alt text to photos on Facebook, Instagram, and Twitter. It is super easy and will really change someone's experience on social media.

Included in this kit is alt text to go with every photo you might post. But just in case, here's some tips to help you write alt text:

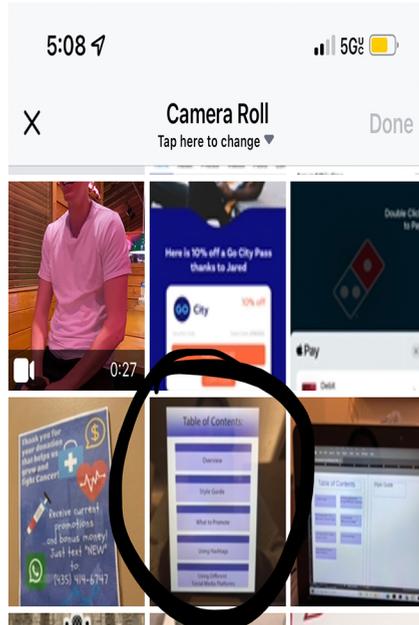
- Those who are visually impaired will have a screen reader describe the photo to them. When you write your alt text, make it so that they can easily imagine what the photo is.
 - Be descriptive, but don't use unnecessary words.
 - There is not need to say "image of " at the beginning. The screen reader will automatically say that.
 - Describe all the images and text in a photo. If saying the text, start by saying "Text that says..." and then include the text in quotation marks.



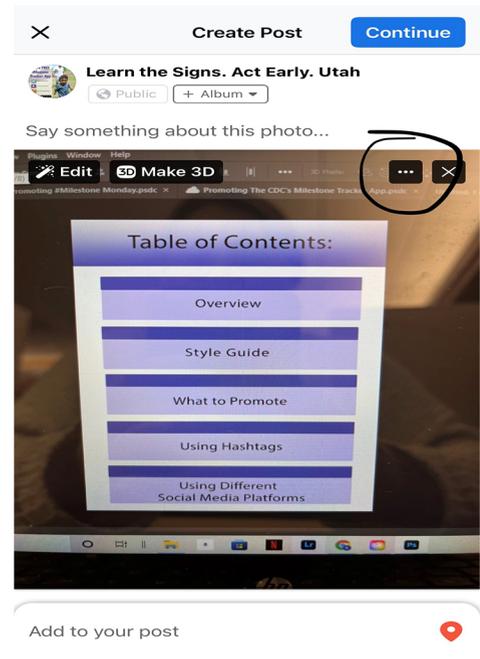
Adding Alt Text to Photos on Facebook from Your Phone



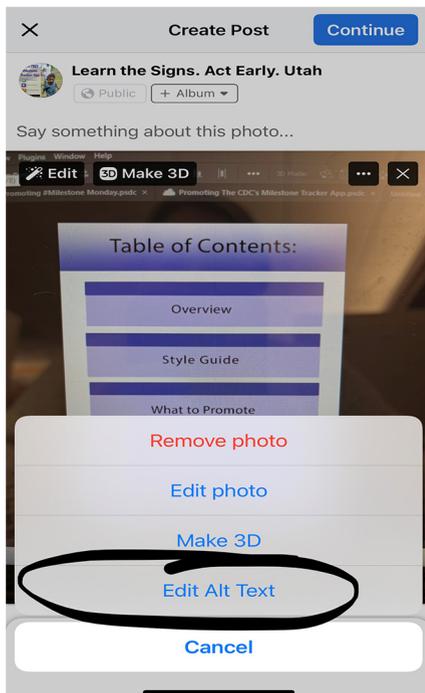
1. On your page, click photo to start post.



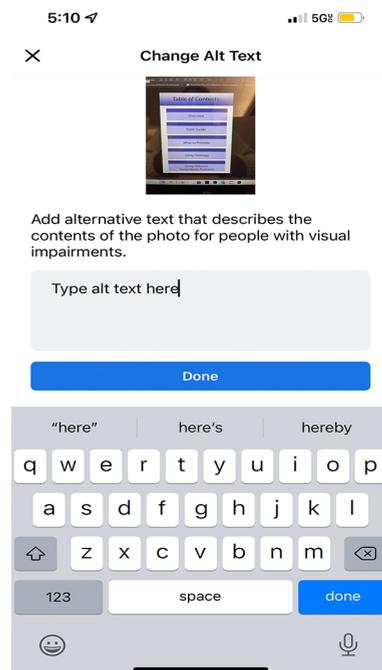
2. Choose your photo.



3. Click the 3 dots in the top right hand corner.



4. Click "edit alt text".



5. Type your alt text and click done. And that's it!

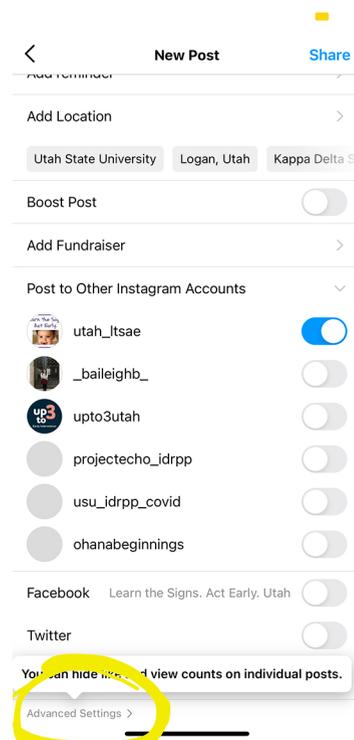
Adding Alt Text to Photos on Instagram from Your Phone



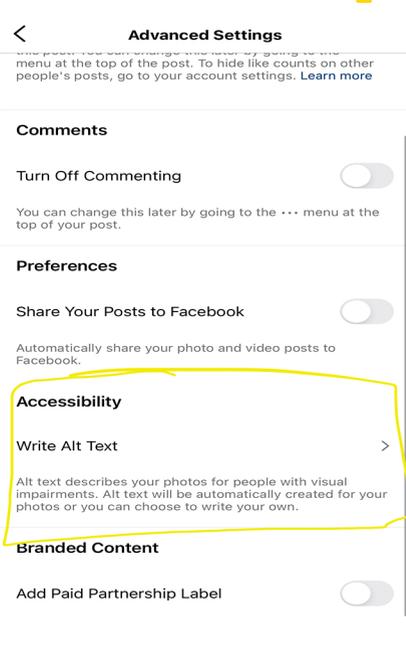
1. Start your post.



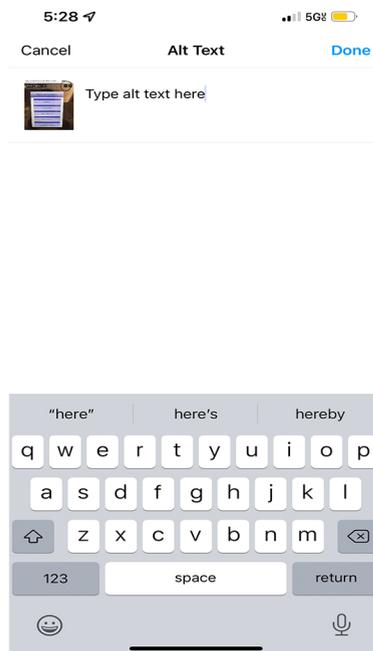
2. Pick your photo.



3. Click advanced settings at the bottom of the screen.



4. Click on write Alt text



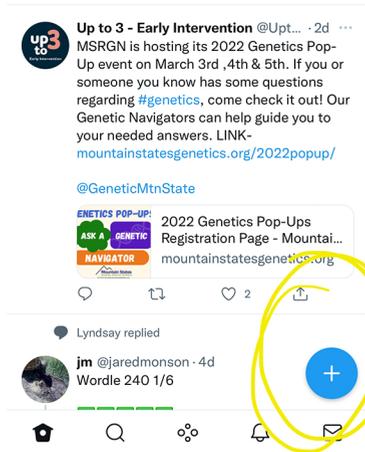
5. Write your alt text, then click done.

Adding Alt Text to Photos on Twitter from Your Phone

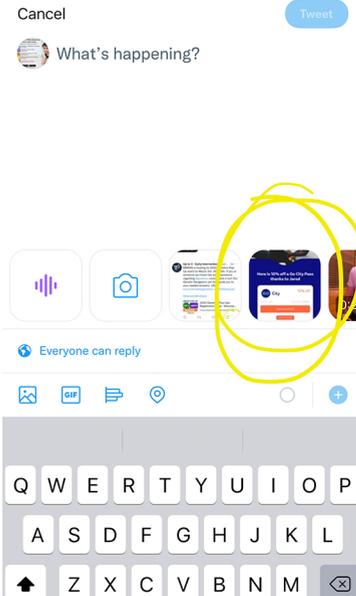
See Tweets in any language

Update your settings to add any language you want.

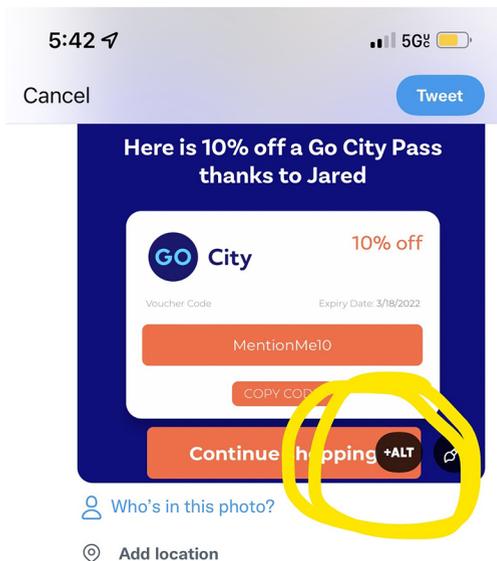
Add languages



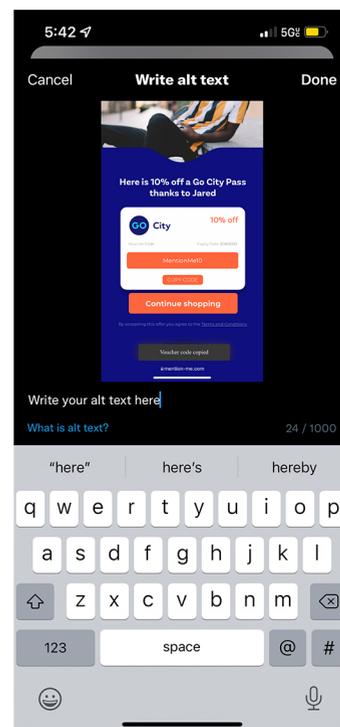
1. Start your post.



2. Choose your photo.



3. Click the +alt button in the bottom right hand side of your photo.



4. Write your alt text and press done.