



Brand Style Guide

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Introduction



It's time to Spread the Wellness.

With half of California's youth facing mental health challenges, the call for Certified Wellness Coaches has never been more critical. This guide outlines how we communicate our mission to develop a diverse and robust workforce of Certified Wellness Coaches dedicated to supporting the mental well-being of California's youth. You can use this guide to ensure our voice is unified, our message clear, and our impact profound.

Visual Identity



Visual Identity Is Part of a Bigger Picture

It's about making people feel seen, heard, and supported. Every piece of communication is a chance to reinforce that feeling for a happier, healthier California. Our visual identity is vibrant, hopeful, and as diverse as the youth we aim to support. Through our photography, copywriting, and design, we're building a community grounded in wellness, support, and understanding—all tied together with our Certified Wellness Coach insignia.





The Insignia



Our insignia is a symbol of our mission and the impact of the California Certified Wellness Coach program.

At its heart, California's silhouette stands proud, symbolizing our focused commitment to supporting the well-being of our state's children and youth.

Arching over the state is the distinctive rainbow-shaped circle pattern, also found in the HCAI logo. This not only visually connects the program to HCAI but also represents our collective pursuit to enhance behavioral health services under the HCAI umbrella.

The shared color palette between the logos further strengthens this connection, visually representing our collaborative efforts to foster a healthier California.



Working files (.png .eps. jpg) for the CWC Insignia are available upon request.

Usage



Insignias and text should always be locked-up next to each other, save for some exceptions.

Minimum Size for Insignia

The size of the **Certified Wellness Coach insignia** should not be scaled down too much because the legibility will decrease. Below are guidelines for the minimum size the logo should be in both print and digital cases.



Print
Insignia Only
Minimum Height: 0.25"



Web/Digital
Insignia Only
Minimum Height: 30px



Print
Insignia+Text
Minimum Height: 0.5"



Web/Digital
Insignia+Text
Minimum Height: 50px

Brand Lockup Safety Area

To keep the integrity of the **Certified Wellness Coach insignia** and brand intact, no other graphic elements should be within the safety area of the logo. The safety area (C) is equal to the height of the capital "C" from the insignia.

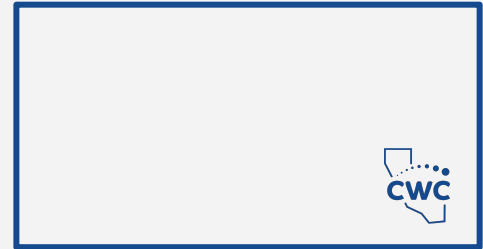
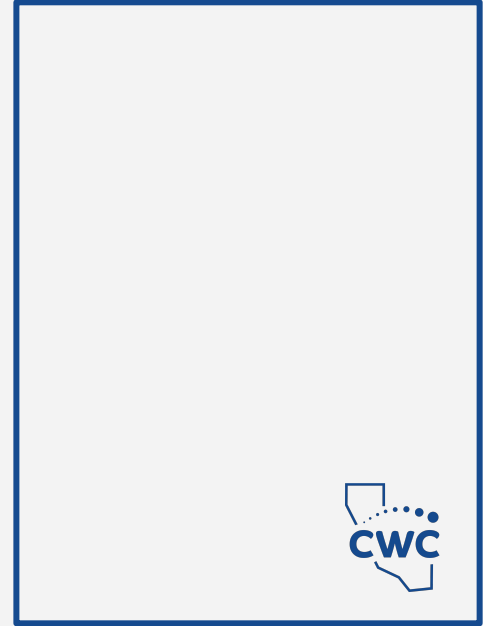
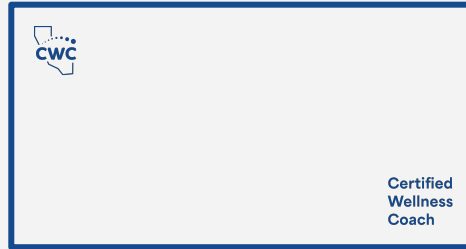
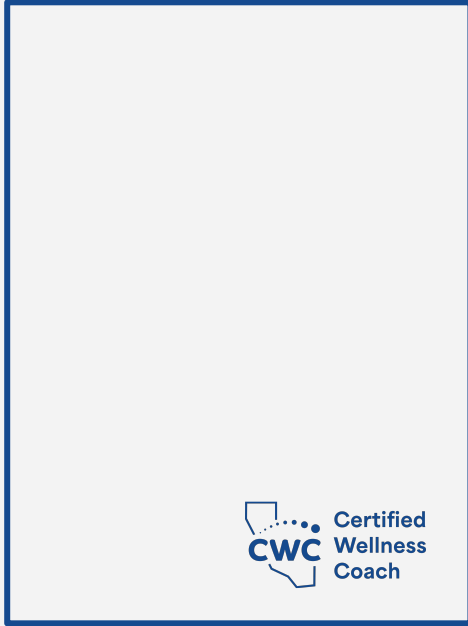


Incorrect Insignia Usage

The **Certified Wellness Coach** insignia should be used in its entirety with no alterations or additions made to it.



Layout
Placement
Suggestions



Typeface



Primary Typeface Combo

Co
Headline Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678

Co
Headline Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678

Area
Normal ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678

Area
Normal SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678



Font files for computer install
are available upon request.

Primary typeface usage

**LOREM IPSUM DOLOR SIT
AMET, CONSECTETUR ADIPISCING
ELIT. PELLENTESQUE IACULIS
IACULIS NISL NON SCALERISQUE.
ALIQUAM AC LAOREET AUGUE.**

Co Headline Bold as a standalone can be uppercase or lowercase

**Lorem ipsum dolor sit
Amet, consectetur adipiscing
elit. Pellentesque iaculis iaculis
nisl non scelerisque. Aliquam
ac laoreet augue.**

Co Headline Bold as Headline is always uppercase

**LOREM IPSUM DOLOR
SIT AMET, CONSECTETUR
ADIPISCING ELIT. PELLENTESQUE
IACULIS IACULIS NISL NON
SCALERISQUE.**

Area Extrabold for sub-headlines

**Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Pellentesque
iaculis iaculis nisl non scelerisque.**

Area Semibold for body copy

**Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Pellentesque iaculis iaculis nisl non scelerisque. Aliquam ac
laoreet augue. Nullam sit amet imperdiet velit. Donec iaculis
erat vitae elit lacinia, sit amet ornare justo porttitor. Suspendisse
potenti. Cras semper orci at nisi dapibus imperdiet. Cras diam odio,
venenatis nec tortor vitae, blandit ultrices nisl. Sed pulvinar
vel orci ac scelerisque.**



Secondary Typeface Combo

Baloo 2
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Baloo 2
Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

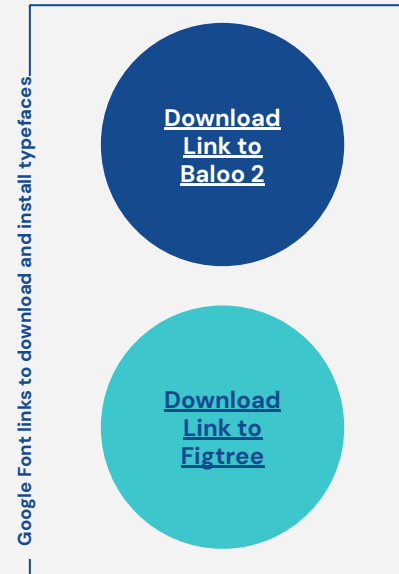
Figtree
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Figtree
Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Digital-use only (Google Docs/Slides, PowerPoint, etc.) when the primary typeface combo is not available.



Secondary typeface usage

**LOREM IPSUM DOLOR SIT
AMET, CONSECTETUR ADIPISCING
ELIT. PELLENTESQUE IACULIS NISL
NON SCALERISQUE. ALIQUAM AC
LAOREET AUGUE.**

Baloo 2 Bold as a standalone can be uppercase or lowercase

**Lorem ipsum dolor sit
amet, consectetur adipiscing
elit. pellentesque iaculis nisl
non scelerisque. aliquam
ac laoreet augue.**

Baloo 2 Bold as Headline is always uppercase

**LOREM IPSUM DOLOR SIT
AMET, CONSECTETUR ADIPISCING
ELIT. PELLENTESQUE IACULIS NISL
NON SCALERISQUE. ALIQUAM
AC LAOREET AUGUE.**

Figtree Bold for sub-headlines

**Lorem ipsum dolor sit
amet, consectetur adipiscing
elit. pellentesque iaculis nisl
non scelerisque.**

Figtree Medium for body copy

**Lorem ipsum dolor sit
amet, consectetur adipiscing
elit. pellentesque iaculis nisl
non scelerisque.**

Digital-use only (Google Docs/Slides, PowerPoint, etc.) when the primary typeface combo is not available.



Digital Color Palette



CWC Digital Color Palette

1

#184A93

#EF5031

#EFB12E

#3DC6CB

#0E7D98

#a3b6d4

#f9b9ad

#f9e0aa

#b1e9ea

#9fcbd4

#d2dbea

#fddcd7

#fdefd5

#d8f4f5

#d0e5ea

Aa Aa
Aa Aa
Aa Aa

CWC 508 Compliant
Type Color Contrast Recommendations

Aa

Aa

Aa

Aa

Aa

Aa

Aa Aa

Aa Aa

Aa Aa

Aa Aa

Aa Aa

Aa Aa

Aa Aa

Aa Aa

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Aa Aa

Aa Aa

Aa Aa

Aa Aa

Aa Aa

Aa Aa

Aa Aa

Aa Aa

508 Compliant Insignia + Color Palette Interactions





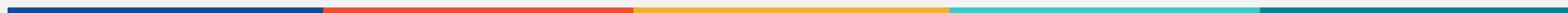
Graphic Elements

Full Color Stripe

25

The Full Color Stripe implements our color palette in full, adding a pop of color and dynamism to layouts. It can be used in many different ways and sizes.

HCAI



Minimum Size: 3px



Maximum Size: 12px

Color stripes can be equal in size (as seen above) or stretched randomly to emphasize a specific color (see examples below.)



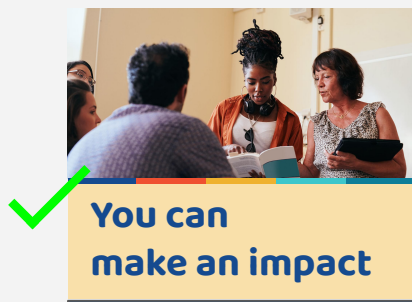
Full Color Stripe Do's & Don'ts

26

HCAI



The Full Color Stripe is preferably used as a base for photography or a text panel to separate a photo from a text panel or separate text panels.



It is best to use CWC blue to separate text panels after using the Full Color Stripe.



Full Color Stripe Do's & Don'ts

27

HCAi



Do not use double stripes on any layout.



Do not use the Full Color stripes with any of the main colors in it. See next page for instructions on color pairings.



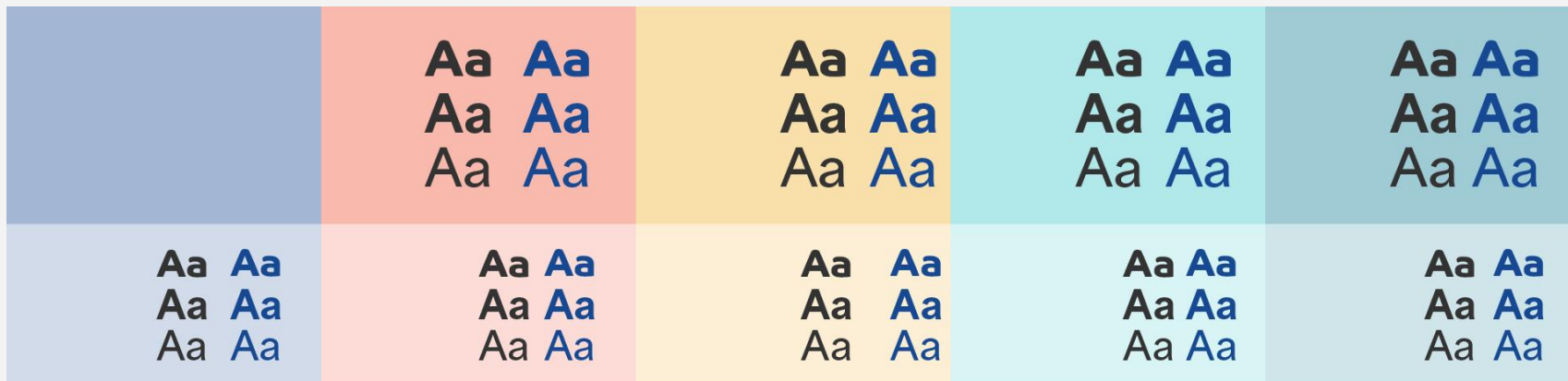
Full Color Stripe Do's & Don'ts

28

HCAi

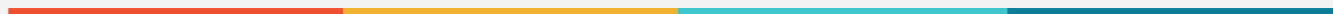


The Full Color Stripe should only be placed in between text blocks using the secondary lighter hues as a background color.



Secondary Color Stripe

The Secondary Color Stripe implements the secondary colors in our color palette, adds a pop of color when the CWC blue or CWC yellow are used as the main color in a layout or text panel.



Minimum Size: 3px



Maximum Size: 12px

Color stripes can be equal in size (as seen above) or stretched randomly to emphasize a specific color (see examples below).



Secondary Color Stripe



Make sure to replace the CWC yellow on the stripe for CWC blue when using on a layout or text panel where CWC yellow is the predominant color.



Secondary Color Stripe



Do not use the Secondary Color Stripe with the rest of the colors in the color palette.



Secondary Color Stripe – used as an graphic embellishment

32

HCAi



Only use the Secondary Color Stripe as a graphic embellishment on CWC blue or its secondary hues either as an underline or placed freely.



Secondary Color Stripe – used as an graphic embellishment

33

HCAI



Insignia + Color Block Lockup

The insignia + color block lockup provides branding and color to images used in email templates and social media. It can display the full color palette or have colors subtracted. The CWC blue is the dominant color and the secondary ones can be sized freely.



For sizing, refer to pages 11 (minimum size) and 12 (padding/safety area).

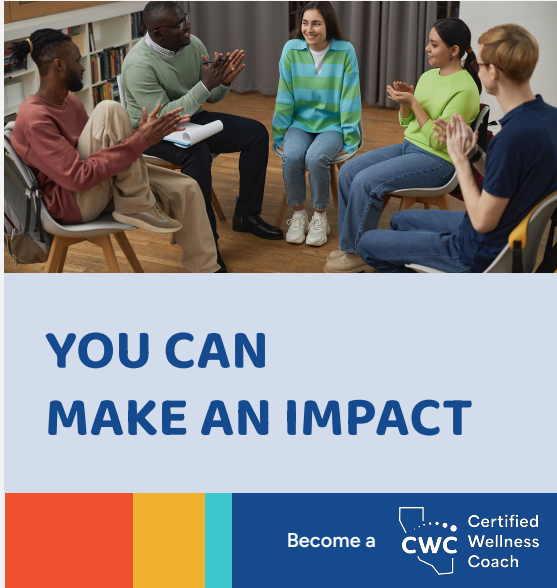
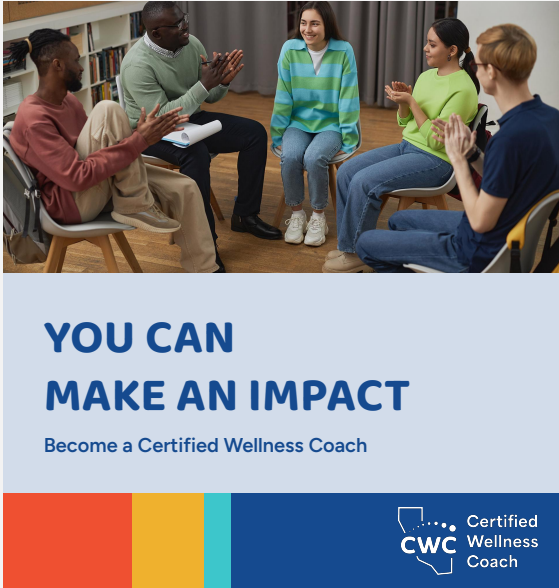
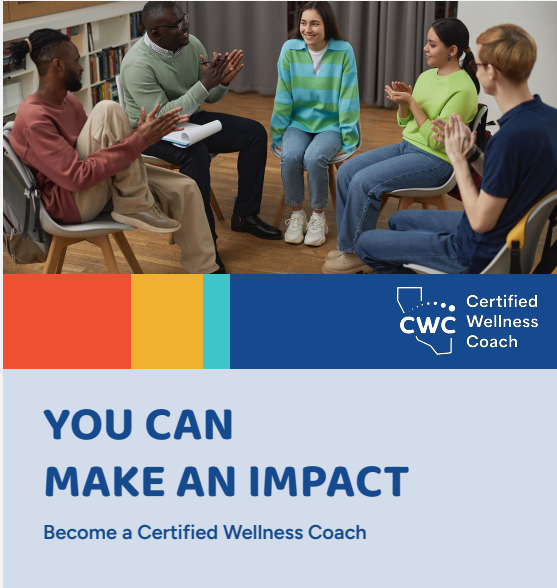


Insignia + Color Block Lockup Do's and Don'ts



Only use the insignia + color block lockup as a base for photography.

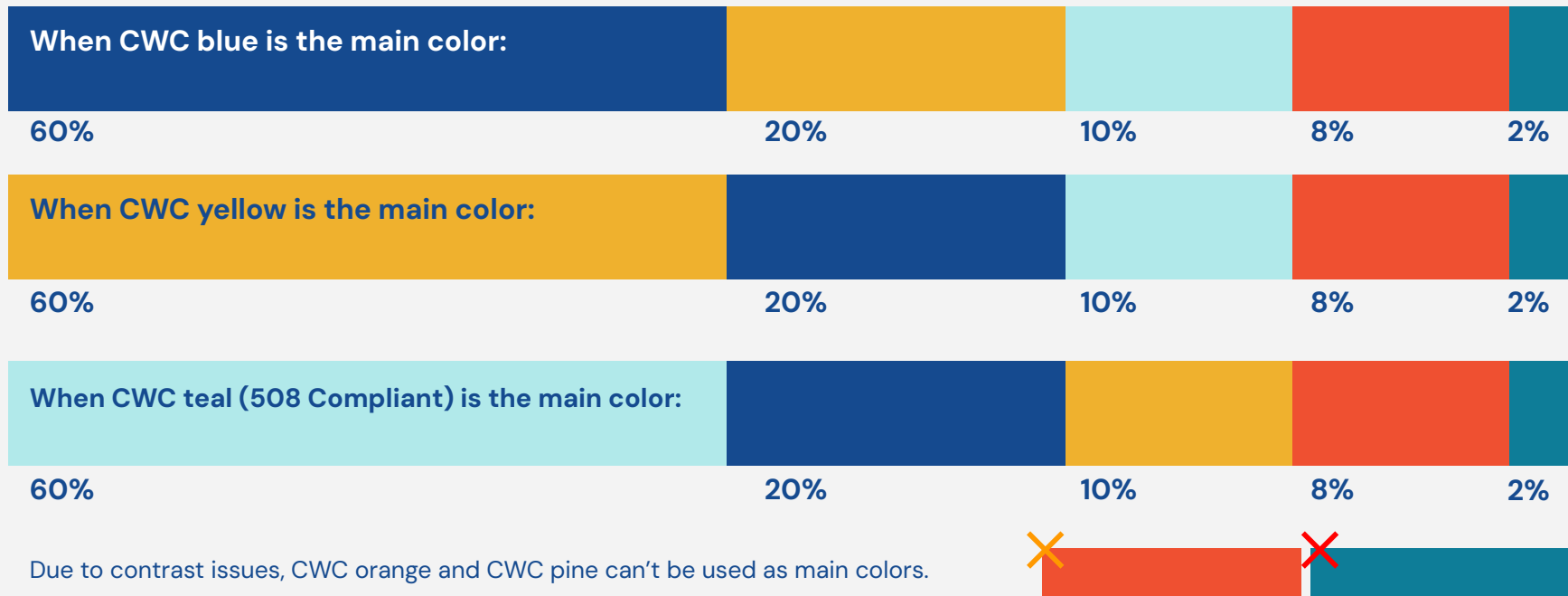
Insignia + Color Block Lockup Do's and Don'ts



Do not use the insignia + color block lockup to create layouts of any kind.

Color Block for Layouts

We recommend a color blocking approach to make display ads and social posts more visually impactful. We can use our full color palette (as long as it's 508 compliant) in percentages to achieve a balanced and colorful layout. Please refer to our 508 Compliant Type Color Contrast Recommendations and full insignia + color palette Interactions for text and logo placement.



Color Block Layouts with Photography

When using photography, make sure it does not occupy more than 50% of the layout and follow an approximate of the percentages recommended.



When using the full Insignia make sure it's placed in a space where it can live by itself or where it could fit in its minimum size. See Minimum Size Guide.



We recommend removing the CWC pine if more room for the image is needed and then size the color panel appropriately.





Co-Branding

Co-Branding

40

Our objective in developing a co-branding system is to grow the **Certified Wellness Coach** brand while giving our partners the opportunity to use their established brand. Partners can use their brand equity and ties to their community to receive attention for their affiliation with the program. This will create a brand halo that is mutually beneficial.

HCAi



Place three “C”s from the insignia in a row to space the logos out and center the separating line to the middle “C”



Photography



How do our values and mission translate into our photography? Here's how:

Inclusivity

We are dedicated to supporting the well-being of all young Californians. Our photography reflects our diverse workforce and the broad communities we serve.

Keywords: *inclusive, diverse, culturally vibrant*

Empathy

Photography should capture the compassionate spirit of the program, showing moments of connection and understanding.

Keywords: *compassionate, supportive, empathetic*

Guidance

Use photography that authentically captures Wellness Coaches guiding youth on their wellness journeys.

Keywords: *uplifting, inspiring, guiding*





Photography Sources

Our visual narrative is crafted through carefully selected imagery that reflects our program's core values. To maintain consistency and authenticity across our brand communications, we primarily utilize stock photography. However, when co-branding, partners may use non-stock photographs that represent their local communities, provided these images align with our brand's ethos and visual style.

Guidelines for Selecting Photography:

- Whether stock or non-stock, all photos should mirror the tone, ethos, and style of our approved imagery.
- Images should authentically reflect the diversity of our workforce and the communities we serve.
- Ensure all people featured in photographs have given proper release for their image, and no identifying information is visible.

Photography Themes:

- **Coaching in Action:** Select images that represent coaches actively engaging with and supporting children and youth.
- **Learning in Action:** Depict children and youth individually and in groups in various learning scenarios, wherein they are experiencing moments of growth, discovery, and connection.
- **Professional Environments:** Illustrate potential work settings and scenarios where Certified Wellness Coaches might operate that underscore the tangible outcomes of our program.

For guidance and inspiration, refer to our photo lookbook/collection. This resource serves as a visual benchmark for the quality and style of images that resonate with our brand and effectively communicate our mission.



Portraits



44

HCAI



Learning environment



Working environment



Browsing/Researching



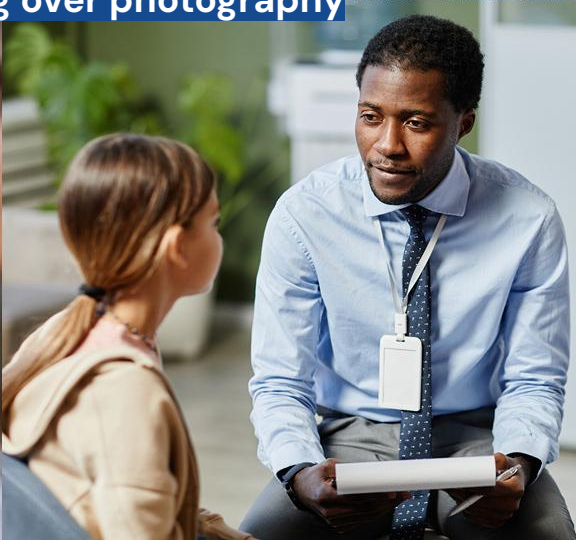
Youth interacting



Teens interacting



Full insignia placing over photography





"Insignia only" placing over photography (for digital use only)





Incorrect insignia + wordmark use over photography



Layout Examples

Flyers




SCHOLARSHIPS

FOR STATE UNIVERSITY OR COMMUNITY COLLEGE STUDENTS

WANT TO MAKE A DIFFERENCE IN THE LIVES OF CHILDREN AND YOUTH?

Annual scholarships, administered by California's Department of Health Care Access and Information, will cover one year of education at a California university or community college with a maximum award of \$35,000 per student. Recipients must be willing to study human services, addiction studies or social work and, after graduation, commit to a service obligation for one year as a Certified Wellness Coach.

Apply April 9 - May 24, 2024

[Click to view our video](#)



What It Covers

Tuition and fees
Books and supplies
Room and board
Transportation
Loan fees
Dependent care

Who's Eligible

Students enrolled or accepted into an associate or bachelor's level program who plan to study in the fields of social work, addiction studies, or human services at a California college or university for the 2024-2025 academic year.

Application Period

Applications open at 3 p.m. on Tuesday, April 9, 2024, and close at 3 p.m. on Friday, May 24, 2024.

Start your application journey at cawellnesscoach.org

Digital




SCHOLARSHIPS

FOR STATE UNIVERSITY OR COMMUNITY COLLEGE STUDENTS

WANT TO MAKE A DIFFERENCE IN THE LIVES OF CHILDREN AND YOUTH?

Annual scholarships, administered by California's Department of Health Care Access and Information, will cover one year of education at a California university or community college with a maximum award of \$35,000 per student. Recipients must be willing to study human services, addiction studies or social work and, after graduation, commit to a service obligation for one year as a Certified Wellness Coach.

Apply April 9 - May 24, 2024

What It Covers

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Application Period

Applications open at 3 p.m. on Tuesday, April 9, 2024, and close at 3 p.m. on Friday, May 24, 2024.



Start your application journey at cawellnesscoach.org

Print



Print Ad



Certified
Wellness
Coach



COLLEGE GRADS: READY TO MAKE A REAL IMPACT?

As a **Certified Wellness Coach**, you're not just starting a career—you're transforming lives.

Graduating with a degree in a field such as human services, social work, or addiction studies? Congrats! Now, you can make a real impact on young lives by stepping into a career as a Certified Wellness Coach. Certified Wellness Coaches help children and youth build the vital skills they need to lead happier, healthier lives. Ready to make an impact? **Let's Spread the Wellness.**

Supported by



Learn more about becoming a **Certified Wellness Coach** and get certified at cawellnesscoach.org.



Display Ads

160x600



**HAVE A
DEGREE
IN SOCIAL
WORK?**

You may
be eligible
to become a
Certified
Wellness Coach.



[Learn More](#)

300x250




**HAVE A DEGREE
IN SOCIAL WORK?**

You may be eligible to become
a Certified Wellness Coach.

[Learn More](#)

**HAVE A DEGREE
IN SOCIAL WORK?**

You may be eligible
to become a Certified
Wellness Coach.




[Learn More](#)

728x90

320x50



Start your career as a
Certified Wellness Coach.

[Learn More](#)





Start Your Certification Journey Today

Dear [First Name],

We are excited to announce that our Wellness Coach Certification site is officially live!

Here's what you'll discover:

- Clear steps to guide your application process.
- Handy application checklists tailored for both Education and Workforce pathways to ensure you have everything required to attain Certified Wellness Coach I and II certification.
- An accessible application form to kickstart your certification journey.

Ready to get certified as a Wellness Coach? Click the link below, confirm your eligibility, and start your journey:

[Start Your Wellness Coach Journey](#)



Department of Health Care Access and Information
2020 West El Camino Avenue, Suite 1222, Sacramento, CA 95833

hcai.ca.gov

[Contact Us](#)

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You can [update your preferences](#) or [unsubscribe](#)



Thank you for joining the Certified Wellness Coach community!

Welcome, [First Name]. We appreciate your interest in the Certified Wellness Coach profession, and we look forward to sharing updates with you!

Certified Wellness Coaches can make a positive difference in schools and communities because they can help the young people they serve lead happier, healthier lives.

Whether you're aspiring to be a Certified Wellness Coach, interested in hiring one, or if your organization is considering becoming an educational program, your journey with us is just beginning.

Let's Spread the Wellness.

Keep an eye on your inbox for more updates!



Department of Health Care Access and Information
2020 West El Camino Avenue, Suite 1222, Sacramento, CA 95833

hcai.ca.gov

[Contact Us](#)

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Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe](#)

Email Templates

Brand Tone & Voice



Our Brand

**Our brand promise is enduring,
comprehensive support for the mental well-being
of children and youth in California.**

We're not just providing guidance.

We're fostering resilience, positivity, and hope.

We're not just a workforce.

We're a movement toward understanding, empathy, and wellness.

We're not just offering support.

We're creating a new narrative in youth mental health.

We're building a future where mental resilience and well-being are within reach for every young Californian.

And together, we're shaping a healthier, happier California.

Brand Personality

Our brand personality is built from four distinct traits that define our approach and guide our mission to promote mental wellness for California's youth.



Empathetic and Supportive:

We offer a listening ear and a steady hand, ensuring that every individual feels understood and has the support they need to thrive.



Innovative and Proactive:

We embrace new ideas and solutions to foster a culture of well-being, always aiming to stay ahead in supporting our communities' needs.



Encouraging and Uplifting:

We inspire children and youth to see their potential and pursue their well-being with confidence.



Inclusive and Welcoming:

Our strength lies in our diversity, and we strive to make every young Californian feel valued and heard.

No single trait is more important than another. It's how they work together that helps us shape a happier, healthier California.

Brand Voice

Voice Overview

Our voice is the soul of our communication. It's how we reach out, connect, and make a difference. Every word we choose reflects our commitment to mental wellness for California's youth.

Through every touchpoint, our brand voice seeks to build connections, inspire action, and contribute to a culture where mental well-being is prioritized and celebrated. It's how we turn our mission into a movement, one conversation at a time.

Voice in Context



To Youth:

We're encouraging and relatable, speaking with optimism and understanding.



To Employers and Educators:

Our tone is informative yet warm, offering guidance and support as partners in the journey toward supporting the mental wellness of children and youth.



In Awareness Campaigns:

We are bold and inspiring, aiming to spark meaningful conversations about mental wellness and the critical role of support and understanding.



In Educational Materials:

Our voice is clear, accessible, and reassuring, breaking down complex topics into digestible insights that empower and inform.

Copy Guidelines

Language Conventions

Our communications are crafted to be accessible and engaging for a wide audience, ensuring the information about the Certified Wellness Coach program is easy to understand and share:

- All program materials, website content, and outreach communications aim for an 8th-grade reading level. This ensures our messages are clear and accessible to individuals of varying ages and educational backgrounds.
- Use a single space between sentences.
- Avoid using the acronym "CWC" where possible. Always introduce with "Certified Wellness Coach (Coach)" first, followed by "Wellness Coach" in subsequent references. "Coach" may be used alone only after one of the longer forms has been mentioned, ensuring the term is never misunderstood or taken out of context.
- "Health care" is spelled as two words, aligning with industry standards, except in specific titles.
- When referring to "mental wellness", "wellness", "mental well-being," or "well-being," these terms are chosen carefully to reflect the program's focus on providing support, avoiding any implication of medical or clinical intervention.
- When discussing the impact of Certified Wellness Coaches, avoid overpromising or suggesting a direct causation in elevating the well-being of children and youth (for instance, instead of writing "Certified Wellness Coaches improve the mental health and well-being of children and youth," it should read, "Certified Wellness Coaches play a role in supporting the mental health and well-being of children and youth."





Common Terms

Program Name: The full program name is California Certified Wellness Coach program. In a sentence, refer to the program as the “California Certified Wellness Coach program,” “HCAI’s Certified Wellness Coach program,” or “the Certified Wellness Coach program,” **not** “The HCAI Certified Wellness Coach Program.” (Do not capitalize the ‘T’ in “the” or the “P” in “program.”)

Profession Name: The profession name is California Certified Wellness Coach. In a sentence, refer to the Certified Wellness Coach profession as “Certified Wellness Coach” upon the first reference, followed by “Wellness Coach” in subsequent references. “Coach” may be used alone only after one of the longer forms has been mentioned, ensuring the term is never misunderstood or taken out of context.

In a sentence, always refer to our target audience as “children and youth” where possible. In cases of limited space, refer to our target audience as “youth”. Avoid terms that might imply a narrow scope, such as “students” or “children,” unless specifically discussing those groups. Do not refer to our target audience as “clients”.

The term “mental wellness” is preferred to broadly encompass emotional, psychological, and social well-being. While we avoid using terms like “mental health issues” or “mental health problems” to maintain a positive focus, we acknowledge the existence of “mental health challenges,” which allows for a respectful acknowledgment of the hurdles without stigmatizing them.

Do not use “therapy,” “treatment,” or “counseling” to maintain a distinction from clinical interventions.

Reading Level

Our communications are crafted to be accessible and engaging for a wide audience, ensuring the information about HCAI's Certified Wellness Coach program is easy to understand and act upon:

All program materials, website content, and outreach communications aim for an 8th-grade reading level. This ensures our messages are clear and accessible to individuals of varying ages and educational backgrounds.

We prioritize simple language and short sentences. Complex ideas are broken down into manageable, relatable concepts to enhance comprehension and engagement.

We use the Flesch Reading Ease and Flesch–Kincaid Grade Level methods for testing readability.



Term Usage Examples

Below are examples of how we use key terms for the Certified Wellness Coach program. We've highlighted common mistakes and the correct ways to address them.



Approved

Certified Wellness Coach

The California Certified Wellness Coach
program

Wellness Coach (following Certified
Wellness Coach)

the program

Supporting mental wellness

Mental health challenges



Unapproved

CWC, Certified wellness coach

The California Certified Wellness Coach Initiative,
the California Certified Wellness Coaching
wellness coach (without prior reference to Certified)

The Program

improving mental health (suggesting medical
treatment)

mental health issues/problems



Contact & Social Media Information

Please use the following formats for contact information and social media.

URL

cawellnesscoach.org (do not include www.)

Phone number

(xxx) xxx-xxxx (always in this format)

Social media hashtag

#CertifiedWellnessCoach (title case)

Facebook

facebook.com/CAWellnessCoach

Instagram

instagram.com/cawellnesscoach

Twitter/X

twitter.com/CAWellnessCoach

Call-to-Action (CTA) Guidelines

Write short and clear CTAs that motivate people to act.

Examples of CTAs include:

- Learn More
- Become a Certified Wellness Coach
- Become a Wellness Coach
- Become an Educational Program
- Educate Wellness Coaches
- Hire a Certified Wellness Coach
- Hire a Wellness Coach
- Contact Us
- Get Started Now
- Apply Now
- Learn About Wellness Coaching
- Learn About Wellness Coaches
- Get Certified

508 Compliance



508 Compliance

Section 508 of the United States Workforce Rehabilitation Act of 1973 is a U.S. law requiring that all electronic and information technology developed, procured, maintained, or used by the federal government be accessible to persons with disabilities.

The **Certified Wellness Coach** digital properties are all designed to be 508 compliant. These include:

cawellnesscoach.org website

CWC YouTube channel

Facebook, Instagram, and Twitter assets

Digital Banners

Statutory guidelines for 508 compliance can be found in the [Web Content Accessibility Guidelines 2.0](#).

The WCAG guidelines are the most comprehensive web-accessibility guidelines available. WCAG standards are very helpful for 508 compliance, but WCAG and 508 are not the same thing.



Thank You

