

The *Be Fierce. Take Control.*<sup>TM</sup> campaign is designed to educate and empower young African American women. For information about the campaign, visit [befiercetakecontrol.org](http://befiercetakecontrol.org). For more detailed information about using campaign assets, please review the *Be Fierce. Take Control.*<sup>TM</sup> Brand Guidelines.

## Using campaign assets

Campaign assets include assets provided in the [Social media assets bundle](#) and [Event asset bundle](#), the campaign logo, approved colors, and approved fonts. Lupus is often called the great imitator. Therefore, it is important to make sure that the visual elements of the campaign are consistent, recognizable, and used properly – regardless of where they appear.

## Campaign logo, color, and font guidelines

- The logo can appear in black or white, depending on the background color it will be set against. Be Fierce and Take Control should be used with the same color, black or white, at all times.
- Do not recreate the logo.
- Do not recreate the logo design style.
- Avoid scaling, stretching, or condensing the logo relative to its original proportions.
- Do not modify or change the colors or fonts of the campaign assets.
- Do not use the logo or graphics outside of those provided in The Playbook.



## Campaign language and formatting guidelines

- Always use #BeFierceTakeControl.
  - » CORRECT: #BeFierceTakeControl
  - » INCORRECT: #befiercetakecontrol
- Always use [befiercetakecontrol.org](http://befiercetakecontrol.org).
  - » CORRECT: [befiercetakecontrol.org](http://befiercetakecontrol.org)
  - » INCORRECT: [www.befiercetakecontrol.org](http://www.befiercetakecontrol.org)
- Always italicize *Be Fierce. Take Control.*<sup>TM</sup> with the trademark symbol (™).
  - » CORRECT: *Be Fierce. Take Control.*<sup>TM</sup>
  - » INCORRECT: Be Fierce. Take Control.TM
  - » INCORRECT: *Be Fierce. Take Control.*

## Campaign assets provided in the bundles

To make it easier to follow the above guidelines, we provide preapproved graphics for your organization to use on different social media platforms in the [Social media assets bundle](#) and [Event asset bundle](#). Customizing the assets for your specific event and campus is important – you know more about what will catch the interest of your school’s student population. That’s why we’ve provided instructions for you to customize the assets in the [Social media assets bundle](#) and [Event asset bundle](#) resources.

Always keep in mind when posting assets:

- Use scientifically accurate information when talking about lupus. We recommend using information provided in the [Social media assets bundle](#), the [Lupus fact sheet](#), or on the *Be Fierce. Take Control.*<sup>™</sup> website ([befiercetakecontrol.org](http://befiercetakecontrol.org)). If you’re unsure of the accuracy – don’t post it!
- Abide by the campaign logo, color, and font guidelines above. If you’re unsure that your custom asset will break the guidelines – don’t post it!



SELF  
CARE  
ISN'T  
SELFISH