



GUIDELINES FOR USING “OPERATION WIPE OUT” BRANDING/MATERIALS

States or organizations are encouraged to adopt or adapt OPERATION WIPE OUT at no cost. Below are guidelines regarding use of **OPERATION WIPE OUT** branding and materials. Any and all variations will only serve to move the mission to eliminate cervical cancer forward.

ADOPT

(No restrictions)

- Copy and use all materials (flyers, graphics, messages, presentations, etc.) provided under *OPERATION WIPE OUT* name. All materials are posted on the website. If an organization needs the materials with printing marks, send an email to info@operationwipeout.org.
- Use the *OPERATION WIPE OUT* logo and name in your outreach, provided it is not used in a for-profit or political context.
- Request customization of materials for your state, region, or population. You may request localized changes by contacting us directly. For example, phone numbers, stats, logos (e.g., *OPERATION WIPE OUT* [STATE NAME], *OPERATION WIPE OUT* at UAB). *We are happy to make these changes for consistency.*
- Please do not alter the logo, name, content or visual identity without approval.

Required Attribution for Unmodified Campaigns Outside Alabama:

- Please include the following credit line wherever materials are used:
“Used with permission from original campaign developed by OPERATION WIPE OUT ALABAMA (www.operationwipeout.org).”
- When posting online (e.g., websites, social media), link back to the original campaign site - www.operationwipeout.org

ADAPT

(Please use the following guidelines when using materials but changing the name)

- Adapt *OPERATION WIPE OUT* materials under a new campaign name with appropriate attribution and written acknowledgment.
- Use our templates, messaging frameworks, or visual concepts, with acknowledgment of *OPERATION WIPE OUT*.
- Host your own website with your branding.

Required Attribution for Modified Campaigns:

- Add this statement clearly on printed and digital materials:
“Adapted with permission from original campaign developed by OPERATION WIPE OUT ALABAMA (www.operationwipeout.org).”
- Online or digital materials should include a link to the original campaign site or a landing page that acknowledges *OPERATION WIPE OUT* as the source - www.operationwipeout.org (in addition to the statement “adapted with permission from original campaign developed by *OPERATION WIPE OUT ALABAMA*.”)

Approval Request:

- Please send a draft of your adapted materials to us at info@operationwipeout.org for review before public distribution. This helps ensure messaging integrity and appropriate credit.

NOTE

Please don't claim the adapted campaign as entirely original without acknowledging its origin.