

CRUSH FRIDAY Niche Campaign Standards

Logos:



Logo Font: **NORWESTER**

Campaign Colors for Specific Sub-brands:

- Blue- Music
- Purple- Beach
- Green- Wine
- Coral- Mountain/ Outdoor
- Gold- Craft Beer
- Gray- Oyster

**CRUSH FRIDAY
COLOR PALETTE**

CMYK



C 60
M 20
Y 15
K 0



C 30
M 60
Y 15
K 0



C 30
M 25
Y 100
K 0



C 10
M 50
Y 60
K 0



C 15
M 35
Y 100
K 0



C 30
M 15
Y 25
K 0

RGB



R 101
G 168
B 196



R 181
G 122
B 160



R 189
G 174
B 50



R 225
G 145
B 108



R 219
G 166
B 40



R 180
G 195
B 187

Editorial Use of Logo:

When used on its own it is written in all caps. Ex. CRUSH FRIDAY

When used in a sentence can be written as two capitalized words.
Ex. Crush Friday or Crushing Friday

Kick Off: Week leading up to [National Plan for Vacation Day](#)

Strategy Timeline Waves for Niche Campaign:

How we talk about CRUSH FRIDAY throughout the year

Wave 1 January 15 th – February 4 th	Wave 2 February 5 th - April 8 th	Wave 3 April 9 th - December 31 st
Strategy		
Don't waste your vacation days.	Showcase everything you could be doing in the office on a Friday instead of working.	Build on Wave 2 with UGC (user generated content) of others Crushing Friday.
Message		
Millions of vacation days go unused each. Plan to take a vacation. Start with planning to take a Friday this year.	You should not be working. You could be ___ instead of working. Take a Friday off and Crush Friday.	UGC. These people are Crushing their Friday by ___. You could be too.
Campaign Approach		
Owned & Earned	Owned, Earned & Paid	Owned & Earned

Target Audience:

- 1) Millennial work martyr in the DC area. 2) Millennial work martyrs in Virginia's tier 1 and tier 2 markets. More information on page 6 & 7 of [Crush Friday toolkit](#).

Vacation Use Statistics and More Information:

Vatc.org/CrushFriday

ProjectTimeOff.com

Hashtags: #CrushFridayVA #PlanForVacation