

REOPEN ROCK BUSINESS TOOLKIT



The tools in this kit were created to support Rock County businesses and build awareness of the measures being taken by businesses and customers to keep our county safe, healthy and open.



WHAT'S IN THE KIT

SLOGAN

Our slogan encapsulates the feeling behind the Reopen Rock Stay Safe Pledge program. Use it in your communications to employees and consumers.

YOUR SAFETY MEANS EVERYTHING TO US.



KEEP ROCK SAFE PLEDGE MARK

The Reopen Rock Pledge is designed to give customers confidence that your Rock County business is committed to meeting the criteria outlined by state and local authorities, and consistently focused on putting employee and customer safety first.



Note:

Always show the full Reopen Rock Stay Safe Pledge mark when using. Do not cut off any of the design elements and be sure to have plenty of clear space around the outside.

DOWNLOAD THESE ASSETS:

Go to ReopenRock.com/TBD for full access to all of the digital assets in this document.



WHAT'S IN THE KIT

ICONS

We have designed a set of icons to clearly communicate the measures Rock County businesses are employing to provide a safe and healthy environment for employees and customers.

Use them in your internal communications to employees as well as on social media. The icons have been provided in the following formats: PDF, JPG and PNG



Keeping employees healthy and safe



Encouraging physical distance



Preventing unnecessary contact



Increased sanitation measures



Cover your mouth and nose



Stay home if you're feeling sick



Wash your hands frequently

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WHAT'S IN THE KIT

ADDITIONAL ICONS

We have designed a set of additional icons to clearly communicate the measures Rock County businesses are employing to provide a safe and healthy environment for employees and customers.

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SOCIAL MEDIA USE

HASHTAGS TO USE

Primary Hashtags — to be used with all social posts:

#ReopenRock
#StaySafePledge

Secondary Hashtags — to be used with primary hashtag when appropriate:

#RockTheMask
#TogetherButApart
#CleanAndSafe

Sub Hashtags by topic — to be used with primary hashtag when appropriate:

Shopping, dining:
#SupportLocal #BuyLocal
#SpendLocalStayLocal

Shopping, dining, outdoor gathering spaces:

#RockTheMask
#MaskUp
#WearingIsCaring
#RockCountyCares
#InThisTogether
#OpenSafely

COLOR GUIDE

The Reopen Rock Keep Rock Safe tools use the following colors.



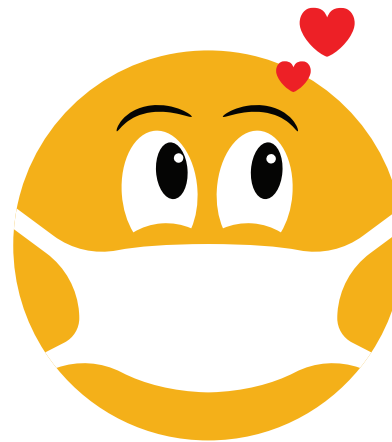
C: 3% M: 33% Y: 100% K: 0%
R: 244 G: 176 B: 28
#F4B01C



C: 60% M: 40% Y: 40% K: 100%
R: 0 G: 0 B: 0

TAGGING

Be sure to tag @ReopenRock in your posts so the Reopen Rock Task Force can share your posts, expanding your audience and reach.



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SOCIAL MEDIA USE

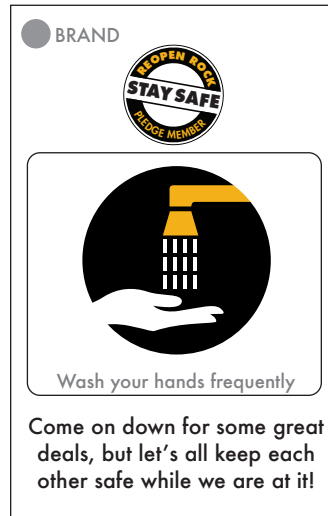
INSTAGRAM POST EXAMPLE

Example: use the Reopen Rock Pledge logo as a watermark over an image.






INSTAGRAM STORY EXAMPLES


Example: use the Reopen Rock Pledge logo in combination with the icons and your logo to create custom story posts.



Your safety means everything to us.

-  **#RockTheMask**
Masks prevent expelled droplets from evaporating and traveling greater distances, reducing the risk of transmission.
-  **#TogetherButApart**
Physical distancing helps limit opportunities to come into contact with potentially infected people when outside of our homes.
-  **#CleanAndSafe**
Proper sanitation and frequent hand-washing helps prevent infection that can occur when we touch our eyes, nose and mouth.

REOPEN ROCK STAY SAFE
www.reopenrock.com



FACEBOOK POST EXAMPLE

Example: use the Reopen Rock Pledge logo in combination with the icons and slogan to create a Facebook post.






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WINDOW CLINGS

All Rock County businesses who take the Reopen Rock Keep Rock Safe Pledge will receive a window cling to post in public view.

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Physical distancing helps limit opportunities to come into contact with potentially infected people when outside of our homes.
-  **#CleanAndSafe**
Proper sanitation and frequent hand-washing helps prevent infection that can occur when we touch our eyes, nose and mouth.

REOPEN ROCK STAY SAFE
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WINDOW CLING INSTRUCTIONS

1. Place the window cling on the inside of your front window, preferably near the door or somewhere your customers are sure to see it.



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ReopenRock Stay Safe Pledge Your safety means everything to us.



We care deeply about the residents, workers and visitors of Rock County, and we recognize that extra precautions will be necessary for some time in order to maintain a safe and healthy reopening. Please join us in taking the Reopen Rock Stay Safe Pledge to protect Rock County workers and patrons.

Rock County organizations who sign the Reopen Rock Stay Safe pledge will receive recognition and a free window cling that communicates this critical safety effort to the public. We thank you, in advance, for your hard work and commitment. Together, we can overcome this challenge and thrive.

Reopen Rock Stay Safe Pledge

Our pledge is a shared commitment to keep each other healthy. By following recommended public health guidelines and offering respect to those around us, we can minimize the spread of COVID-19 and keep our doors open.

Together we pledge to take the precautions necessary to stay safe:

- Wear a face covering in all public settings
- Wash our hands frequently and provide convenient access to hand sanitizer
- Follow physical distancing and capacity guidelines
- Adhere to CDC sanitation standards
- Conduct regular employee wellness screenings
- Train all employees on COVID-19 safety procedures

Acknowledgment

Signature

Place of Business

Date

ABOUT REOPEN ROCK

In May 2020, the Rock County Board of Supervisors, the City of Beloit, YWCA Rock County and United Way Blackhawk Region approved a resolution supporting the creation of a community-led task force to address pandemic-related issues. Today, the Reopen Rock Task Force meets regularly to identify, prioritize and address challenges related to reopening. Reopen Rock is comprised of three co-chairs and 12 sector leads representing: Chambers of Commerce, Consumer Retail, Diverse Communities, Education/Schools, Entertainment, Faith Communities, Food/Agriculture, Government, Hospitality, Manufacturing and Distribution, Non-Profit and Services. Sector leads meet regularly with their community leaders from their sector to identify sector-specific issues, which then are shared with the larger Reopen Rock Task Force during meetings facilitated by the co-chairs. By working openly, collaboratively and proactively together, the task force is able to quickly identify potential issues and speed resolution. To learn more about the Reopen Rock Task Force and access links to other COVID-19 and reopening resources, please visit www.reopenrock.com. For the latest information about COVID-19 in Rock County, please visit the Rock County Public Health Department's website at www.co.rock.wi.us/publichealth.

Please visit www.reopenrock.com to sign and commit online.

We appreciate your support!