BRAND
GUIDELINES

WIC

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USING THIS DOCUMENT

These guidelines are intended to help guide and inspire you as you bring the WIC brand to life both visually and verbally. In this document you'll find guides on everything from logo and color usage, to typography and tone of voice. Before you create brochures, posters, and other communications, consult these guidelines to make sure you're on the right track. You can also share this document with any partner agencies, writers, or designers who may be creating the work for you.

OUR BRAND ESSENCE

The Brand Essence captures the spirit of who WIC is and what makes it unique. It serves as the foundation for all external-facing communications. However, it is not intended to be external-facing language.

There's no manual for motherhood. We can help you gather the information to create your own.

Our nutritionists educate moms so they can make healthy choices that work for them and their children. Access to free, wholesome food and guidance on how to shop for and prepare it gives moms the tools to incorporate healthy meals into their families' lives. Our peer counselors listen to each mom, uncover her unique challenges, and connect her with the support and professionals who can meet her and her family's needs.

WIC gives moms information, tools, and support to be the mom they want to be.

BE THE MOM YOU WANT TO BE.

BRAND PLATFORM

BRAND ESSENCE

WIC GIVES MOMS INFORMATION, TOOLS, AND SUPPORT TO BE THE MOM THEY WANT TO BE.

PILLARS

We give you healthy food and teach you how to use it.

We provide a community of support.

We connect you to care beyond WIC.

PERSONALITY

OPTIMISTIC
Inclusive
Compassionate
Encouraging

STRONG
Capable
Resourceful
Resilient

OPEN
Nonjudgmental
Approachable
Straightforward

VISUAL
SYSTEM

AT A GLANCE

LOGO

BRAND COLORS

ICON SYSTEM

PHOTO STYLE

LOGOS

The WIC logo is the heart of our visual system. It's energetic, friendly lettering and upward movement signifies WIC's support at every step of a mom's journey.

Our visual system is flexible, any of the three colors can be used based on the particular design choice.

Use only the provided logo files, do not recreate or alter the logos in any way.

NOTE: Approved files are available from the National WIC Association.
WIC_logo_purple_cmyk.ai
WIC_logo_red_cmyk.ai
WIC_logo_green_cmyk.ai
In addition to cmyk, the files are available in spot and rgb formats.

LOGO LOCKUPS

An alternate version of the logo is available for use in communications directed to an audience that may be unfamiliar with our organization.

Use only the provided logo files, do not recreate or alter the logos in any way.

NOTE: Approved files are available from the National WIC Association.

WIC_logo_lockup_purple_cmyk.ai
WIC_logo_lockup_red_cmyk.ai
WIC_logo_lockup_green_cmyk.ai

In addition to cmyk, the files are available in spot and rgb formats.

THE NATIONAL WIC ASSOCIATION LOCKUPS

This logo was designed for use by the National WIC Association only.

The primary usage logo should be used whenever possible, unless vertical space is limited, then the secondary usage logo may be used.

Use only the provided logo files, do not recreate or alter the logos in any way.

NOTE: Approved files are available from the National WIC Association.

In addition to cmyk, the files are available in rgb format.

PRIMARY USAGE

NATIONAL WIC ASSOCIATION

SECONDARY USAGE

NATIONAL WIC ASSOCIATION

STATE AND LOCAL LOGO LOCKUPS

An alternate version of the logo is available for use in communications by state and local offices.

Use only the provided logo files, do not recreate or alter the logos in any way.

NOTE: Approved files are available from the National WIC Association.
In addition to cmyk, the files are available in spot and rgb formats.
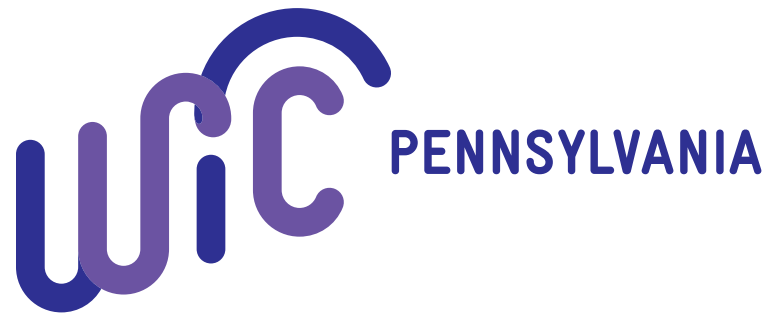
CLEARANCE

Clear space around our logo helps it stand out by separating it from other visual elements or copy nearby. No other elements can be present in the clear space specified here. The clear space should be 1/5th of the logo width all the way around.

X= 1/5 OF LOGO WIDTH

X= 1/5 OF LOGO WIDTH

WOMEN, INFANTS, & CHILDREN

WOMEN, INFANTS, & CHILDREN
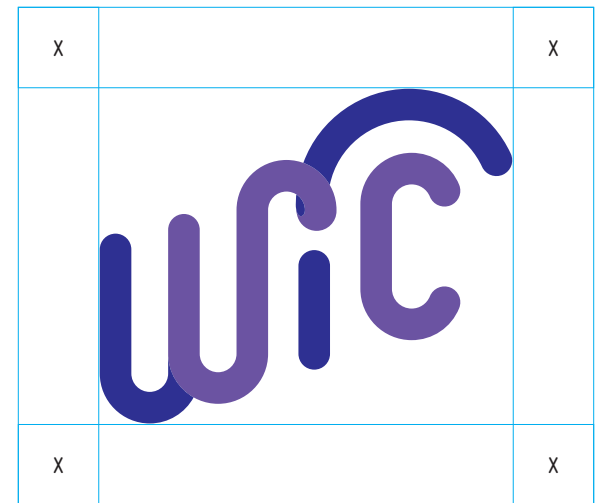
MINIMUM SIZE

We've conducted many print tests to determine minimum size restrictions, so you don't have to.

On printed materials, the logo should appear no smaller than .5 inches or 13mm.

In digital materials, the logo should appear no smaller than 50 pixels wide.

PRINT

0.5 INCHES / 13 MILLIMETERS WIDE

WEB

50 PIXELS WIDE

LOGO DON'TS

The WIC logo will become the most recognizable visual aspect of the brand. It's very important to maintain the integrity of the logo in order to keep consistency across all platforms. There are different ways we can use our logo, but it is critical that we use only the approved artwork outlined in this document (see pages 8-11).

To the right you'll see some ways NOT to use the logo.

DON'T CHANGE THE COLORS
IN THE WIC LOGO

DON'T PUT THE LOGO ON TOP
OF A COLOR
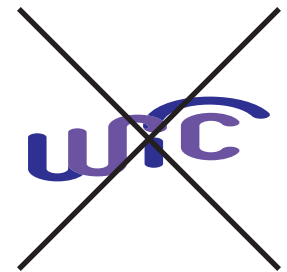
DON'T DISTORT OR WARP
THE LOGO
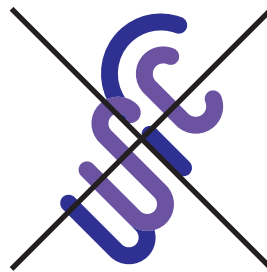
DON'T ROTATE THE LOGO
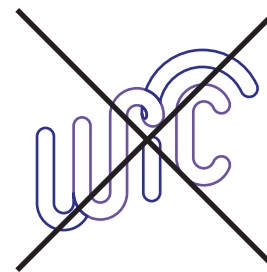
DON'T OUTLINE THE LOGO

DON'T APPLY VISUAL
EFFECTS TO THE LOGO,
SUCH AS A DROP SHADOW

BRAND COLORS

Our brand colors are bright and energetic to reflect the personality of WIC. Adhering to our brand colors ensures that WIC communications are consistent and distinctive.

A white background should be the foundation for all designs. The use of ample white space allows us to create crisp, clean layouts that are easier to read on a screen or on a printed page.

Understanding color

We tested these formulas for optimal color reproduction, on screen and on paper.
CMYK is for printing.
RGB is for screens and devices.
HEX is for websites and coding.
PMS is for standardized color matching.

NOTE: While it is listed here, gray should be used sparingly. It's nice to use as an accent when needed, but shouldn't be used heavily.

WIC GREEN	WIC LIGHT GREEN
CMYK: 77/0/100/0	CMYK: 42/0/100/0
RGB: 44/179/74	RGB: 161/205/58
HEX: #2BB249	HEX: #A0CC39
PMS: 361C	PMS: 2299C

WIC VIOLET	WIC LIGHT VIOLET
CMYK: 100/100/0/0	CMYK: 68/78/0/0
RGB: 46/49/146	RGB: 108/84/163
HEX: #2D3091	HEX: #6B53A2
PMS: 2105C	PMS: 266C

WIC RED	WIC LIGHT RED
CMYK: 0/94/82/0	CMYK: 0/70/50/0
RGB: 238/52/57	RGB: 243/113/109
HEX: #ED3338	HEX: #F2706C
PMS: 179C	PMS: 7416C

WIC GRAY	WIC LIGHT GRAY
CMYK: 0/0/0/40	CMYK: 0/0/0/25
RGB: 170/170/170	RGB: 200/200/200
HEX: #AAAAAA	HEX: #C8C8C8

TYPOGRAPHY

Our brand is made up of three different typefaces. Each one has its own use, and shouldn't be used interchangeably.

Gravur Condensed Black is used for headlines and subheads. Our headlines and subheads are always all caps.

DIN is for supporting copy and long form body copy, such as brochures and pamphlets.

If your computer does not have Gravur or DIN available, you can use Verdana instead. Verdana should be used as sparingly as possible.

NOTE: The fonts can be purchased on the websites listed below:

https://lineto.com/The+Fonts/Font+Categories/Text+Fonts/Gravur+Condensed/Bold/

https://www.fontshop.com/families/ff-din

GRAVUR CONDENSED BLACK

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789 ?!./<>";:

DIN

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789 ?!./←→";:

Verdana

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789 ?!./<>";:

TYPE SPECIFICATIONS

USE	SPEC	EXAMPLE
Large Display Headlines NOTE: This category also includes our signature headline style, which is built using our special alphabet characters. See page 18 and 19 for details.	WIC Light Green, WIC Light Violet, WIC Light Red or WIC Light Gray Alternating colors by line Gravur Condensed Black Leading 100% All caps Left aligned	**HEALTHY FOOD.** **HEALTHY KID.** **HAPPY MOM.**
Smaller Headlines	WIC Light Green, WIC Light Violet, WIC Light Red or WIC Light Gray Gravur Condensed Black Leading 100% All caps Left aligned	**FIND A WIC NEAR YOU.**
Subheads	WIC Green, WIC Violet, WIC Red WIC Gray or black Gravur Condensed Black Leading 100% All caps Left aligned	**FIND A WIC NEAR YOU.** Lorem ipsum dolor sit amet Luptus utecess itatur, quo etur molore labo. Lam que atecum id enecesc idellat et quate nobis comnimo lorerem sinctaes nonsequi a ipis ut parum qui volore modit, auteceprae atur sincte pratquo ipsus, sandae pa plabori busciis sinimaios autem ad quo velendem doluptatius alibusae volorat eaqui cuptatqui corro to et et quis dest, quam nis velibus.
Body Copy	Black DIN Regular, DIN Bold Leading 140% Sentence case Left aligned	We talk a lot about moms. But we offer support to anyone—working or not—who cares for a child.

SIGNATURE HEADLINE STYLE

Our signature headline style is one of the main characteristics of WIC materials. This unique graphic alphabet is based on the Gravur Condensed Black typeface and should always be used in all caps. When creating a signature headline, be sure to use the signature alphabet provided in a special Adobe Illustrator document.

It's important to alternate colors by line, and signature characters (the letters with alternating shades) shouldn't be used consecutively. These signature characters also shouldn't outnumber the regular characters in each word.

Our gray brand color can be used for words like "and," "to," and so forth.

NOTE: A suite of signature alphabets will be provided in a separate document.
WIC-Signature-Alphabet.ai

STRONG, HEALTHY, AND HAPPY.

SIGNATURE ALPHABET

Here are the complete alphabets in green, violet, red, and gray.

The signature alphabet is not a traditional font—it is a set of graphic characters sized to 100 pt Gravur Condensed Black and specially designed to be used only as headlines in WIC collateral.

Body text and subheads should never use these signature characters.

As you can see, not every letter or number has a special effect. This is intentional.

TO USE THE SIGNATURE ALPHABET:

1. Typeset your headline in 100 pt Gravur Condensed Black with leading set at 100%.

2. Using the above typeset layout as a guide, place the individual characters from the signature alphabet over each letterform in the brand color chosen for each line of the headline.

3. When complete, delete the original typeset layout in step 1, leaving the signature alphabet in place.

4. Size to layout as desired.

NOTE: A suite of signature alphabets will be provided in a separate document.
WIC-Signature-Alphabet.ai

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z 1 2 3 4
5 6 7 8 9 0

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z 1 2 3 4
5 6 7 8 9 0

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z 1 2 3 4
5 6 7 8 9 0

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z 1 2 3 4
5 6 7 8 9 0

SUPERGRAPHIC OVERVIEW

Our supergraphic patterns are based on the WIC logo, just enlarged. The supergraphic is an important part of the brand, but should be used as a supportive element and never be overpowering. It's important that the WIC brand always feels fresh and inviting, never hectic.

There are 3 types of supergraphics that can be used—on a white background, over an image background, or as a full-pattern graphic element—to enhance what otherwise would be an expanse of white space. Please see the following pages for more information on their use.

NOTE: A suite of supergraphics will be provided in a separate document.

WHITE BACKGROUND

YOU GOT THIS.

AND WE'RE HERE WHEN YOU DON'T.

WIC
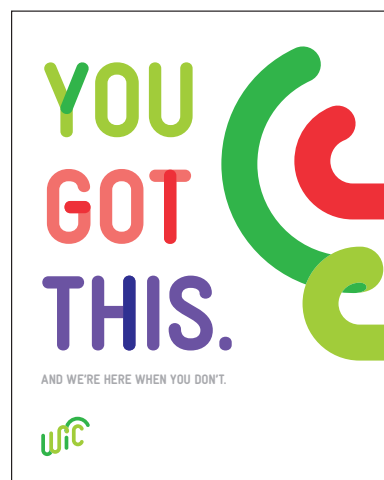
IMAGE BACKGROUND

FULL-PATTERN

SUPERGRAPHIC
WHITE BACKGROUND

This supergraphic white background is to be used in combination with text, on a white background.

There are 4 templates to choose from. Use only the provided template files, do not recreate or alter the templates in any way.

Supergraphic should bleed off of the page and be positioned as shown at right.

Be sure to provide adequate clearspace between supergraphic and surrounding elements.

Do not overlay on photography.

Do not use in conjunction with other supergraphic templates.

NOTE: A suite of supergraphics will be provided in a separate document.
WIC_Supergraphic_wh_bg_temp_1.ai
WIC_Supergraphic_wh_bg_temp_2.ai
WIC_Supergraphic_wh_bg_temp_3.ai
WIC_Supergraphic_wh_bg_temp_4.ai

FOUR SUPERGRAPHIC WHITE BACKGROUND TEMPLATES

1

2
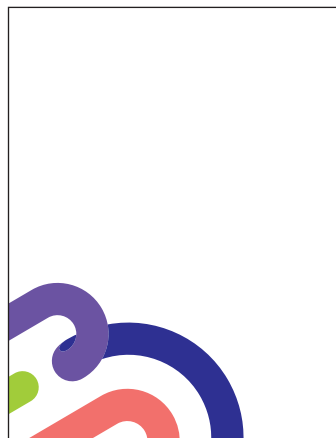
3
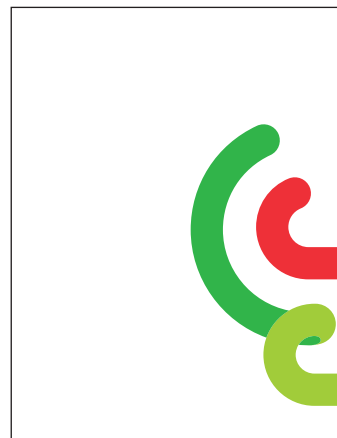
4

EXAMPLE OF SUPERGRAPHIC TEMPLATE 1 IN USE

HEALTHY FOOD.
HEALTHY KID.
HAPPY MOM.

WiC

SUPERGRAPHIC
IMAGE BACKGROUND

This supergraphic is to be used only as an overlay on a photo.

It should be used to cradle the subject of the photo and should not block the subject. The colors should be easy to see, so avoid photos with dark backgrounds.

It can be rotated or otherwise positioned as needed.

Do not use more than one on a photo.

Do not use in conjunction with other supergraphic templates.

NOTE: A suite of supergraphics will be provided in a separate document.

WIC_Supergraphic_img_bg_temp_green.ai
WIC_Supergraphic_img_bg_temp_purple.ai
WIC_Supergraphic_img_bg_temp_red.ai

SUPERGRAPHIC FOR IMAGE BACKGROUNDS IN 3 COLORS
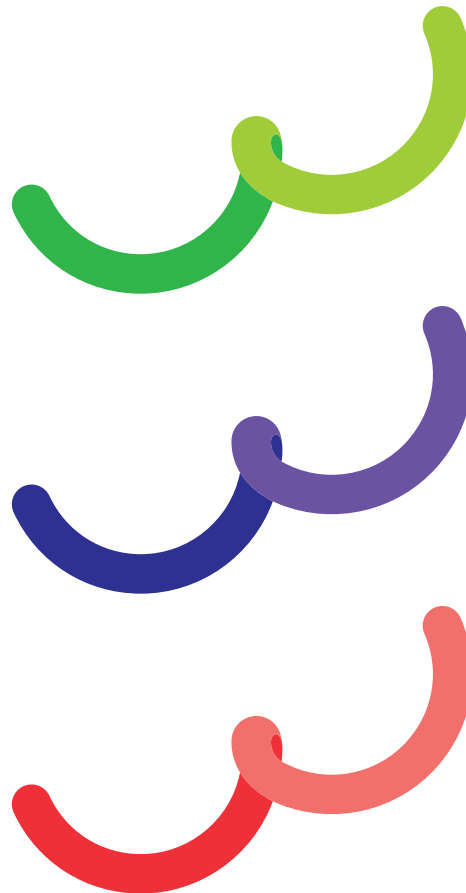
EXAMPLE OF RED SUPERGRAPHIC IN USE
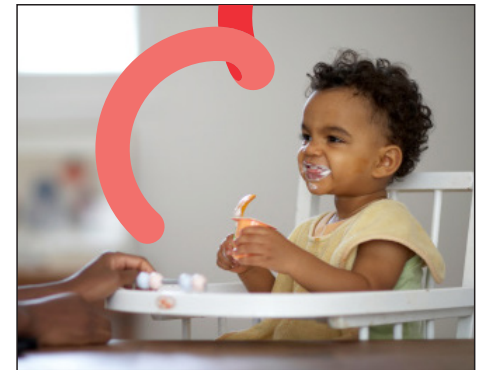
SUPERGRAPHIC
FULL-PATTERN

This supergraphic should be used in order to add graphic interest on areas that would otherwise be white. Examples might be the back of a business card, the inside front and/or back cover of a brochure, or the back flap of an envelope.

It is to be used on a white background with no text or imagery.

The supergraphic should bleed off of the page.

Do not overlay on photography.

Do not use in conjunction with other supergraphic templates.

NOTE: A suite of supergraphics will be provided in a separate document.
WIC_Supergraphic_full_pg_pattern.ai

SUPERGRAPHIC FULL-PATTERN

EXAMPLE OF FULL-PATTERN SUPERGRAPHIC IN USE

ICONS

Icons are a simple, effective and an additional way to help readers absorb and process information. You can use them when talking about breastfeeding, nutrition, support, or other subjects that pertain to WIC. However, these are not decorative. They should be used sparingly and with intention. For reference on how they should be used, please refer to pages 39 and 43.

Each icon is two toned, like the WIC logo, and is meant to be straightforward and easily identifiable.

Use icons only on a white background.

NOTE: Icons are available from the National WIC Association.
Use only approved artwork.
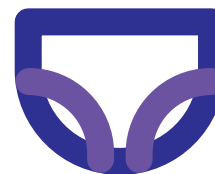
PHOTO
STYLE

IMAGE EXAMPLES

We use photos that are natural, real, and don't feel staged. When looking for photos, you should avoid studio photography. Try to choose photos that feature parents and children in their natural settings, such as in their homes. Be sure to include people of different ethnicities, as well as moms, dads, and grandparents.

NOTE: All photos shown are for demonstration purposes only, and would need to be properly licensed for use in any official communications. The imagery can be purchased from the sites listed below:

http://www.gettyimages.com
https://www.stocksy.com

STOCKSY: 352236

STOCKSY: 928814

GETTY IMAGES: 158315562

GETTY IMAGES: 514412197

IMAGE EXAMPLES

GETTY IMAGES: 182939502

GETTY IMAGES: 181730198

GETTY IMAGES: 587264225

GETTY IMAGES: 590119173

GETTY IMAGES: 527916460

GETTY IMAGES: 640969991

NOTE: All photos shown are for demonstration purposes only, and would need to be properly licensed for use in any official communications.

IMAGE EXAMPLES

GETTY IMAGES: 83406651

GETTY IMAGES: 83406661

GETTY IMAGES: 86475384

GETTY IMAGES: 108200674

GETTY IMAGES: 172600213

GETTY IMAGES: 172203916

NOTE: All photos shown are for demonstration purposes only, and would need to be properly licensed for use in any official communications.

IMAGE EXAMPLES

GETTY IMAGES: 172600166

STOCKSY: 171426

GETTY IMAGES: 182939513

GETTY IMAGES: 531150616

STOCKSY: 210015

GETTY IMAGES: 538882891

NOTE: All photos shown are for demonstration purposes only, and would need to be properly licensed for use in any official communications.

IMAGE EXAMPLES

GETTY IMAGES: 546824943

GETTY IMAGES: 543744119

GETTY IMAGES: 564323129

GETTY IMAGES: 578261863

GETTY IMAGES: 592016177

GETTY IMAGES: 590170789

NOTE: All photos shown are for demonstration purposes only, and would need to be properly licensed for use in any official communications.

IMAGE EXAMPLES

GETTY IMAGES: 608156383

GETTY IMAGES: 599544533

GETTY IMAGES: 640970065

GETTY IMAGES: 650903115

GETTY IMAGES: 652373609

GETTY IMAGES: 84142925

NOTE: All photos shown are for demonstration purposes only, and would need to be properly licensed for use in any official communications.

BRAND
VOICE

PERSONALITY

When writing for WIC, moms are the heroes—WIC is simply there to back them up. Moms have what it takes. They might need a little help along the way, but we assume they have the ability to succeed within them. This concept works best with short, declarative, and empowering statements—spoken directly to moms.

The WIC voice is intended to accompany the WIC visuals, enabling the brand to really come to life.

OUR PERSONALITY

OPTIMISTIC

INCLUSIVE, COMPASSIONATE, ENCOURAGING.

STRONG

CAPABLE, RESOURCEFUL, RESILIENT.

OPEN

NONJUDGMENTAL, APPROACHABLE, STRAIGHTFORWARD.

TONE

It's important for WIC to be conversational, honest, and supportive. Through being there like a friend, moms will feel like they have a place to turn to, worry-free.

NOTE: For notes and best practices on creating headlines and body copy, please see the messaging toolkit.

THE WIC VOICE IS:

EMPOWERING

SIMPLE AND STRAIGHTFORWARD

ENCOURAGING

DIRECT

ENGAGING

BOLD

IT IS NOT:

PATERNALISTIC

CONDESCENDING

GUILT-INDUCING

OVERBEARING

GIMMICKY

FLASHY

BRAND
IN USE

PUTTING IT ALL TOGETHER

The following pages are examples of the WIC identity in use. Since WIC talks to a few different audiences—from moms and caregivers, to doctors and nurses—some of these examples are playful, while others are straightforward. Use your best judgment for which imagery and copy will work best for each audience. Feel free to use these examples as a visual guide as well as inspiration for what can be done.

PARTICIPANT WELCOME KIT

Participant welcome kits can be used to welcome new participants to WIC. Kits include a welcome letter, business card, appointment card and folder. The folder, business card and appointment card can also be used for future appointments.

GROWTH JOURNAL

The growth journal consists of a form that is filled out by staff and participants each visit. The forms track children's growth, health and next steps, while reminding their caregivers to enjoy the little moments with their child.

SAMPLE POSTERS

Posters can be hung in WIC offices to remind caregivers they're doing a great job, to encourage them to return to WIC and to highlight the services WIC provides.

HEALTHY FOOD.
HEALTHY KID.
HAPPY MOM.

THE LATCH
IS KEY.
WE CAN HELP.
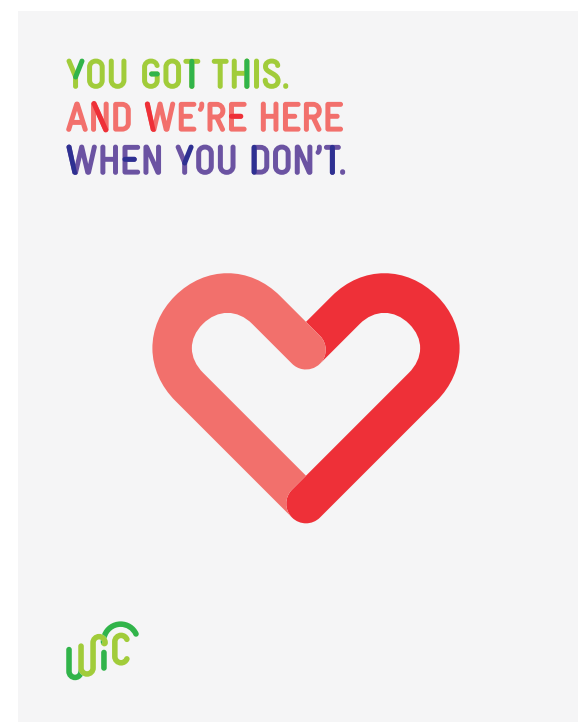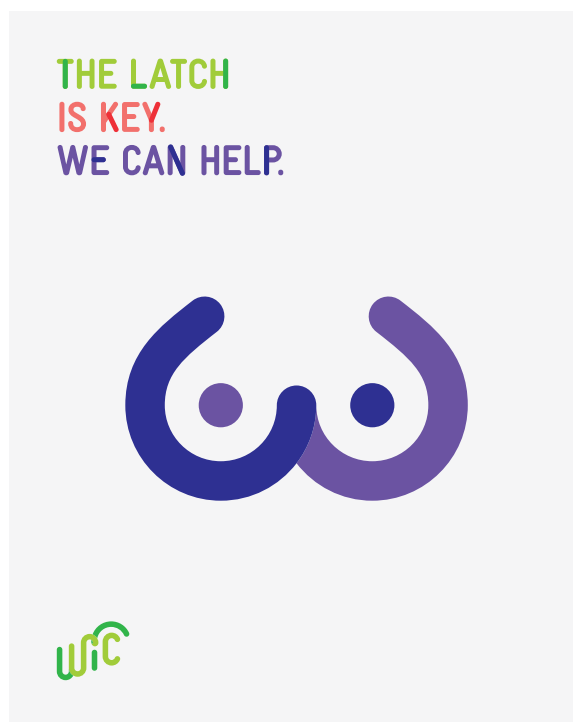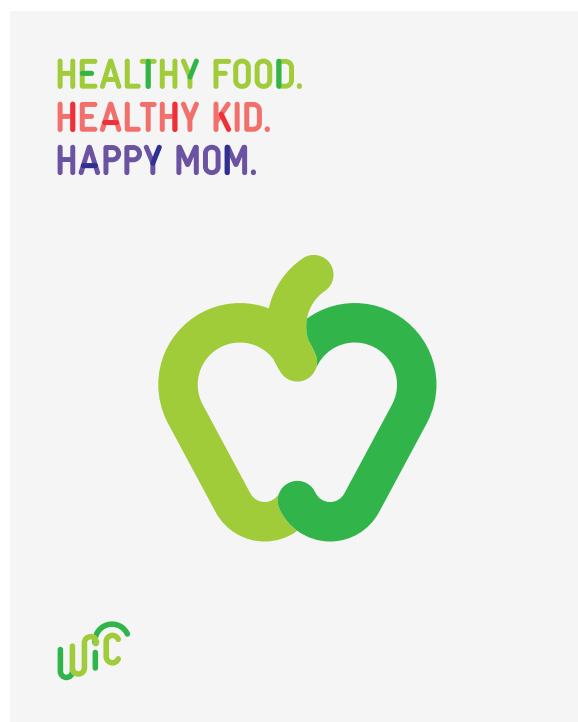
*Alternate version available.

YOU GOT THIS.
AND WE'RE HERE
WHEN YOU DON'T.

NOTE: Available from the National WIC Association.

SAMPLE TRI-FOLD BROCHURE

Brochures can be shared with potential participants to encourage them to enroll. Brochures reinforce the idea that WIC empowers moms to be the mom they want to be while providing an overview of the WIC program, the services WIC provides, and answers to common questions about eligibility.

WE HELP MOMS BE MOMS.

WIC is the nation's most successful and cost-effective public health nutrition program. We provide wholesome food, nutrition education, and community support for income-eligible women who are pregnant or post-partum, infants, and children up to five years old. Whether we're lending moms a sympathetic ear, providing them with free and healthy food, or referring them to outside care and social services, we hope to give them the resources, knowledge and tools they need to be the moms they want to be.

FOOD. EDUCATION. SUPPORT. YOU GOT THIS.

We give moms the resources, knowledge and tools they need to be the moms they want to be.

HEALTHY FOOD

Through WIC moms get monthly checks to buy healthy food, such as:

Foods with calcium for strong bones and teeth:

- Milk
- Cheese
- Soy beverages

Grains with iron for energy, and folic acid for healthy growth:

- Cereal
- Brown rice
- Soft corn or whole wheat tortillas
- Whole grain bread
- Whole wheat pasta

Fruits and vegetables to keep your heart and weight healthy:

- Fruit or vegetable juice
- Fruits and vegetables fresh, frozen, or canned*

Foods with protein for strong muscles and healthy skin:

- Dried or canned beans, peas, lentils
- Eggs
- Canned tuna or salmon
- Peanut butter
- Tofu

Iron-fortified foods for infants who need it:

- Baby foods
- Infant formula
- Infant cereal

*Food packages vary by location.

NUTRITION EDUCATION

We guide and educate moms to help them breastfeed successfully. We offer guidance on how to shop for health food, how to prepare it and how to entice children to eat it. We provide access to information, including:

- Prenatal nutrition
- Breastfeeding tips
- Eating tips for your child
- Parenting tips
- Healthy recipes

A COMMUNITY OF SUPPORT

We're a network built for moms. We connect them, we educate them and we learn from them. Our community consists of:

- Nutritionists
- Lactation specialists
- Peers

REFERRALS

We can connect moms to resources outside of WIC, including:

- Healthcare professionals such as pediatricians, OBGYNs, and dentists
- Immunization services
- Substance abuse counselors
- Domestic abuse counseling
- Social services

SAMPLE BROCHURE SPREAD AND COVER

SAMPLE BROCHURE SPREAD AND COVER

WIC NOTES
DATE:
SEEN BY:

HEALTH AND FITNESS.

CHECK-UPS

Lorem ipsum dolor sit amet, consectetur adipig mir elit. Nunc varius libero eu ipsum aliquet, non setter rhoncus nibh facilisis. Pellentesque malesuada, ohm lectus sed facilisis fermentum, neque elit mires mit sollicitudin neque, non finibus justo augue eg meet ante. Integer maximus ullamcorper lacus eberg get luctus. Maecenas et nisi at massa interdum gramma vida. Suspendisse eu erat eu quam lobm. Nulla vit ultrices ipsum, eu sodales neque eleifend vitae.

SLEEP SCHEDULE

Lorem ipsum dolor sit amet, consectetur adipig mir elit. Nunc varius libero eu ipsum aliquet, non setter rhoncus nibh facilisis. Pellentesque malesuada, ohm lectus sed facilisis fermentum, neque elit mires mit sollicitudin neque, non finibus justo augue eg meet ante. Integer maximus ullamcorper lacus eberg get luctus. Maecenas et nisi at massa interdum gramma vida. Suspendisse eu erat eu quam lobm. Nulla vit ultrices ipsum, eu sodales neque eleifend vitae.

ACTIVE PLAY

Lorem ipsum dolor sit amet, consectetur adipig mir elit. Nunc varius libero eu ipsum aliquet, non setter rhoncus nibh facilisis. Pellentesque malesuada, ohm lectus sed facilisis fermentum, neque elit mires mit sollicitudin neque, non finibus justo augue eg meet ante. Integer maximus ullamcorper lacus eberg get luctus. Maecenas et nisi at massa interdum gramma vida. Suspendisse eu erat eu quam lobm. Nulla vit ultrices ipsum, eu sodales neque eleifend vitae.

FRUITS AND VEGGIES.

FRESH OR FROZEN

Lorem ipsum dolor sit amet, consectetur adipig mir elit. Nunc varius libero eu ipsum aliquet, non setter rhoncus nibh facilisis. Pellentesque malesuada, ohm lectus sed facilisis fermentum, neque elit mires mit sollicitudin neque, non finibus justo augue eg meet ante. Integer maximus ullamcorper lacus eberg get luctus. Maecenas et nisi at massa interdum gramma vida. Suspendisse eu erat eu quam lobm. Nulla vit ultrices ipsum, eu sodales neque eleifend vitae.

EVERY DAY

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6 SERVINGS

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JUICE AND SMOOTHIES

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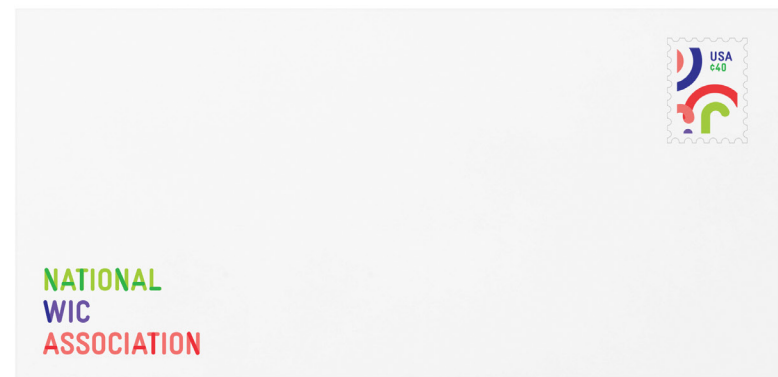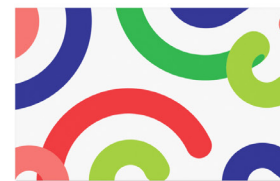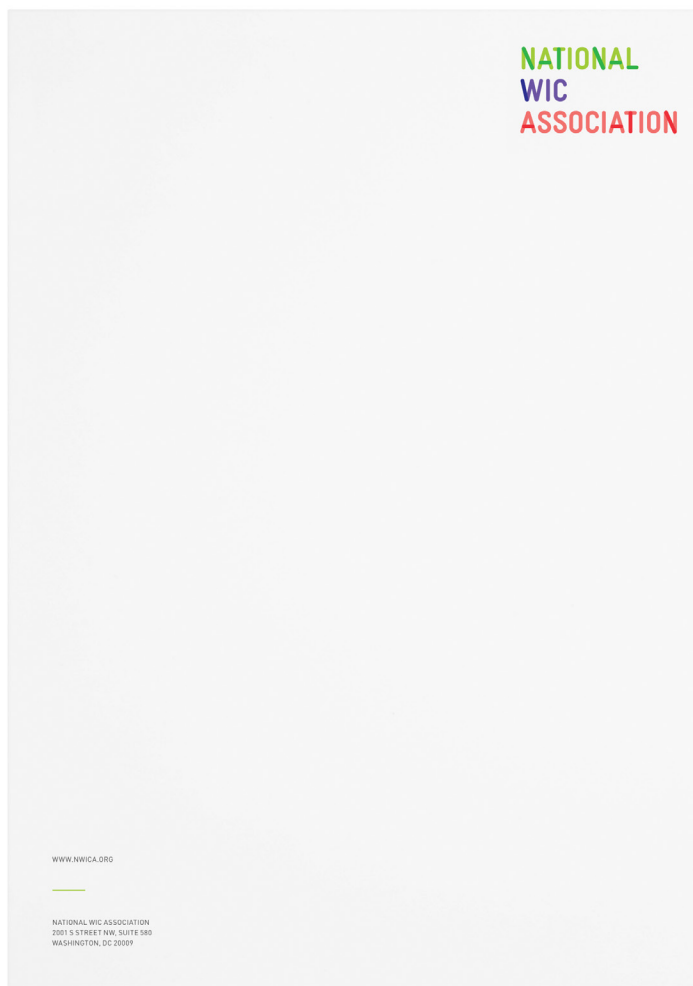
WiC

STRONG, HEALTHY, AND HAPPY.

YOUR CHILD'S GROWTH CHART

SAMPLE STATIONERY

SAMPLE STATIONERY FOR THE NATIONAL WIC ASSOCIATION

SAMPLE WALL GRAPHIC

SAMPLE MARKETING GIVEAWAYS

SAMPLE SOCIAL MEDIA POSTS

WIC Healthy food. Knowledge. Support. We're behind you all the way. #momsrule #yougotthis

WIC Few things are stronger than a breastfeeding mom. #powerofmom #yougotthis

WIC We give you healthy food. You'll take it from there. #powerofmom #yougotthis

THANK YOU!

For questions, please contact:

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