

End HIV Oregon

Know your status

New treatment options and prevention medications have brought the possibility of ending new HIV transmissions within our grasp. With our marketing support, the Oregon Health Authority launched End HIV Oregon, an initiative to help Oregon reach zero new HIV transmissions by 2021.



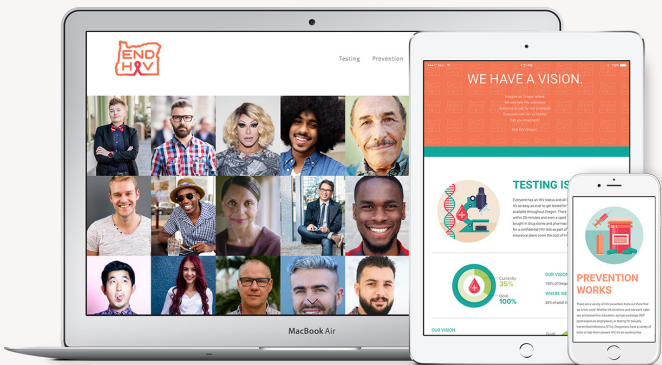
Working together to reach zero

Ending new HIV transmissions in Oregon can seem like an insurmountable goal, but if we all do our part, it's achievable. We sought to elevate Oregon as part of the brand, designing a mark that combines Oregon with the universal symbol of awareness and support for people living with HIV/AIDS, the red ribbon. The mark comes alive with the outline of our state twisting into the ribbon, representing a movement of people coming together to help end this epidemic.



Representation matters

There remains real fear and stigma around HIV. We included a diverse range of people in the campaign's imagery to help everyone identify with the initiative, because we all have an HIV status, and we can all play a role in ending new HIV transmissions.



[VISIT WEBSITE >](#)



Empowering a movement

To inspire partner organizations to take ownership over the End HIV Oregon initiative, we designed an “Ambassador Kit” that includes a social media content calendar with pre-created posts, graphics, hashtags and photos for an entire year.



TESTING IS EASY



PREVENTION WORKS



TREATMENT SAVES LIVES

