Avoid Opioid

PRESCRIPTION ADDICTION

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LOGO USAGE

This manual provides a general set of guidelines for the Avoid Opioid logo/brand identity to ensure its consistency in various media. The objectives must prevail over subjective preference in order to maintain the quality and integrity of the system.

PERMISSIONS

The South Dakota Department of Health reserves the right to review all materials that utilize the Avoid Opioid logo/brand identity unit; and in cases when the graphic standards manual has not been adhered to, deny all uses of the system. They retain the right to withdraw permission if the logo is not used correctly, and to pursue and enforce legal action if the logo is used without prior permission, or after permission has been withdrawn. Users must consult with the South Dakota Department of Health when creating and developing communications solutions not predetermined by this manual.
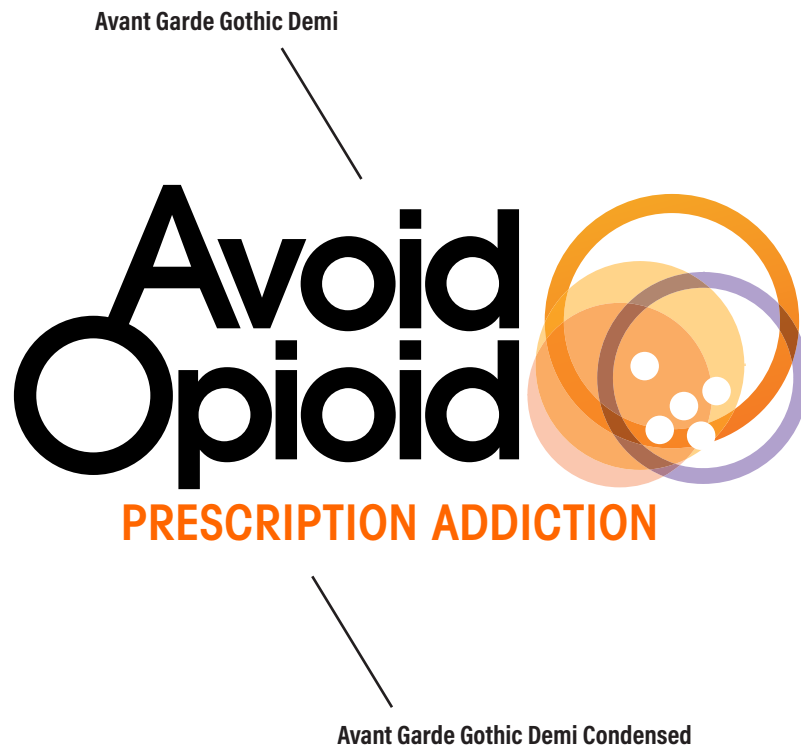
RESOLUTION

The resolution of the logo correlates to the end usage. In general, the resolution for web-based applications is 72 dpi and print media is 300 dpi for the raster (JPG) logos. JPG files have colored backgrounds, PNG files have transparent backgrounds. Vector (EPS) logos are resolution-independent, which means that they can be enlarged without any loss of detail or quality. EPS files should be used on any large-format or promotional item print jobs such as signs and t-shirts.

COLOR MODES

The color mode of each file corresponds to the type of media it will be used in.
In general:

- CMYK should be used for printed projects.
- RGB should be used for digital/screen projects.
- Grayscale should be used for black & white printed projects that require a grayscale logo (newspaper, magazines).
- One-color should only be necessary for some types of promotional item printing (pens, t-shirts, etc.).

Avant Garde Gothic Demi

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Avant Garde Gothic Demi Condensed

Do not reset any part of the logo type!

Suggested complimentary type faces:

Acumin Pro Condensed Regular
Acumin Pro Condensed Bold
Acumin Pro Condensed Black

Primary Logo

This is the primary logo design and should be used for most print and digital projects. Use the "small use primary logo" for small applications. For use on a white background.

Smallest recommended size .7" tall

Small Use Primary Logo

This variation of the primary logo has a larger tagline and should be used only when a smaller logo is needed. For use on a white background.

Smallest recommended size .53" tall

Logo Icon

For use as a complimentary graphic, or a small use icon. This graphic is to remain as is, and not be rearranged or changed in any way. For use on a white or black background.

Smallest recommended size .36" tall

Special Use Logo #1

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For use with small, horizontal applications.
For use on a white background.

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Smallest recommended size .21" tall

Special Use Logo #2

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For use with small, horizontal applications.
For use on a white background.

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Smallest recommended size .35" tall

Special Use Logo #3

Avoid Opioid
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For use with small, horizontal applications.
For use on a white background.

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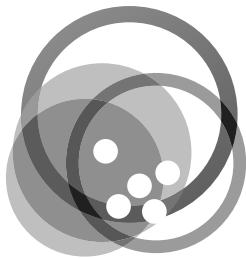*Smallest recommended size .33" tall*

All of the logos come with a reverse option that can be used on a black background.

The colors in the ring art have been altered for the best results against a black background.

Do not use the reverse logo versions on white backgrounds.

These logos have been adjusted to have the most contrast when a grayscale logo is needed.
Do not convert the full-color logos to grayscale. Use these high contrast logos for the best results.

One-color logos are typically only needed for promotional item printing (pens, t-shirts, etc.) that are limited to one ink color. Black, white, PMS 130U & PMS 145C (gold), and PMS 666U & PMS 666C (lavender) are the designated colors for one-color printing.

Primary Logo

Special Use Logo #1

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CMYK should be used for printed projects
RGB should be used for digital/screen projects

CMYK C 31 M 36 Y 0 K 0
RGB R 175 G 160 B 205 (#afa0cd)

CMYK C 0 M 40 Y 96 K 0
RGB R 245 G 164 B 37 (#f5a425)

CMYK C 0 M 17 Y 52 K 0
RGB R 255 G 212 B 138 (#ffd48a)

CMYK C 27 M 60 Y 69 K 9
RGB R 174 G 111 B 84 (#ae6f54)

CMYK C 0 M 73 Y 100 K 0
RGB R 255 G 102 B 0 (#ff6600)

CMYK C 0 M 36 Y 66 K 0
RGB R 250 G 175 B 104 (#faaf68)

CMYK C 24 M 76 Y 100 K 15
RGB R 170 G 81 B 30 (#aa511e)

CMYK C 40 M 30 Y 30 K 100
RGB R 0 G 0 B 0 (#000000)

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Pantone 130U, 145C

Pantone 666U, 666C

Pantone: One-color imprints
Either of the supplied Pantone Matching System
(PMS) colors can be used in the one-color version.

Note: PMS coated (C) is to be used when printing on
a coated paper stock, and PMS uncoated (U) is to be
used when printing on an uncoated stock.

To maintain legibility, do not use the logo on any colored background other than solid black or white. Do not use the logo on photographic, textured, or patterned backgrounds.

Do not remove any part of the logo. Always use the logos as provided in the master logo set.

Do not remove the "Prescription Addiction" tagline.

Do not use colors other than the original logo colors specified in this manual.

Questions regarding this manual, issues concerning usage, or if additional formats of the logo are needed, please contact:

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600 E. Capitol Ave.
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Phone: 1.800.738.2301 (in SD only)
Email: DOH.info@state.sd.us

NOTE: Users must consult with the South Dakota Department of Health when creating and developing communications solutions not predetermined by this manual.