



GRAPHIC STANDARDS MANUAL

Prepared by the South Dakota Tobacco Control Program



INTRODUCTION

The **Be Tobacco-Free South Dakota** logo/brand identity unit is an integrated combination of graphics, colors and typography using very specific proportions, fonts, letter and word spacing and points of alignment. It is the primary identifier of the **Be Tobacco-Free South Dakota** campaign for the South Dakota Department of Health.

This manual sets forth a general set of guidelines for using this logo/brand identity unit in various media to ensure consistency, thus giving the brand a distinct, instantly recognizable “personality” every time it is seen.

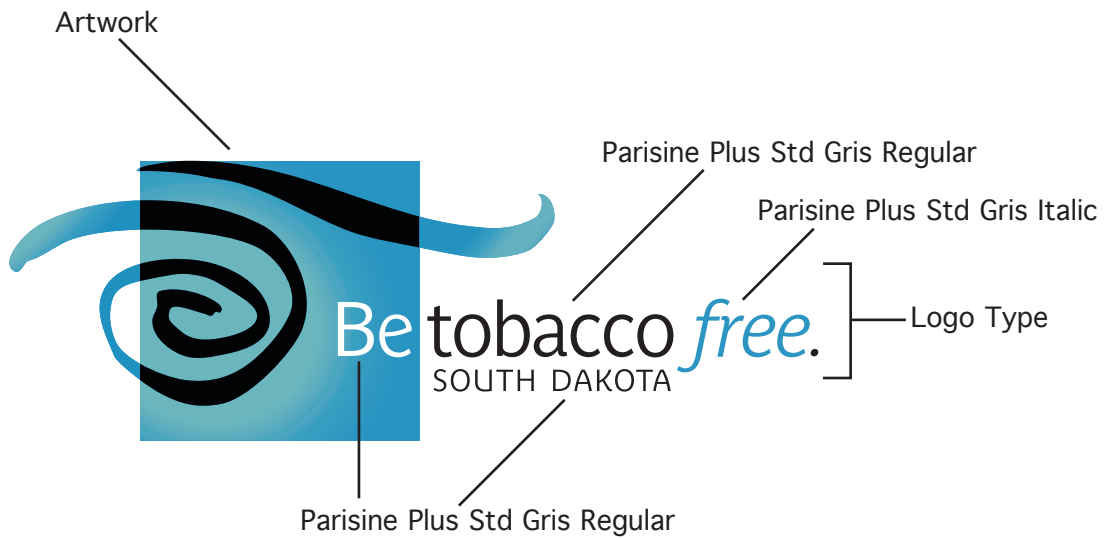
The South Dakota Department of Health reserves the right to review all materials that utilize the **Be Tobacco-Free South Dakota** logo/brand identity unit; and in cases when the graphic standards manual has not been adhered to, deny all uses of the system.

The South Dakota Department of Health retains 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and to pursue and enforce legal action if the logo is used without prior permission or after permission has been withdrawn.

This manual reflects the most current communication policies of the **Be Tobacco-Free South Dakota** campaign. It is not intended to inhibit the creative process, nor is it expected to provide solutions to all design objectives. Coupled with individual judgment based upon good design principles, the guidelines provide the means to represent the **Be Tobacco-Free South Dakota** campaign in a visually consistent manner. The objectives of the graphic standards manual must prevail over subjective preference in order to maintain the quality and integrity of the system. Users must consult with the South Dakota Department of Health when creating and developing communications solutions not predetermined by the manual.

A team effort from the Department of Health, contract staff, vendors, community coalitions, and others is needed. The understanding and cooperation of all who use the logo/brand identity unit is essential to prevent misuses and to ensure that the full potential of the program is realized in every area of application.

IDENTIFICATION OF LOGO ELEMENTS



Suggested complimentary type face and color formula:

ARIAL

4 Color Process: C 11 M 40 Y 83 K 0

RGB: R 225 G 160 B 72

One Color: PMS 143



Logo Version: White Background



Reverse Logo Version: Black Background

It is recommended that this reverse version not be used on any colored background other than black.

COLOR FORMULAS



CMYK Version: 4 Color Process Printed Project



C 76 M 27 Y 11 K 0



C 57 M 11 Y 24 K 0



C 72 M 52 Y 100 K 100



RGB Version: Online/Web/TV Project



R 40 G 149 B 193



R 112 G 186 B 191



R 0 G 0 B 0



Grayscale



Black 62%



Black 47%



Black 100%



Black Version: One Color Project



Black 100%

LOGO USAGE ON SPECIALITY PRODUCTS



Logo Usage on a hat can be silk-screened or embroidered.

Please refer to page 7 for embroidery guidelines.



Example of Logo Usage on T-Shirt



Example of Logo Usage on Promotional Item

Recommended placement of **Be Tobacco-Free South Dakota** logo on products is either horizontal or vertical pointing down (logo on top).

These orientations are preferred over diagonal treatments unless there is a solid design reason for doing so.

Rule of thumb is thus, “when in doubt, square it up.”



Please follow the below guidelines for embroidery of the **Be Tobacco-Free South Dakota** logo:

Do not embroider logo smaller than 3.5"

Minimum thread/stitch count is 8,000 for 3.5"

Embroidery Thread Colors:

Blue, #1094

Black, #1005

White, #1001

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

SOUTH DAKOTA DEPARTMENT OF HEALTH
Tobacco Control Program Coordinator

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