

UCM



University Communications
and Marketing

creative team presentation

SMOKE-FREE, TOBACCO-FREE GRAPHICS USAGE AND APPLICATION

08.17.16

Smoke- and Tobacco-Free Symbol - USAGE



Smoke- and tobacco-free bug symbol
Used on light backgrounds



3/4 inch



5/8 inch

Brochures, Print Ads and Fliers

The graphic symbol should not be reproduced larger than 3/4 inch or smaller than 5/8 inch

Signage (larger format)

The graphic should be legible and may be produced at a larger size, but not dominant in proportion to other elements on the sign.



Smoke- and tobacco-free symbol
Used on dark backgrounds



EPS, JPG and PNG files are included in the “Symbol” folder of the “Smoke-Free Assets” folder.

EPS files are used for commercial printing and for screen printing on promotional items.

JPG files are used for Word documents and video and web applications.

PNG files are transparent and can be used in print, video and web applications

The symbol can be used on many publications as a “bug” on the back of a brochure or in the bottom corner of an ad, flier, poster or other materials.

Examples are shown on the following pages.

“let’s clear the air” - USAGE

The “let’s clear the air” graphic is a campaign tag. It can be used as a title for a brochure, headline for an ad or in conjunction with the date of 7-1-17 to announce the official enactment of the policy of a smoke-free and tobacco-free university.

let’s clear the air

“let’s clear the air” campaign tag

Used on light backgrounds

let’s clear the air

“let’s clear the air” campaign tag

Used on dark backgrounds

EPS, JPG and PNG files are included in the “clear the air” folder in the “Smoke-Free Assets” folder.

EPS files are used for commercial printing and for screen printing on promotional items.

JPG files are used for Word documents and video and web applications.

PNG files are transparent and can be used in print, video and web applications

APPLICATIONS

SAMPLE 8.5 x 11 ADVERTISEMENT



Campaign tag used as a headline

Symbol applied to advertisement

CAMPUS MONITOR ANNOUNCEMENT GRAPHIC



PROGRESSIVE-POST INSTAGRAM
IMAGE BUILT OVER NINE DAYS -
STARTS AT BOTTOM RIGHT AND ENDS AT TOP LEFT



Campaign tag used
as a headline

Symbol applied to
advertisement