IUPUI

TOBACCO POLICY AWARENESS CAMPAIGN

IUPUI is a tobacco-free campus.

The IU Tobacco-Free Policy covers all types of tobacco use, from cigarettes and e-cigarettes to chewing and nasal tobacco. The use or sale of these products is strictly prohibited on IUPUI property.

Awareness and compliance

The **Smoke is Smoke** campaign creates awareness of this policy and encourages compliance among smokers and nonsmokers alike.

Strategic placement

Amplify this campaign where people are most likely to smoke: bus stops, entrances of buildings, and outdoor spaces.

Primary campaign mark

The primary campaign mark is the central
and most widely used element within
the campaign.

SMOKE IS
SMOKE

Secondary campaign mark

The secondary campaign mark is used
lightly as a way to add variation within
the campaign.

SMOKE IS
SMOKE

Campaign mark elements

The primary campaign mark is flexible. Its elements can be broken apart as follows:

1. Campaign title

The campaign title can be used as black text, white text, or illustrated text.

2. Smoke illustration

The hand-drawn smoke can be used both inside of the type, and as a singular element. Usage guidelines can be found on page 7.

3. Animated smoke

On digital signage, display the campaign mark with the animated smoke background.

1.

SMOKE IS

SMOKE

2.

3.

SMOKE IS

SMOKE

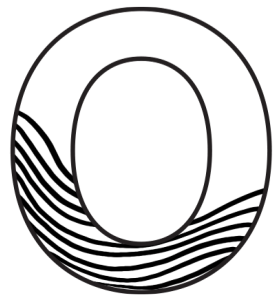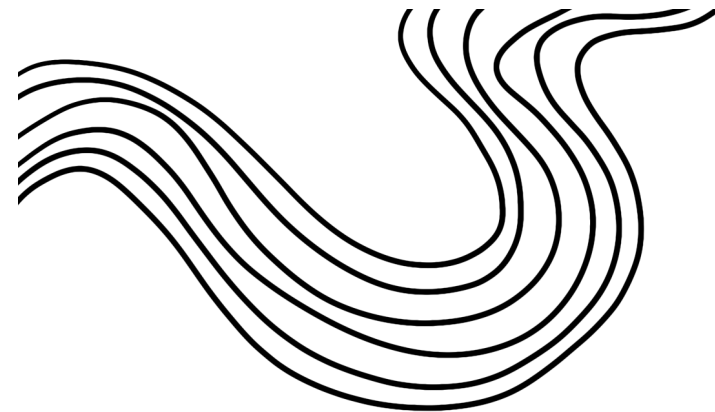# Reversed campaign marks

SMOKE IS
SMOKE

BLACK

SMOKE IS
SMOKE

BLACK WITH ILLUSTRATION

Smoke illustration

Sections of the smoke illustration can be used both inside of the large letters of the campaign mark, and as a design element.

Only use the illustration within the letters of the campaign mark. These letters are a part of your toolkit.

Use sections of the illustration to add a graphic element to any marketing piece. Keep it limited to one section; this is a flourish, not a primary element.
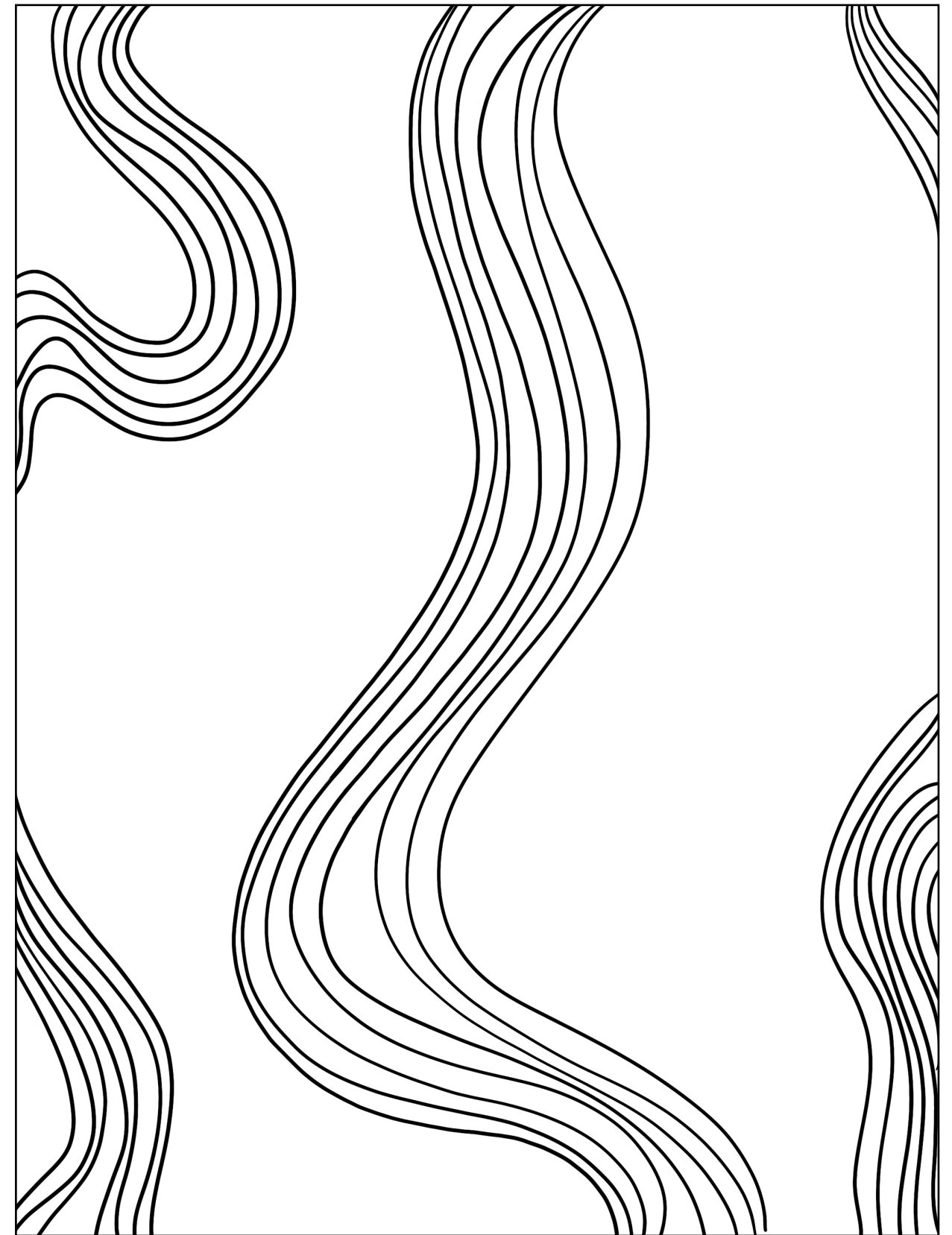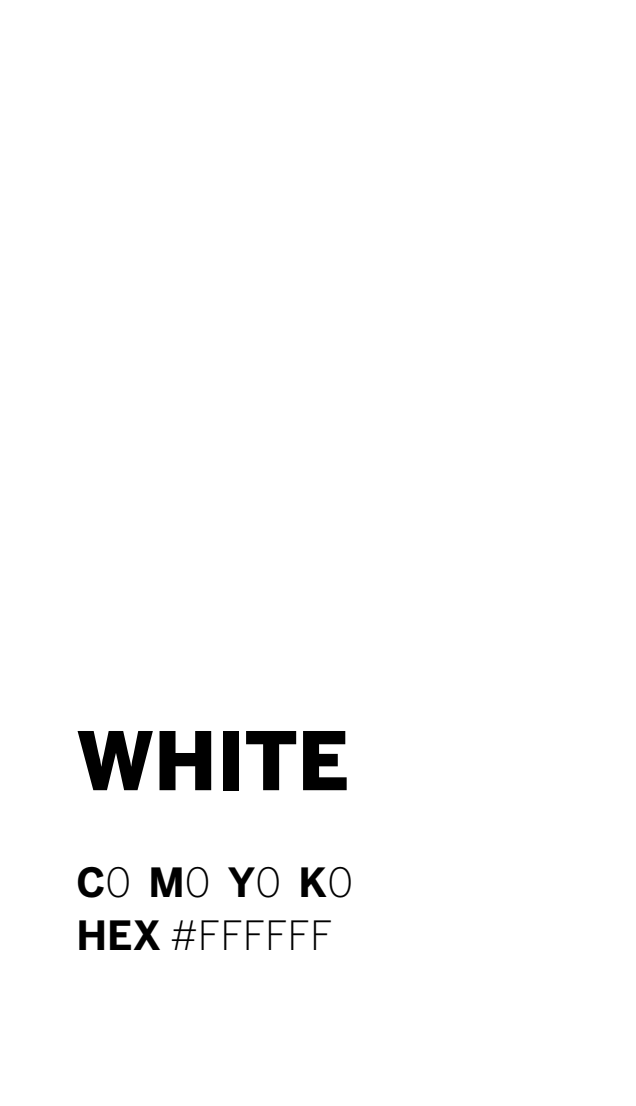
Campaign colors

The campaign uses two main brand colors: black and white.

To identify relationship to the campus, crimson can be added with the marketing lockup. Guidelines can be found on page 17.
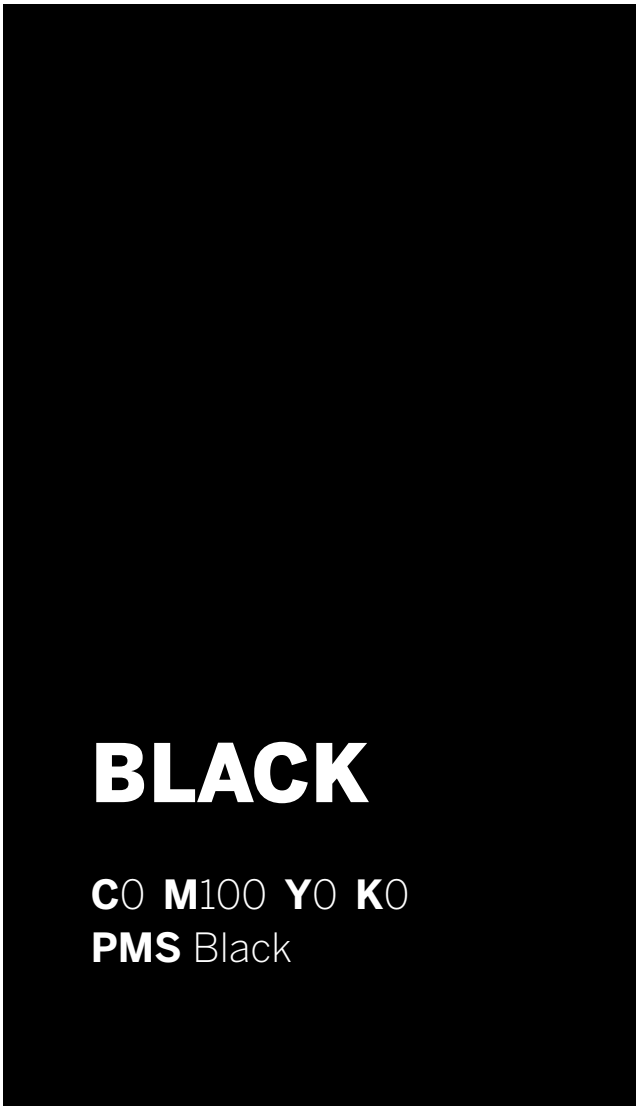
BLACK

C0 **M**100 **Y**0 **K**0
PMS Black

WHITE

C0 **M**0 **Y**0 **K**0
HEX #FFFFFF

Campaign typography

The campaign uses Benton Sans, an IU brand font. Note that Benton Sans comes in a variety of complementary weights.

Benton Sans Comp Thin

Benton Sans Comp Thin Italic

Benton Sans Comp Light

Benton Sans Comp Light Italic

Benton Sans Comp Book

Benton Sans Comp Book Italic

Benton Sans Comp Regular

Benton Sans Comp Regular Italic

Benton Sans Comp Medium

Benton Sans Comp Medium Italic

Benton Sans Comp Bold

Benton Sans Comp Bold Italic

Benton Sans Comp Black

Benton Sans Comp Black Italic

Scaling guidelines

• To maintain full legibility, never reproduce the mark at heights smaller than 1.5 inches for print and 108 pixels for web.

• There is no maximum size limit, but use discretion when sizing the mark.

• When used on signage the mark needs to be large enough to view from a distance.

Print

1.5 inches ▸

SMOKE IS
SMOKE

Web

108 pixels ▸

SMOKE IS
SMOKE

Staging guidelines

When the primary campaign mark is used, ensure clear space is maintained around the mark for legibility and prominence. The clear space between the mark and other elements must be equal to or greater than the height of the thin text in the mark.

The clear space around the campaign mark must be equal to or greater than the height of the thin text in the mark.

Campaign headlines

LET'S CLEAR THE AIR

NO BUTTS ABOUT IT

SMELL SOMETHING SAY SOMETHING

PRACTICE CIGAR-ETIQUETTE

Campaign messaging: awareness focused

These messages raise awareness about the Tobacco-Free Policy itself. Awareness messages should always be straightforward and easy to understand. Include the four W's—what, where, when, and why you can't smoke on university property—wherever space allows.

LET'S CLEAR THE AIR

NO BUTTS ABOUT IT

VAPING IS SMOKING

JUULING IS SMOKING

Campaign messaging: compliance focused

These messages are about complying with the Tobacco-Free Policy and encouraging others to comply. Compliance messages should stress the importance of "cigar-etiquette" for smokers and nonsmokers alike.

LET'S CLEAR THE AIR

SMELL SOMETHING SAY SOMETHING

PRACTICE CIGAR-ETIQUETTE
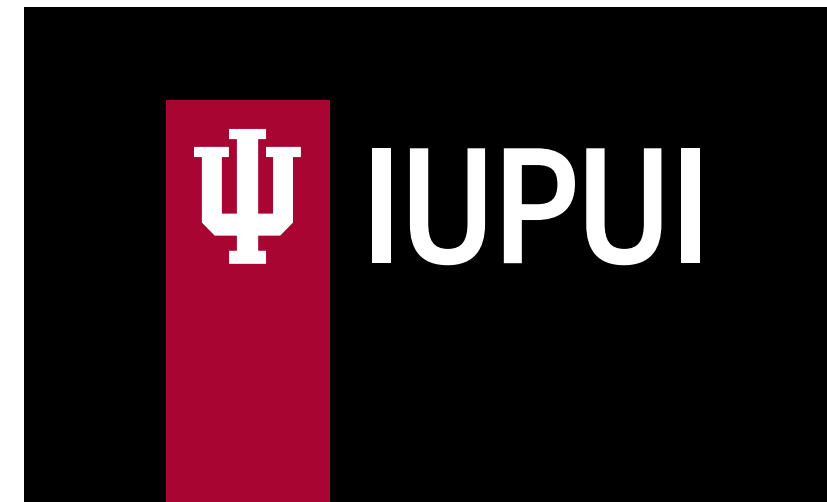
Campus lockup

All campaign materials can include the IUPUI marketing lockup. It's particularly important to include on pieces that may be seen off campus. The piece's size, the intended use, and the other design elements may affect if and how you use the lockup.

Be sure to follow the lockup guidelines on brand.iu.edu. The reversed lockup works best with the campaign artwork.
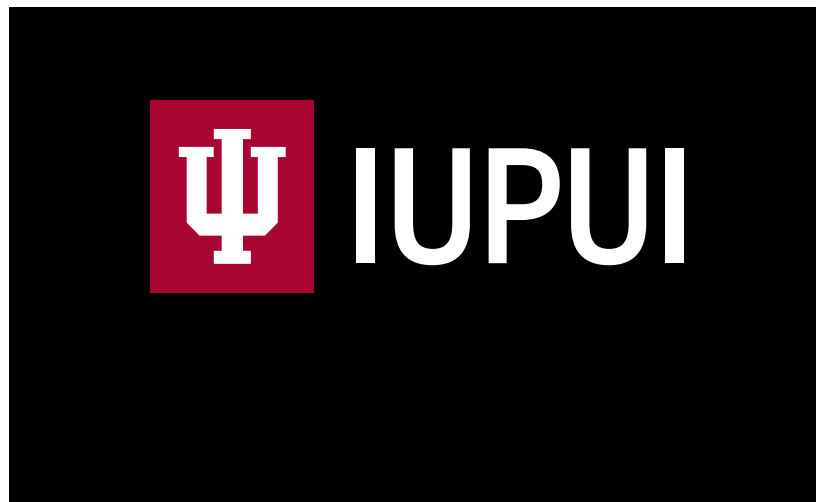
CAMPUS LOCKUP

Be sure to leave ample space around the lockup.

CAMPUS LOCKUP WITH EXTENDED TAB

The tab's "tail" may extend to the edge of the page or screen.

Improper use

SMOKE IS
SMOKE

Do not stretch or condense
the dimensions of the mark

SMOKE IS
SMOKE

Do not change or alter
the typefaces or icons

SMOKE IS
SMOKE

Do not alter placement or scale of
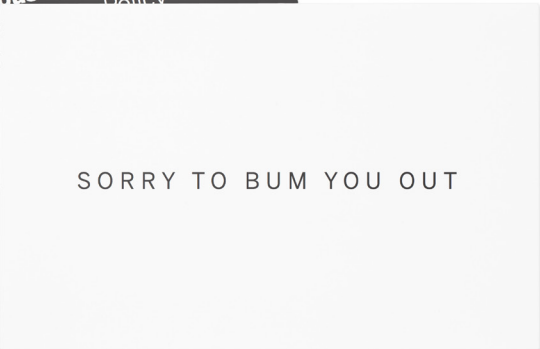elements within the mark

SMOKE IS
SMOKE

Do not apply strokes, drop shadows,
gradients, or other visual effects

Usage examples: signage

Usage examples: print

Questions?

If you have any questions or need assistance applying these guidelines, contact:

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