



There will be situations where applying the QuitNet preferred signature is not feasible. To provide flexibility in these situations, we've come up with variations that will meet a variety of needs while maintaining a consistent graphic presence for QuitNet.

All of these variations maximize the legibility and visibility of the signature. The positive one-color signature is for black ink printing only, such as newspaper. If reproduction quality is above an 85-line screen, the one-color tint signature may be used.

UNACCEPTABLE USAGE

When it is properly presented, the QuitNet signature expresses our brand and communicates our message. When it is presented poorly, however, it does more harm than good. So remember when using the signature, consistency is of the utmost importance.

There are almost an infinite number of ways to alter our signature inappropriately. So, once again, the QuitNet logo is not to be altered in any way.



Guidelines for use of QuitNet Trademarks:

1. Licensee shall only use the Marks in the exact form (including without limitation the size, color, font and graphics) in which they are presently being used by QuitNet.
2. Each use or display of the Marks by Licensee will be in conformance with any trademark usage guidelines that QuitNet may communicate to Licensee from time to time, and will be subject to QuitNet's prior written approval.
3. Each time the Mark is used, it must be followed by the appropriate symbol evidencing its status ("®" for registered service mark).
4. The symbols must always be used when the Mark stands alone and at least the first time when it appears within text.
5. Each time a Mark is used in advertising copy, a statement, satisfactory in form and substance to QuitNet, must be included that the Mark is a service mark of QuitNet. For example, the following sentence would be a satisfactory statement: "QuitNet" the stubbed-out cigarette butt and "Quit All Together" are registered marks of QuitNet.com, Inc.
6. Licensee shall submit to QuitNet for approval, prior to use, samples of all advertising or other materials in which it proposes to use the Marks and of each proposed use of the Marks, and the quality of all such materials and each such use shall be satisfactory to QuitNet or as specified by it.
7. If Licensee's use of the Trademark, or if any material bearing the Trademark, is deficient in quality, as reasonably determined by QuitNet, Licensee will promptly remedy such deficiencies upon receipt of written notice of such deficiencies from QuitNet. All goodwill resulting from Licensee's use of the Marks will inure solely to QuitNet.

Clear Space and Size Requirements



It is essential to maintain the proper margin (clear space) allowances around The QuitNet logo in order to enhance its visual effectiveness. One quarter of the "x" height of the logotype was chosen as the standard unit of measure for calculating clear space and other size and positioning requirements. This logo should be separated on all sides from all other copy, photos, or illustrations by a clear margin area of at least 1/4 or .25 of the "x" height measurement as shown at left. This guideline is a minimum - often greater space will be desirable.

Text and Typography

To create a consistent and professional look and feel for all visual communications, the following typeface is recommended: **Impact** - The QuitNet website logo is set in this face.

Impact

Impact: abcdefghijklmnopqrstuvwxyz 0123456789!@#\$%&

utahquitnet.com

Colors

These colors expand the vibrancy of the Quitnet brand, and when they are brought together in our signature, they create a unity that strengthens our brand.



PMS -166



CMYK M-16 Y-100



BLACK



Style Guide

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