

TOBACCO STOPS WITH **ME.**

Brand Standards

LAST UPDATED: MAR 2026

This document exists to ensure the consistency and continuity of the Tobacco Stops With Me brand across all applications.

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Logos & Usage

Approved Logos

Please place logos at the minimum widths listed below.

TOBACCO STOPS WITH ME.com

MIN WIDTH: 1.25"

↑ PRIMARY LOGO — HORIZONTAL

TOBACCO STOPS WITH ME.

MIN WIDTH: 1"

↑ SECONDARY LOGO — HORIZONTAL

TOBACCO STOPS WITH ME.
StopsWithMe.com

MIN WIDTH: 1"

↑ MEDIA LOGO — HORIZONTAL

TOBACCO STOPS WITH ME.
A Program of TSET

MIN WIDTH: 1"

↑ A PROGRAM OF TSET LOGO

TOBACCO STOPS WITH ME.com

MIN WIDTH: 1"

↑ PRIMARY LOGO — STACKED

TOBACCO STOPS WITH ME.

MIN WIDTH: .75"

↑ SECONDARY LOGO — STACKED

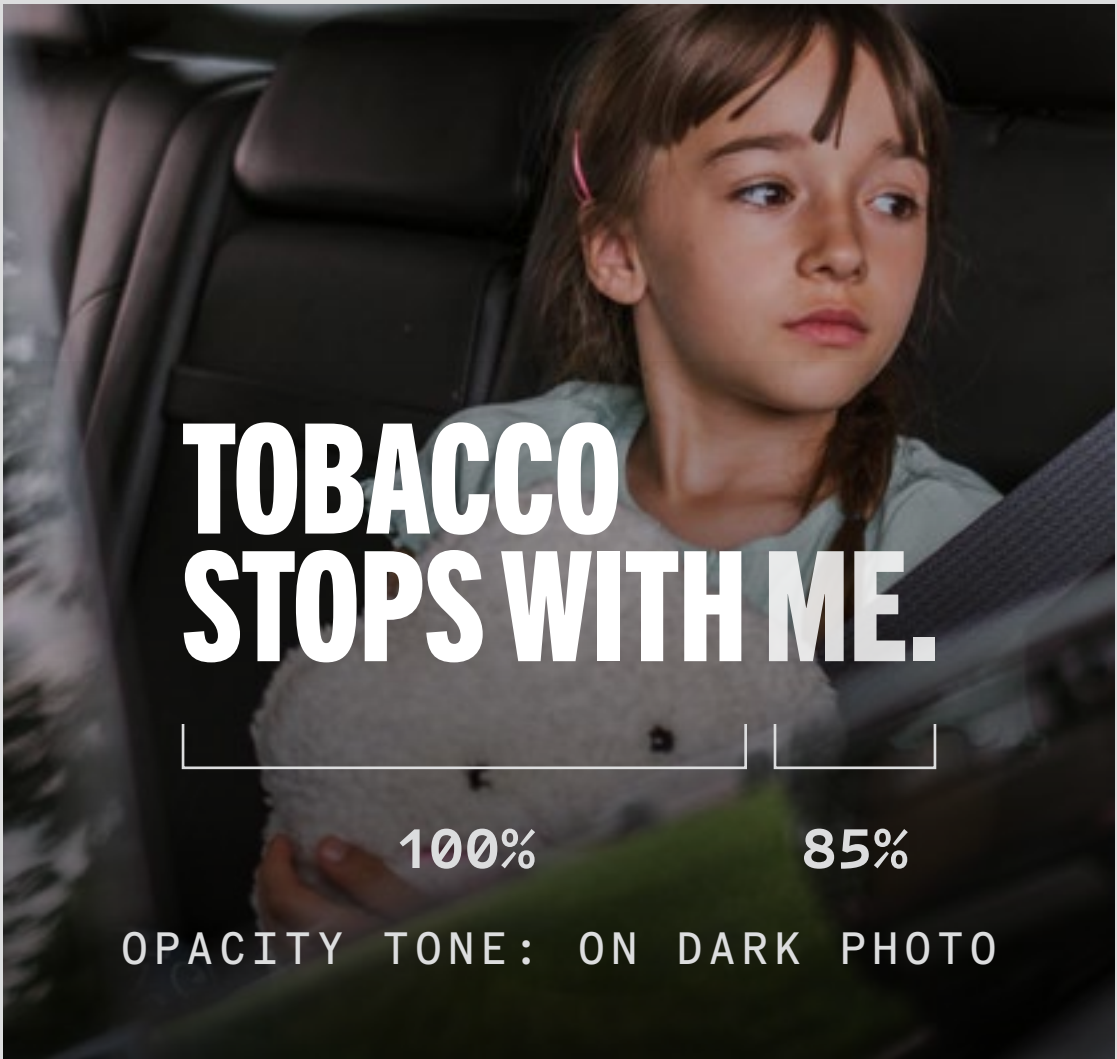
TOBACCO STOPS WITH ME.
StopsWithMe.com

MIN WIDTH: .75"

↑ MEDIA LOGO — STACKED

Logo Color Pathways

The Tobacco Stops With Me (TSWM) logo is not approved for use in any alternate colors other than the ones provided. See the authorized color palettes on [Page 09](#).



Pairing With the TSET Logo

The TSWM logo is often one part of a two-part logo system with the Tobacco Settlement Endowment Trust (TSET) logo. While TSWM will be the main logo on TSWM material, it is important to maintain the right hierarchy and proportions between the two logos.

In some instances, the TSWM logo can be paired with the full TSET logo, or the "Program of" TSET logo.

In certain cases where there is limited room, use the TSWM logo on its own.

When paired vertically, the TSET logo should be the same width as the “STOPS WITH” in the TSWM logo, with the appropriate clear space between the logos as noted on the next page. The TSET logo can be left- or right-aligned with the TSWM logo. When paired horizontally, the horizontal TSET logo should be the same width as the horizontal TSWM logo with the appropriate clear space between the logos as noted on the next page.

**TOBACCO
STOPS WITH **ME.**com**



**TOBACCO
STOPS WITH **ME.**com**



TOBACCO STOPS WITH **ME.**



Logo Clear Zone

When applying the TSWM logo, maintain a reasonable amount of open space around it at all times. This open space is called the "clear zone."

For the primary logo, both horizontal and stacked, the clear zone is the height and width of the “com” in the logo.

For all other logos, the clear zone is the height and width of the “Me.” in the logo.



Improper Use

DO NOT place the logo within text. Do not set TSWM in all lowercase letters.

Do not use the **TOBACCO STOPS WITH ME.** logo within text.

DO NOT add borders to the logo or place it within graphic shapes.

TOBACCO STOPS WITH ME.

DO NOT place the logo on “busy” graphics.



DO NOT alter or distort the logo in any way.

TOBACCO STOPS WITH ME.
TOBACCO STOPS WITH ME.

DO NOT use the logo in unauthorized colors.

TOBACCO STOPS WITH ME.

DO NOT use the logo on a background of inadequate contrast.

TOBACCO STOPS WITH ME.

TOBACCO STOPS WITH **ME.**

Brand Elements

Color Palettes

PRIMARY COLOR PALETTE

#ED3024 Pantone 485 C	RGB: 238 / 050 / 036 CMYK: 00 / 100 / 95 / 00	Sufficient Contrast
#000000 Process Black	RGB: 000 / 000 / 000 CMYK: 00 / 00 / 00 / 100	Sufficient Contrast
#808285 60% Black	RGB: 128 / 130 / 133 CMYK: 52 / 43 / 41 / 00	Sufficient Contrast
#DCDDDE 15% Black	RGB: 220 / 221 / 222 CMYK: 12 / 09 / 09 / 00	Sufficient Contrast

SECONDARY / ILLUSTRATION COLOR PALETTE

#A2CBCB Secondary Blue	#E1A864 Secondary Gold
#0D3A44 Secondary Navy	#70A076 Secondary Green
#655976 Secondary Purple	#CB845E Secondary Rust
#383D3B Secondary Slate	#E5D6CD Secondary Beige

Approved Typefaces

Except in the case of specialized campaigns, only use typefaces that are within the following approved framework.

HEADLINES & ACTIVE TYPOGRAPHY

Trade Gothic Next

Approved Styles:

Bold Compressed

Heavy Condensed

Bold Condensed

Fallback Option:
Arial Narrow Bold

SUBHEADS

Code Saver

Approved Styles:

Medium

Bold

Fallback Option:
Menlo Bold

CALLOUTS / BUTTONS

Code Saver

Approved Styles:

Regular

Medium

Bold

Fallback Option:
Menlo

BODY COPY

Trade Gothic Next

Approved Styles:

Regular

Condensed

Fallback Option:
Arial Regular

Typography in Use

This example (pictured right) should serve as a general guide/reference for typographic relationships but does not supersede designers' discretion for individual applications. Rather, this should aid designers in creating quality typographic hierarchy by exemplifying the ideal relationships between the brand fonts at different levels of the typographic system.

In general, set callouts in all caps with tracking between 100-200. In combination with a lighter color (with sufficient contrast to the background), this creates a desired airiness in the callout. Headlines should be at minimum three times the size of the body copy, and twice that of subheads. Subheads should be larger than the body copy, with tracking between 100–200. Body copy should be at least 9pt for print, 15pt for web experiences and at least 24pt for presentations and decks. Use sufficient space between hierarchical levels.

CODE SAVER

Size: 24pt
Weight: Bold
Color: 60% Black
Tracking: 150

TRADE GOTHIC NEXT

Size: 72pt
Weight: Bold Condensed
Color: Process Black
Tracking: 0

CODE SAVER

Size: 30pt
Weight: Bold
Color: Process Black
Tracking: 150

TRADE GOTHIC NEXT

Size: 24pt / 30pt Line Spacing
Weight: Regular
Color: Process Black
Tracking: 0

THIS IS A CALLOUT:

This Is a Headline

WITH A CORRESPONDING SUBHEAD

This is an example of body copy in use, filled with Lorem Ipsum text. Lendeprehend andistibus di num que voluptatis doloribus voluptat latur sit mod eaturib usdame eos modisit voluptat delest qui odipictassi bererem poreseque pra as parcitiaesed est, sum eatem. Nam es estias int la volorrorum et ducil mi, optas accabor remposam.

Versperum aut idi cumqui omnimodit esequi ducilia pa volorerum quasit doluptae volupture vel id quibeaq uidendi vellabo repudictes expliciis eatem fugitectores eum la volorrovide nobita et eictorem. Molo omnihic tem. Pa volor asimillab id quamusanis eos magnat facipici omnis illab id moluptaque nonsedita vel et as sum re sum fuga. Et quiae rerum aut excest, quam, sa num estor sit eium ut exernam fugiti restiate et eaque nienihitius adiozem repudani occus et labo. Nem. Labor sum qui nient.

Typographic Devices

ACTIVE TYPOGRAPHY

Active typography is branded type that can elevate the connection of a headline or image copy to the Tobacco Stops With Me brand.

In general, the shading around the type should be roughly equivalent in size to the width of a space, in all directions. Style 01 is the preferred form of active typography. Only use Style 02 in urgent situations or with strong calls to action.

Apply a drop shadow to the shading at an angle of 45° (to the bottom right). The shadow should be sharp (no blur) and close to the frame (4–6px).

Active Typography
Style 01: Red

Active Typography
Style 01: Black

Active Typography
Style 01: White

ACTIVE TYPOGRAPHY
STYLE 02: RED

ACTIVE TYPOGRAPHY
STYLE 02: BLACK

ACTIVE TYPOGRAPHY
STYLE 02: WHITE

Experience Elements

WATCH THE STORY UNFOLD

VIEW RESOURCES

TOBACCO-FREE POLICIES

BUTTONS

Buttons should have extra padding on the left and right, with square corners. Code saver is the preferred font for buttons within the brand.

et ducil mi, optas accabor idi al
ducilia remposam.

Versperum aut cumqui
omnimodit esequi pa volorer

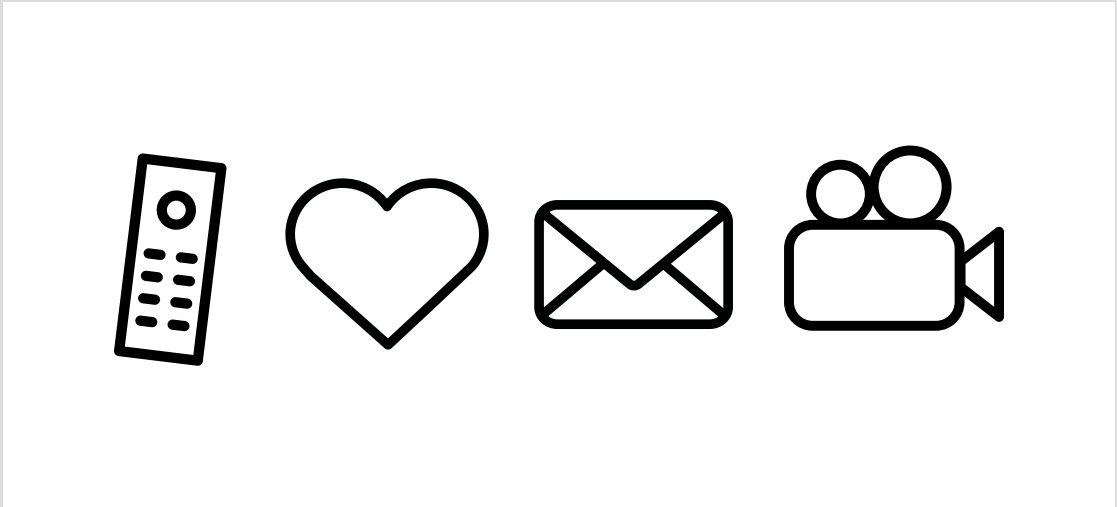
RULE LINES

Rule lines should be thin, maintaining a significantly lower contrast than the typography. Pictured above is a 1pt rule line in 15% black.



BOXES & CORNERS

The TSWM brand favors straight lines over curves and organic shapes, with square corners. Boxes should maintain a reasonable contrast when touching.

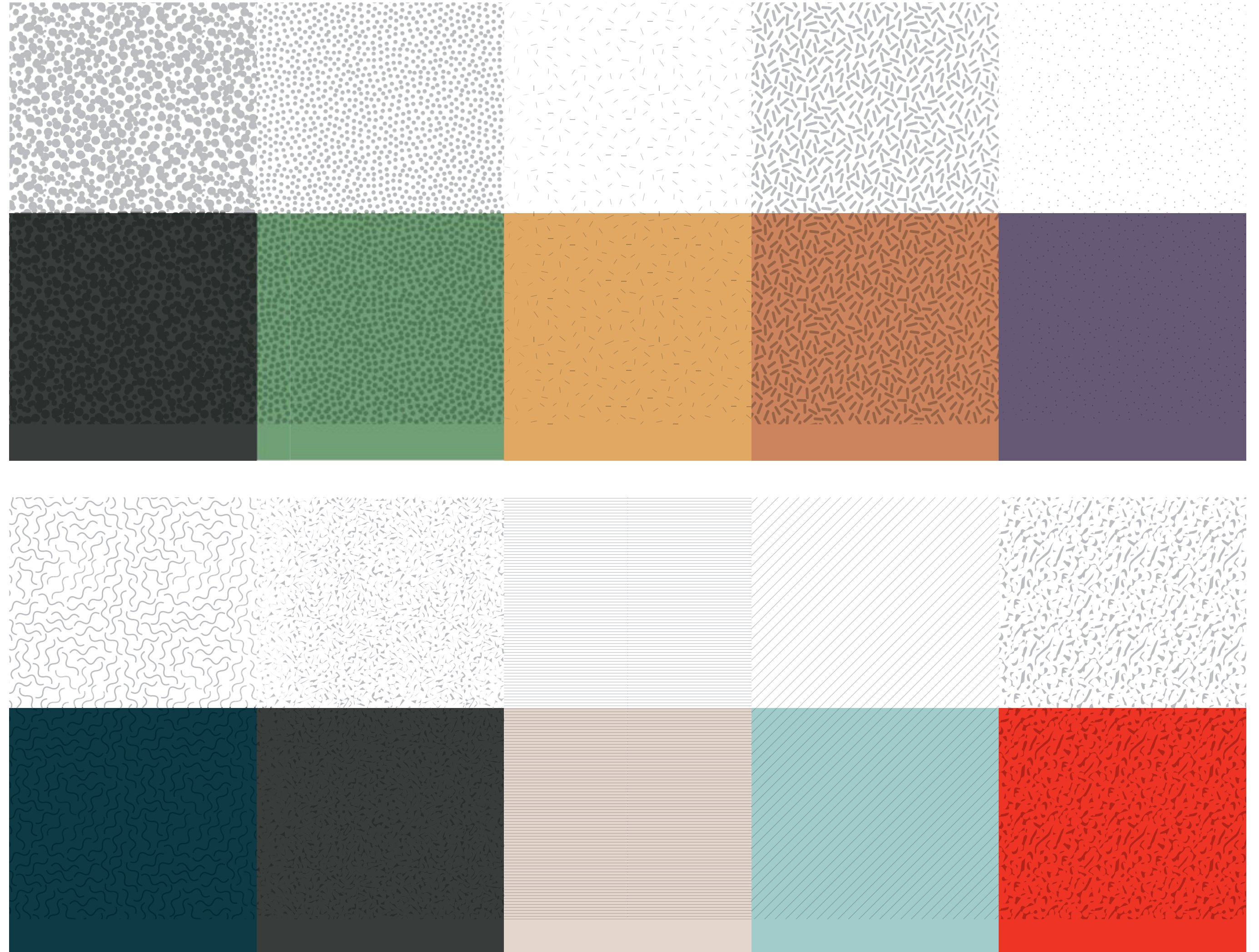


ICONS

Icons for the brand should be line-based, with one consistent weight across the application and a balance of sharp/rounded edges where needed.

Brand Textures

The Tobacco Stops With Me brand textures are a great way to add grit and depth to brand elements that would otherwise feel slightly too clean or cheery. The brand is not limited to these textures, but they do a good job of illustrating the basic tenets of TSWM brand textures. Textures should be uniform in density (not distressed or worn down) and should not dramatically alter the brand color underneath. You can find these textures in the Adobe Illustrator fill panel under Swatch Libraries Menu > Patterns > Basic Graphics.



PowerPoint Template Slides

TSWM PowerPoint template slides are available by request from from the TSET Strategic Communication division. Grantees can request logos from their TSET Program Strategist.

These templates make TSWM presentations easier to build and continue brand equity. For PowerPoint text, use the complementary font, Arial.



TOBACCO STOPS WITH **ME.**

Visual Language

Visual Language Overview

The Tobacco Stops With Me brand elements come together to create a whole that is greater and more interesting than simply the sum of its parts. Across different applications, the brand can rely on a mix of photography, illustration, collage, typography and active typography.

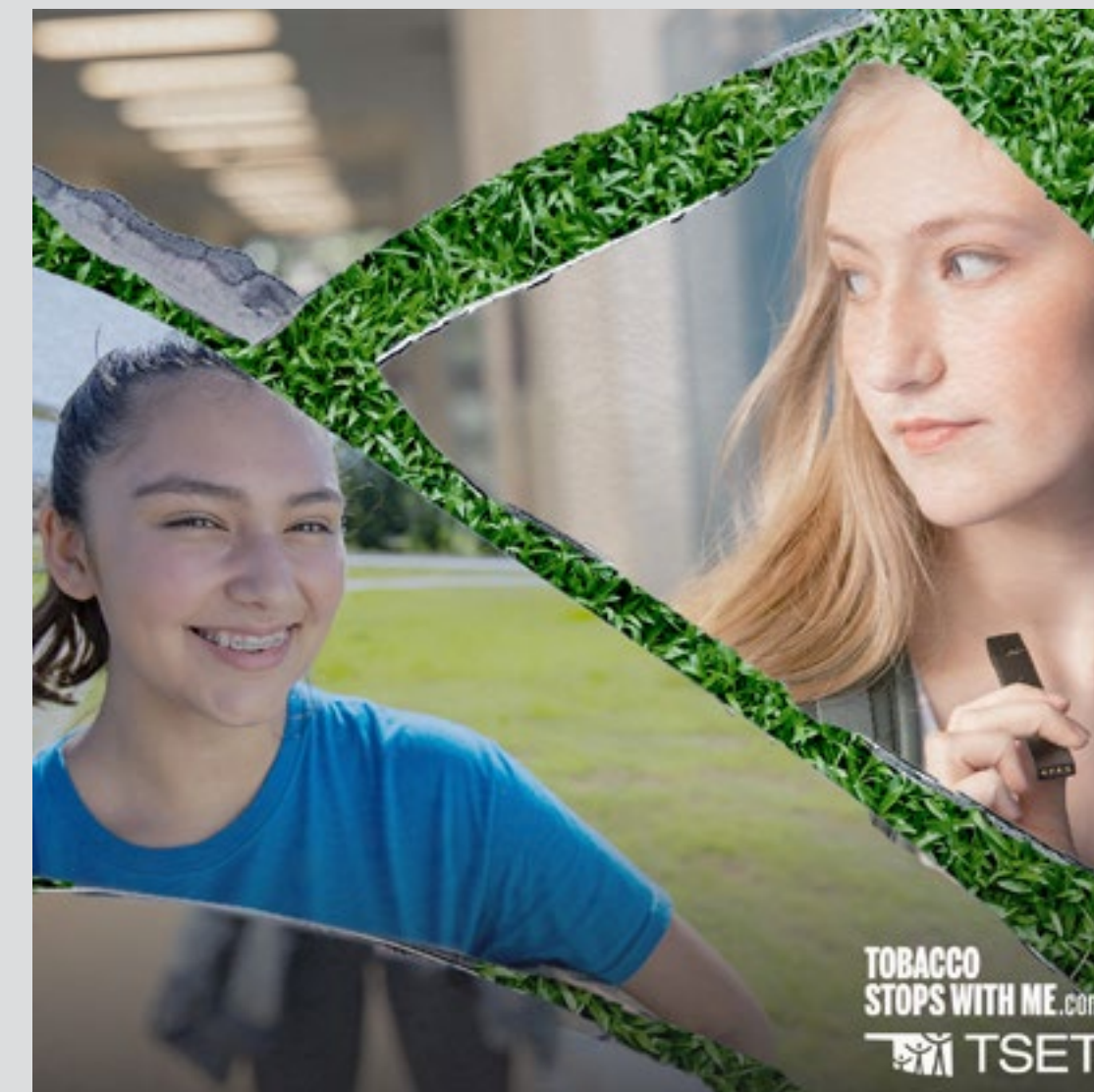
Using the brand colors and logo will bring the individual applications to life as a part of an ongoing family of communication efforts. When used with consistency and intention, the brand elements and styles create a visual language that is appropriate for the subject matter and familiar to the viewer.

This section of the guidelines seeks to define the ranges of styles for logo application, photography, illustration/collage and integration of these approaches with the brand elements from the previous section.



Social Media & Website Click Ads — Branding

When creating a branded social media post or website click ad, stack the TSWM logo on top of the TSET logo in the same width and place them in the bottom right corner. When possible, use the template to ensure the sizing is consistent.



Photographic Style

Photos for the Tobacco Stops With Me brand should feel rooted in the brand's visual language. They should feel like they're documenting reality, not surreal or posed. Given the subject matter, this means they will often be gritty, dark and serious in their tone. Photos should not be overly edited or excessively saturated. Photos should be rooted in a real place, never evoking a photo studio setup.

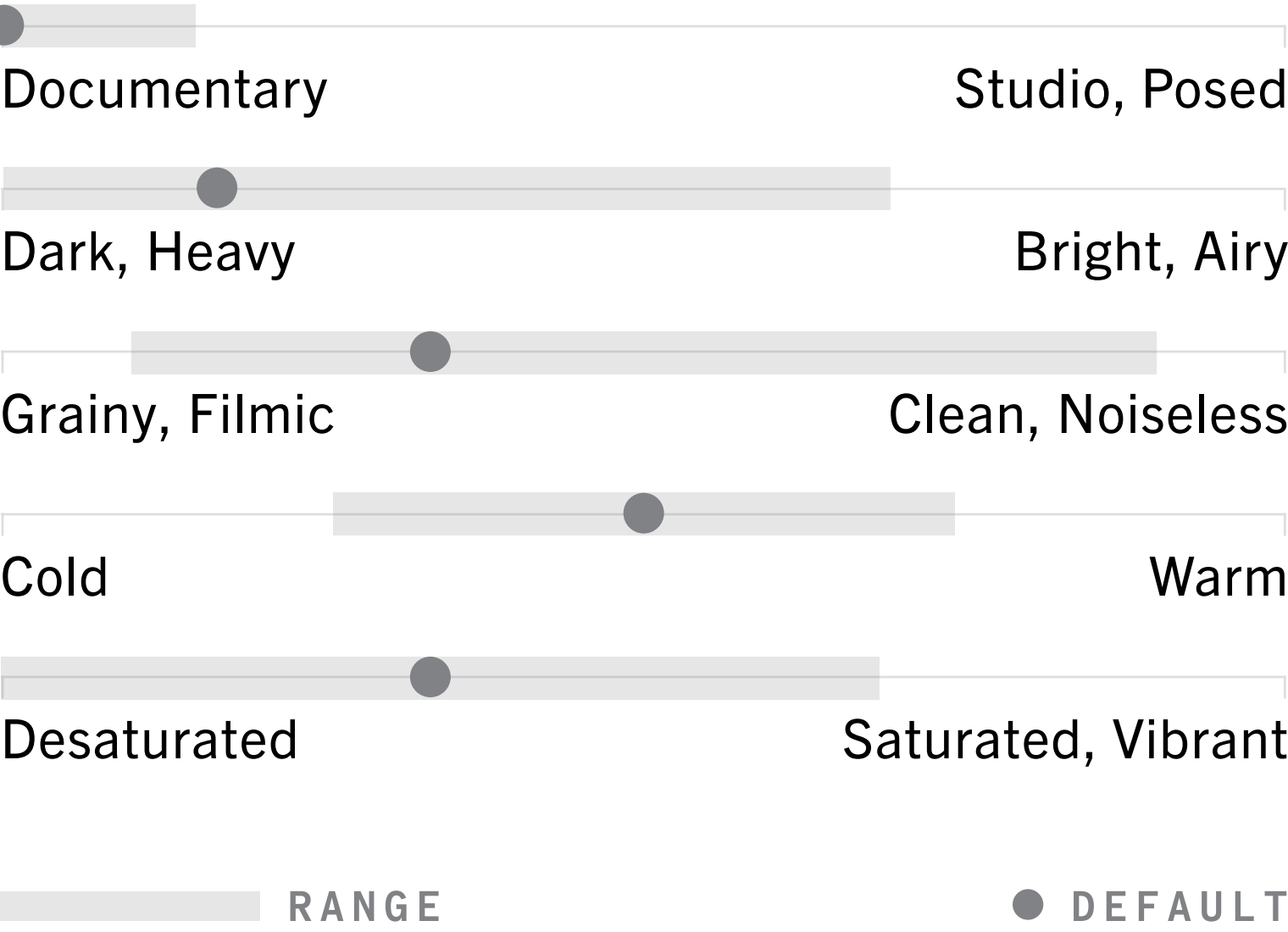
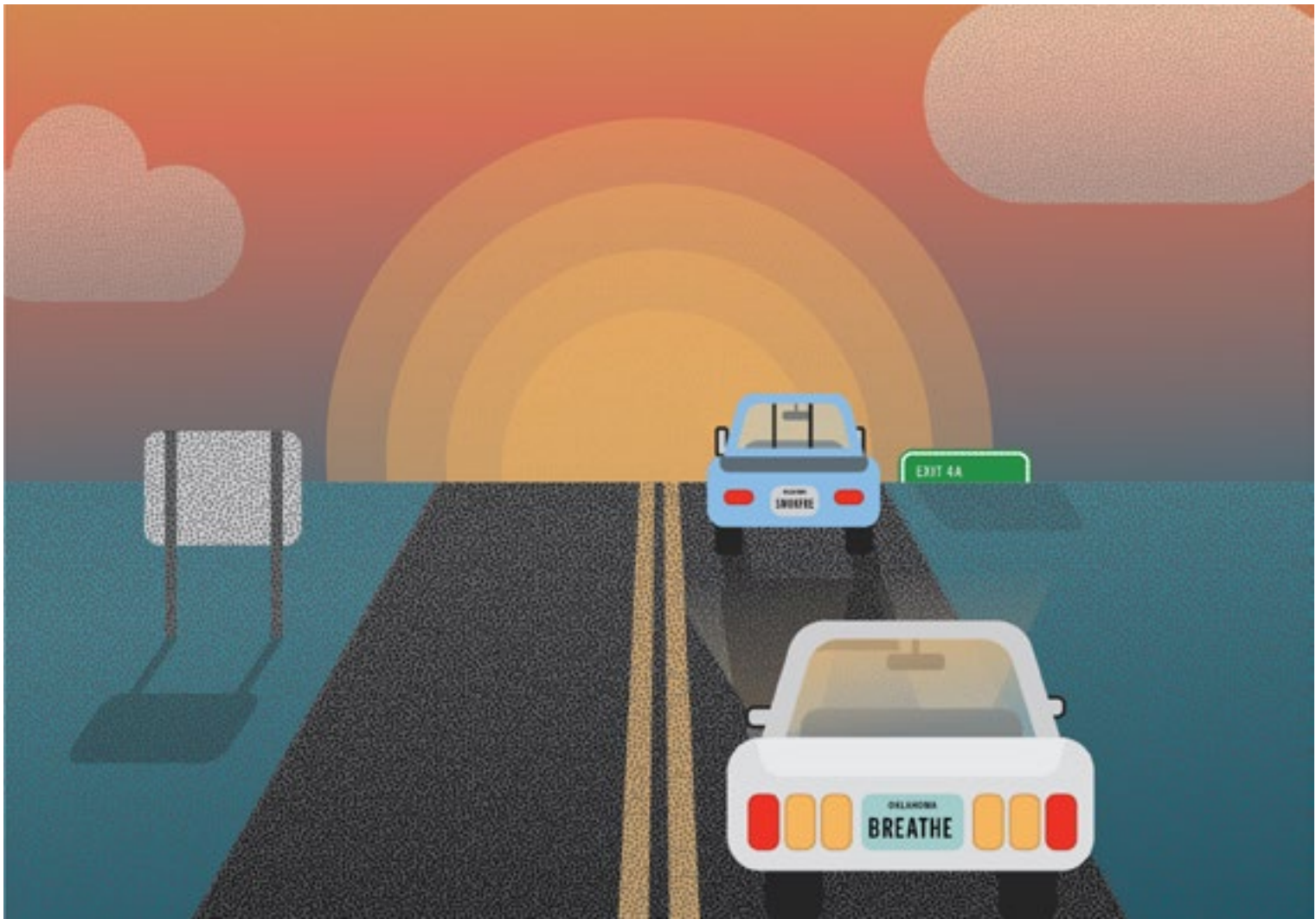
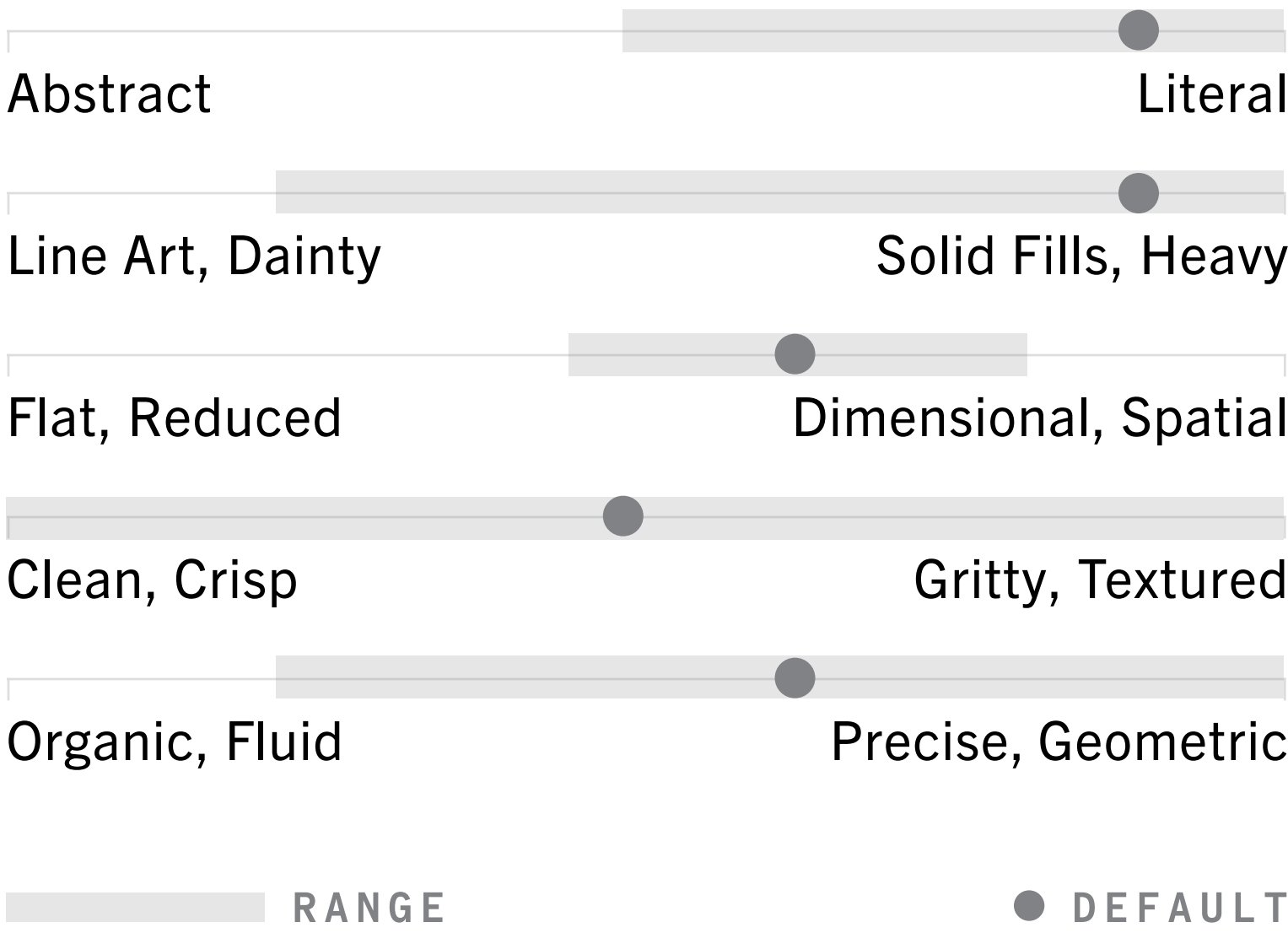


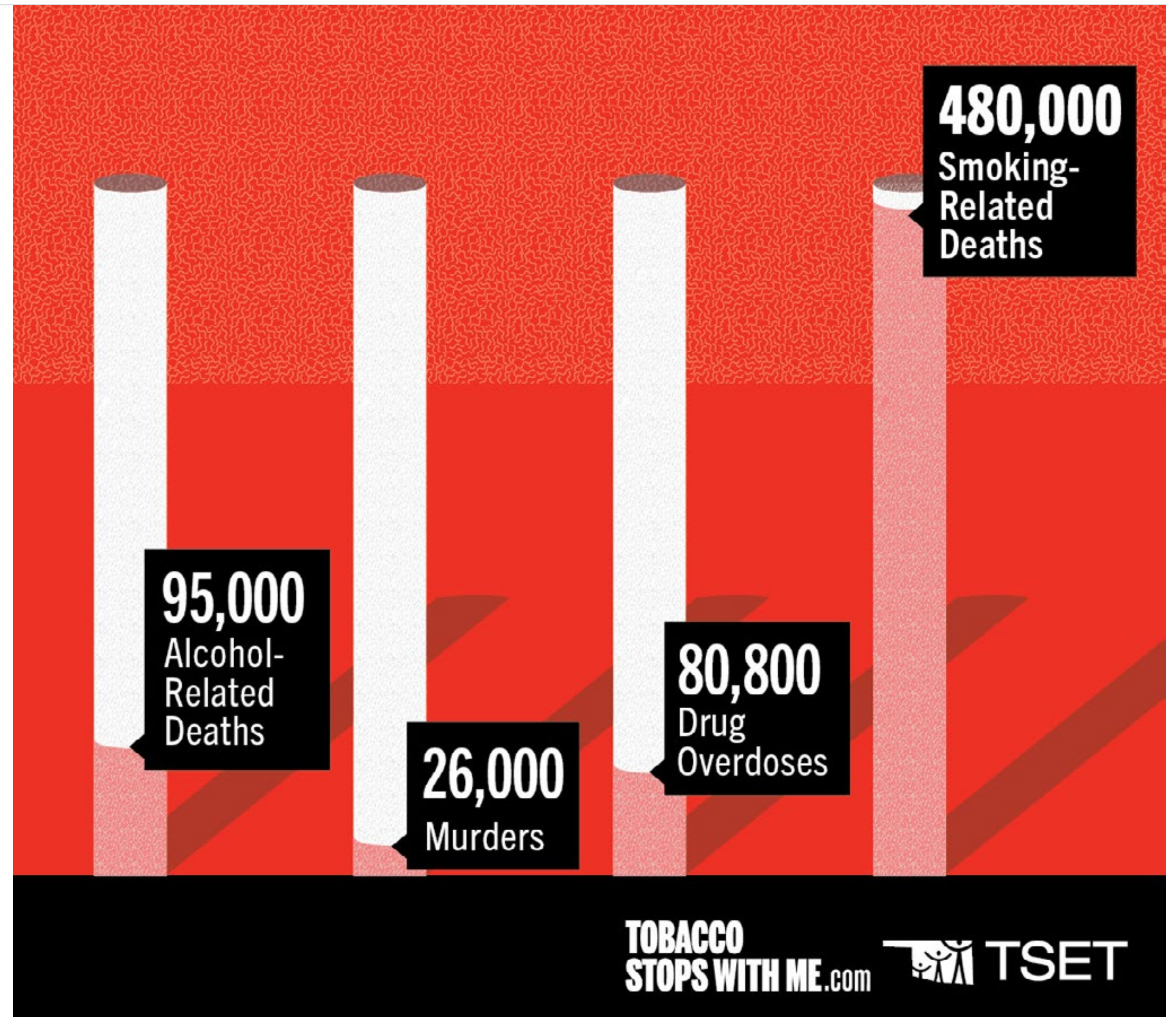
Illustration Style

Illustrations are a great way for the brand to communicate complex ideas and statistics without feeling cold or academic. There is quite a bit of room for experimentation within the brand, but by default, illustrations should fill the frame, avoiding overly-abstract representations. Collage is an excellent medium for bringing the seriousness of the content forward, and it can communicate more ideas simultaneously.



Integration of the Brand Elements

In most cases, you'll need to combine multiple brand elements in one place (typography, fields of color, illustration, brand textures, logos, etc.). When this is the case, take care to make all elements feel like they're working together. Graphics should not feel overly crowded or excessively busy. Elements should enhance one another without competing or dominating the visual language.



When To Break the Rules

The Tobacco Stops With Me visual language is meant to be a firm foundation for the brand, not a creative limitation. At times, there will be specific campaigns and ideas that need to define their own language more specifically. This is a good thing!

In order for them to work most successfully, thoughtfully integrate these new elements and styles with those from the TSWM brand standards. For example, the Shapeshifter campaign uses a distressed font that appears in motion to reinforce the lies and deception of the tobacco industry; the Apartments campaign uses a claymation style of imagery (as opposed to realistic photography) to allow the message to be more universal and the camera angles to be more engaging and innovative in broadcast.

These campaign-specific visuals are grounded by the TSWM typefaces, colors and logos. The key to "breaking the rules" is defining new ones for a campaign and executing them consistently and faithfully throughout the process.

SHAPESHIFTER
Campaign-Specific
Typographic Style



APARTMENTS
Campaign-Specific
Imagery Style



TOBACCO STOPS WITH **ME.**

Brand Ethos

Brand Integrity

A brand is not a name, it is the meaning of the name in the mind of the consumer. A brand is the sum total of all the emotions, thoughts, images, possibilities and gossip about a certain product or company that exist in the marketplace. Maintaining the integrity of the highly evaluated TSWM brand is critically important. When Oklahomans think about TSWM, we want them to instantly receive/recall the brand favorably in their minds, and be tied to the tobacco-free movement in their hearts. The degree to which we maintain brand integrity with the TSWM campaign will correspond directly to the degree to which Oklahomans accept and trust our product (i.e. a tobacco-free campaign). Therefore, it is essential that thoughtful consideration and caution be used in the placement of the TSWM brand on marketing materials in order to maintain and build upon the acceptance and trust of the TSWM message with our target audiences.

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STOPS WITH **ME.**com**

Purpose of the Brand

The purpose of Tobacco Stops With Me is to provide an efficient, emotional and highly recognizable tobacco-free message for Oklahomans to rally around. A singular, integrated message will generate unity with other TSET tobacco-free education, prevention, cessation and protection programs. This bold and iconic statement is the platform and central basis needed to educate the target audience about the negative effects and impact of tobacco use. The TSWM campaign is intended to resonate with all Oklahomans, however, it especially targets young adults and families. The primary audience is Oklahomans aged 18-54.

This brand is often...

Urgent, Serious & Angry	
Accessible & Clear	
Nuanced & Thoughtful	
Relatable & Familiar	
Informative & Compelling	

It avoids being...

Hopeless, Pessimistic & Mean	
Redundant & Metaphorical	
Non-Committal & Impulsive	
Predictable & Rote	
Preachy & Judgmental	

Communicating With Clarity

Oklahoma (and by extension, our audience) is made up of a wide range of people with massive variation in education, backgrounds, lived experiences, biases and beliefs. Communicating a message to such a variety of people can be challenging. Additionally, we deal with heavy topics such as Big Tobacco's schemes, necessary policies and health disparities, which we don't commonly discuss at the dinner table. This makes it more difficult for our audience to connect with our messaging, particularly if the topics aren't familiar.

To ensure that our messages resonate, we make an intentional effort to speak in language that is easy to understand. In order to make this brand accessible to the most Oklahomans, we limit the complexity of our writing to an 8th grade reading level. The AP Stylebook is the primary authority on all grammar, style, punctuation and capitalization considerations. This lends credibility, familiarity and consistency to the writing of the brand.

STYLE :

ALWAYS USE :

AP Style

READING LEVEL :

8th Grade

BRAND VOICE :

Practical

Factual

Urgent

Aggressive

Writing Style Cheat Sheet

"Tobacco-Free" vs. "Tobacco Free"

Hyphenate when a noun immediately follows it (as in "tobacco-free parks ordinance"). Do not hyphenate when a noun does not immediately follow it (as in "Eat better. Move more. Be tobacco free."). The same rule applies to "smoke-free" vs. "smoke free," and "vape-free" vs. "vape free."

"Health Care"

"Health care" is two words unless referring to a title or the healthcare system.

Don't Use the Oxford Comma

Avoid using a comma before "and/or" in a series – e.g. "Smoking causes lung disease, heart disease and cancer."

"Learn More at StopsWithMe.com."

If a call to action is a complete sentence and ends in a URL, use a period.

"Secondhand" Is One Word

"To" vs. "With"

Say "talk with your health care provider" and "talk with your kids," not "talk to your health care provider" or "talk to your kids."

Avoid Judgment and Slang

Avoid using judgmental and trendy language.

StopsWithMe.com

Capitalize the first letter of each word in the URL with the ".com" in lowercase.

Avoid the Words "Law" and "Ban"

Use "policy" instead.

Conjunctions

Don't start a sentence with the conjunctions "But" or "And."

Brand Checklist

When creating collateral, print ads, social posts or any other branded piece of communication, refer to this checklist as a guide for determining if the final product is "on brand." The full brand guidelines are the authoritative reference, but this is a great way to check that all of the needs of the brand have been met in just a few seconds.

	BRAND COLORS Does it primarily use brand colors? Are the campaign colors consistent?		BRAND ETHOS Do the elements and tone honor the aims and ethos of the brand?
	TYPOGRAPHY Does it primarily use brand fonts? Are the campaign fonts consistent?		LOGOS & SPACING Is the most appropriate logo being used? Is there enough clear space?
	STYLE Is it written in AP Style? Is it clear and accessible?		CONNECTION Do all of the elements (writing, imagery, etc.) feel cohesive?
	PUNCTUATION Is all punctuation correct and necessary?		EMPATHY Does everything feel judgment free and empathetic to the tobacco user?

Guidelines

Pre-Approved Material Use for TSET Grantees:

All media — including TV, outdoor billboards, print, radio, digital media and social media — is purchased comprehensively as part of a statewide strategy.

New TSWM Materials:

Any grantee who wants to develop new marketing materials that include the TSWM brand, outside of the existing TSET marketing materials, must obtain approval from their Program Strategist prior to beginning work. If you are sponsoring an event, talk with your TSET Program Strategist to ensure logos and event materials are within brand standards.

Questions?

Public Inquiries:

Please contact TSET Strategic Communication at (405) 521-3888 or email your request to sc@tset.ok.gov.

Grantees:

If you have questions regarding use of the TSWM brand in a local marketing campaign, project or event, please use your Salesforce Portal to submit a communications request. If you have problems with your request, please reach out to your TSET program manager.

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