

MY LIFE
MY QUITTM

BRAND STANDARDS

Updated May 2026

This document exists to ensure the consistency and continuity of the My Life, My QuitTM brand across all applications.

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LOGOS & USAGE

APPROVED LOGO

Please default to the full logo for all deliverables.
Ensure logos are placed at the minimum dimensions listed.



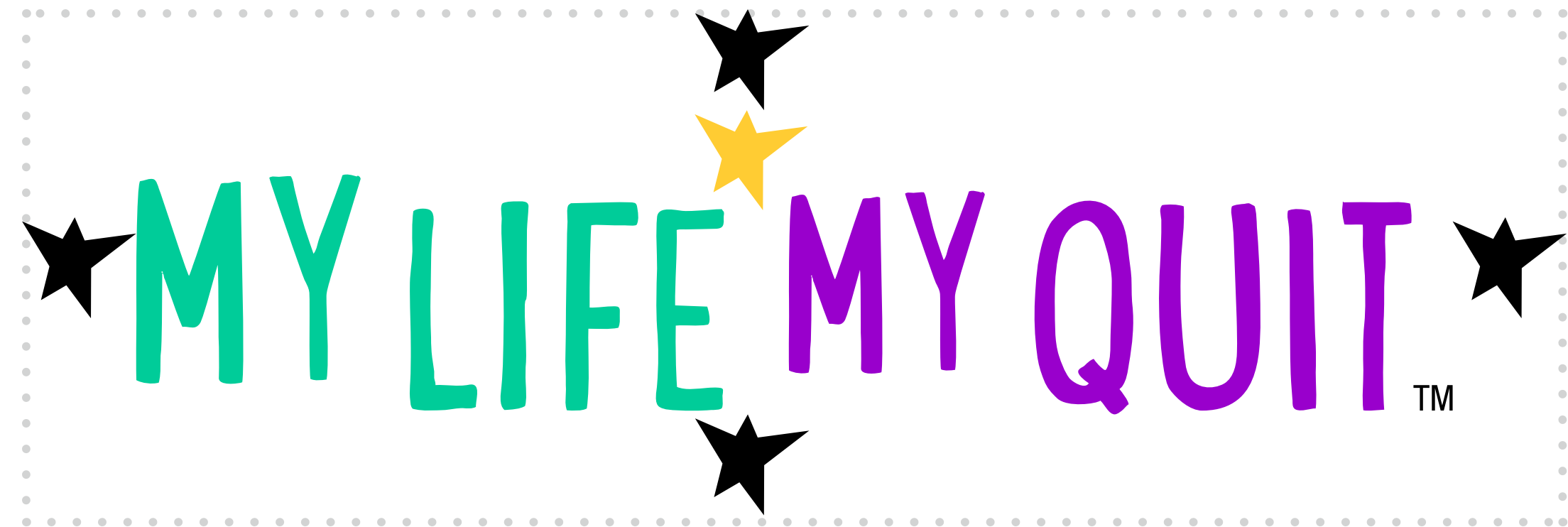
Min Width: 2.25"



Min Width: 1.35"

LOGO CLEAR ZONE

When applying the My Life, My Quit™ logo, a reasonable amount of open space should be maintained around the logo at all times. This open space is referred to as the "clear zone." For all versions of the logo, the clear zone is the width of the star in the logo.



PAIRING WITH TSET

For the intended My Life, My Quit™ audience, use the primary logo. Using a simplified My Life, My Quit™ logo for youth audiences keeps the brand feeling approachable and authentic, avoiding institutional cues that can feel inauthentic to teens. Removing the endorsement line allows the logo to live more naturally in youth spaces, where credibility is built through relatability rather than authority.

For all adult-facing materials, use the "Brought to you by TSET" logo. For all youth-facing materials, use the logo without it. This version provides added clarity, legitimacy and trust, reinforcing the program's credibility and accountability without compromising the youth-focused tone where it matters most.



Brought to you by TSET

IMPROPER USE

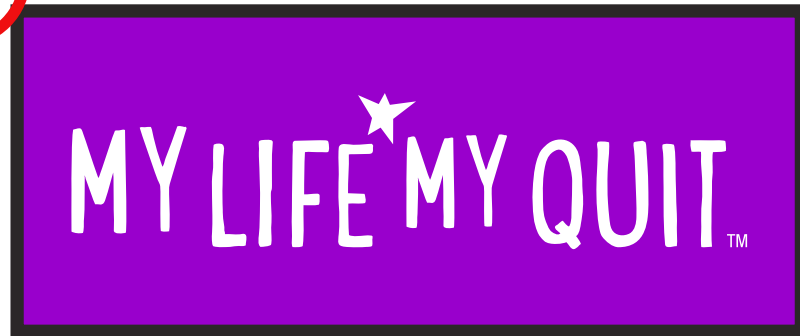


MY LIFE
MY QUIT

DO NOT recreate or retype.



DO NOT place the logo on "busy" graphics.



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



DO NOT alter, rotate or distort the logo in any way.



MY LIFE
MY QUIT™

DO NOT use the logo in unauthorized colors.



MY LIFE MY QUIT™
By the Tobacco Settlement Endowment Trust

DO NOT add elements to the logo.



MY LIFE
MY QUIT™

DO NOT apply outlines or graphic effects (shadow, gradient, etc.).



MY LIFE
MY QUIT

DO NOT remove trademark or star from the logo.

BRAND ELEMENTS

BRAND COLORS



Purple

#9900CC
RGB: 153 / 0 / 204
CMYK: 55 / 100 / 0 / 0



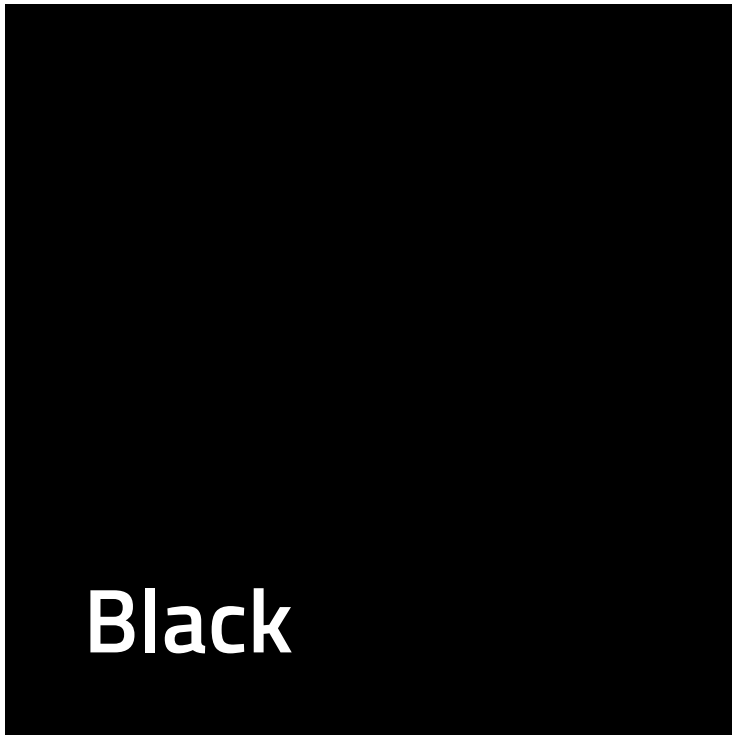
Teal

#00CC99
RGB: 0 / 204 / 153
CMYK: 70 / 0 / 65 / 0



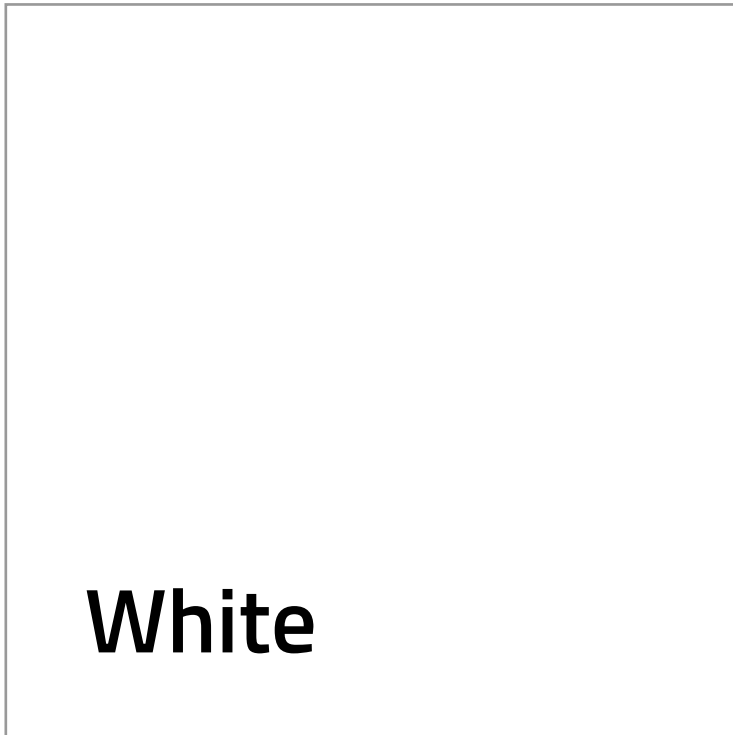
Yellow

#FFCC33
RGB: 255 / 204 / 51
CMYK: 0 / 20 / 80 / 0



Black

#000000
RGB: 0 / 0 / 100
CMYK: 0 / 0 / 0 / 100



White

#ffffff
RGB: 255 / 255 / 255
CMYK: 0 / 0 / 0 / 0

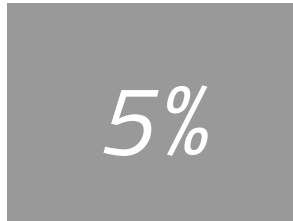
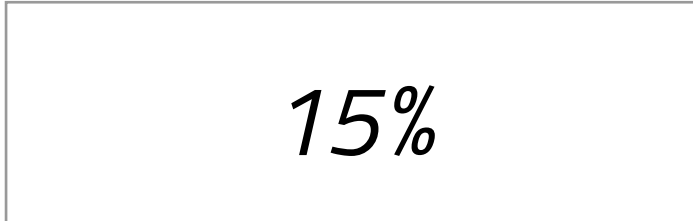
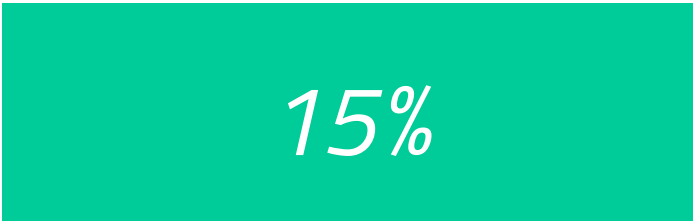
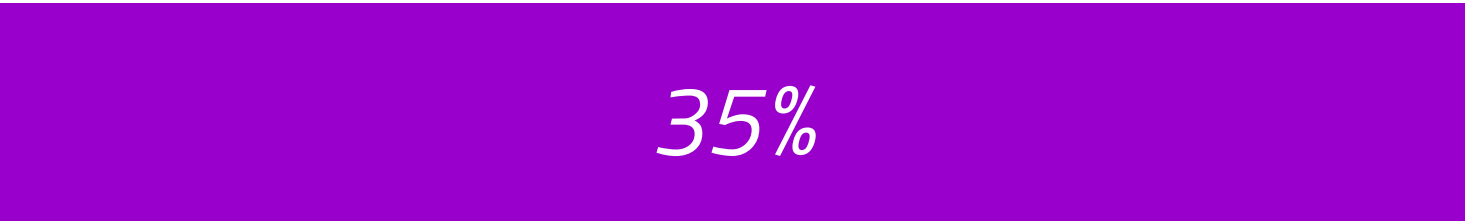


Grey

#999999
RGB: 153 / 153 / 153
CMYK: 0 / 0 / 0 / 45

COLOR RATIOS

The provided color ratio brings consistency by clarifying the visual weight for each color, ensuring designs feel balanced, readable and intentional.



APPROVED TYPEFACES

Except in the case of specialized campaigns, all typefaces for My Life, My Quit™ should be constrained to the following approved framework. All fonts are available for free through Google Fonts. Alternates are system fonts used in cases such as a fallback for websites.

Headlines & Active Typography

TITILLIUM WEB BLACK

Case: Uppercase

Alternate: ARIAL BOLD

Subheader

Titillium Web Semibold

Alternate: Arial Bold

Quotes

Titillium Web Italic

Alternate: Arial Italic

Body copy

Abel Regular

Alternate: Arial Regular

TYPOGRAPHY IN USE

This example (pictured right) serves as a general guide/reference for typographic relationships, and 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, headlines should be at minimum three times the size of the body copy, and twice that of the subhead. Subheads should be larger than the body copy. Body copy should be at least 9pt for print, 16pt for web experiences and at least 24pt for presentations and decks. Sufficient space should be used between hierarchical levels.

Titillium Web

- Size: 60pt
- Weight: Black
- Tracking: 0
- Case: Uppercase

THIS IS A HEADLINE

Titillium Web

- Size: 36pt
- Weight: SemiBold
- Tracking: 0

This Is a Sub-Head

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.

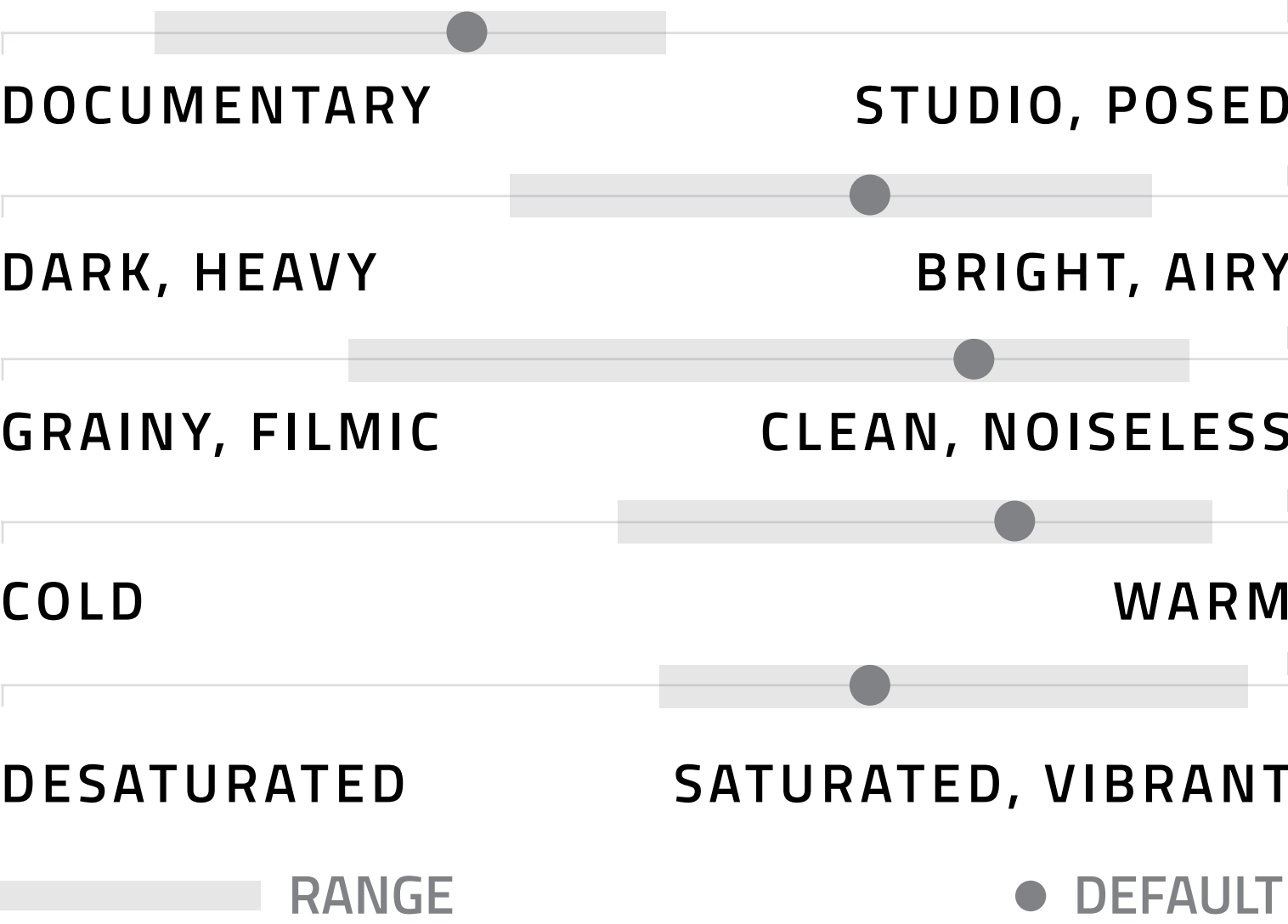
Abel

- Size: 20pt
28pt Line Spacing
- Weight: Regular
- Tracking: 0

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 externam fugiti restiate et eaque nienihitius adiozem repudani occus et labo. Nem. Labor sum qui nient.

PHOTOGRAPHIC STYLE

Photos for My Life, My Quit™ are intentionally a mixture of professional photos and shot on a mobile device with a lo-fi, unpolished feel to reflect how teens actually see and share their world. This approach builds authenticity and trust, helping the brand show up in a way that feels social-first, approachable and true to teen culture rather than overly staged or corporate.



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. My Life, My Quit™ is the brand teens can trust to help them through the difficult process of quitting tobacco. It is critically important to build and maintain trust around the brand.

When Oklahoma teens think about quitting tobacco or nicotine, we want the free, confidential resources from My Life, My Quit™ to be where they feel comfortable turning to first. The degree to which we maintain brand integrity with the My Life, My Quit™ campaign will correspond with the number of teens who quit and are saved from a lifetime of addiction. Therefore, it is essential that thoughtful consideration and caution be used in the placement of the My Life, My Quit™ brand on marketing materials.



PURPOSE OF THE BRAND

My Life, My Quit™ speaks directly to teens about the risks associated with nicotine addiction, the reasons they should quit and the benefits that come along with it. The brand emphasizes the positive aspects of quitting while recognizing the difficulties that come along with it. The primary audience is Oklahoma teens 13-17.

This brand is often...

✓ Informative & Encouraging

✓ Accessible & Clear

✓ Thoughtful & Approachable

✓ Timely & Youthful

✓ Relatable & Authentic

It avoids being...

✗ Preachy & Judgmental

✗ Medical & Sterile

✗ Metaphorical & Robust

✗ Trendy & Non-Committal

✗ Serious & Fear-Based

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 teens can be challenging, especially when we’re asking them to complete a very difficult task: quitting nicotine. This makes it more difficult for our audience to connect with our messaging.

To ensure that our messages resonate, we make an intentional effort to speak clearly and effectively. To make this brand accessible to the most Oklahomans, we limit the complexity of our writing to a 5th 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.

Always Use:
AP STYLE

Reading Level:
5TH GRADE

Brand Voice:
EMPOWERING
ACCESSIBLE

GROUNDED
ENCOURAGING

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 "Make the choice to live tobacco free").

"Smokefree" Is Always One Word

"Vapefree" Is Always One Word

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 MyLifeMyQuit.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."

"Health Care" Is Two Words

"20%" vs. "1 in 5"

Instead of using percentages, use simplified numbers. Ex: 20% should be 1 in 5.

Avoid Judgment and Slang

Avoid using judgmental and trendy language.

MyLifeMyQuit.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 to determine if the final product is "on brand." The full brand guidelines should be viewed as the authoritative reference, but this is a great way to ensure all of the needs of the brand are met in just a few seconds.

☐	Brand Colors Does it primarily use brand colors? Are the 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 used? Is there enough clear space?
☐	Writing 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 it all 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 TSET MATERIALS

TSET will provide you with an electronic file of the logo. When your artwork is relatively complete, submit the art to the TSET Brand Manager for review and approval.

Allow at least five business days for TSET to review your requested use of the logo. We will let you know of any issues with a phone call or email. If the artwork is approved, we will email an approval confirmation.

Internet Use:

If you plan to use the My Life, My Quit™ logo on your website, please keep in mind that TSET must approve the size and placement, just as we would for a print project or promotional item. Please contact the TSET Brand Manager for a graphic file formatted for web use.

QUESTIONS?

General Inquiries:

Questions on using the My Life, My Quit™ logo? 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 My Life, My Quit™ 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.

MY LIFE MY QUIT™



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