



# **improving** **oklahoma** **tobacco free** **healthier** **communities**

public housing  
colleges and universities



*for healthier communities and universities*

## **Apex Mission**

Enhance the overall health and wellness of the multi-unit housing communities and university and college campuses in Oklahoma, with an emphasis on strategies that promote healthy choices and healthy lifestyles by establishing goals in three major categories: Education, Networking, and Systematic Impact. An Alliance for Tobacco Free Housing and Institutions of Higher Learning, intends to provide this specialized technical assistance to Public Housing Authorities (PHAs) and University and College Campuses (UCCs).

## **Logo**

The Apex logo is the all lowercase word in the midst of a circle. The choice of circular elements, like the circle and lowercase use of letters a and e was decided upon for its contrast to the name itself. Apex means a pinnacle, a point, so like in geometry we decided to make it a dot. A single and strong point in space. Our choice of green was to promote natural health and our choice of blue to promote calm serenity, like the calm serenity that would be created in a world without tobacco products.



# Identity Package

The logo, business cards, envelopes, and letterhead share a clean and easy to read look.

We chose to use two envelopes; a standard sized and a catalog sized one. The letterhead hold all three team members contact information to increase the ease of networking of outsiders with the Apex team.





## Posters (Housing)

The My Smoke poster campaign for housing focuses on talking to smokers, pointing out the obvious problems caused by cigarette addiction, and making them read in the first person. This allows the reader to feel like they are the person in the Ad. The Ad resonates more true when they can relate to the circumstance of it.

## Posters (Campus)

The My Smoke poster campaign for colleges and universities focuses on talking to smokers about cigarette addiction and makes them read in the first person as well. The scenarios are different. They focus on what is important to most students such as relationships, social acceptance, and money.





## Movie Theater

The choice to use movie theater ads is they are time effective, cost effective, and if you place in any theater near a university or college campus a large number of students will see your ad.

## Bus Ads

Busses are mobile. This makes a bus Ad effective to show your message to a large audience of people. The bus ads target smokers and how their addiction cost them more money than they could afford to spend. You could then make the correlation to not having your own car because you spent too much money on cigarettes.





## Bus Stop

Bus stop Ads are Ads that a person usually has more time than average to read and think about. With proper placement bus stop ads could be one of the most effective form of advertisement in the campaign.

## Bench

Bench ads are hard to ignore, cost effective, and durable. These Ads can be placed close to campuses to reinforce the posters being placed around the school or they can be used at parks near housing units.



## **Apex 30 second Radio Ad:**



**Woman:** I gave my son asthma  
**Man:** Burned my apartment  
**Woman:** My Daughter had low birth weight.  
**Man:** I had no money for my child's birthday.  
**Man:** I always have a dry cough.  
**Woman:** I got kicked out of my dorm.

**Male Narrator:** What do all these things share in common.

**Smoking!**

Help us improve Oklahoma by stopping Tobacco.

**apex**

An Alliance for tobacco-free housing and institutions of higher learning.

Visit [www.apexalliance.gov](http://www.apexalliance.gov)  
or  
Call 1.800.756.1248

**<END>**



## Starter Kits

When someone first contacts Apex, or when Apex first contacts them, they receive a starter kit. The contents of a kit will be gone over in the next few pages.

## Folder

The front of the folder follows a more positive but similarly laid out style of the My Smoke ad campaign. This gives the logo in the bottom left corner balance. The inside folder has general contact information as well as three business card slits for more effective networking with the entire team.





President Haysbert  
Langston University,

Thank you for inquiring about making your school smoke free. Providing tobacco free campuses statewide will greatly improve the health of current and future generations of Oklahomans. By contacting us you have started the first step of making sure your school is as healthy as it can be. The contents enclosed are as follows:

- A guide on how to implement tobacco policy on your campus.
- Business cards of the Apex team for help with additional resources.
- An informational brochure with additional support contacts and facts.
- A window stickers for dorms and building entrances.
- A sample pledge card that will be used to give to participants.
- A CD containing PDF Files of all marketing materials and information.
- Examples of the Apex ad campaign and how to use them.

We look forward to hearing from you soon. Together we can improve the health of our students, Colleges and Universities and in our great state of Oklahoma.

Yours Sincerely,

Yvon Fils-Aimé  
APEX College and University Representative

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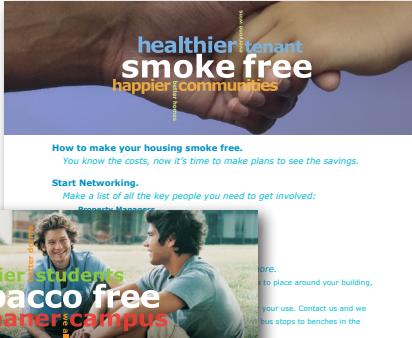
Percy Brown  
[percy.brown@okstate.edu](mailto:percy.brown@okstate.edu)  
918-749-8900

## Letter

A typed letter from a member of the Apex team. The purpose of this letter is to welcome someone to the Apex alliance against tobacco as well as be a list of the contents of the folder. When printed on the Apex letterhead it both looks very nice and official and adds another set of team member contact info.

## How to guides

These guides give the basic steps to the eventual goal of a tobacco free institution of higher learning or smoke free public housing. The steps: start networking, get equipped, make a schedule, and keep in touch are the backbone to both guides, but the way each step is carried out is different for housing and school guides.



**How to make your housing smoke free.**  
You know the costs, now it's time to make plans to see the savings.

**Start Networking.**  
Make a list of all the key people you need to get involved:

**How to make your campus smoke free.**  
You know the benefits, now it's time to make a plan.

**Start Networking.**  
Make a list of all the key people you need to get involved:  
**Student Organizations**  
**The President or Dean**  
**Other Key Personnel**

**Get Equipped!**  
We can provide you with the following and more.  
**Posters** - We can provide you with strong posters to place around campus, persuading students not to smoke.  
**Adds** - We have a variety of Ad media available for your use. Contact us and we can help find locations such as buses, benches and even theaters.  
**Support** - Apex has your back with this. We can help you with other ideas to make your campus tobacco free.  
**Session** - Information on free cessation products that are available to help kick tobacco and the addiction to nicotine on your campus.

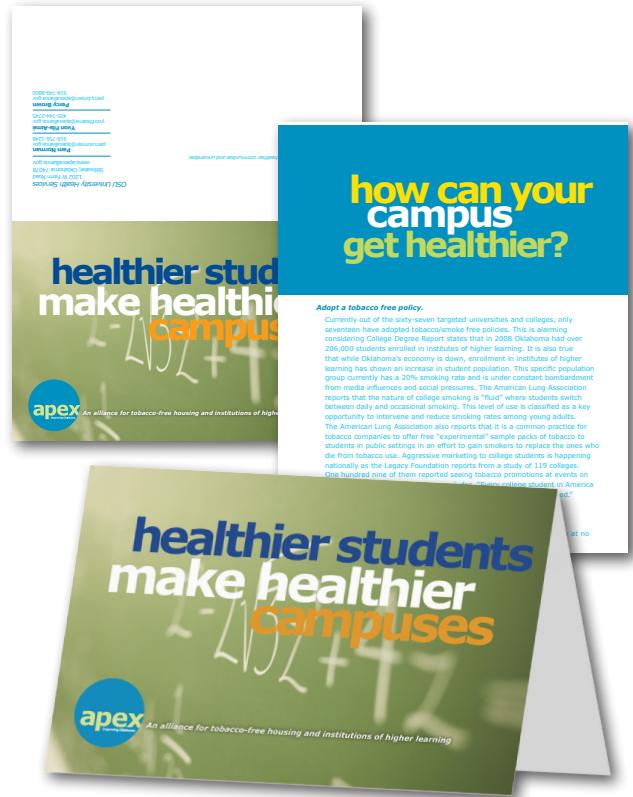
**Make a schedule.**  
List the obstacles and what to do before you're ready to be tobacco free.  
**Policy change time line** - Write out a list of goals that you would like to complete on your road to changing your tobacco policy on campus.  
**Smoke-free date** - Set the big day when your campus will be tobacco free.

**Keep in Touch**  
Let us help you keep up to date on anything you'll need for aid.  
**Email** - Contact us weekly to let us know what you're doing.  
**Phone** - An additional way to keep in touch with us.  
**Website** - Check out apexalliance.com for tobacco news and updates on us.

## Informational Brochures

These are to give the reader an idea of the dangers of cigarettes and tobacco to their personal health and anyone exposed to the substance.

Armed with this knowledge the reader can inform others about the dangers of smoke and soon help pass a policy to eradicate smoking in public housing.



**this is a  
tobacco free  
campus**



An alliance for tobacco free housing and institutions of higher learning  
[www.apexalliance.gov](http://www.apexalliance.gov)

**this is a  
smoke free  
home**



An alliance for tobacco free housing and institutions of higher learning  
[www.apexalliance.gov](http://www.apexalliance.gov)

## Window Stickers

The window stickers intention are to inform people that Tobacco isn't welcome wherever you can see one. These stickers can be passed out to tenants who want to keep their houses smoke free and can be posted around a school that has passed tobacco policy.

## **CD**

The custom logo CDs are a great way to brand your company. They will be blank so you'll be able to fill them with any data you please. A big use of the CDs will be to hold data for posters and other printable materials in the starter kits.



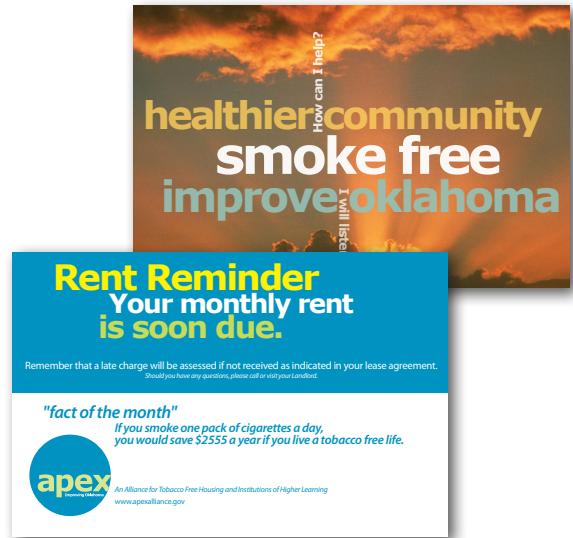


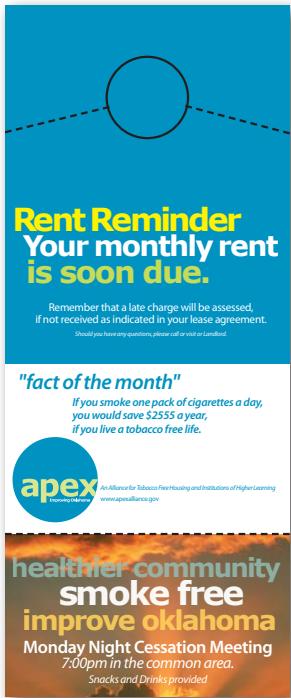
## Pledge Cards

A common way to promote a life style change in people is to allow them to make a promise to themselves. That's exactly what we made the pledge cards for. We included facts about the harmful use of tobacco, specifically on those around you.

## Rent Reminder

Every month public housing authorities must give out rent reminders. These are usually pieces of papers that are half of a standard page. We designed a print piece that Apex could provide landlords to use in place of their normal rent reminders. Essentially it's both a rent reminder and an persuasive ad to convince people to stop smoking.





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## Environment

The environment we designed could be used for presentations. Events at schools as well as community housing are other uses for an environment like this. It's durable, classy, and effective like few other portable stages.



# Website

A clean and effective site was our goal when building this website. The navigation is on the top of the page and stays consistent even when pages change. The home page has an RSS feed these allow you to quickly link up news to your home page, repeatedly linking people to the Apex web page every time we update the news. Other pages have cycling examples of the current Apex ad campaign.

The screenshot shows the top navigation bar with links: About Us, Resources, Services, Event Calendar, Contact Us, and a search bar. Below the navigation is a circular logo for 'apex' and a sub-headline: 'An alliance for tobacco free housing and institutions of higher learning.' A section titled 'The Apex Team:' lists four team members with their names, short bios, and small profile pictures:

- Percy Brown: Percy is in charge of the public housing tier of the Apex alliance. His job is to try to pass smoke-free policies in the public dormitories who live in state run housing.
- Yvon Fils-Alme: Yvon heads the campus tier of the Apex organization. His background includes working with the college campus tobacco initiative to make it the first of the 8 to adopt a smoke free policy.
- Pam Norman: Pam Works with the Apex organization help connect the two tiers together, advancing experience and runs a effective site.

This screenshot shows the 'Apex Ad Campaign' section. It features a large image of a person holding a cigarette butt with the text 'I Broke my smoke...different from me'. Below the image is a 'Quick Navigation' sidebar with links to About Us, Mission, Apex Team, Press Room, and Successes. The main content area contains the same team member profiles as the previous screenshot.

This screenshot shows the 'Our Mission' section. It features a large image of a person holding a cigarette butt with the text 'I Broke my smoke...different from me'. Below the image is a 'Quick Navigation' sidebar with links to About Us, Mission, Apex Team, Press Room, and Successes. The main content area contains the same team member profiles as the previous screenshots.

This screenshot shows the 'Tobacco News' section. It features a large image of a person holding a cigarette butt with the text 'I Broke my smoke...different from me'. Below the image is a 'Quick Navigation' sidebar with links to About Us, Mission, Apex Team, Press Room, and Successes. The main content area displays news items such as 'Smoking during pregnancy ups kids' asthma risk: Study' and 'Tobacco display ban set for spring'.



## T-shirt

The T-shirt was designed with the intention of bringing the look of the My Smoke campaign together with a more positive and upbeat message. We laid the type down the same way with alternating vertical and horizontal baselines and colors on the back. The front of the shirt has the Apex logo over the heart, making it easy to see by others.

## Buttons

Round pin on buttons are very popular among college students and children. They can be placed on a backpack, shirt, a jacket or hat.



## **Thank you**

Thank you for giving us the opportunity to work on ideas for this statewide campaign and allowing us to be your creative team. The experience we gained from this project has made us better graphic designers and greater students. We hope that our work will benefit you in your goals to improve Oklahoma.

### Your Team:

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