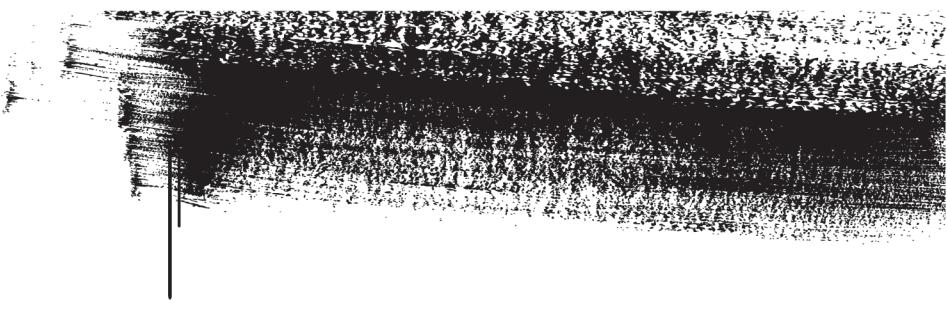


Say WhatSM

Stand up. Speak up. Be tobacco-free.

Brand Parameters



Brand Parameters

BACKGROUND

In 2010, the Texas Department of State Health Services (DSHS) called on the Texas School Safety Center (TxSSC) and EnviroMedia Social Marketing (EnviroMedia) to assist in developing a Texas youth engagement initiative to unite all tobacco prevention efforts. Under this one umbrella initiative, youth will enhance state and local tobacco control efforts by challenging conventional thinking and changing the social norms around tobacco use. This initiative will provide youth leadership opportunities in public health and empower young people to live tobacco-free in Texas for years to come.

The initiative, Say What!, and its accompanying tagline were created by over 250 young people during the 2010 Texas Comprehensive Tobacco Prevention Conference. These brand parameters have been developed to ensure that participating parties who have received permission to use the mark do so effectively and consistently.

TRADEMARK/USAGE

The correct usage of Say What! can be identified by the service mark ^(SM) located on the upper-right-hand corner of the image. The logo shall not be reproduced without the service mark notation. Anyone interested in using the logo must first request permission by sending an e-mail to info@TxSayWhat.com or agree to the terms outlined on the www.TxSayWhat.com website. Steps toward registration of the service mark will be determined at a later date by DSHS.

CAMPAIGN GOAL

Say What! is part of DSHS's comprehensive tobacco control program. The initiative will support local school and community efforts to create tobacco-free social norms among teenagers. Say What! will also help link all youth groups in Texas who are working in their schools and communities to make a difference in tobacco prevention through recruitment. The Say What! name or logo is not to be used to promote any other causes or programs without consent by DSHS offices of Tobacco Prevention and Control.

TARGET DEMOGRAPHIC

Say What! targets male and female teens between the ages of 14 and 17 who are non-tobacco users (78.8% of teens). The desired audience for the initiative is youth who are at the point in their lives when they are self-selecting friend groups. Research shows that these friend groups will help determine whether or not a teen will opt in or opt out of tobacco use. The initial group of 200+ Say What! participants will serve as peer role models to recruit other supporters.

LOGO CONFIGURATIONS

The logo should always appear with the tagline, and it should never be recreated or scaled independently of the tagline.



3-COLOR OPTION

The Say What! logo is designed as a black-and-white logo that can be customized with color. This flexibility supports ever-changing youth trends and the plethora of school colors. When customizing the 3-color logo, users can only add color to the white fill area and the outline of the Say What! type treatment. All other elements of the logo must remain black.



Say What! fill and outline may be colored

Shadow and paint run must remain black

Background brush stroke must remain black

Tagline must remain black



1-COLOR OPTION

When using the 1-color option, the user may customize the entire logo with one color. All components of the logo must remain the same color. The fill of the Say What! type treatment must be transparent to match its background.



LEGIBILITY

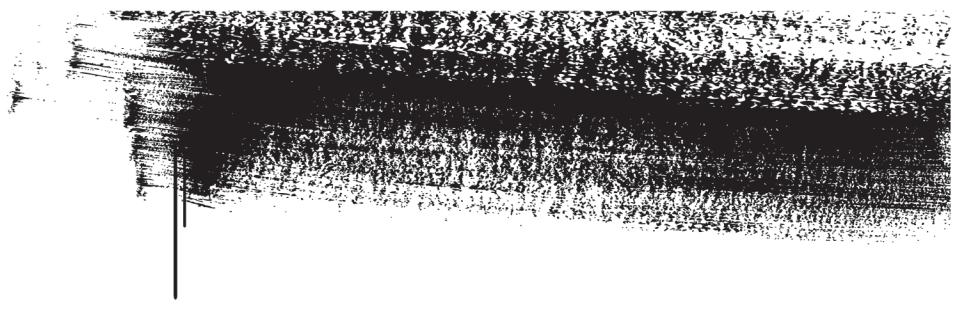
To ensure legibility and clarity of the Say What! logo, do not reproduce the logo smaller than 2" wide.



2" wide



15" wide



HERE IS A SAMPLING OF LOGO TREATMENTS THAT ARE NOT ACCEPTABLE:

1. The logo should never be recreated, especially using other typefaces.



2. The logo or elements of it should never be scaled vertically or horizontally.

