

COVER

INTRODUCTION

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DOJ Approved Statements

The DOJ has categorized the statements into five categories. Each category has several approved statements.

A. Adverse Health Effects of Smoking

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about the health effects of smoking.

- Smoking kills, on average, 1,200 Americans. Every day.
- More people die every year from smoking than from murder, AIDS, suicide, drugs, car crashes, and alcohol, **combined**.
- Smoking causes heart disease, emphysema, acute myeloid leukemia, and cancer of the mouth, esophagus, larynx, lung, stomach, kidney, bladder, and pancreas.
- Smoking also causes reduced fertility, low birth weight in newborns, and cancer of the cervix.

B. Addictiveness of Smoking and Nicotine

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about the addictiveness of smoking and nicotine.

- Smoking is highly addictive. Nicotine is the addictive drug in tobacco.
- Cigarette companies intentionally designed cigarettes with enough nicotine to create and sustain addiction.
- It's not easy to quit.
- When you smoke, the nicotine actually changes the brain - that's why quitting is so hard.

C. Lack of Significant Health Benefit from Smoking "Low Tar," "Light," "Ultra Light," "Mild," and "Natural" Cigarettes

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about low tar and light cigarettes being as harmful as regular cigarettes.

- Many smokers switch to low tar and light cigarettes rather than quitting because they think low tar and light cigarettes are less harmful. They are **not**.
- "Low tar" and "light" cigarette smokers inhale essentially the same amount of tar and nicotine as they would from regular cigarettes.
- **All** cigarettes cause cancer, lung disease, heart attacks, and premature death-lights, low tar, ultra lights, and naturals. There is no safe cigarette.

DOJ Approved Statements Continued

The DOJ has categorized the statements into five categories. Each category has several approved statements.

D. Manipulation of Cigarette Design and Composition to Ensure Optimum Nicotine Delivery

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about designing cigarettes to enhance the delivery of nicotine.

- Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA intentionally designed cigarettes to make them more addictive.
- Cigarette companies control the impact and delivery of nicotine in many ways, including designing filters and selecting cigarette paper to maximize the ingestion of nicotine, adding ammonia to make the cigarette taste less harsh, and controlling the physical and chemical make-up of the tobacco blend.
- When you smoke, the nicotine actually changes the brain -- that's why quitting is so hard.

E. Adverse Health Effects of Exposure to Second Hand Smoke

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about the health effects of secondhand smoke.

- Secondhand smoke kills over 38,000 Americans each year.
- Secondhand smoke causes lung cancer and coronary heart disease in adults who do not smoke.
- Children exposed to secondhand smoke are at an increased risk for sudden infant death syndrome (SIDS), acute respiratory infections, ear problems, severe asthma, and reduced lung function.
- There is no safe level of exposure to secondhand smoke.

VISUAL GUIDELINES

The Visual Guidelines covers proper use of the Statement Box Labels. There are several statements and this box system is meant to create visual consistency no matter the length of actual statements. This section provides guidance on how to use the Statement Box Labels in all scenarios.

The design of the Statement Box Labels cannot be altered.

Statement Box Architecture

The DOJ statements vary in length. The goal of these guidelines is to create a consistent design. Here are examples of a short, medium, and long length statement in the design system.

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about the health effects of smoking.

**Smoking kills, on average,
1,200 Americans. Every day.**

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about the health effects of smoking.

**More people die every year from smoking
than from murder, AIDS, suicide, drugs,
car crashes, and alcohol, combined.**

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about designing cigarettes to enhance the delivery of nicotine.

**Cigarette companies control the impact and
delivery of nicotine in many ways, including
designing filters and selecting cigarette paper
to maximize the ingestion of nicotine, adding
ammonia to make the cigarette taste less harsh,
and controlling the physical and chemical
make-up of the tobacco blend.**

Statement Box Architecture

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Typography

Federal Court Statement

Helvetica Regular
Size: 9pt
Leading: 12pt

Informational Statement

Helvetica Bold
Size: 17pt
Leading: 20pt

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about the health effects of smoking.

More people die every year from smoking than from murder, AIDS, suicide, drugs, car crashes, and alcohol, combined.

Statement Box Architecture

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E-space
Based on capital E of the informational statement

Margins and Spacing



Statement Box Architecture

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Clear Space

Type and Graphic Free Zone
Cap E-space around entire box

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Statement Box Architecture

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Colors

Federal Court Statement

Rich Black
Cyan: 30
Magenta: 30
Yellow: 30
Black: 100

Informational Statement

White

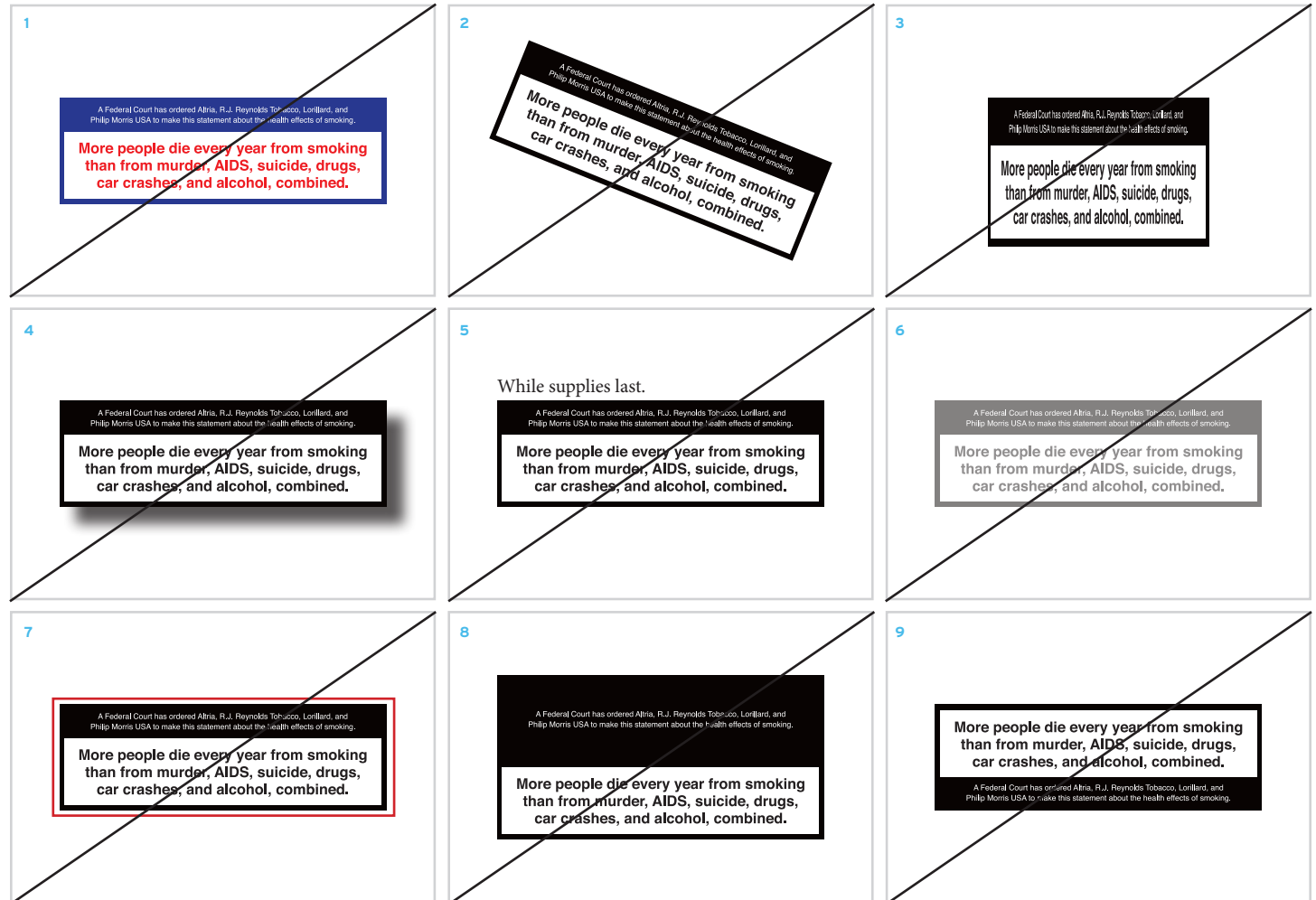
A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about the health effects of smoking.

More people die every year from smoking than from murder, AIDS, suicide, drugs, car crashes, and alcohol, combined.

Statement Box Architecture

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Incorrect Usage



Statement Box Misuse

- 1 Never change the colors
- 2 Never rotate the statement box
- 3 Never distort the size or proportion
- 4 Never add a drop shadow to the logo
- 5 Never add type elements in violation of clear space rules
- 6 Never change the opacity
- 7 Never frame the statement box
- 8 Never change the proportion of the box
- 9 Never change the position of elements

SET DISPLAY GUIDELINES

The Visual Guidelines covers proper use of the Statement Box Labels. There are several statements and this box system is meant to create visual consistency no matter the length of actual statements. This section provides guidance on how to use the Statement Box Labels in all scenarios.

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Set Display Placement

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Full Display without Statement Boxes

Federal Court Statement

- Rich Black
- Cyan: 30
- Magenta: 30
- Yellow: 30
- Black: 100

Informational Statement

- White



Set Display Placement

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Phillip Morris Display Section

85.5"

27"

Figuring Out 25%

Length x Width

$$27'' \times 85.5'' = 2308.5''$$

$$25\% \text{ of } 2308.5'' = 577.125''$$



Set Display Placement

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RJ Reynolds Display Section

Figuring Out 25%

Length x Width

$$27'' \times 85.5'' = 2308.5''$$

$$25\% \text{ of } 2308.5'' = 577.125''$$

00''



00''

POINT OF SALE GUIDELINES

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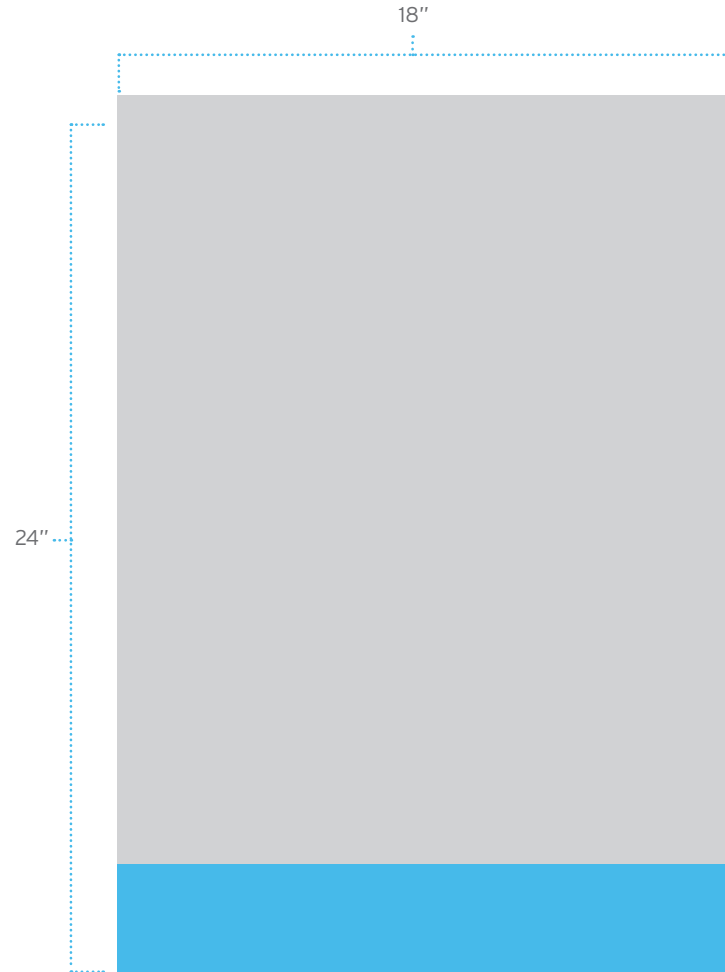
Point of Sale Placement

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Figuring Out 25%

Length x Width
 $24'' \times 18'' = 432''$
 $25\% \text{ of } 432'' = 108''$

18 x 24 Poster



Point of Sale Placement

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Figuring Out 25%

Length x Width
 $24'' \times 18'' = 432''$
 $25\% \text{ of } 432'' = 108''$

8 x 10 Counter Display



Point of Sale Placement

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Figuring Out 25%

Length x Width
 $24'' \times 18'' = 432''$
 $25\% \text{ of } 432'' = 108''$

Light Pole Banner



Point of Sale Placement

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Figuring Out 25%

Length x Width
 $24'' \times 18'' = 432''$
 $25\% \text{ of } 432'' = 108''$

24 x 18 Lawn Sign

