DOJ STATEMENT BOX GUIDELINES

DOJ Guidelines for Tobacco Set Displays and Point of Sale Materials

September 30, 2019

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INTRODUCTION

These guidelines are designed to guide the tobacco brands in regards to displaying court ordered statements to appear on Point of Sale displays and signage. It has been deemed that 25% of the merchandising/marketing area shall be used to communicate these messages.
The messages are to prevent and restrain future fraud and deception by cigarette companies and to communicate truthful info about cigarettes to consumers.

Messages are supplied by the Department of Justice and cannot be edited.

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.

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

The goal is to rotate the informational statements once every quarter.

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.

STATEMENT BOX VISUAL GUIDELINES

The goal of these guidelines is to provide clear design specifications to include these statements in the set displays and point of sale.

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.

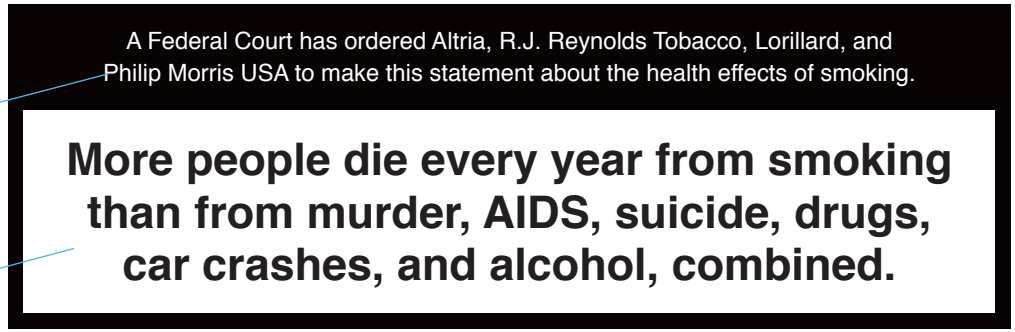
A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about designing cigarettes to enhance the delivery of nicotine.

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

The DOJ has carefully selected typography options for the Statement Boxes. Helvetica is the primary font style. If it is not available, Arial is the secondary choice. No other font options are permitted to be used within the Statement Boxes. This is to ensure that the look is consistent.
The informational statement should always be at least double the size of the Federal Court statement.

Typography



Federal Court Statement
Helvetica Regular
Size: 9pt
Leading: 12pt

Informational Statement
Helvetica Bold
Size: 18pt
Leading: 20pt

Set Display Placement

Text size of the Statement Boxes depends on a number of factors. Mostly, it depends on viewing distance. Use this chart to choose a proper point size for your type create within the Statement Boxes.

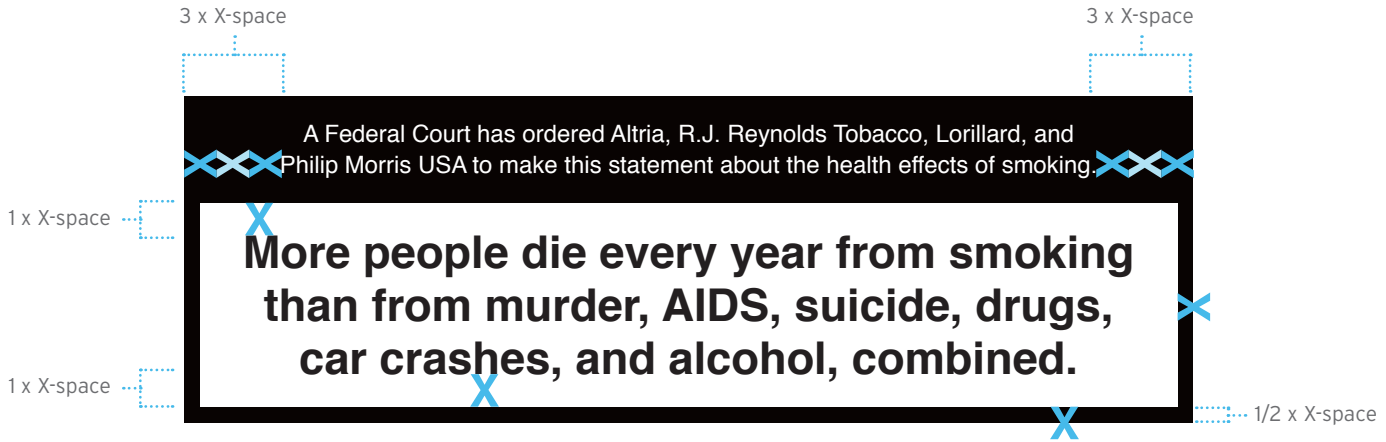
Type Size and Viewing Distance

Viewing Distance	Minimum Type Size
2ft	8pt
5ft	18pt
10ft	25pt
16ft	41pt
33ft	82pt
50ft	125pt

Statement Box Architecture

Designing the Statement Box is simple. Use the capital 'X' at the size of the actual statement. In this case it's 18pt. The designed spaces around the copy are minimum allowed space, in some cases the space will be greater depending on the statement and the size of the application.

Margins and Spacing

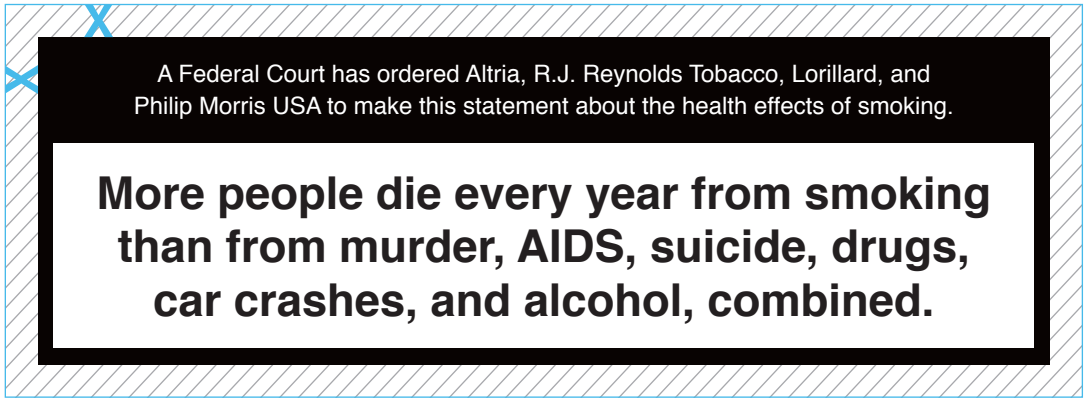


X-space
Based on capital X of the informational statement

Statement Box Architecture

The minimum clear space around the Statement Box is equal to the cap height of the informational statement. The clear space should be present on all sides, and should be completely free of other type and graphics.

Clear Space



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

Statement Box Architecture

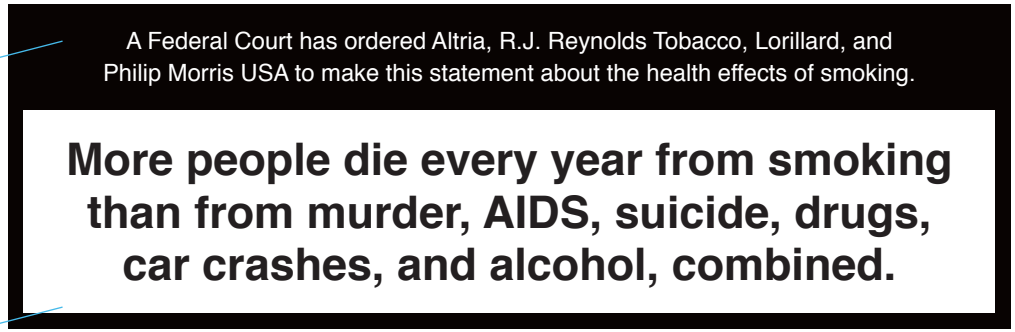
The primary colors chosen for the Statement Boxes are black and white. This color combination is less likely to compete with the colors of the various brands. They were also chosen to convey the information in a straight-forward and simple manner. When printing 4-color, use a rich 4-color black.

Federal Court statement should always be printed white. Informational Statement should always be printed black.

Primary Color Palette

Federal Court Statement
Rich Black
Cyan: 30
Magenta: 30
Yellow: 30
Black: 100

Informational Statement
White

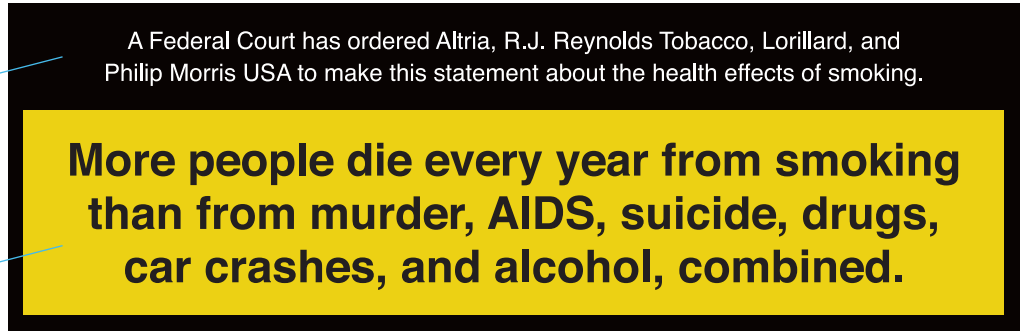


Statement Box Architecture

The secondary palette replaces white with Safety Yellow. This secondary color option should be used in instances where the Statement Box will appear on a white background.

Federal Court statement should always be printed white. Informational Statement should always be printed black.

Secondary Color Palette



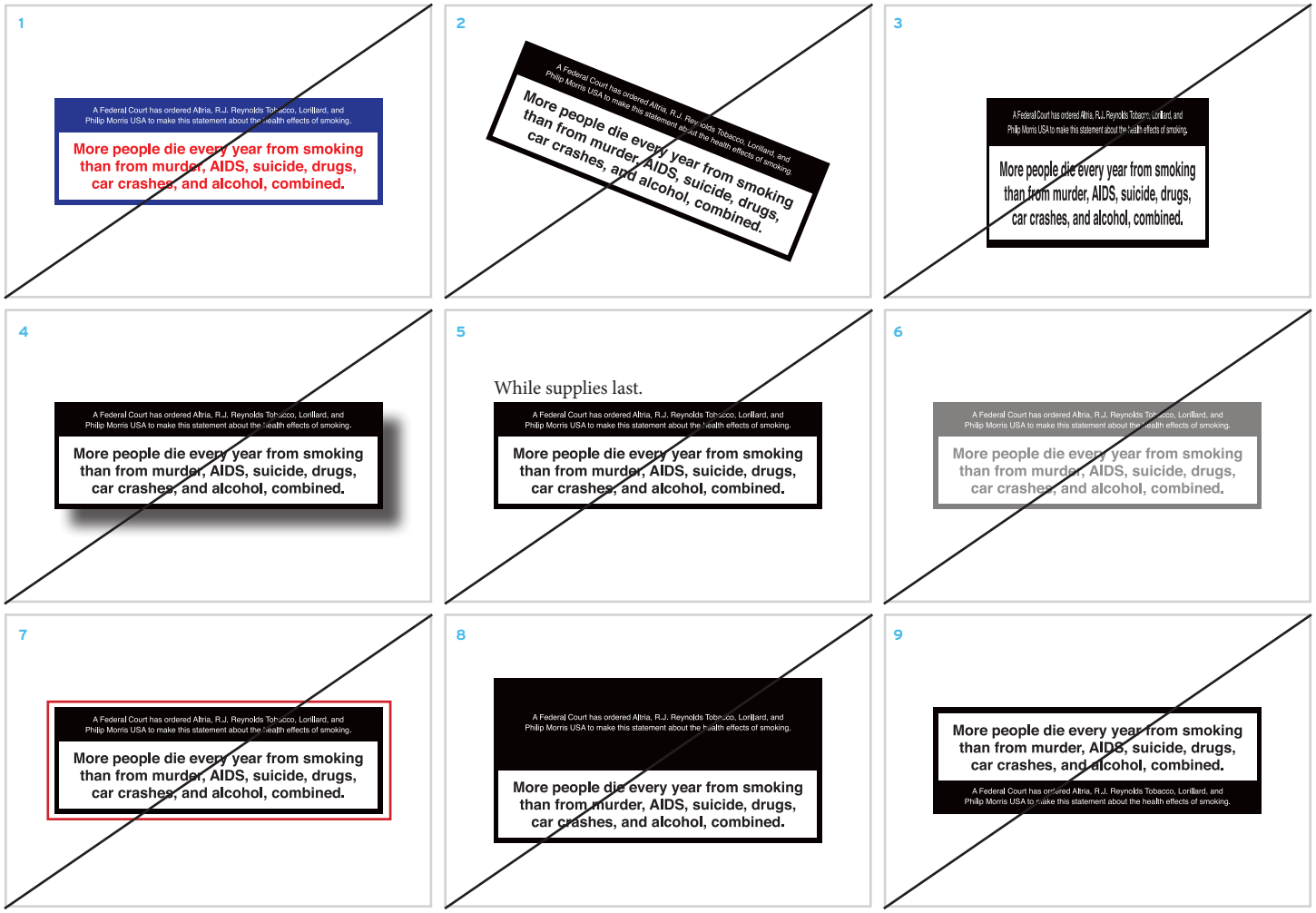
Federal Court Statement
Rich Black
CMYK: 30 / 30 / 30 / 100

Informational Statement
Safety Yellow
Hex Color Code: #eed202
RGB: 238 / 210 / 2
CMYK: 0 / 0.12 / 0.99 / 0.07

Statement Box Architecture

Consistent presentation is an important part of making the Statement Boxes immediately recognizable wherever it appears. The Statement Boxes should never be altered or shown in unauthorized colors. The following are examples of improper usage and pitfalls to avoid. These rules apply to all versions of the Statement Boxes

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 following pages explains the formula and visual guidelines as they pertain to in-store set displays.

The Statement Labels must represent at least twenty-five percent (25%) of merchandising space of the brands owned by Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA as established by the Department of Justice.

Set Display Placement

The steps to figuring out the 25% are listed here.

Figuring Out 25%

Formula to figure out the 25% needed for the Statement Box(es)

Step 1: Figure out the total viewing area (Width x Height = Total Area)

Step 2: (If Needed) Figure out the total area of "Excluded Brands" then subtract from total area

Step 3: Multiply total area by 0.25 (25%).

This is the minimum total area the Statement Box or Boxes need to cover within the total area of brands owned by Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA.

How to determine the number of Statement Boxes needed in a set display.

Use the chart below along with the minimum type size and viewing distance.

Total Viewing Area	Number of Boxes
> 10,000 inches	3 to 6
5,000 to 10,000 inches	2 to 4
< 5,000 inches	1 to 3

Set Display Placement

This simple schematic illustrates in simple numbers how to figure out the areas needed for three Statement Boxes.

The viewing distance is estimated at 6 to 10 feet which calls for a minimum type size of 18pt for the informational statement and 9pt for the Federal Court statement.

Figuring Out 25%

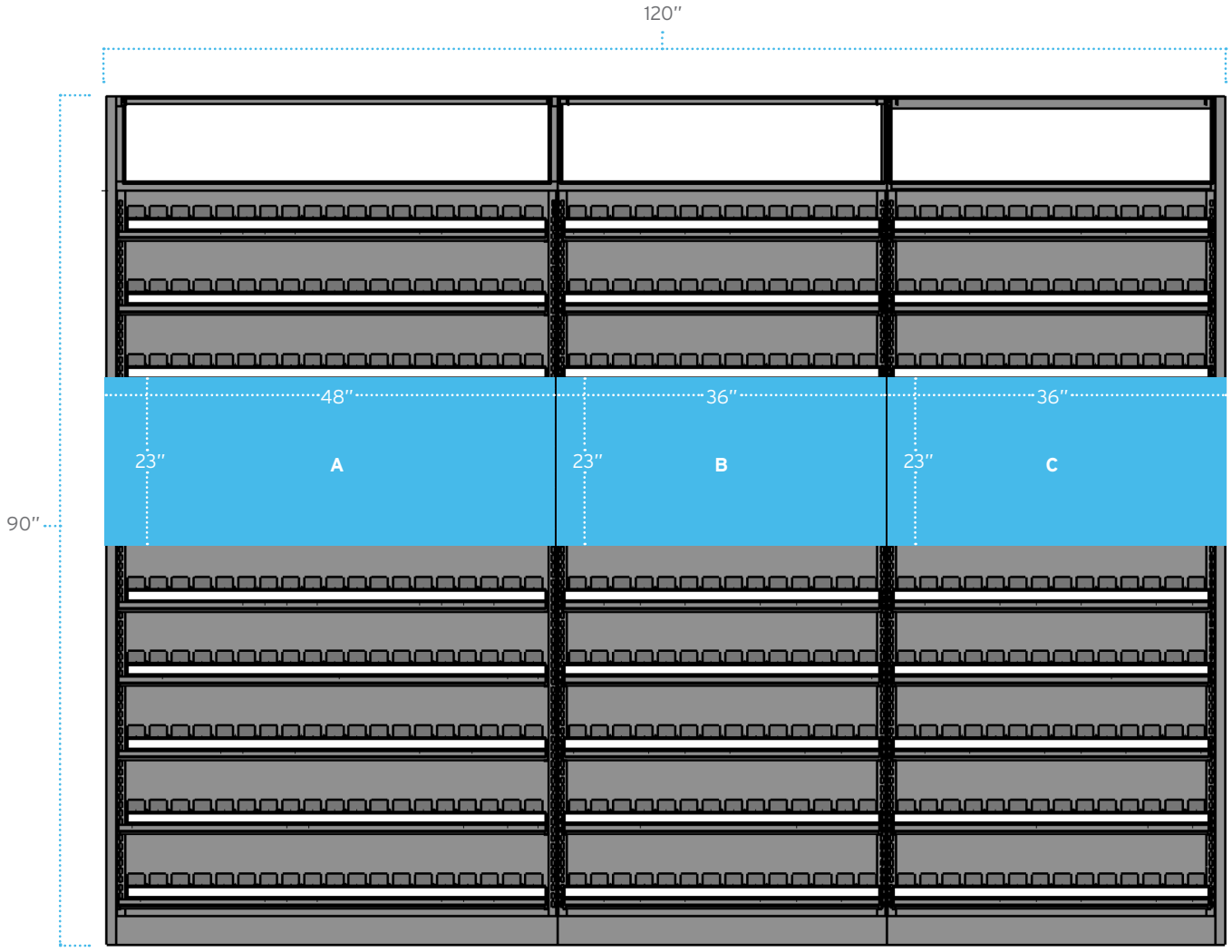
Width x Height = Total Area
120″ x 90″ = 10,800 inches
25% of 10,800″ = **2,700 inches**

Statement Boxes Required

A. 48w x 23h = 1104 in
B. 36w x 23h = 828 in
C. 36w x 23h = 828 in

A+B+C = 2,760 inches

Example 10 Foot Display

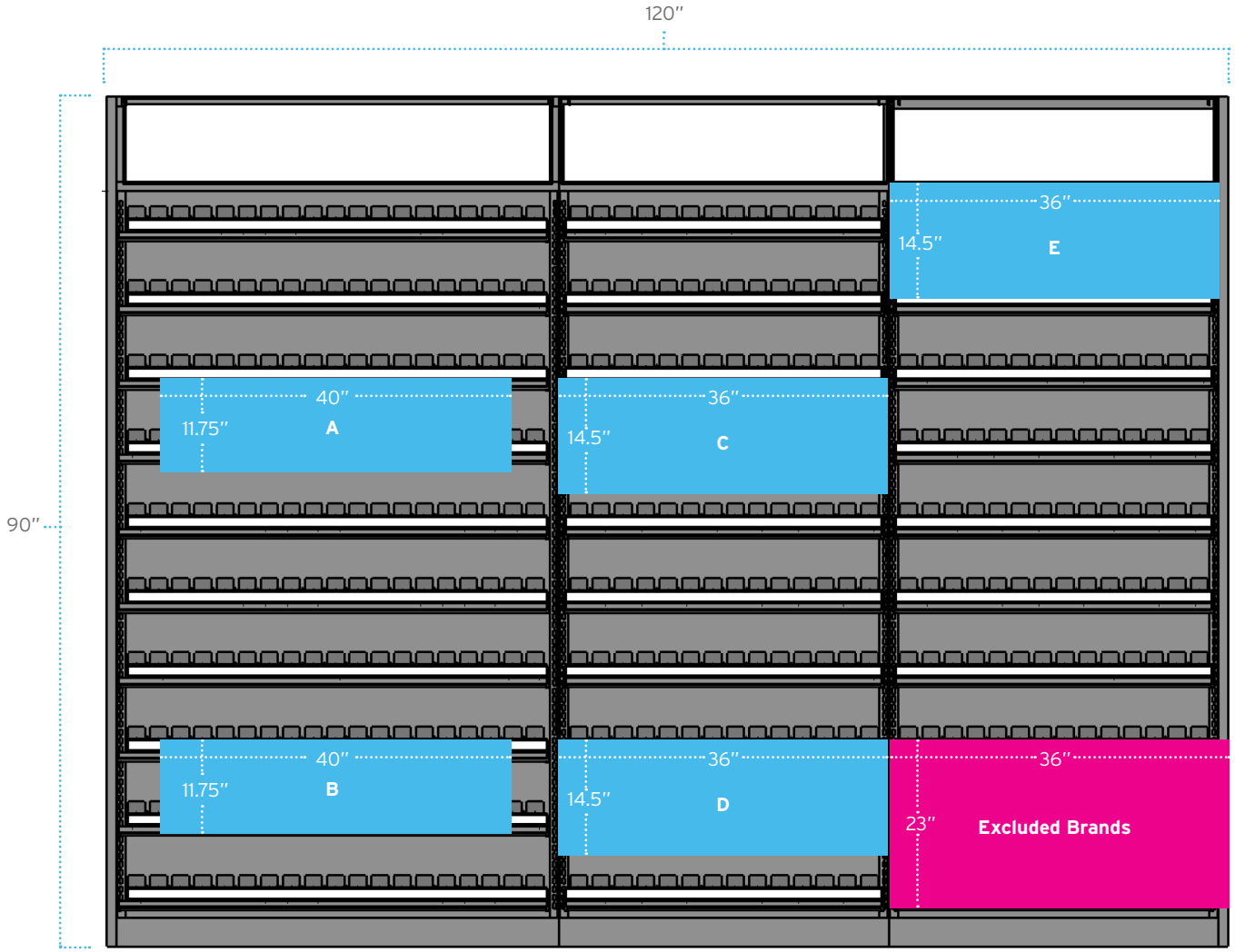


Set Display Placement

This diagram shows an example of allotting for "excluded brands".

The viewing distance is estimated at 6 to 10 feet which calls for a minimum type size of 18pt for the informational statement and 9pt for the Federal Court statement.

Example 10 Foot Display with Excluded Brands



Figuring Out 25%
Width x Height = Total Area
120″ x 90″ = 10,800 inches

Excluded Brands
Width x Height = Total Area
36 x 23 = 828 inches

10,800 - 828 = 9,972 inches
25% of 9,972″ = **2,493 inches**

Statement Boxes Required

A. 40w x 11.75h = 470 inches
B. 40w x 11.75h = 470 inches
C. 36w x 14.5h = 522 inches
D. 36w x 14.5h = 522 inches
E. 36w x 14.5h = 522 inches

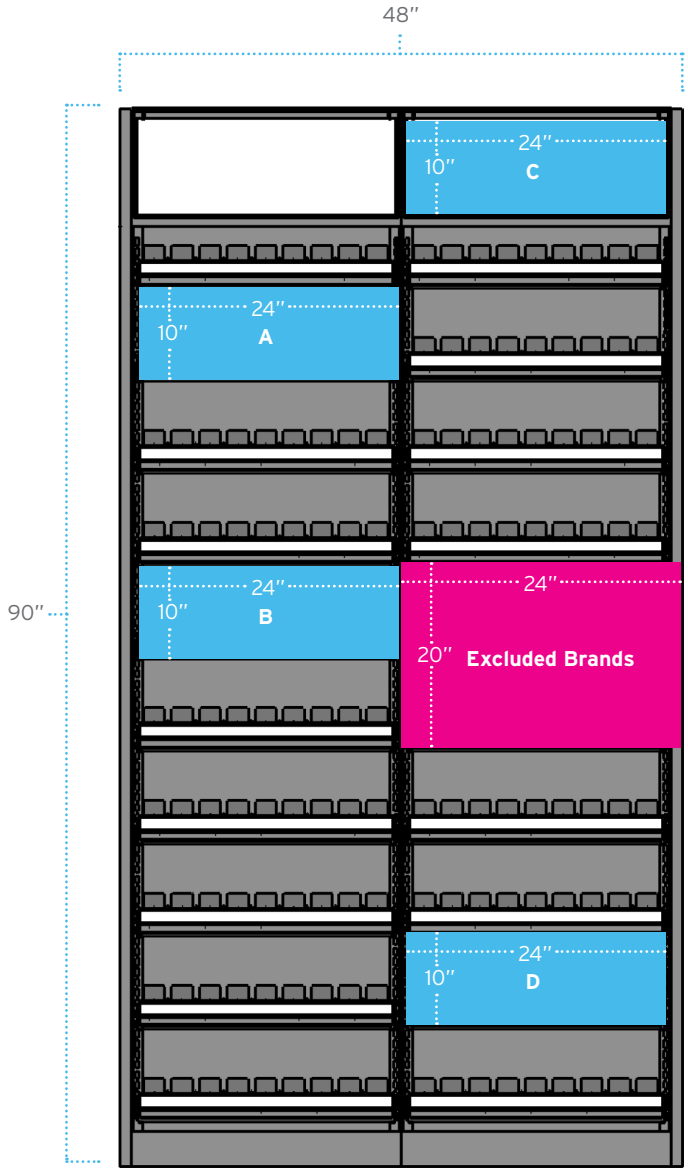
A+B+C+D+E = 2,506 inches

Set Display Placement

This is an example of a smaller display with an allotment for "excluded brands".

The viewing distance is estimated at 6 to 8 feet which calls for a minimum type size of 18pt for the informational statement and 9pt for the Federal Court statement.

Example 4 Foot Display with Excluded Brands



Figuring Out 25%

Width x Height = Total Area
48″ x 90″ = 4,320 inches

Excluded Brands

Width x Height = Total Area
36 x 23 = 480 inches

4,320 - 480 = 3,840 inches
25% of 3,840″ = **960 inches**

Statement Boxes Required

A. 24w x 10h = 240 inches
B. 24w x 10h = 240 inches
C. 24w x 10h = 240 inches
D. 24w x 10h = 240 inches

A+B+C+D = 960 inches

Set Display Placement

Do's and Don'ts

Don't	Do
Don't attempt to occupy all 25% into one Statement Box for larger displays	Distribute the 25% among three or four Statement Boxes for larger displays
Don't attempt to make several smaller Statement Boxes within one set display	Follow the chart on page 16 to determine the number of boxes needed
Don't place all the Statement Boxes at the bottom of set displays	Evenly distribute the Statement Boxes within the set displays
If only one Statement Box is needed, don't place in the lower third of the set display	If only one Statement Box is needed, place at eye level or above.
Don't rotate or skew the Statement Boxes for any reason	Always maintain the rectangular, horizontal aspects of the Statement Boxes

POINT OF SALE GUIDELINES

The following pages illustrates the Statement Box design with various point of sale items.

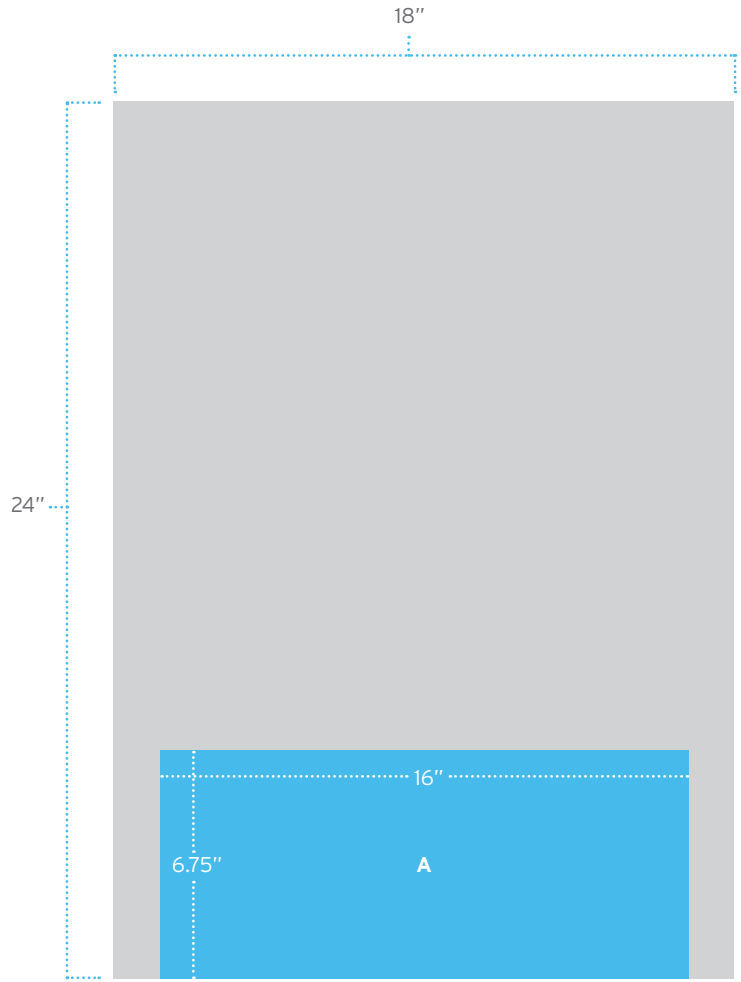
The Statement Labels must represent at least twenty-five percent (25%) of point of sale materials of the brands owned by Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA as established by the Department of Justice.

Point of Sale Placement

The diagram of the 18" x 24" poster shows the Statement Box centered at the bottom. The box can be placed flush left or right.

Use the chart on page 9 to determine the minimum type size based on proposed placement of the POS.

18 x 24 Poster



Figuring Out 25%

Width x Height = Total Area
18" x 24" = 432"
25% of 432" = **108 inches**

Statement Box Required

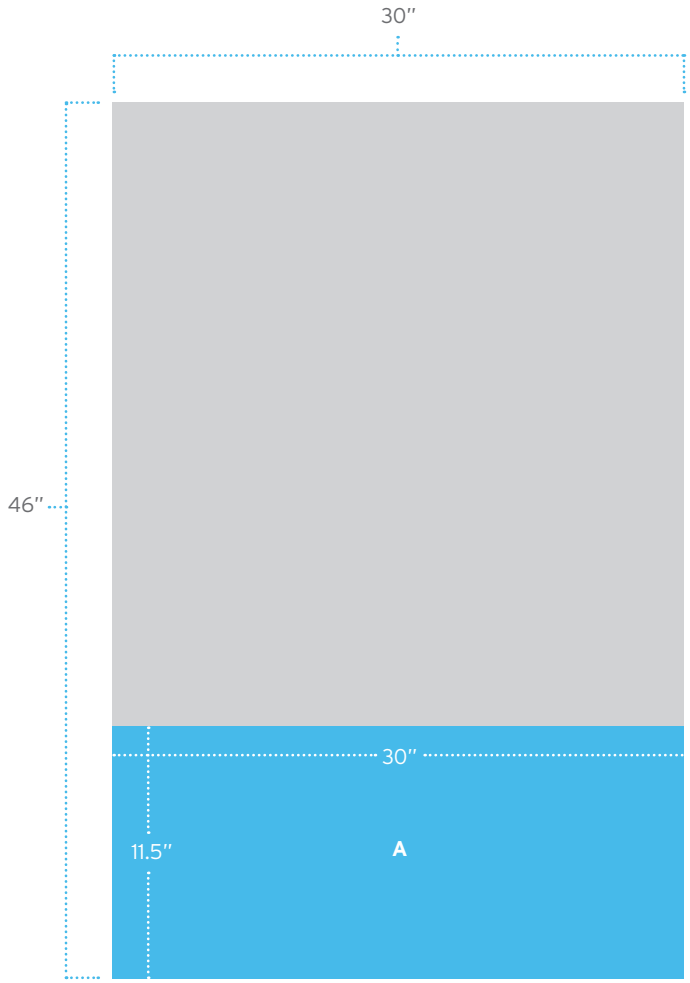
A. 16" x 6.75" = **108 inches**

Point of Sale Placement

30 x 46 Poster

Figuring Out 25%
Width x Height = Total Area
30″ x 46″ = 1,380 inches
25% of 432″ = **345 inches**

Statement Box Required
A. 30″ x 11.5″ = **345 inches**

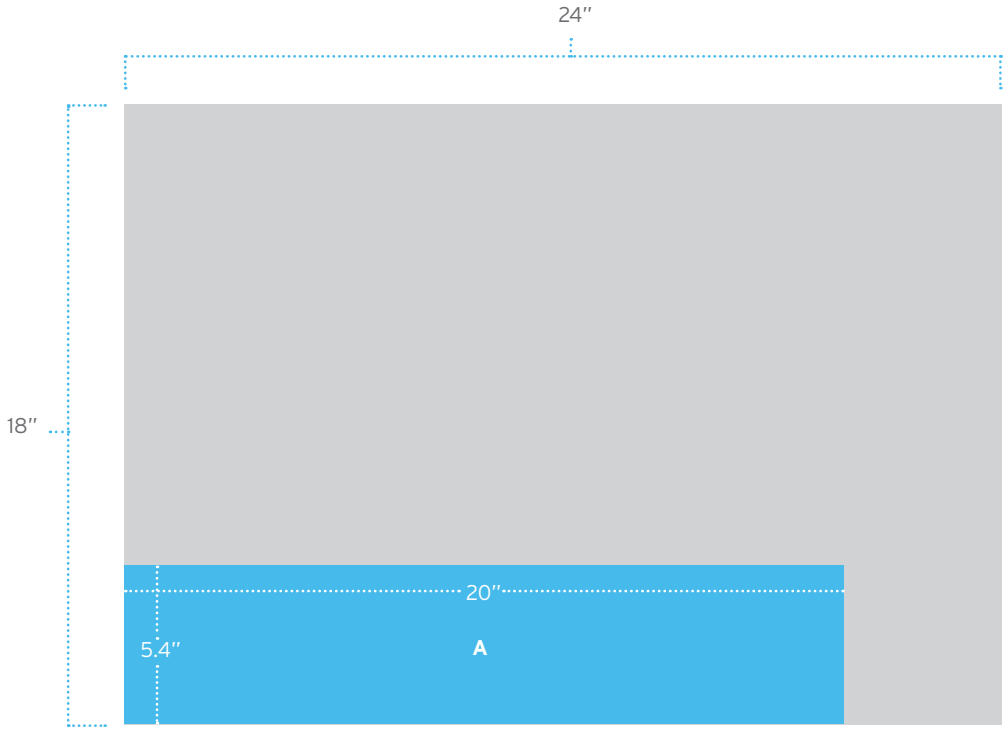


Point of Sale Placement

Follow this diagram for most rectangular pieces.

Use the chart on page 9 to determine the minimum type size based on proposed placement of the POS.

24 x 18 Real Estate Sign



Figuring Out 25%

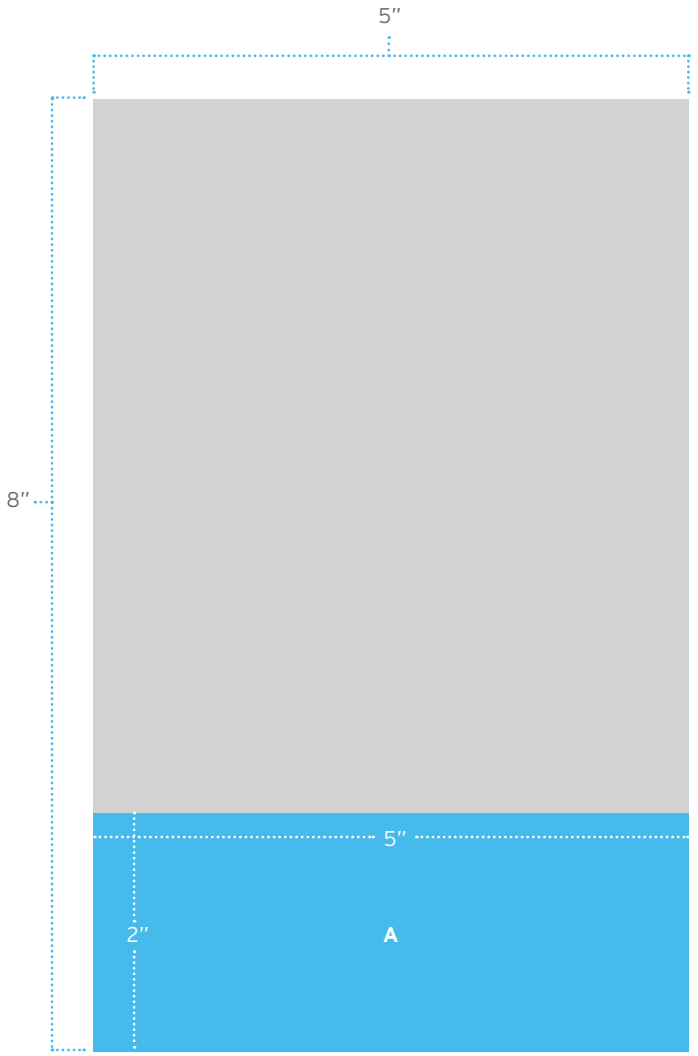
Width x Height = Total Area
24″ x 18″ = 432 inches
25% of 432″ = 108 inches

Statement Box Required

A. 20″ x 5.4″ = **108 inches**

Point of Sale Placement

5″ x 8″ Counter Mat



Figuring Out 25%
Width x Height = Total Area
8″ x 5″ = 40 inches
25% of 40″ = **10 inches**

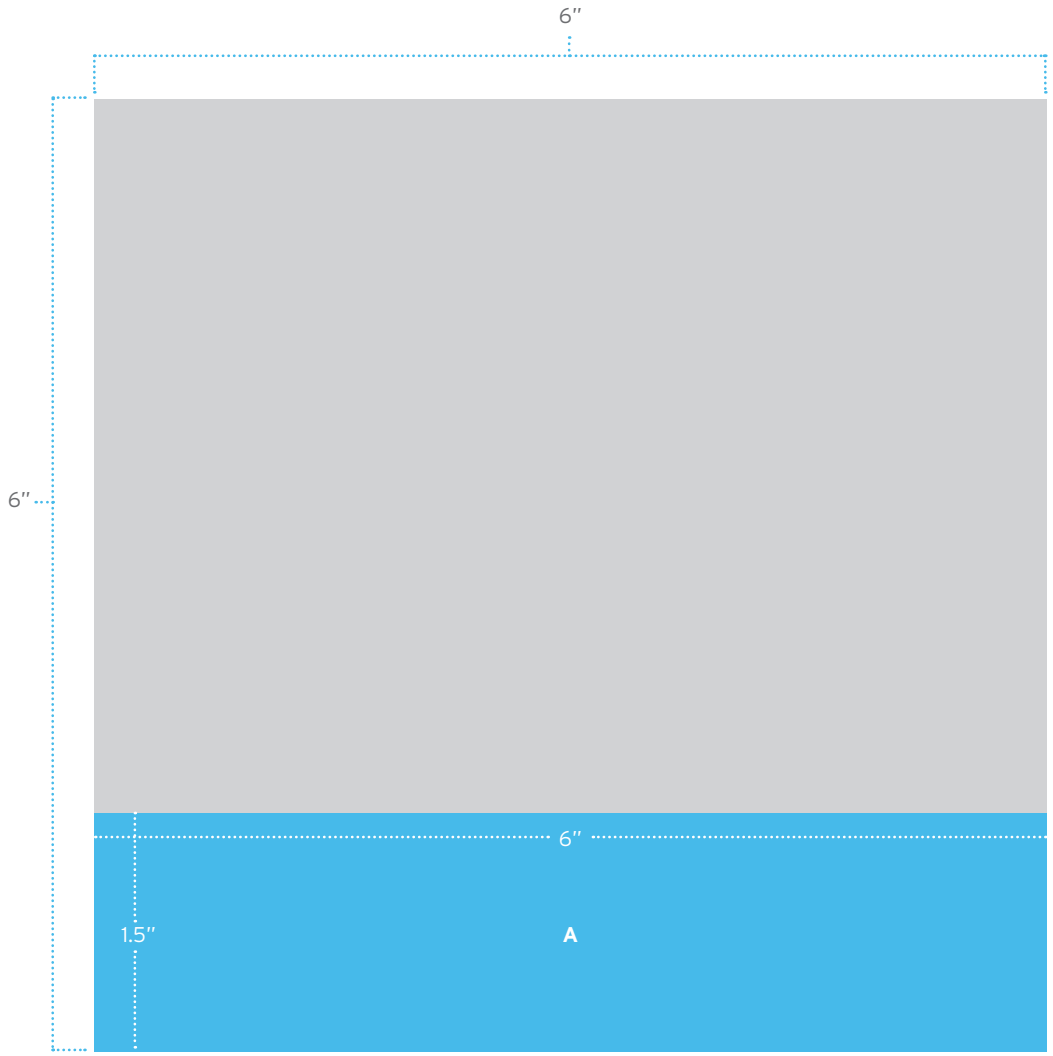
Statement Box Required
A. 5″ x 2″ = **10 inches**

Point of Sale Placement

6″ x 6″ Door Cling

Figuring Out 25%
Width x Height = Total Area
6″ x 6″ = 36 inches
25% of 36″ = **9 inches**

Statement Box Required
A. 6″ x 1.5″ = **9 inches**

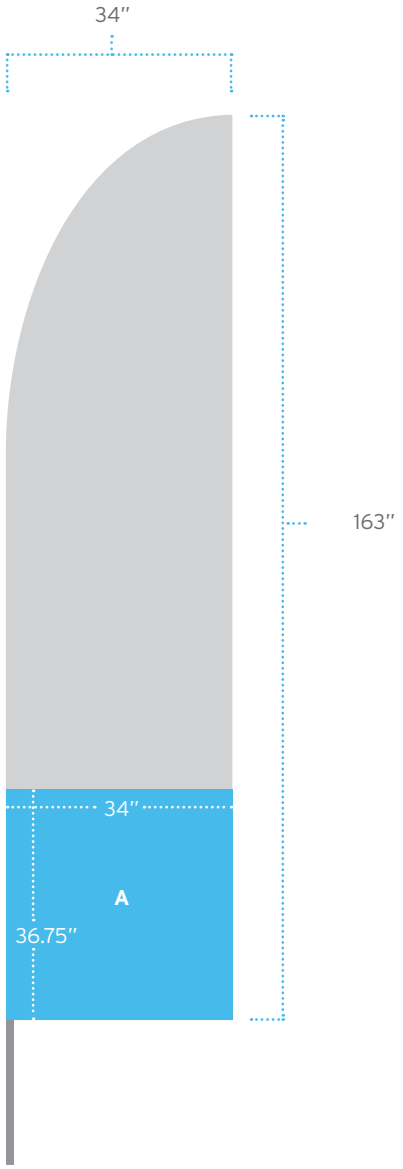


Point of Sale Placement

Here's an example of a piece that is has a curve. Estimate the percentage of the area missing due to the curve to figure out the 25%. In this case, 10% is estimated for the curve in the banner.

The viewing distance for these banners can range from 6ft to 40ft, minimum type size for the information statement is 40pt.

34" x 163" Feather Flag Banner



Figuring Out 25%

Width x Height = Total Area
34" x 163" = 5,542 inches
Less 10% for Curve = 4,987.9 inches
25% of 4,987.9" = **1,246.975 inches**

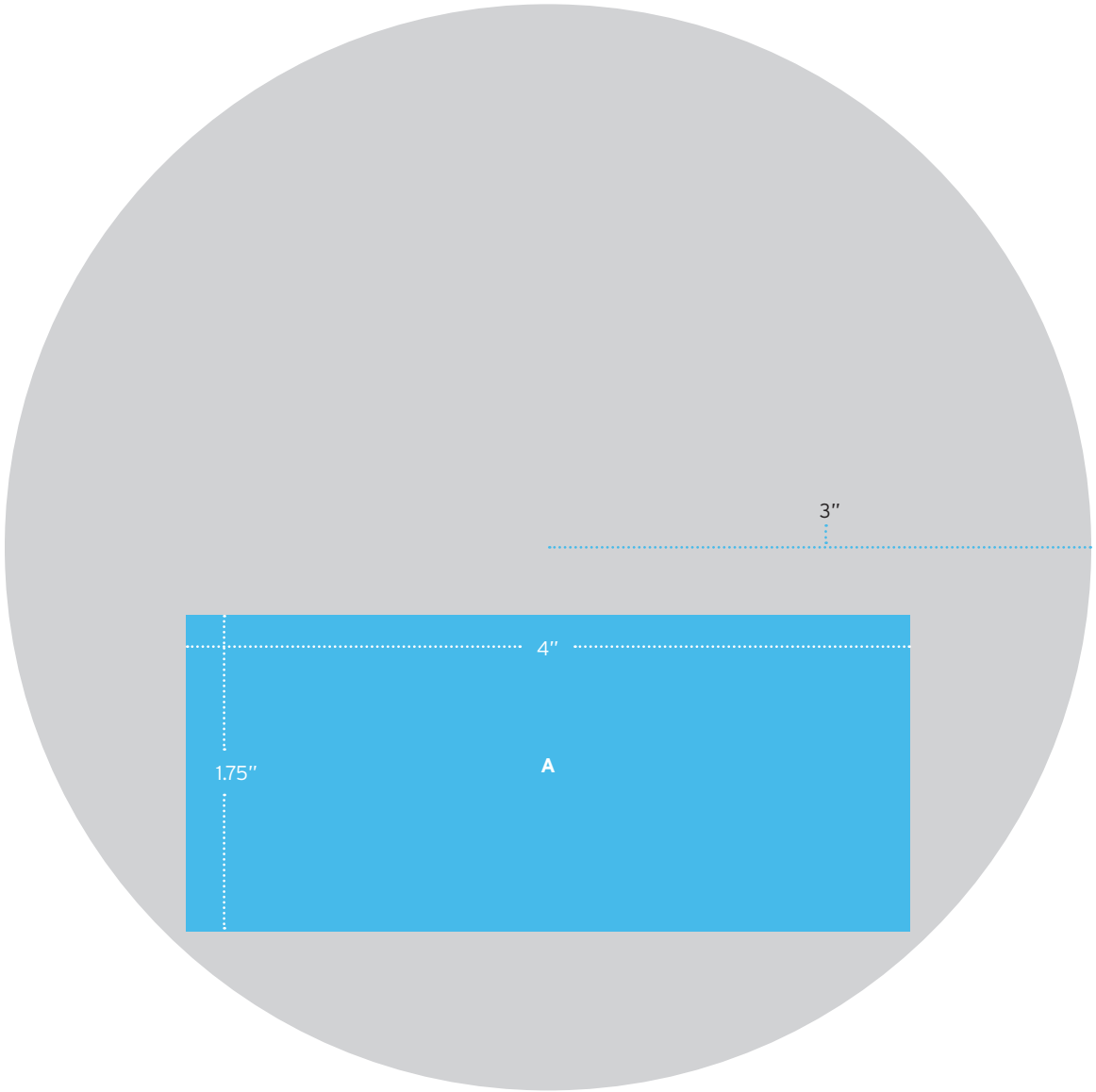
Statement Box Required

A. 34" x 36.75" = **1,249.5 inches**

Point of Sale Placement

With a circular piece, a little more math is involved to figure out the total area of the circle. For this we use Pi (3.14) and the radius of the circle.

6" Window Cling



Figuring Out 25%
3.14 x R^2 = Total Area
3.14 x 9" = 28 inches
25% of 28" = **7 inches**

Statement Box Required
A. 4" x 1.75" = **7 inches**

Boxes for Various Size Circles
5" Circle: 4.9 inches / 3.5" x 1.4" Box
6" Circle: 7 inches / 4" x 1.75" Box
8" Circle: 12.5 inches / 6.25" x 2" Box
10" Circle: 19.5 inches / 8.75" x 2.25" Box

Point of Sale Placement

Do's and Don'ts

Don't	Do
Don't change the shape of the Statement Box for circular or organic shaped POS	Always maintain the rectangular, horizontal aspects of the Statement Boxes
Don't use multiple Statement Boxes for a single POS item	One POS item needs only one Statement Box.
Don't change the colors of the Statement Boxes to match the colors of the POS	Use the Primary color palette. If the POS is mostly white, the secondary palette can be used

STATEMENT BOX MOCK UPS

This section provides a visual idea of how the Statement Boxes will look in actual situations.

Statement Box Mock ups

Set Display with Three Statement Boxes

Statement Box Mock ups

Set Display with Two Statement Boxes

Statement Box Mock ups

Light Pole Posters

Statement Box Mock ups

Roll Up Retractable Banner