

# DOJ STATEMENT BOX GUIDELINES

DOJ Guidelines for Tobacco Set Displays and Off Set Displays  
October 7, 2019

# CONTENTS

---

<b>3</b>	<b>Introduction</b>	<b>22</b>	<b>Off Set Display Guidelines</b>
<b>4</b>	Approved Statements	<b>23</b>	Steps to Figuring Out 25%
<b>6</b>	<b>Visual Guidelines</b>	<b>24</b>	18 x 24 Poster
<b>7</b>	Statement Box Architecture Overview	<b>25</b>	30 x 46 Poster
<b>8</b>	Typography	<b>26</b>	24 x 18 Real Estate Sign
<b>9</b>	Type Size and Viewing Distance	<b>27</b>	5 x 8 Counter Mat
<b>10</b>	Margins and Spacing	<b>28</b>	6 x 6 Door Cling
<b>11</b>	Clear Space	<b>29</b>	Feather Flag Banner
<b>12</b>	Primary Color Palette	<b>30</b>	6 Inch Circle Window Cling
<b>13</b>	Secondary Color Palette	<b>31</b>	POS Do's and Don'ts
<b>14</b>	Incorrect Usage Examples	<b>32</b>	<b>Statement Box Mock Ups</b>
<b>15</b>	<b>Set Display Guideleines</b>	<b>33</b>	Set Display with Three Statement Boxes
<b>16</b>	Steps to Figuring Out 25%	<b>34</b>	Set Display with Two Statement Boxes
<b>17</b>	Standard Statement Boxes	<b>35</b>	Light Pole Posters
<b>18</b>	10 Foot Display	<b>36</b>	Roll Up Retractable Banner
<b>19</b>	10 Foot Display with Excluded Brands		
<b>20</b>	4 Foot Display Mock Up		
<b>21</b>	Set Display Do's and Don'ts		

# INTRODUCTION

These guidelines are designed to guide the tobacco brands in regards to displaying court ordered statements to appear on Off Set 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.

## DOJ Approved Statements Continued

---

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 off set displays.

## 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

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

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

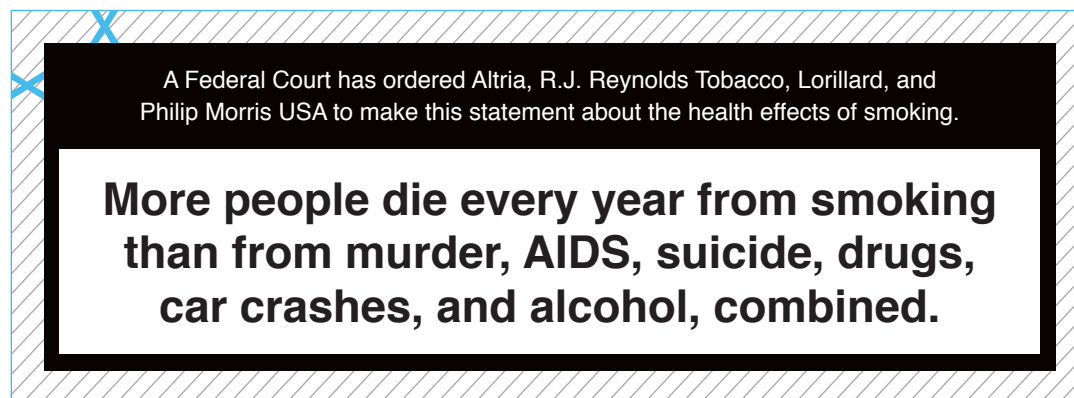


# Statement Box Architecture

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 straightforward 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.

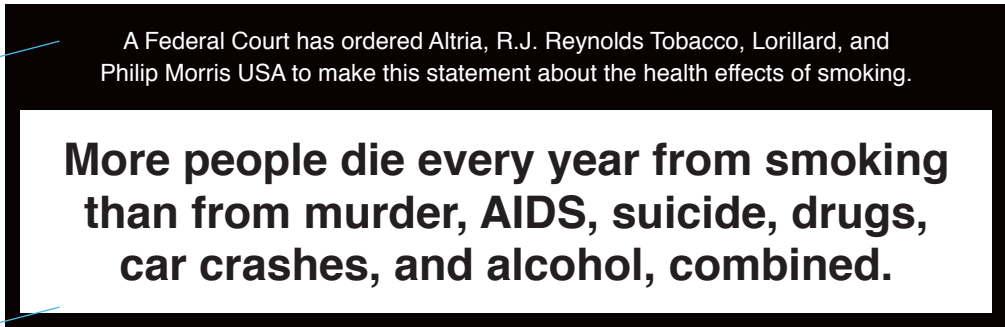
## Federal Court Statement

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

## Informational Statement

White

## Primary Color Palette



# 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.

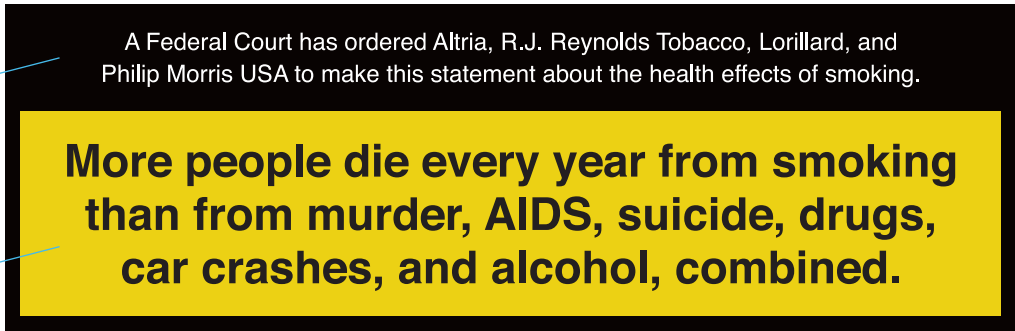
## Secondary Color Palette

### 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 explain 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 Guidelines

Six simple steps to determine the Statement Box needs for any set display.

---

## Figuring It All Out

- 1** Figure out the total viewing area of the set display  
**Width x Height = Total Viewing Area**
- 2** (If Needed) Figure out the total area of “Excluded Brands” then subtract from total area  
**Total Viewing Area - Excluded Brands Area = New Total Viewing Area**
- 3** Figure out Twenty-Five percent of Total Viewing Area (or New Total Viewing Area)  
**Total Viewing Area x 0.25 = The total area Statement Box(es) needs to cover**
- 4** Determine which size Statement Box from the three standard sizes suits the set display  
**Three sizes to choose from: 108sq in, 192sq in, and 300sq in**
- 5** If the sum of the boxes does not equal the total area needed, adjust the width of the last box  
**Use the same height and figure out the adjusted width. See page 19.**
- 6** Distribute the Statement Boxes evenly vertically and horizontally within the set display  
**Vary the statements from the five categories**

# Set Display Guidelines

## Standard Box Sizes

### 18 x 6 Box

108 Sq Inches

### 24 x 8 Box

192 Sq Inches

### 30 x 10 Box

300 Sq Inches

### 25% Allowance Up or Down

There is an up to 25% more or less allowance for each standard box. Adjustment is based the need to fill the overall 25% area. Adjustments to the Standard size Statement Boxes must stay within 25% whether increasing or decreasing in size.

### Example Allowances

6x18=108 sq in (+ or - 25%)

Can be 81 sq in to 135 sq in

8x24=192 sq in (+ or - 25%)

Can be 144 sq in to 240 sq in

10x30=300 sq in (+ or - 25%)

Can be 225 sq in to 375 sq in

18" x 6"

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.**

24" x 8"

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.**

30" x 10"

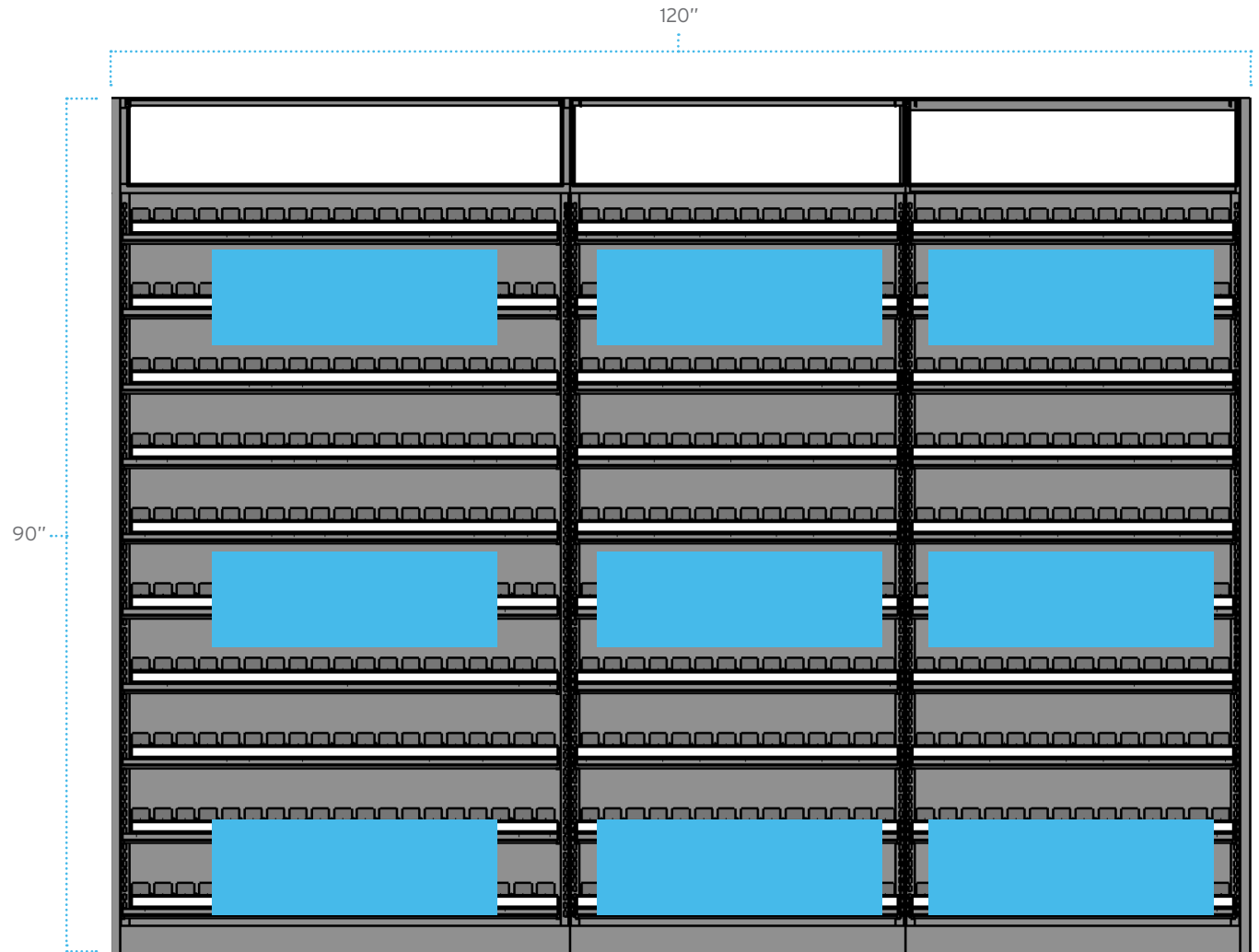
A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about the health effects of smoking.

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

# Set Display Guidelines

Using the steps on page 16, here's how to figure out the size and number of boxes needed. Distribute the Statement Boxes evenly within the Set Display.

Example 10 Foot Display



### Figuring Out Total Area

Width x Height = Total Area  
 $120'' \times 90'' = 10,800$  inches

### Figuring Out 25%

Total Area x 25%  
 $10,800 \times .25 = 2,700$  inches

### Figuring Out No. of Boxes

Box Chosen 30 x 10 @ 300sq in  
 $2,700 / 300 = 9$  Boxes

# Set Display Guidelines

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

Example 10 Foot Display with Excluded Brands

### Figuring Out Total Area

Width x Height = Total Area  
 $120'' \times 90'' = 10,800$  inches

### Area of Excluded Brands

Width x Height = Total Area  
 $72 \times 20 = 1440$  Inches

### New Total Area

$10,800 - 1440 = 9,360$  inches

### Figuring Out 25%

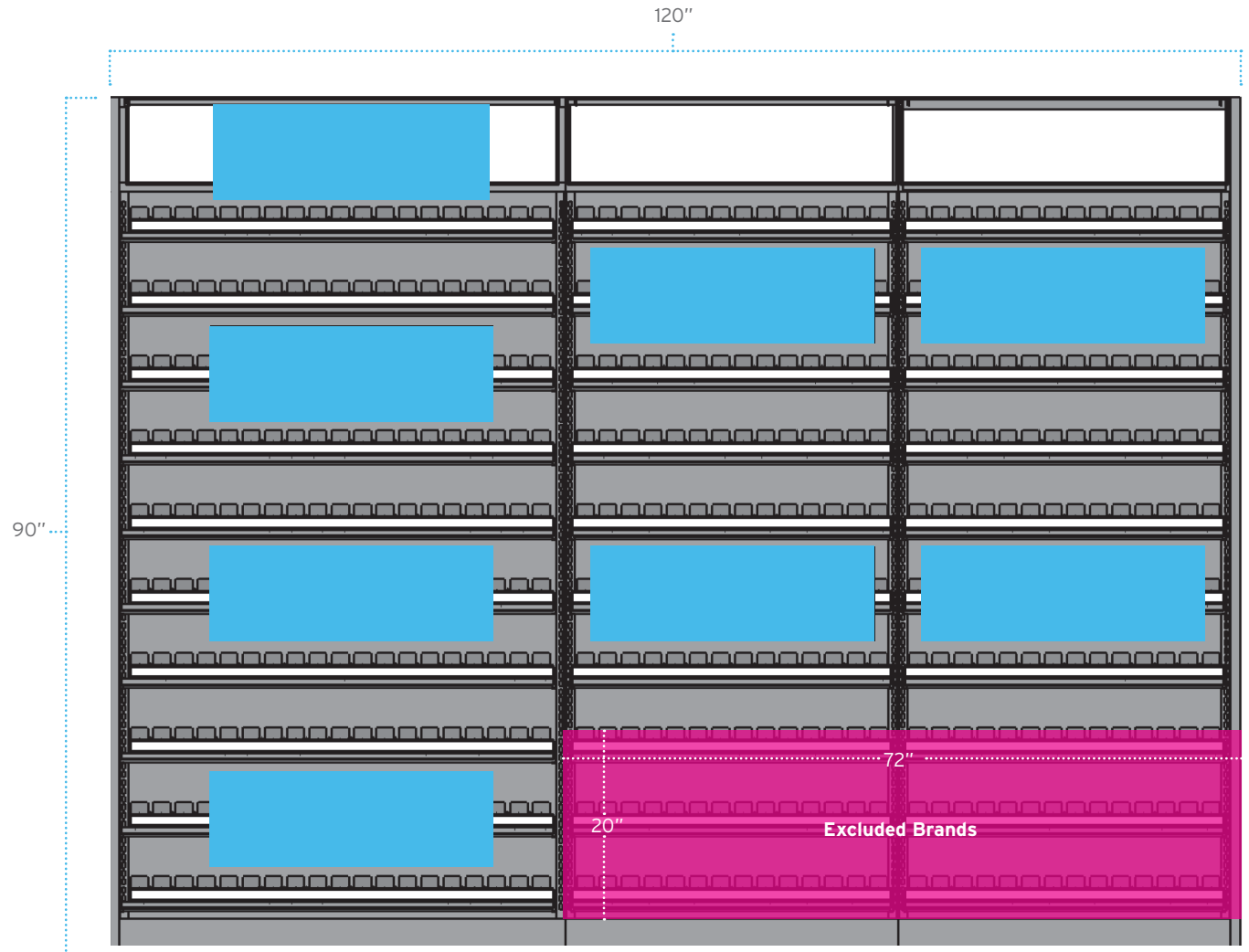
Total Area x 25%  
 $9,360 \times .25 = 2,340$  inches

### Figuring Out No. of Boxes

Box Chosen 30 x 10 @ 300sq in  
**7 Boxes = 2,100** inches  
 Remaining Area 240 inches

### Figuring Out the Final Box

W x H = 240  
 Use the same height  
 $W \times 10 = 240$   
 $24 \times 10 = 240$   
**Final Box = 24 x 10**



# Set Display Guidelines

Here's a mock up of a set display with actual Statement Boxes placed in at scale.

Example 4 Foot Display

## Figuring Out Total Area

Width x Height = Total Area  
 $48'' \times 63'' = 3,024 \text{ sq inches}$

## Figuring Out 25%

Total Area x 25%  
 $3,024 \times .25 = 756 \text{ inches}$

## Figuring Out No. of Boxes

Box Chosen  $24 \times 8 @ 192\text{sq}$   
 $3 \text{ Boxes} = 576 \text{ inches}$   
 Remaining Area 180 inches

## Figuring Out the Final Box

$W \times H = 180$   
 Use the same height  
 $W \times 8 = 180$   
 $22.5 \times 8 = 180$   
 Final Box =  $22.5 \times 8$

63"

48"



# Set Display Guidelines

---

## Do's and Don'ts

### Don't

---

Don't attempt to occupy all 25% into one Statement Box for larger displays

Don't attempt to make several smaller Statement Boxes within one set display

Don't place all the Statement Boxes at the bottom of set displays

If only one Statement Box is needed, don't place in the lower third of the set display

Don't rotate or skew the Statement Boxes for any reason

### Do

---

Distribute the 25% among three or four Statement Boxes for larger displays

Follow the chart on page 16 to determine the number of boxes needed

Evenly distribute the Statement Boxes within the set displays

If only one Statement Box is needed, place at eye level or above.

Always maintain the rectangular, horizontal aspects of the Statement Boxes

# OFF SET DISPLAY GUIDELINES

The following pages illustrates the Statement Box design with various off set displays.

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

## Off Set Display Placement

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

---

### Figuring It All out

- 1** Calculate the total viewing area of the Off Set Display item  
**Width x Height = Total Viewing Area**
- 2** Calculate Twenty-Five percent (25%) of Total Viewing Area  
**Total Viewing Area x 0.25 = The total area Statement Box(es) needs to cover**
- 3** Determine the proper size box needed for the Off Set Display item  
**Width x Height = Total Statement Box Area (25%)**

# Off Set Display 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.

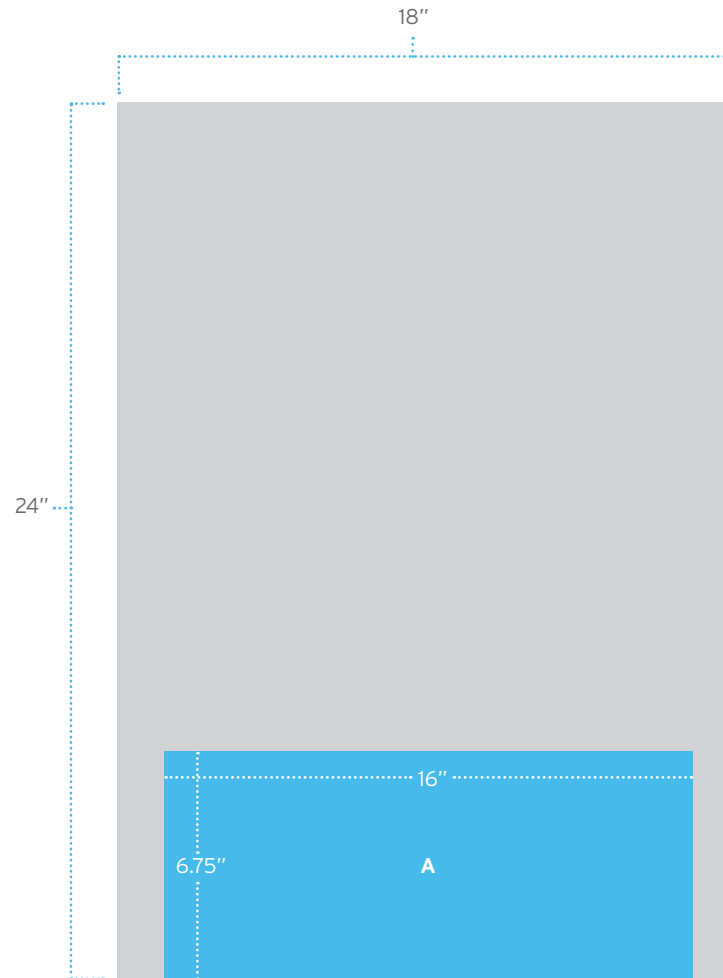
### Figuring Out 25%

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

### Statement Box Required

A.  $16" \times 6.75" = 108$  inches

18 x 24 Poster



# Off Set Display Placement

30 x 46 Poster

## Figuring Out 25%

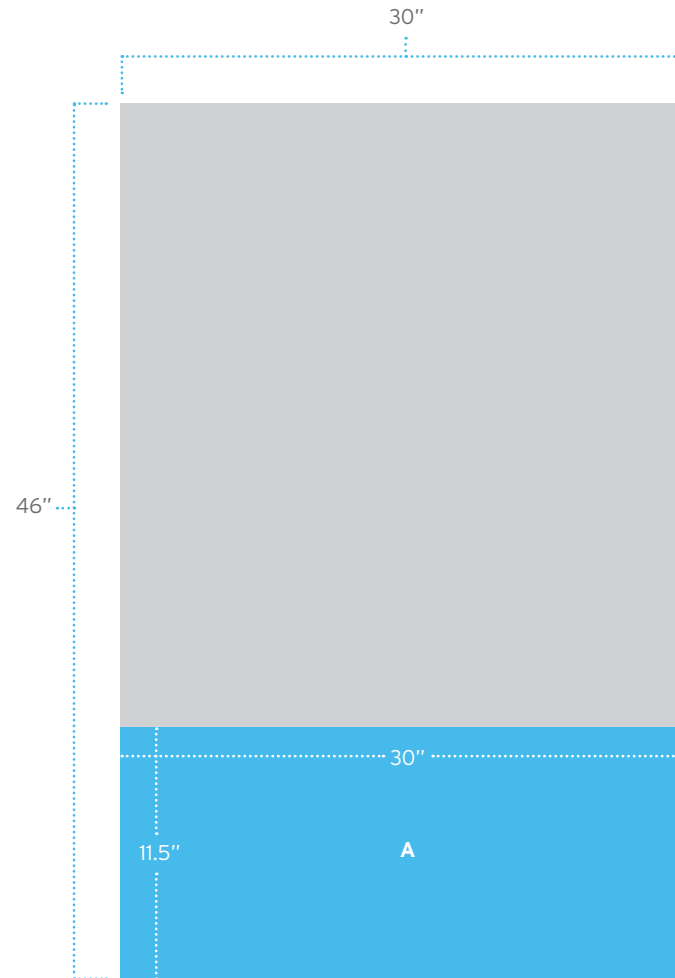
Width x Height = Total Area

30" x 46" = 1,380 inches

25% of 1,380" = **345 inches**

## Statement Box Required

A. 30" x 11.5" = **345 inches**



# Off Set Display 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.

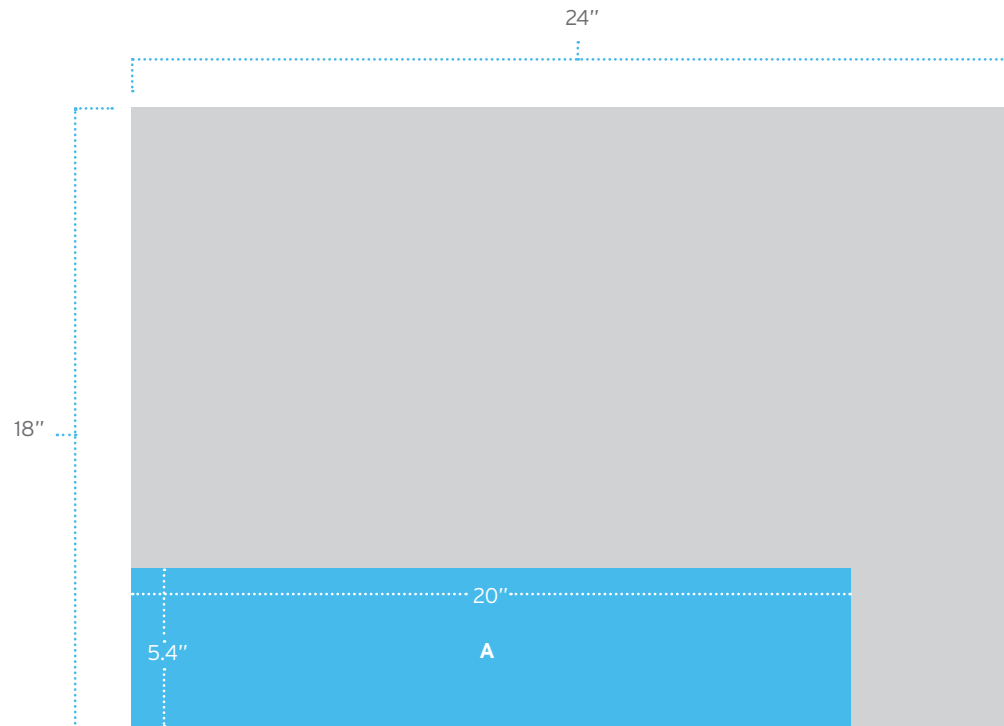
## 24 x 18 Real Estate Sign

### Figuring Out 25%

Width x Height = Total Area  
 $24'' \times 18'' = 432$  inches  
 $25\%$  of  $432'' = 108$  inches

### Statement Box Required

A.  $20'' \times 5.4'' = 108$  inches



# Off Set Display Placement

5" x 8" Counter Mat

## Figuring Out 25%

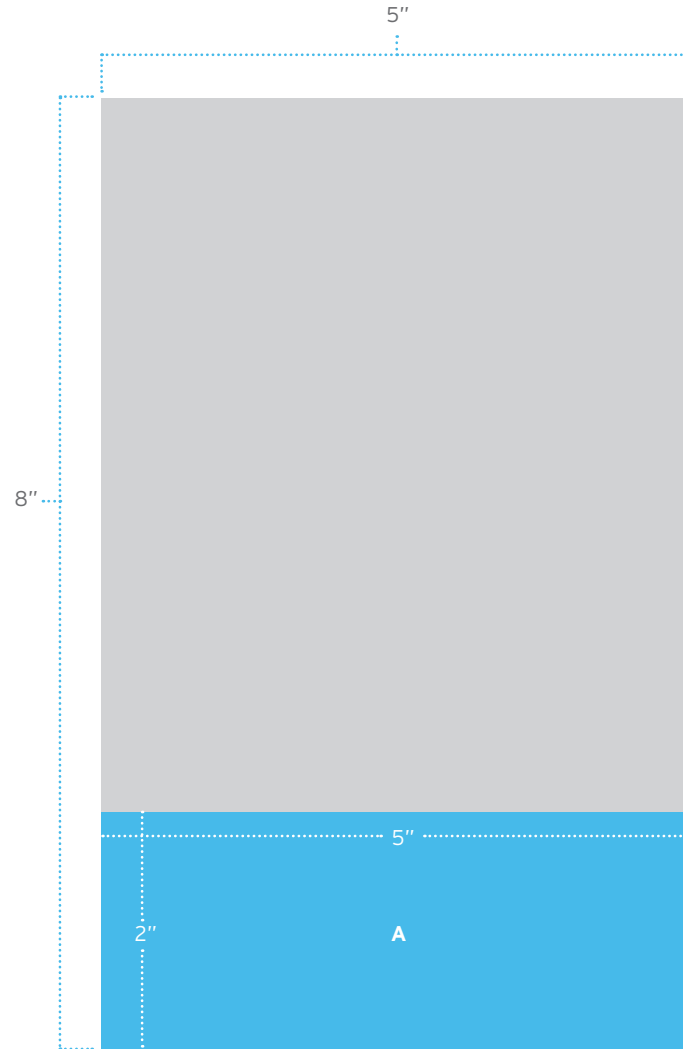
Width x Height = Total Area

8" x 5" = 40 inches

25% of 40" = **10 inches**

## Statement Box Required

A. 5" x 2" = **10 inches**



# Off Set Display Placement

6" x 6" Door Cling

## Figuring Out 25%

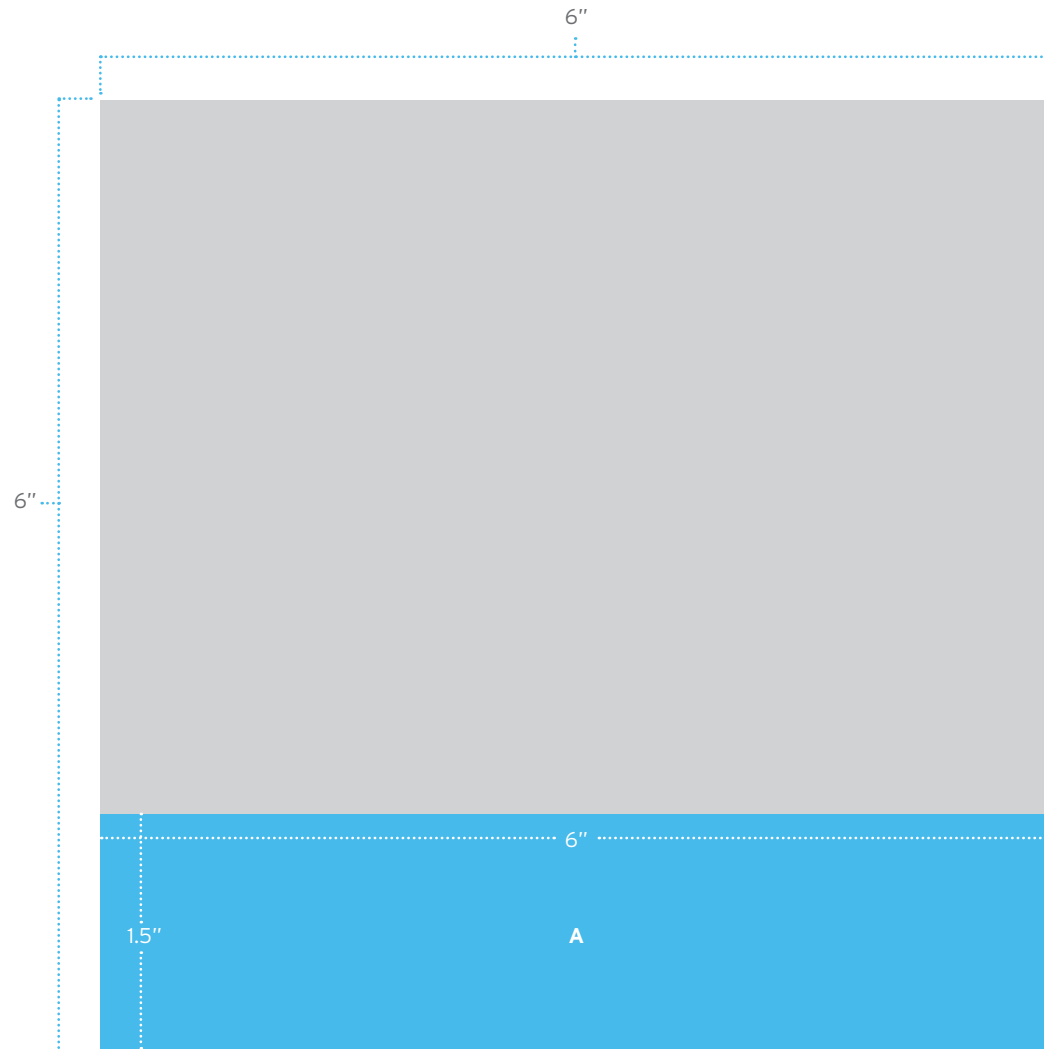
Width x Height = Total Area

6" x 6" = 36 inches

25% of 36" = **9 inches**

## Statement Box Required

A. 6" x 1.5" = **9 inches**



# Off Set Display Placement

Here's an example of a piece that 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.

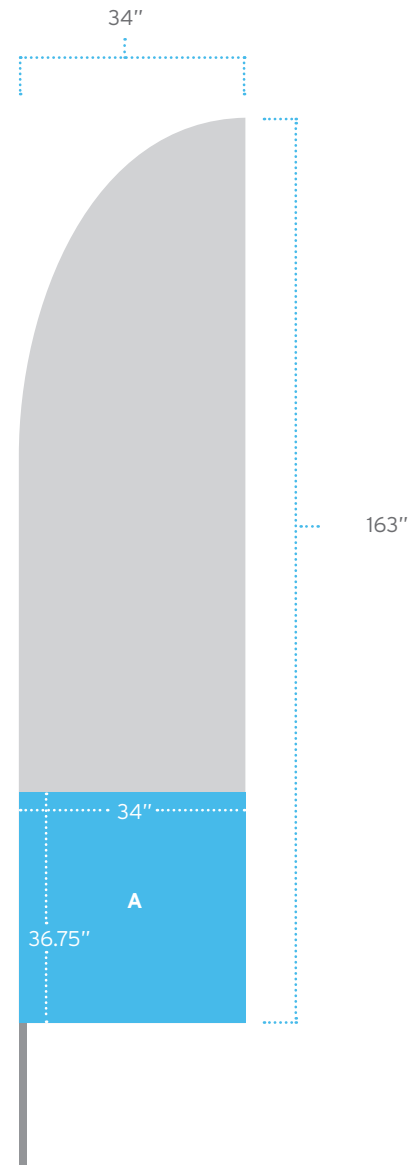
### Figuring Out 25%

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

### Statement Box Required

A.  $34'' \times 36.75'' = 1,249.5$  inches

34" x 163" Feather Flag Banner



# Off Set Display 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%

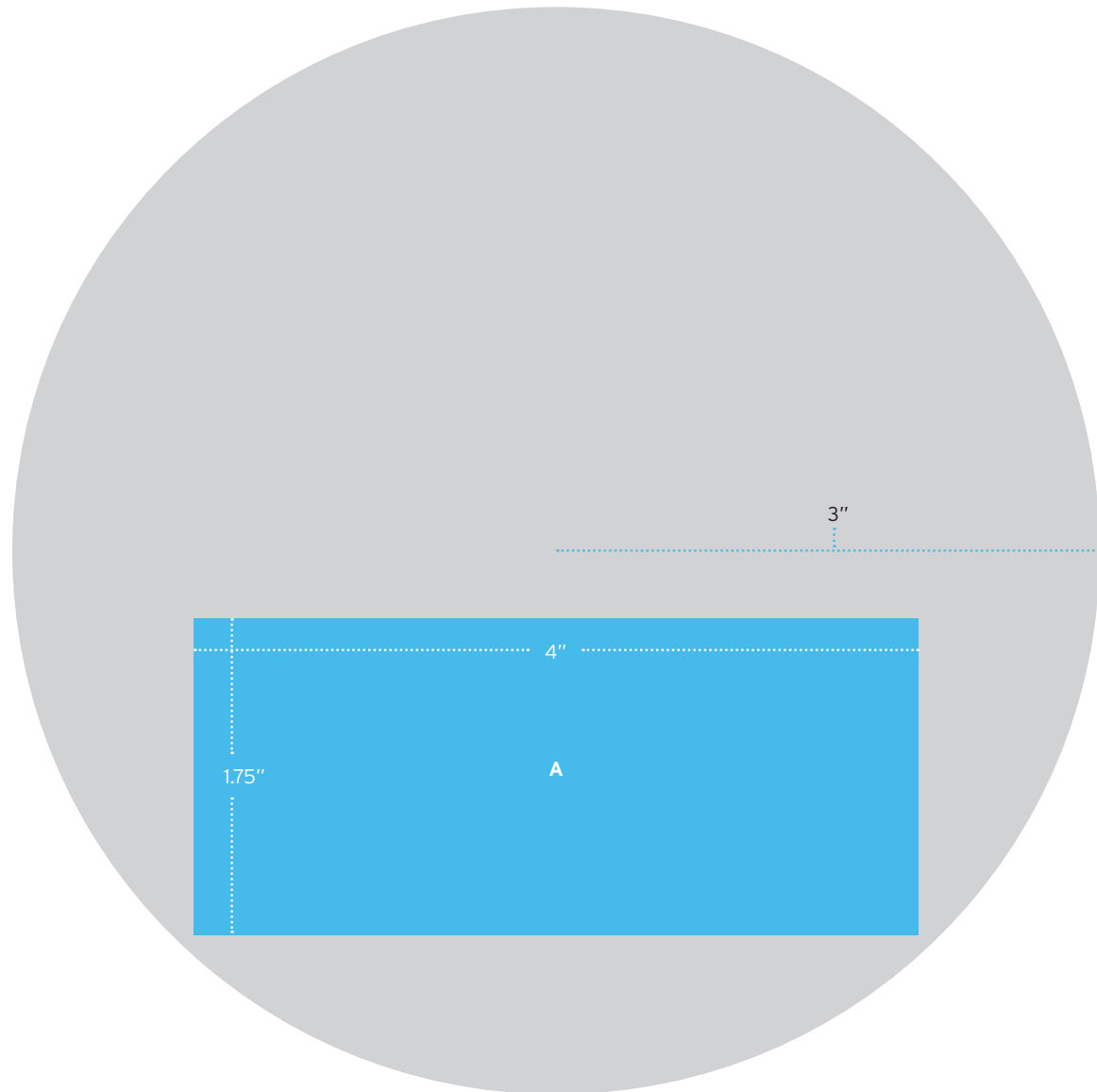
$3.14 \times R^2 = \text{Total Area}$   
 $3.14 \times 9'' = 28 \text{ inches}$   
25% of 28'' = **7 inches**

### Statement Box Required

A.  $4'' \times 1.75'' = 7 \text{ inches}$

### 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



# Off Set Display Placement

---

## Do's and Don'ts

### Don't

---

Don't change the shape of the Statement Box for circular or organic shaped off set displays

Don't use multiple Statement Boxes for a single off set display

Don't change the colors of the Statement Boxes to match the colors of the off set display

If an off set display is two-sided, don't put the Statement Box on one side only.

### Do

---

Always maintain the rectangular, horizontal aspects of the Statement Boxes

One off set display needs only one Statement Box.

Use the Primary color palette. If the off set display is mostly white, the secondary palette can be used

On a double sided off set display, each side needs a Statement Box.

# 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

