

**QUIT**  
**WITH US, LA**  
— LIVE LIFE —  
TOBACCO-FREE

## LOGO

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### PRIMARY LOGO

Quit With Us, Louisiana has outlined specific guidelines for using all assets of the brand. The forefront of this brand is the logo. The primary logo should be used when possible. The logo should not be stretched, skewed, warped, or otherwise altered.



### SECONDARY LOGO

The secondary logo should not be used in place of the primary logo. This logo version should only be used when vertical space is limited.



### ONE-COLOR LOGOS

One-color limited logos should never be used in place of the full-color logo. These logo versions should only be used when either color printing is limited or when readability is compromised due to lack of contrast.



## COLOR

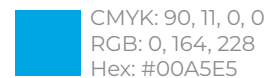
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### PRIMARY COLORS

The Quit With Us, Louisiana logo features the brand's primary colors. These colors should be used primarily.



CMYK: 0, 52, 88, 0  
RGB: 247, 145, 55  
Hex: #F79137



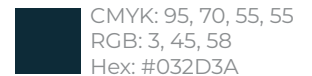
CMYK: 90, 11, 0, 0  
RGB: 0, 164, 228  
Hex: #00A5E5

### SECONDARY COLORS

Secondary colors should be used to accent the primary colors.



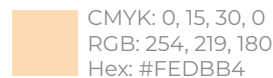
CMYK: 5, 70, 100, 5  
RGB: 220, 104, 34  
Hex: #DC6822



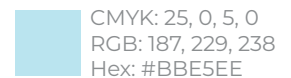
CMYK: 95, 70, 55, 55  
RGB: 3, 45, 58  
Hex: #032D3A

### GRAYSCALE COLORS

When color is limited, pure black or white should be used.



CMYK: 0, 15, 30, 0  
RGB: 254, 219, 180  
Hex: #FEDBB4



CMYK: 25, 0, 5, 0  
RGB: 187, 229, 238  
Hex: #BBE5EE

## TYPOGRAPHY

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### PRIMARY TYPE

Montserrat, in all weights and sizes, is the primary font for Quit With Us, Louisiana. Whenever possible, Montserrat should be used in print and online.

Quit With Us, Louisiana  
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**Quit With Us, Louisiana**  
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### SECONDARY TYPE

Arial, in all weights and sizes, is the secondary font for Quit With Us, Louisiana. Arial should be used in instances when Montserrat is unavailable. Arial should not be considered as an alternative font when Montserrat is available. Arial can be used in print and online.

Quit With Us, Louisiana  
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### TYPESETTING THE BRAND

In copy, the 'Q,' 'W,' 'U,' and 'L' should always be capitalized. Louisiana should be spelled out, and there is a comma after 'Us.'

## Quit With Us, Louisiana

## IMAGERY

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### SELECTING IMAGERY

Care should be given to selecting photos for Quit With Us, Louisiana. Photos should set a bright and encouraging tone for the audience. Photos used in association with the brand should never display tobacco imagery.

