



U.S. Department of Defense

**YOU
CAN QUIT2**

LAST UPDATED - OCTOBER 2023

**YOU CAN QUIT2
GUIDE TO
HIGHLIGHT
THE CAMPAIGN**

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OVERVIEW

What is YouCanQuit2?

YouCanQuit2 is a Defense Department educational campaign, aligned to the Defense Health Agency, for the U.S. military. The mission of the campaign is to help Service members quit tobacco—for themselves and their loved ones.

What's the purpose of this guide?

To give professionals (who help Service members quit tobacco and stay quit) the tools and guidance to highlight the YouCanQuit2 Campaign on their resources and efforts.

Let us know if you highlight the campaign!

We always like to see how you highlight the YouCanQuit2 Campaign on your materials. If you highlight the campaign, let us know by [contacting us](#).

HOW TO HIGHLIGHT YOUCANQUIT2

The assets in this guide are intended to complement professionals' plans or materials by highlighting the campaign as a resource to help Service members quit tobacco and stay quit.

If you wish to use YouCanQuit2 assets, including the logo, on your materials, please follow these guidelines.

- ▶ Some acceptable ways to highlight YouCanQuit2 on your materials include:
 - List the YouCanQuit2 Campaign in the resource section of presentations, trainings, websites, newsletter articles, plan of the day (POD)/plan of the week (POW), and print materials.
 - [Contact us](#) to learn more about how the campaign can provide ready-to-use messaging and graphics.
- ▶ Suggest including the following details when referencing the campaign:
 - Clarify that YouCanQuit2 is a Defense Department campaign and is aligned to the Defense Health Agency.
 - Provide the URL: www.ycq2.org so that the audience can find more information about becoming tobacco free.
 - Use the campaign logo if appropriate (guidance provided throughout this document).
- ▶ It is not acceptable to co-brand your products with the YouCanQuit2 Campaign unless you have received approval from the campaign. Please be careful about creating materials that appear to be owned or created by YouCanQuit2 by considering the following examples:
 - Not placing the YouCanQuit2 name, logo and/or tagline alone on the closing slide of a presentation, or in the header or footer of the product.
 - Not placing the YouCanQuit2 name, logo and/or tagline next to your organization/command's logo or information anywhere on your materials.
- ▶ The YouCanQuit2 Campaign requests to complete a courtesy review of any external products (not created by the YouCanQuit2 Campaign) that include YouCanQuit2 assets. We do not request review on highlighting the campaign as a resource on websites or in newsletter articles.

For your ease, copy and paste this ready-to-use message on your materials:

"Check out the Defense Department's YouCanQuit2 Campaign to learn more about how to be tobacco free: www.ycq2.org"

HOW TO HIGHLIGHT YOUCANQUIT2 (CONT.)

Noted below are a few examples of how to feature the campaign. The list is not all inclusive.

Include the YouCanQuit2 graphic in an online resource section:



For ready-to-use messaging please refer to page 6 of this guide.

For rules on how to use the YouCanQuit2 logo please refer to pages 7-9.

Feature the campaign in a web article:



For ready-to-use messaging please refer to page 6 of this guide.

The campaign can provide ready-to-use information, just **[contact us](#)**.

For more information, visit the Defense Department's tobacco-free campaign, YouCanQuit2, at www.ycq2.org.

If you are unsure of how to use the assets or have questions, please **[contact us](#)**. We are happy to review any ideas or proposed use of the campaign to ensure alignment with campaign brand and messaging.

We appreciate your support and promotion of the campaign in your efforts.

HOW TO HIGHLIGHT YOUCANQUIT2 (CONT.)

Please use the following ready-to-use messaging when referring to the campaign mission and topics:

- ▶ YouCanQuit2 is a campaign focused on helping Service members quit tobacco and stay tobacco free.
- ▶ Quitting can be hard given Service members' demanding jobs. YouCanQuit2 helps them overcome the challenges and maintain mission readiness.
- ▶ YouCanQuit2 provides information, motivation, and support to Service members so that they can stay or become tobacco free for themselves, their buddies and their loved ones.
- ▶ Visit www.ycq2.org to find articles, print materials and interactive tools such as an anonymous knowledge quiz.

How to use the YouCanQuit2 brand with military imagery:

- ▶ Follow your respective Service branch and local policy on visual information. Visual information includes photographs and graphic arts.
- ▶ If you are highlighting YouCanQuit2 as a resource on your materials, please:
 - Use positive depictions of Service members.
 - Avoid violent, derogatory, or hateful imagery.
 - Avoid imagery that shows Service members using tobacco products because it can be triggering for someone who is attempting to quit tobacco.
- ▶ Due to the sensitive nature of some of the campaign's topics, it is recommended to use imagery of Service member(s) (and family and friends of Service members) that are captured from the back, side, or quarter view.

LOGO

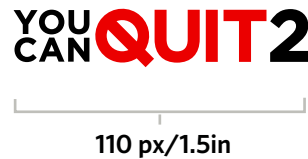
The YouCanQuit2 logos are available for download and should be used as provided. Please see pages 8 and 9 for additional information.



The diagram below illustrates the minimum amount of space surrounding the logo. The radius of the clear space for the logo must equal the size represented by the gray label "O" (equaling the height of the letter "O" in the logo). For ease of use, the logos available for download already have the correct amount of clear space.

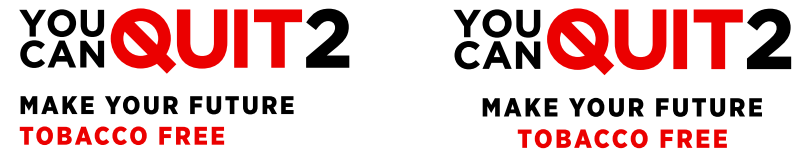


The YouCanQuit2 logo should always be a minimum of 1.5 inches wide in print or 110 pixels wide in digital.



LOGO WITH TAGLINE

The YouCanQuit2 logo paired with the tagline is available for download and should be used as provided. Please see 'Download Logos' below.



DOWNLOAD LOGOS

A suite of logos can be downloaded at:
www.ycq2.org/campaign-logos

LOGO USAGE

The YouCanQuit2 logo should only be used in full color if it is being placed on a white or black background. Use the primary logo mark on white backgrounds and the inverse logo on black backgrounds.



YOU CAN QUIT2



When using the logo on a product, first use the version of the logo paired with the tagline. For subsequent uses of the logo on a product, the version of the logo without the tagline can be used. Please refrain from using the tagline independently from the logo.



YOU CAN QUIT2
MAKE YOUR FUTURE
TOBACCO FREE



If you would like to use the YouCanQuit2 logo and tagline on a different colored background specified by your brand, use only the full white logo on dark backgrounds or the full black logo on light backgrounds. The YouCanQuit2 full colored logos and tagline are only to be used on our approved brand colors (black and white) specified to the left.



When using the logo or the logo and tagline combination in conjunction with your campaign materials, please follow the size and spacing guidelines laid out on the previous page.

LOGO USAGE

Please use the YouCanQuit2 assets as they are provided. In order to communicate a cohesive and on brand message, they should not be altered in any way. Below are examples of how not to use the logo:



1. **Logo distortion** - do not skew, distort or rotate. Scale the logo proportionally
2. **Color of logo** - do not alter the color of the logo outside the set brand color parameters.
3. **Background color** - do not use the logo on a colored background not defined on page 8.
4. **Background image** - do not use the logo on an illegible image background.

5. **Logo outline and font** - do not change the color fill of the logo to outline form or change the font of the text in the logo.
6. **Logo alterations** - do not rearrange the format of the logo.
7. **Removing elements** - do not remove portions of the logo. Elements should not stand alone.
8. **Transparency** - do not alter the transparency of the logo. It should always be at 100%.

GET IN TOUCH

How to get in touch:

If you or your organization/command has any questions about the YouCanQuit2 assets please, [contact us](#).

Looking for additional ways to promote YouCanQuit2?

- ▶ Link to us on your website by visiting www.ycq2.org/link-to-us for ready-to-use graphics and links.
- ▶ Visit the website at www.ycq2.org for more information about campaign resources.

OTHER INFORMATION

Disclaimer: Although the YouCanQuit2 Campaign is in the public domain, we ask that you use all assets and elements as stated in this guide. Some of the imagery used in the campaign is subject to certain property and usage rights. If you are in need of an image to use with our campaign or have questions about how to use what's listed in this guide, please [contact us](#).

INTERESTED IN OUR OTHER CAMPAIGNS?

**OWN YOUR
LIMITS**

For information on responsible drinking education visit

Own Your Limits at:
www.ownyourlimits.org

Here's how to highlight the campaign:
www.ownyourlimits.org/for-professionals/resources

**TOO MUCH
TO LOSE**

For information on risky drug use prevention and education visit

Too Much to Lose at:
www.toomuchtolose.org

Here's how to highlight the campaign:
www.toomuchtolose.org/for-professionals/tmtl-resources



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