



# Smoke-free inside

create and enjoy  
100% SMOKE-FREE ENVIRONMENTS

## Introduction

- ↘ The “Smoke free inside bubble” was created for World No Tobacco Day 2007. Above all, this campaign seeks to maintain a positive attitude without imposing a negative message of prohibition. We have designed a “smoke-free label / logo” that can be recognized by everyone, that identifies places that are guaranteed to be 100% free of tobacco smoke. The key design element is a bubble, which symbolizes air, atmosphere, pureness, health... This bubble is universal and loved by everyone.

This document is a guideline for using this logo, to make it strong, consistent, and long-lasting.

On this CD, you will find all the elements you may need to use this logo and design for print or web purposes, and adapt it according to your specific needs (language, posters, ...)

## The bubble

- Use of the logo and other graphic recognition factors is described in detail so that you can reproduce them (or have them reproduced by your suppliers) as accurately as possible.

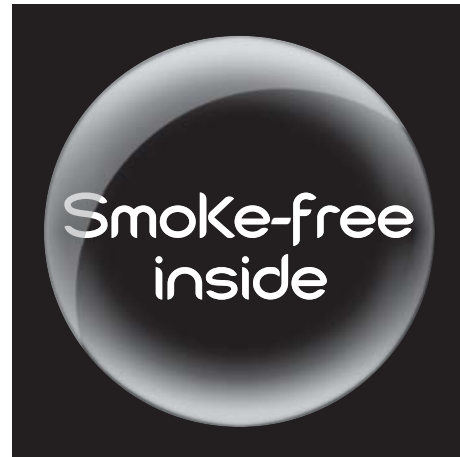
There are various files available for use. Depending on the document design, you can choose the appropriate colour scheme and file. The logos should only be used with the specified fonts and colours provided in this manual and should not be modified in any way. There should be an appropriate amount of space allocated around the logo in all documents.

### COLOUR

The colour of the bubble and its background should always be the same. Otherwise, the bubble loses its transparency and lightness.



File: SFI-BUBBLE-C2995-GB.eps



File: SFI-BUBBLE-CBlack-GB.eps

	BLUE	BLACK
PANTONE:	P 2995 C	Black
CMYK:	C 90%, M 11%	100%
RGB:	0, 161, 226	255, 255, 255
Web/Hex:	00A1E2	000000

### FONTS

The Smoke-free inside logo was created with:

CABOURG BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

# The base-line

## COLOUR

The base-line can be pasted on a coloured below shown:



## FONTS

Create and enjoy:

CABOURG REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

100% smoke-free environments:

DIN REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

# How to use the bubble



# Recommended fonts

## FRUTIGER BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789**

Font for "World No Tobacco Day, 31 May"

## DIN LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

### DIN REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

### DIN MEDIUM

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789**

### DIN BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789**

## CABOURG REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

### CABOURG BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789**

# Posters

RECOMMENDED VERSION



RECOMMENDED VERSION (FRENCH ADAPTATION)

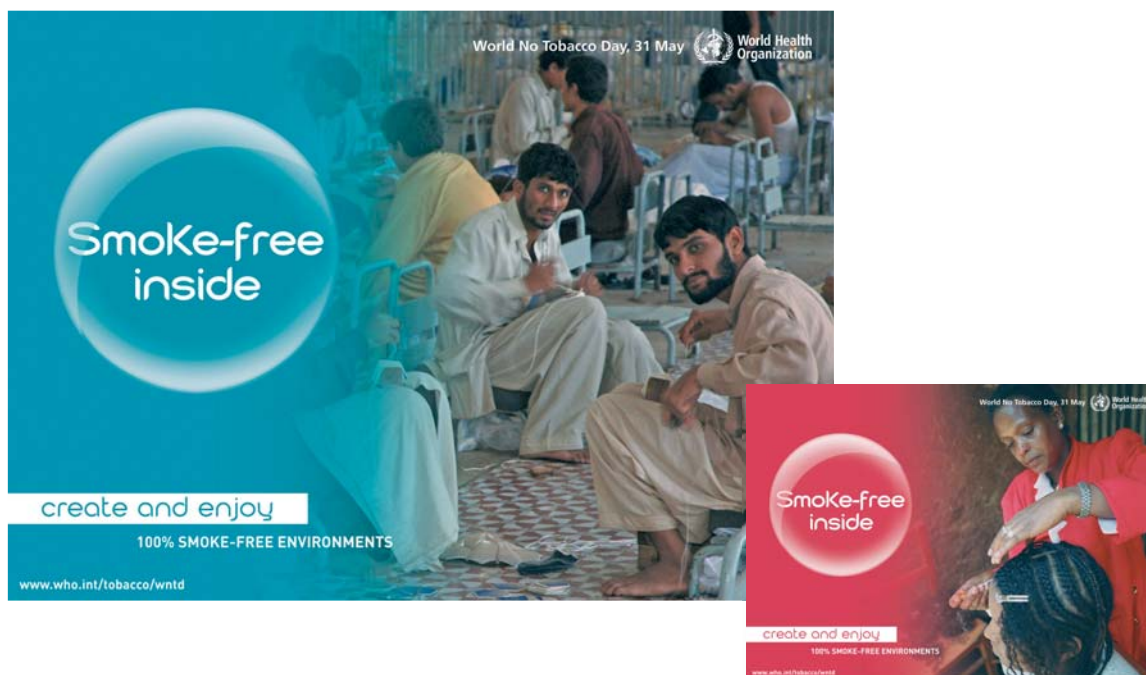




# Posters

The campaign is based on posters with bubbles that are integrated in the background image. However, in order to make it easy to use, we propose two options:

## 1-COLOURED BACKGROUND



## 2-BLUE BACKGROUND (P2995 OR CYAN90-MAGENTA11)

