



A guide for Smokey Bear logo usage and tagline applications.



Intro #1.0

Smokey Bear:

The standards that will keep him strong.

Introduction and statement of purpose.

Smokey Bear is the national symbol of Wildfire Prevention. As the guardian of the forest, he is the statutory property of the USDA Forest Service. His use also extends to the National Association of State Foresters and the Advertising Council, as they support the Cooperative Forest Fire Prevention (CFFP) program.

This style guide was created by Foote, Cone & Belding Southern California, in cooperation with the USDA Forest Service, The National Association of State Foresters, and the Advertising Council. It was prepared to ensure that the reproduction of Smokey Bear's likeness remains consistent and graphically accurate across all media by providing a comprehensive overview of the proper applications of the Smokey Bear logo and slogan.

Smokey Bear has been an important influence in America for well over 50 years. One of the reasons that he continues to be a powerful icon is because he is carefully managed by those authorized to use his likeness. Only careful adherence to the specific rules and conditions laid out in this guide will guarantee that Smokey Bear remains the strong and authoritative voice of fire prevention for years to come.

Notice, that while these guidelines are specific, they're flexible enough to let you use Smokey Bear in many different situations, Smokey can be adapted to fit your needs as long as his fire prevention messages are not sacrificed.

Ultimately, this guide was developed to protect the treasured American icon, Smokey Bear, and to ensure that the Wildfire Prevention campaign continues to effectively deliver the powerful, memorable message, "Only You Can Prevent Wildfires."

Those responsible for producing communication materials for the Wildfire Prevention campaign should use these guidelines as their primary reference tool.

For additional information, questions about these guidelines, or information about Smokey Bear, please contact:

The Advertising Council

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USDA Forest Service

Attention: Lewis F. Southard-1107
Fire and Aviation Management
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Washington, DC 20250-1107
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National Association of State Foresters

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Intro #1.1

Smokey Bear: Guidelines for consistency.

Smokey Bear's standard of excellence.

Graphic representation of any corporate symbol must be done to standards of excellence so integrity of that symbol is not compromised. For that reason, these standards for reproduction of Smokey Bear's likeness must be followed precisely.

Lines:

Smokey Bear shall be drawn with a thick line, generally utilizing pen and ink or brush and ink. Lines must always be 100% black (solid) and appear expressive when reproduced.

Black & White or Color:

Smokey Bear can be reproduced in either one color (black only) or color as necessary. However, as consistency is critical, the only acceptable colors to be used in the reproduction of Smokey Bear are listed in Intro #1.2. These regulation colors shall not be deviated therefrom.

Expressions:

Smokey Bear's expressions can change, but should never be menacing or frightening. He must always be portrayed as caring and informative, appealing to children and adults alike. The key to Smokey Bear's expressive nature is generally shown in his eyes. It is important that any reproduction of Smokey Bear incorporates his caring, expressive eyes.

When Smokey Bear's face is illustrated, it shall be representative of the face depicted on the Smokey Bear logo shown within this guide (See Rule #1.0). To assure the best quality illustration, it is advisable to contract with a professional graphic artist.

Clothing:

Smokey will always appear wearing his traditional blue jeans, belt, buckle, and "campaign" hat. Optionally, he may carry a shovel in his hand. Reproducing Smokey wearing anything other than his proper attire leaves his appearance open to interpretation and degrades the concept of his image. It is inappropriate to show him wearing any attire inconsistent with the rules outlined in this style guide.

Message:

Smokey Bear's fire prevention message must not be mixed with other non-fire prevention messages or symbols from other public service programs. The national fire prevention slogan, "Only You Can Prevent Wildfires." is a vital part of the message. Permission must be granted in order to use other theme lines and slogans with Smokey Bear.

Intro #1.2

Smokey Bear: Guidelines for consistency.



Hat	PMS-467 (Beige)
Hatband	PMS-469 (Dark Brown)
"SMOKEY"	PMS-469 (Dark Brown)
Face	PMS-470 (Med. Brown)
Body	PMS-470 (Med. Brown)
Eyes	PMS-469 (Dark Brown)
Muzzle	PMS-468 (Light Beige)
Pants	PMS-299 (Blue)
Buckle	PMS-131 (Goldenrod)
Belt	PMS-469 (Dark Brown)
Spade	PMS-467 (Beige)

Intro #1.3

Smokey Bear tagline*:

The reason for the changes to the tagline.

The Wildfire Prevention campaign is a public service advertising campaign sponsored by the USDA Forest Service, the National Association of State Foresters, and the Advertising Council. It's the longest-running PSA campaign in U.S. history and has been ranked among the top 100 campaigns of the century by *Advertising Age* (1999). Additionally, Smokey Bear is one of the most recognized icons in America, ranking high among other familiar icons such as Santa Claus, Uncle Sam, and the Easter bunny.

Since Smokey Bear is so well recognized in American society it's important to keep his image strong and his message up-to-date and consistent across all communications. Which is why in 2001, Smokey Bear's long-standing message of "Only You Can Prevent Forest Fires" was updated to "Only You Can Prevent Wildfires" in response to a massive outbreak of wildfires throughout the United States. This will provide support for fire prevention messages that will help us prevent wildfires beyond the boundaries of the forests.

***Effective September 30, 2002, Smokey Bear's new tagline, "Only You Can Prevent Wildfires," must be present on all new communications created for Smokey Bear, the Wildfire Prevention campaign. After this date, only materials with the tag line, "Only You Can Prevent Wildfires" can be ordered.**

"Only You Can Prevent Wildfires."

Intro #1.4

Smokey Bear:

Respect for the symbol.

A bear's life.

The idea for a national forest fire prevention symbol was conceived during World War II. With the looming threat of potentially disastrous wildfires in America's National Forests due to incendiary munitions shells, the Wartime Advertising Council and the USDA Forest Service joined forces to form the Cooperative Forest Fire Prevention (CFFP) program.

While searching for a unique symbol to fill the role, the CFFP program was able to "borrow" the use of Bambi, a Walt Disney Studios' character, for a term of one year. Subsequently, they created their own symbol that would soon become America's No.1 Fire Preventer. Smokey Bear was born on August 9, 1944. The "newborn" was not born a cub, but rather a full-grown black bear, sporting a ranger's hat and wearing dungarees.

Later, in 1950, the living incarnation of Smokey was found when a real black bear cub was rescued as he clung to a charred, smoking snag after a forest fire near Capitan, New Mexico. After healing, the appropriately named bear cub was sent to live in the National Zoo in Washington, D.C. This real Smokey Bear continued to live and be the universal symbol of fire prevention until 1976, when he was laid to rest in Capitan, New Mexico.

So while the living symbol of Smokey is gone, the graphic symbol of Smokey is strong and viable—as long as proper use and safeguards are maintained.

Today, Smokey Bear continues to be recognized around the world as the advertising symbol for wildfire prevention. And because Smokey is such a highly recognized symbol, it is imperative that his "pure" status be maintained and closely guarded. It's a never-ending struggle. One of the constant battles he must fight is "dilution." Dilution of a trademark, symbol, or copyright occurs when people knowingly use it in a way for which it was not authorized or intended and without regard to legal issues.

The most common form of dilution is when individuals use graphic images in any way, shape, or form, while ignoring the standards of excellence developed for their graphic representation. Over the years, Smokey has been wounded by the artist's pen. Depicting Smokey Bear in unauthorized ways and without regard for graphic consistency contributes to this dilution.

Rule #1.0

Smokey Bear:

When, which, and where. Proper logo usage.

When:

Use the Smokey Bear logo on any printed material with a mention of Smokey Bear.

Which:

Ideal Application:



B/W Illustration
-Cartoon Style

Use this version when tonality of the piece is light, humorous, or the material is directed toward children. This logo was introduced in the '70s.



B/W Illustration
-Woodcut Style

Use this version when tonality of the piece is "back to nature," rustic, or country. This logo was introduced in the '80s.



B/W Photo Realistic

Use this version when tonality of the piece is a little more serious. This logo was introduced in the late '90s.



4-Color Photo Realistic

Use this version when tonality of the piece is a little more serious. This logo was introduced in the late '90s.

Rule #2.0

Smokey Bear:

When, which, and where. Proper tagline usage.

When:

Use the tagline, "Only You Can Prevent Wildfires." on any printed material that mentions Smokey Bear.

Usage Style:

The font used in the tagline is Franklin Gothic Condensed. The tagline can be written in either all uppercase or in traditional upper and lowercase depending on the look and feel of the piece, as one version may be more appropriate than another.

Only you can prevent wildfires.

Only you can prevent wildfires.

This example shows the tagline in upper and lowercase. It has a friendlier, more communicative tonality.

ONLY YOU CAN PREVENT WILDFIRES.

ONLY YOU CAN PREVENT WILDFIRES.

This example shows the tagline in all uppercase. It has a masculine tonality, making a strong statement.

Rule #3.0

Smokey Bear logo and tagline:

Tagline usage in conjunction with the Smokey Bear logo.

Lowercase
x-Height



Only you can prevent wildfires.



Center

Upper and lowercase tagline.
Logo relationship to tagline is
approximately 3.0 heads.

Uppercase
X-Height



**ONLY YOU CAN
PREVENT WILDFIRES.**



Center Stacked

All-caps stacked tagline.
Logo relationship to tagline is
approximately 2.0 heads.

Rule #3.1

Smokey Bear logo and tagline:

Tagline usage in conjunction with the Smokey Bear logo.

Uppercase
X-Height



Center

All-caps tagline.

Logo relationship to tagline is approximately 4.0 heads.

Lowercase
x-Height



Center Stacked

Upper and lowercase stacked tagline.

Logo relationship to tagline is approximately 2.0 heads.

Rule #3.2

Smokey Bear logo and tagline:

Tagline usage in conjunction with the Smokey Bear logo.

Lowercase
x-Height



Flush Left

Upper and lowercase stacked tagline.
Logo centers left of tagline. Logo
relationship is approximately 2.0 heads.

Uppercase
X-Height



Flush Left

All-caps stacked tagline.
Logo centers left of tagline. Logo
relationship is approximately 2.0 heads.

Rule #4.0

Clear space:

Use Smokey Bear's hat as a guideline.



Center



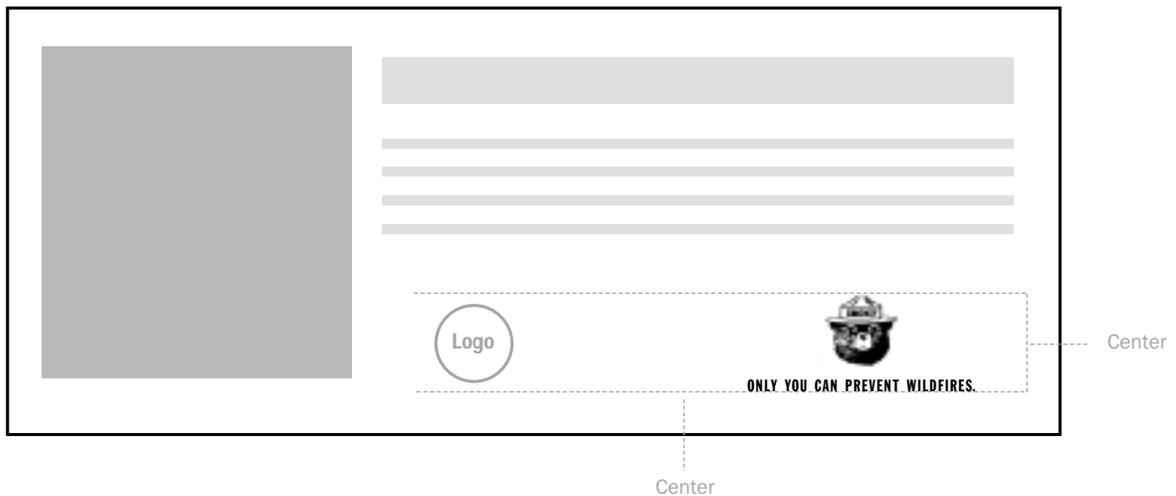
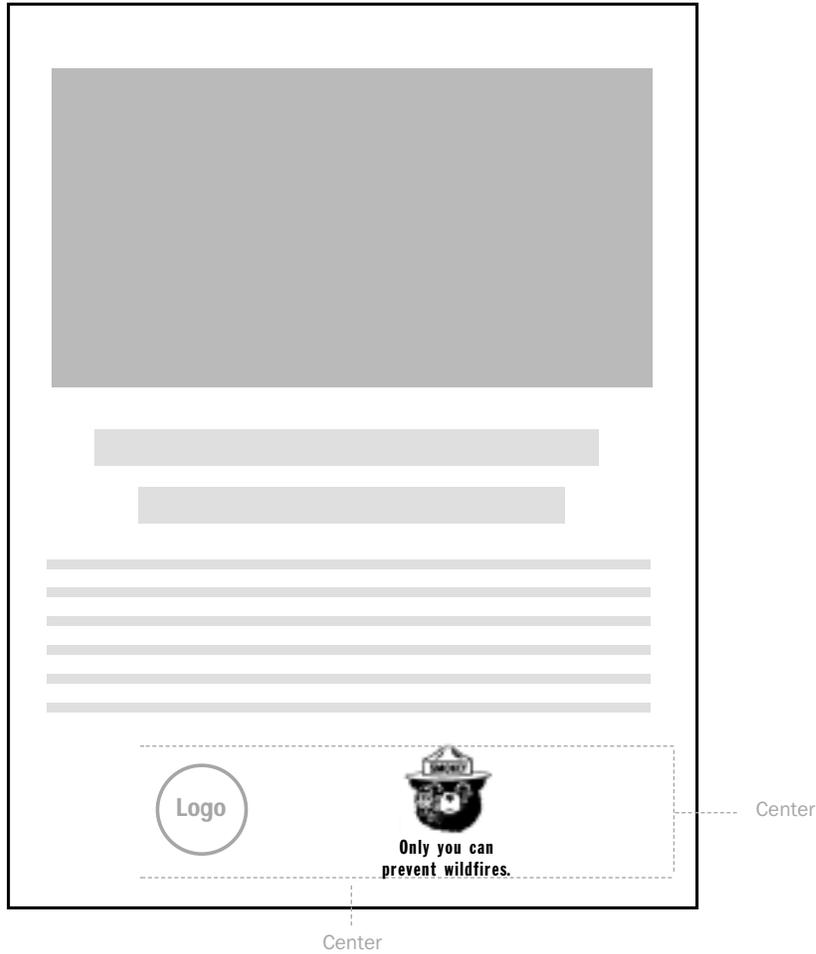
Center Stacked



Flush Left

Rule #5.0

Smokey Bear advertisements:
Rules for vertical and horizontal formats.



Rule #5.1

Smokey Bear advertisements:

Rules for 4.5" x 6.875"



ONLY YOU CAN PREVENT WILDFIRES.

Rule #5.2

Smokey Bear advertisements:

Rules for 4.625" x 4.875"



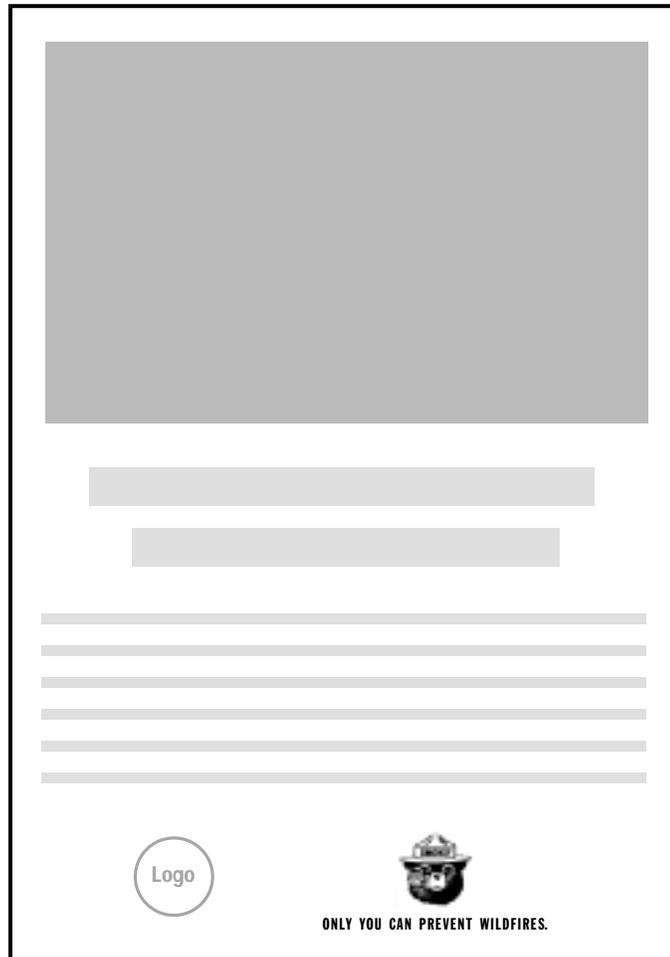
Rule #5.3

Smokey Bear advertisements:

Rules for 2.25" x 10" and 7" x 10"



A vertical rectangular layout for a 2.25" x 10" advertisement. It features a large gray rectangular placeholder at the top. Below it are several horizontal gray bars of varying lengths, representing text lines. At the bottom left is a circular placeholder labeled "Logo". To its right is the Smokey Bear logo (a bear's face wearing a fire hat) and the text "Only you can prevent wildfires." below it.



A horizontal rectangular layout for a 7" x 10" advertisement. It features a large gray rectangular placeholder at the top. Below it are two horizontal gray bars of varying lengths, representing text lines. Further down are several horizontal gray bars of varying lengths, representing more text lines. At the bottom left is a circular placeholder labeled "Logo". To its right is the Smokey Bear logo (a bear's face wearing a fire hat) and the text "ONLY YOU CAN PREVENT WILDFIRES." below it.

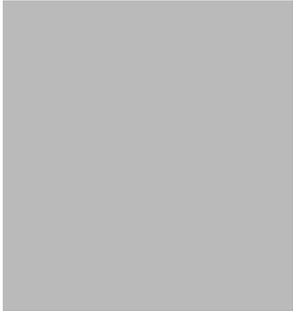
Rule #5.4

Smokey Bear advertisements:

Rules for 2.25" x 10" and 7" x 10"



Only you can prevent wildfires.



ONLY YOU CAN PREVENT WILDFIRES.

