



U.S. Department of Defense

**OWN YOUR  
LIMITS**

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**OWN YOUR LIMITS  
GUIDE TO  
HIGHLIGHT  
THE CAMPAIGN**

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## OVERVIEW

### What is Own Your Limits?

Own Your Limits 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 learn how to drink responsibly, if they choose to drink alcohol.

### What's the purpose of this guide?

To give professionals (who educate Service members on the importance of drinking alcohol responsibly) the tools and guidance to highlight the Own Your Limits Campaign on their resources and efforts.

### Let us know if you highlight the campaign!

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

# HOW TO HIGHLIGHT OWN YOUR LIMITS

The assets in this guide are intended to complement professionals' plans or materials by highlighting Own Your Limits as a resource to help Service members drink responsibly, if they choose to drink alcohol.

## **If you wish to use Own Your Limits assets, including the logo, on your materials, please follow these guidelines.**

- ▶ Some acceptable ways to highlight Own Your Limits on your materials include:
  - List the Own Your Limits 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 Own Your Limits is a Defense Department campaign and is aligned to the Defense Health Agency.
  - Provide the URL: [www.ownyourlimits.org](http://www.ownyourlimits.org) so that the audience can find more information on how to drink alcohol responsibly.
  - Use the campaign logo if appropriate (guidance provided throughout this document).
- ▶ It is not acceptable to co-brand your products with the Own Your Limits Campaign unless you have received approval from the campaign. Please be careful about creating materials that appear to be owned or created by Own Your Limits by considering the following examples:
  - Not placing the Own Your Limits 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 Own Your Limits name, logo, and/or tagline next to your organization/command's logo or information anywhere on your materials.
- ▶ The Own Your Limits Campaign requests to complete a courtesy review of any external products (not created by the Own Your Limits Campaign) that include Own Your Limits assets. We do not request review on highlighting the campaign as a resource on websites or in newsletter articles.

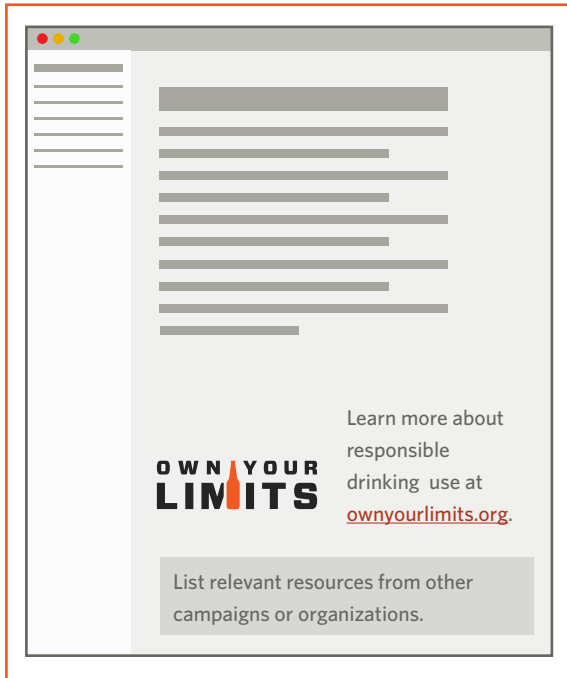
**For your ease, copy and paste this ready-to-use message on your material:**

"Check out the Defense Department's Own Your Limits Campaign to learn more about responsible drinking: [www.ownyourlimits.org](http://www.ownyourlimits.org)"

# HOW TO HIGHLIGHT OWN YOUR LIMITS (CONT.)

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

## Include the Own Your Limits 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 Own Your Limits 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 responsible drinking campaign, Own Your Limits, at [www.ownyourlimits.org](http://www.ownyourlimits.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 OWN YOUR LIMITS (CONT.)

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

- ▶ Own Your Limits is a campaign focused on helping Service members drink responsibly, if they choose to drink alcohol.
- ▶ Own Your Limits supports the mission to build and sustain a ready and resilient force by providing resources and information to Service members so they can serve honorably and drink responsibly.
- ▶ Service members balance demanding jobs where maintaining mission readiness is key. For Service members who choose to drink, being able to set personal drinking limits based on risks of drinking too much and knowing how to own their limit is important to maintaining mission readiness.
- ▶ Visit [www.ownyourlimits.org](http://www.ownyourlimits.org) to find articles, print materials and interactive tools like the Drinking Habits Quiz.

### **How to use the Own Your Limits 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 Own Your Limits 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 misusing alcohol.
- ▶ 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 Own Your Limits 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 Own Your Limits logo should always be a minimum of 1.65 inches wide in print or 120 pixels wide in digital.



## LOGO WITH TAGLINE

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



SERVE HONORABLY. DRINK RESPONSIBLY.

## DOWNLOAD LOGOS

A suite of logos can be downloaded at:  
[ownyourlimits.org/campaign-logos](https://ownyourlimits.org/campaign-logos)

## LOGO USAGE

The Own Your Limits 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.



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.



If you would like to use the Own Your Limits 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 Own Your Limits full colored logos and tagline are only to be used on our approved brand colors (black and white) specified to the left.

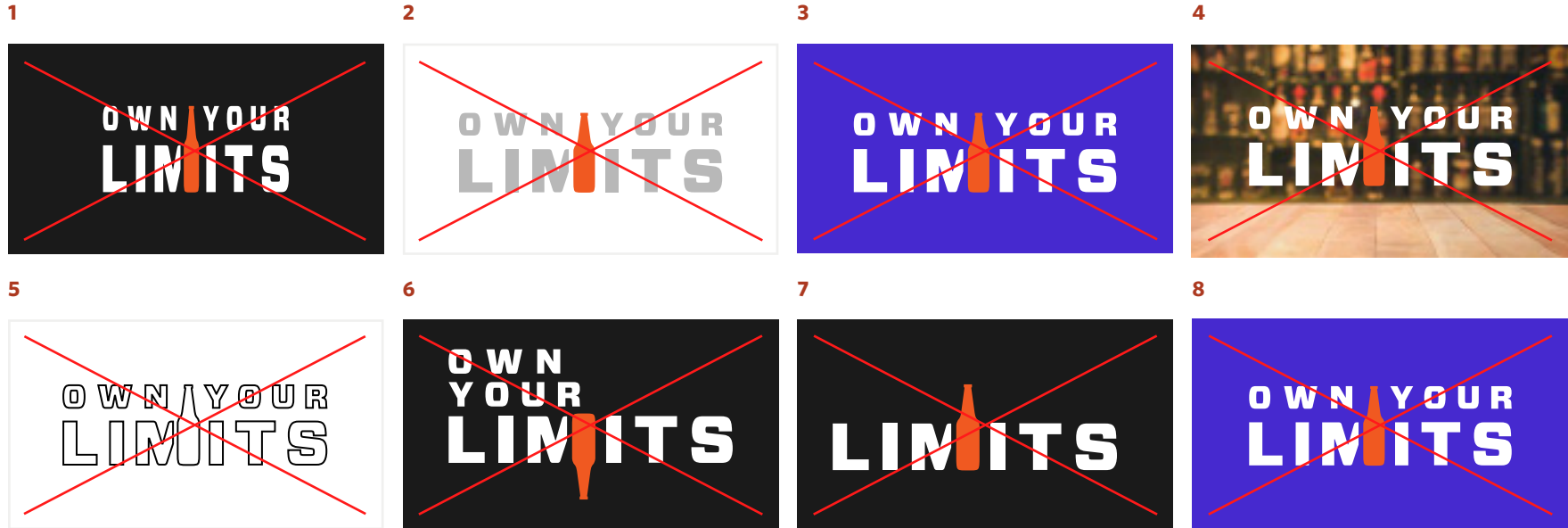


When using the logo or the logo and tagline combination in conjunction with your campaign materials, please follow the size and spacing guidelines laid out on the previous page.



## LOGO USAGE

Please use the Own Your Limits 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 Own Your Limits assets, please [contact us](#).

### Looking for additional ways to promote Own Your Limits?

- ▶ Link to us on your website by visiting <https://www.ownyourlimits.org/link-to-us> for ready-to-use graphics and links.
- ▶ Visit the website at [ownyourlimits.org](http://ownyourlimits.org) for more information about campaign resources.

## OTHER INFORMATION

**Disclaimer:** Although the Own Your Limits 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?

The logo for 'YOU CAN QUIT 2' features the words 'YOU CAN' in a bold, black, sans-serif font, followed by 'QUIT' in a larger, bold, red, sans-serif font, and '2' in a bold, black, sans-serif font.

For information on tobacco education and cessation visit YouCanQuit2 at: [www.ycq2.org](http://www.ycq2.org)

Here's how to highlight the campaign: [www.ycq2.org/health-professionals/youcanquit2-campaign-resources](http://www.ycq2.org/health-professionals/youcanquit2-campaign-resources)



For information on risky drug use prevention and education visit Too Much to Lose at: [www.toomuchtolose.org](http://www.toomuchtolose.org)

Here's how to highlight the campaign: [www.toomuchtolose.org/for-professionals/tmtl-resources](http://www.toomuchtolose.org/for-professionals/tmtl-resources)



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**Own Your Limits** | Guide to Highlight the Campaign