



U.S. Department of Defense



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TOO MUCH TO LOSE GUIDE TO HIGHLIGHT THE CAMPAIGN

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OVERVIEW

What is Too Much to Lose?

Too Much to Lose is a Defense Department educational campaign, aligned to the Defense Health Agency, for the U.S. military. The mission of the campaign is to inform Service members on the facts and risks related to prescription drug misuse and illicit and prohibited drug use including marijuana, CBD, and hemp.

What's the purpose of this guide?

To give professionals (who educate Service members about prescription drug misuse and illicit and prohibited drug use) the tools and guidance to highlight the Too Much to Lose Campaign on their resources and efforts.

Let us know if you highlight the campaign!

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

HOW TO HIGHLIGHT TOO MUCH TO LOSE

The assets in this guide are intended to complement professionals' plans or materials by highlighting the campaign as a resource to help Service members know the facts and risks related to risky drug use.

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

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

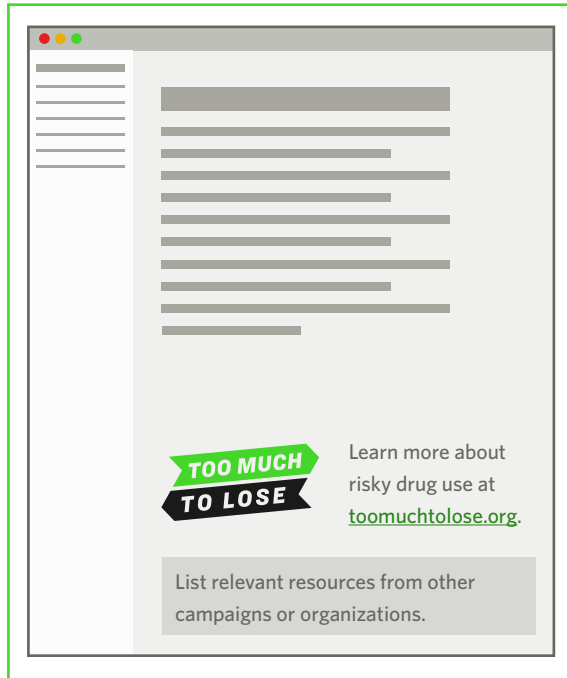
For your ease, copy and paste this ready-to-use message on your material:

"Check out the Defense Department's Too Much to Lose Campaign to learn more about risky drug use: www.toomuchtolose.org"

HOW TO HIGHLIGHT TOO MUCH TO LOSE (CONT.)

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

Include the Too Much to Lose 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 Too Much To Lose 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 risky drug use campaign, Too Much to Lose, at www.toomuchtolose.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 TOO MUCH TO LOSE (CONT.)

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

- ▶ Too Much to Lose is a campaign focused on helping Service members know the facts and risks related to risky drug use.
- ▶ For Service members, risky drug use includes misusing prescription drugs or using illicit or prohibited drugs such as marijuana, CBD or hemp. These substances may be available and legal in their communities but prohibited for them to use.
- ▶ Too Much to Lose covers topics such as how to manage pain, what marijuana legalization means for Service members and how misuse can impact relationships and their career.
- ▶ Visit www.toomuchtolose.org to find articles, print materials and interactive tools such as an anonymous knowledge quiz.

How to use the Too Much to Lose 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 Too Much to Lose 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 prescription drugs or using illicit and prohibited drugs.
- ▶ 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

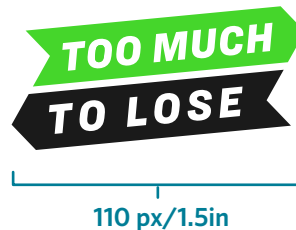
The Too Much to Lose logos are available for download and should be used as provided. Please see pages 8 and 9 for additional information.



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 Too Much to Lose logo should always be a minimum of 1.5 inches wide in print or 110 pixels wide in digital.



LOGO WITH TAGLINE

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



**GET THE TRUTH
ON RISKY DRUG USE**

**GET THE TRUTH
ON RISKY DRUG USE**



GET THE TRUTH ON RISKY DRUG USE

DOWNLOAD LOGOS

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

LOGO USAGE

The Too Much to Lose 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 Too Much to Lose 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 Too Much to Lose 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 Too Much to Lose 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



2



3



4



5



6



7



8



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 Too Much to Lose assets please, [contact us](#).

Looking for additional ways to promote Too Much to Lose?

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

OTHER INFORMATION

Disclaimer: Although the Too Much to Lose 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?

YOU CAN QUIT²

For information on tobacco education and cessation visit

YouCanQuit2 at:

www.ycq2.org

Here's how to highlight the campaign:

www.ycq2.org/health-professionals/youcanquit2-campaign-resources

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



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