

December 8, 2016* **18416**

[EMBLEM]

No. /MSAS/SG/BL

REPUBLIC OF SENEGAL

One People – One Aim – One Faith

**MINISTRY OF HEALTH
AND SOCIAL ACTION**

Analysis: Administrative Order concerning signs prohibiting smoking in public places or places open to the public or to common use, work places and public transportation vehicles.

THE MINISTRY OF HEALTH AND SOCIAL ACTION,

IN LIGHT OF the Constitution,

IN LIGHT OF the Framework Convention on Tobacco Control of the World Health Organization of May 21, 2003;

IN LIGHT OF Law No. 2014-14 of March 28, 2014, concerning the manufacture, packaging and labeling, sale and use of tobacco;

IN LIGHT OF Decree No. 2004-1404 of November 4, 2004, concerning the organization of the Ministry of Health and Medical Prevention;

IN LIGHT OF Decree No. 2014-845 of July 6, 2014, concerning the nomination of the Prime Minister;

IN LIGHT OF Decree No. 2014-853 of July 9, 2014, concerning the distribution of services of the State and the control of public establishments, national companies and companies with public participation among the Presidency of the Republic, the Prime Minister and the Ministers, as amended;

IN LIGHT OF Decree No. 2014-867 of July 22, 2014, concerning the attributions of the Minister of Health and Social Action;

IN LIGHT OF Decree n° 2015-855 of June 22, 2015, concerning the composition of the government, as modified by Decree No. 2016-1705 of October 28, 2016;

IN LIGHT OF Decree n° 2016-1008 of July 26, 2016, concerning the manufacture, packaging, labeling, sale and use of tobacco;

ORDERS

Article 1. – The purpose of this Administrative Order is to define the formats of pictograms for signs prohibiting smoking and indicating smoking areas in the places noted in Articles 18 and 19 of Law No. 2014-14 of March 28, 2014, concerning the manufacture, packaging, labeling, sale and use of tobacco.

This Administrative Order is accompanied by an Annex which comprises an integral part hereof.

Article 2. – Signs prohibiting smoking in the places noted in Article One above, as well as those indicating smoking areas are to be set in the graphic chart of this Administrative Order.

Any other kind of sign is prohibited.

Article 3. – Operators or managers of such places must respect the rules set forth in the chart attached to this Administrative Order.

Article 4. – Operators or managers of such places must, depending on the circumstances, place signs prohibiting smoking or signs indicating smoking areas in a fashion that is visible to the public and to employees.

Article 5. – The Director General for Health, the Director of Prevention and the Coordinator of the National Program for Tobacco Control are charged, each within the scope of their concern, with the execution of this Administration Order, which is to be registered and published wherever it may be necessary.

THE MINISTER OF HEALTH AND SOCIAL ACTION

[STAMP:]

Republic of Senegal
[illegible signature]
The Minister
**Ministry of Health and
Social Action**
[Pr Awa Marie Coll SECK]

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[FLAG EMBLEM]

Republic of Senegal

One People – One Purpose – One Faith

MINISTRY OF HEALTH AND SOCIAL ACTION

National Program for Tobacco Control

GRAPHIC

CHART

Pictograms of signs to prohibit smoking,
and indicate smoking areas

[Graphics]

NO SMOKING

1	GRAPHIC CHART
	Pictograms of signs to prohibit smoking, indicate smoking areas, and for labeling of cigarette packs

Introduction to Graphic Chart

The purpose of this graphic chart is to set the rules on using pictograms for signs to prohibit smoking in public places or places subject to shared use, work places and on public transportation vehicles, and on various communication materials.

The graphic chart anticipates the constraints of the different materials (signs, posters, print, paper, advertising media...) and thus creates a fundamental consistency in the expression of our visual identity.

The graphic chart enables you to provide a unique image, and thus to benefit from immediate recognition for your communication activities.

For any use whose characteristics do not appear in this document, the communication and protocol cell must validate the graphic choices made.

Pictograms, by definition, are considered to be images. No element comprising part of a pictogram can be modified. They are to be used as they are defined for all communication materials.

Whatever the size of the pictogram, the proportion of the visual elements to the words is fixed. Special attention is to be paid with regard to homothetic scaling (no stretching of visual elements, no modification of height-width ratio, etc).

Description of pictograms

The **prohibition of smoking** is circular, with a red border and exhibiting a red diagonal line. The background is white on which the black symbol is displayed specifying the prohibition of smoking (tobacco).

The visual prohibition proscribes potentially dangerous actions.

It is always circular with a red border and exhibiting a red diagonal line. The background is white on which the black symbol is displayed specifying the prohibition of smoking (tobacco).



The visual indication of smoking areas is expressed by a square with a blue background surrounded by a thin black line on which the white symbol specifying the indication in question is displayed (tobacco).

It indicates to users of tobacco the only places where smoking is allowed.



This visual element is to be placed at the entrance of the place to which it refers

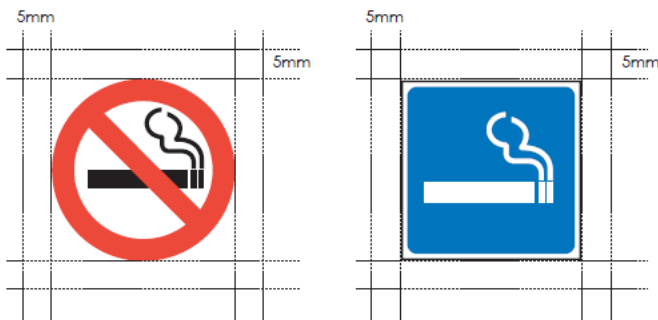
2	GRAPHIC CHART Pictograms of signs to prohibit smoking, indicate smoking areas, and for labeling of cigarette packs
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Clearance space and highlighting

The graphic creation of the original pictogram occupies an inviolable zone of isolation, and this zone is to be delineated by a technical frame that will not appear in any version.

It demarcates the minimal dimensions and surfaces to be reserved around the pictogram.

The outward extension in two directions is authorized and recommended to maintain the same proportions.



Conditions for sharing space with other logos

Never position them abutting with other Visuals;

To ensure the legibility of the pictogram, it is requested to leave a free space of at least 5 mm around the pictogram.



3	GRAPHIC CHART Pictograms of signs to prohibit smoking, indicate smoking areas, and for labeling of cigarette packs
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Color references

This approach focuses on colors to be obtained, whatever the kind, texture or shade of the material used.

Colors in Pantones (direct tones)

Direct tones or pantone shades are used to print a shade directly without making use of the CMYK spectrum. These are colors normalized and referenced in a sampling called a color chart, or pantone matching system.

They consist of several scales:

- * Pantone C (coated) for coated paper
- * Pantone U (uncoated) for uncoated paper;
- * Pantone M (matted) for matte paper.

(RGB) Version

Red green blue, abbreviated RGB, is a color coding format.


When all three are combined, the result is white for the human eye.


Today they are used for videos, monitor screens and computer graphics software.

Four color conversion (cmyk)

Four color, or CMYK (cyan, magenta, yellow, black) is a printing procedure that makes it possible to reproduce a wide colorimetric spectrum based on the three base shades (cyan, magenta and yellow), to which black is added.

The color scale

RED  Pantone: 179 C
CMYN: C= 0.97 / M= 86.99 / Y= 82.78 / B=0
RGB: R= 230 / G= 60 / B= 47
Ref: #E53C2E

BLUE  Pantone: 285 C
CMYN: C= 90.54 / M= 49.71 / Y= 0 / B=0
RGB: R= 0 / G= 133 / B= 206
Ref: #0070CD

BLACK  Direct Tone 100%



4	GRAPHIC CHART Pictograms of signs to prohibit smoking, indicate smoking areas, and for labeling of cigarette packs
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Typographical references

The **Arial Black**, Helvetica Bold and Futura Medium type faces are the three typographies that have been retained for all publications and communication documents.

These three fonts are used to differentiate levels of information.

Arial Black and Helvetica Bold were chosen for their qualities of legibility, efficacy and convenience.

Futura Medium was chosen for its identical qualities.

N.B.: These typefaces exist in electronic composition (micro-edition).

SMOKING PROHIBITION

INDICATION OF SMOKING AREA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

TOBACCO CAUSES A SLOW AND PAINFUL DEATH

INDICATION OF SMOKING AREA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

“All offenders will be punished by a fine of 50,000 to 100,000 francs CFA (Article 26 of Law 14-2014 of March 28, 2014).”

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

N.B. *The type face of the logo must be faithfully reproduced.*

<p>5</p>	<p>GRAPHIC CHART Pictograms of signs to prohibit smoking, indicate smoking areas, and for labeling of cigarette packs</p>
<p>Dos and Don'ts</p> <p style="text-align: center;">NO SMOKING SMOKING AREA [GRAPHICS]</p>	
<p>DON'T Do not distort the shape of the pictogram</p> <p style="text-align: center;">NO SMOKING SMOKING AREA [GRAPHICS]</p>	
<p>Do not change the colors</p> <p style="text-align: center;">NO SMOKING SMOKING AREA [GRAPHICS]</p>	
<p>Do not change the proportions of the elements</p> <p style="text-align: center;">NO SMOKING SMOKING AREA [GRAPHICS]</p>	
<p>Do not change the font</p> <p style="text-align: center;">NO SMOKING <i>SMOKING AREA</i></p> <p>[GRAPHICS]</p>	
<p>Never present in outline</p> <p style="text-align: center;">NO SMOKING SMOKING AREA [GRAPHICS]</p>	
<p>Do not associate with another logo or dissociate the elements</p> <p style="text-align: center;">NO SMOKING SMOKING ARE [GRAPHICS]</p>	<p>Do not put in shadow</p> <p style="text-align: center;">NO SMOKING SMOKING ARE [GRAPHICS]</p>
<p>Avoid representing the logo against backgrounds that are too close to the shade of the logo, or on backgrounds that are too complex or darkened</p> <p style="text-align: center;">NO SMOKING SMOKING ARE [GRAPHICS]</p>	

6	GRAPHIC CHART Pictograms of signs to prohibit smoking, indicate smoking areas, and for labeling of cigarette packs
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Applications of pictograms

<p style="text-align: center;">NO SMOKING</p>  <p style="text-align: center;">TOBACCO CAUSES A SLOW AND PAINFUL DEATH</p> <p>All offenders will be punished by a fine of 50,000 to 100,000 francs CFA (Article 26 of Law 14-2014 of March 28, 2014).</p>	<p style="text-align: center;">SMOKING AREA</p>  <p style="text-align: center;">TOBACCO CAUSES A SLOW AND PAINFUL DEATH</p>
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NO

[GRAPHIC]