



Print and Outdoor Advertisement Usage Guidelines

The *Litter. It Costs You* print and outdoor advertisement files were designed to visually represent Georgia's litter abatement program. There are several ad variations available for use, which – when used consistently – help link our varying entities and present one common image for our diverse programs. To ensure the ads are used correctly, the following guidelines must be followed:

Ad images, including the *Litter. It Costs You* logo, should not be redrawn, recreated or manipulated in any way. The ads should never be stretched, distorted or cropped. The exception is re-sizing ads to fit the desired advertising space. Ads should never be taken apart and recombined in any way to create new artwork. No part of the logo or images in the ads may be changed or re-sized in any way relative to the rest of the ad. The only modifications to the ads should be the addition of local contact information in the designated space.

The Litter Abatement and Prevention Task Force reserves the right to spot-check all advertising and may periodically send out requests for samples. The Litter Abatement and Prevention Task Force also reserves the right to review advertising in publications for compliance with these guidelines.