



Above the Influence (ATI): **The Brand**

White House Office of National Drug Control Policy (ONDCP)
National Youth Anti-Drug Media Campaign





Brand Philosophy

“Anything that makes me less than me is not for me... especially drugs and drinking”

You & the ATI Brand



Local partners have an important role in representing the “Above the Influence” brand

- Engaging teens with ATI at the local level is a critical extension of the ATI brand.
- The youth you serve are the “faces” of the ATI brand.
- Your organization engages teens with the ATI brand in a unique & meaningful “hands-on” fashion.



You are the Ambassadors of the ATI Brand



Local partners have an important role in protecting the integrity of the ATI brand

- Your local activities reinforce the principles of the ATI brand and provide a national platform for your local efforts.
- Creating local events & activities that are **consistent** with **what teens already know about ATI and what they expect from ATI** can help further your organizations' respective mission.
- ATI's key brand principles provide a **helpful framework for your local efforts**; following are **key brand principles** that will provide guidance as you conduct ATI activities with your youth.



Key ATI Brand Principles:



- **ATI is not a typical scare tactic or “just say no” anti-drug campaign...** it’s a philosophy, a way of life, an attitude and a commitment by teens to stay above the influence of drugs and alcohol
- **ATI serves to inspire...** it’s about educating/informing teens that drugs and drinking (and other related risky behaviors, or “negative influences”) stand in the way of them making good choices and achieving their goals in life.
- **ATI is more peer-to-peer...** rather than telling kids what to do in an authoritarian adult-to-child style, ATI should come across as teens sharing with, learning from, and supporting other teens.
- **ATI is non-judgmental and respectful...** while ATI as a philosophy will never condone or approve of being under the influence of any substance, ATI doesn’t overtly condemn, reject or show disrespect to those who may not live ATI. Instead, for teens struggling with or dabbling with substance use, ATI empathizes with their difficulties and supports their struggle to rise above.
- **ATI is attainable by all...** being ATI is not strictly for kids who are perfect role models. ATI messaging should demonstrate that the ATI attitude is accessible to anybody, and desirable by all. It’s something that teens should inherently want to do – the decision to live their lives ATI is ultimately up to them – and should not be forced upon them.



Using the “Above the Influence” logo:



- When using the logo, the arrow is *always* pointed straight up
- If you place the logo on any giveaway item, be mindful that it should only be given to, or worn by youth (ideally ages 12-17).
 - This will help keep the brand “pure,” “cool,” and teen-to-teen
 - Adults wearing or displaying the ATI symbol may lessen the “cool” factor

