



Design system quick reference guide

Version 1.0
February 2020



OKLAHOMA

About this guide

Our design system was created to streamline communications through a visual identity that expresses the state's essence and values, and creates credibility. By using these design elements consistently, you play an integral part in creating compelling communications for the State of Oklahoma.

This guide is intended as only a basic overview of core visual identity elements. For more detailed information and complete brand standards, visit www.oklahoma.gov/brandstandards

Our core visual elements

This flexible system provides design options to meet your specific needs. Look into each element to better understand how they work independently and together as a system.



Imagine that.



State logo

Our logo is the single-most important visual element of our visual identity. The logo is a distinctive symbol and a graphic representation of the Oklahoma brand. When used properly and consistently, our logo functions as a powerful identifier of our state's essence and values.

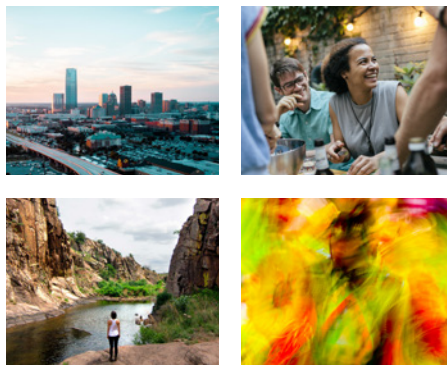
Tagline graphic

Our tagline connects us with our audiences with a short, memorable set of words that help set expectations of what an Oklahoma experience is like. Our tagline **Imagine that.** is an expression that universally represents surprise and invites audiences to dream of their own personal opportunities.

Color

Our core brand colors are rich and inviting, reflecting the embracing nature of our state. The colors are inspired by our landscape and represent the vibrancy of our land and people. The breadth of the palette provides a broad range of color choices.

ABCDEFGH
abcdefghij
123456789



Typography

Clear and consistent typography improves the accessibility of information and helps to build a distinct visual character. By using type thoughtfully, we can evoke our personality while enhancing the legibility of charts, graphs and large blocks of text.

Photography

Whether you're shooting original photography or selecting shots from an image bank, use imagery to dramatize the idea of opportunity and the feeling of potential. Imagery is also an important reflection of our personality – we are bold yet humble, ambitious yet altruistic, and humorous.

Graphic elements

We use unique graphic elements to create visual cohesion across our materials. The graphic elements also reinforce our brand promise through communications, and direct the viewer's eye to important information.

The Oklahoma logo

The Oklahoma logo is the single-most important visual element of our visual identity, and it functions as a powerful identifier of our state.

The design of our logo is based on shapes and colors embedded in our history. The form is inspired by our native heritage. It reflects earth, sky, water, agriculture and forest. These colors also speak to the seasons. The white star is a powerful symbol of America that is a part of our State Seal and on the original flag of the state. Chevrons acknowledge our military. These elements form a circle and direct their energy inward, dramatizing Oklahoma as a hub at the center of America. This symbol invites everyone to join us here in an embracing community, to take in countless unexpected experiences and explore genuine opportunity.

The logo is used on externally facing communications, internal employee communications, signage and fleet.

Configurations

The state logo has two standard configurations – vertical and horizontal.

Custom configurations may be developed for special formats, such as signage or digital icons, but these should only be used in consultation with the State Brand Marketing Team.

Clear space

The Oklahoma logo is most visible and effective when surrounded by open space. As you'll see in the diagram, unobstructed clear space must surround the logo in all situations. At minimum, this space must be equal to the measure of a square drawn within the star of the symbol. In many cases, more clear space is ideal.

In special cases, such as signage, it may be acceptable to reduce the clear space around the logo so that it reproduces larger for improved legibility – please contact the State Brand Marketing Team.

Minimum size

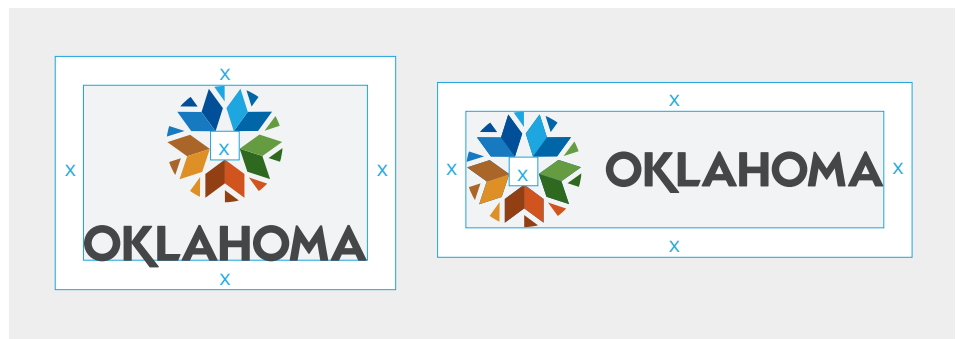
To make sure it is visible and legible, the Oklahoma logo should never be used where the symbol is smaller than 1/4 inches tall in print materials. On digital applications, the Oklahoma logo should never be smaller than 36 px tall.



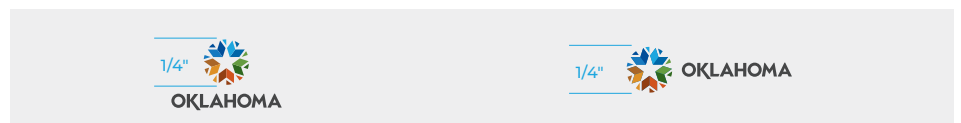
Standard vertical logo



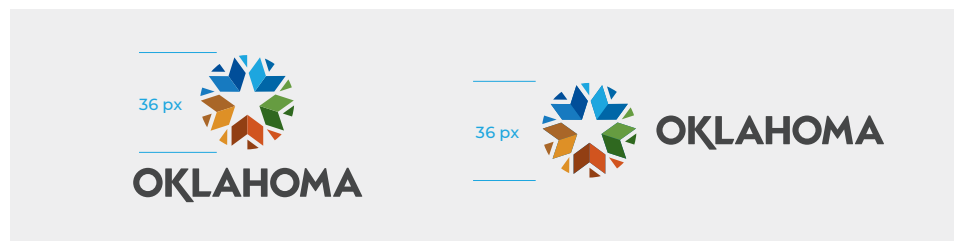
Standard horizontal logo



Protected space



Minimum size – Print



Minimum size – Digital

Logo color

Full-color logo

The preferred use of the Oklahoma logo is in full color on a white background. There is a reverse version of the full-color logo for use on dark or black backgrounds.

Monochrome logos

The logo also appears in six color monochrome versions, each matching a segment of the full-color logo.

The monochrome logos are used in instances where a more serious or subtle impression is desired. They may also be used if the color conceptually relates to the subject matter presented – for example, using the green monochrome logo for environmental matters.

Black and reverse logos

Black and reverse logos can be used in one or two color applications.

The reverse logos may be used on colored backgrounds.

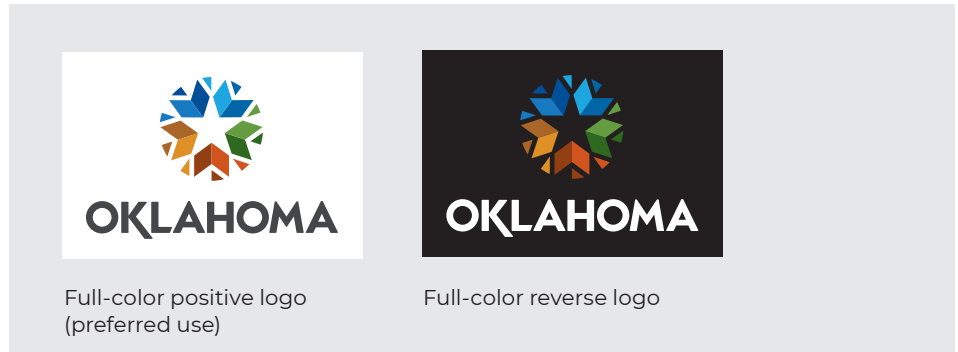
Greyscale black and reverse logos show the different segments in the chevrons of the logo. The flat black and reverse logos do not.

Only use the flat versions of the logo where technical limitations prevent using another version. Printing the logo small on a pen is an example of proper usage of a flat logo.

Backgrounds

When using the Oklahoma logo on a colored background or photograph, always make sure the surrounding area is simple and provides enough contrast to be visually clear.

For more detailed information on our logo, visit our complete brand standards online at: www.oklahoma.gov/brandstandards



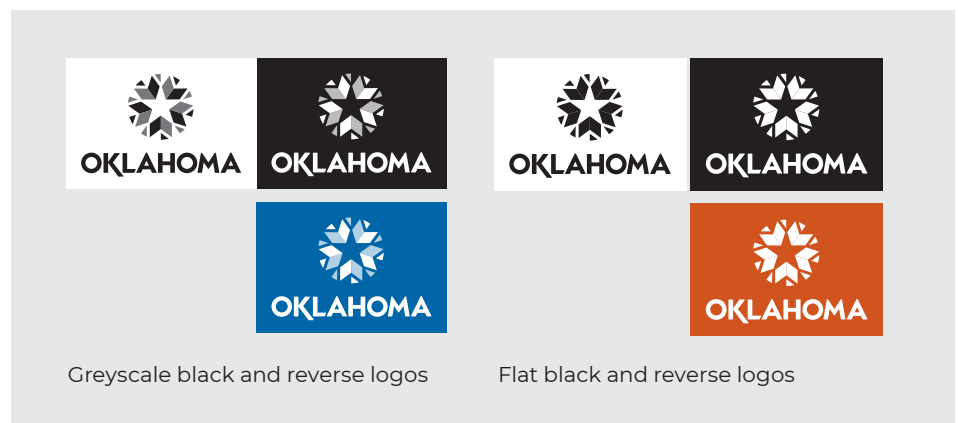
Full-color positive logo (preferred use)

Full-color reverse logo

Full-color logos



Monochrome-color logos



Greyscale black and reverse logos

Flat black and reverse logos

Black and reverse logos

Tagline

Our tagline connects us with our audiences with a short, memorable set of words that help set expectations of what an Oklahoma experience is like.

Our tagline, **Imagine that.** is an expression that universally represents surprise and invites audiences to dream of their own personal opportunities.

While our marketing efforts may use many variable campaign themes or messages within copy, "Imagine that." is the only tagline that may be used across the state for external communications.

The tagline can be used as part of headlines, in body copy or as a tagline sign-off. The tagline is not to be used alone as a headline.

The tagline is to be used on externally facing applications, such as advertising, collateral, posters, websites, tradeshow materials, videos and interior facility signage.

With a headline

The tagline may be used as response to an unexpected statement in a headline. When used in this manner, it is set in Montserrat Semibold beneath the headline. The tagline should always end in a period.

Within body copy

When using **Imagine that.** in body copy, write it using sentence case letters in Montserrat Semibold. Do not italicize or use all caps.

As a tagline sign-off

When using **Imagine that.** as a tagline sign-off, use Montserrat Semibold type in sentence case. The tagline ends in a period.

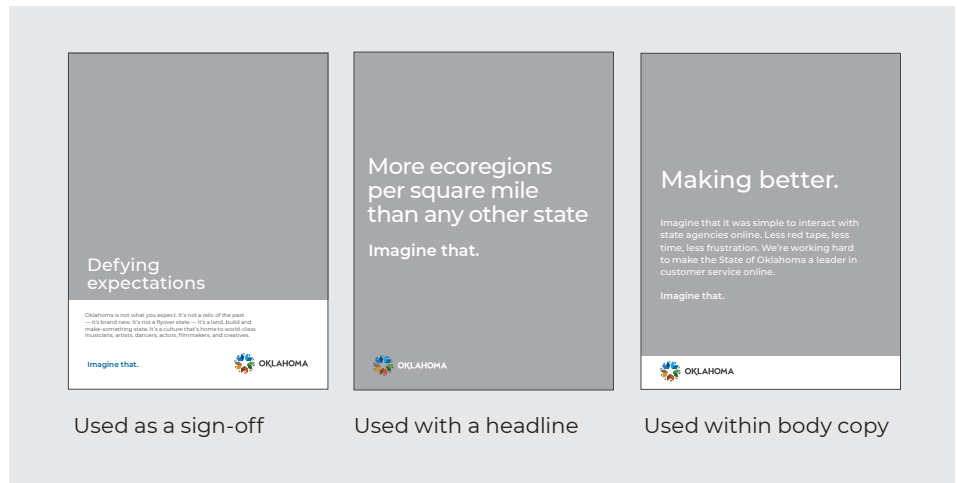
Color

The tagline, like our logo, is a core brand element, therefore it may only be used in the color options available for the logo. The preferred color is Sky Blue (see Color on page 5).

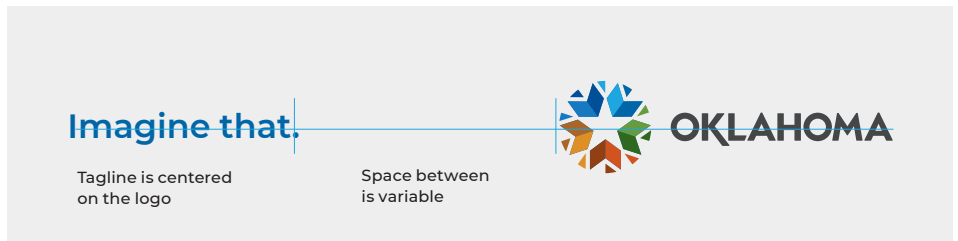
Tagline art files

The tagline is also available as graphic art files. These may be placed in the document as graphics and ensure the correct visual presentation of the tagline.

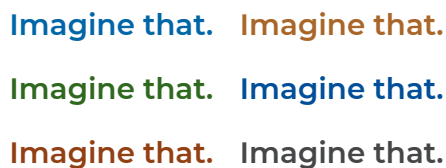
For more detailed information on our tagline, visit our complete brand standards online at: www.oklahoma.gov/brandstandards



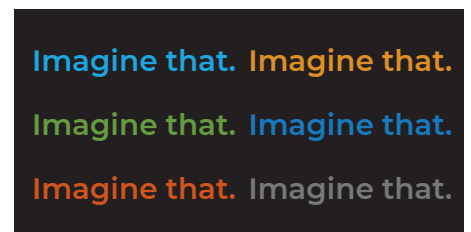
Tagline in use



Positioning when used as a sign-off



Color variations – dark colors used on white backgrounds



Color variations – bright colors used on black backgrounds

Color

Next to our logo, color is the most recognizable visual element of our visual identity. Our colors are inviting and reflect the essence of our state.

The rich colors of our core palette represent the vibrancy of our people and land. The blues represent our vast skies, lakes and waterways. Our greens represent our woodlands. Our golds represent our prairie grasslands and deserts. Our reds are taken from our famous red clay earth.

The colors also reflect a proud military tradition of our forces on air, land and sea.

The core colors are used in our logo and in typography and graphic elements.

Bright and dark hues

Each of our six core brand colors comes in two hues – bright and dark.

These two hues make up the different color segments of our logo. The bright and dark hues provide a good range of color options that function on both light and dark backgrounds.

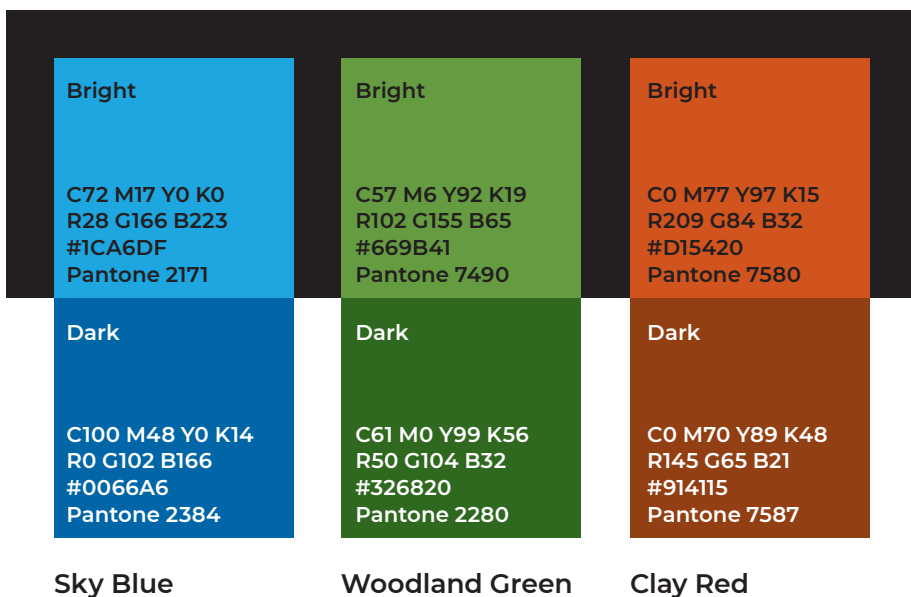
Color for accessibility

Accessibility is the process of designing websites and other media so people with disabilities can access the same information as easily as someone who doesn't have a disability. State agencies are required by law to meet or exceed accessibility standards.

The core brand palette has been designed with accessibility contrast and color standards in mind. The dark hues of each color pass WCAG AA standards for normal text on a white background. The bright hues of each color pass WCAG AA standards for normal text on a dark background.

For more detailed information on our colors, visit our complete brand standards online at:

www.oklahoma.gov/brandstandards



Color specifications

Included here are specifications for printing with four-color process (CMYK), digital presentations (RGB and HEX) and printing with Pantone® inks (spot-color printing). For nontraditional reproduction methods, such as embroidery and silkscreen, make a visual match to the color as it appears in the Pantone® coated swatch book

Note that the CMYK, RGB and HEX values shown may not use the same formula as what Pantone® provides. Use the CMYK, RGB and HEX values shown here, and only use Pantone® formulas when printing in spot color. These values have been carefully chosen for the Oklahoma brand.

Typography

Clear and consistent typography improves the accessibility of information and unifies our look and feel across all state agencies and departmental touchpoints.

Primary typeface

Our typeface, Montserrat, is a geometric sans serif that is approachable, credible and easily legible.

Montserrat is a broad and versatile family of fonts that are clean, open and modern. It is used in all of our marketing materials and professionally produced communications.

Montserrat is a Google font, so it is free to use and is universally available for download at: <https://fonts.google.com/specimen/Montserrat>

Substitute typeface

As Montserrat does not come as a standard system font on all computers, a replacement typeface, Arial, can be used for all internally produced correspondence. This includes any communications created using the Microsoft Office suite, such as PowerPoint presentations, email messages, Word documents or Excel sheets.

Other typefaces

Other typefaces may be used in campaigns where Montserrat does not function to communicate the appropriate character. Use of other fonts should be approved by the State Brand Marketing Team before they are implemented.

Do not distribute fonts installed in our systems, as it is an infringement of copyright law.

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Montserrat Thin

Montserrat Thin Italic

Montserrat Extra Light

Montserrat Extra Light Italic

Montserrat Light

Montserrat Light Italic

Montserrat Regular

Montserrat Italic

Montserrat Medium

Montserrat Medium Italic

Montserrat Semibold

Montserrat Semibold Italic

Montserrat Bold

Montserrat Bold Italic

Montserrat Extrabold

Montserrat Extrabold Italic

Montserrat Black

Montserrat Black Italic

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

Typography

Usage

Proper use of typography, and particularly our primary font, Montserrat, will promote a unified and consistent impression across state agencies and departmental touchpoints.

As a general principle, the larger text is (for example, headlines), the lighter the text weight can be. This is intended to prevent materials from feeling heavy and unapproachable. This principle should not restrain designers from using bold type when appropriate.

- For headlines, titles and body copy, use sentence case to feel approachable and engaging. However, always capitalize proper nouns.
- In instances where formality or a sense of authority is required, all capitals may be used in headlines.
- For applications with large volumes of copy or all-caps type treatment, use lighter weight fonts to keep the copy friendly and approachable.
- Create differentiation and hierarchies in type through changes in type size or weight.
- Type is always aligned left.
- Use italic within copy blocks to indicate publication names or other titles. Italic is also used create emphasis or contrast highlighting the importance of a word or subject. Italic should not be used for blocks of body copy.

For more detailed information on our typography, visit our complete brand standards online at:
www.oklahoma.gov/brandstandards

Light, Regular,
Medium
or Semibold

Standard headline

Light, Regular,
Medium
or Semibold

FORMAL HEADLINE

Regular, Medium,
Semibold, or Bold

Small headline style 1 (sentence case)

Regular, Medium,
Semibold, or Bold

SMALL HEADLINE STYLE 2 (all caps)

Regular, Medium,
Semibold, or Bold

Body Copy Headlines 1

Our typeface, Montserrat, is a geometric sans serif that is approachable, credible and easily legible.

Regular, Medium,
Semibold, or Bold

BODY COPY HEADLINES 2

Our typeface, Montserrat, is a geometric sans serif that is approachable, credible and easily legible.

Light, Regular,
or Medium

Body copy. Proper use of typography, and particularly our primary font, Montserrat, will promote a unified and consistent impression across state agencies and departmental touchpoints.

Light, Regular,
or Medium

Captions. Our typeface, Montserrat, is a geometric sans serif that is approachable, credible and easily legible.

Light Italic, Italic,
or Medium Italic

Italic is used create *emphasis* or *contrast*. It is also used to indicate publication titles, such as *The Oklahoman*.

Photography

Images communicate ideas instantly in ways that words seldom can. They add meaning, clarity and can create an emotional connection with audiences.

Whether you're shooting original photography or selecting shots from an image bank, keep our style and subject guidance in mind to achieve a look aligned with our brand essence.

Our photography should capture the following:

Interactions or connections

Show moments of interaction/connection between people, communities and environments.

- Make a positive, emotional impact
- Show life, vitality, energy
- Bring people and places together for meaningful experiences
- Convey a natural and authentic feeling – capturing authentic moments
- Suggest our environments are more than just locations, but places with spirit and personality

Unexpected or surprising

Show that Oklahoma has much more than you expect.

- Include elements that may surprise the viewer
- Employ unexpected points of view or amazing color
- Create dynamic compositions
- Show environments that will surprise with natural beauty
- Feature subject matter that may not normally be associated with Oklahoma

Casting

Show a wide range of people, demonstrating our diversity.

- Authentically reflect the people of Oklahoma
- Show people of different ages, races, genders, social classes
- Show people of diverse abilities and body types
- Show our unique native peoples
- Show subjects that look real and authentic, not like professional models
- Style of dress should represent a diversity of people's styles and tastes, but feel authentic to Oklahoma

Content themes



Community

We are a vibrant community that welcomes and embraces people like no other.



Opportunity

You can make it here. As an individual or a business, you can thrive and prosper in Oklahoma.



Culture

We have world-class food, arts, entertainment and events.



Natural beauty

Our stunning landscapes and environments are second to none.



Pioneer spirit

The grit and individualistic energy of our ancestors lives on in the innovation and enterprise of our people today.



Activities

No matter what you enjoy, there is a lot to do in Oklahoma.

For more detailed information on our photography, visit our complete brand standards online at: www.oklahoma.gov/brandstandards

Graphic elements

Our design system has unique graphic elements to create visual cohesion across our materials.

Our graphic elements also reinforce our brand promise through communications, and direct the viewer's eye to important information.

Graphic chevrons

Our chevron graphics are design elements taken from the Oklahoma symbol. In layout, they are used to provide color and energy and to direct the viewer's eye to important elements.

The chevrons may be used in any of our core brand colors or in black or white. Colors outside of our core brand palette must not be used in the chevrons.

Use of the chevrons may be bold and overt or light and understated. Transparency may be used to make the graphic chevrons appear more subtle or to have them integrate better with backgrounds.

The chevrons may also be used as a holding shape for imagery, or used in graphic patterns.

Symbol as supergraphic

The symbol from the Oklahoma logo may be used as a supergraphic. It is used to highlight our presence and provide an energetic element in our designs.

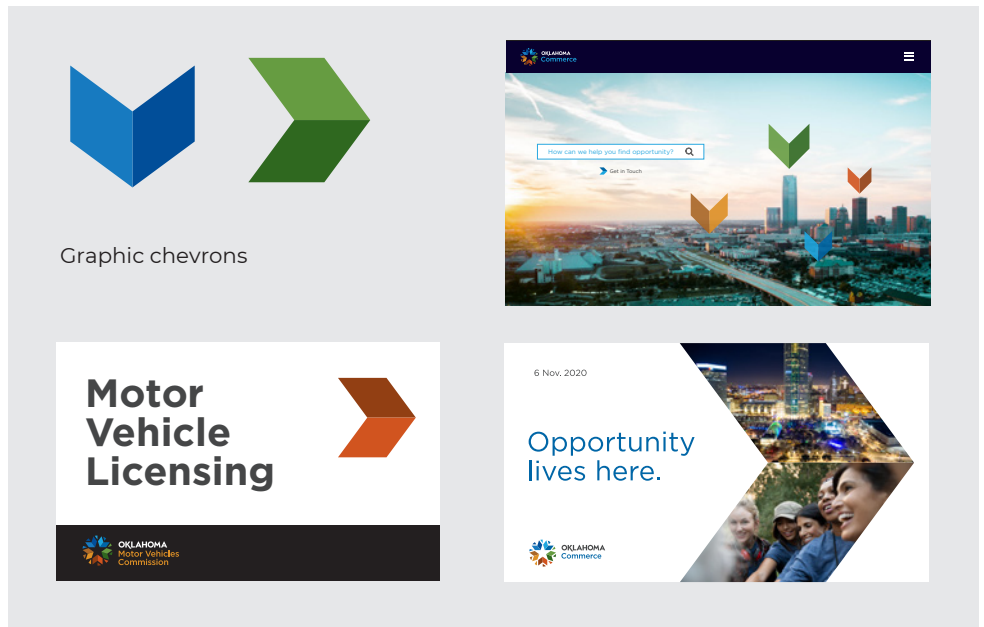
The supergraphic is not a replacement for the logo – it must always be used in addition to the Oklahoma logo.

The supergraphic is cropped on one or two edges, but never on three or four sides.

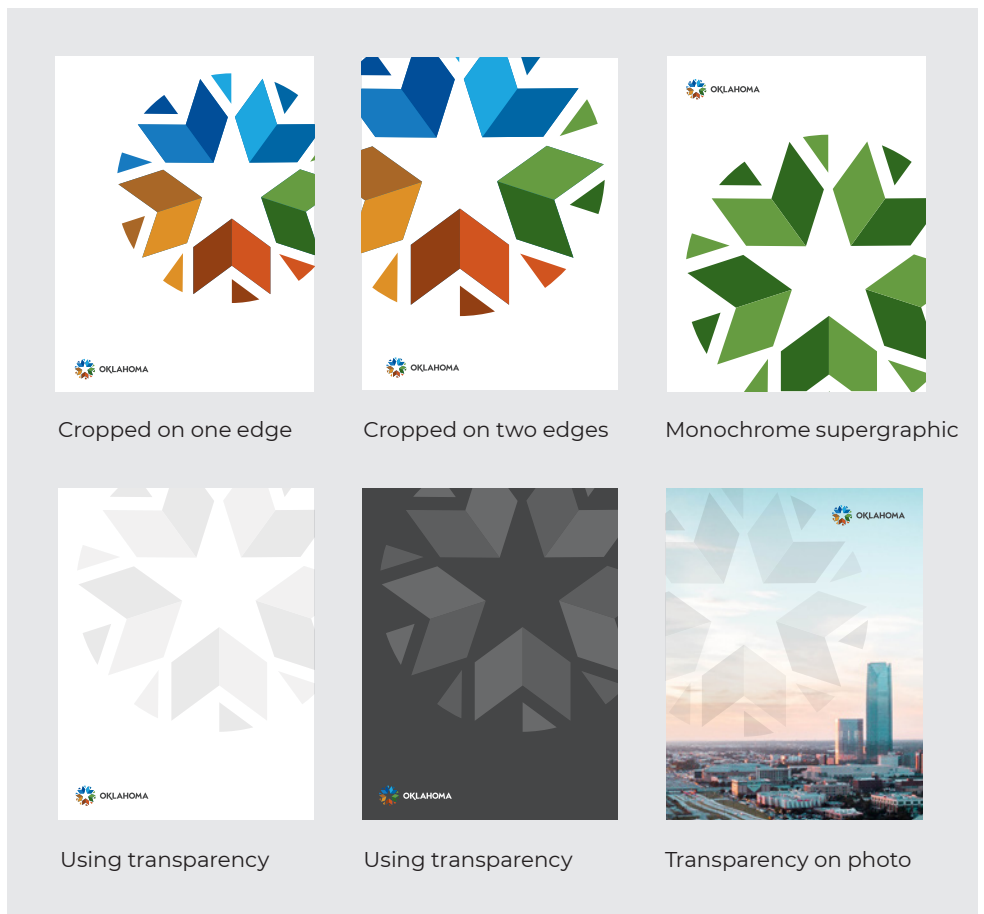
This crop is consistent to ensure that the star within the symbol is fully visible.

The supergraphic may be used in full color, monochrome in any of the core brand colors, or in black and white.

Transparency may be used to make the graphic chevrons appear more subtle or to have them integrate better with backgrounds.



Graphic chevrons in use



Supergraphic in use

ODMHSAS Specific

There are a few things I want to add relating to our specific branding and how it fits into the overall state campaign.

Our agency name and color fall into brand standards that aren't specified in this document, but require specific dimensions related to the stylized 'Oklahoma' and the new state logo. That being said, **we shouldn't be resizing any text**. The entire image itself can be resized (*be sure to check minimum size requirements for things like printed media, which are specified further up in this document*) but we can't change agency text in relation to any of the other graphic elements.

Utilizing the Adobe Libraries system makes this process very easy. If you pull brand assets from the Libraries panel in the shared Okla X folder, anything you are bringing into a document comes in as a grouped file, so changing individual elements isn't possible. This maintains a consistency across platforms.

Our agency is adopting the 'Woodland Green' tones, so that is our color for agency text on the full color logo, as well as our monochromatic logo. The rebrand team has advised all agencies to use the full color logo whenever possible, so our monochromatic version should only be used as a last result when the full color version won't work. This doesn't mean we can't use other colors for different assets (*feel free to use the other palettes for other graphic elements*), it just means we maintain our full color logo as often as possible.

As always, if you have any questions or need any other filetypes added to the shared library, let me know.

Cole Rachal
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Full Color



Monochromatic



Greyscale



For more detailed information
and complete brand standards, visit
www.oklahoma.gov/brandstandards



OKLAHOMA

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