



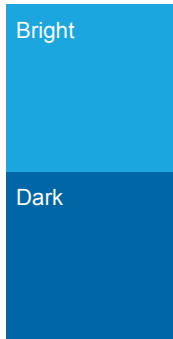
Oklahoma Tourism & Recreation Department

TravelOK Logo Guidelines



Core Color Palette

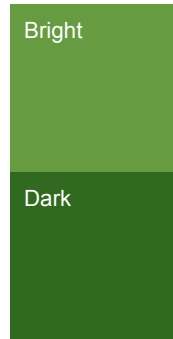
Sky blue



C72 M17 Y0 K0
R28 G166 B223
#1CA6DF
Pantone 2171

C100 M48 Y0 K14
R0 G102 B166
#0066A6
Pantone 2384

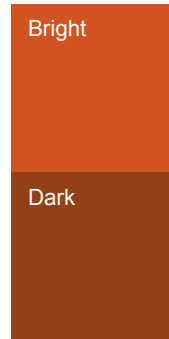
Woodland green



C57 M6 Y92 K19
R102 G155 B65
#669B41
Pantone 7490

C61 M0 Y99 K56
R50 G104 B32
#326820
Pantone 2280

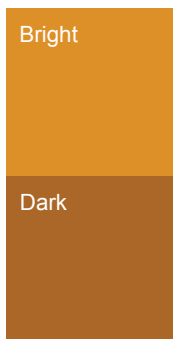
Clay red



C0 M77 Y97 K15
R209 G84 B32
#D15420
Pantone 7580

C0 M70 Y89 K48
R145 G65 B21
#914115
Pantone 7587

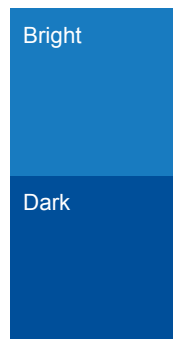
Prairie gold



C12 M49 Y100 K0
R222 G144 B39
#DE9027
Pantone 131

C27 M63 Y100 K13
R169 G103 B40
#A96728
Pantone 132

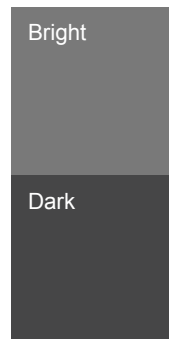
Water blue



C84 M46 Y0 K0
R24 G123 B192
#187BC0
Pantone 660

C100 M73 Y0 K10
R0 G78 B154
#004E9A
Pantone 7686

Slate Gray



C0 M0 Y0 K65
R120 G120 B120
#787878
Pantone Cool
Gray 8

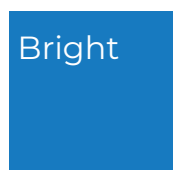
C0 M70 Y0 K88
R70 G70 B70
#464646
Pantone Cool
Gray 10

TravelOK Department Colors & Lock-up

The color selected from the official Oklahoma brand colors to represent TravelOK is "Water Blue – Bright". 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.

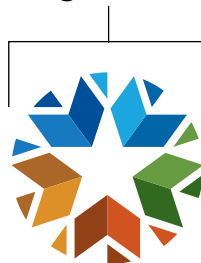
Water Blue



C84 M46 Y0 K0
R24 G123 B192
#187BC0
Pantone 660

A logo lock-up (also referred to simply as a "lock-up") is made up of several elements. These elements are locked into position to form a single unit and should not be altered or rearranged. The elements of the most commonly used Preferred Horizontal TravelOK logo – are identified and described here.

Logo Mark



Travel
OKLAHOMA
TravelOK.com

Logotype

TravelOK Logo Guidelines

Logo examples located on following page.

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.

Grayscale 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.

Included in this logo package are the following formats:

- Logo with URL – 4-color process, RGB, black, grayscale and reverse

These logos were created as vector art in Adobe Illustrator. Each logo is provided as an EPS, PDF, JPG, PNG and SVG file.

- EPS files are the most common type and should be used whenever possible in any reproduction application.
- TV Ready – High definition and standard definition format .png logo files are for broadcast use only.
- Scalable Vector Graphics (SVG) files are scalable, SEO friendly, and resolution independent making them ideal for digital and web design. This format is also recommended for use in PowerPoint, Word and Excel.
- JPEG files are only provided for use in medium-resolution applications, such as PowerPoint, Word or Excel documents, or for visual preview; these JPEG files are not intended for use in any sort of reproduction.

PLEASE NOTE: The logo mark may not be measure less than 1/2" or 36 pixels tall. See examples.



PREFERRED: TravelOK horizontal logo



SECONDARY: TravelOK Stacked logo

Minimum Size

Only use the logo mark 1/2" (36px) or larger in any logo configuration.

Always try to use the logo in larger sizes for increased legibility. The minimum sizes are only for the highest resolution reproduction methods possible where more space is unavailable. Its use does not apply to low-resolution processes like those found on webpages.

Logo marks shown below are in the approved minimum size.

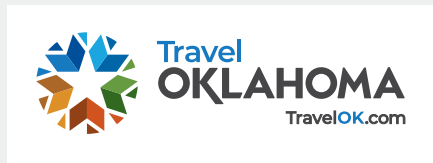


Minimum size – Print (Logo mark may NOT be less than 1/2" tall.)

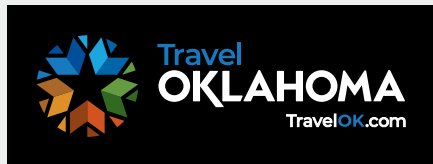


Minimum size – Digital (Logo mark may NOT be used less than 1/2" tall.)

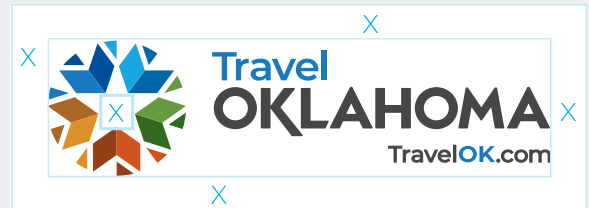
TravelOK logo - Horizontal



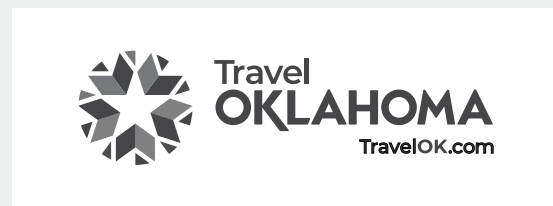
Full-color positive
(preferred use)



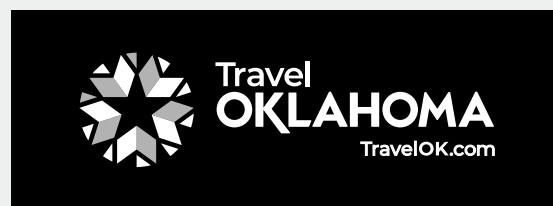
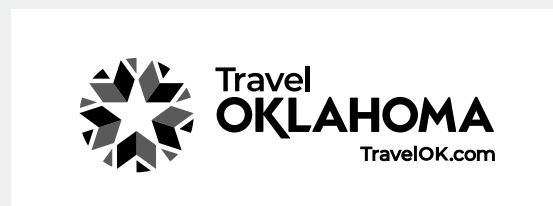
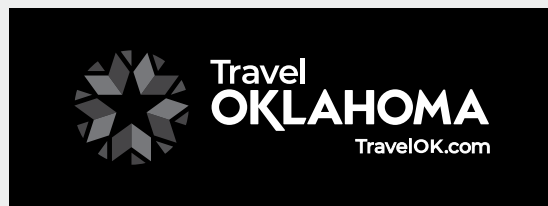
Full-color reverse



Safe Area = X



Monochrome-color logos



Grayscale black and reverse logos



Solid black and reverse logos

TravelOK logo - Stacked

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.



Full-color positive
(preferred use)



Full-color reverse



Safe Area



Monochrome



Grayscale black and reverse logos



Flat black and reverse logos



When selecting which logo will work best, consider the safe area requirement and always be sure there is good contrast with the logo and background, and that the logo is not obstructed or legibility compromise.

Do this:



Not this:

Do not use the Preferred TravelOK logo over a photo or busy background – thus causing part(s) of the logo to be lost or illegible. Use the reverse version instead.



Do not alter the logo files – skewing or altering proportions.



Do not modify the size relationship of the logo mark and the logotype or construct your own version.



Do not alter the brand colors or modify the brand files in any way.



Do not place a glow or drop-shadow.

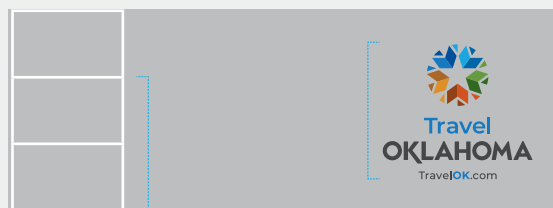
When selecting which logo will work best, consider the safe area requirement and always be sure there is good contrast with the logo and background, and that the logo is not obstructed or legibility compromise.

Minumum size requirements:



DO NOT place logo where the logo mark measures less than 1/2" (36 pixels) in height. See the following page for minimum size specifications for logo used on outdoor, print and digital materials.

Outdoor:



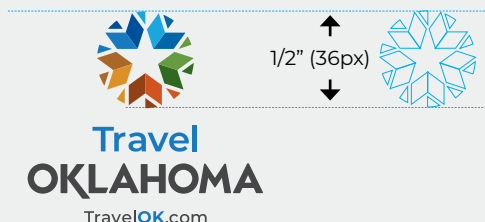
When using the stacked version, the logo lockup should be no less than 2/3" of the height of the outdoor board.



When using the horizontal version, the logo lockup should be no less than 1/4" of the height of the outdoor board.

Print:

Minumum: 1.225 width x 1.1045



Minumum: 1.8139 width x 0.5 height



When selecting which logo will work best, consider the safe area requirement and always be sure there is good contrast with the logo and background, and that the logo is not obstructed or legibility compromise.

Minumum size requirements:

Digital:

Minumum: 1.225 width x 1.1045



Minumum: 1.8139 width x 0.5 height



Broadcast:

We recommend a high-resolution logo file size of at least 500 pixels width for video when used as the primary logo.

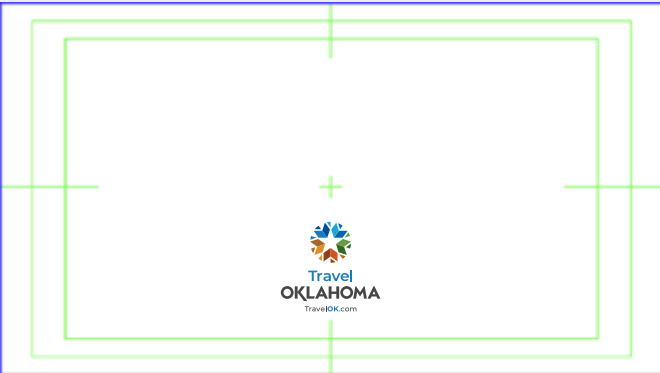
Primary endplate logo: 500 px width minimum.



Primary endplate logo: 800 px width minimum.



Endplate logo minimum size of 350 width when vertical lockup is used with partner logos.



Endplate logo minimum size of 500 px when horizontal lockup is used with partner logos.

