



Included in this logo package are the following formats:

- Logo With URL - 4-color process, RGB, black and reverse;
- Standard Logo Without Outline - 4-color process, RGB, black and reverse;
- Logo With URL Without Outline - 4-color process, RGB, black 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.

- 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.
- EPS files are the most common type and should be used whenever possible in any reproduction application.
- JPG files are only provided for use in medium-resolution applications, such as PowerPoint, Word or Excel documents, or for visual preview; these JPG files are not intended for use in any sort of reproduction.

Fonts

Oklahoma

Angel Tears (modified)

TRAVEL **OK**.COM

Gotham Medium

Gotham Black

COME SEE FOR YOURSELF

Big Noodle Titling

Minimum Size

Minimum Width 1.125"



Color Palette

All logos available in CMYK, Black and RGB, web-ready formats.

Print/CMYK

89c 58m 7y 0k

100c 85m 40y 34k

2c 21m 98y 0k

Web/RGB

RGB: 28/107/171
HEX: 1E6AAA

RGB: 20/47/84
HEX: 142F53

RGB: 249/193/17
HEX: F9C111

Safe Area



4-Color - Preferred (White)

**Recommended for use on dark backgrounds.*



4-Color - Preferred (Blue)

**Recommended for use on white or light backgrounds.*



Reversed - White



Outline - Black



Grayscale



When selecting which logo to use, always make sure there is good contrast with the logo and background, and that the logo is not obstructed or legibility compromised. Here are some examples of Dos and Don'ts.

DO THIS



This is the Preferred logo version, and is recommended for use on dark-colored backgrounds only. This should only be used when the background does not compromise the legibility of the word "Oklahoma."

NOT THIS



DO NOT place the logo on a background where legibility is compromised.

DO NOT distort, remove the URL or tagline, or otherwise alter the provided logo.

When selecting which logo to use, always make sure there is good contrast with the logo and background, and that the logo is not obstructed or legibility compromised. Do not add glows or shadows to the logo mark. Below are some examples of common Dos and Don'ts pertaining to the TravelOK logo mark.

DO THIS



This logo version is recommended for white or light-colored backgrounds only, and should only be used when the background does not compromise the legibility of the tagline or the word Oklahoma.

NOT THIS



DO NOT place the logo on a busy background or dark background where legibility is compromised.

DO NOT distort, remove the URL or tagline, or otherwise alter the provided logo.

When selecting which logo to use, always make sure there is good contrast with the logo and background, and that the logo is not obstructed or legibility compromised. Do not add glows or shadows to the logo mark. Below are some examples of Dos and Don'ts when using the "Outline" Black and Reversed logos.

DO THIS



NOT THIS



DO NOT place the logo on a busy background or a color where legibility is compromised.

DO NOT distort, remove the URL or tagline, or otherwise alter the provided logo.



Included in this logo package are the following formats:

- Logo with URL – 4-color process, 1-color, RGB, black 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.

- 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.
- EPS files are the most common type and should be used whenever possible in any reproduction application.
- JPG files are only provided for use in medium-resolution applications, such as PowerPoint, Word or Excel documents, or for visual preview; these JPG files are not intended for use in any sort of reproduction.

Preferred



Reverse



Black



1-Color,
Blue



Safe Area



Height of “!”

Print/CMYK

89c 58m 7y 0k

100c 85m 40y 34k

Web/RGB

RGB: 28/107/171
HEX: 1E6AAA

RGB: 20/47/84
HEX: 142F53

Minimum Size

1.50" width



When selecting which logo to use, always make sure there is good contrast with the logo and background, and that the logo is not obstructed or legibility compromised. Here are some examples of Dos and Don'ts for the TruView logos.

DO THIS



NOT THIS



DO NOT place the logo on a background where legibility is compromised.

DO NOT distort, remove the URL or tagline, or otherwise alter the provided logo.