



MAINTAINING LOGO STANDARDS

VERSION 1.0

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1.01

BRANDING

REFERENCE

BRAND STATEMENT

Oklahoma Forestry Services staff, vendors and partners are stewards of our brand. This guide clearly and concisely details brand standards in order to reinforce consistency.

The resources found in this guide govern the usage of our logo and other marks. Adhering to these standards ensures that representations of the brand accurately communicate our identity. This guide is a powerful and efficient tool for anyone implementing a mark.

MISSION

Oklahoma Forestry Services is tasked with overseeing the health, growth and safety of our state's wooded lands, which make up more than a quarter of our landscape. Our foresters work with individuals and communities across the state to responsibly utilize forest areas. We are also the primary agency responsible for fighting wildfires throughout the state, providing wildland fire crews, aircraft and tactical support for fire departments.

1.02

LOGO USAGE

REFERENCE

When sending this guide to a third party, the guide should be accompanied by the logo in a range of formats, including **EPS**, **JPG** and **PNG**.

PRINT LOGO FORMATS

EPS (preferred for large signs and banners)

EPS (Encapsulated PostScript) is a vector format designed for printing to PostScript printers and image-setters. It is considered the best choice for printing illustrations in high resolution. EPS files are created and edited in illustration programs, such as Adobe Illustrator.

JPG (preferred for images)

JPG (Joint Photographic Experts Group, pronounced jay-peg) is a file format best used for photo images that must have very small file sizes – for example, those used in websites or email. However, it also has applications in print media.

WEB LOGO FORMAT

PNG (preferred for images that require transparent backgrounds)

PNG (Portable Network Graphics) is a file format created as a more powerful alternative to the GIF. PNGs are not restricted to 256 colors, as GIF files are, and have better compression. A PNG file can be saved with a transparent background, which allows you to place your image atop another image without an outlining white box.

1.02

LOGO USAGE II

REFERENCE

Logos can be provided in the following color breakdowns upon request for specific applications.

Spot

For use in print applications where special inks are used (e.g., logo printing on specialty items).

CMYK

For use in most four-color print applications (e.g., advertisements in color print publications).

RGB

For use in digital applications (e.g., Word documents or digital presentations).

Black and White

For use when color cannot be applied (e.g., newspaper inside pages, fax documents).

Hex

For use on websites and in e-marketing.

1.03 LOGO

REFERENCE

The safe space around the logo should be at least the height of the pinecone element.

The Oklahoma Forestry Services badge is an iconic focal point for the brand. The logo features a simple, active tagline – “Manage and Protect” – that reflects the agency’s core mission, while the shield design strongly conveys themes of protection and authority. The name is a prominent design element, accompanied by icons representing seeds and fire – key parts of the forest life cycle. The colors, referred to as Education Yellow, Fire Protection Red and Forest Green, reflect the historical color palette of Oklahoma Forestry Services, as well as its parent agency, the U.S. Forest Service.



1.04

LOGO OPTIONS

REFERENCE

Oklahoma Forestry Services has several badge/logo options to ensure proper usage across a variety of formats.



1.05 MAIN LOGO

REFERENCE

Because logo usage may vary, multiple logo formats are available, including full-color and one-color.

FULL-COLOR



On a white background, use the full-color logo.

FULL-COLOR, DARK BACKGROUND



On a colored background, you may use the full-color logo as long as there is sufficient contrast; otherwise, use the full-color logo variant shown here.

ONE-COLOR



On a white background where only one-color printing is available, use the one-color logo.

ONE-COLOR, DARK BACKGROUND



On a black background where only one-color printing is available, use the white one-color logo variant shown here.

1.06

DEPARTMENT LOGO

REFERENCE

Because logo usage may vary, multiple logo formats are available, including full-color and one-color.

FULL-COLOR



On a white background, use the full-color logo.

FULL-COLOR, DARK BACKGROUND



On a colored background, you may use the full-color logo as long as there is sufficient contrast; otherwise, use the full-color logo variant shown here.

ONE-COLOR



On a white background where only one-color printing is available, use the one-color logo.

ONE-COLOR, DARK BACKGROUND



On a black background where only one-color printing is available, use the white one-color logo variant shown here.

1.07

OFS LOGO

REFERENCE

Because logo usage may vary, multiple logo formats are available, including full-color and one-color.

FULL-COLOR



On a white background, use the full-color logo.

FULL-COLOR, DARK BACKGROUND



On a colored background, you may use the full-color logo as long as there is sufficient contrast; otherwise, use the full-color logo variant shown here.

ONE-COLOR



On a white background where only one-color printing is available, use the one-color logo.

ONE-COLOR, DARK BACKGROUND



On a black background where only one-color printing is available, use the white one-color logo variant shown here.

1.07

OFS LOGO II

REFERENCE

This logo is optimized for small-scale applications. As with the other options, multiple logo formats are available.

FULL-COLOR



On a white background, use the full-color logo.

FULL-COLOR, DARK BACKGROUND



On a colored background, you may use the full-color logo as long as there is sufficient contrast; otherwise, use the full-color logo variant shown here.

ONE-COLOR



On a white background where only one-color printing is available, use the one-color logo.

ONE-COLOR, DARK BACKGROUND



On a black background where only one-color printing is available, use the white one-color logo variant shown here.

1.08

BADGE APPLICATION

REFERENCE

This logo/badge is optimized for small-scale applications, as long as name is present elsewhere. As with the other options, multiple logo formats are available.

FULL-COLOR



On a white background, use the full-color logo.

FULL-COLOR, DARK BACKGROUND



On a colored background, you may use the full-color logo as long as there is sufficient contrast; otherwise, use the full-color logo variant shown here.

ONE-COLOR



On a white background where only one-color printing is available, use the one-color logo.

ONE-COLOR, DARK BACKGROUND



On a black background where only one-color printing is available, use the white one-color logo variant shown here.

1.09 HYBRID LOGO

REFERENCE

This logo is optimized for small-scale applications. As with the other options, multiple logo formats are available.

FULL-COLOR



On a white background, use the full-color logo.

FULL-COLOR, DARK BACKGROUND



On a colored background, you may use the full-color logo as long as there is sufficient contrast; otherwise, use the full-color logo variant shown here.

ONE-COLOR



On a white background where only one-color printing is available, use the one-color logo.

ONE-COLOR, DARK BACKGROUND



On a black background where only one-color printing is available, use the white one-color logo variant shown here.

1.10

AGENCY MARK

REFERENCE

The agency mark is used in smaller applications, or as a secondary mark in layouts where the badge already is in use.

FULL-COLOR



On a white background, use the full-color logo.

FULL-COLOR, DARK BACKGROUND



On a colored background, you may use the full-color logo as long as there is sufficient contrast; otherwise, use the full-color logo variant shown here.

ONE-COLOR



On a white background where only one-color printing is available, use the one-color logo.

ONE-COLOR, DARK BACKGROUND



On a black background where only one-color printing is available, use the white one-color logo variant shown here.

2.01 SCALING

REFERENCE

Appropriate scaling of the OFS logo is required to maintain both a consistent brand and an acceptable contrast for readability.



0.85 INCHES

MAIN LOGO
Minimum Width: 0.85 inches



1.25 INCHES

DEPARTMENT LOGO
Minimum Width: 1.25 inches



0.625 INCHES

OFS LOGO
Minimum Width: 0.625 inches



0.375 INCHES

HYBRID LOGO
Minimum Width: 0.375 inches



0.75 INCHES

AGENCY MARK
Minimum Width: 0.75 inches

2.02 LOGO DON'TS

REFERENCE

1. Do not add elements to the logo.
2. Do not alter the colors.
3. Do not alter the typography.
4. Do not change the size of an element relative to the rest of the logo.
5. Never improperly scale the logo.

1



4



2



5



3



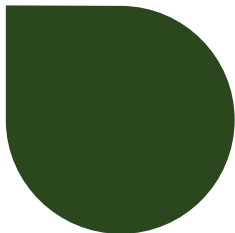
3.01 COLOR PALETTE

REFERENCE

Color and memorability are important to the Oklahoma Forestry Services brand. The palette for the logo consists of several main colors, listed here in Pantone, CMYK, RGB and hex for use in a variety of formats.

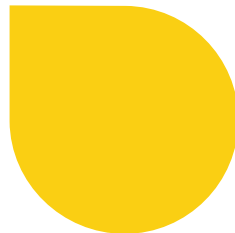
PANTONE 553 C
PANTONE 2411 U

CMYK 77, 46, 100, 50
RGB 44, 71, 32
HEX #2C4720



PANTONE 7405 C
PANTONE 7404 U

CMYK 2, 17, 98, 0
RGB 251, 206, 20
HEX #FBCE14



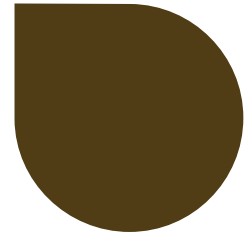
PANTONE 1795 C
PANTONE 2035 U

CMYK 0, 90, 90, 0
RGB 239, 65, 48
HEX #EF4130



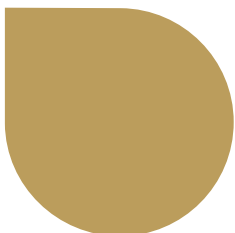
PANTONE 449 C

CMYK 51, 61, 99, 52
RGB 81, 62, 23
HEX #513E17



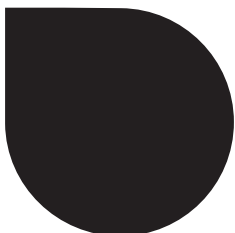
PANTONE 4515 C

CMYK 28, 35, 75, 2
RGB 186, 156, 91
HEX #BA9C5B



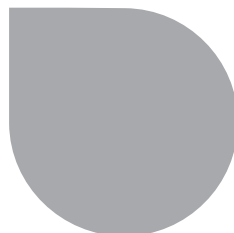
PANTONE BLACK 6 C

CMYK 0, 0, 0, 100
RGB 0, 0, 0
HEX #000000



PANTONE COOL GRAY 6 C

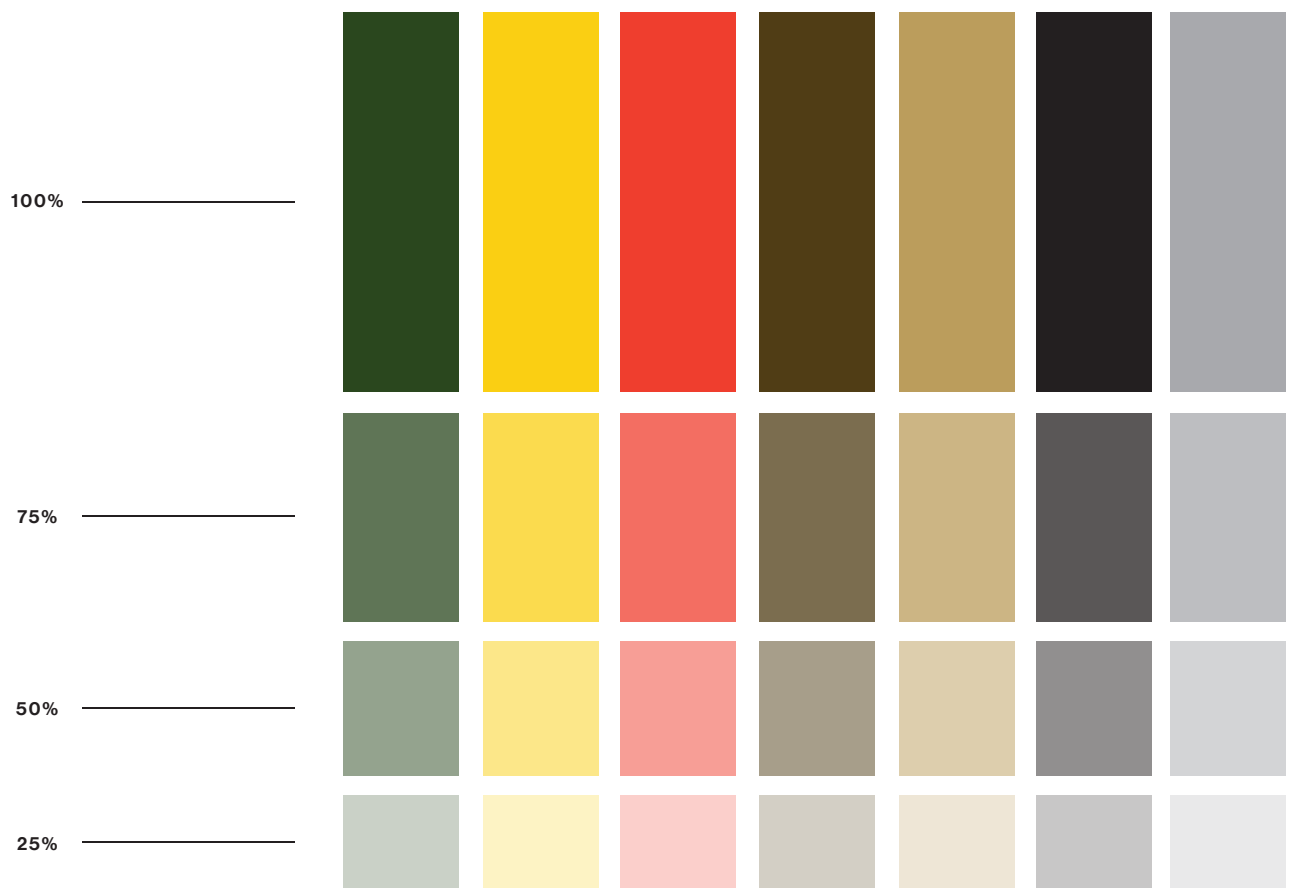
CMYK 0, 0, 0, 40
RGB 167, 169, 172
HEX #A7A9AC



3.02 COLOR TINTS

REFERENCE

In color theory, a tint is the mixture of a color with white, which increases lightness. Tints are useful in printing – they reduce costs by negating the need for additional color plates.



4.01

PRIMARY TYPEFACE

REFERENCE

Tungsten is the primary typeface for Oklahoma Forestry Services. Use this typeface for subheads and emphasis.

PRIMARY TYPEFACE

Tungsten

aAbBcCdDeEfFgGhHijJkKlLmMnNoOpPqQrRsStTuUvVwWxXyYzZ

1234567890!@#%&^*()_

TUNGSTEN MEDIUM

Medium

Subheads

TUNGSTEN SEMIBOLD

Semibold

Subheads and URLs

TUNGSTEN BOLD

Bold

Emphasis

4.02

SECONDARY TYPEFACE

REFERENCE

Adobe Garamond Premier Pro is the secondary typeface for Oklahoma Forestry Services. It is to be used for body copy and complementary subheads to Tungsten headlines.

PRIMARY TYPEFACE

Adobe Garamond Premier Pro

aAbBcCdDeEfFgGhHiIjJkKlLmMnNoOpPqQrRsStTuUvVwWxXyYzZ

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

ADOBE GARAMOND PREMIER PRO REGULAR

Regular

Lorem ipsum dolor sit amet, massa vivaus vulputate quam sed at adipiscing, diam dolor, imperdiet massa sem egestas non vestibulum, risus erat Lorem ipsum dolor sit amet, massa vivaus vulputate quam sed at adipiscing, diam dolor, imperdiet massa sem egestas non vestibulum, risus erat.

ADOBE GARAMOND PREMIER PRO BOLD

Bold

Lorem ipsum dolor sit amet, massa vivaus vulputate quam sed at adipiscing, diam dolor, imperdiet massa sem egestas non vestibulum, risus erat orem ipsum dolor sit amet, massa vivaus vulputate quam sed at adipiscing, diam dolor, imperdiet massa sem egestas non vestibulum, risus erat.

ADOBE GARAMOND PREMIER PRO BOLD ITALIC

Bold Italic

Lorem ipsum dolor sit amet, massa vivaus vulputate quam sed at adipiscing, diam dolor, imperdiet massa sem egestas non vestibulum, risus erat Lorem ipsum dolor sit amet, massa vivaus vulputate quam sed at adipiscing, diam dolor.

5.01

CONCLUSION

We expect all of our vendors and partners to treat our brand with respect by adhering to the rules provided in this guide. Thank you for your diligent cooperation.

Questions about usage?

STAPLEGUN>>

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