About this guide

This guide is to be used to determine proper usage of the Oklahoma Commerce logo - part of the overarching State of Oklahoma branding.

All typography and graphic elements must follow the state’s visual branding standards.

By using these design elements consistently, you play an integral part in creating compelling communications for Oklahoma Commerce and the State of Oklahoma.

This guide is intended as only a basic overview of core visual identity elements for Oklahoma Commerce.

For additional guidance, please contact Commerce marketing staff.
The Oklahoma Commerce logo is part of the overarching State of Oklahoma brand. Its visual elements are consistent with state branding elements.

**Configurations**

The Oklahoma Commerce 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 Commerce Marketing Team.

**Clear space**

The Oklahoma Commerce 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 space drawn within the star of the symbol. In many cases, more clear space is ideal. In special cases, such as signage, it maybe acceptable to reduce the clear space around the logo so that it reproduces larger for improved legibility contact Commerce Marketing Team.

**Minimum size**

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

**Full-color logos**
The preferred use of the Oklahoma Commerce 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 logo**
The Oklahoma Commerce logo can be used in monochrome versions.
The monochrome logos are used in instances where a more serious or or subtle impression is desired. There are more options through state branding guidelines, but they should only be used in consultation with the Commerce Marketing Team on special request.

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

Full-color positive logo (preferred use)  
Full-color reverse logo

Full-color logos with website samples:

Full-color positive logo (preferred use)  
Full-color reverse logo

Monochrome-color logos

Greyscale black and reverse logos  
Flat black and reverse logos
Next to our logo, color is the most recognizable visual element of our visual identity. State logo 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.

Water Blue Bright is the color for Commerce in the logo.

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 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.

Color specifications

Included here are specifications for printing with four-color process (CMYK), digital presentations (RGB and HEX) and printing with Pantone® inks (spotcolor 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.
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 Commerce Marketing Team before they are implemented. Other acceptable fonts include: Sans-serif: Calibri, Helvetica and Verdana. Serif: Times New Roman, Georgia, Cambria, and Calisto.

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

Oklahoma Commerce connects Oklahoma businesses with local resources. Images should reflect the diversity of its community and business members, industries, and opportunity.
For questions about Oklahoma Commerce brand please contact:
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