

OKLAHOMA PORK BRAND GUIDELINES



INTRODUCTION

This is a comprehensive guide to articulating the Oklahoma Pork Council brand and how to use its creative assets.





ABOUT THE OKLAHOMA PORK COUNCIL

The Oklahoma Pork Council represents the interests of all pig farmers in the state. Oklahoma Pork works in collaboration with the National Pork Board and Pork Checkoff in the areas of promotion, education and research. We also utilize funds to advocate for pig farmers at the Oklahoma Capitol, where funds are used for lobbying and influencing government policy. Oklahoma is known as the “baby pig state” because most pigs in Oklahoma are shipped north to finish out after they are weaned from the sow. We are the fourth-largest state in sow numbers, and the eighth-largest state for total pork production.

LOGOS

Our logos and how to use them

Oklahoma Pork Logo Standards

Primary Logo

The Oklahoma Pork logo is a foundational element of our visual brand system.

The logo incorporates our primary blue and white colors.

Full color



White



Black



Blue



COLOR PALETTES

Specifications for color palettes

PRIMARY COLOR PALETTE

The primary colors are blue and white, representing trustworthiness and integrity.

The secondary colors are a variation of the colors in the pig head gradient, black and gray.

Dark Blue

CMYK – 97/68/49/42
Pantone – 548C
RGB – 0/58/76
HEX – #003A4C

White

CMYK – 0/0/0/0
Pantone – White
RGB – 255/255/255
HEX – #FFFFFF

Lightest Blue

CMYK – 74/38/21/1
Pantone – 7697C
RGB – 74/135/169
HEX – #4A87A9

Lighter Blue

CMYK – 82/49/30/6
Pantone – 7698C
RGB – 56/112/142
HEX – #38708E

Deep Blue

CMYK – 89/59/38/18
Pantone – 7699C
RGB – 37/90/115
HEX – #255A73

Dark Blue

CMYK – 18/14/15/0
Pantone – Cool Gray 2
RGB – 208/207/205
HEX – #D0CFCD

Black

CMYK – 0/0/0/100
Pantone – Black
RGB – 0/0/0
HEX – #000000

TYPOGRAPHY

Typeface options for expressing the brand

PRIMARY TYPEFACE



Helvetica Neue LT Std is our primary typeface.

It is a sans serif design that combines modern proportions with a geometric appearance. It's honest, contemporary and clean.

It is useful for a variety of applications as it is legible even at small sizes. If only system standard fonts are available, use Calibri or Arial as a substitute.

Helvetica Neue LT Std
Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%\$!

Helvetica Neue LT Std
Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%\$!

**Helvetica Neue LT Std
Heavy Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%\$!**

**Helvetica Neue LT Std
Heavy Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%\$!**

Helvetica Neue LT Std
Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz
1234567890&%\$!

Helvetica Neue LT Std
Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz
1234567890&%\$!

Helvetica Neue LT Std
Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz
1234567890&%\$!

Helvetica Neue LT Std
Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz
1234567890&%\$!

Helvetica Neue LT Std
Extended
ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz
1234567890&%\$!

Helvetica Neue LT Std
Extended Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz
1234567890&%\$!

**Helvetica Neue LT Std
Heavy Extended
ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz
1234567890&%\$!**

**Helvetica Neue LT Std
Heavy Extended Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz
1234567890&%\$!**

SECONDARY TYPEFACE



Legends and **HEAVITIS** are our secondary typefaces. These fonts can be used in headlines, while planning Oklahoma Pork Congress, social media graphics or PowerPoint presentations.

Legends should not be used in any size smaller than 25 pt font.

Note: Heavitis is an all caps font.

Legends
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnpqrstuwxyz
1234567890&%\$!

HEAVITIS
ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
1234567890&%\$!

Download Legends [here:](#)
Download Heavitis [here.](#)