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 eighthlargest state for total pork production.



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



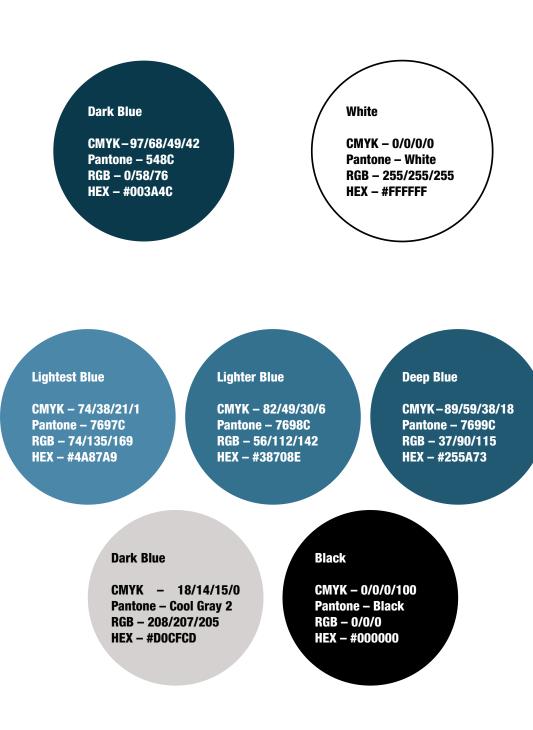


Specifications for color palettes

PRIMARY COLOR PALETTE

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

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



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 ABCDEFGHIJKLMNOPQRSTU-VWXYZ abcdefghijklmnopqrstuvwxyz 1234567890&%\$!

Helvetica Neue LT Std Italic ABCDEFGHIJKLMNOPQRSTU-VWXYZ abcdefghijklmnopqrstuvwxyz 1234567890&%\$!

Helvetica Neue LT Std Medium ABCDEFGHIJKLMNOPQRSTU-VWXYZ abcdefghijklmnopqrstuvwxyz 1234567890&%\$! Helvetica Neue LT Std Medium Italic ABCDEFGHIJKLMNOPQRSTU-VWXYZ abcdefghijklmnopqrstuvwxyz 1234567890&%\$!

Helvetica Neue LT Std Extended ABCDEFGHIJKLMNOPQRSTU-VWXYZ abcdefghijklmnopqrstuvwxyz 1234567890&%\$!

Helvetica Neue LT Std Extended Oblique ABCDEFGHIJKLMNOPQRSTU-VWXYZ abcdefghijklmnopqrstuvwxyz 1234567890&%\$!

Helvetica Neue LT Std Heavy Extended ABCDEFGHIJKLM-NOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890&%\$!

Helvetica Neue LT Std Heavy Extended Oblique ABCDEFGHIJKLM-NOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890&%\$!

SECONDARY TYPEFACE

Legently 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.

Legentls-ABCDEFGHITKLMMOPQRSTUNVXYZ abcdefghijklmnopqrstuwvxyz 1234567890E%\$!

HEAVITIS ABCDEFGHIJKLM-NOPQRSTUVWXYZ 1234567890&%\$!

Download Legends <u>here:</u> Download Heavitis <u>here.</u>