



 **ShapeYourFutureOK.com**



Graphic Standards Guide

Updated
Feb 2021



Shape Your Future

About Us

Nutrition and Fitness Master Campaign

The Shape Your Future (SYF) health communication intervention is an integrated message that works in conjunction with other TSET education, prevention, cessation, and protection programs. The main objectives of Shape Your Future are to encourage Oklahomans to eat better, move more, drink water and be tobacco free. This will be accomplished by addressing tobacco use, obesity, physical inactivity, lack of sleep, water consumption and poor nutrition.

Brand Integrity

A brand is not a name, it is the meaning of the name in the mind of the consumer. A brand is the sum total of all the emotions, thoughts, images, possibilities and gossip that exist in the marketplace about a certain product or company. Maintaining the integrity of the SYF brand is critically important. The degree to which we maintain brand integrity with the SYF campaign will correspond directly to the degree to which Oklahomans accept and trust our product (i.e. health campaign). Therefore, it is essential that thoughtful consideration and caution be used in the placement of the SYF brand on marketing materials in order to maintain and build upon the acceptance and trust of the SYF message with our target audience.

Guidelines

Questions on using the SYF logo? Please contact TSET Health Communication:

Sjonna Paulson, APR
Director of Health Communication
sjonnap@tset.ok.gov
(405) 596-9399 (mobile)

Kelli Brodersen
Health Communication Manager
kellib@tset.ok.gov
(405) 568-8568 (mobile)

Tagline

The Shape Your Future brand tagline is “Eat Better. Move More. Drink Water. Be Tobacco Free.” It should always appear as a whole unit and never edited with additions. This tagline is recognizable and holds brand equity. Altering or adding to it could confuse the audience.



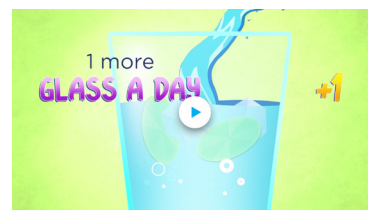
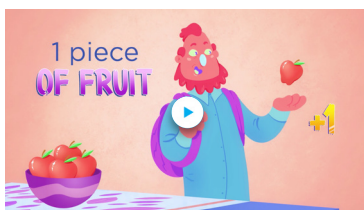
Brand Position

To Oklahomans, Shape Your Future is a public health education intervention that empowers them to overcome barriers to making healthy choices and improving their lives.

Media Campaigns

Power of ONE

Launched in August 2020, the “Power of One” campaign highlights how forming small, healthy habits builds a healthier lifestyle over time. It invites viewers to prioritize sleep, choose healthier foods, participate in more physical activity and drink water instead of sugar-sweetened beverages. Oklahoma historically under-indexes for these categories when it comes to health outcomes, and TSET/SYF created a full video campaign that provides healthy reminders of these important health choices. This campaign runs on TV/Cable, Digital and Social Media platforms, and shorter cuts of the videos were created to remarket to viewers who converted with the longer format.





Pre-approved Material Use

All media – including TV, outdoor billboards, print, radio, digital media and social media – are purchased comprehensively as part of a statewide strategy. If you have an opportunity for an advertising placement, various templates can be viewed and shared from ShapeYourFutureOK.com.

New SYF Materials

Any grantee who wants to develop new marketing materials that include the SYF brand, outside of the approved TSET marketing materials, must obtain preapproval from their TSET Health Communication Consultant prior to beginning work.

If you are sponsoring an event, talk with your Health Communication Consultant to ensure logos and event materials are within brand standards.

Lance Thomas
Senior Health Communication Consultant
lthomas@tset.ok.gov
(405) 206-9265 (mobile)

James Tyree
Health Communication Consultant
jamest@tset.ok.gov
(405) 595-9301 (mobile)

Logos

To obtain logos, contact your Health Communication Consultant.
When including a logo on a website, use the approved .png file logo to link the URL.





Logo Formats

Minimum Logo Size

Please ensure logos are placed at the minimum width listed below.



circle - .75"



circle / url - .1"



Shape Your Future

horizontal - 1"



ShapeYourFutureOK.com

horizontal / url - 1"
recommended outdoor logo



Shape Your Future

vertical - .75"



ShapeYourFuture OK.com

vertical / url - 1"



Shape Your Future

Eat Better. Move More. Drink Water. Be Tobacco Free.

horizontal / tagline - 1.25"



ShapeYourFutureOK.com

Eat Better. Move More. Drink Water. Be Tobacco Free.

horizontal / url / tagline - 1.25"



collateral - .75"



Shape Your Future

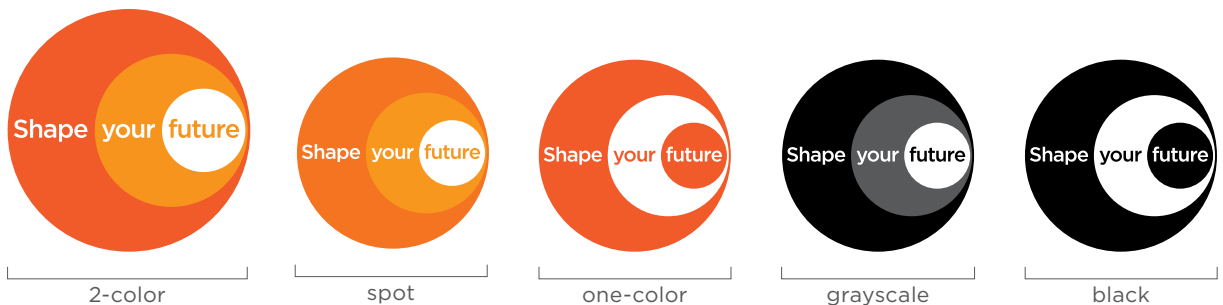
A Program of TSET

A Program of TSET - 1.5"



Colors

The SYF logo is not approved for use in any alternate colors other than the ones provided.



TSET Logo

The SYF logo is often one part of a two-part logo system with the Tobacco Settlement Endowment Trust logo. While SYF will be the main logo on SYF materials, it is important to maintain the right hierarchy and proportions between the two logos.

In some instances, the lock-up may not be appropriate due to design considerations. In these situations, the logos may appear separately.

In certain cases where there is limited room, the SYF logo should be used on its own.



The TSET logo should be the same height as the second circle in the SYF logo, with the appropriate clear space between the logos as noted on the next page.

Sponsorship Logo Request

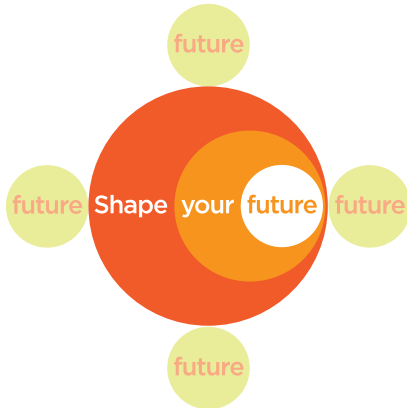
If you are sending the Shape Your Future logo to a partner, please check the art against the Shape Your Future Brand Standards Guide for correct specifications.



Logo Clear Zone

When applying the SYF logo, a reasonable amount of open space should be maintained around the logo at all times. This open space is referred to as the “clear zone.”

For the circle logo and vertical logo, the clear zone should equal the diameter of the inner circle in the logo.



For the horizontal logo, the clear zone should equal the diameter of the middle circle in the logo.



This area must always remain clear of other imagery, including typography, photographs, design elements, page trim and folds. Please note, this area is only a minimum distance, and a more generous use of clear space surrounding the logo is always preferred.



Improper Use of Logotype

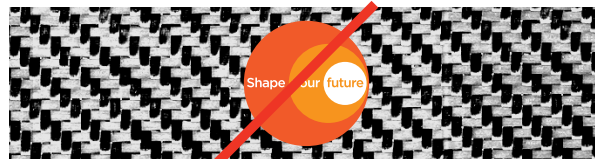
DO NOT place the Shape Your Future logotype within text.
DO NOT set SYF in all lower case letters.

Do not use the  logotype within text.

DO NOT add borders to the SYF logotype. Also **DO NOT** place within graphic shapes.



DO NOT place the SYF logotype on “busy” graphic backgrounds.



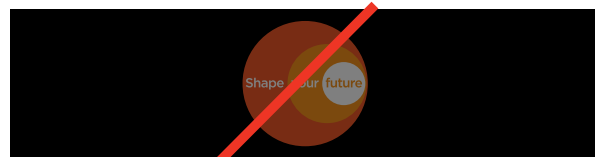
DO NOT alter or distort the SYF typography in any way.



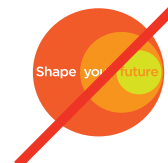
DO NOT print the SYF logotype in unauthorized colors.



DO NOT deploy inadequate contrast between the SYF logotype and its background.



DO NOT use the old version of the SYF logo.



Proper Use of Logotype



print ad



recipe



flyer



collateral



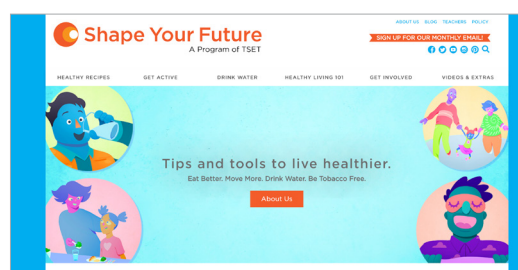
collateral



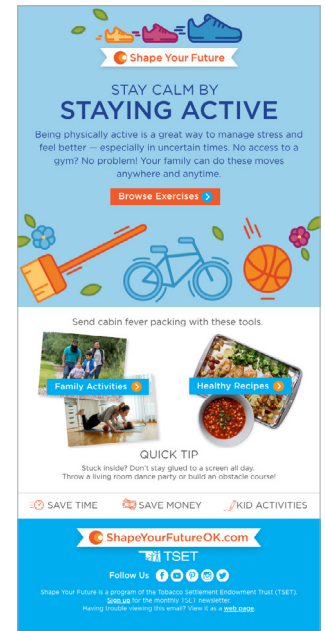
social post



digital ad



website



email



Typography Guidelines

Typography is a great brand asset. It can project and communicate clarity, consistency and unity. A single typeface can also be more efficient and easier to use. Our font is Gotham, a modern typeface with clean lines. This typeface is versatile and is available in a variety of weights to help you create clear typographic hierarchies. For online, HTML and PowerPoint text, use the complementary font, Helvetica.

The various fonts available in the Gotham family, and the alternate, special-use typeface Helvetica are illustrated below.

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz!#/\$%&?()
1234567890

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz!#/\$%&?()
1234567890

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz!#/\$%&?()
1234567890

PRIMARY TYPEFACE

**Gotham
BOLD 10PT**
Lorem ipsum ex has veniam.

MEDIUM 10PT
Lorem ipsum ex has veniam.

BOOK 9PT
Lorem ipsum ex has veniam
tincidunt scribentur. Eos te
graecis admodum evertitur.

COMPLEMENTARY TYPEFACE



**Helvetica
BOLD 10PT**
Lorem ipsum ex has veniam.

REGULAR 9PT
Lorem ipsum ex has veniam
tincidunt scribentur. Et aequ
veritus pro, et vis libris tistique
intellegam.





Color Palette



MAIN COLORS (Pantone)

-  Pantone 1665 C
-  Pantone 144 C



MAIN COLORS (CMYK)

-  0c 80m 95y 0k
-  0c 50m 100y 0k



MAIN COLORS (RGB)

-  241r 90g 41b
-  247r 148g 30b



COMPLEMENTARY COLORS (Pantone)

-  Pantone Process Cyan
-  15% Pantone Process Black

COMPLEMENTARY COLORS (CMYK)

-  100c 0m 0y 0k
-  0c 0m 0y 15k

COMPLEMENTARY COLORS (RGB)

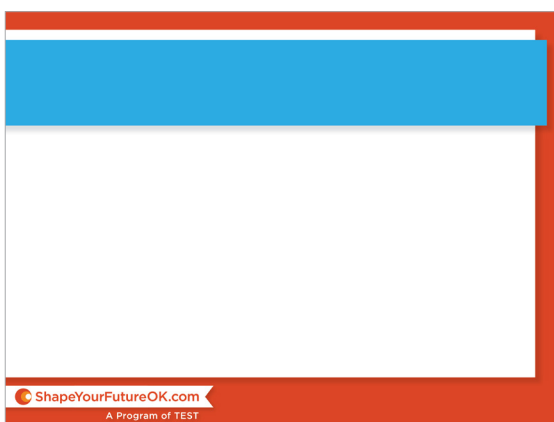
-  0r 174g 239b
-  220r 221g 222b



PowerPoint Template Slides

Contact your Health Communication Consultant to request the SYF PowerPoint templates.

These templates make SYF presentations easier to build and continue brand equity.



Email Signature

When applying the SYF look to your online communications using an SYF logo, use this font and color.

Main Text

9 point, Helvetica, 100% Black

Signature


Shape Your Future
horizontal logo

Contact Information

9 point, Helvetica, 80% Black
RGB: 88r 89g 91b

Web Address

9 point, Helvetica Bold, 80% Black
RGB: 88r 89g 91b

9 point Helvetica	<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus cursus rhoncus nunc. Nam tortor. Sed vulputate, sem eu condimentum tincidunt, leo diam dignissim mauris, id pellentesque nisi leo tincidunt purus.</p> <p>Regards,</p>
9 point Helvetica 80% Grey: 88r 89g 91b	<p>John Doe Director of Communications</p>
SYF horizontal logo	<p>P: 405.555.5555 C: 405.555.5557 F: 405.555.5556 W: ShapeYourFutureOK.com  Shape Your Future </p>



Questions?

TSET Healthy Living Program Coordinators:

If you have questions regarding use of the SYF brand in a local marketing campaign, project or event, contact your TSET Health Communication Consultant prior to beginning work.

Sjonna Paulson, APR

Director of Health Communication
sjonnap@tset.ok.gov
(405) 521-3885

Kelli Brodersen

Health Communication Manager
kellib@tset.ok.gov
(405) 521-3888



**Oklahoma Tobacco Settlement
Endowment Trust**

2800 N. Lincoln, Ste 202
Oklahoma City, OK 73105
(405) 521-3888

Working together as a team, we can ensure that the SYF brand remains strong, on-message and resonates with Oklahomans statewide.