TSET
TOBACCO SETTLEMENT ENDOWMENT TRUST

Oklahoma Tobacco Helpline

1 800 QUIT NOW

1-800-784-8669 OKhelpline.com

Brand Standards

UPDATED AUGUST 2024

This document exists to ensure consistency and continuity of the Oklahoma Tobacco Helpline brand across all applications.

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Logos & Usage

Approved Logos

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

MIN WIDTH: 2"

PRIMARY LOGO

A Program of TSET

MIN WIDTH: 2"

PROGRAM LOGO

MIN WIDTH: 1.5"

NAME + PHONE LOGO

MIN WIDTH: 1.25"

PHONE + WEBSITE LOGO

MIN WIDTH: 1.5"

NAME + WEBSITE LOGO

MIN WIDTH: 1"

PHONE ONLY LOGO

A Program of TSET

MIN WIDTH: 3"

HORIZONTAL PROGRAM LOGO

Pairing With the TSET Logo

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

In some instances, the OTH logo can be paired with the full TSET logo, or the "Program of" TSET logo.

In certain cases where there is limited room, use the OTH logo on its own.

When paired vertically, the TSET logo should be the same width as the “QUIT NOW” in the OTH logo, with the appropriate clear space between the logos as noted on the next page.

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Logo Clear Zone

When applying the Oklahoma Tobacco Helpline (OTH) 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 all versions of the logo, the clear zone is the width of the “80” in the logo.

Improper Use

DO NOT place the logo within text.

Do not use the logo within text.

DO NOT add borders to the logo or place it within graphic shapes.

DO NOT place the logo on “busy” graphics.

DO NOT alter or distort the logo in any way.

DO NOT use the logo in unauthorized colors.

DO NOT reduce the opacity of the logo.

Brand Elements

Brand Colors

#24303B **Darkest Blue**	RGB: 036 / 048 / 059	CMYK: 82 / 69 / 54 / 54	Sufficient Contrast
#B5DEF5 **Lightest Blue**	RGB: 181 / 222 / 245	CMYK: 27 / 02 / 00 / 00	Sufficient Contrast
#175980 **Dark Blue**	RGB: 023 / 089 / 128	CMYK: 93 / 64 / 30 / 11	Sufficient Contrast
#B20324 **Darker Red**	RGB: 178 / 003 / 036	CMYK: 20 / 100 / 96 / 13	Sufficient Contrast
#598CAD **Mid Blue**	RGB: 080 / 140 / 173	CMYK: 68 / 36 / 20 / 00	Sufficient Contrast
#D51432 **Mid Red**	RGB: 213 / 020 / 050	CMYK: 10 / 100 / 87 / 02	Sufficient Contrast
#579EC2 **Light Blue**	RGB: 128 / 130 / 133	CMYK: 52 / 43 / 41 / 00	Sufficient Contrast
#E31837 **Lighter Red**	RGB: 227 / 024 / 025	CMYK: 05 / 100 / 85 / 00	Sufficient Contrast

Brand Colors

#000000	Solid Black	RGB: 000 / 000 / 000	CMYK: 40 / 35 / 35 / 100
#FFFFFF	Paper White	RGB: 255 / 255 / 255	CMYK: 00 / 00 / 00 / 00
#DBDEDE	Gray	RGB: 219 / 222 / 222	CMYK: 13 / 08 / 09 / 00
#F2BA3D	Yellow	RGB: 242 / 186 / 061	CMYK: 05 / 28 / 89 / 00
#00756B	Green	RGB: 000 / 117 / 107	CMYK: 88 / 34 / 60 / 15
#61B5B8	Aqua	RGB: 097 / 181 / 184	CMYK: 61 / 09 / 29 / 00
#8F0D69	Purple	RGB: 143 / 013 / 105	CMYK: 46 / 100 / 27 / 09
#2E70B0	Bright Blue	RGB: 046 / 112 / 176	CMYK: 84 / 54 / 05 / 00

Sufficient Contrast

Approved Typefaces

Except in the case of specialized campaigns, all typefaces for the Oklahoma Tobacco Helpline should be constrained to the following approved framework.

HEADLINES & ACTIVE TYPOGRAPHY

Aglet Slab

Fallback Option:

Rockwell Bold

Semibold | Bold

SUBHEADS & ALT HEADLINES

Dunbar Tall

Fallback Option:

Futura Bold

Bold

CALLOUTS & BUTTONS

Dunbar Tall

Fallback Option:

Futura Bold

Bold

HEADLINES & ACTIVE TYPOGRAPHY

Open Sans

Fallback Option:

Verdana

Regular | Semibold | Bold

Typography in Use

The example on the right should serve as a general guide/reference for typographic relationships, and it does not supersede designers' discretion for individual applications. Rather, this should aid designers in creating quality typographic hierarchy by exemplifying the ideal relationships between the brand fonts at different levels of the typographic system.

In general, callouts should be set in all caps, with tracking between 100-200. In combination with a lighter color (with sufficient contrast to the background), this creates a desired airiness in the callout. Headlines should be, at minimum, three times the size of the body copy, and twice that of the subheads. Subheads should be larger than the body copy, with tracking between 100-200. Body copy should be at least 9pt for print, 15pt for web experiences and at least 24pt for presentations and decks. Sufficient space should be used between hierarchical levels.

DUNBAR TALL

Size:	18pt
Weight:	Bold
Color:	Dark Blue
Tracking:	150

AGLET SLAB

Size:	60pt
Weight:	Semibold
Color:	Darkest Blue
Tracking:	0

DUNBAR TALL

Size:	26pt
Weight:	Bold
Color:	Dark Blue
Tracking:	150

OPEN SANS

Size:	23pt / 30pt Line Spacing
Weight:	Regular
Color:	Process Black
Tracking:	20

THIS IS A CALLOUT

This Is a Headline

WITH A CORRESPONDING SUBHEAD

This is an example of body copy in use, filled with Lorem Ipsum text. Lende prehend andistibus di num que volupitatis doloribus voluptat latur sit mod eaturib usdame eos modisit voluptat delest qui odipictassi bererem poreseque pra as parcitiaesed est, sum eatem. Nam es estias int la volorrorum et ducil mi, optas accabor remposam.

Versperum aut idi cumqui omnimodit esequi ducilia pa volorerum quasit doluptae volupture vel id quibeaq uidendi vellabo repudictes expliciis eatem fugitectores eum la volorrovide nobita et eictorem. Molo omnihic tem. Pa volor asimillab id quamusanis eos magnat facipici omnis illab id moluptaque nonsedita vel et as sum re sum fuga. Et quiae rerum aut excest, quam, sa num estor sit eium ut exernam fugiti restiate et eaque nienihitius adiorem repudani occus et labo. Nem. Labor sum qui nient.

Typographic Devices

ACTIVE TYPOGRAPHY

Active typography is branded type that can elevate the connection of a headline or image copy to the OTH brand.

In general, the shading around the type should be slightly larger than the width of a space, in all directions. Style 01 is the preferred form of active typography. Style 02 may be used in situations where it feels more appropriate.

Active Typography

Active Typography

Active Typography

Active Typography Style 02: Red

Active Typography Style 02: Secondary

Active Typography Style 02: White

Experience Elements

HEAR THEIR STORIES

FREE SERVICES

LEARN MORE

BUTTONS

Buttons should have extra padding on the left and right, with square corners. Code Saver is the preferred font for buttons within the brand.

optas accabor idi al ducilia remposam.

Versperum aut cumqui omnimodit esequi pa

RULE LINES

Rule lines should be thin, keeping a significantly lower contrast than the typography. Pictured above is a 1pt rule line in 15% black.

BOXES & CORNERS

The OTH brand favors straight lines over curves and organic shapes, with square corners. Boxes should maintain a reasonable contrast when touching.

ICONS

Icons for the brand should be line-based, with one consistent weight across the application and a balance of sharp and rounded edges where needed.

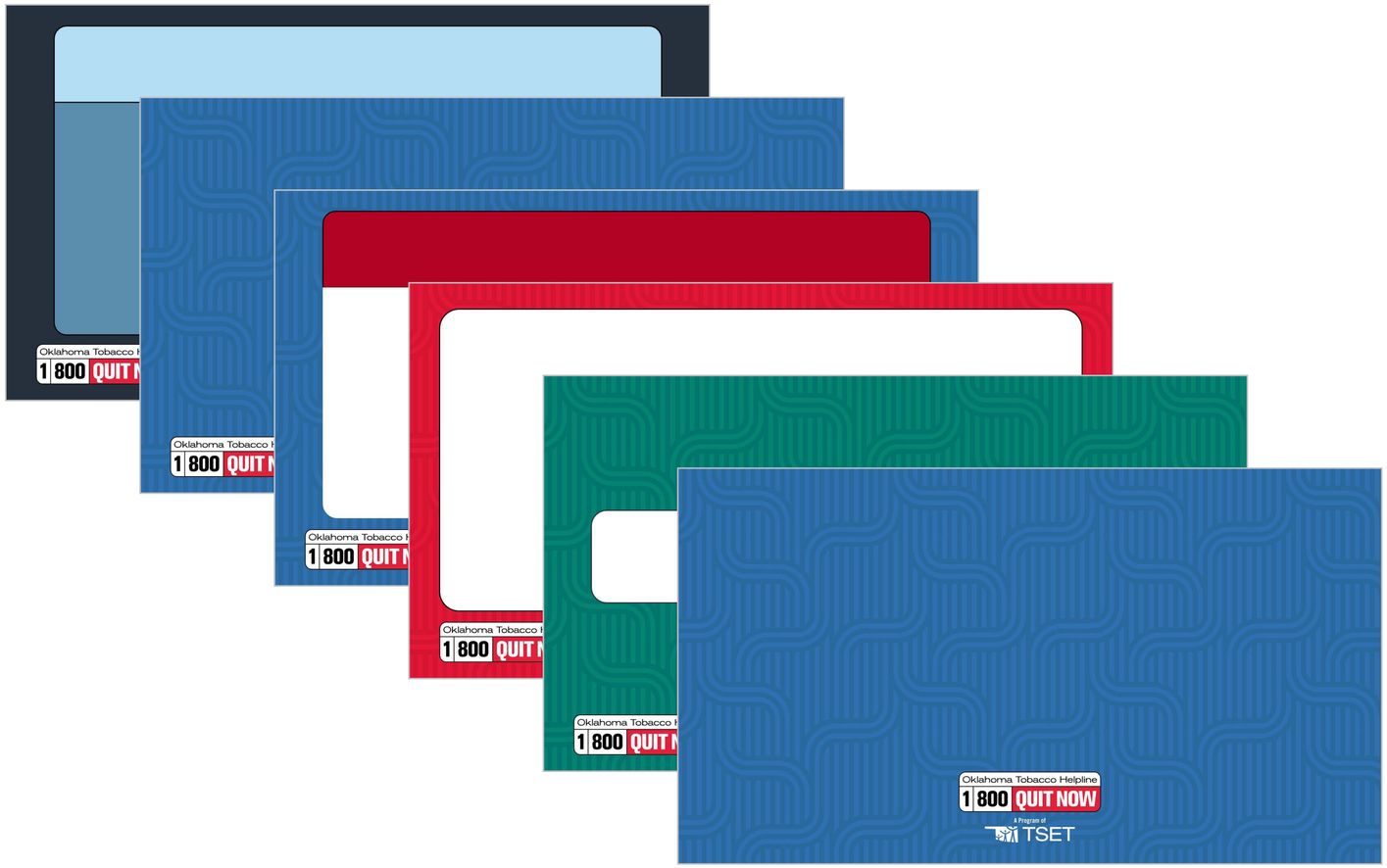
Brand Patterns

Patterns for the OTH brand should be loosely inspired by its visual language and logos. In the example shown here, the curves of the pattern reference the curved edges of the logo, and the vertical lines represent the vertical dividing lines in the logo.

PowerPoint Template Slides

OTH PowerPoint template slides are available by request from your Program Strategist.

These templates make OTH presentations easier to build and continue brand equity. For PowerPoint text, use the complementary fonts Rockwell and Open Sans.



Visual Language

Visual Language Overview

The OTH brand elements come together to create a whole that is greater and more interesting than simply the sum of its parts. Across different applications, the brand can rely on a mix of photography, illustration, typography and active typography. When brand colors and the logo are used, this brings the individual applications to life as a part of an ongoing family of communication efforts. When used with consistency and intention, the brand elements and styles create a visual language that is appropriate for the subject matter and familiar to the viewer. This section of the guidelines seeks to define the ranges of styles for logo application, photography, illustration/collage and integration of these approaches with the brand elements from the previous section.

Round Corners

OTH Logo

Rule Lines

TSET Logo

Colors

Typefaces

Illustration

Social Media & Website Click Ads — Branding

When creating a branded social media post or website click ad, the OTH primary logo should be stacked on top of the TSET logo and placed in the bottom right corner. When possible, the template should be used to ensure consistent sizing.

Photographic Style

Photos for the OTH brand should feel like they're documenting reality, not surreal or posed. Given the subject matter, this means they will often be bright, hopeful and empowering in their tone. Photos should not be overly edited, or excessively saturated. Photos should be rooted in a real place, never evoking a studio setup.

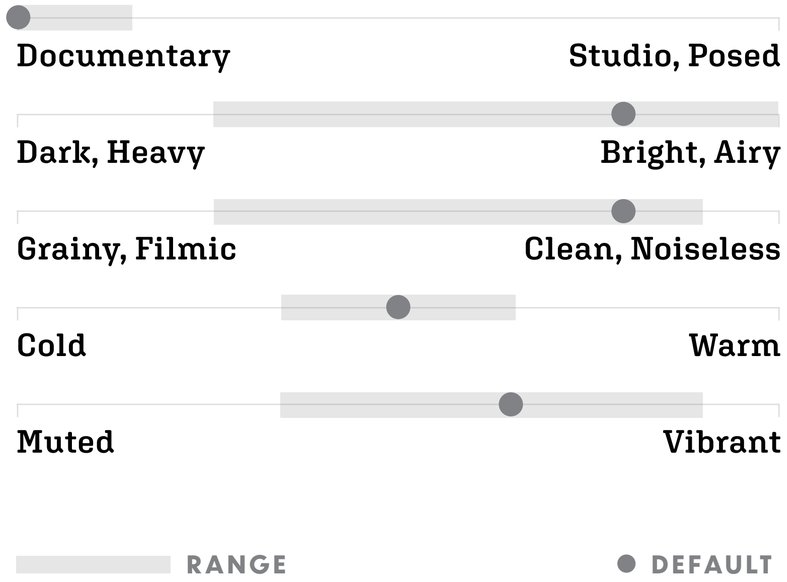
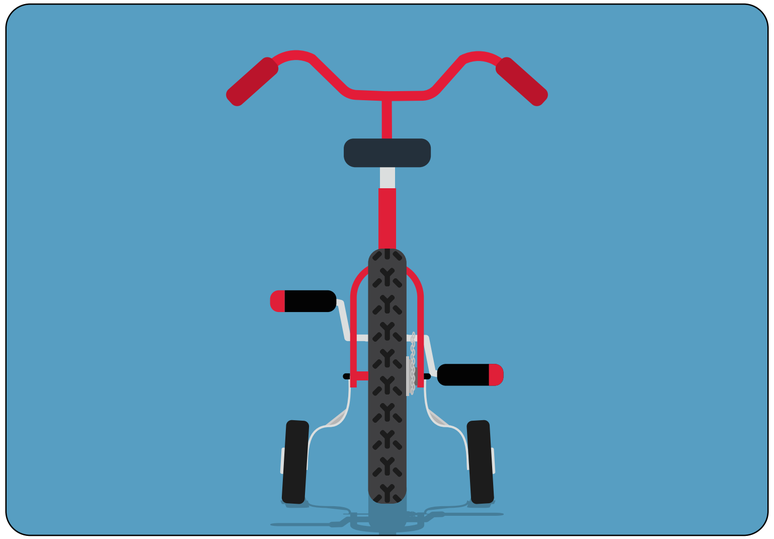


Illustration Style

Illustrations are a great way for the brand to communicate complex ideas and statistics without feeling cold or technical. There is quite a bit of room for experimentation within the brand, but by default, illustrations should fill the frame, avoiding overly abstract representations. People should reflect the communities served by the brand, speaking to many different audiences.

Abstract	Literal
Line Art, Dainty	Solid Fills, Heavy
Flat, Reduced	Dimensional, Spatial
Clean, Crisp	Gritty, Textured
Organic, Fluid	Precise, Geometric

RANGE ● DEFAULT



Integration of the Brand Elements

In most cases, there will be a need to combine multiple brand elements in one place (typography, fields of color, illustration, brand textures, logos, etc.). It is critical that care is taken to make all elements work together and enhance each other. Graphics should not feel crowded or busy. Elements should enhance one another without competing or dominating the visual language.

Brand Ethos

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 highly evaluated OTH brand is critically important. When Oklahomans think about OTH, we want them to instantly recall the brand favorably in their minds and hold the tobacco-free movement in their hearts. The degree to which we maintain brand integrity with the OTH campaign will correspond directly to the degree in which Oklahomans accept and trust our product (i.e., tobacco-free campaign). Therefore, it is essential that thoughtful consideration and caution be used in the placement of the OTH logo on marketing materials to maintain and build upon the acceptance and trust of the OTH message.

Oklahoma Tobacco Helpline
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Purpose of the Brand

The purpose of the Oklahoma Tobacco Helpline master campaign is to provide an efficient, emotional and highly recognizable tobacco-free message for Oklahomans to rally around. This integrated message generates unity with other TSET programs focusing on tobacco-free education, prevention, cessation and protection. The Oklahoma Tobacco Helpline is a FREE service for Oklahomans who are thinking about quitting tobacco, currently quitting tobacco, former tobacco users wanting to stay tobacco free and those who want to support loved ones or patients. The program is intended to resonate with all Oklahomans, regardless of age, gender or need.

This brand is often...	It avoids being...
Empathetic	Subjective
Loud	Obnoxious
Informative	Overly Technical
Celebratory	Cheesy
Action-Oriented	Pushy

Communicating With Clarity

Our state (and by extension, our audience) is made up of a wide range of people, with massive variation in education, backgrounds, lived experiences, biases and beliefs. Communicating a message to such a variety of people can be challenging.

To ensure our messages resonate, we make an intentional effort to speak in language that is easy to understand. We limit the complexity of our writing to a 5th grade reading level for wide accessibility. The AP Stylebook is the first and primary authority on all grammar, punctuation, capitalization and other stylistic considerations. This lends credibility, familiarity and consistency to the writing of the brand.

STYLE	BRAND VOICE
ALWAYS USE: **AP Style**	Helpful
	Empathetic
READING LEVEL: **5th Grade**	Knowledgeable
	Human

Writing Style Cheat Sheet

"Tobacco-Free" vs. "Tobacco Free"

Hyphenate when a noun immediately follows it (as in "tobacco-free parks ordinance"). Do not hyphenate when a noun does not immediately follow it (as in “Eat better. Move more. Be tobacco free.”). The same rule applies to "smoke-free" vs. "smoke free," and "vape-free" vs. "vape free."

"20%" vs. "1 in 5"

Instead of using percentages, use simplified numbers.
Ex: 20% should be 1 in 5

Conjunctions

Don't start a sentence with the conjunctions "But" or "And."

Don’t Use the Oxford/Serial Comma

Avoid using a comma before "and/or" in a series — e.g. “Smoking causes lung disease, heart disease and cancer."

"Learn More at OKhelpline.com."

If a call to action is a complete sentence and ends in a URL, use a period.

Avoid Judgment and Slang

Our tone of voice is formal and judgment free. Avoid words and phrases like "kick the habit" and "smokes/cigs."

"To" vs. "With"

We say "talk with your health care provider," not “talk to your health care provider."

"Health Care"

"Health care" is two words unless referring to a title or the healthcare system.

"Free Patches, Gum or Lozenges"

All three must be mentioned if any of them are mentioned with no comma before “or.”

1-800-QUIT NOW

Use all caps with no hyphen between "QUIT" and "NOW" in the phone number.
The correct Spanish number is: 1-855-335-3569.

Text "READY" to 34191.

Put "READY" in all caps.

OKhelpline.com

"OK" is capitalized; "helpline" is lower case.

"Secondhand" Is One Word

Writing Style Cheat Sheet

Capitalization

The following terms always have the first letter of each word capitalized:

- Quit Plan (not Quitting Plan)
- Starter Kit
- Quit Guide
- Quit Services
- Quit Kit
- Quit Team
- Coach
- Dashboard

For OTH Audiences:

- Only use "nicotine replacement therapy" alongside "patches, gum or lozenges."
- Never use the abbreviation "NRT."
- Change “coaching calls” to “coaching call(s).”

For Health Care Providers:

- Use "nicotine replacement therapy (NRT)" the first time its used.

Questions To Ask:

- Does the copy include the word “FREE"?
- Does the copy say "tobacco" somewhere?
- Does the creative have the correct logos?
- Is all punctuation correct and necessary?

Words To Avoid:

- “suite”
- “cessation”
- “stick to it”
- "stay quit"
- “for good” or “for life” Ex: "Quit for good."

"Sign-Ups" vs. "Registrations"

When speaking about current Helpline sign-ups, always use the word "registrations."
Ex: "There have been more than 590,000 registrations to the Oklahoma Tobacco Helpline since 2003."

Brand Checklist

When creating collateral, print ads, social posts or any other branded piece of communication, refer to this checklist as a guide to determine if the final product is "on brand." The full brand guidelines should be viewed as the authoritative reference, but this is a great way to ensure all of the needs of the brand are met in just a few seconds.

BRAND COLORS
Does it primarily use brand colors?
Are the colors consistent?

BRAND ETHOS
Do the elements and tone honor the aims and ethos of the brand?

TYPOGRAPHY
Does it primarily use brand fonts?
Are the campaign fonts consistent?

LOGOS & SPACING
Is the most appropriate logo used?
Is there enough clear space?

WRITING
Is it written in AP Style? Is it clear and accessible? Is "FREE" in the copy?

CONNECTION
Do all of the elements (writing, imagery, etc.) feel cohesive?

PUNCTUATION
Is all punctuation correct and necessary?

EMPATHY
Does it all feel judgment free and empathetic to the tobacco user?

Guidelines

Pre-Approved Material Use for TSET Grantees: All media — including TV, outdoor billboards, print, radio, digital media and social media — is purchased comprehensively as part of a statewide strategy.

New OTH Materials

Any grantee who wants to develop new marketing materials that include the OTH brand, outside of existing TSET/OSDH marketing materials, must obtain pre-approval from their TSET Program Strategist prior to work beginning. If you are sponsoring an event, talk with your Program Strategist to ensure logos and event materials are within brand standards.

Questions?

Public Inquiries:
Questions on using the OTH logo? Please contact TSET Strategic Communication: (405) 521-3888.

Grantees:
If you have questions regarding use of the OTH brand in a local marketing campaign, project or event, contact your Program Strategist prior to work beginning.

Logos

To obtain logos, contact your Program Strategist.

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