



TOBACCO SETTLEMENT
ENDOWMENT TRUST

Brand Standards

UPDATED MARCH 2026

This document exists to ensure the consistency and continuity of the TSET brand across all applications.

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Logos & Usage

Approved Logos

Please default to the full logo for all deliverables. Ensure logos are placed at the minimum dimensions listed.

FULL LOGO - VERTICAL



MIN WIDTH: 1.375"

FULL LOGO - HORIZONTAL



MIN HEIGHT: .25"

Alternate Logos

Alternate logos are available for unique situations. Please default to the full logo for all deliverables. Ensure logos are placed at the minimum dimensions listed below.

SIMPLIFIED LOGO



MIN WIDTH: 1.375"

A PROGRAM OF TSET LOGO



MIN WIDTH: 1.375"

BOX LOGO



MIN WIDTH: 1.375"

VERTICAL LOGO



MIN WIDTH: .75"

LOGOTYPE



MIN WIDTH: .75"

Logo Clear Zone

When applying the TSET 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 height of the “T” in the logo.



Strategic Communication Logos

The TSET logo is often one part of a two-part logo system with the other TSET brand logos. It is important to maintain the correct hierarchy and proportions between the two logos. In some instances, the lock-up may not be appropriate.

Other Logos

Please use the appropriate clear space and scale the logos with the appropriate hierarchy.

OKLAHOMA TOBACCO HELPLINE



The TSET logo should be the same width as the red “quit now” box in the OTH logos.

TOBACCO STOPS WITH ME



The TSET logo should be the same height as the “T” in the TSWM logos.

SHAPE YOUR FUTURE



The TSET logo should be the same height as the second circle in the SYF logos.

HEALTHY LIVING PROGRAM



The TSET logo should be the same height as “LIVING” in the HLP logos.

Improper Use



DO NOT recreate or retype.



DO NOT place the logo on “busy” graphics.



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



DO NOT alter, rotate or distort the logo in any way.



DO NOT use the logo in unauthorized colors.



DO NOT add elements to the logo.



DO NOT apply outlines or graphic effects (shadow, emboss, etc.).



DO NOT use only the logomark.

Brand Elements

Brand Colors

Blue

Pantone 320 C
#009CA7
RGB: 0 / 153 / 168
CMYK: 100 / 11 / 38 / 0

Green

Pantone 361 C
#40AE49
RGB: 63 / 174 / 42
CMYK: 75 / 4 / 100 / 0

8% Blue

#EEF8F8
RGB: 238 / 248 / 248
CMYK: 5 / 0 / 2 / 0

10% Green

#EBF5ED
RGB: 235 / 245 / 237
CMYK: 7 / 0 / 7 / 0

Black

#000000
RGB: 0 / 0 / 0
CMYK: 0 / 0 / 0 / 100

White

#FFFFFF
RGB: 255 / 255 / 255
CMYK: 0 / 0 / 0 / 0

Secondary Brand Colors

Red #C63534 RGB: 198 / 53 / 52 CMYK: 9 / 100 / 94 / 2	Brown #8E572E RGB: 142 / 87 / 46 CMYK: 29 / 70 / 100 / 23	Orange #DE5A35 RGB: 222 / 90 / 53 CMYK: 0 / 85 / 99 / 0	Yellow #EFAF42 RGB: 239 / 175 / 66 CMYK: 0 / 37 / 100 / 0
Off-White Red #F5EBEB	Off-White Brown #F5F1EB	Off-White Orange #F5EDEB	Off-White Yellow #F5F2EB
Deep Green #008269 RGB: 0 / 130 / 105 CMYK: 97 / 23 / 72 / 8	Deep Blue #135A80 RGB: 19 / 90 / 128 CMYK: 100 / 61 / 29 / 9	Cyan #24ABE2 RGB: 36 / 171 / 226 CMYK: 80 / 8 / 0 / 0	Dark Grey #555555 RGB: 85 / 85 / 85 CMYK: 64 / 56 / 55 / 31
Off-White Deep Green #EDF4F3	Off-White Deep Blue #EBF1F5	Off-White Cyan #EDF3F4	Off-White Dark Grey #F2F2F2

Approved Typefaces

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

HEADLINES & ACTIVE TYPOGRAPHY

Montserrat Bold

ALTERNATE: Helvetica Neue Bold

SUBHEADS

Merriweather Regular

ALTERNATE: PT Serif Regular

CALLOUTS & BUTTONS

MONTSERRAT BOLD

ALTERNATE: HELVETICA NEUE BOLD

BODY COPY

Montserrat Regular

ALTERNATE: Helvetica Neue Regular

Typography in Use

This example (pictured right) serves as a general guide/reference for typographic relationships, and 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 50-100. In combination with a lighter color (with sufficient contrast to the background) this adds a desired airiness to the callout. Headlines should be at minimum three times the size of the body copy, and twice that of the subhead. Subheads should be larger than the body copy. 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.

MONTSEERRAT

Size: 18pt
Weight: Bold
Tracking: 100

MONTSEERRAT

Size: 60pt
Weight: Bold
Tracking: 0

MERRIWEATHER

Size: 28pt
Weight: Regular
Tracking: 0

MONTSEERRAT

Size: 22pt
30pt Line Spacing
Weight: Regular
Tracking: 10

THIS IS A CALLOUT

This Is a Headline

This Is a Sub-Head

This is an example of body copy in use, filled with Lorem Ipsum text. Lendeprehend andistibus di num que voluptatis 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 externam fugiti restiate et eaque nienihitius adiorem repudani occus et labo. Nem. Labor sum qui nient.

Experience Elements

WATCH THE STORY UNFOLD

LEARN MORE

TOBACCO-FREE POLICIES

BUTTONS

Buttons should have extra padding on the left and right, with rounded corners. Montserrat Bold in all-caps is the preferred font for buttons within the brand.

Nam es estias int la
volorrorum et ducil mi,
optas accabor idi al ducilia
remposam.

Versperum aut cumqui
omnimodit esequi pa
volorer quasit doluptae

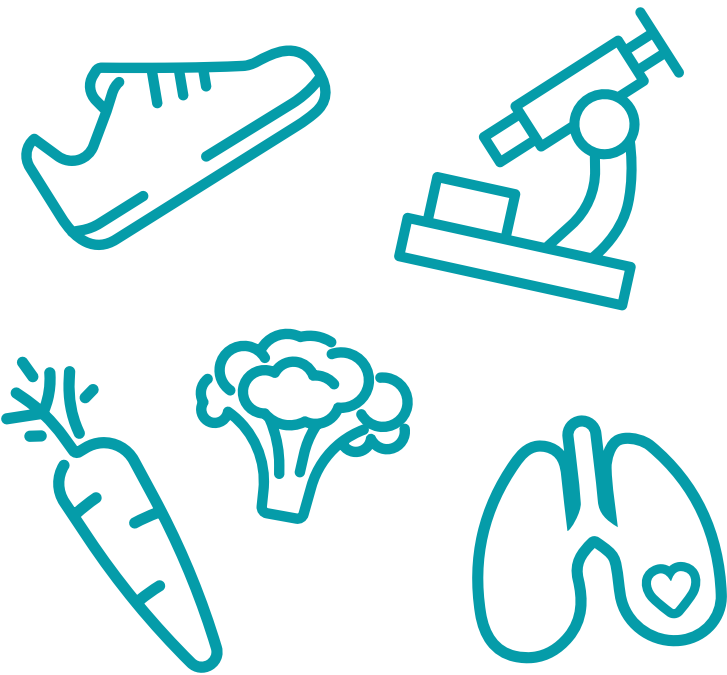
RULE LINES

Rule lines should be thin, keeping similar weight to the typography, and using a contrasting color. Pictured left is a 5 pt rule line in TSET Green.



CARDS

The TSET brand often separates text-heavy information with cards. When using cards, provide ample space between each to make the information easy to read and accessible.



ICONS

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

Brand Patterns

The pattern for the TSET brand represents the mission of improving the health and well-being of Oklahomans through programs that reduce tobacco use and obesity — the leading causes of preventable chronic disease — and by funding research that improves treatment and saves lives.



PowerPoint Templates

Utilize the templates* shown for TSET presentations. Using the green or teal set is equally acceptable, provided the title slide matches the content slide (do not mix colors in a single presentation). The primary (preferred) template for content slides has the colored bar at the bottom. Use one of the other template options if a graphic is too large to work with the primary template. For PowerPoint text, use the complementary font, Helvetica.

*Please save the template to your computer and name the presentation (to avoid altering the master template).

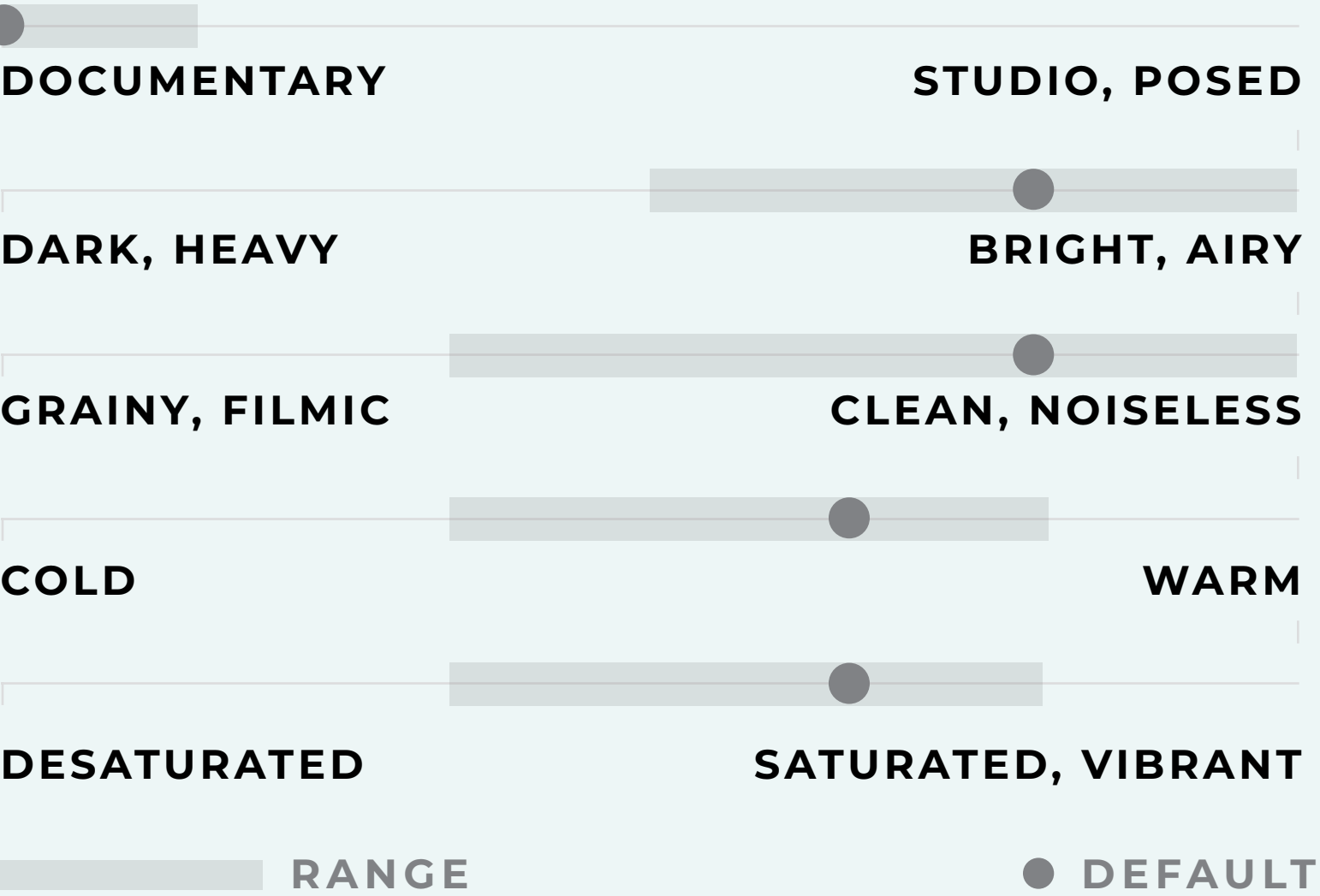


Photographic Style

Photos for the TSET 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.

Phone Photography

In the event that professional photography is not available, the TSET brand can use high-quality phone photography. This will mostly be utilized at events such as check presentations and ribbon cuttings.



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 total of all the emotions, thoughts, images, possibilities and discussions that exist in the marketplace about a certain product or company. Maintaining the integrity of the TSET brand is critically important. The degree to which we maintain integrity with the TSET brand will correspond directly to the degree in which Oklahomans accept and trust our product (e.g., health campaign). Therefore, it is essential to use thoughtful consideration and caution when placing the TSET brand logo on marketing materials to maintain and build upon the acceptance/trust of the TSET message with our target audiences.



**TOBACCO SETTLEMENT
ENDOWMENT TRUST**

Purpose of the Brand

The purpose of TSET brand is to position ourselves as a highly visible state agency focused on grants, research initiatives and strategic communication. This positioning aims to:

- Establish TSET as a leader in public health initiatives within the state.
- Increase awareness of our funding and research programs among potential grantees and partners.
- Demonstrate our commitment to evidence-based approaches and scientific rigor.
- Highlight our role in driving positive health outcomes for Oklahoma's residents.

This brand is often...

Civil



Clear



Informative



Collaborative



Impactful



Evidence-based



It avoids being...

Judgmental



Verbose



Political



Competitive



Trivial



Subjective



Communicating With Clarity

Oklahoma (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.

ALWAYS USE:

AP Style

READING LEVEL:

5th Grade

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."

Conjunctions

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

Don't Use the Oxford Comma

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

"Learn More at Oklahoma.gov/TSET."

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" Is Two Words

"Secondhand" Is One Word

"20%" vs "1 in 5"

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

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?	☐	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 TSET Materials

TSET will provide you with an electronic file of the logo. When your artwork is relatively complete, submit the art to the TSET Brand Manager for review and approval.

Allow at least five business days for TSET to review your requested use of the logo. We will let you know of any issues with a phone call or email. If the artwork is approved, we will email an approval confirmation.

Internet Use:

If you plan to use the TSET logo on your website, please keep in mind that TSET must approve the size and placement, just as we would for a print project or promotional item. Please contact the TSET Brand Manager for a graphic file formatted for web use.

Questions?

General Inquiries:

Please contact TSET Strategic Communication at (405) 521-3888 or email your request to sc@tset.ok.gov.

Grantees:

If you have questions regarding use of the TSET brand in a local marketing campaign, project or event, please use your Salesforce Portal to submit a communications request. If you have problems with your request, please reach out to your TSET program manager.



TSET

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ENDOWMENT TRUST

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

UPDATED MARCH 2026