



Shape Your Future Brand Standards

Last Updated: March 2026

This document exists to ensure the consistency and continuity of the Shape Your Future 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: 0.75"
PRIMARY LOGO



MIN WIDTH: 1"
HORIZONTAL LOGO



Shape Your Future

MIN WIDTH: 0.75"
VERTICAL LOGO



MIN WIDTH: 1.25"
TAGLINE LOGO



MIN WIDTH: 0.75"
COLLATERAL LOGO



MIN WIDTH: 1"
PRIMARY URL LOGO



MIN WIDTH: 1"
HORIZONTAL URL LOGO



ShapeYourFuture OK.com

MIN WIDTH: 1"
VERTICAL URL LOGO



MIN WIDTH: 1.25"
TAGLINE URL LOGO



MIN WIDTH: 1.50"
TAGLINE URL LOGO
OTHER ALIGNMENT VERSIONS AVAILABLE

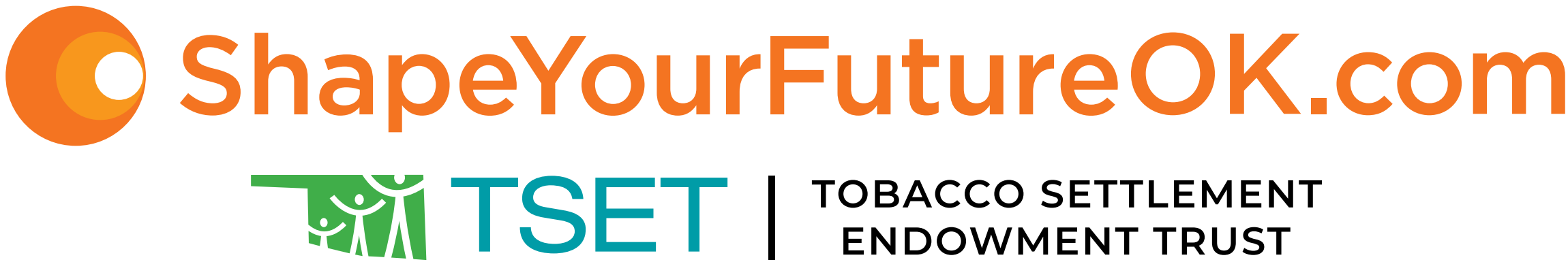
Pairing With the TSET Logo

The Shape Your Future (SYF) logo is often one part of a two-part logo system with the Tobacco Settlement Endowment Trust (TSET) logo. While SYF will be the main logo on SYF material, it is important to maintain the right hierarchy and proportions between the two logos. When using the full-color SYF logo on a color background, the inner circle remains white.



Pairing With the TSET Logo

In some instances, the SYF 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 SYF logo on its own. When paired vertically, allow appropriate clear space between the logos as noted on the next page.



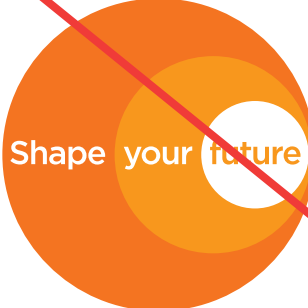
Logo Clear Zone

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.

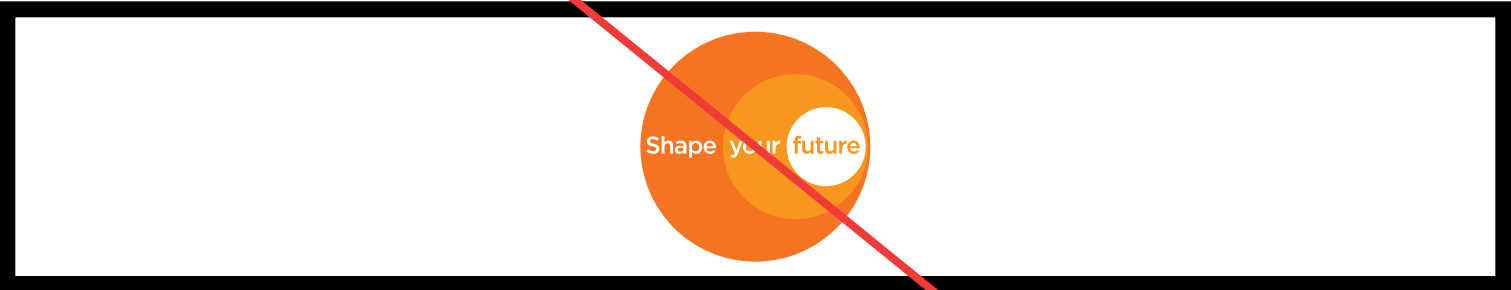


Improper Use

DO NOT place the logo within text.

Do not use the  logo within text.

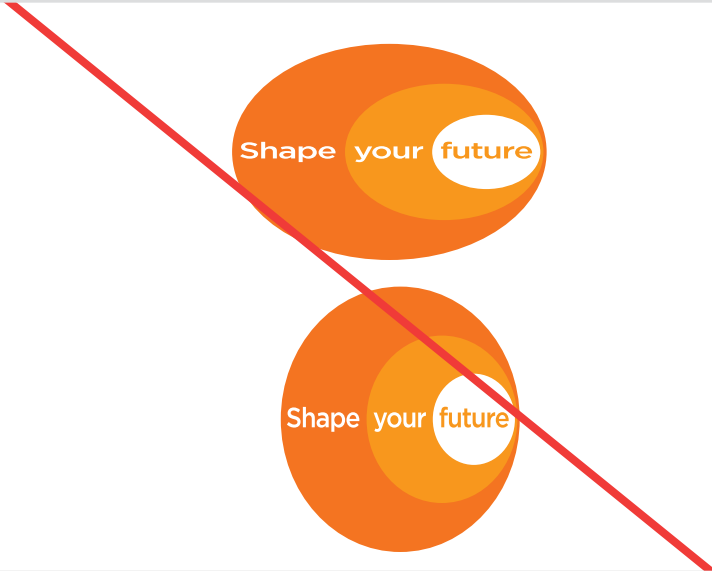
DO NOT add borders to the logo or place it within graphic shapes.



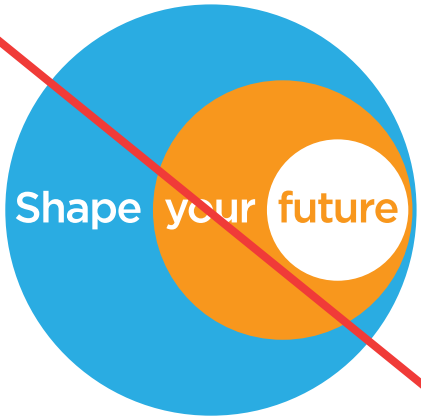
DO NOT place the logo on “busy” graphics.



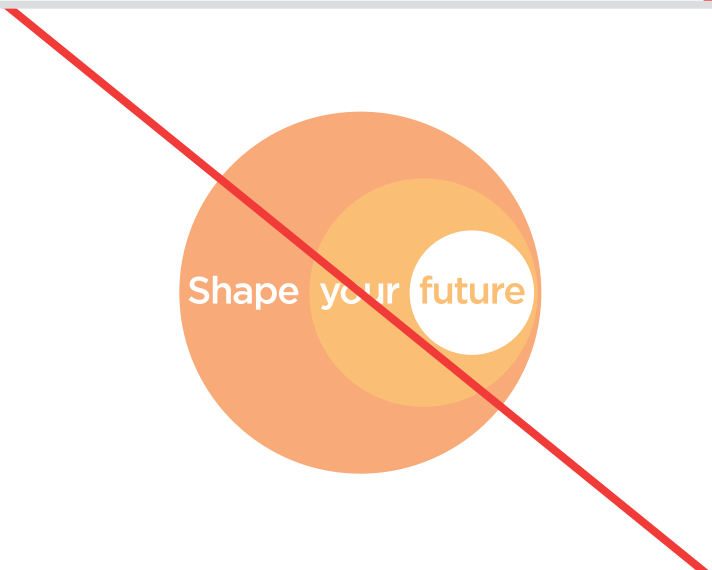
DO NOT alter or distort the logo in any way.



DO NOT use the logo in unauthorized colors.



DO NOT reduce the opacity of the logo.



BRAND ELEMENTS

Color Palettes

PRIMARY COLOR PALETTE

#F15A29 RGB: 241 / 090 / 041 CMYK: 00 / 80 / 94 / 00
Pantone 1665 C

Sufficient Contrast

#F7941E RGB: 247 / 148 / 030 CMYK: 00 / 49 / 98 / 00
Pantone 144 C

Sufficient Contrast

#00AEEF RGB: 000 / 174 / 239 CMYK: 69 / 14 / 00 / 00
Pantone Process Cyan

Sufficient Contrast

#DCDDDE RGB: 222 / 222 / 222 CMYK: 12 / 09 / 09 / 00
15% Process Black

Sufficient Contrast

SECONDARY / ILLUSTRATION COLOR PALETTE

#922A8E
Secondary Purple

#1D3864
Secondary Dark Blue

#081B9B
Secondary Blue

#368CAC
Secondary Light Blue

#115666
Secondary Dark Teal

#00A49E
Secondary Teal

#2DBEBF
Secondary Light Teal

#0F9668
Secondary Dark Green

#88BE40
Secondary Green

#BED331
Secondary Light Green

#FDBD48
Secondary Gold

Approved Typefaces

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

HEADLINES & ACTIVE TYPOGRAPHY

Gotham

Approved Styles

Book

Medium

Bold

Fallback Option:

Helvetica

Secondary Typefaces

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

HEADLINES & ACTIVE TYPOGRAPHY

Gotham Rounded

Approved Styles

Book

Medium

Bold

HEADLINES & ACTIVE TYPOGRAPHY

HELLO-IMPERFECT

Approved Styles

REGULAR

HEADLINES & ACTIVE TYPOGRAPHY

Approved Styles

Grauer Script

Regular

HEADLINES & ACTIVE TYPOGRAPHY

Handwritten

Typography in Use

This example (pictured right) should serve as a general guide/reference for typographic relationships, and does not supercede 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 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.

GOTHAM

- Size: 20 pt
- Weight: Bold
- Color: 60% Black
- Tracking: 150

GOTHAM

- Size: 72pt
- Weight: Bold
- Color: Process Black
- Tracking: 0

GOTHAM

- Size: 30pt
- Weight: Medium
- Color: Process Black
- Tracking: 0

GOTHAM

- Size: 23pt
- Weight: Regular
- Color: Process Black
- Tracking: 0

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. 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 volorrurum 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 dolor 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.

Experience Elements



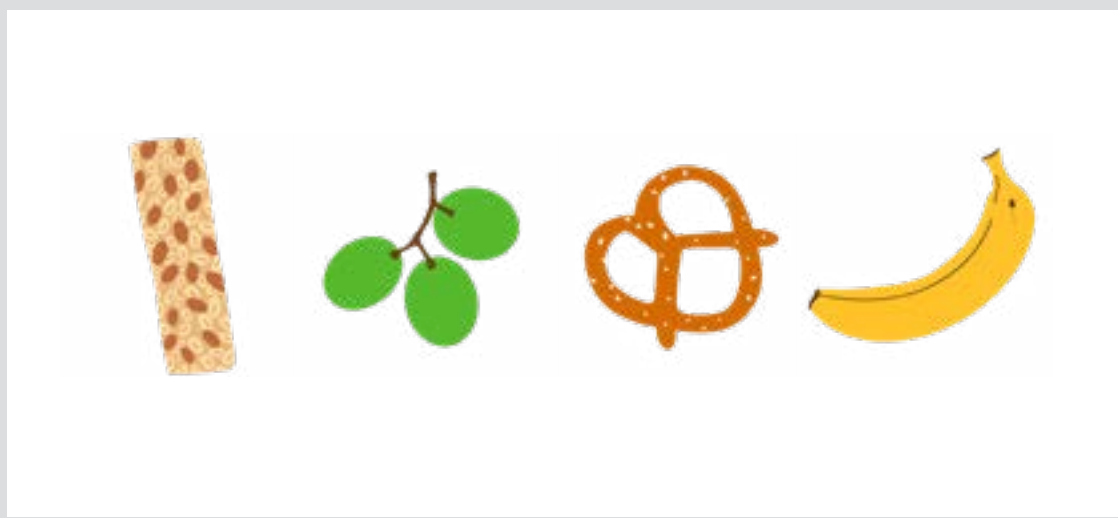
BUTTONS

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



BOXES & CORNERS

The SYF brand favors rounded corners. Ensure reasonable contrast between box and type.



ILLUSTRATED ICONS

Illustrated icons should be easily recognizable and simple.

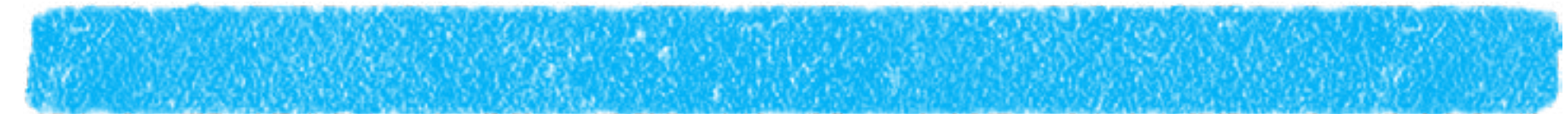
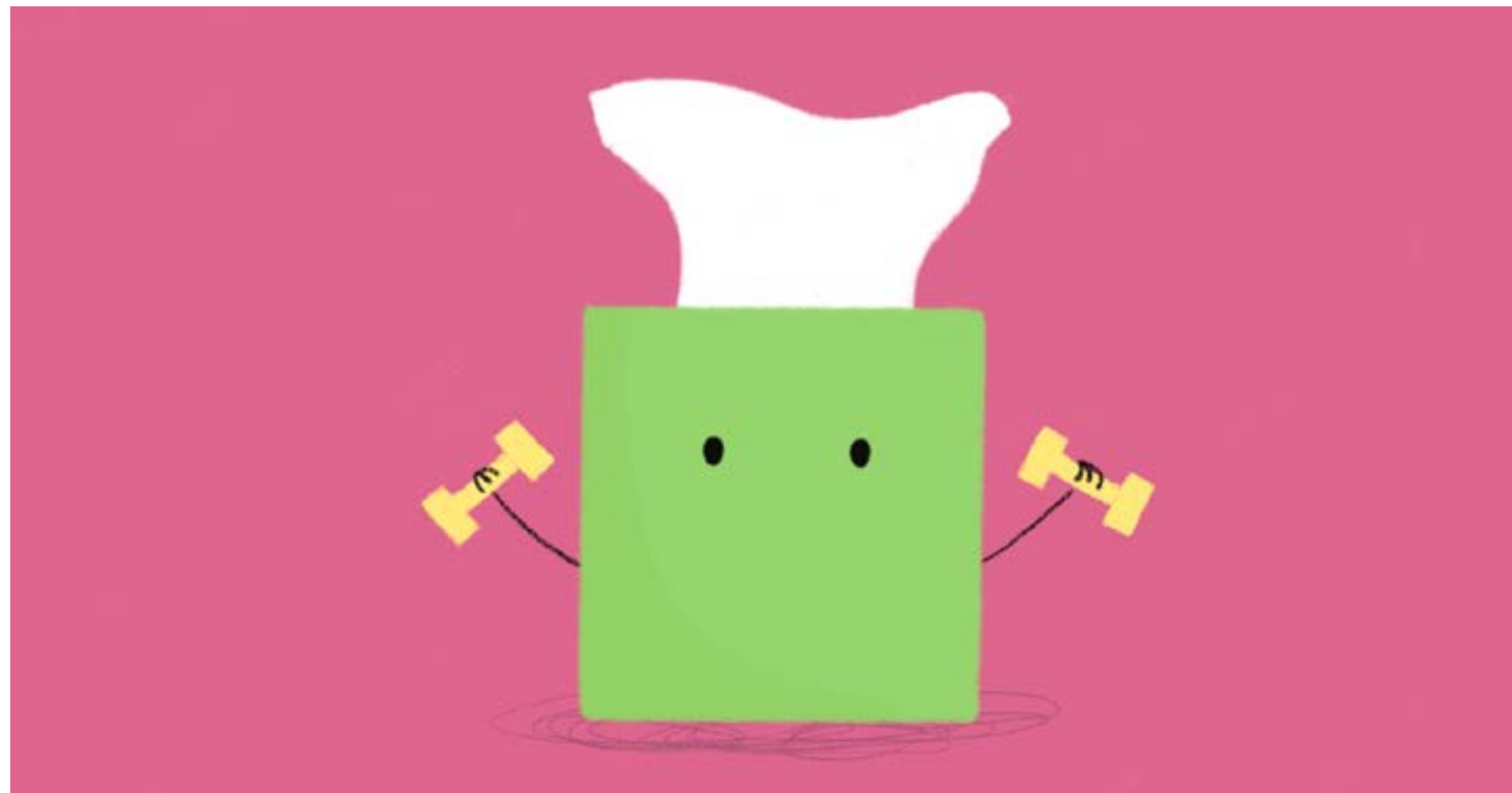


LINE WORK ICONS

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 Textures

Textures for the SYF brand take on a playful, childlike visual language. In the examples shown here, we use Procreate and Photoshop to mimic different art tools to give our branding a handmade effect.



Photoshop - Pastel Soft Square



Procreate - Chalk Fun: Chalk 3



Procreate - Chalk Fun: Chalk 6



Procreate - Inkers: Built to Last

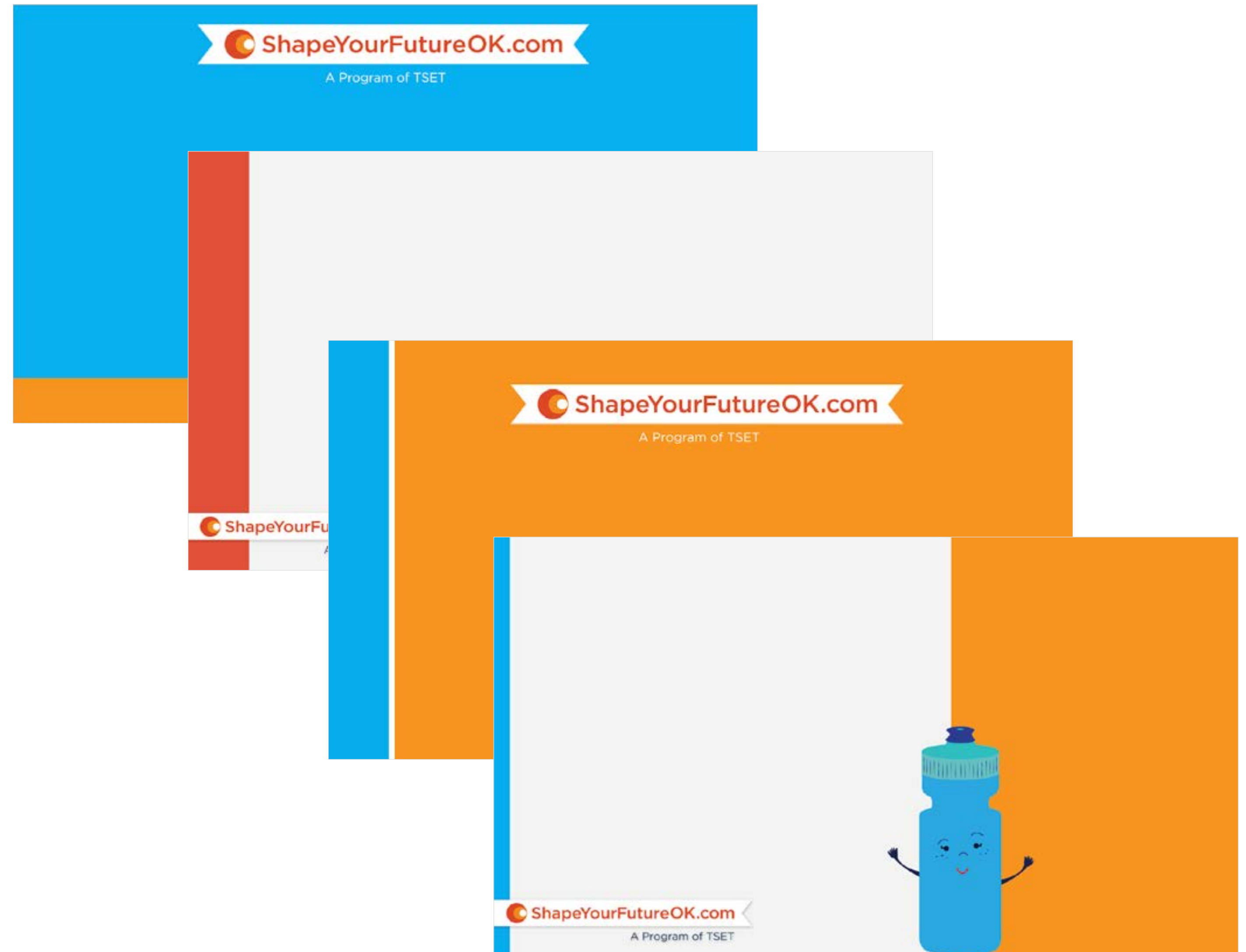


Procreate - Inkers: Smooth as Butter

PowerPoint Template Slides

SYF PowerPoint template slides are available by request from your Communication Strategist.

These templates make SYF presentations easier to build and continue brand equity. For PowerPoint text, use the complementary font, Arial.



VISUAL LANGUAGE

Visual Language Overview

The SYF 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, collage, 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 and collage, and integration of these approaches with the brand elements from the previous section.

Logo

Photographic Style

Typography

Multi Media Illustration

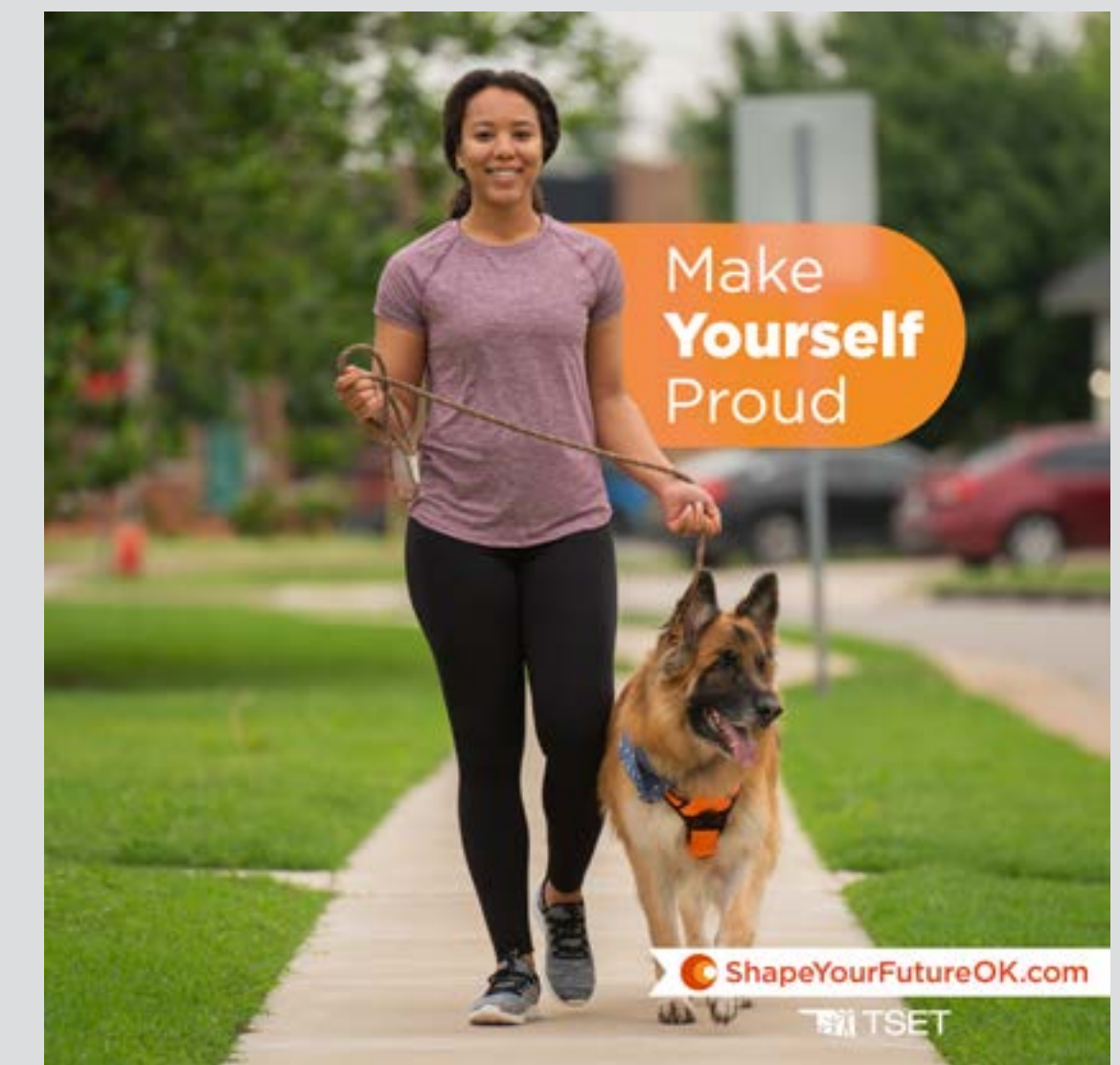
Button

Logo



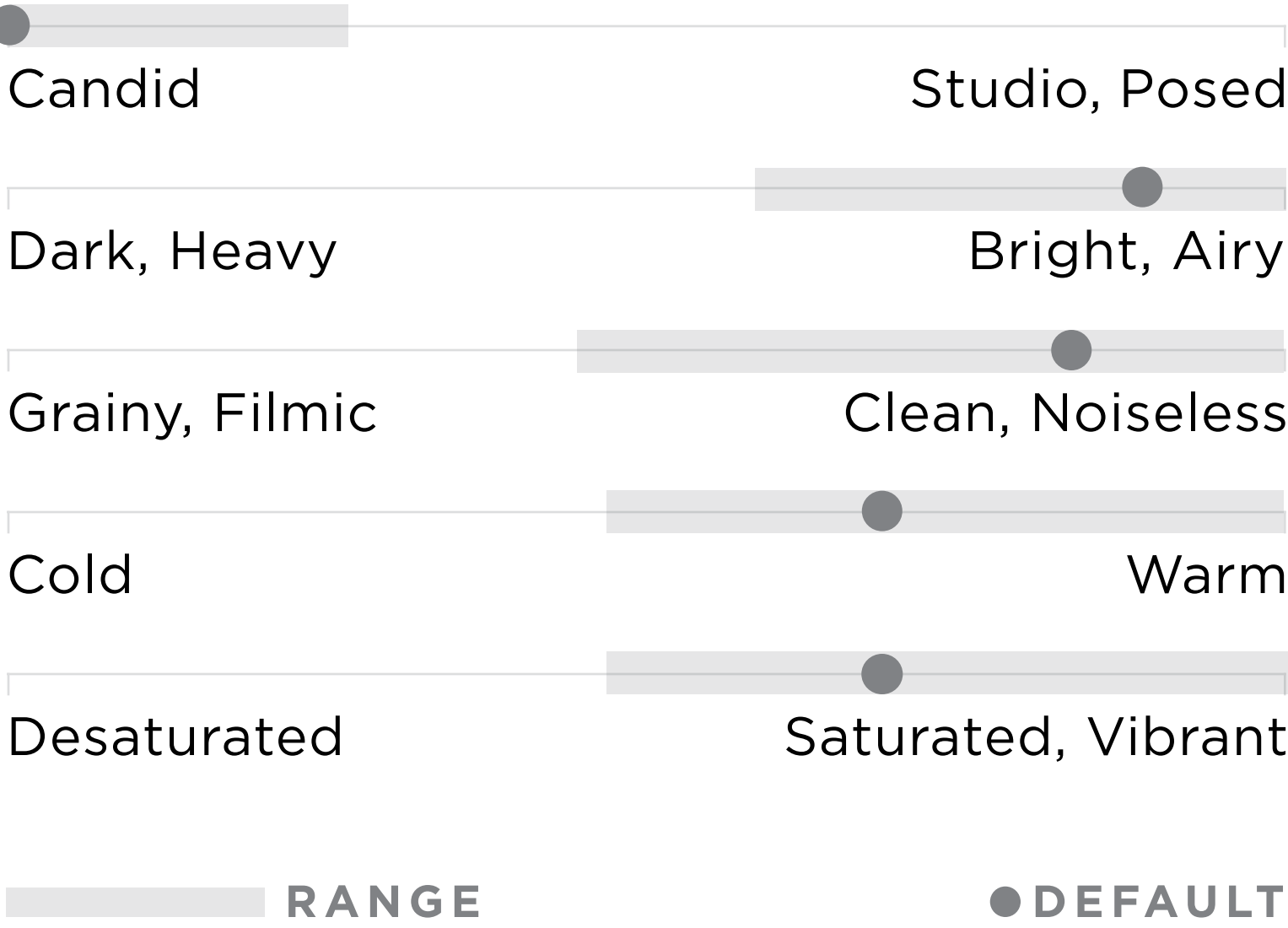
Social Media & Website Click Ads — Branding

When creating a branded social media post or website click ad, the SYF ribbon 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 SYF brand should feel candid, not surreal or posed. Given the subject matter, this means they will often be bright, playful and encouraging in their tone. Photos should not be overly edited, moody or posed. Photos should be rooted in reality to evoke a sense of self.



Organic Photographic Style

Organic photos for the SYF brand should feel unedited, positive and hopeful. These photos are rooted in reality and meant to mimic an average Oklahoman’s camera roll.



Candid

Studio, Posed

Dark, Heavy

Bright, Airy

Grainy, Filmic

Clean, Noiseless

Cold

Warm

Desaturated

Saturated, Vibrant

RANGE

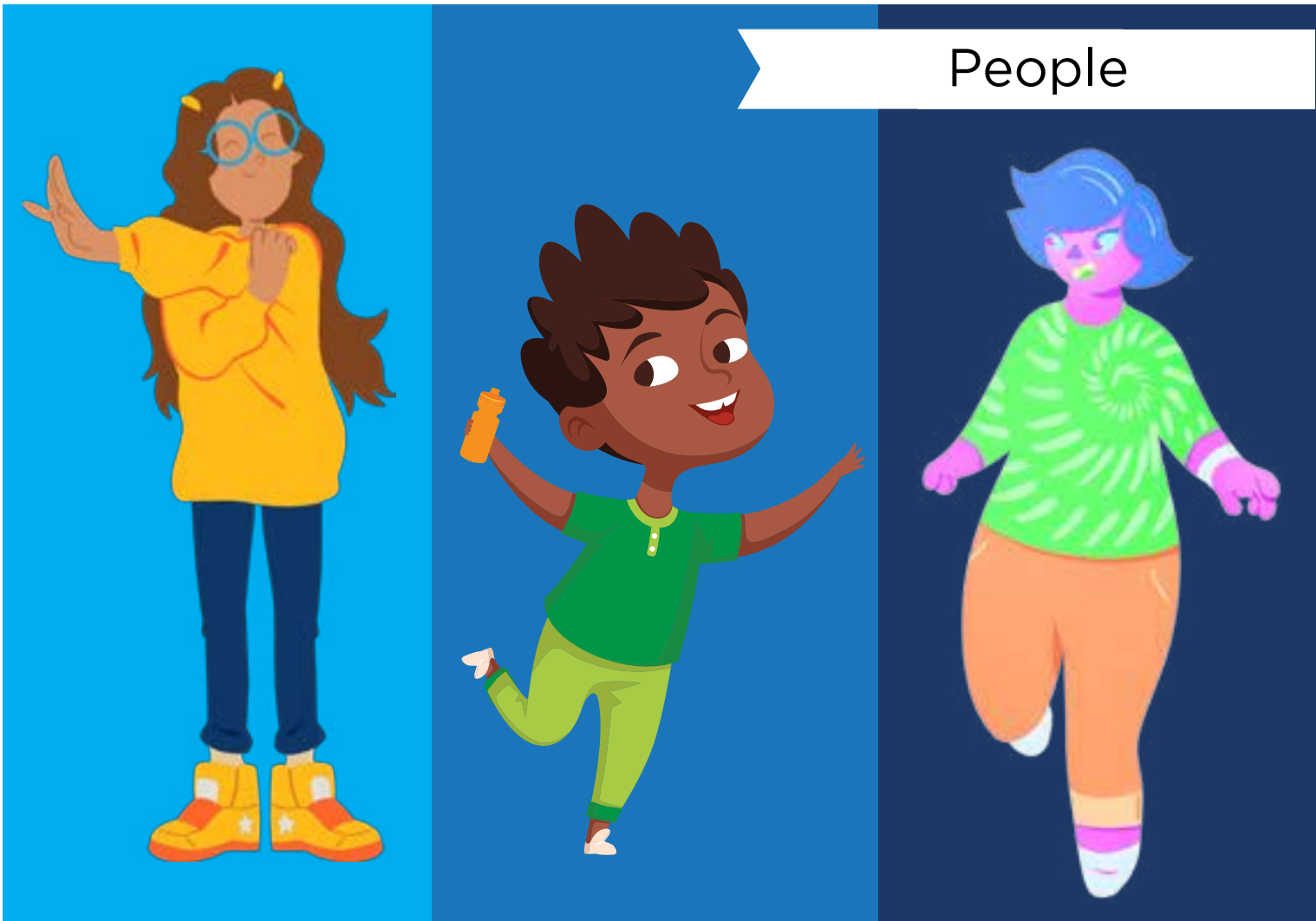
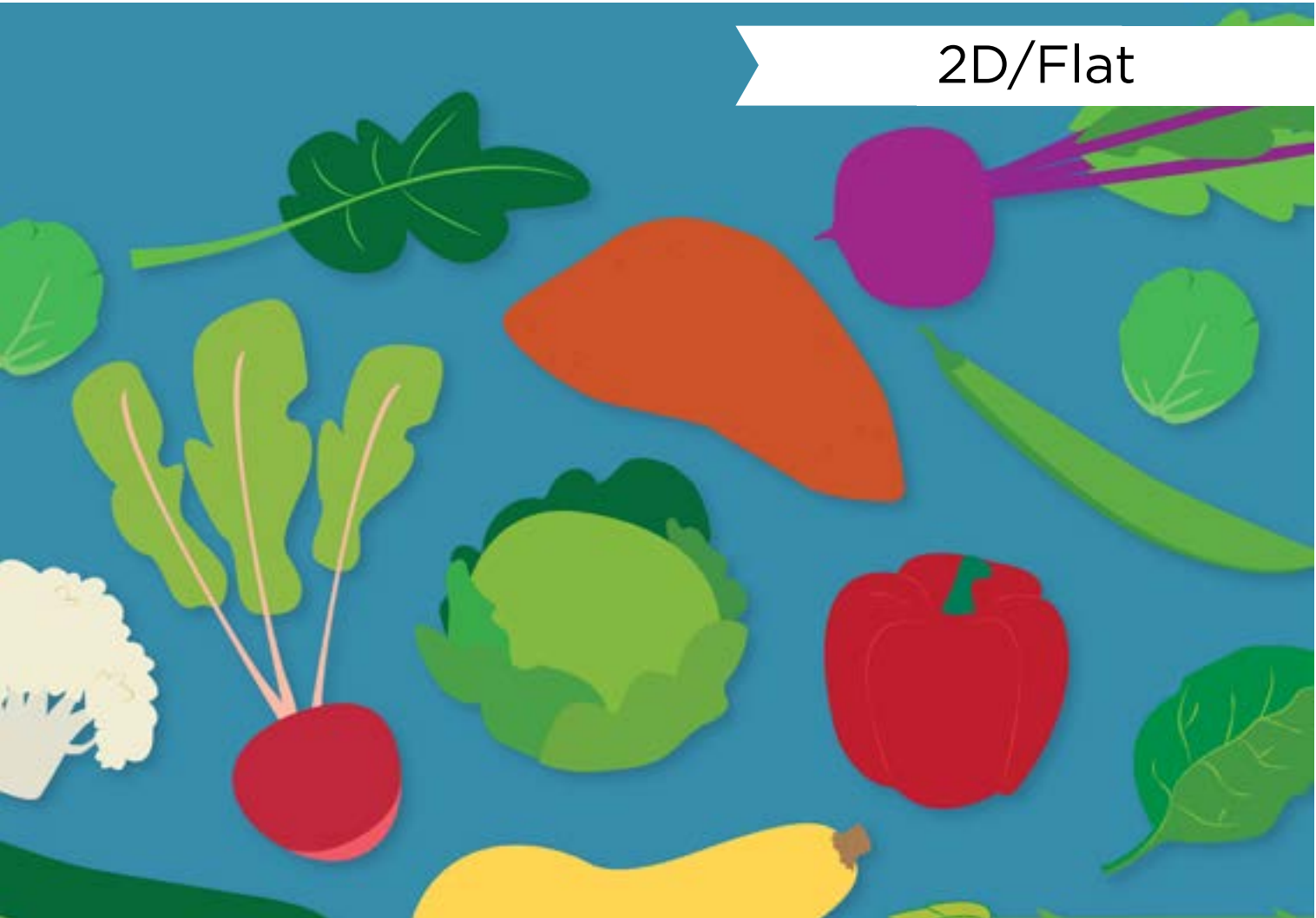
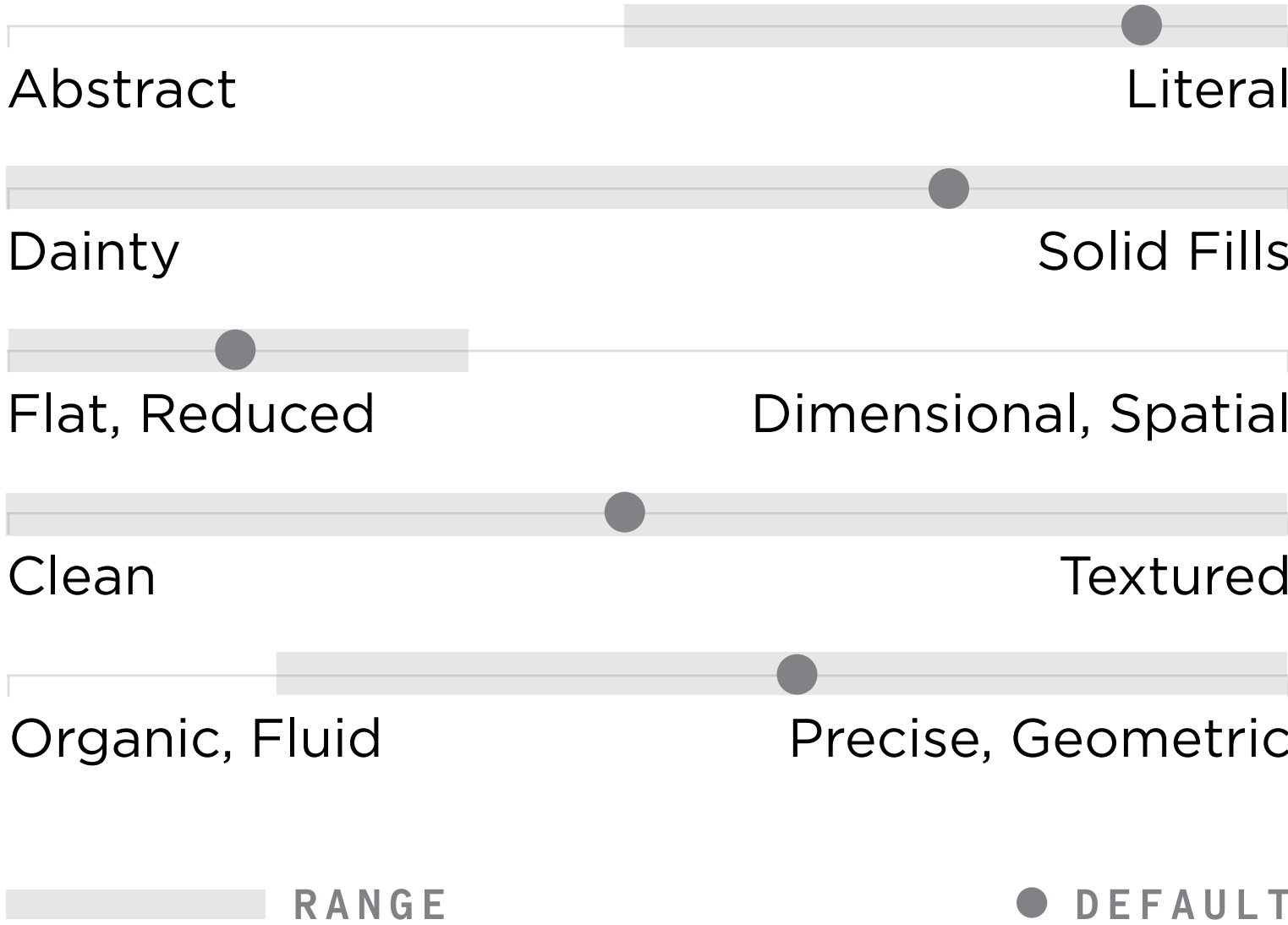
● DEFAULT

RANGE

● DEFAULT

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 feel diverse and inclusive, speaking to many different audiences.



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 feel like they're working together. Graphics should not feel overly crowded or excessively busy. Elements should enhance one another without competing or dominating the visual language.



SIP, SIP, HOORAY!

MUST-HAVE SMOOTHIES THIS SPRING

Need a healthy cure for your chronic sweet tooth?
Shape Your Future has three new delicious smoothies to try this spring. Each packed with fruits and vegetables, there's a flavor for everyone in your family to enjoy!

MAKE ONE TODAY >

 **ShapeYourFutureOK.com**

 **TSET**

For even more healthy inspiration, visit ShapeYourFutureOK.com.

When To Break the Rules

When working with a partner, take their brand guidelines into consideration. Such as, colors, typefaces and other brand elements. Always take the partner's audience into consideration when exploring design elements.

FIRST AMERICANS MUSEUM + SYF
Partnership-Specific



TULSA KIDS PRINT AD + SYF
Sponsored Print Ad/ Content



BRAND ETHOS

Purpose of the Brand

The purpose of the SYF master campaign is to provide accessible resources that make healthy living possible. This integrated message generates unity with other TSET programs focusing on obesity education and prevention as well as tobacco cessation and prevention.

THIS BRAND IS OFTEN...

- Playful & Encouraging 
- Accessible & Clear 
- Practical & Thoughtful 
- Relatable & Familiar 
- Informative & Inspirational 

BUT WITH CARE, TO AVOID BEING...

- Hopeless & Pessimistic 
- Redundant & Metaphorical 
- Non-Committal & Impulsive 
- Predictable & Rote 
- Preachy & Judgmental 

Writing Style Cheat Sheet

ShapeYourFutureOK.com

capital letters exactly as they should appear

Fruits and veggies should be plural.

Only use the acronym "SYF" on internal documents.

Use "each day" instead of "a day" when referring to recommended minutes of physical activity.

Ex: Kids need 60 minutes of physical activity each day.

Use "eat better" instead of "eat right."

Do NOT hyphenate:

- Low fat
- Fat free
- Whole wheat
- Whole grain
- Nighttime

"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 "smokefree" vs. "smoke free," and "vape-free" vs. "vape free."

Use screen time (two words) versus screentime (one word).

Use game-day (hyphenated) when used as an adjective and gameday (one word) when used as a noun.

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

ALWAYS USE:

AP Style

READING LEVEL:

5th Grade

BRAND VOICE

Practical

Factual

Relatable

Playful

Brand Checklist

When creating collateral, print ads, social posts or any other branded piece of communication, refer to this checklist as a guide for determining 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 check that all of the needs of the brand have been met in just a few seconds.

	BRAND COLORS Does it primarily use brand colors? Are campaign colors consistent?		BRAND ETHOS Do elements and tone honor the aims and ethos of the brand?
	TYPOGRAPHY Does it primarily use brand fonts? Are campaign fonts consistent?		LOGOS & SPACING Is the most appropriate logo being 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 everything feel judgment free and empathetic to all Oklahomans?

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 SYF MATERIALS:

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

Questions?

PUBLIC INQUIRIES:

Questions on using the SYF logo?
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 SYF 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.



Shape Your Future

Last Updated: March 2026

