

Worth *It*

Brand *Standards*

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

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Logos & *Usage*

Approved Logo

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

MIN WIDTH: 1.375"



ALTERNATE COLORWAYS



ONLY USE YELLOW AND WHITE LOGOS ON PHOTOGRAPHY
AND BACKGROUNDS WITH ENOUGH CONTRAST

Logo Clear Zone

When applying the Worth It 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 "o" in the logo.



Pairing With TSET

For the intended Worth It audience, use the primary Worth It logo. Using a simplified Worth It logo for youth audiences keeps the brand feeling approachable and authentic, avoiding institutional cues that can feel inauthentic to teens. Removing the endorsement line allows the logo to live more naturally in youth spaces, where credibility is built through relatability rather than authority.

For adult audiences, use the "Brought to you by TSET" logo. This version provides added clarity, legitimacy and trust, reinforcing the program's credibility and accountability without compromising the youth-focused tone where it matters most.

The primary logo consists of the word "Worth" in a large, black, serif font, followed by "It" in a smaller, black, italicized serif font.This version of the logo includes the word "Worth" in a large, black, serif font, followed by "It" in a smaller, black, italicized serif font. Below "It" is the text "BROUGHT TO YOU BY TSET" in a small, black, all-caps sans-serif font.

Improper Use



Worth It

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.



Worth*It*

DO NOT use the logo in unauthorized colors.



DO NOT add elements to the logo.



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



Lorem Ipsum
Dolor Sit Amet

DO NOT use the brand yellow for text.

Brand *Elements*

Brand Colors

WHITE

#ffffff
RGB: 255 / 255 / 255
CMYK: 0 / 0 / 0 / 0

BLACK

#2b2728
RGB: 43 / 39 / 40
CMYK: 69 / 67 / 63 / 68

BLUE

#1d80bc
RGB: 29 / 128 / 188
CMYK: 82 / 42 / 5 / 0

RED

#ef0f11
RGB: 239 / 15 / 17
CMYK: 0 / 100 / 100 / 0

YELLOW

#f2ee24
RGB: 242 / 238 / 36
CMYK: 9 / 0 / 93 / 0

Color Ratios

The provided color ratio brings consistency by clarifying the visual weight for each color, ensuring designs feel balanced, readable and intentional.



Approved Typefaces

Except in the case of specialized campaigns, all typefaces for Worth It should be constrained to the following approved framework. All fonts are available for free through Google Fonts. Alternates are system fonts used in cases such as a fallback for websites.

HEADLINES & ACTIVE TYPOGRAPHY

Instrument Serif Regular & *Italic*

ALTERNATE: Georgia Regular & *Italic*

ACTIVE TYPOGRAPHY

Mansalva Regular

ALTERNATE: Trebuchet MS Bold

SUBHEADER

ARCHIVO NARROW BOLD

ALL CAPS | TRACKING: 20

ALTERNATE: Trebuchet MS Bold

BODY COPY

Archivo Narrow Regular

TRACKING: 20

ALTERNATE: Trebuchet MS 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 at 20. 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, 16pt for web experiences and at least 24pt for presentations and decks. Sufficient space should be used between hierarchical levels.

Instrument Serif

Size:	60pt
Weight:	Regular
Tracking:	0

Archivo Narrow

Size:	24pt
Weight:	Bold
Tracking:	20
Case:	All Caps

Archivo Narrow

Size:	20pt
	28pt Line Spacing
Weight:	Regular
Tracking:	20

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 valor 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 adiozem repudani occus et labo. Nem. Labor sum qui nient.

Active Typography

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

There are two styles of active typography. The primary version is Style 01 which uses the headline typeface and pairs both the regular and italic versions of the font to bring emphasis.

Style 02 is used as a design accent which can be used for callouts or captions for photography. This style uses the mansalva regular font paired with the doodles to bring an authentic feel.

STYLE 01

Lorem *Ipsum*
Dolor *Sit*

Caborem ne
Explabore

Bus num
inus et que

STYLE 02

lorem ipsum !!
dolor sit

≡ Caborem ☆☆
ne explabore

Bus num
inus et que

Experience Elements

TEXTURE

When not using flat color, texture can be brought in by using paper elements or other light textures that can bring subtle dimension.

PHOTOGRAPHY

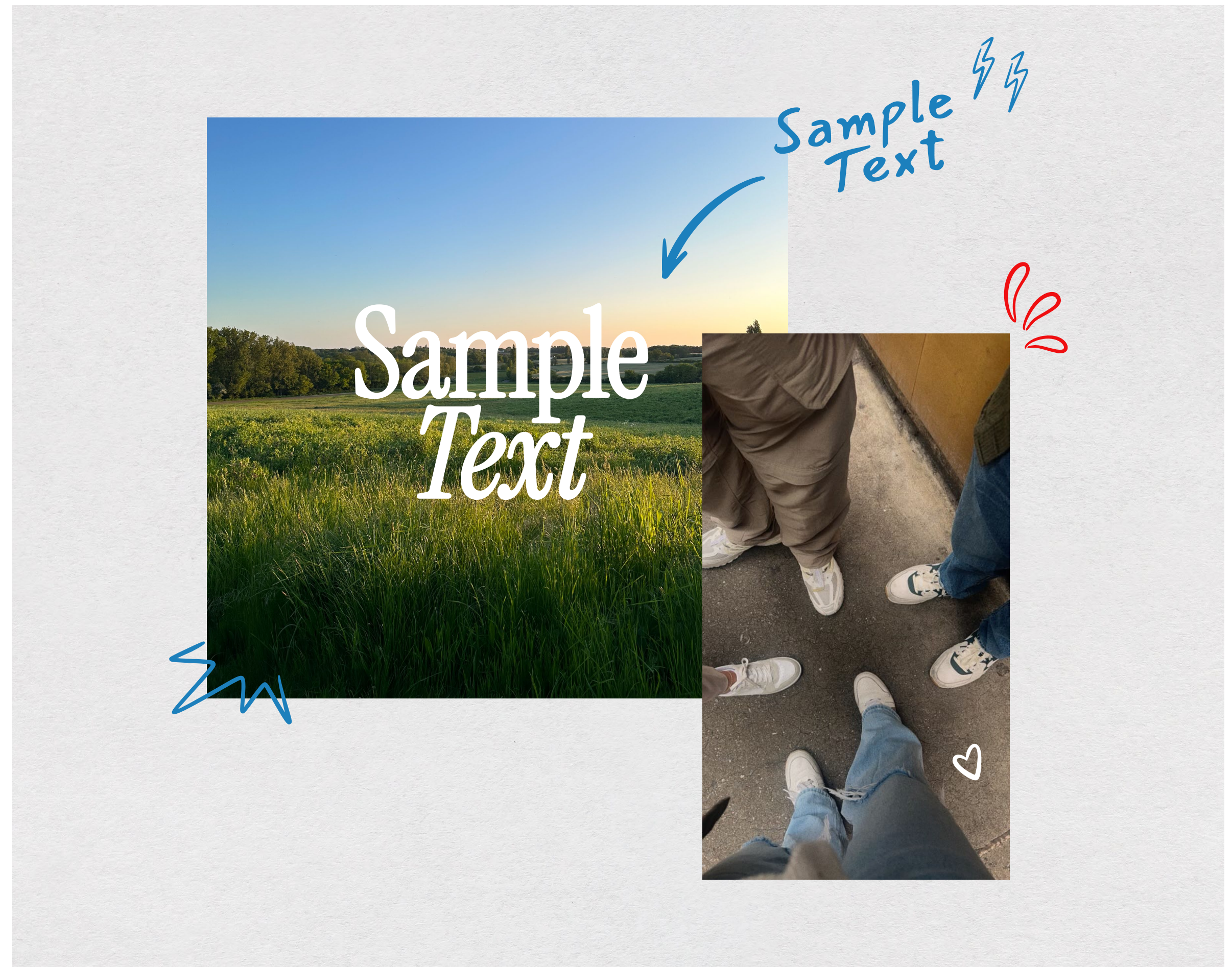
Photography should represent real life, following guidelines that are noted on page 13. Refrain from placing drop shadows or frame elements around the images, unless completely necessary to the design.

ACTIVE TYPOGRAPHY

As demonstrated on page 11, typography can be used as a design element. Ensure all text has adequate contrast to it's background elements.

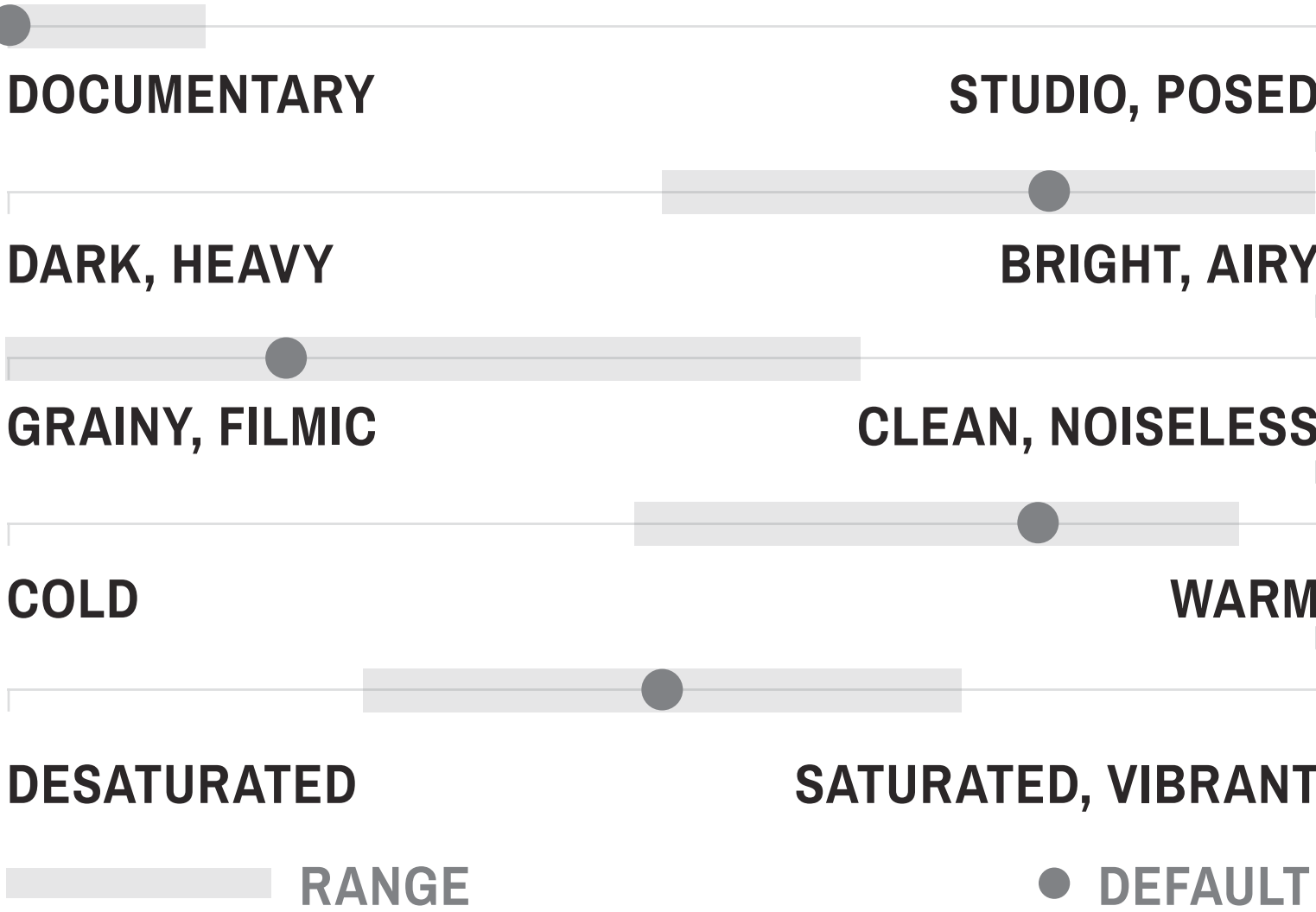
DOODLES

Doodles for the brand should be line-based, mirroring the color of the accompanied text, when applicable. Doodles should be used as small elements and should not dominate the design.



Photographic Style

Photos for Worth It are intentionally often shot on a mobile device with a lo-fi, unpolished feel to reflect how teens actually see and share their world. This approach builds authenticity and trust, helping the brand show up in a way that feels social-first, approachable and true to teen culture rather than overly staged or corporate.



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 about a certain product or company that exist in the marketplace. It is critically important to build and maintain trust around Worth It with Oklahoma teens to set the integrity of Worth It early.

When Oklahoma teens think about Worth It, we want them to instantly receive/recall the brand's tobacco prevention mission clearly and favorably in their minds. The degree to which we maintain brand integrity with the Worth It campaign will correspond directly to the degree to which Oklahoma kids and teens accept and trust our message. Therefore, it is essential that thoughtful consideration and caution be used in the placement of the Worth It brand on marketing materials in order to build upon the earned acceptance and trust of the brand from our audience.

Worth*It*

Purpose of the Brand

Worth It speaks directly to teens' developing sense of identity and independence, putting people over product and reminding them they deserve better than the risks and limitations that come with nicotine use. Worth It focuses on the positive aspects of choosing health: better athletic performance, clearer skin, more money for things they want and the confidence that comes from making choices based on values. The messaging empowers teens to see avoiding vapes and tobacco not as missing out, but as investing in themselves and their potential. The primary audience is Oklahoma teens 13-18.

THIS BRAND IS OFTEN...

✓ ACCESSIBLE & CLEAR

✓ NUANCED & THOUGHTFUL

✓ TIMELY & RESEARCHED

✓ RELATABLE & AUTHENTIC

✓ INFORMATIVE & ENCOURAGING

IT AVOIDS BEING...

✗ JARGON-HEAVY & HYPER-FOCUSED

✗ REDUNDANT & METAPHORICAL

✗ TRENDY & NON-COMMITTAL

✗ SILLY & ABSURD

✗ PREACHY & JUDGMENTAL

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 teens can be challenging, especially when we’re positioning this brand as a mirror for their choices and habits. This makes it more difficult for our audience to connect with our messaging.

To ensure that our messages resonate, we make an intentional effort to speak clearly and effectively. In order to make this brand accessible to the most Oklahomans, we limit the complexity of our writing to a 5th grade reading level. The AP Stylebook is the primary authority on all grammar, style, punctuation and capitalization considerations. This lends credibility, familiarity and consistency to the writing of the brand.

ALWAYS USE:

AP Style

READING LEVEL:

5th Grade

BRAND VOICE:

Empowering
Aspirational

Authentic
Values–Driven

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 "Make the choice to live tobacco free").

"SMOKEFREE" IS ALWAYS ONE WORD

"VAPEFREE" IS ALWAYS ONE WORD

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 WorthItOk.com.

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

"SECONDHAND" IS ONE WORD

"TO" VS. "WITH"

Say "talk with your health care provider" and "talk with your kids," not "talk to your health care provider" or "talk to your kids."

"HEALTH CARE" IS TWO WORDS

"20%" VS. "1 IN 5"

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

AVOID JUDGMENT AND SLANG

Avoid using judgmental and trendy language.

WorthItOK.com

Capitalize the first letter of each word in the URL with the ".com" in lowercase.

AVOID THE WORDS "LAW" AND "BAN"

Use "policy" instead.

CONJUNCTIONS

Don't start a sentence with the conjunctions "but" or "and."

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 Worth It 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:

Questions on using the Worth It logo? Please contact the TSET Brand Manager.

GRANTEES:

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

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Logos

To obtain logos, contact your Program Strategist.

Worth*It*



TSET

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ENDOWMENT TRUST

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