TSET
TOBACCO SETTLEMENT
ENDOWMENT TRUST

Brand Standards

UPDATED OCTOBER 2026

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

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Logos & Usage

Approved Logo

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

MIN WIDTH:
1.35"

Additional Logos

URL and 1-color logos should be used sparingly.
Ensure logos are placed at the minimum dimensions listed.

MIN WIDTH:
1.35"

1-COLOR COMBOS

Logo Clear Zone

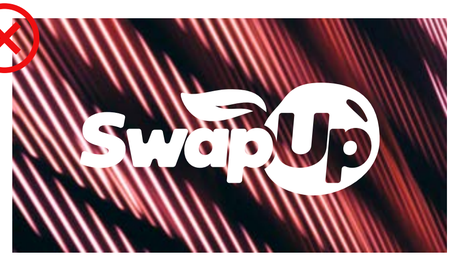
When applying the Swap Up logo, a reasonable amount of open space should be maintained around the logo at all times. This open space is referred to as the "clear zone."

For all versions of the logo, the clear zone is the width of the "a" in the logo.

Improper Use

SwapUp

DO NOT recreate or retype.



DO NOT place the logo
on "busy" graphics.

SwapUp

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

SwapUp

SwapUp SwapUp

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

SwapUp

DO NOT use the logo
in unauthorized colors.

SwapUp

BY THE TOBACCO SETTLEMENT
ENDOWMENT TRUST

DO NOT add elements
to the logo.

SwapUp

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

SwapUp

DO NOT remove the
leaf portion.

Brand Elements

Primary Brand Colors

GREEN
PMS 6171 C

#5DA95E
RGB: 93 / 169 / 94
CMYK: 68 / 11 / 83 / 0

ORANGE
PMS 4008 C

#FDA620
RGB: 253 / 166 / 32
CMYK: 0 / 40 / 97 / 0

DARKEST BLUE
PMS 4280 C

#292E38
RGB: 41 / 46 / 56
CMYK: 79 / 69 / 55 / 56

YELLOW
PMS 393 C

#FFEF73
RGB: 255 / 239 / 115
CMYK: 2 / 1 / 68 / 0

BLUE
PMS 290 C

#B5D7FC
RGB: 181 / 215 / 252
CMYK: 26 / 7 / 0 / 0

DARK BLUE
PMS 290 C

#36354A
RGB: 54 / 53 / 74
CMYK: 79 / 75 / 46 / 42

BLACK

#2B2728
RGB: 43 / 39 / 40
CMYK: 69 / 67 / 63 / 68

WHITE

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

Color Ratios

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

15%	15%	15%	15%	15%	15%	5%	5%

PRIMARY

Secondary Brand Colors

PALE GREEN

#9ECB9E
RGB: 158 / 203 / 158
CMYK: 40 / 4 / 47 / 0

PALE ORANGE

#FECA79
RGB: 254 / 202 / 121
CMYK: 0 / 22 / 60 / 0

LIGHT TEAL

#59D9CC
RGB: 89 /217 / 204
CMYK: 55 / 0 / 28 / 0

PALE YELLOW

#FFf9c7
RGB: 255 / 249 / 199
CMYK: 1 / 0 / 27 / 0

PALE BLUE

#E1EFFE
RGB: 225 / 239 / 254
CMYK: 10 / 2 / 0 / 0

TEAL

#0AA696
RGB: 10 / 166 / 150
CMYK: 79 / 11 / 50 / 0

RED ORANGE

#F24405
RGB: 242 / 68 / 5
CMYK: 0 / 88 / 100 / 0

RED

#FF2200
RGB: 255 / 34 / 0
CMYK: 0 / 95 / 100 / 0

DARK TEAL

#088C7F
RGB: 8 / 140 / 127
CMYK: 84 / 24 / 56 / 5

Approved Typefaces

Except in the case of specialized campaigns, all typefaces for Swap Up should be constrained to the following approved framework. Alternate fonts are for use-case scenario where approved fonts are unavailable.

HEADLINES

Sofia Pro Black

ALTERNATE: Arial Bold

DECORATIVE HEADLINE & ACTIVE TYPOGRAPHY

HIKOU

ALTERNATE: IMPACT

SUBHEADER

SOFIA PRO BOLD

ALL CAPS | TRACKING: 20

ALTERNATE: ARIAL BOLD

BODY COPY

Sofia Pro Regular

TRACKING: 20

ALTERNATE: Arial 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.

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.

Sofia Pro

Size:	60pt
Weight:	Black
Tracking:	0

Sofia Pro

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

Sofia Pro

Size:	20pt 28pt Line Spacing
Weight:	Regular
Tracking:	0

This Is a Headline

THIS IS A SUB-HEAD

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.

Active Typography

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

The primary active font is Hikou in these approved styles. This can be paired with headlines to bring emphasis.

LOREM IPSUM
DOLOR SIT

LOREM IPSUM
DOLOR SIT

LOREM IPSUM
DOLOR SIT

Photographic Style

Photos for Swap Up are intentionally a mixture of professional photos and 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.

DOCUMENTARY — STUDIO, POSED

DARK, HEAVY — BRIGHT, AIRY

GRAINY, FILMIC — CLEAN, NOISELESS

COLD — WARM

DESATURATED — SATURATED, VIBRANT

RANGE

DEFAULT

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 Swap Up with Oklahoma so teens can view it as their go-to source for nutrition advice and swaps.

When Oklahoma teens think about Swap Up, we want them to instantly resonate with the brand's mission. The degree to which we maintain brand integrity with the Swap Up campaign will correspond with the healthy decisions teens make. Therefore, it is essential that thoughtful consideration and caution be used in the placement of the Swap Up brand on marketing materials.

Purpose of the Brand

Swap Up speaks directly to teens' developing sense of identity and the impact their daily nutritional decisions make. Swap Up focuses on the positive aspects of choosing health and helps teens make realistic, easy swaps in their busy daily lives. The primary audience is Oklahoma teens 13-18.

THIS BRAND IS OFTEN...	IT AVOIDS BEING...
✓ ACCESSIBLE & CLEAR	X JARGON-HEAVY & HYPER-FOCUSED
✓ THOUGHTFUL & APPROACHABLE	X REDUNDANT & METAPHORICAL
✓ TIMELY & RELEVANT	X TRENDY & NON-COMMITTAL
✓ RELATABLE & AUTHENTIC	X SERIOUS & EDITORIAL
✓ INFORMATIVE & ENCOURAGING	X PREACHY & JUDGMENTAL

Communicating With Clarity

Oklahoma teens come from everywhere. They come from different schools and different backgrounds. They also have different experiences and needs when it comes to healthy choices. Swap Up has to reach all of them, and that only works if the writing feels like it's coming from a friend, not a program.

Every piece of Swap Up content should be simple and sit around a 5th grade reading level. Avoid lecturing or commanding teens to make certain choices. Instead, just provide them with the information to make those choices for themselves.

The AP Stylebook is still the primary authority on all grammar, punctuation and style. It keeps us consistent no matter who's writing or what channel it's landing on. However, ensure all punctuation is necessary and easy to understand.

Additionally, Swap Up should read in the voice of a teen talking to another teen. Not a brand talking at them or an adult trying to sound "hip." Paid and organic content alike should read more like a group chat than a textbook.

ALWAYS USE:

AP Style

READING LEVEL:

5th Grade

BRAND VOICE:

Authentic
Accessible
Influential
Encouraging

Writing Style Cheat Sheet

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."

DON'T HYPHENATE:
- Low fat
- Fat free
- Whole wheat
- Whole grain

USE "EAT BETTER" INSTEAD OF "EAT RIGHT"

ORGANIC COPY RULES
All post and image copy across organic channels should be lowercase. No sentence or title case. Exception can be made for ALL CAPS.

LEARN MORE AT SwapUpOK.com.
If a call to action is a complete sentence and ends in a URL, use a period.

"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."

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

IMAGE COPY
Only use punctuation when absolutely necessary — complete sentences or large blocks of copy.

AVOID JUDGMENT
Avoid using judgmental or condescending language.

SwapUpOK.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.

BE MINDFUL OF TRENDY LANGUAGE
It's important to relate teens in a way they understand. However, avoid using slang that is too trendy/timely and language that can be misinterpreted as sexual, grotesque, violent or otherwise inappropriate in nature.

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 teens?

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 Swap Up 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 Swap Up 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 Swap Up 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.

SwapUp

TSET | TOBACCO SETTLEMENT ENDOWMENT TRUST

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