KNOW & GROW
OKLAHOMA
Building Resilient Children, Families & Communities

horizontal tagline logo

mark

KNOW & GROW
OKLAHOMA

alt stacked logo

corporate identity standards:

The following standards outline the proper usage of the Know and Grow Oklahoma logo. Use the provided artwork in all forms of communication that require the Know and Grow Oklahoma logo. *Tagline logos are preferred.*

logo
This logo was created as part of a visual identity system that establishes and promotes Know and Grow Oklahoma. The relationship of the mark to the logotype should not be altered. Always reproduce the logo from the electronic artwork provided.

typeface
The typeface used in this logo type is from the Verlag family. Do not change the size, proportion or letter spacing of the logotype. Do not change the typeface. This typeface can be purchased at typography.com.

size
When reduced proportionally in print, the one-line tagline element should not be used under 1.625" wide, thus the horizontal tag logo under 2.25", the two-line tag logo under 1.0625". The preferred alt stacked logo should never be used in print under a width of 0.875", the horizontal alt logo under a width of 1.25".

format options:

The logo is provided in .eps, .svg, .jpg and .png formats. If a format needed is not provided, one may be requested. (see contact info below)

.eps
This file type should be your first choice when printing the logo. It is the highest quality available. The RGB version is provided for specialists to create screen graphics as needed, as well as a **.svg**.

.jpg
This file type should be your second choice when printing your logo. This format is high quality and works in most software. The provided versions are CMYK or Black.

.png
This file type should be used online and internally for presentations. This format will work in most software, including Office. The provided versions are RGB with transparent backgrounds.

color options:

The following information explains the proper usage for all color formats. PANTONE® approved swatches must be used for all spot color jobs. When four-color process is required, the CMYK values are listed.

cmyk
Logos labeled "CMYK U" should be used when printing requires a four-color process print on uncoated paper. Logos labeled "CMYK C" should be used on coated paper.

spot
Logos labeled "SPOT U" should be used when printing requires a spot color print on uncoated paper. Logos labeled "SPOT C" should be used on coated paper. These files contain your PANTONE® colors.

black
Logos labeled with "Black" should be used when printing requires a full black, one color ink print.

rgb
These formats are intended for digital use.

color values:

The following table lists the color values for each of the different formats.

color specifications:

spot ink, coated		**four-color process ink, coated**					**rgb color**			**web hex**	
PANTONE® 4012 C	Tangerine	C 0	M 64	Y 80	K 0	Tangerine	R 234	G 115	B 61	#ea733d	Tangerine
PANTONE® 144 C	Orange	C 0	M 49	Y 100	K 0	Orange	R 237	G 139	B 0	#ed8b00	Orange
PANTONE® 2333 C	Gray	C 49	M 43	Y 44	K 23	Gray	R 110	G 110	B 110	#6e6e6e	Gray

spot ink, uncoated		**four-color process ink, uncoated**					**black**				
PANTONE® 4012 U	Tangerine	C 0	M 69	Y 91	K 0	Tangerine	C 0	M 0	Y 0	K 100	Black
PANTONE® 144 U	Orange	C 0	M 47	Y 100	K 0	Orange	R 0	G 0	B 0	#000000	Black
PANTONE® 2333 U	Gray	C 47	M 39	Y 34	K 33	Gray					

mark

horizontal tagline logo

centered two-line tagline logo

centered tagline logo

ALTERNATIVE LOGOS

alt stacked logo

alt centered logo

alt horizontal logo