

Messaging and Brand Standards

**KNOW AND GROW
OKLAHOMA**

Building Resilient Children, Families & Communities

Version 1, updated Nov, 10, 2023



Why we use a style guide

A brand guide, also referred to as a style guide, is a foundational component of any marketing strategy. A brand style guide spells out an organization's design standards for anyone who is communicating about it, either graphically or verbally.

This document will help your team of writers, designers, and developers when they are working on multiple elements within your brand including your brand voice, logo, typography and colors.

Brand guidelines are an especially important resource when you are establishing a new entity. This guide will help you best communicate with the people within your target audiences.

We exist to help build more resilient children, families and communities.

Sample messaging with images

Join us! Because together we can help children and families thrive!

The past few years have been filled with unique challenges for parents and caregivers, and what we experienced changed all of us, and changed our communities. Young children experiencing the pandemic during their critical years of development were uniquely impacted. Know and Grow Oklahoma is all about supporting children, communities and families across our great state.

Check out our website, where you can sign up for our enewsletter and learn more about [#KnowandGrowOK](#).



Sample messaging with image page

In Oklahoma, we believe in the power of community.

Welcome to Know and Grow Oklahoma. We're so glad you're here! Know and Grow Oklahoma is all about supporting children, communities and families across our great state.

The past few years have presented us all with unique challenges, often reshaping our lives and communities. Our routines were thrown off balance, and many parents and caregivers faced some level of disruption, job stress, childcare struggles and feelings of isolation. Even our youngest children felt the changes during their crucial developmental years.

But here's the good news — we're here to help! #KnowandGrowOK is your partner in building resilient children, families and communities. Together, we'll discover how the pandemic has affected children and families in your community and learn how to support them with the resources they need.



Know and Grow Oklahoma

The past few years have been filled with unique challenges, especially for our children, families and caregivers. Each of us experienced some level of disruption, loneliness or stress because of the pandemic. We may still be working to regain our health and get our finances back on track. We also may find that our mental and emotional health need more time to heal from our experiences.

Same goes for children. Many infants and toddlers born from 2019 through May 2023 experienced disruptions in their routines and social interactions, too, at the most critical stage of growth and development. The first three years of life are the most important for lifelong mental health and wellbeing.

Parents and caregivers adapted, as quickly as they could, to multiple issues like lack of childcare, job stress and sometimes even difficulty providing the basics for their families. Many juggled working from home while caring for little ones and maybe older children, too.

During the pandemic, it often just wasn't possible

It's natural and understandable that, now, just like communities need additional resources to rebuild, families also need support to get their youngest members back on track. Know & Grow Oklahoma is here to help do that.

Know & Grow Oklahoma is a statewide initiative to help build resilient children, families and communities. This is a pivotal moment - an opportunity to learn about new and distinct needs and use these experiences to build and strengthen community coalitions, providing a strong foundation for future growth. Because in Oklahoma, we believe in the power of community.

Join us! Together, we can make a difference.



“All of us, at some time or other, need help. Whether we’re giving or receiving help, each one of us has something valuable to bring to this world. That’s one of the things that connects us as neighbors—in our own way, each one of us is a giver and a receiver.”

- Mr. Rogers

Our symbol

The mark is a tree created by silhouettes of people. A tree can represent life and wisdom, and it must root deeply to enable it to spread and grow above, representing the need to spread knowledge in order for the children and families to flourish. The figures can be read as ERHC members, or community members, or as a parent and child; regardless, the figures show human relationships. The leaves of the tree are representative of community, and the people in the community, reached through the central (ERHC) figures. They have a data-cluster feel, a nod to the data-driven, scientific aspect of the initiative. However, trees are plants that must be nourished, showing that cultivation of ideas and respect of each other leads to growth. The figures have an approachable, friendly feel.



Our tagline

“Building Resilient Children, Families & Communities”

Tagline logos

Horizontal Tagline Logo

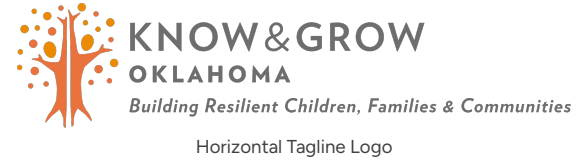
For use when the tagline logo is needed in a more horizontal space.

Centered Tagline Logo

For use when the tagline logo is needed in a more centered space.

Centered Two-Line Tagline Logo

For use when the tagline logo is needed in a more vertical space.



Alternative versions (without taglines)

Preferred Stacked Alternative Logo

Preferred version when a tagline is not used.

Centered Alternative Logo

Alternate for use when a logo without tagline is used in a centered alignment.

Horizontal Alternative Logo

Alternative for use when the logo without tagline is used in a more horizontal space.



Preferred Alternative Logo



Centered Alternative Logo



Horizontal Alternative Logo

Our 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 logotype 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, the primary stacked logo should never be used in print with a width less than 0.875", or on screen less than 135 px wide. The horizontal logo should not be used in print with a width less than 1.25", or on screen less than 205 px wide. The tagline element should not be used smaller than 1.625" wide in print, or less than 285 px wide on screen.



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OKLAHOMA

*Building Resilient Children,
Families & Communities*

Reversed applications

When used on solid colors or images, the reversed versions are preferred.

Incorrect usage

1. Do not alter the spacing between the symbol and typography.
2. Do not change any element of the original brand mark.
3. Do not alter color palette or use a drop shadow.
4. Do not combine with any other logo.
5. Do not use at an angle.
6. Do not use logo over busy backgrounds.





Typography

Our Logo's Typeface: Verlag

Verlag is the geometric sans serif used in our logo. It is available in 30 styles, and can be licensed from [typography.com](https://www.typography.com).

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 (! @ # \$ % & ?)

Verlag Light

Verlag Light Italic

Verlag Book

Verlag Book Italic

Verlag Bold

Verlag Bold Italic

Display: Jost

Jost is a free alternative sans serif available from Google fonts in a variety of styles. It should be used in headlines and larger applications.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 (! @ # \$ % & ?)

Jost Light 300

Jost Light 300 Italic

Jost Regular 400

Jost Regular 400 Italic

Jost Bold 700

Jost Bold 700 Italic

Body: Figtree

Figtree is a free sans serif available from Google fonts in a variety of styles. It should be used in smaller copy.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 (! @ # \$ % & ?)

Figtree Light 300
Figtree Light 300 Italic
Figtree Regular 400
Figtree Regular 400 Italic
Figtree Bold 700
Figtree Bold 700 Italic

Alternatives

The specific Google fonts will not be available in all applications. The top alternatives are:

1. **Poppins**
A sans serif font also available from Google.
2. **Arial**
A sans serif font that is widely available. If none of the previously specified typefaces are available, use Arial.
3. **Sans Serif**
If none of the alternatives are available, please use a sans serif font.



Colors

Our palette



Tangerine

Hex: #ea733d
RGB: 234, 115, 61
CMYK C: 0, 64, 80, 0
CMYK U: 0, 69, 91, 0
Pantone 4012 C/U



Orange

Hex: #ed8b00
RGB: 237, 139, 0
CMYK C: 0, 49, 100, 0
CMYK U: 0, 47, 100, 0
Pantone 144 C/U



Gray

Hex: #6e6e6e
RGB: 110, 110, 110
CMYK C: 49, 43, 44, 23
CMYK U: 47, 39, 34, 33
Pantone 2333 C/U



Buff
Yellow

Hex: #dcc545
RGB: 220, 197, 69
CMYK C: 9, 12, 83, 5
CMYK U: 7, 13, 81, 4
Pantone 4016 C/U



Teal

Hex: #518b97
RGB: 81, 139, 151
CMYK C: 67, 26, 26, 13
CMYK U: 64, 24, 21, 15
Pantone 2212 C/U



Light Teal

Hex: #82b8c9
RGB: 130, 184, 201
CMYK C: 44, 10, 6, 0
CMYK U: 55, 14, 9, 3
Pantone 550 C/U



Anthracite

Hex: #404040
RGB: 64, 64, 64
CMYK C: 71, 53, 55, 53
CMYK U: 58, 38, 40, 46
Pantone 446 C/U

Formats and colors

It's important to use the correct color format for both print and screen/online use. Do not use the same files for both, as there is a significant color difference from print to screen.

RGB

The RGB color mode is only for screen usage such as website, social media profiles and digital marketing materials. PNG files are available for most on screen placements. SVG files are available for developers.

CMYK

The CMYK color mode is for print usage. "C" is for printing on coated paper, while "U" is for uncoated. JPG files are available for general use. EPS files are available for professional designers and printers.

Spot

This color mode is for spot color printing. "C" is for printing on coated paper, while "U" is for uncoated. EPS files are available.

Contact

For questions regarding these logo files contact arpa@pottsfamilyfoundation.org.



“Connection is a child’s deepest need and a parent’s highest influence.”

- Lelia Scott



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arpa@pottsfamilyfoundation.org