OKLAHOMA
NATIONAL GUARD
BRANDING GUIDE

TABLE OF CONTENTS

PRIMARY LOGOS

There are two primary logos, the Oklahoma National Guard and the OKGuard logo.

PRIMARY LOGO A: OKLAHOMA NATIONAL GUARD

The Oklahoma National Guard logo is available in both vertical and horizontal formats.

Use the orientation that best fits your needs.

Multiple versions of the logo are available for different uses.

The **positive version** with black text is for use on light-colored backgrounds.

Use the logo's **reversed version** with white text on dark-colored backgrounds.

The **one-color version** is for use when limited to only one color.

HORIZONTAL POSITIVE VERSION

HORIZONTAL REVERSED VERSION

HORIZONTAL ONE-COLOR VERSION

VERTICAL POSITIVE VERSION

VERTICAL REVERSED VERSION

VERTICAL ONE-COLOR VERSION

PRIMARY LOGO B: **OK**GUARD

The OKGuard logo is available in both vertical and horizontal formats.

Use the orientation that best fits your needs.

Multiple versions of the logo are available for different uses.

The **positive version** with black text is for use on light-colored backgrounds.

Use the logo's **reversed version** with white text on dark-colored backgrounds.

The **one-color version** is for use when limited to only one color.

HORIZONTAL POSITIVE VERSION

HORIZONTAL REVERSED VERSION

HORIZONTAL ONE-COLOR VERSION

VERTICAL POSITIVE VERSION

VERTICAL REVERSED VERSION

VERTICAL ONE-COLOR VERSION

PRIMARY LOGOS: CLEAR SPACE

Maintaining adequate space around the logo ensures it is clear and legible.

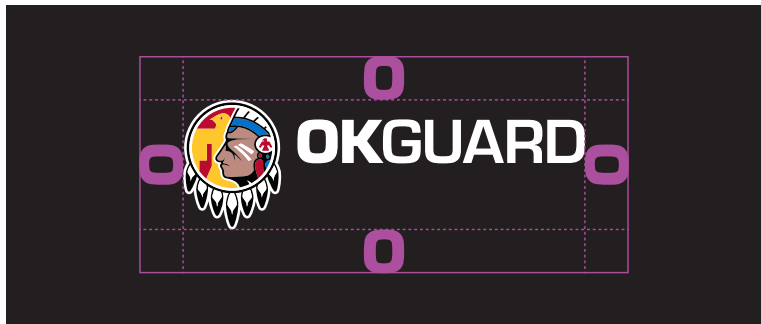**The minimum clear space around the logo will be the height of the logo's "O."**

Always follow this spacing requirement and keep other text and graphic elements out of this area.

Retain a minimum clear space of the "O" height around all sides of the logo, as shown.

When possible, give the logo more clear space than is required.

PRIMARY LOGO A - HORIZONTAL

PRIMARY LOGO B - HORIZONTAL

PRIMARY LOGO A - VERTICAL

PRIMARY LOGO B - VERTICAL

PRIMARY LOGOS: MINIMUM SIZE

Always present the logos so they are clear and legible.

Avoid representing the logo smaller than the minimum sizes listed to ensure maximum legibility and impact.

The sizes indicated in this PDF refer to the overall width of the visible artwork and do not include the clear space.

PRIMARY LOGO A - HORIZONTAL
The minimum width for print is 1.125 inches and 130 pixels for digital.

PRIMARY LOGO B - HORIZONTAL
The minimum width for print is 1 inch and 120 pixels for digital.

PRIMARY LOGO A - VERTICAL
The minimum width for print is 0.75 inches and 100 pixels for digital.

PRIMARY LOGO B - VERTICAL
The minimum width for print is 0.5 inches and 90 pixels for digital.

SECONDARY LOGOS

We have two secondary logos, the Oklahoma Air National Guard and the Oklahoma Army National Guard logos.

SECONDARY LOGO A: OKLAHOMA AIR NATIONAL GUARD

The Oklahoma Air National Guard logo is for use in Air-specific instances only.

The logo is available in both vertical and horizontal formats; use the orientation that best fits your needs.

Multiple versions of the logo are available for different uses.

The **positive version** with black text is for use on light-colored backgrounds.

Use the logo's **reversed version** with white text on dark-colored backgrounds.

The **one-color version** is for use when limited to only one color.

HORIZONTAL POSITIVE VERSION

HORIZONTAL REVERSED VERSION

HORIZONTAL ONE-COLOR VERSION

VERTICAL POSITIVE VERSION

VERTICAL REVERSED VERSION

VERTICAL ONE-COLOR VERSION

SECONDARY LOGO B: OKLAHOMA ARMY NATIONAL GUARD

The Oklahoma Army National Guard logo is for use in Army-specific instances only.

The logo is available in both vertical and horizontal formats; use the orientation that best fits your needs.

Multiple versions of the logo are available for different uses.

The **positive version** with black text is for use on light-colored backgrounds.

Use the logo's **reversed version** with white text on dark-colored backgrounds.

The **one-color version** is for use when limited to only one color.

HORIZONTAL POSITIVE VERSION

HORIZONTAL REVERSED VERSION

HORIZONTAL ONE-COLOR VERSION

VERTICAL POSITIVE VERSION

VERTICAL REVERSED VERSION

VERTICAL ONE-COLOR VERSION

SECONDARY LOGOS: CLEAR SPACE

Maintaining adequate space around the logo ensures it is clear and legible.

The minimum clear space around the logo will be the height of the logo's "O."

Always follow this spacing requirement and keep other text and graphic elements out of this area.

Retain a minimum clear space of the "O" height around all sides of the logo, as shown.

When possible, give the logo more clear space than is required.

SECONDARY LOGO A - HORIZONTAL

SECONDARY LOGO B - HORIZONTAL

SECONDARY LOGO A - VERTICAL

SECONDARY LOGO B - VERTICAL

SECONDARY LOGOS: MINIMUM SIZE

Always present the logos so they are clear and legible.

Avoid representing the logo smaller than the minimum sizes listed to ensure maximum legibility and impact.

The sizes indicated in this PDF refer to the overall width of the visible artwork and do not include the clear space.

SECONDARY LOGO A - HORIZONTAL
The minimum width for print is 1.125 inches and 130 pixels for digital.

SECONDARY LOGO B - HORIZONTAL
The minimum width for print is 1.25 inches and 150 pixels for digital.

SECONDARY LOGO A - VERTICAL
The minimum width for print is 0.75 inches and 100 pixels for digital.

SECONDARY LOGO B - VERTICAL
The minimum width for print is 0.875 inches and 120 pixels for digital.

ICON USAGE

The icon can be used on its own when the context and association with the brand is clearly established and controlled.

Multiple versions of the icon are available for different uses.

The **full-color version** is for use on light-colored and dark-colored backgrounds; use this version whenever possible.

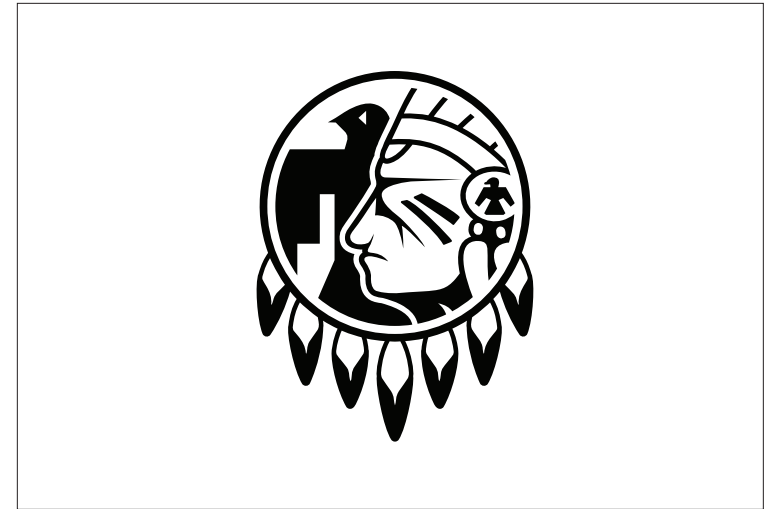The **one-color version** is for use when limited to only one color.

When possible, give the icon more clear space than is required.

Do not represent the icon smaller than the minimum sizes listed to ensure maximum legibility and impact.

The sizes indicated in this PDF refer to the overall width of the visible artwork and do not include the clear space.

FULL-COLOR VERSION

ONE-COLOR VERSION

CLEAR SPACE
Retain a minimum clear space of the "O" height around all sides of the icon.

0.375"   40px

MINIMUM SIZE
The minimum width for print is 0.375 inches and 40 pixels for digital.

COLOR SPECIFICATIONS

Use the color values shown to build and produce consistent, repeatable, and on-brand designs in all media.

Only the specific colors shown here are approved for use.

If it is not possible to specify PMS, CMYK, or RGB colors for some materials, such as embroidery thread, match our color palette as closely as possible.
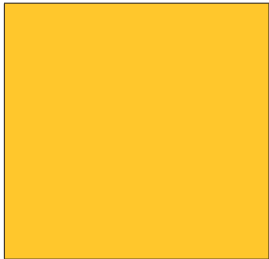
BLACK

RGB:	0, 0, 0
WEB:	000000
CMYK:	0, 0, 0, 100
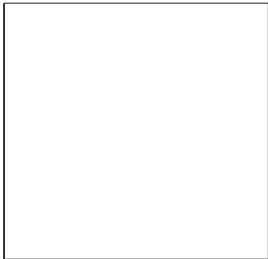
WHITE

RGB:	255, 255, 255
WEB:	FFFFFF
CMYK:	0, 0, 0, 0

PANTONE 285 C

RGB:	0, 114, 206
WEB:	0072CE
CMYK:	90, 48, 0, 0

PANTONE 123 C

RGB:	255, 199, 44
WEB:	FFC72C
CMYK:	0, 19, 89, 0

PANTONE 200 C

RGB:	186, 12, 47
WEB:	BA0C2F
CMYK:	3, 100, 70, 12
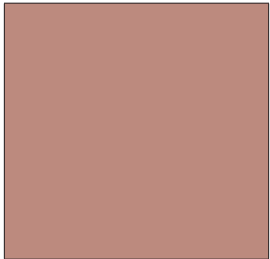
PANTONE 7613 C

RGB:	188, 138, 126
WEB:	BC8A7E
CMYK:	21, 47, 46, 0

INCORRECT LOGO USAGE

Strict limitations on the use of the logos are necessary to preserve the Oklahoma National Guard's brand integrity.

The examples shown on this page illustrate some, but not all, potential misuses of the logo.

These rules apply to all logo versions. **Any alteration, apart from proportional scaling, is considered incorrect usage.**

DO NOT DISTORT OR REDRAW THE LOGO.

DO NOT PUT ANY CONTENT IN THE CLEAR SPACE.

DO NOT REARRANGE OR RESIZE LOGO ELEMENTS.

DO NOT ADD DROP SHADOWS OR OTHER EFFECTS.

DO NOT RECREATE LOGO WITH OTHER TYPEFACES.

DO NOT CHANGE THE COLORS OF THE LOGO.