



OKLAHOMA CITY
COMMUNITY FOUNDATION
Helping you help the community

THE OKLAHOMA CITY COMMUNITY FOUNDATION LOGO: STANDARDS AND USAGE GUIDE

The Oklahoma City Community Foundation logo is comprised of three elements as described below.



The Icon

OKLAHOMA CITY
COMMUNITY FOUNDATION

The Logotype

Helping you help the community

The tagline

It is preferred that the full logo be the first choice (see below).



OKLAHOMA CITY
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The logo without the tagline may be used if the full logo is not appropriate due to space restrictions.



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The horizontal logo is acceptable but only when space restrictions do not allow for the full logo or the logo without the tagline.



OKLAHOMA CITY COMMUNITY FOUNDATION

The tagline may be used separately to add emphasis to a flyer or brochure. It should never be used as the sole source of identification of the Oklahoma City Community Foundation.

Helping you help the community

Logo Typeface

The logo typeface is MRS. EAVES ALL SMALL CAPS. Do not change the size, proportion or letter spacing of the logo typeface.

Logo Size

When reduced proportionately, the logo should never be smaller than .5" (one-half inch) in height.

Resizing the logo in a Word document:

Once you have inserted the image, right click onto it, choose “Format Picture” selection and then click the “Size” tab. In order to ensure the logo and its symbol remain in the correct dimensions once you’ve resized it, check “Lock Aspect Ratio” and “Relative to Original Picture Size” boxes. Once these two boxes are checked, proceed to resize the logo either using the “Height” or “Scale” options.

It is very important to never “stretch” or “pull” the logo in an effort to re-size it.

Please do not attempt to recreate the logo with type and boxes. Always reproduce the logo from the electronic artwork provided at www.occf.org/logo.

Corporate Logo Colors

The official corporate logo colors are Metallic Blue (Pantone 8222) and Black 5U (Pantone Black 5).

The logo may also be printed in process black. **Under no circumstances is the Oklahoma City Community Foundation logo and or any of its elements be illustrated in any colors other than process black or the official logo colors of Metallic Blue and Black 5U.**

Questions?

Contact Jana Steelman, Communications Director, at j.steelman@occf.org or 405/606-2941.

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