



OKDHS Style Guide

Version 10-2009

Section 4

Graphic Standards

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Web Graphic Standards

OKDHS has been blessed with a proud and rich history since its beginning on July 6, 1936. Representing the Department in a visually appealing manner allows OKDHS to highlight its history and communicate information about programs, services and the mission of Oklahoma's largest state agency.

The OKDHS brand identity distills the qualities that make OKDHS unique. When people see the OKDHS logo, they receive the promise of Department excellence, social commitment and public service. OKDHS uses its brand identity to communicate that the Department is a caring community of people working to benefit and help the people of the great state of Oklahoma.

Consistency in the way OKDHS presents its Department logo and other related logos is of a concern to a thriving institution that is growing in quality and services. A strong and consistent visual identity helps shape the way the public, clients and Web site guests view OKDHS. The notion of brand is the same as those used by major companies. Some examples of familiar brands are:

Coca-Cola
FedEx
GE
Ford

In order to maintain the qualities for which OKDHS is recognized, this document establishes a logo and graphic identity standard. To ensure this look is accurately and consistently portrayed at all times, staff will be required to follow a system of graphic standards.

This section of the OKDHS Style Book outlines the standards and their use. Adhering to these standards will help build greater recognition among our audience groups, the media and Oklahoma state government.

If you have suggestions, questions or comments about this information, contact the OKDHS Web Content Management Unit at (405) 521-3027 or by e-mail at WebContent@OKDHS.org.

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Official OKDHS Logo

All divisions, offices and field offices must use OKDHS logos and visual identity elements in accordance with these standards. To ensure consistency and conformity, the Office of Communications Web Content Management Unit will review all proposed graphics, logos, designs, pictures and other design elements for the OKDHS Internet and Intranet Web sites.

On most Web pages, the OKDHS logo is already a part of the Microsoft Content Management Server (MCMS) template. For printed documents, divisions must incorporate the OKDHS logo into the document, news release or event announcement.

The official OKDHS logo is shown below:



The alternate logo, which has been approved for online use, is shown below:



The alternate logo, which has been approved for online use, including the division/office name is shown below:



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Official OKDHS Colors

The official colors of the OKDHS logo are blue, red and white. The OKDHS official logo is printed in three official colors. In printer or designer's language, the Pantone Matching System (PMS) numbers identifies the OKDHS official colors.

The blue is PMS Reflex Blue

The light blue is a 30 percent screen of Reflex Blue

The red is PMS 200



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Changes to Graphic Standard

As the “keeper” of the OKDHS brand and logo, the OKDHS Office of Communications must approve any changes to the graphic standards.

The standards are to be applied to all uses of the OKDHS logo whether for Web content or offline purposes that carry the OKDHS brand.

The alternate version of the OKDHS logo is available from the OKDHS Web Content Management Unit by calling (405) 521-3027; the official version of the OKDHS logo is available from the Design Services Section by calling (405) 962-1700.

Other approved online photographs, graphics and images are available in the MCMS Resource Gallery. If you need an alternate logo with your division/office nameplate, submit an e-mail request to the Office of Communications at Communications@OKDHS.org. Reference DHS:2-37-5 in OKDHS Policy for more information about appropriate use of the OKDHS logo and brand.