

# OKLAHOMA ROUTE 66 CENTENNIAL BRAND GUIDELINE SHEET

## PRIMARY LOGO



**USAGE** This should be used first if space allows for it. Use it on websites, footers, stationery, signage etc.

## SECONDARY LOGO



**USAGE** For when the primary logo doesn't fit in the required space. Used on websites, printed materials and larger elements.

## MONOCHROMATIC LOGO



**USAGE** For when the primary logo cannot be reproduced in color. Used on printed and branded merchandise.

## SMALL LOGO MARK



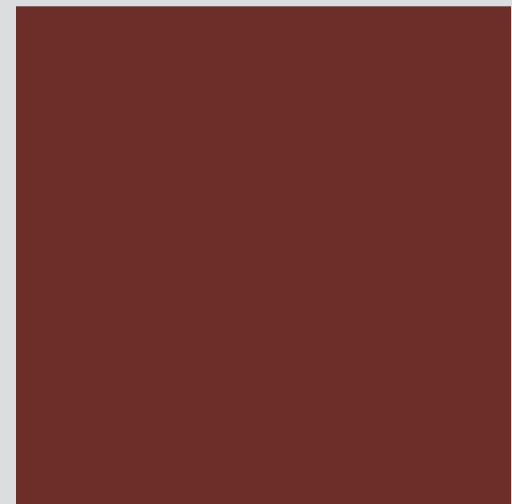
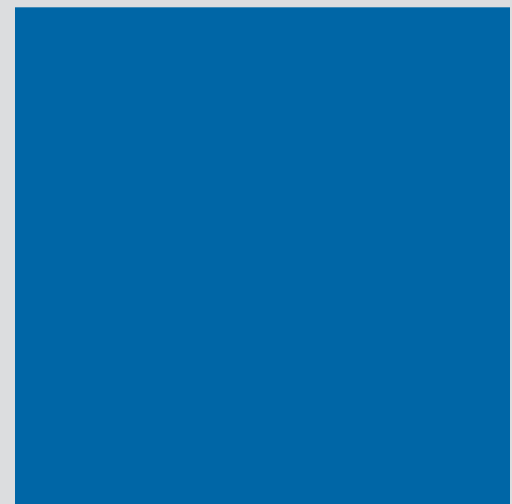
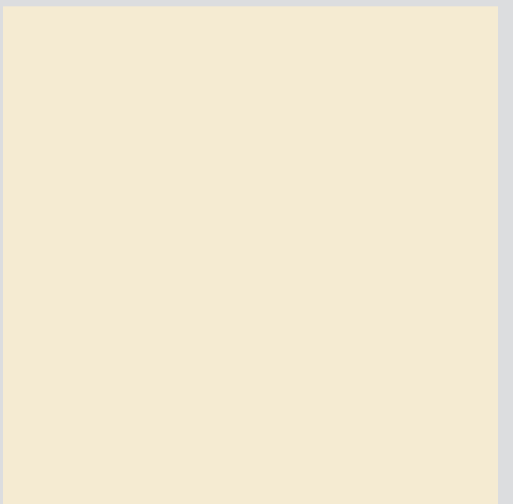
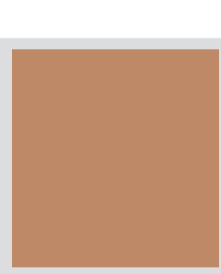
**USAGE** Social media profile pictures, stamps, favicon etc. Use this when your other variations simply won't fit.

## COLOR PALETTE

**CMYK:**  
These are the colors used in printed materials.

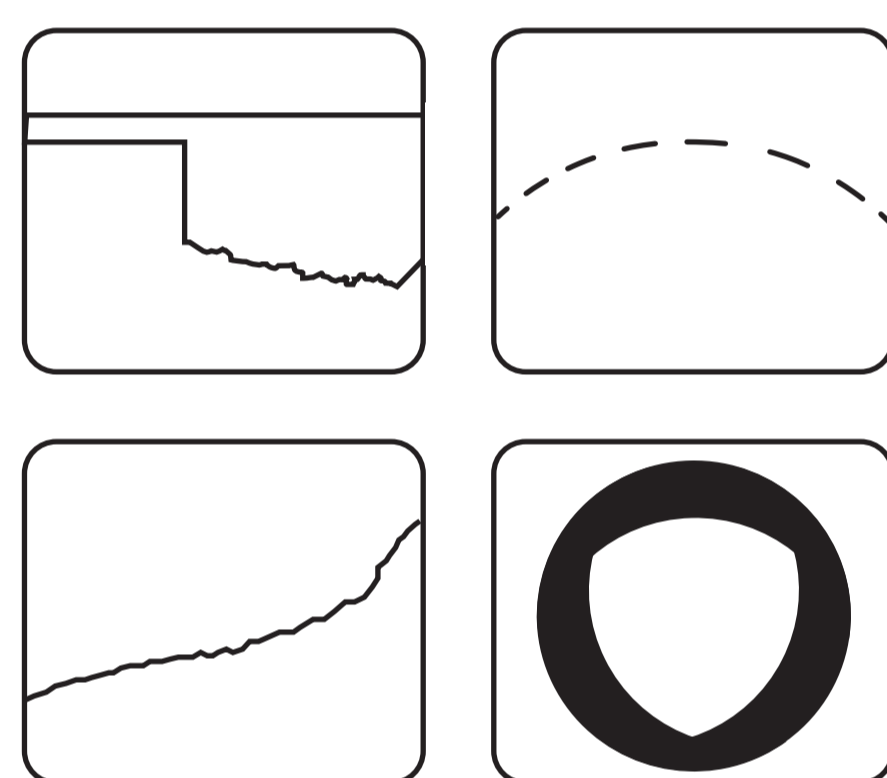
**RGB:**  
This color code is used on-screen and for web design.

**HEX Code:**  
This color code is used on-screen and for web design.

<p><b>MAROON</b></p>  <p>Primary Color CMYK C:35 M:83 Y:77 K:44 RGB R:109 G:45 B:40 HEX #6d2d28</p>	<p><b>BLUE</b></p>  <p>Primary Color CMYK C:93 M:60 Y:8 K:1 RGB R:0 G:102 B:166 HEX #0066a6</p>	<p><b>YELLOW</b></p>  <p>Primary Color CMYK C:4 M:5 Y:18 K:0 RGB R:245 G:235 B:210 HEX #f5ebd2</p>	<p><b>BROWN</b></p>  <p>Secondary Color CMYK C:25 M:48 Y:64 K:3 RGB R:189 G:137 B:102 HEX #bd8966</p>
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## BRAND ASSETS

Assets can be used on their own or as a pattern swatch. Use this on websites, stationery, packaging, printed materials, social posts etc.



## PRIMARY FONT

# BEBAS NEUE

**USAGE** The primary font is your default typeface & should be used within headers & titles.

## SECONDARY FONT

# MONGOOSE

**USAGE** The secondary font compliments your primary font. This will be used on subheadings or body copy.

