



# THE OKLAHOMA DEMOCRATIC PARTY STYLE GUIDE

## LOGOS



PREFERRED



ALTERNATE



SPECIAL

- Use the preferred logo whenever possible.
- Use the alternate when you need a solid color over a busy background. May change to a solid color or white.
- Use the special logo when the background is a solid dark color, pattern, or photo or if you need to add it to special element.
- Don't alter the logo. (Skew, stretch, add effects)

## COLORS



PRIMARY



ACCENT 1



ACCENT 2

ODP BRIGHT BLUE - #00B5EF

C:69 M:9 Y:0 K:0 R:0 G:181 B:240 Pantone: 115-7

ODP OCEAN BLUE - #0070A8

C:90 M:52 Y:12 K:0 R:0 G:112 B:168 Pantone: 106-15

ODP CHERRY RED - #D8214D

C:10 M:99 Y:64 K:1 R:216 G:33 B: 77 Pantone: 1925

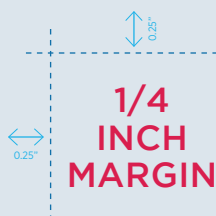
## FONTS

### GOTHAM FAMILY OF FONTS

**GOTHAM BLACK**  
**GOTHAM BOLD**  
**GOTHAM NARROW**  
**GOTHAM MEDIUM**  
**GOTHAM BOOK**

- Capitalize Gotham Black for main headers.
- Capitalize Gotham Bold & Medium for subheaders.
- Mix Gotham Book, Medium and Narrow for body text.
- Any ODP color can be used for headers & subheaders.
- Black or ODP Ocean Blue for most body text.
- White text when using a dark background.

## LAYOUT



**"OKLAHOMA  
DEMOCRATIC  
PARTY"**

OR  
**"ODP"**

**ONE  
TWO  
THREE**  
**10, 20, 30**

- Use "Oklahoma Democratic Party in first reference and "ODP" in following references.
- Spell out single digit numbers (0-9) & use numbers for two or more digit numbers (10+).
- Use 1/4" page margins between 1/4" and 1/6" fo graphic elements.
- Be consistent in formatting.