OUR LOOK

OK 5210
Quick Reference Guide

PRIMARY LOGO

numbers to live by

SECONDARY LOGO

5210
numbers to live by
OK5210.org

5210
numbers to live by
OK5210.org

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Overview

OK 5210 is an initiative to promote healthy eating, promote active living, and preventing childhood obesity in Oklahoma. The 5-2-1-0 slogan names the healthy living message by encouraging behaviors associated with healthy weight in children including 5 or more fruits and vegetables, 2 hours or less of screen time, 1 hour or more of physical activity and zero sugary beverages each day.

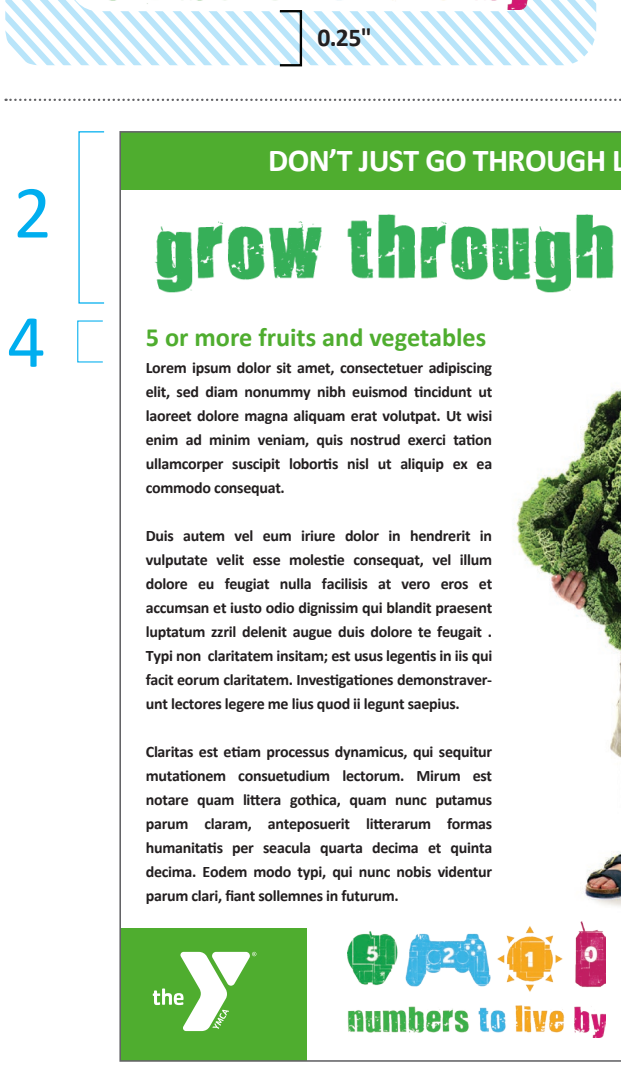
The OK 5210 brand mark and web site (http://www.ok5210.org) is trademarked and copyrighted by the YMCA of Greater Oklahoma City. The OK 5210 brand reflects our true identity—a vibrant, innovative and diverse movement that is devoted to our initiative to promote healthy eating, promote active living, and preventing childhood obesity in Oklahoma. Its visual system uses more than words to bring our cause to life. Its basic elements—logo, color palette, imagery, and font—are the building blocks for consistently and effectively communicating who we are and our impact.

Clear space

The correct amount of clear space gives our logos maximum impact.
Clear space around hte Primary adn Secondary logos should be at least 0.25”

Minimum size

To ensure legibility, the logo must always be height or larger



Font

Typography gives our words a distinct look and feel. 321 Impact and Calibri are the only two fonts ever to be used for OK 5210 collateral. 321 Impact, as our primary font, should be used in moderation (Example:Headings) Calibri should be used for almost all other content usage.

Primary font

321 Impact

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Electronic / system font

Calibri

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*0123456789!@#$%^&**

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Color palette

The use of color helps us express that we are as vibrant as the communities we serve, and it is important to be consistent and use only the colors that we’ve chosen as part of our brand.

PMS (PANTONE) 361C
CMYK 75 / 4 / 100 / 0
RGB 3FAE29 R63 G174 B41

PMS (PANTONE) 298 C
CMYK 64 / 10 / 1 / 0
RGB 40B4E5 R64 G180 B229

PMS (PANTONE) 130C
CMYK 2 / 38 / 100 / 0
RGB F7A700 R247 G167 B0

PMS (PANTONE) 226 C
CMYK 12 / 100/ 26 / 0
RGB D7006D R215 G0 B109

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1. The logo is bold, active and welcoming, and it represents our determined commitment. 2. Create a message that matters. The benefit statement should lead with why we do what we do rather than a name of a program. 3. The images we choose reflect our enthusiasm and optimism. Select images of clear, high quality. 4. The brand architecture showcases our programs and services in a clear, compelling way.

Illustrations

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