



oak

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01/

brand strategy



The brand position is the single unchanging idea upon which the brand is built, the DNA of the brand. It's not a tagline or external language. The brand position is internal-facing, of who you are at your core.

An aerial photograph of a city skyline at sunset. The sun is low on the horizon, creating a warm, orange glow over the city. The skyline is dominated by a tall, dark skyscraper on the left. Other buildings of various heights and colors are scattered across the city. In the foreground, there are parking lots, roads, and a highway interchange. The text "city on the rise" is overlaid in a large, white, serif font in the center of the image.

city on the rise

These words define the legs of the table our brand stands upon and should guide decisions made in marketing, experiences and other executions as we bring the OAK brand to life. The brand pillars are internal-facing.

warm

- Genuine and authentic
- Human scale

communal

- Connective
- Hospitality-forward
- Family-proud and focused

**unconditional
welcome**

- Open-minded
- Friendly as a guiding force
- 5-star service

softly civic

- Functional but human, not cold
- A natural gathering place
- Public & open door

**creative
and carefree**

- Easy
- Open-minded
- Feel-good
- Soulful

electric

- Exciting
- Humbly confident
- Joy-inducing

**christmas morning
every morning**

- Anticipatory
- At times, dreamlike
- Vividly memorable
- Sparkling, stimulating

02/ messaging



Brand messaging helps to describe the vision, purpose and relevance of OAK in a way that is comprehensive and compelling. Messaging is both external- and internal-facing.

The magic paragraph describes the vision, purpose and relevance of OAK in a way that is comprehensive and compelling. The OAK Magic Paragraph is both external- and internal-facing.

OAK will change the way life is lived in Oklahoma, welcoming an entire region home to the heart of an exciting, new type of community. An entertainment destination that pays off Oklahoma City's reputation as a city on the rise — a place becoming, unfurling its wings. Here, we are grounded, anchored by the decades-old oak trees that dot our landscape, and by a pervasive sense of heartfelt welcome. But these are simply roots from which we stretch upward, offering new choices and chances for Oklahomans to push boundaries, explore further, live in full bloom. Beyond typical shopping, working and living, OAK will be welcoming and unpretentious, amiable, alive and full of forward momentum. Life doesn't get more interesting — more connective, more invigorating, more inspiring — than here.

Audience messaging (or elevator pitch) is a concise and carefully-planned description of OAK that quickly conveys the most pertinent information about the brand. There are versions tailored for each important audience.

OAK is OKC's up-and-comer persona come to life. A place to experience the new and next in shopping, dining, living, and weekday-to-weekend daydreaming. A comfortable, compelling entertainment destination with built-in community, walkable and focused on living well. Space to work. Space to connect. Space to explore beyond the ordinary. Space to grow into your best life — rooted in everything that makes Oklahoma City warmly wonderful while also reaching for the sun, moon and stars. OAK is where OKC comes into its own, and you bloom — experiencing something a little more exciting, a little more intriguing than anywhere else around.

Audience messaging (or elevator pitch) is a concise and carefully-planned description of OAK that quickly conveys the most pertinent information about the brand. There are versions tailored for each important audience.

OAK is far from ordinary and more than worth the journey. A place apart from your typical routine and outside your taste buds' comfort zones; a sparkling satellite of an entertainment destination that's closer than you think. On offer: a chance to experience shopping and dining, weekend scenes and evening escapes, no plane ticket or overnight bag required (though stays are hospitably encouraged). Our vibe: warmly approachable, walkable, crave-able and ever changing. A place to gather, greet, mix, mingle and discover, where OKC comes into its own and you bloom — dining, creating, playing and sharing a life a little more exciting, a little more intriguing than anywhere else around.

The OAK Tagline sums up the brand's positioning and identity into a single memorable line. Grow Inspired plays on the upward movement, better things, change and evolution that's inherent in the City on the Rise brand statement. The tagline is both external- and internal-facing. See page 37 for details regarding the tagline as art.

grow
inspired

03/

visual identity system

A Visual Identity System (VIS) gives your audiences visual cues to associate with your brand. The VIS is comprised of not only a logo but also color palette, typography, photography style, and illustration. This design toolkit gives freedom within a framework to create a flexible yet cohesive look and feel for the OAK brand.



The Primary Logo is the primary signifier of the OAK brand. As this version of the OAK logo contains part of the signature illustration style for the brand, it should not be used alongside other illustrations, including the OAK Monogram (page 21), the OAK Monogram with Logotype (page 23) or the standalone OAK Illustrations (page 26). Use this version of the logo in print, digital, and smaller scale environmental applications.



A negative version (for when it is reversed to white) of the OAK Primary Logo has been created for use. It is not a recolored version of the Primary Logo: it has been redrawn to maintain the look of the positive versions. Use the art as provided: do not recolor the positive versions.



The Primary Logotype is a significant brand identifier. This logotype-only variation should be used alongside other illustrations, including the OAK Monogram (page 21) or the standalone OAK Illustrations (page 26). This version of the logo is intended for use in print, digital, and larger-scale environmental applications.

oak

This negative version of the OAK logotype is provided for use. This reversed logotype should only be used on brand colors (see pages 31-33 for the OAK Color Palette) or on photography with sufficient contrast.



oak

The Secondary Logo is used to show community pride. As this version of the OAK logo contains part of the signature illustration style for the brand, it should not be used alongside other illustrations, including the OAK Monogram (page 21), the OAK Monogram with Logotype (page 23) or the standalone OAK Illustrations (page 26). Use this version of the logo in print, digital, and smaller scale environmental applications.



oak
oak

A negative version (for when it is reversed to white) of the OAK Secondary Logo has been created for use. It is not a recolored version of the Secondary Logo: it has been redrawn to maintain the look of the positive versions. Use the art as provided: do not recolor the positive versions.

This negative version of the Secondary Logo should only be used on backgrounds of Oak or Oak Deep (see pages 31-33 for the OAK Color Palette) or on photography with sufficient contrast.



oak
okc

The Secondary Logotype is used to show community pride. This logotype-only variation should be used alongside (but not locked up to) other illustrations, including the OAK Monogram (page 21) or the standalone OAK Illustrations (page 26). This version of the logo is intended for use in print, digital, and larger-scale environmental applications.

oak
okc

This negative version of the OAK logotype is provided for use. It should only be used on backgrounds of Oak or Oak Deep (see pages 31-33 for the OAK Color Palette) or on photography with sufficient contrast.



oak
oke

CLEAR SPACE

To preserve clarity, no other graphic element should intrude upon the OAK logos. A clear area equal to or greater than the relative height of the “k” from the logotype must surround each logo. Do not allow any other type or any element to infringe upon the Clear Space as shown.



The OAK Monogram is the primary art element for the OAK brand. It consists of flora and fauna native to Oklahoma. This is custom art that can only belong to OAK.

It can be used in its entirety or excerpted as a supergraphic. Do not break apart the art to use in pieces: it should always maintain its integrity.



This negative (or white) version of the OAK Monogram was redrawn to maintain the integrity of the art. Use these negative versions when art is needed in reverse: never recolor the art.



The OAK Monogram + Logotype is provided as a consistent lock-up of the Logotype to the Monogram. Do not recreate this art with the Monogram art and the Logotype art: use the lock-up art as provided. This should not be used to replace the primary logo versions: this should be used only in limited large-scale usage. See page 25 for more guidance on its usage.



oak

This negative (or white) version of the OAK Monogram + Logotype was redrawn to maintain the integrity of the art. Use the negative versions when art is needed in white/reverse: never recolor the art.



oak

MONOGRAM USAGE

The OAK Monogram + Logotype should not be used *in place of* the OAK Primary Logo. It should always be used at a large scale (at least 50% of the height) within any given application.

The OAK Monogram + Logotype in its entirety should be used at a minimum height of six inches tall. It should not be cropped: use the OAK Monogram art instead.

YES



YES



NO



Elements of the OAK Monogram have been created as individual art for use in layouts. These should mostly be used in low-contrast uses. To minimize over-complication of file nomenclature and to limit usage to designers, AI worksheets have been created for use instead of individual files (see page 81 to access these files) for the entire breadth of the color palette.



01
Rose
Rosa 'Oklahoma'



02
Live Oak
Quercus fusiformis



03
Live Oak
Quercus fusiformis



04
Scissor-tailed Flycatcher
Tyrannus forficatus



05
Scissor-tailed Flycatcher
Tyrannus forficatus



06
Oklahoma Redbud (*blooming stage*)
Cercis reniformis 'Oklahoma'



07
Oklahoma Redbud (*seed pod stage*)
Cercis reniformis 'Oklahoma'



08
Strawberry
Fragaria



09
Indian Blanket, *Gaillardia Pulchella*
Honey Bee, *Apis Mellifera*



10
Indian Blanket
Gaillardia Pulchella

White versions have been redrawn to maintain the integrity of the art. Use these negative versions when art is needed in reverse: never recolor the positive versions.



01
Rose
Rosa 'Oklahoma'



02
Live Oak
Quescus fusiformis



03
Live Oak
Quescus fusiformis



04
Scissor-tailed Flycatcher
Tyrannus forficatus



05
Scissor-tailed Flycatcher
Tyrannus forficatus



06
Oklahoma Redbud (*blooming stage*)
Cercis reniformis 'Oklahoma'



07
Oklahoma Redbud (*seed pod stage*)
Cercis reniformis 'Oklahoma'



08
Strawberry
Fragaria



09
Indian Blanket, *Gaillardia Pulchella*
Honey Bee, *Apis Mellifera*



10
Indian Blanket
Gaillardia Pulchella

“OAKlahoma” is a play on words that links OAK to its home. It’s intended to be light-hearted and tongue-in-cheek, and should be used to supplement the identity on items such as murals or t-shirts.

The OAKlahoma art should never be used in place of the OAK logo or logotype art. A reverse version with “oak” in white is also provided. See page 81 to access art files.

oaklahoma

The logotype repeated in a narrow pattern have been created as art for specific usages such as lanyards or ribbons. There are two versions, tight as shown on this page and open as shown on the following page.

oak
okc
oak
okc
oak
okc
oak
okc
oak
okc
oak
okc
oak

The logotype repeated in a narrow pattern have been created as art for specific usages such as lanyards or ribbons. There are two versions, open as shown on this page and tight as shown on the previous page.

oke

oak

oke

oak

oke

oak

oke

oak

The OAK color palette consists of warm colors complemented by rich jewel-like tones. All colors are provided in a primary midtone, and with dark and light tones to build tone-on-tone applications. The Warm family should be most prevalent in layout and accented by one Jewel family per layout. Don't mix Jewel families: for example, don't use OAK Plum Light on OAK Steel.

WARM / OAK + STONE

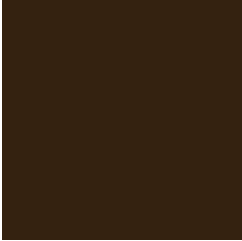
JEWEL / EVERGREEN

JEWEL / PLUM

JEWEL / STEEL

 <p>OAK Oak Deep</p>	 <p>OAK Evergreen Deep</p>	 <p>OAK Plum Deep</p>	 <p>OAK Steel Deep</p>
 <p>OAK Oak</p>	 <p>OAK Evergreen</p>	 <p>OAK Plum</p>	 <p>OAK Steel</p>
	 <p>OAK Stone</p>		
	 <p>OAK Stone Light</p>	 <p>OAK Evergreen Light</p>	 <p>OAK Plum Light</p>
		 <p>OAK Steel Light</p>	

The color breakdowns for each color in the OAK Color Palette are provided here. See page 80 for more information about the terms used on this page. See page 81 to access ASE files for use.



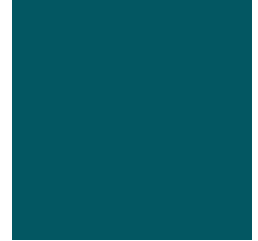
OAK Oak Deep
C37 M53 Y68 K81
Pantone® 7533
R54 G36 B20
362414



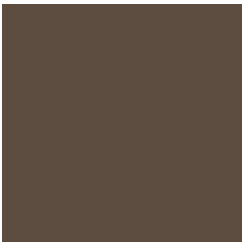
OAK Evergreen Deep
C82 M30 Y65 K70
Pantone® 553
R0 G60 B47
003C2F



OAK Plum Deep
C26 M99 Y12 K51
Pantone® 683
R111 G0 B74
6F004A



OAK Steel Deep
C86 M20 Y32 K53
Pantone® 5473
R0 G88 B98
005862



OAK Oak
C23 M36 Y45 K64
Pantone® 7532
R94 G77 B65
5E4D41



OAK Stone
C11 M13 Y30 K32
Pantone® 7536
R165 G156 B135
A59C87



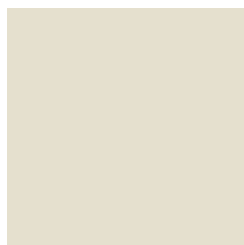
OAK Evergreen
C80 M17 Y76 K42
Pantone® 555
R15 G104 B69
0F6845



OAK Plum
C24 M86 Y4 K25
Pantone® 682
R152 G54 B118
983676



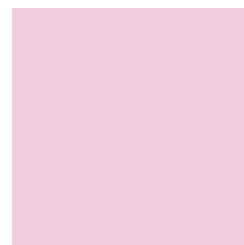
OAK Steel
C65 M11 Y25 K27
Pantone® 5483
R62 G139 B148
3E8B94



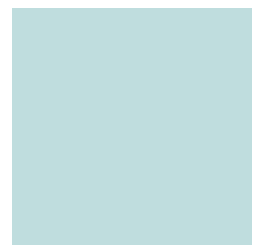
OAK Stone Light
C3 M4 Y14 K8
Pantone® 7527
R226 G221 B203
E2DDCB



OAK Evergreen Light
C20 M3 Y17 K4
Pantone® 5595
R194 G215 B204
C2D7CC



OAK Plum Light
C3 M21 Y0 K1
Pantone® 678
R237 G205 B224
EDCDE0



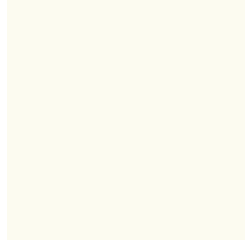
OAK Steel Light
C22 M1 Y10 K3
Pantone® 5523
R190 G220 B220
BEDCDC

The OAK Gold and OAK Paper Tone have been provided to enrich the palette. OAK Gold should be used in metallic inks whenever possible to add a sense of luxury to the palette, though process color breakdowns are also provided. OAK Paper Tone is the color of an actual paper that should be used in printing when possible, as well as color breakdowns to replicate it. OAK Paper Tone is also intended as an alternate background color.

The color breakdowns for each color in the OAK Color Palette are provided here. See page 80 for more information about the terms used on this page. See page 81 to access ASE files for use.

**OAK Gold**

C0 M17 Y55 K50
Pantone® 871 (Metallic)
R148 G124 B78
947C4E

**OAK Paper Tone**

C0 M0 Y6 K1
Paper: Mohawk Superfine White
R252 G250 B237
FCFAED

For display and headline type, use Tiempos Fine Bold or Tiempos Fine Regular. Tiempos Fine can be purchased for use at www.klim.co.nz.

TIEMPOS FINE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TIEMPOS FINE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

For headlines, subheads, accents or text over 12 points, Founders Grotesk Regular, Medium or Bold can be used. Founders Grotesk can be purchased for use at www.klim.co.nz.

FOUNDERS GROTESK REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

FOUNDERS GROTESK MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

FOUNDERS GROTESK BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

For body copy 12 points or smaller, use Founders Grotesk Text Regular or Bold, or Tiempos Text Regular or Bold. Both typefaces can be purchased for use at www.klim.co.nz.

FOUNDERS GROTESK TEXT REGULAR AND BOLD

OAK will change the way life is lived in Oklahoma, welcoming an entire region home to the heart of an exciting, new type of community. An entertainment destination that pays off Oklahoma City's reputation as a city on the rise — a place becoming, unfurling its wings. Here, we are grounded, anchored by the decades-old oak trees that dot our landscape and by undeniable, unpretentious welcome. But these are simply roots from which we stretch upward, offering new choices and chances for Oklahomans to push boundaries, explore further, live in full bloom. Beyond typical shopping, working and living, OAK will be welcoming and unpretentious, amiable, alive and full of forward momentum. Life doesn't get more interesting — more connective, more invigorating, more inspiring — than here.

TIEMPOS TEXT REGULAR AND BOLD

OAK will change the way life is lived in Oklahoma, welcoming an entire region home to the heart of an exciting, new type of community. An entertainment destination that pays off Oklahoma City's reputation as a city on the rise — a place becoming, unfurling its wings. Here, we are grounded, anchored by the decades-old oak trees that dot our landscape and by undeniable, unpretentious welcome. But these are simply roots from which we stretch upward, offering new choices and chances for Oklahomans to push boundaries, explore further, live in full bloom. Beyond typical shopping, working and living, OAK will be welcoming and unpretentious, amiable, alive and full of forward momentum. Life doesn't get more interesting — more connective, more invigorating, more inspiring — than here.

The OAK Tagline is provided in two versions:
stacked centered and in a horizontal version.
Use the art as provided: do not recreate as text.
The OAK Tagline works best at headline sizes.
See page 81 for access to these art files.

grow
inspired

grow inspired

The OAK photographic library of images will showcase a range of lifestyle images — including working, living, dining, wellness, shopping — experiencing all the unique offerings at OAK.

There will be several groups of imagery created: this group will reference life under the majestic live oaks from which the property gets its name. Colors from the OAK palette will be used in styling to tell a cohesive and ownable color story.

Please note: the photographs on this page are shown as examples of imagery style and are not owned by OAK.



The OAK photographic library of images will showcase a range of lifestyle images — including working, living, dining, wellness, shopping — experiencing all the unique offerings at OAK.

This group is inspired by the wood tones and industrial elements of the architectural plan. Colors from the OAK palette will be used in styling to tell a cohesive and ownable color story.

Please note: the photographs on this page are shown as examples of imagery style and are not owned by OAK.



The OAK photographic library of images will showcase a range of lifestyle images — including working, living, dining, wellness, shopping — experiencing all the unique offerings at OAK.

Please note: the photographs on this page are shown as examples of imagery style and are not owned by OAK.

This group of images will focus on the real-life counterparts to the individual flora and fauna elements that comprise the OAK Monogram and illustrations: rose, live oak, honey bee, scissor-tailed flycatcher, Oklahoma redbud, strawberry and Indian blanket.



04/

applications



The applications in this section are intended to show how the elements of the design toolkit can be combined for use, but are not intended as finished designs.

Please note: the photographs in this section are shown as examples of imagery style and are not licensed for use or owned by OAK.















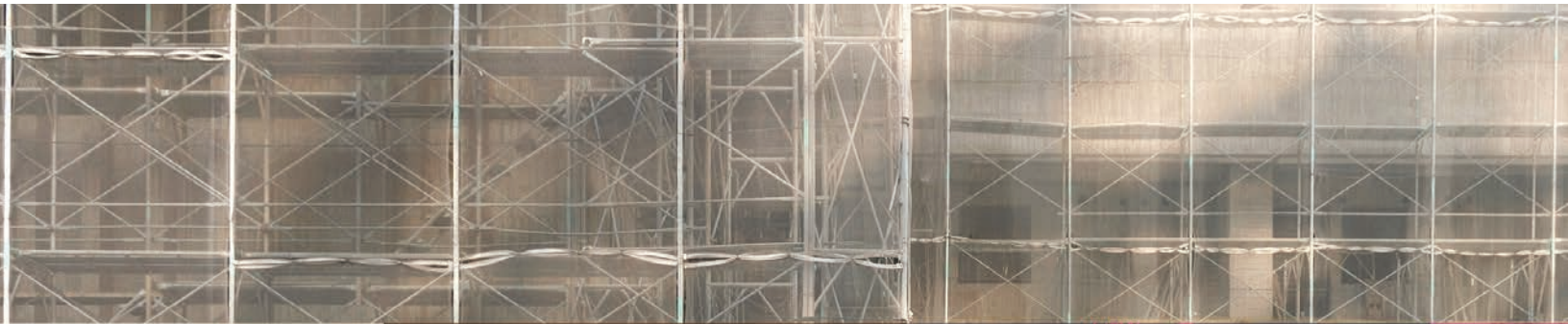


oak
okc





oaklahoma





LAYOUT

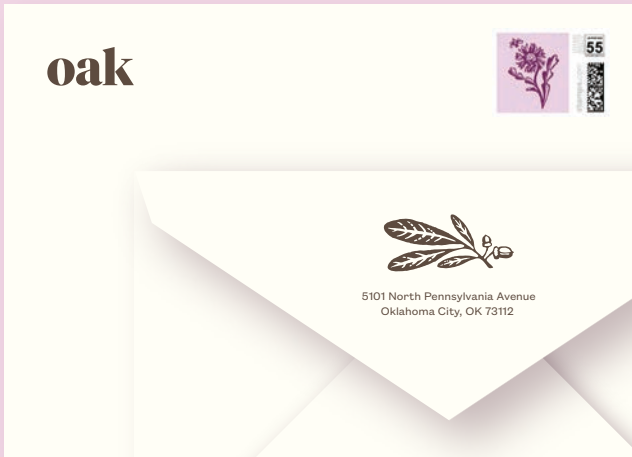
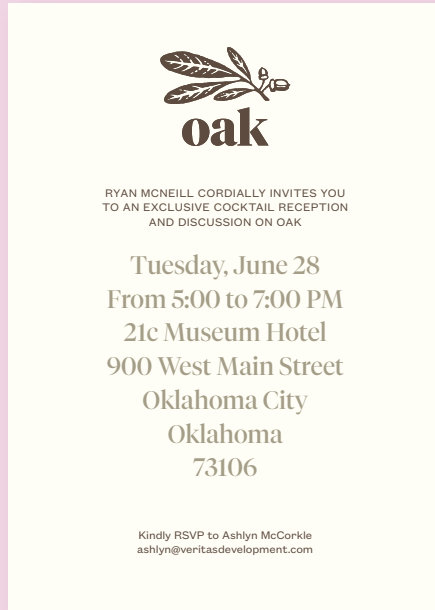
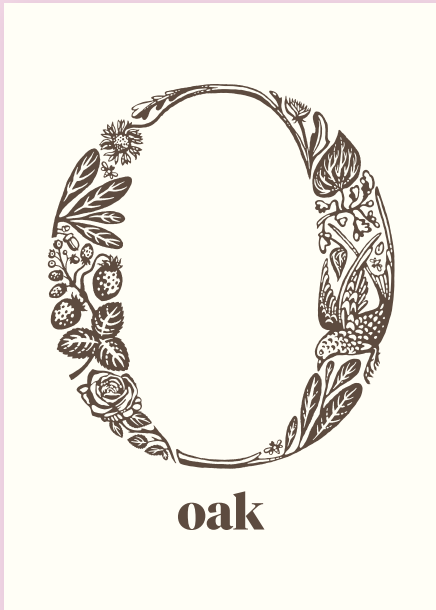


oak

LAYOUT



oak





MENU
130 / PERSON

FIRST COURSE
Red Oak Planked Salmon, Smoked Hazelnut and Charred Asparagus
paired with "Attitude" Chardonnay

SECOND COURSE
Oak Leaf Lettuce Salad with Cabrales and Red Grapes
paired with Ken Wright Pinot Noir

THIRD COURSE
Oak Wood-Grilled Filet, Spring Ramp Chimichurri, Smoked Artichoke and Beech Mushrooms
paired with Steele Cabernet Sauvignon

FOURTH COURSE
Raspberry Tart with Oak Ice Cream
paired with Fonseca Bin 27 Ruby Port




oak ice cream

THE NEW YORK TIMES

Recipe from Maids Refund of Acme restaurant in New York, a leading chef in the New Nordic movement.

INGREDIENTS

- 3 cups whole milk
- 1 ¼ cups heavy cream
- 1 cup medium-toasted oak shavings or chips
- 6 ½ tablespoons granulated sugar
- 6 ½ tablespoons turbinado (raw) sugar
- 5 tablespoons honey
- ½ teaspoon salt
- 8 large egg yolks

1. Prepare an ice cream maker according to manufacturer's directions.
2. In a medium saucepan, combine the milk, cream and oak shavings. Place over high heat and bring to a boil, watching carefully to keep from boiling over, then reduce heat to low and simmer for 5 minutes. Remove from heat and let mixture infuse for 45 minutes.
3. Strain through a thin mesh colander or strainer into a heatproof bowl; discard oak shavings. Return mixture to a clean medium saucepan over very low heat.



oak-infused whiskey sour

An iconic cocktail with a long history, the Whiskey Sour has performed a balancing act as both an elegant drink in posh high-end joints, and a garishly sweet intoxicant in seedy dives. Traditionally a combination of whiskey, lemon juice, simple syrup, and an occasional egg white transforming it into a Boston Sour, we've updated it with a new twist of maple syrup and a charred oak infusion to cut the acid and round out the flavor.

INGREDIENTS

- 4 oz. Michter's Small Batch Bourbon Whiskey
- 2 oz. Lemon juice
- 1.5 oz. Maple syrup B grade
- 1.2 oz. Egg white
- 2 dashes Angostura bitters
- .25 oz. Oak chips
- 2 Large ice cube

Char oak chips with a blowtorch. Add oak chips and other ingredients to whipping siphon. Charge with two N2O charges, shaking between each charge. Hold the siphon upright to release the pressure without releasing liquid. Combine pressure-infused base with egg white and large ice cubes in a cocktail shaker and shake until very cold. Strain cocktail with a fine mesh strainer. Garnish with two dashes of Angostura Bitters.

OAK is an exciting new type of development — one that will change the way life is lived and work is done in Oklahoma. Not just an office building, but a cutting-edge workplace community; a living, breathing ecosystem where everything is accounted for and within reach – walkable, inspired, fulfilling, intriguing.

Workplace Trends

The world is talking about the changing face of work and recruiting. Click each box to read the article.

What Employees Really Want at Work

Forbes Magazine

The 3 Things Employees Really Want: Career, Community, Cause

Harvard Business Review

Workers Want an Office That's Committed to Sustainability and Wellness

Interiors and Sources

The #1 Office Perk? Natural Light

Harvard Business Review

WeWork Is Proof That Amenities Matter for Culture—but Not in the Way You Would Think

Inc Magazine

The Workplace is Your Key Recruiting Tool

Gensler

Why You Need to Compete for Employees Like You Do for Customers

Gallup

The Next Frontier in Office Space? The Outdoors

New York Times

Office Developers Are Increasingly Adding Mixed-Use Components to New Projects

NRE Investor

Want to Attract Top Talent? Focus on the Employee Experience

Gensler



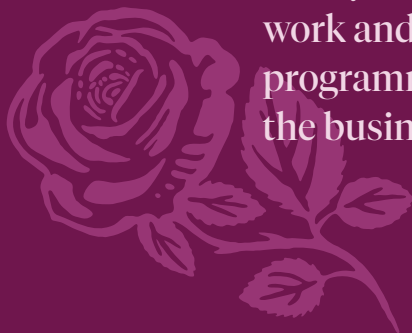
Today's Workplace














Office space is more than just square footage and four walls.

Done right, it is a five-star retention device and a home run of employee engagement that blends interior experience and community connectivity, productivity and play. And as in all things real estate, office is about location, location, location — but not in the way you might think.

The OAK Experience

OAK is where employees are engaged and energized from Monday meetings through Friday's wind-down. It's also where after-work and weekend plans are made and programmed events invite lingering when the business day ends.



<p>oak prk.</p>  <p>grow inspired</p>	 <p>oak liv.</p> <p>grow inspired</p>	
 <p>oak brk.</p> <p>grow inspired</p>	 <p>oak mkt.</p> <p>grow inspired</p>	
<p>oak ooh.</p> <p>grow inspired</p>	 <p>oak zll.</p>  <p>grow inspired</p>	
 <p>oak wrk.</p> <p>grow inspired</p>	 <p>oak wlk.</p> <p>grow inspired</p>	
<p>oak eat.</p> <p>grow inspired</p>	 <p>oak sip.</p>  <p>grow inspired</p>	





APPAREL



APPAREL







oak
oke





PROMOTIONS



PROMOTIONS



PROMOTIONS





PROMOTIONS







PROMOTIONS

oak



oak_okc Following ▼ ⋮

13 posts 187 followers 51 following

OAK OKC

Welcome to OAK - a departure from typical shopping, dining, working and living
#OAKOKC

oklahoman.com/article/5636296/mixed-use-development-set-for-presentatio...

Followed by bendotorg and lianafmoran

POSTS

TAGGED



"We saw the value in the indigenous live oaks, and drew our master plan around them. We are taking a sensory approach to design and focusing on the street-level experience — the sights, smells, tastes, sounds and touchpoint that come together to create an exceptional pedestrian environment that elevates the quality of life in OKC"

Ryan McNeill, Veritas Development

oak



oak
okc





oak_okc Following ▼ ⋮

13 posts 187 followers 51 following

OAK OKC

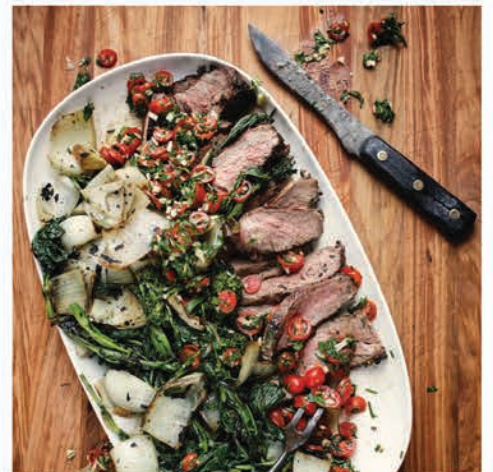
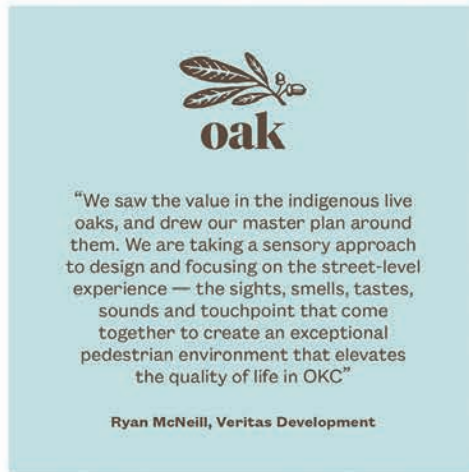
Welcome to OAK - a departure from typical shopping, dining, working and living
#OAKOKC

oklahoman.com/article/5636296/mixed-use-development-set-for-presentatio...

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05/

art files



Image File Formats

RASTER IMAGES

Pixel-based images that are resolution dependent (must be used at sizes with adequate pixel size), primarily photography and digital art. File formats that are raster images: JPG, GIF, PNG, TIFF, and PSD.

Files for OAK have been provided in JPG and PNG format. PNG files have transparency and are for digital uses only. JPG files are provided in CMYK (for printing) and in RGB (for digital).

VECTOR IMAGES

Curve/algorithm-based images that are resolution independent (can be endlessly scaled). Logo, typography and icons are vector images. Types of vector files: AI, EPS, and PDF.

Files for OAK have been provided in all three of these formats. Third-party vendors such as designers and printers will prefer one format over another, so all three are provided. AI files are provided in both CMYK and RGB.

Image Color Formats

CMYK

CMYK is for printing. The acronym stands for Cyan, Magenta, Yellow and Key (Black) which are the four colors used in combination to create colors. CMYK process is pigment based.

PANTONE (PMS) PROCESS

Pantone printing takes precise mixes of ink to create an exact color. Metallic colors cannot be created using CMYK so are provided as PMS colors.

RGB

Digital assets are provided in RGB. Red, Green and Blue are the three colors of light combined to make all colors. RGB process is light based.

Click the links below to access the final art files for OAK logo art and brand elements.

 <p>All Files</p>	  <p>Logo / Primary</p>	  <p>Logo / Secondary</p>	 <p>oak</p> <p>Logotype / Primary</p>
 <p>oak oke</p> <p>Logotype / Secondary</p>	  <p>Monogram</p>	  <p>Monogram + Logotype</p>	  <p>Illustrations</p>
 <p>oaklahoma</p> <p>OAKlahoma</p>	 <p>oke oak oke oak oke oak oke oak</p> <p>Ribbon / Open</p>	 <p>oak oke oak oke oak oke oak oke</p> <p>Ribbon / Tight</p>	 <p>grow inspired</p> <p>Tagline</p>
 <p>Designer</p>  <p>Color ASE</p>	 <p>Designer</p>  <p>Monogram Worksheet</p>	 <p>Designer</p>  <p>Illustrations Worksheet</p>	

For more information:

IMBIBE (Brand Design): guidelines@imbibe.info

IMBIBE