Choose Ohio First

Color logo

Icon

Choose Ohio First

Black and white version

The Ohio Brand Color Palette

Ensure Brand Equity

To ensure that the Ohio brand communicates consistently and true to brand equity, an extensive 9-color palette has been developed for use in all applications. The color guide is very flexible and accomadating to virtually all needs. Be creative with the 9-color palette using different color combinations to create a variety of looks.

	PANTONE	CMYK	RGB	WEB
1	Pantone 186	C: 000 M: 100 Y: 081 K: 004	R: 242 G: 000 B: 023	EF1217
2	Pantone 195	C: 000 M: 100 Y: 060 K: 055	R: 112 G: 000 B: 023	700017
3	Pantone Cool Gray 7	C: 00 M: 00 Y: 00 K: 37	R: 161 G: 161 B: 161	A1A1A1
4	Pantone Cool Gray 11	C: 00 M: 02 Y: 00 K: 68	R: 82 G: 80 B: 81	525051
Primary				
Secondary				
5	Pantone 284	C: 055 M: 019 Y: 000 K: 000	R: 115 G: 165 B: 204	73A5CC
6	Pantone 7408	C: 000 M: 025 Y: 095 K: 000	R: 255 G: 191 B: 015	FFBE0E
7	Pantone 382	C: 029 M: 000 Y: 100 K: 000	R: 181 G: 220 B: 016	B5DC10
8	Pantone Process Black	C: 00 M: 00 Y: 00 K: 100	R: 000 G: 000 B: 000	000000
9	White	C: 00 M: 00 Y: 00 K: 00	R: 255 G: 255 B: 255	FFFFFF

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Print Specifications Chart

The core colors for the Ohio brand are Pantone 186 red and Pantone 195 red. These colors are warm, energetic and straightforward; they reinforce the distinctiveness of the brand. These core colors are strong tools to effectively communicate the brand in advertising and collateral materials. A range of other colors has been chosen to complement the core colors, adding personality and flexibility to the palette.

All colors in the palette are common and can be easily reproduced by both in-house and commercial printers. Each color has designated values (shown above) which can be applied in nearly all applications.

Serifa 65 Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Serifa 55 Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Univers 65 Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Univers 55 Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

The Ohio Brand Typography

see above

Ensure Brand Equity

Typography is a strong extension of our brand's personality. Two typefaces are used for Ohio: Serifa (Bold and Roman) and Univers (Bold and Roman). Serifa is used primarily for display and headline copy, while Univers is used primarily as body copy. Only these typefaces may be used for Ohio materials.

Acquiring Fonts

Ohio brand fonts, Serifa (Bold and Roman) and Univers (Bold and Roman), can be purchased at www.adobe.com in the fonts section of the store. The cost is approximately $10.40 for all Ohio brand fonts per licensee. Price subject to change.

Standard Type Replacements

see below

When standard fonts are required for general use replace the above fonts with Rockwell and Arial.

Rockwell Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Rockwell Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890