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 accommodating to virtually all needs. Be creative with the 9-color palette using different color combinations to create a variety of looks.
<table>
<thead>
<tr>
<th>#</th>
<th>PANTONE</th>
<th>CMYK</th>
<th>RGB</th>
<th>WEB</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Pantone 186</td>
<td>C: 000 M: 100 Y: 081 K: 004</td>
<td>R: 242 G: 000 B: 023</td>
<td>EF1217</td>
</tr>
<tr>
<td>2</td>
<td>Pantone 195</td>
<td>C: 000 M: 100 Y: 060 K: 055</td>
<td>R: 112 G: 000 B: 023</td>
<td>700017</td>
</tr>
<tr>
<td>3</td>
<td>Pantone Cool Gray 7</td>
<td>C: 00 M: 00 Y: 00 K: 37</td>
<td>R: 161 G: 161 B: 161</td>
<td>A1A1A1</td>
</tr>
<tr>
<td>4</td>
<td>Pantone Cool Gray 11</td>
<td>C: 00 M: 02 Y: 00 K: 68</td>
<td>R: 82 G: 80 B: 81</td>
<td>525051</td>
</tr>
<tr>
<td>5</td>
<td>Pantone 284</td>
<td>C: 055 M: 019 Y: 000 K: 000</td>
<td>R: 115 G: 165 B: 204</td>
<td>73A5CC</td>
</tr>
<tr>
<td>7</td>
<td>Pantone 382</td>
<td>C: 029 M: 000 Y: 100 K: 000</td>
<td>R: 181 G: 220 B: 016</td>
<td>B5DC10</td>
</tr>
<tr>
<td>8</td>
<td>Pantone Process Black</td>
<td>C: 00 M: 00 Y: 00 K: 100</td>
<td>R: 000 G: 000 B: 000</td>
<td>000000</td>
</tr>
<tr>
<td>9</td>
<td>White</td>
<td>C: 00 M: 00 Y: 00 K: 00</td>
<td>R: 255 G: 255 B: 255</td>
<td>FFFFFF</td>
</tr>
</tbody>
</table>

**The Ohio Brand Color Palette**

**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.
The Ohio Brand Typography

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 $10.00 for all Ohio brand fonts per licensee. Price subject to change.

Standard Type Replacements

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

Rockwell Bold
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Rockwell Regular
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Bold
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Regular
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890