

## OKLAHOMA LONESTAR BRAND



LES-OK-PRIMARY-CIRCLE-BLUE



LES-OK-PATCH-BLUE



LES-OK-STATE-OUTLINE-BLUE



LES-OK-STATE-SOLID-BLUE

## COLORS



PMS 193  
CMYK 17, 100, 76, 7  
RGB 192, 20, 60  
HEX #C0143C

PMS 281  
CMYK 100, 89, 31, 30  
RGB 0, 38, 99  
HEX #002663

## FONTS

**TRADE GOTHIC LT STD**  
**BOLD CONDENSED NO. 20**

## FILE FORMATS

### PRINT (.EPS, .PDF)

- Use this version for digital printing or offset printing
- Can be enlarged without compromising image quality
- .eps – transparent background
- .pdf – transparent background

### DIGITAL (.PNG)

- Use this format in digital applications (powerpoint, email, websites, social media, etc.)
- Do not enlarge – up-scaling will diminish image quality
- .png – transparent background



LES-OK-PRIMARY-CIRCLE-BLUE-REV



LES-OK-PATCH-BLUE-REV



LES-OK-STATE-OUTLINE-BLUE-REV



LES-OK-STATE-SOLID-BLUE-REV



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