

**Two color**

Logo image can stand alone or be coupled with the text treatment as shown here.

Black  
Green  
Pantone 376C



0[yes]



0[yes]  
Oregon young  
employee safety



0[yes] Oregon  
young employee  
safety

**Two color reversal**

Logo image can stand alone or be coupled with the text treatment as shown here.

Black  
Green  
Pantone 376C



0[yes]



0[yes]  
Oregon young  
employee safety



0[yes] Oregon  
young employee  
safety

**One color**

Logo image can stand alone  
or be coupled with the text  
treatment as shown here.

Black  
30% black

O[yes]

O[yes]

Oregon young  
employee safety

O[yes] Oregon  
young employee  
safety

**One color reversal**

Logo image can stand alone  
or be coupled with the text  
treatment as shown here.

Black  
60% black

O[yes]

O[yes]

Oregon young  
employee safety

O[yes] Oregon  
young employee  
safety

## Color collection

These additional colors can be used to round out program but green and black are the only colors that can be used for the logo.



Green

Pantone 376C

C: 50 M: 0 Y: 100 K: 0

R: 140 G: 198 B: 63



Orange

Pantone 716C

C: 0 M: 45 Y: 90 K: 40

R: 241 G: 166 B: 37



Yellow

Pantone 123C

C: 0 M: 24 Y: 94 K: 0

R: 255 G: 196 B: 37



Blue

Pantone 314C

C: 100 M: 0 Y: 9 K: 30

R: 0 G: 131 B: 169



Purple

Pantone 2612C

C: 64 M: 100 Y: 0 K: 14

R: 108 G: 33 B: 127

## Improper ways to use the logo

Do not change colors of the brackets

0 [yes]

Do not squeeze or stretch the logo

0 [yes]

Do not rearrange the characters in the logo

0  
[yes]

0 [yes]

Do not use the one color treatment in a color other than black

0 [yes]

Do not change the font of the text treatment

0 [yes]

Oregon  
young employee safety

Do not reverse the logo without also making the brackets green or 60% black

0 [yes]

## Font families for branded material

Sans serif font for print:

DINOT family (examples)

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz

*Regular Italic*

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz*

**Bold**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz**

***Bold Italic***

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz***

Sans serif font for web:

Verdana family (examples)

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz

*Italic*

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz*

**Bold**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz**

***Bold Italic***

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz***

Serif and sans serif font for web and print:

Palatino family (examples)

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz

*Italic*

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz*

**Bold**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz**

***Bold Italic***

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz***

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## Writing the acronym in body copy

When writing the organization acronym in text, make sure to use brackets and use the correct brackets. Upper case “O” and lower case “yes” must be used.

### Correct:

O[yes] will be leading off the conference with a keynote speaker.

Once the program concludes, O[yes] will be giving a demonstration in the main lobby.

### Not correct:

O{yes} will be leading off the conference with a keynote speaker.

Once the program concludes, Oyes will be giving a demonstration in the main lobby.

A representative from OYES will be available for questions.