BRAND GUIDE

Volume 1.4 | May 2023

Ohio
THE HEART OF IT ALL™

Ohio™ THE HEART OF IT ALL™

Inside The Brand...

Brand Positioning

![Ohio — The Heart of it All logo]

1.1   Brand Mission

To showcase all that Ohio has to offer as a place of adventure, a place of promise, and the place for you.

1.2   Brand Vision

To be the state where all can follow their hearts, realize their dreams, and experience unparalleled opportunity.

1.3   Brand Story

Ohio is more than just a place on a map. It's a place in people's minds, and in their hearts. Ohio, is a brand.

Our brand theme, "Ohio, The Heart of it All," speaks to Ohio's central geographic location — we're within a day's drive of 60% of the U.S. and Canadian populations. But just as importantly, it conveys that Ohio is the heart of the heartland. The heart-shaped state. The home of heartwarming stories and heartfelt joy.

When we say The Heart of it All…we mean *ALL*. This is a brand for all of Ohio, uniting all the things we love about our great state under one powerful phrase. It's also an incredibly flexible and versatile theme that works in many ways, including the examples that follow…

Ohio is…

The Heart of Opportunity.
Whether you're starting a business, looking to change careers, or working toward a better future, Ohio brings life goals to life.

The Heart of Adventure.
We're home to 75 free state parks, five zoos, two amazing amusement parks, Cuyahoga Valley National Park, and thousands of events and festivals.

The Heart of Technology.
From Intel to Google to Honda's new EV plant and more, we're building on our innovative history and staking our claim as the Silicon Heartland.

The Heart of Family.
If you're reuniting with your family, starting your own, or finding a community that feels like home, Ohio welcomes you.

The Heart of Education.
Higher learning is a high priority in Ohio, with 14 public universities, 23 community and technical colleges, and over 50 private colleges and universities.

The Heart of Creativity.
Inventors, artists, writers, rock stars and rock star chefs all let their creative minds shine in Ohio.

The Heart of Prosperity.
Ohio boasts the 7th largest economy in the U.S. and is home to 25 Fortune 500 companies.

For some, the brand theme may evoke fond feelings of nostalgia. "Ohio, The Heart of it All" was the state's much-loved tagline from the mid 1980s to 2001, and it still holds a spot in the hearts of many Ohioans. And while we're proud of our past, we're looking to the future, building on that brand equity and adding modern updates. Crafting something familiar, yet fresh.

This is Ohio's time. Companies are investing here and creating countless opportunities. We've been recently recognized as a leading state for affordability and quality of life. It's time to tell our story. It's time for a creative, inclusive, unifying brand that positions Ohio for today, and tomorrow.

Ohio THE HEART OF IT ALL ™

1.4   Brand Attributes

Leader   Energetic

ENGAGING   Opportunity

Education   Team Ohio

Welcoming   UNEXPECTED

High Tech   Modern   Faith

Thriving

Forward-Thinking

Connected   Winning   FRIENDLY

Strong   LEADING EDGE

ASPIRATIONAL

Smart   Family

Innovative

Visual Identity

Logo

2.1   Logo + Brand Theme

Ohio is bursting with opportunity, and this logo embodies that optimism. The word Ohio extends beyond our borders, with its italicized modern monoline script leaning into the future.
The flowing typography conveys feelings of warmth, creativity, and connectedness, while the bold san serif is robust and legible.
A subtle but noteworthy design element is the "infinity sign" at the top of the capital O, signifying the infinite possibilities in Ohio.

2.1   Primary Formats

Logo + Brand Theme | Horizontal and Vertical
Two lockups — horizontal and vertical — have been designed for maximum flexibiltiy and should be used based on what is appropriate to the given design composition.

Logo
Depending on application and intent, the logo may be used without the brand theme.

SPECIAL CONSIDERATION: the size and spacial relationship between the logo and the brand theme should remain as seen at right; however, in select circumstances dictated by application or format, the relationship may change. This is an exception and should be approved by the brand/design management team prior to any use.

2.1   Secondary Formats

Logo + Brand Theme | Horizontal

In certain instances, the brand theme as part of the horizontal lockup may be styled as two lines or a single line. These applications are exceptions and used when the primary applications are not possible.

SPECIAL CONSIDERATION: the size and spacial relationship between the logo and the brand theme should remain as seen at right; however, in select circumstances dictated by application or format, the relationship may change. This is an exception and should be approved by the brand/design management team prior to any use.

2.1 Ohio.org Formats

Logo + Brand Theme + URL | Horizontal and Vertical

When necessary, the identity can be paired with the Ohio.org URL. Size and placement have been carefully determined to maintain proper visual heirarchy. All versions of the logo + brand theme lockups should follow this composition.

SPECIAL CONSIDERATION: the size and spacial relationship between the URL and the brand theme should remain as seen at right; however, in select circumstances dictated by application or format, the relationship may change. This is an exception and should be approved by the brand/design management team prior to any use.

2.1   Color Variations

Primary Use - Two Color

The primary color configuration for the logo + brand theme
is Cardinal Red and Buckeye Blue (see page 20 for approved colors),
for all formats (primary, secondary and with URL). Approved
backgrounds include white and light-colored photography.

Primary Use - White

As an alternate to the two color version, the white reverse
version of the identity can be used for all formats
(primary, secondary and with URL). Approved backgrounds
include applying it over Buckeye Blue, Cardinal Red and
dark-colored photography.

2.1 Color Variations

Secondary Use - Single Color
At times, the logo + brand theme can be used as a single color, limited to Buckeye Blue, Cardinal Red or black (see page 20 for approved colors).

Secondary Use - Specialty
Embossed, foil stamped or embroidered applications should adhere to the specified color versions.

2.1   Specifications

Minimum Size

To preserve the integrity of the identity, both the logo and brand theme must be readable. The recommended minimum allowable reproduction sizes for all versions of the identity are shown at right.

SPECIAL CONSIDERATION: at times there may be very small applications for the identity. In these instances, the logo can be reduced smaller than the recommended minimum size so long as it maintains clear visibility of all components. This is an exception and should be approved by the brand/design management team prior to any use.

Clear Space

All versions of the identity have a minimum clear space. This is based on the distance between the top of the "O" and the red state outline above it, shown as "x" to the right. When possible, no other competitive design elements should be positioned within this space—including type, photography, and illustration. Please note that photography or illustration may still be used as a background.

2.1   Cobranding

Specifications

When the identity is used with other marks in cobranding situations, the identity should be placed to the left or on top of the partner logo, unless specified differently by the cobranding partnership.

The primary, secondary and URL formats as well as all approved color versions can be used based on the overall composition, format and need of the application.

In all instances, appropriate clear space should be maintained.

The specifications for color, minimum size and restrictions outlined in this guide should be maintained.

A single black or white rule should divide the marks with equal distance appearing between both.

2.1 Uses in text

Specifications

When referring to the identity in body copy, place the logo + brand theme in quotations marks, use title case capitalization, and place a comma after the state name.

When used as a headline, quotation marks can be removed.

"Ohio, The Heart of it All"

Ohio, The Heart of it All

2.1 Restrictions

A. Elements

Do not change the size or spacial relationship of any elements within the logo, or between the logo and brand theme.

B. Modifiers

Do not modify the logo or brand theme with words, numbers or phrases.

C. Type

Do not typeset the brand theme; instead, always use the provided identity assets.

D. Proportions

Do not distort the logo or brand theme by changing the horizontal or vertical proportions. Always scale the identity proportionally.

E. Color & Shadowing

Do not use the logo in a color or color combination other than the specified uses, including the use of drop shadows.

F. Shadows

Do not apply drop shadows or other special effects.

G. Position

Do not rotate or crop the logo or brand theme in a manner other than originally designed.

H. Backgrounds

Do not use the logo or brand theme on colors other than red or blue or use a version that provides insufficient contrast for legibility.

H. Imagery

Do not use the logo or brand theme on photography that provides insufficient contrast for legibility.
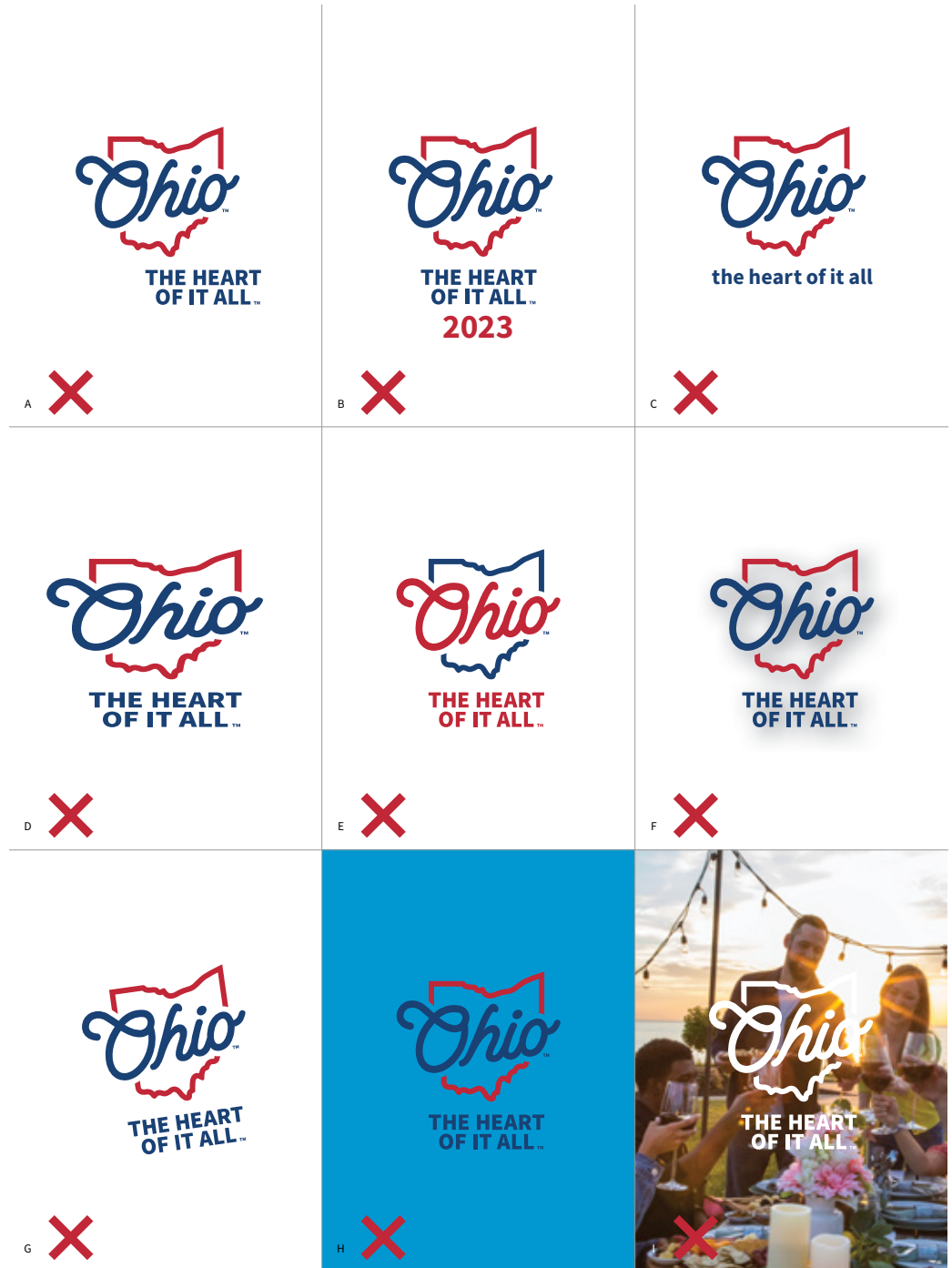
Color

2.2 Specifications

The brand's color palette is iconic and purposeful. Many of the colors have been branded with memorable, Ohio-centric names.

Primary Color Palette

The primary palette of red, white and blue colors are inspired by the state flag, the uniquely shaped Ohio burgee.

SPECIAL CONSIDERATION: certain colors are specified with different PANTONE® color values depending on coated or uncoated paper applications. Be sure to follow the guidelines as outlined.

BUCKEYE BLUE

CMYK Coated (294 CP)	100 74 0 45
CMYK Uncoated (294 UP)	100 68 0 21
Solid Coated	294 C
Solid Uncoated	294 U
HEX	#0E3F75
RsGB	14 63 117

CARDINAL RED

CMYK Coated (200 CP)	0 100 76 13
CMYK Uncoated (200 UP)	0 100 66 11
Solid Coated	200 C
Solid Uncoated	200 U
HEX	#C12637
sRGB	193 38 55

WHITE

CMYK Coated	0 0 0 0
CMYK Uncoated	0 0 0 0
Solid Coated	—
Solid Uncoated	—
HEX	#FFFFFF
RGB	255 255 255

Secondary Color Palette

The secondary colors allow for a wide range of possibilities, and usage in all seasons. A variety of both cool and warm tones are represented. They range from an optimistic modern blue (inspired by some of the top tech companies) to a comforting forest green to a solid and sturdy gray.

SPECIAL CONSIDERATION: certain colors are specified with different PANTONE® color values depending on coated or uncoated paper applications. Be sure to follow the guidelines as outlined.

TECH BLUE

CMYK Coated (2192 CP)	91 17 0 0
CMYK Uncoated (2192 UP)	85 21 0 0
Solid Coated	2192 C
Solid Uncoated	2192 U
HEX	#0098D3
sRGB	0 152 211

APPALACHIAN GREEN

CMYK Coated (2263 CP)	53 14 59 15
CMYK Uncoated (2263 UP)	50 14 54 14
Solid Coated	2263 C
Solid Uncoated	2263 U
HEX	#729364
sRGB	114 147 100

CIRCLEVILLE ORANGE

CMYK Coated (130 CP)	0 32 100 0
CMYK Uncoated (130 UP)	0 36 100 0
Solid Coated	130 C
Solid Uncoated	130 U
HEX	#EBA70E
sRGB	235 167 14

QUARRY BLUE

CMYK Coated (2227 CP)	60 0 16 0
CMYK Uncoated (2227 UP)	61 0 13 0
Solid Coated	2227 C
Solid Uncoated	2227 U
HEX	#69C2C6
sRGB	105 194 198

PAWPAW GREEN

CMYK Coated (366 CP)	29 0 64 0
CMYK Uncoated (366 UP)	30 0 65 0
Solid Coated	366 C
Solid Uncoated	366 U
HEX	#BBD36F
sRGB	187 211 111

SOLAR YELLOW

CMYK Coated (1205 CP)	0 4 48 0
CMYK Uncoated (1205 UP)	0 3 51 0
Solid Coated	1205 C
Solid Uncoated	1205 U
HEX	#F3DF89
sRGB	243 223 137

EARTH BROWN

CMYK Coated (464 CP)	7 53 89 42
CMYK Uncoated (464 UP)	14 42 81 28
Solid Coated	464 C
Solid Uncoated	464 U
HEX	#8A5E32
sRGB	138 94 50

MONUMENTAL GRAY

CMYK Coated (Cool Gray 5 CP)	28 21 18 1
CMYK Uncoated (Cool Gray 5 UP)	28 21 18 4
Solid Coated	Cool Gray 5 C
Solid Uncoated	Cool Gray 5 U
HEX	#B0B3AF
sRGB	176 179 175

BLACK

CMYK Coated	40 40 40 100
CMYK Uncoated	0 0 0 100
Solid Coated	—
Solid Uncoated	—
HEX	#000000
sRGB	0 0 0

2.2 Restrictions

A. Pairing Colors

Do not use the red and blue in a manner that visually vibrates.

B. Secondary Palette

Do not use secondary colors as the predominant color of a design.

C. Other Colors

Do not use colors that are not part of the brand's palette.

D. Tints

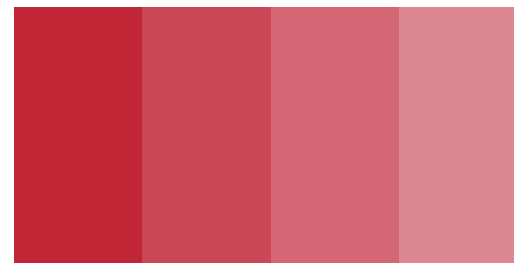Tints may be used for all colors except Cardinal Red.

A

B

C

D

Typography

2.3 Styles

Our selected typefaces are modern, clean, legible, and flexible in their variety of weights. Source® Sans Pro and Source® Serif Pro are open source typefaces available on Google Fonts, aiding in the ease of implementation across all divisions and departments for the State.

Source® Sans Pro
Source® Serif Pro

2.3 Guidelines

Primary Style

Source® Sans Pro is the primary typeface for the brand. It should be used for all headline and subhead styles as well as body copy.

Use care when selecting weights to create a contemporary design style across all materials and media. Furthermore, attention should be given to the size and placement of each typographic element to ensure both legibility and a clear hierarchy of information throughout all brand assets.

Secondary Style

Source® Serif Pro is the secondary typeface for the brand.
Use should be minimal as a complement to Source® Sans Pro. It's also suitable for long format content such as documents and letters.

Kerning & Tracking

kerning = optical
tracking = -5 for body copy, light and regular weights

Leading (Line Spacing)

Maintain a comfortable amount of leading that's neither too tight or too loose for an optimal readability and design asthetic.

Alignment

The recommended style is left aligned and ragged right.
Type may be centered when appropriate, though justified text should never be used.

Line Length

To aid legibility, please ensure that line lengths are not too long or too short.

Source® Sans Pro

Extra Light
Extra Light Italic
Light
Regular
Italic
Semibold
Semibold Italic
Bold
Bold Italic
Black
Black Italic

Source® Serif Pro

Extra Light
Extra Light Italic
Light
Light Italic
Regular
Italic
Semibold
Semibold Italic
Bold
Bold Italic
Black
Black Italic

2.3   Restrictions

A. Styles

Do not use typefaces that are not part of the visual identity system.

B. Contrast

Do not use weights that are too similar when differentiating kinds of information, like headlines and subheads. As a general rule, skip a weight for better contrast and/or use color to aid in contrast.

C. Proportions

Do not alter, expand, or condense the typefaces in any way.

This is not
SourceSans Pro

A ✕

Headline
Subhead

B ✕

Don't expand
or condense

C ✕

Imagery

2.4   Photography Style

Photography focuses on distinctive locations, memorable moments, and emotional connections.

2.4   Guidelines

Overshoot the moment
Rather than trying to capture the perfect moment in one shot, having a series will help ensure the ideal, genuine moment is captured.

Be mindful of background settings
Whether shooting tight or wide, make sure people, landmarks, etc. are positioned in ways that enhance the overall composition.

Avoid using a flash
Use natural light instead for better depth and contrast.

Shoot long lens (or with a shallow depth of field)
This allows you to stage foreground people and objects, and the selective focus creates an intimate focal point.

Authenticators

2.5   Authenticators

Although not always required, location identifiers are part of the brand's authenticity and transparency, especially for public-facing communications. Photos and footage show inspiring destinations throughout Ohio, and we welcome people to discover them and make their own memories there.

Lower Placement
The authenticator should appear in the lower portion of the image when it will not visually interupt the overall layout (falling between the headline and other elements like body copy). Depending on the composition, it may be placed to the right or left side of the photo.
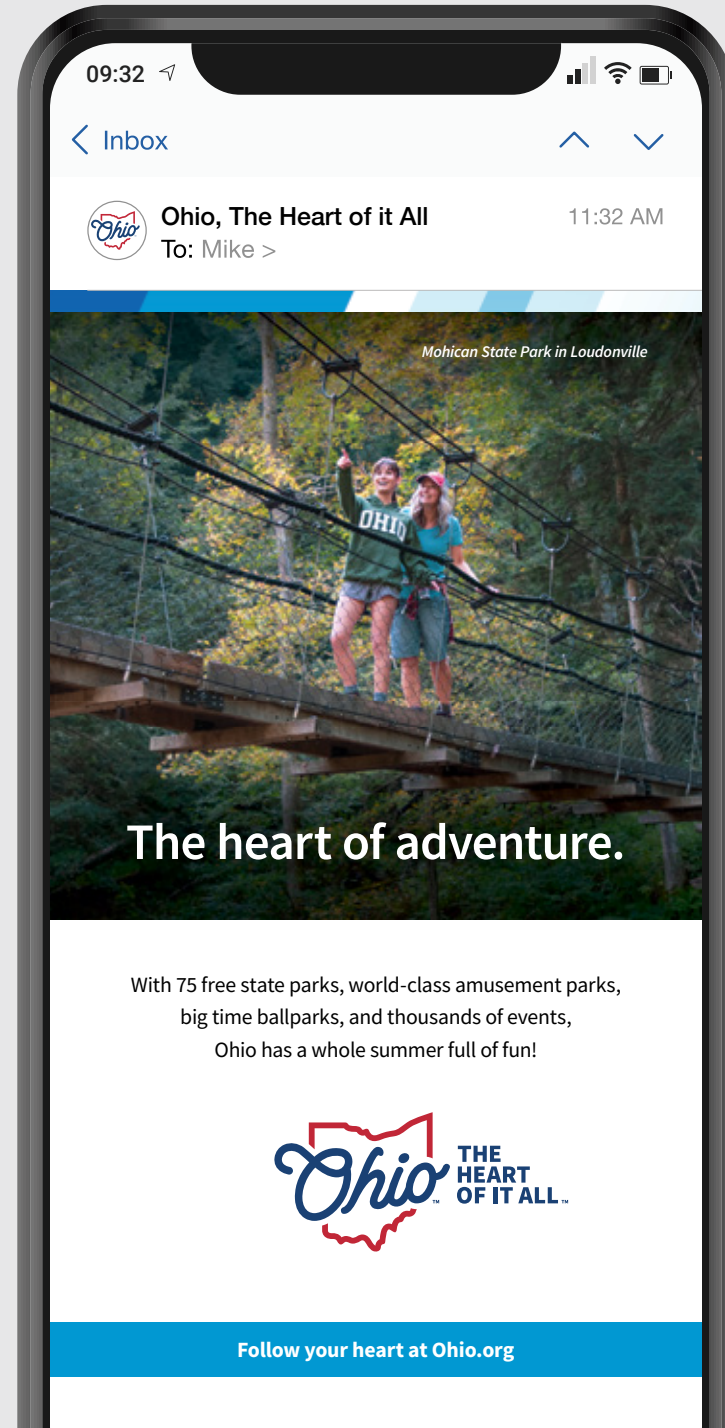
Authenticators should be set in either Source Sans Pro Italic, or Source Sans Pro SemiBold Italic if displayed at smaller sizes (e.g. website and digital).

The heart of adventure.

Ohio River Paddlefest in Cincinnati

Upper Placement

When paired with a headline and body copy (especially in a vertical format), the authenticator should be placed in the upper portion of the image. This preserves the integrated nature of the headline and photo and doesn't visually interupt the relationship between headline, body copy and identity.

Authenticators should be set in either Source Sans Pro Italic, or Source Sans Pro SemiBold Italic if displayed at smaller sizes (e.g. website and digital).

09:32

Inbox

Ohio, The Heart of it All   11:32 AM
To: Mike >

Mohican State Park in Loudonville

The heart of adventure.

With 75 free state parks, world-class amusement parks,
big time ballparks, and thousands of events,
Ohio has a whole summer full of fun!

Follow your heart at Ohio.org

Graphic Pattern

2.6 Graphic Pattern

Another tool in the brand toolkit is an eye-catching graphic pattern. While not required in every layout, the geometric shapes and tech blue color add an element of depth and a modern sensibility. The graphic pattern should be used sparingly. It should appear only on a white background, and used to fill negative space.

2.6   Specifications & Restrictions

The graphic pattern should be used to complement the overall design. As a provided design asset, it can be cropped to highlight a particular section or used as a small graphic bar.

Tints
The graphic pattern was created using tints of Buckeye Blue and Tech Blue, conveying a modern, high-tech aesthetic. Do not change the color, tints, darken or lighten the graphic pattern.

Angle
The angle of the stripes has been specifially designed to correspond to the angle of the script type in the logo. Do not skew or rotate the graphic pattern in any way that would change the angle.

Design Guidelines

2.7   Design Guidelines

From print to digital to out-of-home and so much more, the brand design guidelines provide "consistency with flexibility" when it comes to layout and appearance.
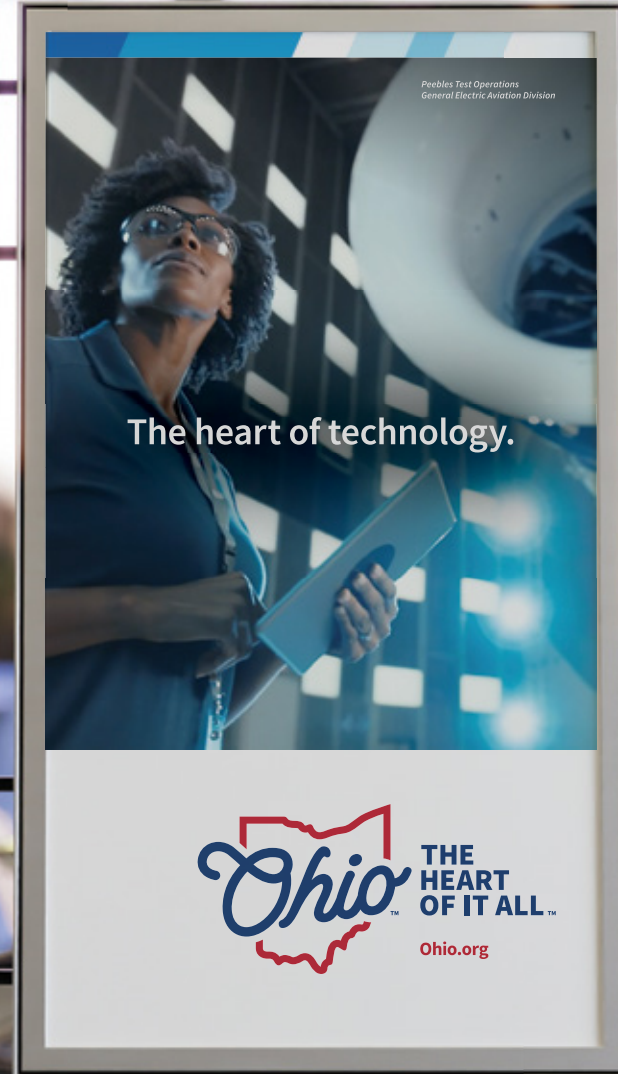
Example Print Ad

Graphic Pattern
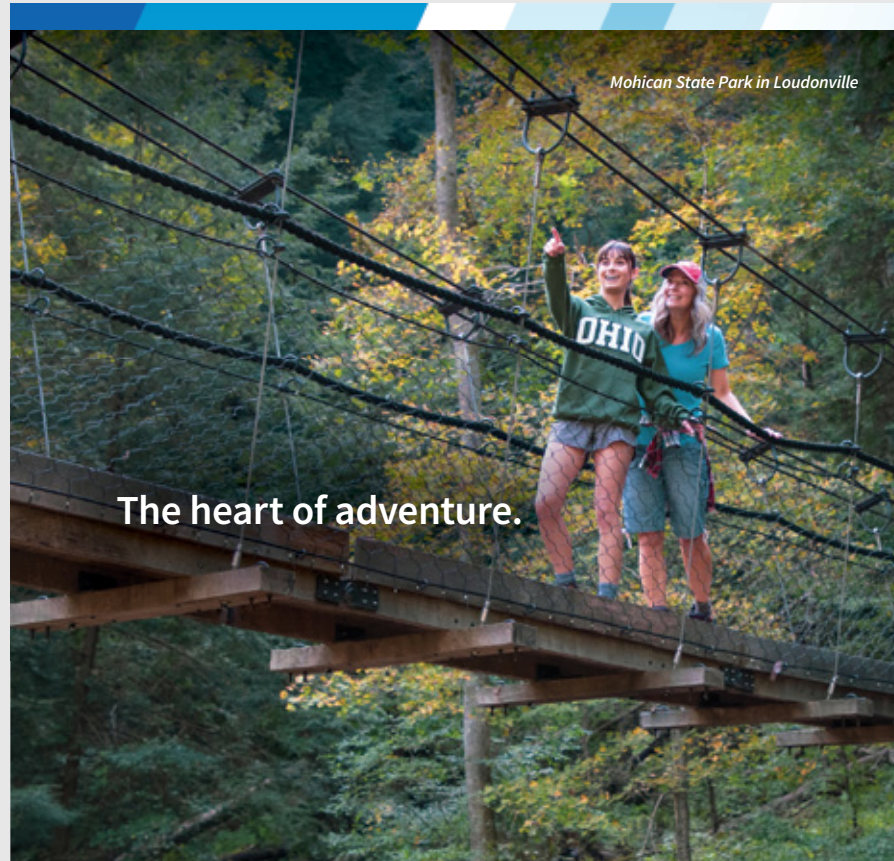*If paired with an image, the graphic pattern should be used as a bar at the top of the layout.*

Grid
The grid used for headline and body copy alignment depends on the medium (print, eBlast, digital, etc.) and amount of content.

In this example, both the headline and body copy are left justified, with the vertical placement of the headline enhancing the design and working in harmony with the heart of the photo.

Call-to-action
When including the URL in the body copy as part of a call-to-action, it should appear in Source Sans Pro Bold, styled in Cardinal Red, matching the same style used in the logo lockup.

Mohican State Park in Loudonville

The heart of adventure.

With 75 free state parks, world-class amusement parks, big time ballparks, and thousands of events, Ohio has a whole summer full of fun!

Follow your heart at Ohio.org

Ohio
THE HEART
OF IT ALL™

Authenticator
Placement for authenticators can be in either the upper or lower portion of the image (depending on overall composition and format of the piece), placed to the right or left side.

Photography vs White Space
When using photography, it should be the most dominant feature of the layout. The general guideline is 2/3 (or more) image and 1/3 white space. That said, do not overcrowd the layout with too much copy or visual assets. Allow an ample amount of white space around copy, CTA and identity.

Identity
The logo + brand theme should appear either on white, or as a white logo reversed over an image. Placement is flexible depending on the medium but generally should serve as the visual anchor of the messaging.

Example Digital Ad

Graphic Pattern
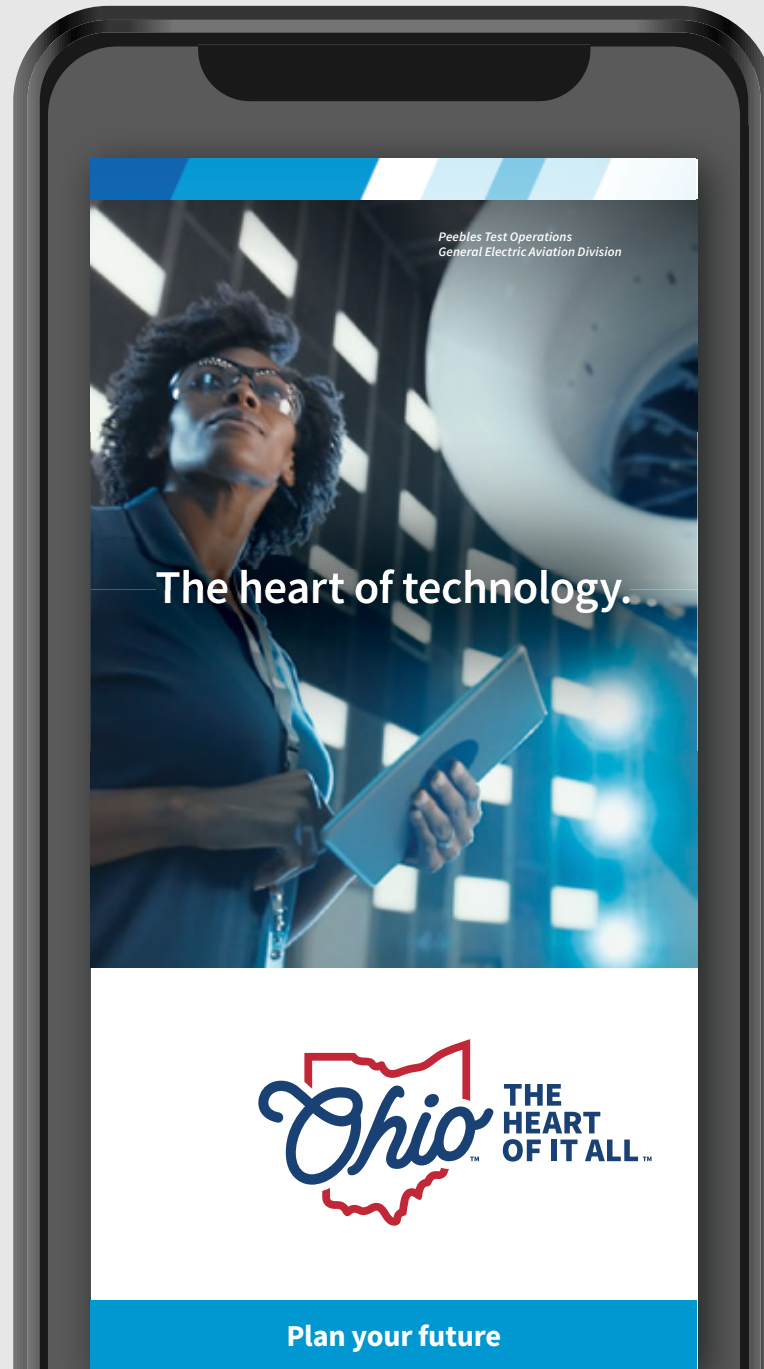*If paired with an image, the graphic pattern should be used as a bar at the top of the layout.*

Grid
The grid used for headline and body copy alignment depends on the medium (print, eBlast, digital, etc.) and amount of content.

In this example, the headline, logo and CTA are centered horizontally. The placement of the headline enhances the design and works in harmony with the heart of the photo.

Call-to-action
The call to action should always be displayed in Source Sans Pro Bold. In this example, it works as a button reversed out of Tech Blue.

Peebles Test Operations
General Electric Aviation Division

The heart of technology.

Plan your future

Authenticator
Placement for authenticators can be in either the upper or lower portion of the image (depending on overall composition and format of the piece), placed to the right or left side.

Photography vs White Space
When using photography, it should be the most dominant feature of the layout. The general guideline is 2/3 (or more) image and 1/3 white space. That said, do not overcrowd the layout with too much copy or visual assets. Allow an ample amount of white space around copy, CTA and identity.

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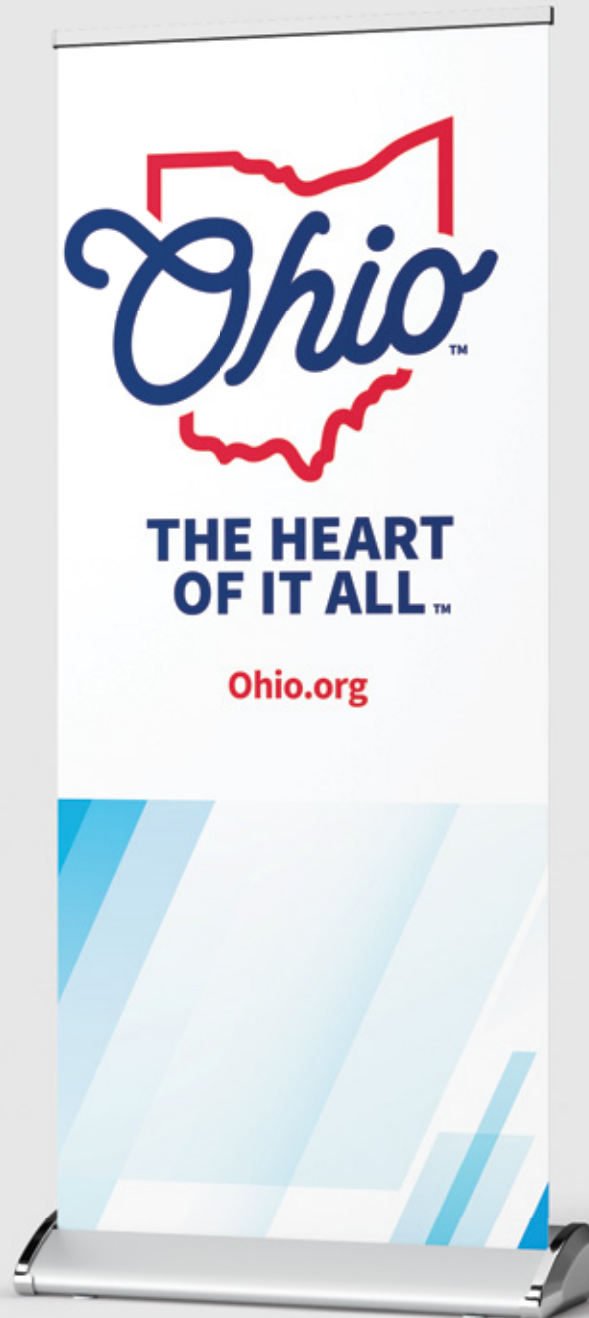
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Identity

The logo + brand theme should appear either on white, or as a white logo reversed over an image. Placement is flexible depending on the medium but generally should serve as the visual anchor of the messaging.

URL

The URL should appear as part of the identity lockup unless paired within the body copy as part of a call-to-action.

Graphic Pattern

When used without a photo, the graphic pattern should appear only on a white background to fill negative space.

Brand Voice

3.1 Guidelines

"The Heart of it All" theme comes to life in the copy we use and the brand voice we create. Every effort should be made to help reinforce the theme while creating continuity between campaign elements. The writing style has been purposefully crafted into a flexible yet consistent, two-pronged approach:

"The heart of …"
This technique lets us define reasons that Ohio is the heart of it all. When used singularly (as in applications like print, OOH, static digital, etc.), these phrases promote a specific attribute of Ohio. When used in a series (video, TV, etc.) they build momentum and build up to the main theme line.

The heart of opportunity.

The heart of adventure.

The heart of small business.

The heart of prosperity.

The heart of big dreams.

The heart of big ideas.

The heart of technology.

The heart of education.

The heart of imagination.

The heart of health care.

The heart of creativity.

The heart of microchips.

The heart of championships.

The heart of family time.

The heart of the arts.

The heart of culture.

The heart of the outdoors.

The heart of aviation.

3.1 Guidelines

"All the…"
Another approach that can be used in messaging emphasizes the "All" within our theme. This method promotes the abundance of attributes of Ohio, and is especially useful in storytelling scenarios. Again, this approach should lead up to the brand theme.

All the house you dreamed of, and great neighbors too.

All the opportunity to grow your career.

All the jobs and great neighborhoods too.

All the adventure you can't wait to share.

All the road trips you can handle.

All the flavors a foodie can imagine.

All the possibility for success.

All the affordability, plus warm welcomes too.

All the state parks you'll love exploring.

Examples

The heart of technology.

Peebles Test Operations
General Electric Aviation Division

Ohio
THE HEART OF IT ALL
Ohio.org

Left phone:

09:32

Inbox

Ohio, The Heart of it All   11:32 AM
To: Mike >

Ohio
THE HEART OF IT ALL™

Mohican State Park in Loudonville

Follow your heart at Ohio.org

Sharks Make Any Day Jaw-Some!   Learn More

Walk under sandtiger sharks, feed stingrays, spot seadragons and be tickled by cleaner shrimp as you explore nearby lakes and faraway oceans at Greater Cleveland Aquarium. Open 10am – 5pm daily.

Right phone:

09:32

Inbox

Ohio, The Heart of it All   11:32 AM
To: Mike >

Ohio
THE HEART OF IT ALL™

John Bryan State Park in Yellow Springs

Follow your heart at Ohio.org

GREAT OHIO LODGES

Nature's Beauty Springs Back in Full Force   Learn More

The lively and spirited energy of the season has made its way to The Great Ohio Lodges. Make this spring memorable and explore nature at its lushest at any of our 9 unique locations.

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