

Reflect Resource Renew

Three steps to address concerns about gambling. Visit OPGR.org for more information.

Graphic Style Guide

Revised 7/17/2017

Reflect Resource Renew

Three steps to address concerns
about gambling. Visit [OPGR.org](https://www.opgr.org)
for more information.

Use the Oregon Problem Gambling Resource: Reflect, Resource, Renew logo in a manner consistent with the information presented within these style guidelines. Developed from principles of the Center for Health and Safety Culture's Positive Culture framework, the logo reflects opportunities available to help reduce problem gambling. When using the logo, adhere to the following principles to help ensure they are aligned with the Center's guidelines for communications.

1. Positive. The usage of the logo should promote what is good and healthy in your focus population. Messages should be positive, hope-based, healthy, legal, and not fear or shame-based.
2. Normative. Messages should convey a positive norm.
3. Reflective. Mirror your focus population's best behavior back to them in a way that is designed to change misperceptions. Avoid being prescriptive, preachy, or autocratic. The images and language should reflect the focus audience.
4. Inclusive. Create messages that speak to the diversity of your focus population. Make sure your messages do not exclude members of your focus audience.
5. Neutral. State statistics and facts in a nonjudgmental tone. To embrace good statistics too positively can create the impression that you do not see a need for further change. Avoid eliciting psychological reactance from being judgmental.
6. Clear. Keep your messages short and simple. Be as straightforward as possible. Clarity results in reliability — different people continue to arrive at the same meanings of your messages.
7. Data-based and source-specific. Truth and accuracy are central to messaging. The data source should be an integral part of every message — not fine print at the bottom of the page. Include key information.

COLOR USAGE

The colors should always be used as shown by the examples on these pages. Variations or substitutions are not acceptable as they will dilute the consistency and overall integrity of the OPRG brand.

Alternate colors should be used for associated graphics and text only.

Corporate Logo Colors:

Spot color palette based on the Pantone Matching System (PMS)

For use on all stocks...

Blue

Spot: Pantone 549
Process Color: Cyan: 40%
Magenta: 0% Yellow: 0%
Black: 30%
Web: R104, G204, B255

Green

Spot: Pantone 346
Process Color: Cyan: 35%
Magenta: 5% Yellow: 45%
Black: 10%
Web: R153, G204, B153

Black & White Usage:

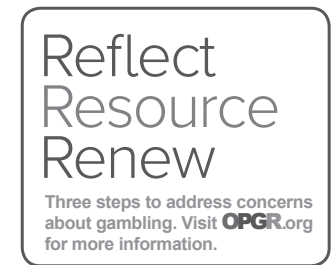
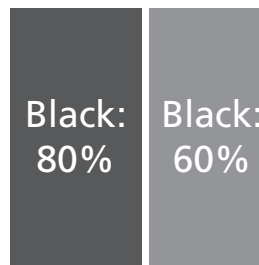
Words appearing in blue in color logo:

80% Black

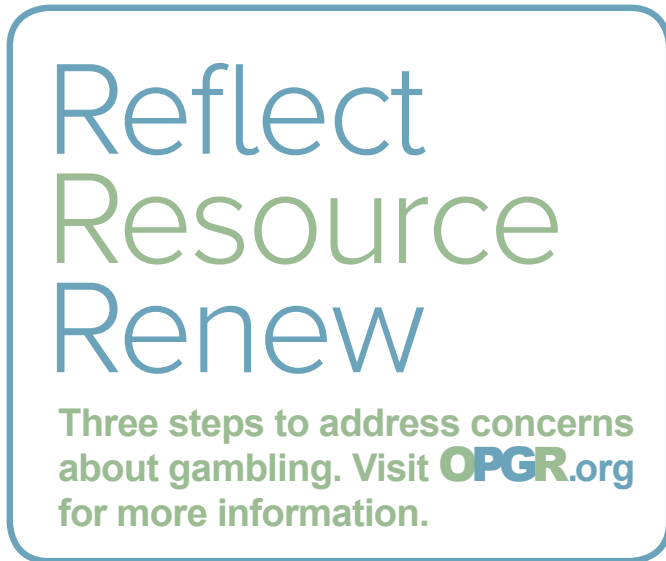
Words appearing in green in color logo:

60% Black

Note: This logo can appear in 100% black lettering and border as well.



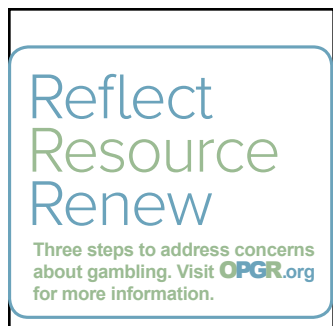
CORPORATE LOGO



The OPGR logo shown at left has been developed to represent the entity, its people and culture. The logo comes with a white background. Keep the white background in whenever it is used.

ALWAYS USE .EPS FILE VERSIONS OF THE LOGO WHENEVER POSSIBLE.

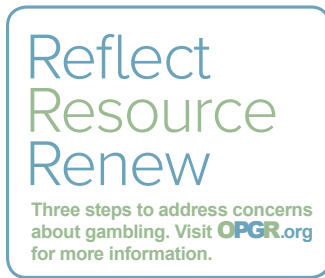
Logo Presentation



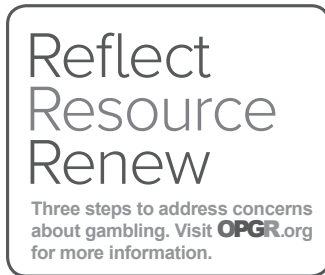
X
1.5 in wide

The logo should not, ideally, be reproduced to less than 1.5 inches wide whenever possible. **ALWAYS USE THE .EPS VERSION OF THE LOGO WHENEVER POSSIBLE.** This allows for unlimited proportional sizing of the logo without loss of resolution quality.

Acceptable Alternate Logo Color Usage



The logo can be used over white, black or other colors and over photographs, because it is self contained in its own white box. The logo can be used in color or black and white, but color is always preferred.

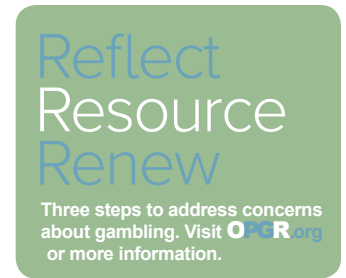
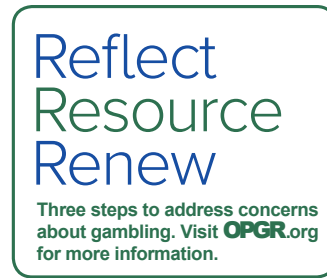


Positioning Statements

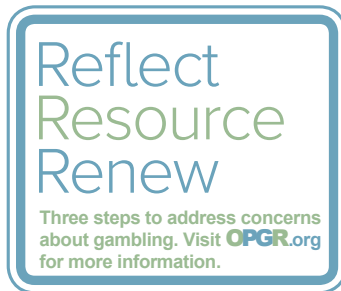
Positioning statements are not used with this logo. Statements are contained within the logo itself and should not be altered.

Improper Use of Logo

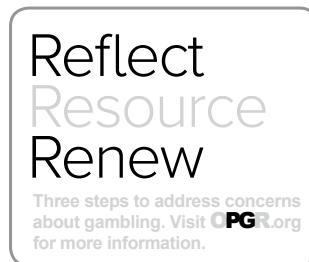
Presentation of the OPGR logo must be consistent. Below are examples of variations to be avoided: screen effects; alternative colors; disproportional stretching, etc.



No alternate colors or shades of accepted colors.



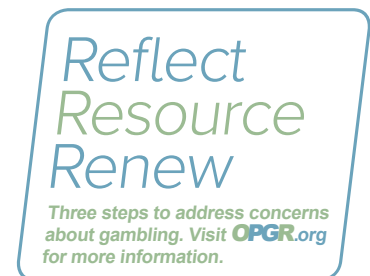
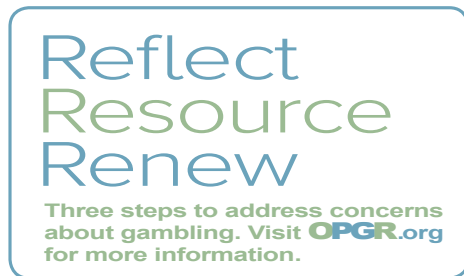
Do not change the outline of the logo.



Use of screens of black in the logo are discouraged. Use the logo in color whenever possible.



Do not remove white background from box.



No disproportional stretching, rotating or skewing of logo



Do not change any wording in the logo.

Typography

Presentation of the OPGR brand in printed or online communications should be consistent. Use of all versions of Proxima Nova Alt font are approved and recommended whenever possible.

Logo font: **Proxima Nova Alt Light**
(Reflect, Resource, Renew)

Subhead: **Arial Bold**
(Three steps to address...)

Recommended fonts to accompany uses of the font in design.

Headlines: **Proxima Nova Alt Black or Arial Bold or Black**

Body Text: Proxima Nova Alt regular or Arial regular and their italicized versions.