



Branding, Style Guides, & General Marketing Training Takeaways

April 2025

This training resource is designed to help conservation district directors and employees stay informed of key points discussed in recent web-based training. The document should be listed on the district's meeting agenda for discussion and review.

The Importance of Consistent Branding

- Provides a clear and consistent voice for conservation in Oklahoma across OCC and every single district.
- Sets the tone for engaging with all of our customers – old and new, urban and rural, traditional and non-traditional, partners and other agencies, etc.
- Improves brand recognition for the agency and all districts, which helps spread our impact and reach even further.

Accessing Available Resources

- The Public Information Manager (PIM) has established a Google Drive to provide easy access to logos, templates, and style guide information.
- A gmail account is not necessary to access and/or download the resources.
- Any changes or updates made to the items contained in the drive will be immediately available to all users with the access link.

Logos

- Every conservation district has a logo that matches the current OCC logo for brand consistency and recognition.
- When using logos, no matter who's they may be (i.e. other agencies, partners, OCC's, the district's) always ensure they are being used appropriately and with permission. Just because you have access to a logo doesn't mean you automatically are authorized to include it on an outreach flyer, for example.
- The use of some logos may include specific requirements. If the NRCS logo is used, for instance, the document must also always include the following EEO statement:
 - "USDA is an equal opportunity provider, employer, and lender."
- Logos for OCC, the districts, NRCS, and OACD are available on the OCC Brand Guidelines [Google Drive](#).

Fonts & Colors

- Districts are not required to follow established OCC font and color guidelines but can if they would like.
- Generally, fonts should be:
 - Easy to read (both style and size)
 - A serif font should be used for longer written pieces
 - Fun fonts should be reserved for headings and titles
 - Basic fonts should be used for important pieces of information
- Generally, colors should be:
 - Related to the brand – for conservation, this usually means blues, greens, browns, and other neutrals or natural colors
 - Simple – avoid using too many colors, stick with 3 – a primary, secondary, and accent (yes, black and white are considered colors)
 - Stay consistent – establish colors and use them in all marketing materials
 - Complementary – use colors that go well together but that are easy to read

Tone/Voice

- It's important to have a consistent tone and voice across all communication materials.
- OCC's tone, and districts, should balance professionalism, approachability, and a passion for conservation.
- Aim for communication that is:
 - Authoritative but accessible
 - Passionate and inspirational
 - Collaborative and community-focused
 - Educational and empowering
 - Optimistic and solutions-oriented

Photos

- Photos/imagery are important in communication materials – it draws people in!
- Always make sure you have permission/license to use any photos or images that are not taken or created by you.
- OCC regularly uploads photos to Flickr; districts are allowed to download and use these photos. Here is the access link: <https://flic.kr/ps/45hFEq>; please ask the Public Information Manager if you have trouble accessing photos.
- Other photo options besides OCC and/or taking your own:
 - Creative Commons Licensed photos – free to use but you must credit the original creator
 - Canva premium subscription – provides access to a vast library of photos & designs

Marketing Material Templates

- A variety of marketing templates are available. Access to the templates is available through the OCC Brand Guidelines [Google Drive](#). The templates include:
 - Instagram and/or Facebook posts
 - Powerpoint
 - One pagers/articles
 - Event fliers
 - Brochures
 - Infographics
 - Email signature
- Some templates are built in Canva and/or Adobe. Depending on your account level in these programs, you may be restricted from full editing capability. This can be addressed if you pay for a premium subscription in Canva or for an Adobe Acrobat Pro license. But, paying for premium subscriptions is **NOT** necessary! You should have sufficient editing options with the basic user level to utilize the templates, particularly in Canva.
- If you have a marketing or outreach need that there's not a template for, reach out to OCC's Public Information Manager for one-on-one assistance.

Additional Resources

- Justine Anderson, OCC Public Information Manager
- OCC Brand Guidelines on Google Drive (you do NOT need a gmail account to access): <https://drive.google.com/drive/folders/1fJYfHE4BipThiVgaoc7bM19qd7XdDpz9>
- Training Resources section of the OCC website
- District Employees Team on Teams