

Brand Guide

A comprehensive tour of The Oklahoma Eagle brand and the visual elements that help shape our narratives.



The Oklahoma Eagle
Brand Guide

Vol. 1, 2024

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The Oklahoma Eagle
624 E. Archer Street
Tulsa, Oklahoma, 74120

The Oklahoma Eagle is a Tulsa, Oklahoma-based media company that publishes news and information, a stout advocate for the African American community and those who champion equity, for more than 102 years. We have endured, with faith and the support of our communities, a century-long journey of shared struggles and triumphs for human rights, civic equity, economic enfranchisement and judicial reform.

Working with Allegory

Allegory, an independent agency, has crafted and recommends the adoption of The Oklahoma Eagle Brand Guide, which was informed by current digital and print brand elements, and evolved for social media assets. We anticipate that The Oklahoma Eagle Brand Guide will undergo what may be a significant update as the media company aligns its brand with the Tulsa Local News Initiative.

People. Narratives. News.

WELCOME TO THE OKLAHOMA EAGLE

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Our History

Our Mission

Our Value

2.0

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Topic Page

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1.0

The Preface

Our History

The Oklahoma Eagle

A legacy of serving Tulsa communities and residents since 1922.

Our story

The Oklahoma Eagle is a Tulsa-based Black-owned newspaper published by James O. Goodwin. Established in 1922, it has been called the voice of Black Tulsa and is a successor to the Tulsa Star newspaper, which burned in the 1921 Tulsa race massacre. The Oklahoma Eagle publishes news about the Black community and reported on the 1921 Tulsa race massacre at a time when many white-owned newspapers in Tulsa refused to acknowledge it. The Oklahoma Eagle is also Oklahoma's longest-running Black-owned newspaper. The Oklahoma Eagle serves a print subscriber base throughout six Northeastern Oklahoma counties, statewide, in 36 U.S. states and territories, and abroad. It claims that it is the tenth oldest Black-owned newspaper in the United States still publishing today.

The Oklahoma Eagle started in 1922 after the 1921 Tulsa race massacre. African American businessman Theodore Baughman salvaged a printing press from the burned-out building of the Tulsa Star. The Tulsa Star was Tulsa's first Black-owned newspaper and was known as the "voice of Black Tulsa" with its coverage of the everyday lives of black Tulsans as they celebrated weddings, mourned at funerals, and marked graduations and anniversaries.

In 1936, Edward L. Goodwin Sr., also known as E. L. Goodwin, purchased The Oklahoma Eagle and added the slogan, "We make America better when we aid our people" to the paper's masthead. Edward L. Goodwin was a businessperson who owned rental properties in the Greenwood District of Tulsa and a shoeshine parlor. Edward L. Goodwin lived through the 1921 Tulsa race massacre and knew many who had died or lost loved ones and property; he purchased the newspaper in part to ensure that Tulsa would not forget its history.

The Oklahoma Eagle

A legacy of serving Tulsa communities and residents since 1922.

Our mission

Our mission is to amplify our core value of equity, through impartial journalism.

Our values

Explore

“The narratives and voices of the African American community are worthy of being amplified while aligned with our highest virtue, truth.” – We actively build and nurture a culture that is committed to an unwavering exploration of truth and what it reveals.

Immerse

“A narrative partially shared, with a muted emphasis of what truly informs and educates, a pitched emphasis for effect, or is nuanced for the perceived benefit of the reader, is fiction.” – We offer unvarnished truth, appropriately framed, yet, an unvarnished truth. s committed to an unwavering exploration of truth and what it reveals.

Publish

“What will provide the most appealing, engaging and memorable experience for our readers, while aligning with our values?” – We ask ourselves this question prior to publishing every article, post, advertisement, branded/sponsored content, editorial and op-ed... And our responses must meet the established standards.

Embrace

“We must be committed to every tomorrow.” – The Oklahoma Eagle, its staff, partners, affiliates and supporters embrace every opportunity to review and assess strategies and solutions that strengthen our ability to thrive.

2.0

Turning the Page

Logos & Typeface

Design Inspiration (Paper & Pixel)

Simply stated, our design inspiration is people-focused. Every visual and tactile element of The Oklahoma Eagle brand aligns with a People, Narratives, News philosophy, as Oklahomans of underserved communities are our mothers, fathers, sons and daughters who have lived experiences, framed by narratives, and who share the news of their accomplishments, challenges, interests and the fight for equity.

Visual imagery

Building an immediate and lasting connection with readers requires that we anchor each story with images of those impacted, positively or negatively. Our approach to building a visual relationship between readers and story imagery encourages the feeling of a shared journey, seeing themselves (readers) through the eyes of the men, women and children lifted in copy. The Eagle paper and pixel products highlight people first and last, in vivid color and bold fashion.

Typefaces

Bold, weighted, uniquely styled and mixed typeface fonts are used to convey the general sentiment of published narratives. A nontraditional use of negative space, unmarked areas between visual elements, cast headlines boldly before each story without distraction.

Our visual hierarchical approach to typography is top-down, with leading elements assuming a more weighted, styled presence and related context relying upon lessor styled typeface families (sans-serif).

Editorial Logo (Paper)

The Oklahoma Eagle logo design leans towards the legacy typeface of print news publication globally, a timeless, bold, serif-based mark with an extended anatomy and heavy stroke.

A1 Cover masthead & interior pages (Paper)



Primary Logo

A logo is the embodiment of the brand. It is the brand simply summed up in one tiny, neat little package. Therefore, the logo must at all times be perfectly legible and without obstructions. For this reason, we ask that designers maintain a minimum area of breathing room around the logo that allows it to breathe and shine. The National Association of Black Journalists-Tulsa logo, and all of its variations, must at all times have the clear space that is specified on this page.

1. *X is height of the lockup in its entirety*
2. *Minimum clear space around the horizontal logo is equal to 1/4X, where X is the height of the lockup in its entirety*
3. *Masthead (Paper) - Horizontal, 9in. wide*
4. *Interior pages (Paper) - Horizontal, 2in. wide*
5. *Digital (Pixel) - 350px wide*

Acceptable Applications

- Do not alter the logo by recoloring it. One-color versions are provided. Please only use the versions provided.
- Do not distort or stretch. Scale in proportion only.
- Do not remove or add any other elements to the logo (artwork/photos, other logos, team numbers, words, etc.). Use the file as provided.
- Do not crop out the safety zone. A built in “safety zone” of clear space is surrounding the logo.



3.0

Painting a Picture

Brand Palette

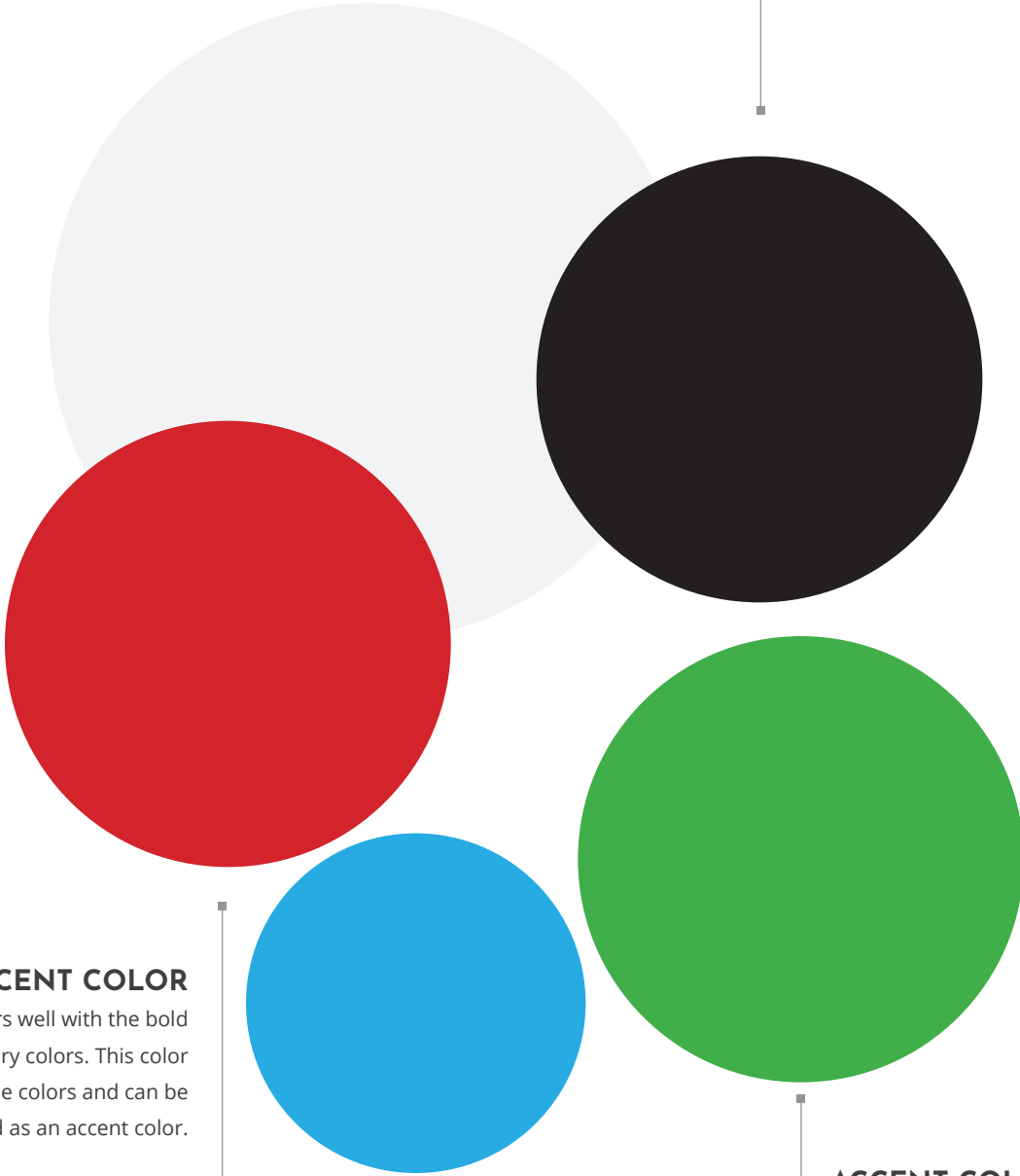
Brand Guide

LIGHT NEUTRAL COLOR

Color will be used for background and supporting elements. This color will not take the limelight and will be used to add depth to the brand palette.

BOLD MAIN COLOR

Color will be used for gaining attention, highlighting important information, and used for calls to action. This color should be memorable.



ACCENT COLOR

A bold shade that pairs well with the bold main and complimentary colors. This color will help ground the colors and can be used as an accent color.

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A bold shade that pairs well with the bold main and complimentary colors. This color will help ground the colors and can be used as an accent color.

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A bold shade that pairs well with the bold main and complimentary colors. This color will help ground the colors and can be used as an accent color.

Our core colors are ■ Black, and □ White. (Paper & Pixel)

Additional colors serve as supporting elements of copy, imagery and layout.



(RED) SUMMER

C 15 M 100 Y 100 K 0
R 210 G 35 B 42
HEX D2232A



(GREEN) WOOD

C 75 M 5 Y 100 K 0
R 65 G 173 B 73
HEX 41AD49



(BLUE) ST EYE

C 100 M 0 Y 0 K 0
R 0 G 174 B 239
HEX 00AEEF



NEUTRAL

C 0 M 0 Y 0 K 5
R 242 G 242 B 242
HEX F2F2F2

A term coined by civil rights activist James Weldon Johnson,

characterizing a period in mid-1919 during which white supremacist terrorism and racial riots occurred in more than three dozen cities across the United States, and in one rural county in Arkansas.

A historic freedom colony in Tulsa, Oklahoma. As one of the most prominent concentrations of African-American businesses in the United States during the early 20th century, it was popularly known as America's "Black Wall Street".

It was burned to the ground in the Tulsa race massacre of 1921, in which a local white mob gathered and attacked the area.

The Bluest Eye is a novel written by Toni Morrison, a widely acclaimed and honored Black American author.

The novel tells the story of a young Black American girl named Pecola who grew up following the Great Depression, and explores the subjects of "ugliness," self-worth, racism and colorism.

4.0

Paper

Print Brand

Editorial Typefaces (Paper)

The type families of The Oklahoma Eagle Editorial team may be arranged in myriad ways to capture the tone, mood and sentiment of copy.

Headline typefaces may be applied with varying font sizes, however, the predefined typeface weights will be consistent and unaltered.

Cover and interior page typeface applications

Baskerville Bold, 35pt

Eagle Baskerville

Baskerville SemiBold, 35pt

Eagle Baskerville

Baskerville Regular, 35pt

Eagle Baskerville

Baskerville Italic, 35pt

Eagle Baskerville

Bevan Regular, 30pt

Eagle Bevan

Franklin Gothic ATF Black, 30pt

Eagle Franklin Gothic ATF

Franklin Gothic ATF Extra Light, 30pt

Eagle Franklin Gothic ATF

Playfair Display Black, 30pt

Eagle Playfair Display

Georgia Regular, 35pt

Eagle Georgia

Baskerville (Paper)

Baskerville is the primary type family used for print edition headlines on internal pages. Optionally, Baskerville may be used for the A1 Cover.

Regular
AaBbCcDdEeFfGg
Headline HhIiJjKkLlMmNn
Sub Headline OoPpQqRrSsTt
Body Text UuVvXxWwYyZz
Featured Copy 0123456789

Bold Italic
AaBbCcDdEeFfGg
Headline *HhIiJjKkLlMmNn*
Sub Headline *OoPpQqRrSsTt*
Body Text *UuVvXxWwYyZz*
Featured Copy *0123456789*

Bold
AaBbCcDdEeFfGg
Headline **HhIiJjKkLlMmNn**
Sub Headline **OoPpQqRrSsTt**
Body Text **UuVvXxWwYyZz**
Featured Copy **0123456789**

Franklin Gothic ATF (Paper)

Franklin Gothic ATF is the primary type family used for print edition bylines, image caption publication source, contributor tags and pull quotes.

Extra Light
AaBbCcDdEeFfGg
Headline HhIiJjKkLlMmNn
Sub Headline OoPpQqRrSsTt
Body Text UuVvXxWwYyZz
Featured Copy 0123456789

Bold
AaBbCcDdEeFfGg
Headline **HhIiJjKkLlMmNn**
Sub Headline **OoPpQqRrSsTt**
Body Text **UuVvXxWwYyZz**
Featured Copy **0123456789**

Regular
AaBbCcDdEeFfGg
Headline HhIiJjKkLlMmNn
Sub Headline OoPpQqRrSsTt
Body Text UuVvXxWwYyZz
Featured Copy 0123456789

Black
AaBbCcDdEeFfGg
Headline **HhIiJjKkLlMmNn**
Sub Headline **OoPpQqRrSsTt**
Body Text **UuVvXxWwYyZz**
Featured Copy **0123456789**

Bevan (Paper)

Bevan is a type family used for print edition headlines on internal pages. Optionally, Bevan may be used for the A1 Cover.

Regular	AaBbCcDdEeFfGg
Headline	HhIiJjKkLlMmNn
Sub Headline	OoPpQqRrSsTt
Body Text	UuVvXxWwYyZz
Featured Copy	0123456789

Playfair Display (Paper)

Playfair Display is a type family used for print edition headlines on internal pages. Optionally, Playfair Display may be used for the A1 Cover.

Black Italic	<i>AaBbCcDdEeFfGg</i>
Headline	<i>HhIiJjKkLlMmNn</i>
Sub Headline	<i>OoPpQqRrSsTt</i>
Body Text	<i>UuVvXxWwYyZz</i>
Featured Copy	<i>0123456789</i>

Georgia (Paper)

Georgia is the primary type family used for print edition copy on all pages.

Regular	AaBbCcDdEeFfGg
Headline	HhIiJjKkLlMmNn
Sub Headline	OoPpQqRrSsTt
Body Text	UuVvXxWwYyZz
Featured Copy	0123456789

A1 Cover (Paper)



01. LOGO

The Oklahoma Eagle masthead features the print edition logo prominently at the top of the A1 Cover page.

Typeface	Old English Five
Font Size	60px
Styling	Regular
Leading	10
Tracking	-50

02. TAGLINE

The tagline honors the legacy of Edward L. Goodwin Sr., also known as E. L. Goodwin, who purchased The Oklahoma Eagle in 1936.

Typeface	Franklin Gothic ATF
Font Size	9px
Styling	Bold
Leading	6
Tracking	0

03. SERVICE AREA

The service area highlights The Oklahoma Eagle's core audience and roots.

Typeface	Franklin Gothic ATF
Font Size	9px
Styling	Bold
Leading	6
Tracking	0

04. VOL. | EDITION

The volume and edition copy tracks The Oklahoma Eagle's publishing legacy and informs the reader about its place in history.

Typeface	Franklin Gothic ATF
Font Size	7px
Styling	Bold
Leading	6
Tracking	0

05. EDITION DATE

The edition date informs the reader about the current date of the published edition.

Typeface	Franklin Gothic ATF
Font Size	9px
Styling	Bold
Leading	6
Tracking	0

06. PRICE

The price of The Oklahoma Eagle print edition reflects the point-of-sale cost for the current edition.

Typeface	Franklin Gothic ATF
Font Size	12px
Styling	Black
Leading	6
Tracking	0

A1 Cover (Paper)

LEGACY

5,409

Weeks, since the 1921 Tulsa Race Massacre and a denial of justice.

NATION

This is a placeholder block for a national story featured within the edition.

Source Publication. **A1**

SOCIAL

 **THE OK EAGLE.COM**

 **#THE OK EAGLE**

 **#OKEAGLEPAPER**

01. LEGACY

The legacy element of the A1 Cover captures duration of time (weeks) since the 1921 Tulsa Race Massacre.

LABEL

Typeface **Franklin Gothic ATF**
Font Size **8px**
Styling **Bold**
Leading **Auto**
Tracking **0**

COPY

Typeface **Franklin Gothic ATF**
Font Size **9px**
Styling **Regular**
Leading **10**
Tracking **0**

WEEKS

Typeface **Franklin Gothic ATF**
Font Size **25px**
Styling **Black**
Leading **40pt**
Tracking **-25**

02. SKYBOX ARTICLES

The Oklahoma Eagle A1 Cover features content headlines from varying sections of the print edition.

SECTION

Typeface **Franklin Gothic ATF**
Font Size **8px**
Styling **Bold**
Leading **Auto**
Tracking **0**

SOURCE PUB

Typeface **Franklin Gothic ATF**
Font Size **10px**
Styling **Regular**
Leading **12**
Tracking **0**

HEADLINE

Typeface **Franklin Gothic ATF**
Font Size **14px**
Styling **Heavy**
Leading **15**
Tracking **-25**

JUMP

Typeface **Franklin Gothic ATF**
Font Size **10px**
Styling **Black**
Leading **12**
Tracking **0**

03. SOCIAL

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.

Typeface **Franklin Gothic ATF**
Font Size **7px**
Styling **Bold**
Leading **11**
Tracking **0**

Editorial Typefaces in use (Paper)

Section Cover

THE OK EAGLE.COM

Local & State

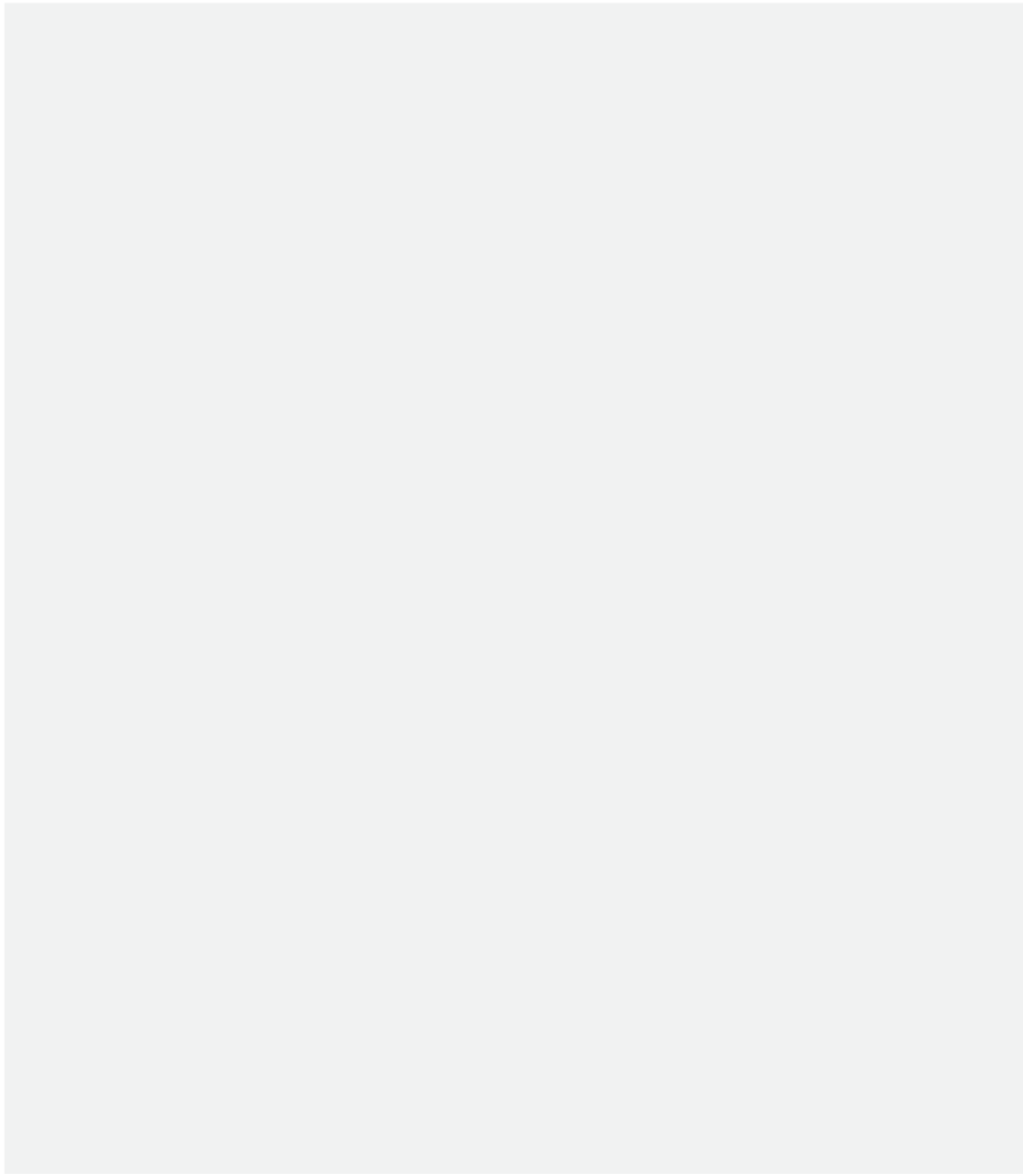
A4

September 27, 2024 - October 3, 2024

The Oklahoma Eagle

Hendebit, occatquas et,
optiunt andia

Isquam, ulparum
fugiandionse
maximoluptae consere



StoryLabel

Aborrunti abori dolut atiis idit excea aut ut
ent autaeptiis qui

Porrovit ressi de nonessequam facercipsum inis eum eum estin
cum sania sundissequia ni conse poribearum sa erro et litasped que doles
assimagnieni ipsaped ut ulpa doluptatiunt auda aut vendandes eos as erchill
euptaturior aborrum venis rem aliquos dolupta quist, tem doluptasse nonsequ
untotae nem nitam, ut ese et essit, sequi tem non nulpare hilland ictatur,
iuscimus et enimporrum quam vendanda num nis, volum faccabo.

Cont. At,

Editorial Typefaces in use (Paper)

Section Page

THE OK EAGLE.COM

Nation

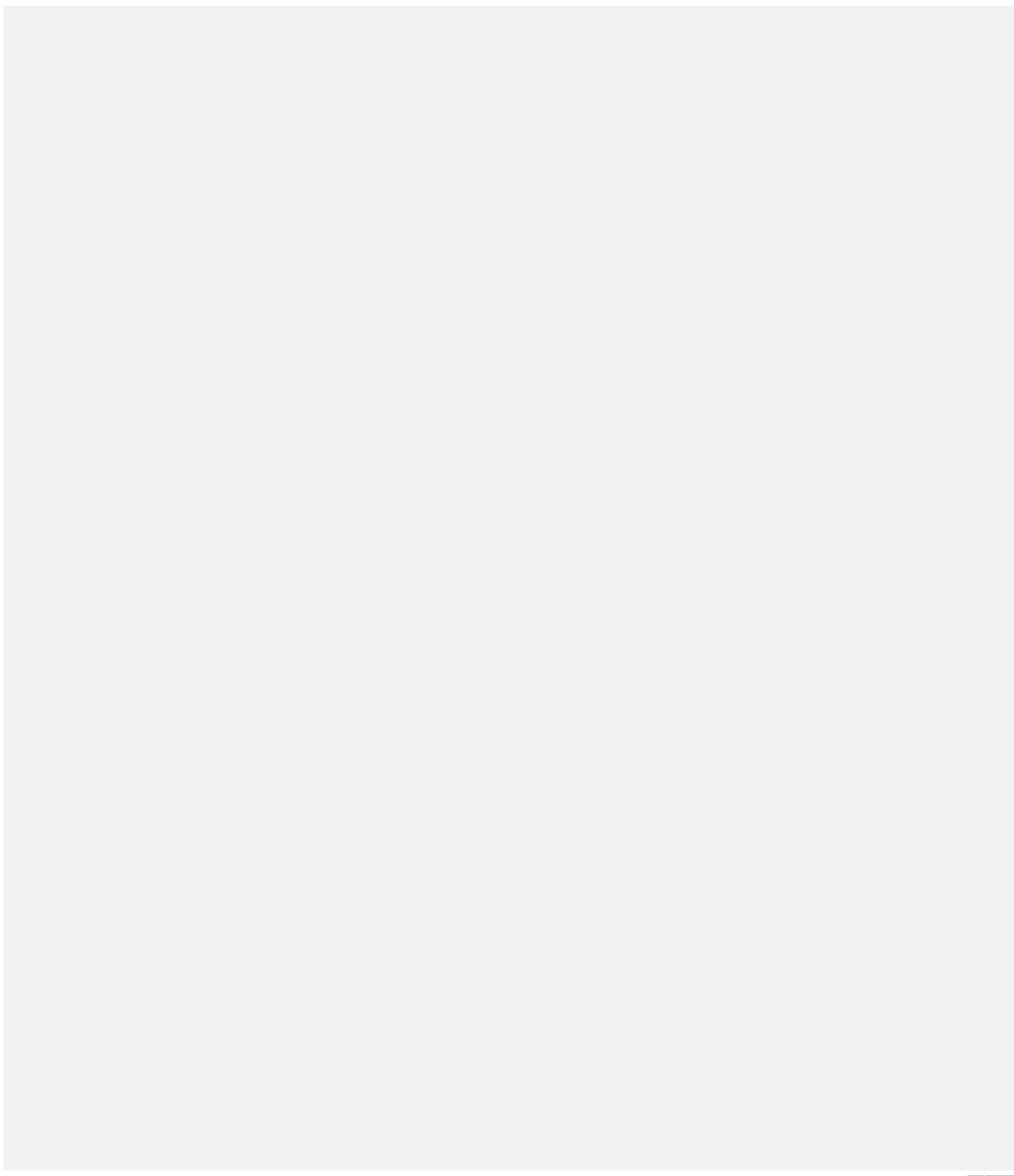
A4

September 27, 2024 - October 3, 2024

The Oklahoma Eagle

Hendebit, occatquas et, optiunt andia

Isquam, ulparum fugiandionse maximoluptae consere



Story Label

Nobisquis magnis arunt as nus nem rero quas alit qui tem quosae qui resistitae. Ut ad mi, con enducim ilibus eost del inctate pa dolupta tiassim qui sam sim remporum la nemporem

Et haria eum que dic testrun tisquisquam quas corehenis eaque peres endigni hillaute porunt re, volum dolupta tiantie pro officiam ut vellique lant molupta ssitatum alibus endio ipsuntemquo te cupatatem soloratur, nos asperchic tem dunducis del inullaborem hilit ipiendicae. Ossi sapel es et, omniet quamie vilas ex eum vendam, occus corporepraes ma sum audio tem vllatque officim aximi, jum quis unt.

Reribusam labo. Et odi blatur? Ere nobitibus dolenda ndicenia nonectur sam nam netur? Gia ex expedit atibus voluptam aborerum inciminis dolo ea non pore qui con cus quae ped quas mi, tem expertis volut volorrovit dollauta quascab orest, apient, quaes ad quos quid magnis doluptio. Sed ut quis rem quis sin peneribus, uiet vent, optatusam, eost estet omniendi teturit labo. Rum es remquiae

et que conem et aribus sincimint versperro derum, cusda pro omnis ma dit aliqui untium dolut que niem et, quia quis minum imi, quodipiciae volupta natur, cupatatur rehenderum et volorio. Rae et, omnis aut des sum arum sum es nones enis et, temodia nonsedit aut a velende ndigendunt magnimped quist officil loritas magna dictionerit sequiae conseque nullore im aut faccollant re vendi ommoluptis volupti beatorii ipsam re endam arum dellore et hici blabo. Or sin est, is ent.

Agnam ratur solorum aliquamust officipsus aut endio moluptust ut lautecu llesti ut qui aut omnis etur aut faccaborio incta sum, quas int et alignamus ex endici sumtia volum quator mi, cuscips unquist unlis santetur rerum voluptis ipiet della cor aut faccuscipsa ad ut qui ditate nullut

“

Et haria eum que dic testrun tisquisquam quas

Et haria eum que dic testrun tisquisquam quas.

Story Label

Assunt ea eosanda volorem. Tem ad quaspero eum, ut

Et haria eum que dic testrun tisquisquam quas corehenis eaque peres endigni hillaute porunt re

Itatquis dist am eiciet alici qui quatem. Ut porepuda volum venestia verum num quostios ellaut inverfere doluptatis eostrume et repeliqae numet reped quiatusam aut dollatem laut acientios is sum quo is nobisintur aperferspit harum abori officitotat.

Editorial Typefaces in use (Paper)

Publisher's Page

THE OK EAGLE.COM

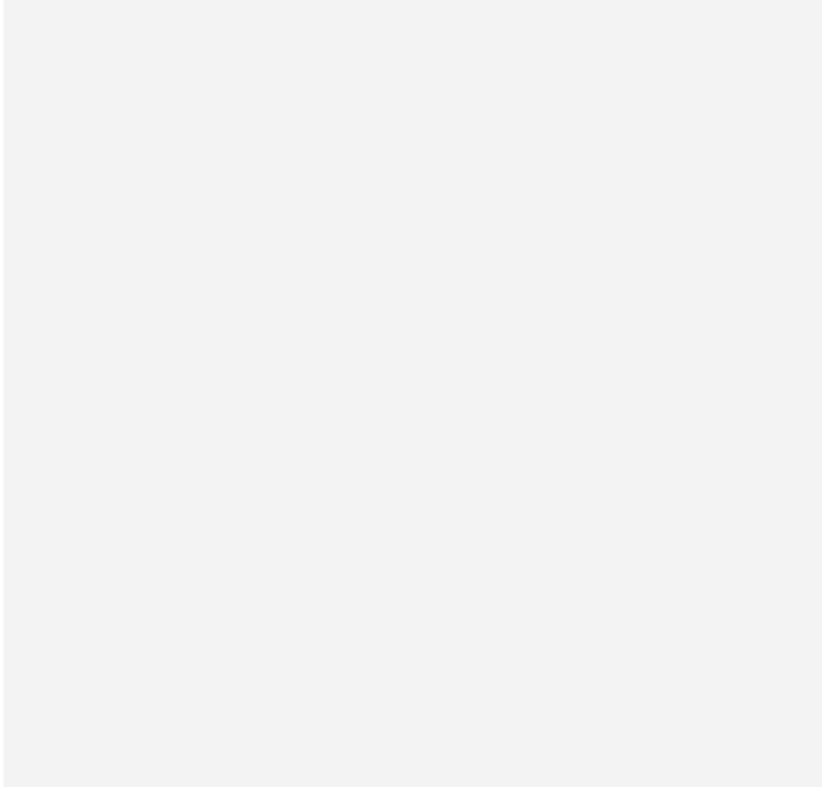
Publisher's Page

September 27, 2024 - October 3, 2024 **A4**

The Oklahoma Eagle

Rentiesville: An Historic Oklahoma All-Black Town

LARRY O'DELL, THE ENCYCLOPEDIA OF OKLAHOMA HISTORY AND CULTURE



Rentiesville, founded in 1903 and developed on twenty acres owned by William Rentie and twenty acres owned by Phoebe McIntosh, is located in McIntosh County five miles north of Checotah. The community is one of more than fifty All-Black towns in Oklahoma and one of thirteen still existing. Rev. N. A. Robinson, I. J. Foster, W. D. Robinson, and Rentie organized the townsite company with Robinson serving as president. J. J. Hudson opened the first mercantile business and became the first postmaster when the post office opened on May 11, 1904. B. C. Franklin followed Hudson

as postmaster. By this time, as a flag stop on the Missouri, Kansas and Texas Railway, the town had five businesses along Main Street, and eighty-one children were enrolled in the school. In 1905 the community elected F. P. Brinson as the first mayor, and Robinson succeeded Brinson in 1909. William Rentie, the town's only lawyer, arrested Garfield Walker for drunkenness and disorderly conduct in 1908. Walker later shot and killed Rentie for revenge, taking away not only the marshal but also a principal founder and namesake. The town recovered and prospered for a time, boasting a lumber store, cotton gin,

and many thriving businesses. The Great Depression and lure of opportunities in urban centers caused an exodus of citizens from Rentiesville. By the late 1930s the population dwindled to 154, and the 1990 census reported 66 residents. A population boom occurred, with 102 residents by 2000 and 128 by 2010. The site of the Civil War Battle of Honey Springs is only a half-mile east of town. A noted attraction is the Down Home Blues Club of nationally famed Blues artist D. C. Minner. Every Labor Day weekend Minner hosts the Dusk 'til Dawn Blues Festival in the town. Rentiesville is also

The Oklahoma Eagle

Founded in 1921

- James O. Goodwin**
Publisher 1980-Present
- Robert K. Goodwin**
Publisher 1972-1980
- Edward L. Goodwin, Jr.**
Co-Publisher 1980-2014
- Edward L. Goodwin, Sr.**
Publisher 1936-1972
- Theodore B. Baughman**
Publisher 1921-1936

Business

- Jerry Goodwin**
Principal
- M. David Goodwin**
Principal
- Ross D. Johnson**
Principal
- David W. Cole**
General Council
- Marsh Media**
Advertising

News

- Gary Lee**
Managing Editor
- Ray Pearcey**
Sr. Contributor
- Russell LaCour**
Contributor
- Victor Luckerson**
Contributor
- John Neal**
Contributor

Photography

- Cory Young**
Photographer

Print

- Sam Levrault**
Production Director

Circulation

- Kirstein Lynn**
Subscription Manager

Digital

- Web**
TheOKEagle.com
- Facebook**
TheOKEagle
- Twitter**
OKEaglePaper

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- Subscribe**
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Featured Last Week

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The Oklahoma Eagle

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For questions about delivery, billing and our membership program, please contact us at +1(800)582-7024 ext. 241.

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Editorial Typefaces in use (Paper)

Article Page

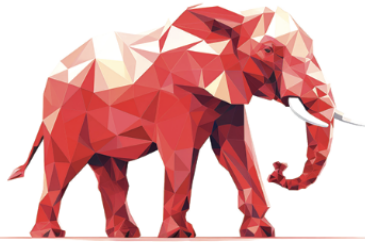
THE OK EAGLE.COM

Local & State

A4

September 27, 2024 - October 3, 2024

The Oklahoma Eagle



Cerit utatemp oreseque solore aborest, et et repelesequo

LOREPRATUS DOLOREM QUIBUS VOLEST ILLO VOLORUM
ENTIUNTUM ET EXPED MAGNAM VOLUPIS MAGNIHIT QUATE ES
EXPLIATAQUAM QUOD QUISQUE PRO ET IN RES ENET, OMNIHIC
TIAEPERUM FUGITATI ASPIS DES DOLOR MA ID QUIATIONUM

Ra di quantum repudi to lilitas mustiat omnihillabo. Berferum hil eatur, adictores dem as ese etur ad quidunt eligendunt velia doloro verciat iossimo liliatur reictet eos expelent vel id quost fugia volupta dolor remporibus di conectaspieit acce se simporiat.

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por sus dolloria voluptatur, coribusantia soloritae aut eseqas pissinctio blani conse nullign itionse quator si bla mulpate licilit volesto et autaque net eum laborro versper eculloruntur sum estet omnis acese nobis et quoditem corattem pelictam la dolum alique nobit et qui oditati nciamusam vitatem aborem excesti orerepe ditatquat verum que netur, sandeliquae volorit ex era cum, quamusdam, te del mos is andes ditat et volecta velendel in pra aria cus aut ut ra similla borporum re nos il id uta alic tem am ut qui nesequunt exeriae ssincia sit etur sum solorati acerspe lestiur ad que es et etus quunti seque la doluptus ad ut et accus.

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DONALD M SUGGS, a is the publisher and owner of The St. Louis American. Local Media Foundation, a 501(c)(3) charitable trust that provides support for the Word In Black collaborative, does not endorse political candidates. Word In Black, however, invites and publishes opinion essays, including this one, from vital voices and opinion makers central to creating equity in Black communities.

Editorial Typefaces in use (Paper)

Article Page

THE OKLAHOMA EAGLE

Local & State

A4

December 27, 2024 - January 2, 2025

The Oklahoma Eagle

Book Review

IDA B. THE QUEEN: THE EXTRAORDINARY LIFE AND LEGACY OF IDA B. WELLS

By Michelle Duster, Atria/One Signal, 2021, 176 pp, \$27.00. ISBN 9781982129811

"Ide etur? Samet latum eumquia si bea dusa dolore niminit volendem quid eaquis aut fugia dolorum, vit etusdae. Dandigendia sunt dolum quas eum ipicabo rehendio eic tem voluptat. Git facuptatquo cum dolupta tinimpo rerchici sim repe debis nimusae ea vellic totat.

IDA B. Wells

IDA B. The Queen

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The Oklahoma Eagle

Our Mission

To amplify our core value of equity, through journalism and editorial is the cornerstone of our continued success.



Editorial Typefaces in use (Paper)

Article Page

THE OKLAHOMA EAGLE

Local & State

A4

September 27, 2024 - October 3, 2024

The Oklahoma Eagle

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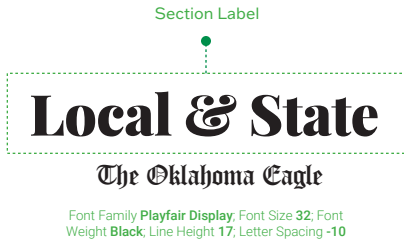
At qui blamus, ium re por mos percae

Editorial Typefaces in use (Paper)

Section Label, Headline

Eagle Playfair Display

The Oklahoma Eagle uses the Playfair Display type family for section labels on interior pages and headlines. Type family styling is applied at the Art Director's discretion.



CONTRIBUTOR, Source Publication

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Headline, Byline

Eagle Baskerville

The Oklahoma Eagle uses the Baskerville type family, styled as Italic, for article headlines. Additional type family styling is applied at the Art Director's discretion.

Eagle Baskerville

The Oklahoma Eagle uses the Baskerville type family, styled as Bold, for article headlines. Additional type family styling is applied at the Art Director's discretion.

Eagle Franklin Gothic ATF

The Oklahoma Eagle uses the Frankling Gothic ATF type family, styled as Black, for article byline contributor names.

Eagle Franklin Gothic ATF

The Oklahoma Eagle uses the Frankling Gothic ATF type family, styled as Regular, for article byline contributor publication.



Editorial Typefaces in use (Paper)

A1 Cover Index Label

Eagle Bevan

The Oklahoma Eagle uses the Bevan type family, styled as Regular, for index labels on the A1 Cover page.

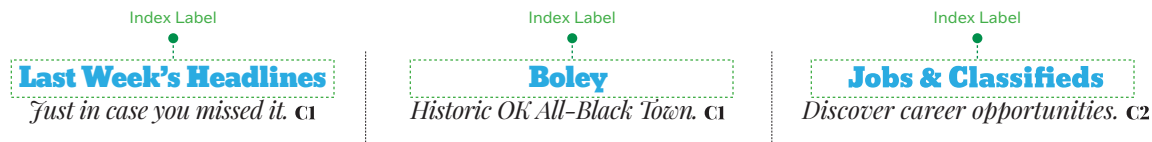


Photo Caption, Contributor Tag, Pullquote

Eagle Franklin Gothic ATF

The Oklahoma Eagle uses the Frankli Gothic ATF type family, styled as Bold, to highlight the subject or topic text of a photo caption, image source, pullquote and the contributor name in the tag.

Eagle Franklin Gothic ATF

The Oklahoma Eagle uses the Frankli Gothic ATF type family, styled as Regular, for all other copy in photo caption, pullquote, image source and contributor name in tag.



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5.0

Pixel

Digital Brand

Editorial Typefaces (Pixel)

The type families of The Oklahoma Eagle digital team may be arranged in myriad ways to capture the tone, mood and sentiment of copy.

Headline typefaces may be applied with varying font sizes, however, the predefined typeface weights will be consistent and unaltered.

Home page and content page typeface applications

Bevan Regular, 30pt

Eagle Bevan

Playfair Display Black Italic, 30pt

Eagle Playfair Display

Roboto Bold, 35pt

Eagle Roboto

Baskerville Regular, 35pt

Eagle Libre Caslon Display

Georgia Regular, 35pt

Eagle Georgia

Bevan (Pixel)

Bevan is a type family used for The Oklahoma Eagle digital domain section labels and information page sections.

Regular **AaBbCcDdEeFfGg**
Headline **HhIiJjKkLlMmNn**
Sub Headline **OoPpQqRrSsTt**
Body Text **UuVvXxWwYyZz**
Featured Copy **0123456789**

Playfair Display (Pixel)

Playfair Display is a type family used for The Oklahoma Eagle digital domain headlines on topic pages.

Black Italic ***AaBbCcDdEeFfGg***
Headline ***HhIiJjKkLlMmNn***
Sub Headline ***OoPpQqRrSsTt***
Body Text ***UuVvXxWwYyZz***
Featured Copy ***0123456789***

Roboto (Pixel)

Roboto is a type family used for The Oklahoma Eagle digital domain section, contributor and contributor article labels, as well as photo captions.

Regular **AaBbCcDdEeFfGg**
Headline **HhIiJjKkLlMmNn**
Sub Headline **OoPpQqRrSsTt**
Body Text **UuVvXxWwYyZz**
Featured Copy **0123456789**

Bold **AaBbCcDdEeFfGg**
Headline **HhIiJjKkLlMmNn**
Sub Headline **OoPpQqRrSsTt**
Body Text **UuVvXxWwYyZz**
Featured Copy **0123456789**

Brand Guide

Baskerville (Pixel)

Baskerville is a type family used for The Oklahoma Eagle digital domain article copy.

Regular AaBbCcDdEeFfGg
Headline HhIiJjKkLlMmNn
Sub Headline OoPpQqRrSsTt
Body Text UuVvXxWwYyZz
Featured Copy 0123456789

Bold Italic *AaBbCcDdEeFfGg*
Headline *HhIiJjKkLlMmNn*
Sub Headline *OoPpQqRrSsTt*
Body Text *UuVvXxWwYyZz*
Featured Copy *0123456789*

Bold **AaBbCcDdEeFfGg**
Headline **HhIiJjKkLlMmNn**
Sub Headline **OoPpQqRrSsTt**
Body Text **UuVvXxWwYyZz**
Featured Copy **0123456789**

Georgia (Pixel)

Georgia is a type family used for The Oklahoma Eagle digital domain article copy.

Regular AaBbCcDdEeFfGg
Headline HhIiJjKkLlMmNn
Sub Headline OoPpQqRrSsTt
Body Text UuVvXxWwYyZz
Featured Copy 0123456789

Black **AaBbCcDdEeFfGg**
Headline **HhIiJjKkLlMmNn**
Sub Headline **OoPpQqRrSsTt**
Body Text **UuVvXxWwYyZz**
Featured Copy **0123456789**

Home

```
font-size: 55px;  
line-height: 0.8;  
text-align: left;  
font-family: Baskerville, serif ! IMPORTANT;  
font-weight: 100;  
font-style: normal;  
transform: scale(1, 1.12);  
}
```

Article

```
text-align: -webkit-left;  
font-family: Baskerville, serif ! IMPORTANT;  
letter-spacing: -0.02em ! IMPORTANT;  
line-height: 0.9em ! IMPORTANT;  
max-width: 70%;  
font-size: 52px;  
font-weight: 200;  
transform: scale(1, 1.12);  
}
```

Editorial Typefaces in use (Pixel)

Home Page

FEATURED 01

02 → **Lorem ipsum dolor sit amet, consectetur adipi**

03 → Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

04 → **CONTRIBUTOR**
Commodo Consequat 05

04 → **MORE ARTICLES**
Lorem ipsum dolor sit amet, consectetur adipiscing elit

06 → Lorem ipsum dolor sit amet, consectetur adipiscing elit



01. LABEL	Font Family	Bevan
	Font Size	20px
	Font Weight	400
	Line Height	1.12em
	Letter Spacing	Normal
	Text Align	Left

04. BYLINE LABEL	Font Family	Roboto
MORE LABEL	Font Size	80px
	Font Weight	900
	Line Height	1.12em
	Letter Spacing	Normal
	Text Align	Left

02. HEADLINE	Font Family	Playfair Display
	Font Size	45px
	Font Weight	900
	Line Height	1.1em
	Letter Spacing	Normal
	Text Align	Left

05. BYLINE	Font Family	Libre Caslon Display
	Font Size	14px
	Font Weight	400
	Line Height	1.35em
	Letter Spacing	Normal
	Text Align	Left

03. EXCERPT	Font Family	Libre Caslon Display
	Font Size	16px
	Font Weight	400
	Line Height	1.5em
	Letter Spacing	Normal
	Text Align	Left

06. REL. HEADLINES	Font Family	Playfair Display
	Font Size	20px
	Font Weight	200
	Line Height	22em
	Letter Spacing	Normal
	Text Align	Left

Editorial Typefaces in use (Pixel)

Article Page

01 Lorem ipsum dolor sit amet, consectetur adipi

02 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat

03 MONTH, DATE, YEAR



04 TOPIC (SECTION)

05 BYLINE

06 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh

07 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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01. HEADLINE

Font Family Libre Caslon Display
Font Size 50px
Font Weight 400
Line Height 0.02em
Letter Spacing Normal
Text Align Left

02. EXCERPT

Font Family Libre Caslon Display
Font Size 20px
Font Weight 300
Line Height 1.5em
Letter Spacing Normal
Text Align Left

03. PUBLISH DATE

Font Family Libre Caslon Display
Font Size 10px
Font Weight 400
Line Height 1.0em
Letter Spacing Normal
Text Align Left

04. TOPIC (SECTION)

Font Family Roboto
Font Size 11px
Font Weight 900
Line Height 1.0
Letter Spacing 3px
Text Align Left
Color #ff0000

05. BYLINE

Font Family Roboto
Font Size 14px
Font Weight 900
Line Height 1.0
Letter Spacing 3px
Text Align Left

06. IMAGE CAPTION

Font Family Roboto
Font Size 12px
Font Weight 300
Line Height 1.3em
Letter Spacing Normal
Text Align Left
Color #707070

07. COPY

Font Family Libre Caslon Display
Font Size 20px
Font Weight 300
Line Height 1.5em
Letter Spacing Normal
Text Align Left

Editorial Typefaces in use (Pixel)

Topic (Section) Page

01 → Arts & Culture



05 → A Love Letter to Mrs. Doubtfire

New community mural spotlights North Tulsans

Burnt Sienna, A Creative Passion & The Identity of An Artist: Charisa Dene Jacobs

Branjac, A Tulsa Singer Rises To Higher Ground

The TINA TURNER Musical Reveals Trials And Triumphs

02 → THEATER 03 → Questions and Answers With 04 → Actress Jackera Davis

The talented young actress is on her national tour debut. On her way to Tulsa, she was interviewed about her role, being a part of a Broadway production, and traveling the country.

01. SECTION

Font Family: **Bevan**
Font Size: **40px**
Font Weight: **400**
Line Height: **Normal**
Letter Spacing: **Normal**
Text Align: **Left**

04. EXCERPT

Font Family: **Roboto**
Font Size: **12px**
Font Weight: **400**
Line Height: **Normal**
Letter Spacing: **Normal**
Text Align: **Center**

02. TOPIC

Font Family: **Roboto**
Font Size: **12px**
Font Weight: **700**
Line Height: **Normal**
Letter Spacing: **Normal**
Text Align: **Center**

05. REL. HEADLINE

Font Family: **Libre Caslon Display**
Font Size: **26px**
Font Weight: **300**
Line Height: **1.1**
Letter Spacing: **Normal**

03. HEADLINE

Font Family: **Playfair Display**
Font Size: **46px**
Font Weight: **900**
Line Height: **0.9**
Letter Spacing: **Normal**
Text Align: **Center**

Editorial Typefaces in use (Pixel)

01 → **Print Archives**

02 → The Oklahoma Eagle in Print Editions

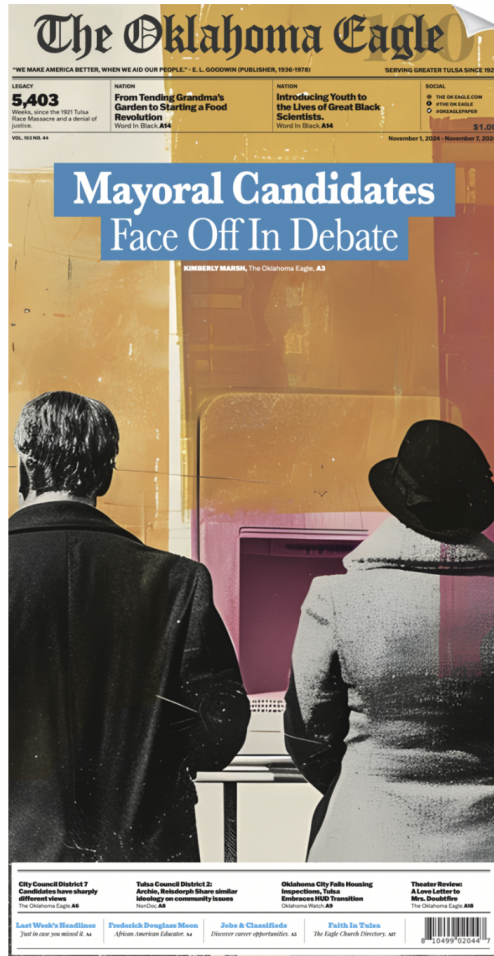
03 → **The 11.01.2024 Issue**

04 → **FEATURE**

05 → **Mayoral Candidates Face Off In Debate**

06 → In the latest bid to inform voters and encourage voter turnout in the Tulsa mayoral election on Nov. 5, the Tulsa World held a debate between the two candidates – St. Rep. Monroe Nichols (D-72) and County Commissioner Karen Keith – on Oct. 22.

07 → [READ ISSUE](#)



01. TOPIC	Font Family	Bevan
	Font Size	50px
	Font Weight	400
	Line Height	Normal
	Letter Spacing	Normal
	Styling	Left

04. FEATURE LABEL	Font Family	Roboto
	Font Size	12px
	Font Weight	400
	Line Height	Normal
	Letter Spacing	Normal
	Styling	Left

02. SUB TOPIC	Font Family	Roboto
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	Letter Spacing	Normal
	Styling	Left

05. HEADLINE	Font Family	Bevan
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	Styling	Left

03. DATE	Font Family	Bevan
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	Styling	Left

06. EXCERPT	Font Family	Roboto
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	Styling	Left

07. READ MORE	Font Family	Libre Carson Display
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	Letter Spacing	Normal
	Styling	Left

Editorial Typefaces in use (Pixel)

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Upon completing payment we will reach out to you to obtain all related advertising assets. Should you require assistance with developing ad unit(s), our Eagle Brand Studio team is prepared to offer the services required (premium offering).

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Three-quarter
page vertical
4 columns x 21.5"
\$1,333

THE OKLAHOMA EAGLE

Half page
horizontal
6 columns x 11"
\$1,023

01. **TOPIC**

Font Family
Font Size
Font Weight
Line Height
Letter Spacing
Text Align

Bevan
24px
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Normal
Normal
Left

04. **COPY**

Font Family
Font Size
Font Weight
Line Height
Letter Spacing
Text Align

Roboto
24px
300
2em
Normal
Left

The Oklahoma Eagle

Brand Guide

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The Oklahoma Eagle
624 E. Archer Street
Tulsa, Oklahoma, 74120

The Oklahoma Eagle is a Tulsa, Oklahoma-based media company that publishes news and information, a stout advocate for the African American community and those who champion equity, for more than 102 years. We have endured, with faith and the support of our communities, a century-long journey of shared struggles and triumphs for human rights, civic equity, economic enfranchisement and judicial reform.