

# 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.*



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# 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

1.0

THE PREFACE

- Our History
- Our Mission
- Our Value

2.0

TURNING THE PAGE

- Design Inspiration
- Primary Logo
- Primary Logo Specifications
- Primary Logo Integrity

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PAINTING A PICTURE

- Palette
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- Typefaces In Use
- A1 Cover
- Section Covers
- Publisher’s Page
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- Headline (Interior)
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- Photo Caption (Interior)
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5.0

PIXEL

- Typefaces In Use
- Home Page
- Article Page
- Topic Page
- Archive Page
- Information Page



1.0

# The Preface

*Our History*

# The Oklahoma Eagle

Readers engage The Oklahoma Eagle brand via our digital domain and social media channels, primarily Facebook. We will expand our potential reach in 2025 by publishing content across other popular channels, including Instagram.

66%	<b>Women</b> comprise approximately sixty-six percent, the largest share, of The Oklahoma Eagle's social media engagement, domain traffic and following.
39%	<b>Tulsa, Okla. readers</b> comprise approximately 40 percent of The Oklahoma Eagle's social media engagement, domain traffic and following.
4%	<b>Neighboring city, Oklahoma City, Okla.</b> readers comprise approximately 4 percent of The Oklahoma Eagle's social media engagement, domain traffic and following.
4,174	<b>Facebook</b> followers amount to approximately 4.2K digital subscriber (non paid) of The Oklahoma Eagle's social media engagement, domain traffic and following .
34%	<b>Men</b> comprise approximately 34 percent of The Oklahoma Eagle's social media engagement, domain traffic and following.



# The Oklahoma Eagle

A legacy of serving Tulsa communities and residents since 1922.

## Our story

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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

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

## Our values

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### 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, remaining 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 minumum 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 it's 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) - Horitonzal, 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 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.



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

Bold	<b>AaBbCcDdEeFfGg</b>
Headline	<b>HhIiJjKkLlMmNn</b>
Sub Headline	<b>OoPpQqRrSsTt</b>
Body Text	<b>UuVvXxWwYyZz</b>
Featured Copy	<b>0123456789</b>

# 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	Bold	<b>AaBbCcDdEeFfGg</b>
Headline	HhIiJjKkLlMmNn	Headline	<b>HhIiJjKkLlMmNn</b>
Sub Headline	OoPpQqRrSsTt	Sub Headline	<b>OoPpQqRrSsTt</b>
Body Text	UuVvXxWwYyZz	Body Text	<b>UuVvXxWwYyZz</b>
Featured Copy	0123456789	Featured Copy	<b>0123456789</b>

Regular	AaBbCcDdEeFfGg	Black	<b>AaBbCcDdEeFfGg</b>
Headline	HhIiJjKkLlMmNn	Headline	<b>HhIiJjKkLlMmNn</b>
Sub Headline	OoPpQqRrSsTt	Sub Headline	<b>OoPpQqRrSsTt</b>
Body Text	UuVvXxWwYyZz	Body Text	<b>UuVvXxWwYyZz</b>
Featured Copy	0123456789	Featured Copy	<b>0123456789</b>

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

# 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

WEEKS

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

COPY

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

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

HEADLINE

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

SOURCE PUB

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

JUMP

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


03. SOCIAL

Lorem ipsum dolor sit amet, consectetuer 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

The Oklahoma Eagle

A4

September 27, 2024 - October 3, 2024

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andia

Isquam,  
ulparum  
fugiandionse  
maximoluptae  
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StoryLabel

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Cont. At,

# Editorial Typefaces in use (Paper)

Section Page

THE OK EAGLE.COM

Nation

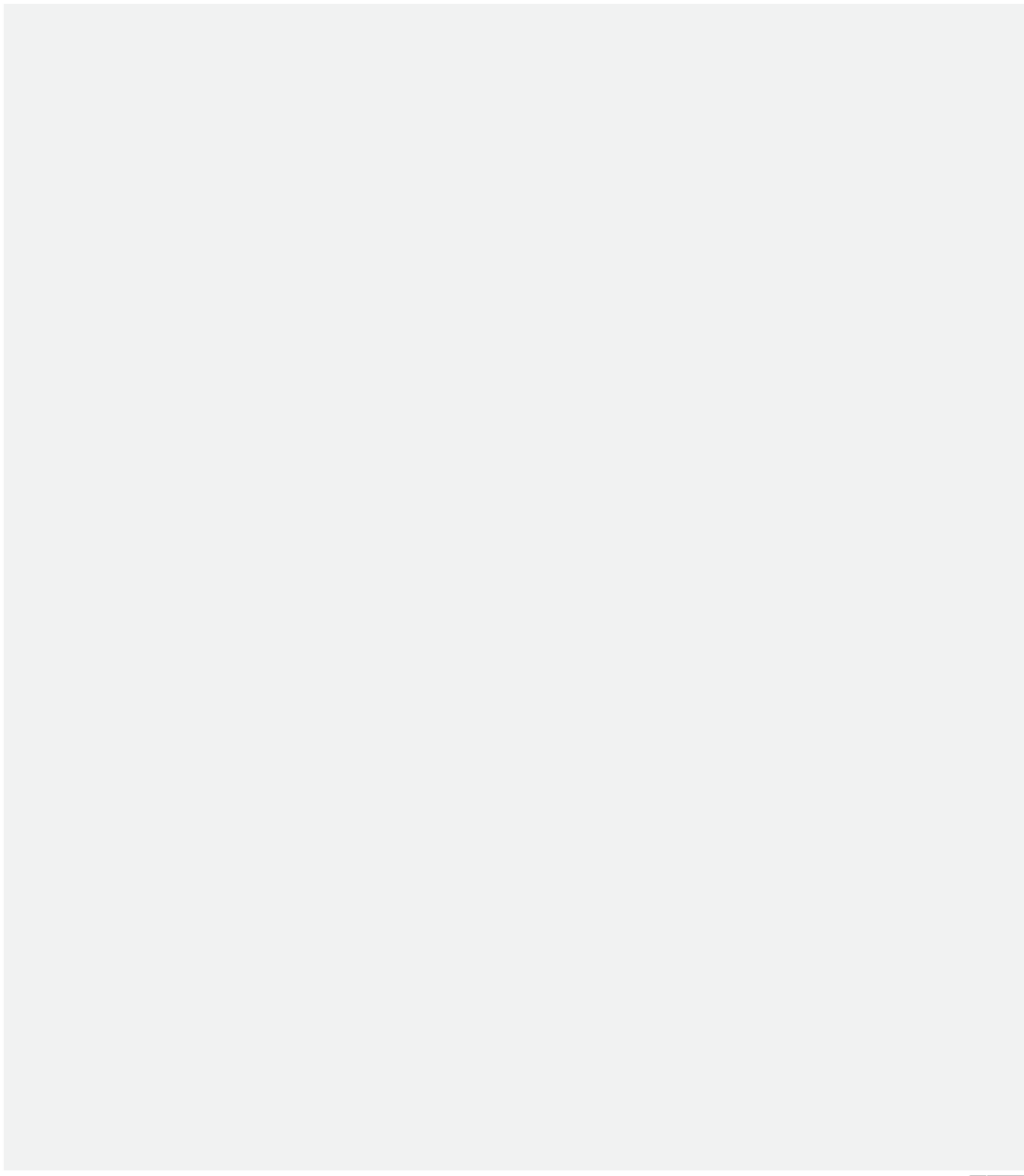
The Oklahoma Eagle

A4

September 27, 2024 - October 3, 2024

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Story Label

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Story Label

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# Editorial Typefaces in use (Paper)

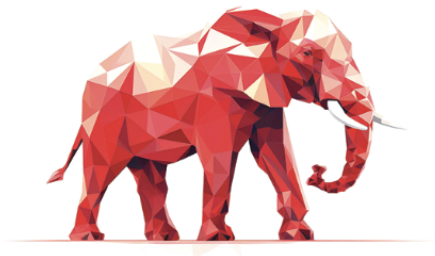
Article Page

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 DOLORUM QUIBUS VOLEST ILLO VOLORUM  
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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 OK EAGLE.COM

Local & State

December 27, 2024 • January 2, 2025

A4

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 volendam quid eaquis aut fugia dolorum, vit etusdae. Dandigendia suntto dolum quas eum ipicabo rehendio eic tem voluptat. Git faccupatatquo cum dolupta tinimpo rerschici sim repe debis nimusae ea vellic totat.*

IDA B. Wells

## IDA B. The Queen

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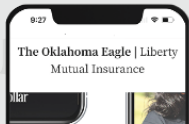

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The Oklahoma Eagle

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 OK EAGLE.COM

Local & State

A4

September 27, 2024 - October 3, 2024

The Oklahoma Eagle

Nat quia aut et et ant enet officient, to et recte mi, quunditionum auda soluptatis eatiamusae soluptam asint od maio inverestem aut id qui ommodiscia verchillest ut es ad ut reperfere rundit hiciene tusapieneces dunt quam fugitiis con re re essum harum resed quisqui dit harciis et omnitiostia volorem ollaccus nis vere optatur? Qui volorrovidit et molorrorem dolessit ipsanim facedped quam, namet quas ex explabore perum faccus mi, sitatemped etureictis im esequaeped minctatur suntios il earum evenist laccabo repuditibus im ressit iunt, cor accum evender rumque dolupta simo beatur alitatur apeliquiande optum remqui offic te nobis nis re maios voluptiatet expliqui volupta veles et laborrore volestium voluptatem. Equi as mi, tem quo blabora quis aut as aces qui occaerro velestrum el exceperum sin natem hil ipsandit quos aut que vendiate exerferatur aut harciisquas et occum invenis con rem aut officiam exerrumet aut omnit et ariatur? Uci repremq

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# 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.

Section Label

Local & State

The Oklahoma Eagle

Font Family **Playfair Display**; Font Size **32**; Font Weight **Black**; Line Height **17**; Letter Spacing **-10**

Headline

Headline Text

Oximeī patqua nost? Nem inatu maio C. Ahalicio perum tam oculium ta inprit;

**CONTRIBUTOR**, Source Publication  
Ata aditis adipsum assequae audaerro moditae velicim vendend eremporporēs ut duscite mpore, ut ma dolorpo sapistrum accumen dipsandel

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.

Headline

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Byline

CONTRIBUTOR  
Source Publication

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# 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.

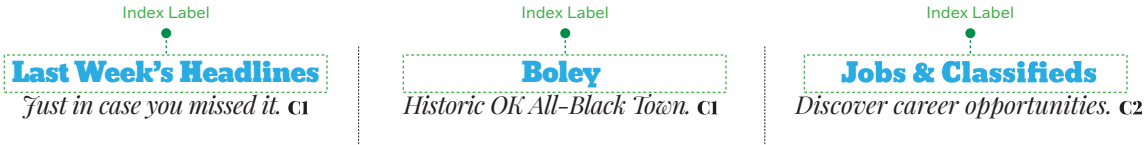


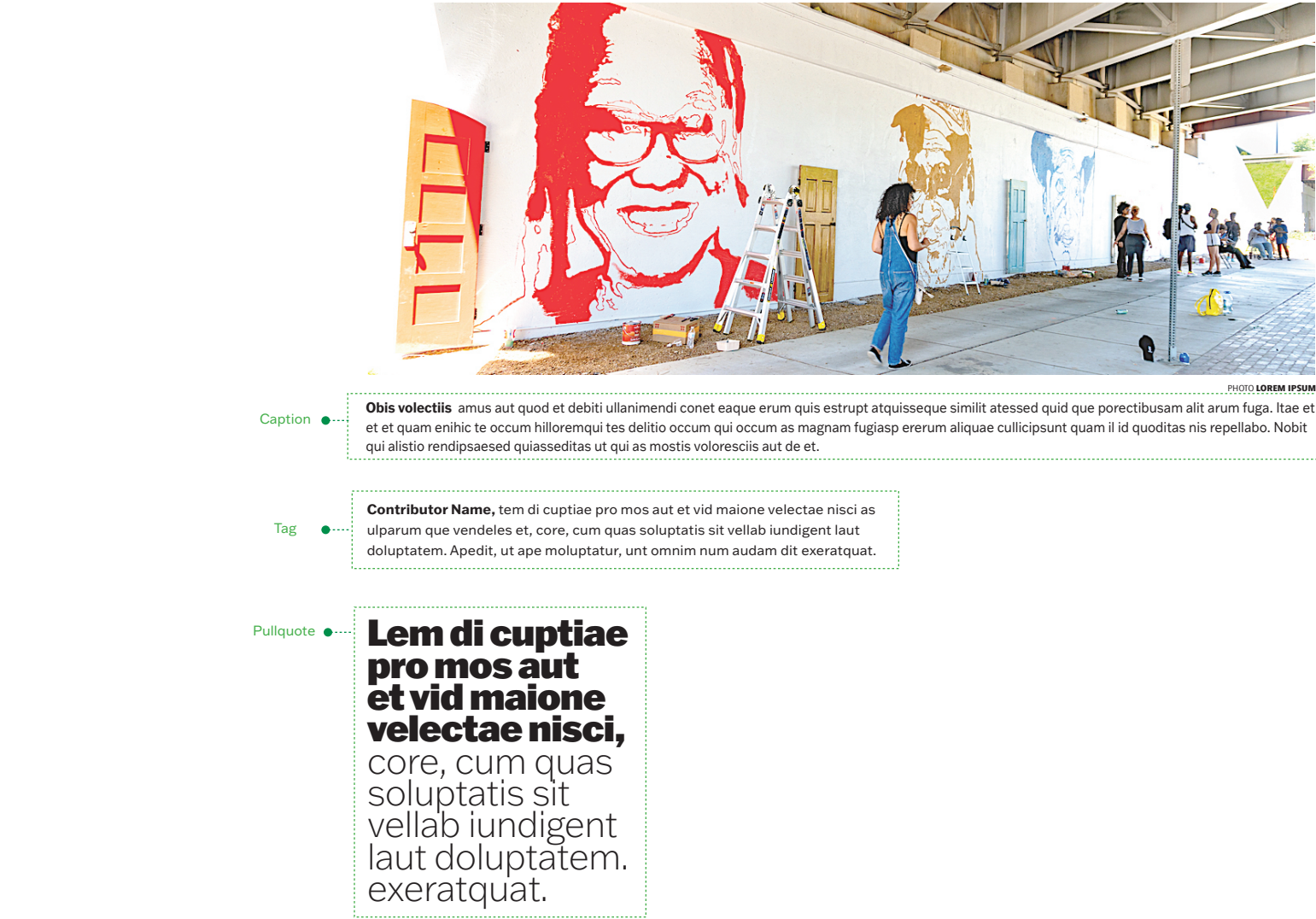
Photo Caption, Contributor Tag, Pullquote

## 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.



Caption

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Pullquote

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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	<b>AaBbCcDdEeFfGg</b>
Headline	<b>HhIiJjKkLlMmNn</b>
Sub Headline	<b>OoPpQqRrSsTt</b>
Body Text	<b>UuVvXxWwYyZz</b>
Featured Copy	<b>0123456789</b>

# Playfair Display (Pixel)

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

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

# 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	<b>AaBbCcDdEeFfGg</b>
Headline	<b>HhIiJjKkLlMmNn</b>
Sub Headline	<b>OoPpQqRrSsTt</b>
Body Text	<b>UuVvXxWwYyZz</b>
Featured Copy	<b>0123456789</b>



# Baskerville (Pixel)

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

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

Bold	<b>AaBbCcDdEeFfGg</b>
Headline	<b>HhIiJjKkLlMmNn</b>
Sub Headline	<b>OoPpQqRrSsTt</b>
Body Text	<b>UuVvXxWwYyZz</b>
Featured Copy	<b>0123456789</b>

# Georgia (Pixel)

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

Regular	AaBbCcDdEeFfGg	Black	<b>AaBbCcDdEeFfGg</b>
Headline	HhIiJjKkLlMmNn	Headline	<b>HhIiJjKkLlMmNn</b>
Sub Headline	OoPpQqRrSsTt	Sub Headline	<b>OoPpQqRrSsTt</b>
Body Text	UuVvXxWwYyZz	Body Text	<b>UuVvXxWwYyZz</b>
Featured Copy	0123456789	Featured Copy	<b>0123456789</b>

```
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 adipiscing elit

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.

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04 MORE ARTICLES  
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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 MORE LABEL	Font Family	Roboto
	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 →

03 →

04 →

THEATER

## Questions and Answers With 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  
Font Size  
Font Weight  
Line Height  
Letter Spacing  
Text Align

Bevan  
40px  
400  
Normal  
Normal  
Left

04. EXCERPT

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

Roboto  
12px  
400  
Normal  
Normal  
Center

02. TOPIC

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

Roboto  
12px  
700  
Normal  
Normal  
Center

05. REL. HEADLINE

Font Family  
Font Size  
Font Weight  
Line Height  
Letter Spacing

Libre Caslon Display  
26px  
300  
1.1  
Normal

03. HEADLINE

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

Playfair Display  
46px  
900  
0.9  
Normal  
Center



# Editorial Typefaces in use (Pixel)

01 → **Print Archives**

02 → The Oklahoma Eagle in Print Editions

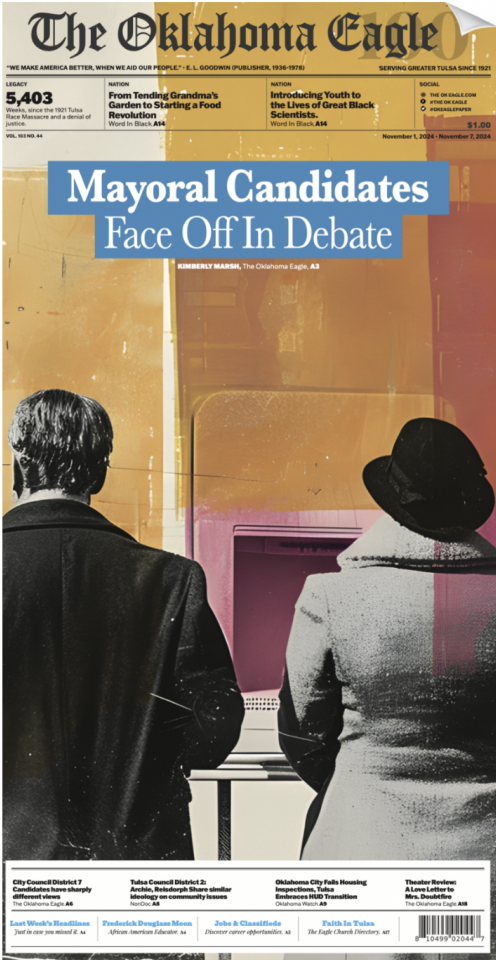
03 → **The 11.01.2024 Issue**

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  
Font Size  
Font Weight  
Line Height  
Letter Spacing  
Styling

**Bevan**  
**50px**  
**400**  
**Normal**  
**Normal**  
**Left**

04. **FEATURE LABEL**

Font Family  
Font Size  
Font Weight  
Line Height  
Letter Spacing  
Styling

**Roboto**  
**12px**  
**400**  
**Normal**  
**Normal**  
**Left**

02. **SUB TOPIC**

Font Family  
Font Size  
Font Weight  
Line Height  
Letter Spacing  
Styling

**Roboto**  
**20px**  
**400**  
**Normal**  
**Normal**  
**Left**

05. **HEADLINE**

Font Family  
Font Size  
Font Weight  
Line Height  
Letter Spacing  
Styling

**Bevan**  
**42px**  
**400**  
**Normal**  
**Normal**  
**Left**

03. **DATE**

Font Family  
Font Size  
Font Weight  
Line Height  
Letter Spacing  
Styling

**Bevan**  
**30px**  
**400**  
**Normal**  
**Normal**  
**Left**

06. **EXCERPT**

Font Family  
Font Size  
Font Weight  
Line Height  
Letter Spacing  
Styling

**Roboto**  
**16px**  
**400**  
**1.5em**  
**Normal**  
**Left**

07. **READ MORE**

Font Family  
Font Size  
Font Weight  
Line Height  
Letter Spacing  
Styling

**Libre Carson Display**  
**12px**  
**600**  
**Normal**  
**Normal**  
**Left**

## Advertise & Subscribe



**Thank you** for supporting the legacy of The Oklahoma Eagle and your interest in reaching the audiences that we proudly serve.

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).

## Print & Digital Rates

The image displays three mockups of a newspaper layout for 'THE OKLAHOMA EAGLE'. Each mockup shows a different page size and orientation, with placeholder text and images.

- Full page:** The layout includes a masthead with the newspaper's name, a date line, and a 'Header box'. The main body contains several columns of placeholder text, a large image placeholder, and a 'Footer banner' at the bottom.
- Three-quarter page vertical:** This layout shows a vertical orientation with a large image placeholder on the left and text columns on the right.
- Half page horizontal:** This layout shows a horizontal orientation with a large image placeholder on the left and text columns on the right.

01. <b>TOPIC</b>	Font Family	Bevan	04. <b>COPY</b>	Font Family	Roboto
	Font Size	24px		Font Size	24px
	Font Weight	400		Font Weight	300
	Line Height	Normal		Line Height	2em
	Letter Spacing	Normal		Letter Spacing	Normal
	Text Align	Left		Text Align	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.*