



YEAR OF
YOUTH
IN AGRICULTURE
2025

BRANDING GUIDE

OVERVIEW

The Oklahoma Department of Agriculture, Food, and Forestry is excited to partner with industry leaders to designate 2025 as *The Year of Youth in Agriculture*.

Throughout this year-long initiative, we will capitalize on every opportunity to highlight the next generation of agriculturalists, and welcome individuals and organizations to be a part of this project alongside us.

BACKGROUND

Those of us involved in agriculture have the opportunity to see and support our talented young people each and every day. Our hope is that by collectively elevating the tremendous work being done by youth in agriculture, we will also create awareness within the general public of the importance of the next generation of ag producers and professionals and the bright and talented minds that will help us continue to feed, fuel and clothe a growing world population.

OBJECTIVE

To bring awareness to the numerous opportunities in agriculture for young people, both as students and future professionals.

HOW YOU CAN BE INVOLVED

- Incorporate a “Year of Youth in Agriculture” component into your events.
- Seek out new ways to involve youth in your organization’s programming.
- Utilize the provided branding to help us share the story of youth in agriculture.

CONTACT

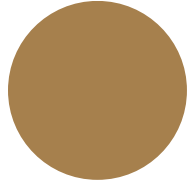
JanLee Rowlett | Deputy Commissioner
Oklahoma State Department of Agriculture, Food and Forestry
405.522.6105 | JanLee.Rowlett@ag.ok.gov

YEAR OF
YOUTH
IN AGRICULTURE
2025

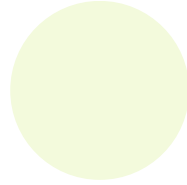
BRAND COLORS



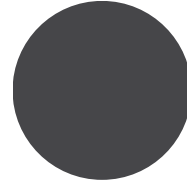
C17 M0 Y75 K0
R199 G201 B81
Pantone 584C
#C3CD50



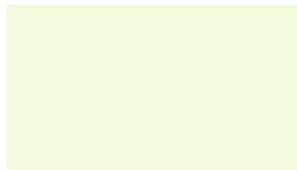
C35 M50 Y70 K0
R166 G128 B77
Pantone 17-1129
#a6804d



C3 M0 Y12 K2
R95 G98 B86
Pantone 11-0410
#f3fadc



C0 M70 Y0 K88
R70 G70 B70
Pantone Cool
Gray 10
#464646



BRAND FONTS

For official correspondence, letters, PowerPoint presentations, and social media content, use only the specified variations of the Gotham font.

Gotham Bold
Gotham Regular
Gotham Light

Brittany

PRIMARY LOGO



SECONDARY



SOCIAL MEDIA HASHTAGS

#OKAg #AgYouth25

SOCIAL MEDIA TEMPLATE

If only one photo is being shared, use this template:

ONE PHOTO

If more than one photo is being shared, use this template:

MULTIPLE PHOTOS

For social media profile frames, use this template:

FRAME

HOW TO USE A TEMPLATE

STEP 1

Click the link in the branding guide or find in folders and click "Use template for new design" (Not "Edit Original")

STEP 2

Make desired changes to template

STEP 3

Change the name of the design in the upper right hand corner to describe the design

STEP 4

Download as desired and share!