

# OKLAHOMA CITY

— THE MODERN FRONTIER —

BRAND STANDARDS

# TABLE OF CONTENTS

## 01 OVERVIEW

STORY

---

VOICE

---

PERSONALITY

---

VALUES

---

TAGLINE

---

## 02 BRAND ELEMENTS

LOGOS

---

TYPOGRAPHY

---

COLORS

---

# THIS DOCUMENT INCLUDES THE FOLLOWING:

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## **New additional Conventions & Visitor's Bureau elements**

- A new tagline: The Modern Frontier
- Expanded Oklahoma City messaging

# OVERVIEW

SECTION 01



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# A VISIONARY CITY OPEN TO THE PURSUIT OF THE AMERICAN DREAM.

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## A CITY DEFINED BY ITS OPENNESS AND ENTERPRISING NATURE.

*A young city, steeped in Native American and Western culture, OKC embraces its roots and continues to pave the way as a center of innovation where anything is possible.*

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With its distinctively cool neighborhoods, Oklahoma City boasts plenty of culture, cuisine, attractions, and amenities. A young city steeped in Western heritage, OKC embraces its roots while paving the way to become a center of innovation and entrepreneurship where anything is possible.

Discover contemporary art and Native American culture, local restaurants and craft breweries, national sports and family entertainment, river adventures on the Oklahoma River, and a flourishing live music scene—there's something for everyone. Experience the energy, excitement, and downhome welcoming spirit of OKC, a city open to all.

**OUR VOICE IS**

**DOWN TO EARTH  
APPROACHABLE  
WELCOMING  
NOSTALGIC  
UNIFIED  
DRIVEN**

**DOWN TO EARTH**

Real, genuine, authentic, honest, tell it like it is, integrity

**APPROACHABLE**

Underdog, regular person, the common touch

**WELCOMING**

Goodness, service, neighborly, kind, clean

**NOSTALGIC**

Heritage, slower-paced, respectful of the past

**UNIFIED**

Community, relationships, acceptance, diversity, belonging, one, togetherness

**DRIVEN**

Development, expansion, competitive, focused, innovative, new

**OUR CITY IS**

**OPEN  
PIONEERING  
COLLABORATIVE  
ENERGETIC**

## OPEN

**We are authentic, welcoming, and kind to others.** We are actively looking to grow, recruit new businesses, cultural institutions, tourists, and residents. We are a “yes” city: come live here, come work here, create memories and new experiences here – we’re open.

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## PIONEERING

**We are dissatisfied with the status quo.** We have a vision for something better, and we won’t stop until we get there. We are innovators that apply diverse perspectives and resourcefulness to our challenges and make significant contributions to our community and the world.

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## COLLABORATIVE

**We play well with others.** We know that change comes from within, and we rely on ourselves to solve some of our community’s biggest problems. We know that we can make our individual/family/businesses’ lives better by improving the community as a whole.

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## ENERGETIC

**There is an energy flowing through our streets,** a buzz surrounding our growth, and a playfulness to our new features and amenities. We are confident and proud. We’re a city to watch, a city on the rise. Catch us if you can.

**AUTHENTIC**

We are true to our roots and authentically Oklahoman.

**KIND**

We treat each other with kindness and roll out the welcome mat to our guests.

**HONEST**

We are honest in addressing both our shortcomings and our strengths.

**COLLABORATIVE**

We are stronger together and work collaboratively to move our city forward.

**RESILIENT**

We come together and lift each other up in times of adversity.

**DIVERSE**

We embrace and promote the cultural diversity of our unique city.

**DARING**

We are adventurers with an entrepreneurial spirit, daring to do the impossible.

# THE MODERN FRONTIER

**Frontier:** *the extreme limit of understanding or achievement in a particular area; rising to new challenges, experiences or opportunities*

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This choice of a tagline is a contemporary nod to Oklahoma City's heritage while also looking forward. We are a blank canvas; we can still define our own future. This tagline is a call to individuals with strong emotional appeal to entrepreneurs, visionaries, and individuals looking to pursue their version of the American Dream.



# BRAND ELEMENTS

## SECTION 02

## PRIMARY LOGOS

These are the primary logo options for The Modern Frontier. Logos will primarily be paired with the CVB type.

OKLAHOMA CITY  
— THE MODERN FRONTIER —

Alternate Campaign Logo

OKLAHOMA CITY  
— THE MODERN FRONTIER —

## SECONDARY LOGOS

Secondary logos will be used in other applications where the primary logo cannot be used or is not needed.

**THE  
MODERN  
FRONTIER**

OKLAHOMA CITY

CVB Campaign Logo  
Primary Stacked

**THE  
MODERN FRONTIER**

OKLAHOMA CITY

CVB Campaign Logo  
Horizontal

**THE  
MODERN  
FRONTIER**

OKLAHOMA CITY

CVB Campaign Logo  
Primary Stacked

**THE  
MODERN FRONTIER**

OKLAHOMA CITY

CVB Campaign Logo  
Horizontal

**1**

Plaak is used for all key words and headlines. Tracking is set to zero for a bold and condensed look.

**2**

Much like the CVB brand, Motiva will be used for all body and subheader copy.

Plaak Extra Condensed 32

# HEADLINES

Motiva Bold

## SUBHEADER 01 STYLE

Motiva Regular

Body copy goes in this area here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam.

COLORS

These are the official brand colors. Use them when creating things not tied to specific campaigns / campaign colors.

#323e48	#d9d8d6	#ffffff
C - 79	C - 14	C - 0
M - 64	M - 11	M - 0
Y - 52	Y - 12	Y - 0
K - 44	K - 0	K - 0
R - 50	R - 217	R - 255
G - 62	G - 216	G - 255
B - 72	B - 214	B - 255
PMS 432	PMS Cool Gray 1	

COLORS

These are the official campaign breakout colors. Be sure to use these specific colors and gradients when creating any art.

#00a48b	#00adee	#e55e20	#c73D7e	#ffca05
C - 80	C - 70	C - 5	C - 20	C - 0
M - 11	M - 15	M - 78	M - 90	M - 20
Y - 56	Y - 0	Y - 100	Y - 21	Y - 100
K - 0	K - 0	K - 0	K - 0	K - 0
R - 0	R - 0	R - 229	R - 199	R - 255
G - 164	G - 173	G - 94	G - 61	G - 202
B - 139	B - 238	B - 32	B - 126	B - 5
#323e48	C - 79 M - 64 Y - 52 K - 44	R - 50 G - 62 B - 72	PMS 432	

## GRADIENTS

Gradients should utilize official campaign colors only. Use the gradients below when creating campaign-specific art. Full gradients are used for backgrounds while half gradients are used for photo overlay applications.

 = no fill, no stroke (transparent)

