VISIT

OKLAHOMA CITY

— THE MODERN FRONTIER —

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OVERVIEW

WHO WE ARE

OUR MISSION

As the City's official destination marketing organization, the mission of Visit Oklahoma City (Visit OKC) is to contribute to the economic well-being of Oklahoma City and its citizens through the solicitation and servicing of conventions and other related group business, to promote the city as a first-class visitor destination and to enhance Oklahoma City's name and image.

Visit OKC is also known as the OKC Convention & Visitors Bureau and operates as a division of the Greater OKC Chamber. Visit OKC is *the* tourism information source for visitors to and the citizens of Oklahoma City, as well as the home to OKC Sports.

OUR PURPOSE

We proudly elevate OKC by connecting visitors with our unique stories, flavors and experiences.

ORGANIZATIONAL VALUES

HEART – We care about our mission and take time to recognize and celebrate each other's wins both big and small. We also celebrate each step as we move our city forward.

UNIFIED – We're one team representing one city with one goal. We take care of each other and believe each team member's role is critical to our success.

SUPERCHARGED – We're driven by a passion for OKC and possess an innovative spirit that sets the tone for all we do.

TENACIOUS – We're strong collaborators and resourceful problem-solvers. We don't give up.

LEAD WITH INTEGRITY – We do the right thing and lead by example.

EXCEED – We enthusiastically go above and beyond because we want to see each other and OKC succeed.

OUR STORY

OKC'S BRAND STORY

Every destination has a story, and Oklahoma City's story began with several tribal nations who have always inhabited this special place, long before it was "officially" a city. This complex past has led to OKC residents embracing a history of doing things our own way. This visionary spirit can be seen today in our people and passion. From the classically trained to the wildly inventive, our city is home to pioneering thinkers, doers and creators.

In OKC, visitors are greeted with overflowing kindness as they discover the heritage, culture and resiliency that lives on in the vibrant Oklahoma City of today. Our people are innovators, ancestors and allies, influenced by both the past and a desire to make the future better for all.

We're a yes city where we actively make things happen. Our collaborative and energetic vision has transformed OKC over the past several decades as we've invested nearly $2 billion in ourselves building world-class attractions, sports venues, urban parks and a new convention center complex. And we're not done yet!

Experience the energy, excitement and welcoming spirt of Oklahoma City – a city open to all.

OUR VOICE IS

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

B R A N D   P E R S O N A L I T Y
WHAT QUALITIES MAKE UP OUR DISTINCT NATURE?

07

OUR CITY IS

OPEN

We are authentic, welcoming and kind to others. We are actively looking to grow by recruiting new businesses, cultural institutions, visitors and residents. We are a "yes" city committed to actively making things happen: come live here, come work here, create memories and new experiences here - we're open.

COLLABORATIVE

We play well with others. We know that changes comes from within, and we rely on ourselves to solve some of our community's biggest challenges. We know that we can make our individual/family/businesses' lives better by improving the city as a whole. This requires listening, empathy and working together to build (or maintain/sustain/foster) an inclusive and ever-evolving community.

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.

PIONEERING

We are dissatisfied with the status quo. We have a vision for a better future, 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.

WE ARE

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 nurture the cultural diversity of our unique city.

DARING

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

BRAND ELEMENTS

SECTION 02

PRIMARY LOGOS

Our primary logo is the initial introduction to the brand.

As with all of our branding, the primary logo is not just a design but a flagship representing our maverick way of doing all things with the purpose and intent stated in our brand values.

It's a welcome beacon signifying OKC is open to all people as the Modern Frontier.

You will find it on most publication covers, ads, video content, sponsorships and other top-tier media.

If you have any questions to whether you are using any of our branding correctly or not, don't hesitate to ask anyone on the Visit Oklahoma City Marketing Team for direction.

PRIMARY

VISIT
OKLAHOMA CITY
— THE MODERN FRONTIER —

FOUR COLOR BLUE PRIMARY

VISIT
OKLAHOMA CITY
— THE MODERN FRONTIER —

FOUR COLOR WHITE PRIMARY

VISIT
OKLAHOMA CITY
— THE MODERN FRONTIER —

ONE COLOR WHITE PRIMARY

PRIMARY NO TAGLINE

VISIT
OKLAHOMA CITY

FOUR COLOR BLUE PRIMARY NO TAGLINE

VISIT
OKLAHOMA CITY

FOUR COLOR WHITE PRIMARY
NO TAGLINE

VISIT
OKLAHOMA CITY

ONE COLOR WHITE PRIMARY
NO TAGLINE

SECONDARY LOGOS

Our secondary logos are used either alongside the primary logo as in a publication, or where logo space is limited. This option may be the best option in some circumstances, but generally, these are to be used to support the primary logo. Our OKC Insider and OKC Sports logos are industry-specific logos that represent their respective departments to their partners, prospective clients and vendors.

ALTERNATE

FOUR COLOR BLUE ALTERNATE

FOUR COLOR WHITE ALTERNATE

ONE COLOR WHITE ALTERNATE

STACK

FOUR COLOR BLUE STACK

FOUR COLOR WHITE STACK

ONE COLOR WHITE STACK

OKC SPORTS

FOUR COLOR BLUE OKC SPORTS

FOUR COLOR WHITE OKC SPORTS

ONE COLOR WHITE OKC SPORTS

OKC INSIDER

FOUR COLOR BLUE OKC INSIDER

FOUR COLOR WHITE OKC INSIDER

ONE COLOR WHITE OKC INSIDER

SEEOKC HASHTAG

#SeeOKC

ONE COLOR BLUE HASHTAG

#SeeOKC

ONE COLOR WHITE HASHTAG

VISITOKC.COM

VISIT**OKC**.COM

FOUR COLOR BLUE URL

VISIT**OKC**.COM

FOUR COLOR WHITE URL

VISIT**OKC**.COM

ONE COLOR WHITE URL

EXCEPTIONS

OKLAHOMA CITY
— THE MODERN FRONTIER —

OKLAHOMA CITY

FOUR COLOR BLUE EXCEPTIONS

There are a few times when the word "Visit" is omitted, or both "Visit" and the Modern Frontier tagline are dropped from the logo. These are very rare occasions and only allowed with special approval by the Visit Oklahoma City Marketing team.

OKLAHOMA CITY
— THE MODERN FRONTIER —

OKLAHOMA CITY

FOUR COLOR WHITE EXCEPTIONS

OKLAHOMA CITY
— THE MODERN FRONTIER —

OKLAHOMA CITY

ONE COLOR WHITE EXCEPTIONS

TYPOGRAPHY

These are the preferred typefaces and font weights to be used with our branding and some suggested usages for each.

For slideshows, documents and spreadsheets, we do allow for substituting Motiva Sans with Gill Sans and its corresponding typeface weights.

PLAAK EXTRA CONDENSED

Plaak is used sparingly for maxium impact in headlines and section headers. Use more as a graphic element than a copy type.

MOTIVA SANS BLACK

We use Motiva Sans Black to illustrate a point, create a tagline or make a statement. Also can be used as a substitute for Plaak.

MOTIVA SANS BOLD

You will find Motiva Sans Bold in many of our subheaders.

Motiva Sans Regular

Motiva Sans Regular is our typical body copy font.

WEB ONLY
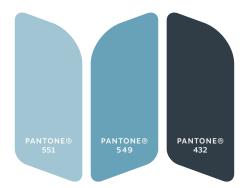
DHARMA GOTHIC M
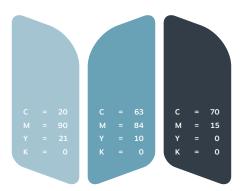
On our website Plaak is replaced with Dharma Gothic M.

Vista Slab Regular

Some of elements of our website use Vista Slab Regular for captioning and simple messaging.
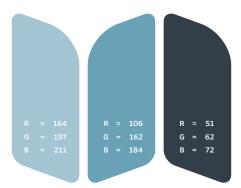
PANTONE®

| PANTONE® 551 | PANTONE® 549 | PANTONE® 432 |

CMYK

C	=	20	C	=	63	C	=	70
M	=	90	M	=	84	M	=	15
Y	=	21	Y	=	10	Y	=	0
K	=	0	K	=	0	K	=	0

RGB

R	=	164	R	=	106	R	=	51
G	=	197	G	=	162	G	=	62
B	=	211	B	=	184	B	=	72

PRIMARY COLORS

These are the official color values that you will find in our full color logos.

Whenever possible, use the PANTONE® color matching system to ensure proper and accurate color reproduction.

When it is not possible to use PANTONE® colors, these CMYK conversions will match closely for most printing needs.

For digital applications, our RGB conversions are designed to accurately represent our family of colors. Use these color values for any messaging that appears on a screen, such as social media, web media, display ads and other digital graphics.
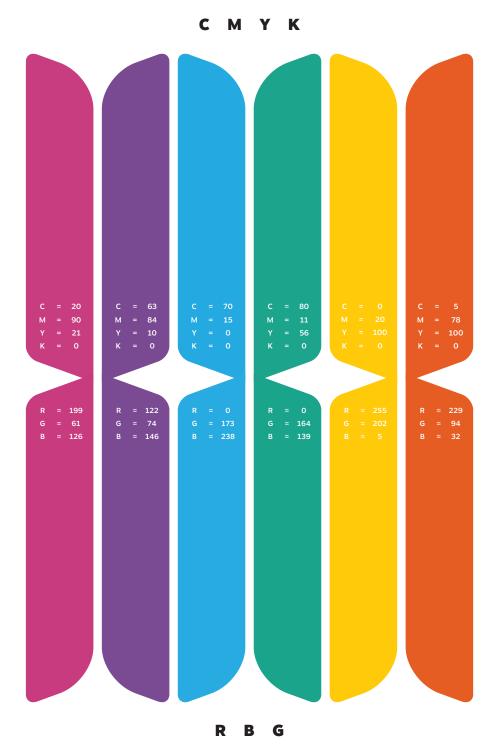
CAMPAIGN COLORS

These are our Modern Frontier campaign colors. They are used in tandem with another campaign color to help add vibrancy and texture to our brand. Rarely will only one or more than two of these secondary colors be used together. Not all combinations of colors work. Below are the approved color combinations for our brand.

APPROVED COLOR COMBINATIONS

COLOR 1	COLOR 2

C M Y K

Color 1	Color 2	Color 3	Color 4	Color 5	Color 6
C = 20	C = 63	C = 70	C = 80	C = 0	C = 5
M = 90	M = 84	M = 15	M = 11	M = 20	M = 78
Y = 21	Y = 10	Y = 0	Y = 56	Y = 100	Y = 100
K = 0	K = 0	K = 0	K = 0	K = 0	K = 0
R = 199	R = 122	R = 0	R = 0	R = 255	R = 229
G = 61	G = 74	G = 173	G = 164	G = 202	G = 94
B = 126	B = 146	B = 238	B = 139	B = 5	B = 32

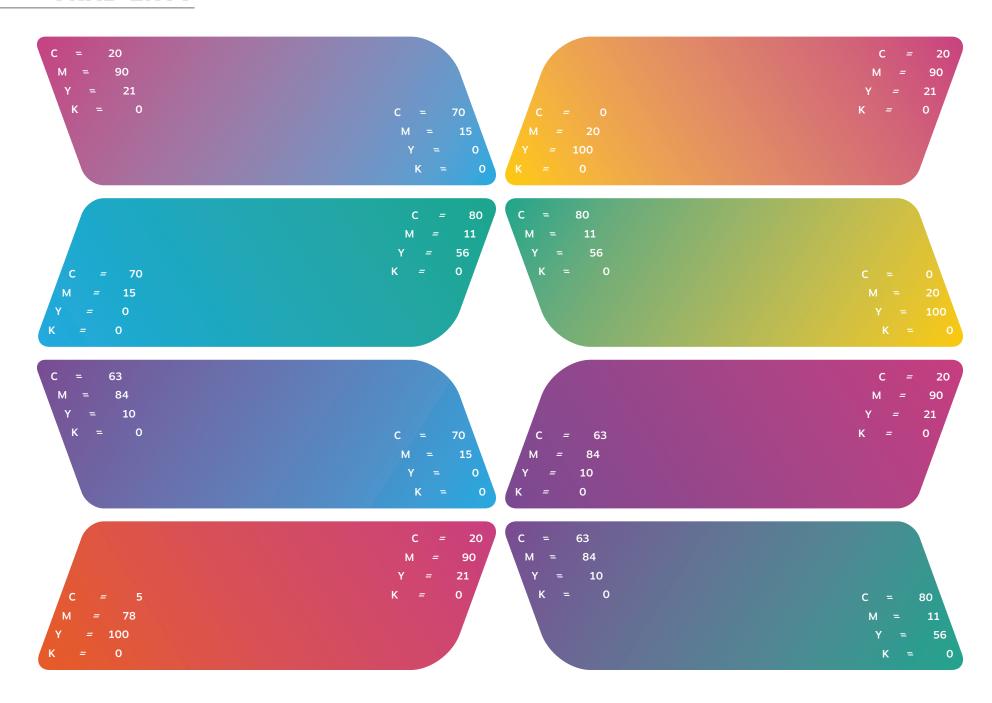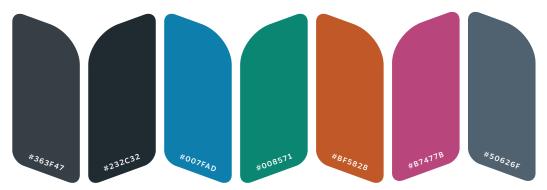**R B G**

GRADIENTS

Approved gradients consist of only of select brand color combinations. Each gradient is a two-stop gradient with a smooth blend between two secondary brand colors. Typically, gradients will be on a + or - 45° or 135° angle. Below are the approved gradients represented in CMYK, but can be used with corresponding RGB values.
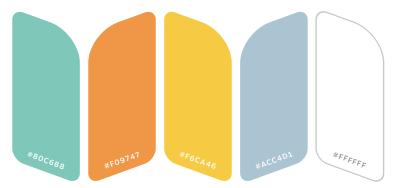
Gradient 1

C = 20
M = 90
Y = 21
K = 0

C = 70
M = 15
Y = 0
K = 0

Gradient 2

C = 0
M = 20
Y = 100
K = 0

C = 20
M = 90
Y = 21
K = 0

Gradient 3

C = 80
M = 11
Y = 56
K = 0

C = 70
M = 15
Y = 0
K = 0

Gradient 4

C = 80
M = 11
Y = 56
K = 0

C = 0
M = 20
Y = 100
K = 0

Gradient 5

C = 63
M = 84
Y = 10
K = 0

C = 70
M = 15
Y = 0
K = 0

Gradient 6

C = 63
M = 84
Y = 10
K = 0

C = 20
M = 90
Y = 21
K = 0

Gradient 7

C = 5
M = 78
Y = 100
K = 0

C = 20
M = 90
Y = 21
K = 0

Gradient 8

C = 63
M = 84
Y = 10
K = 0

C = 80
M = 11
Y = 56
K = 0

WEB COLORS

HEXIDECIMAL

DARK COLORS: Text/links on white or as a color background with white text

#363F47　#232C32　#007FAD　#008571　#BF5828　#B7477B　#50626F

LIGHT COLORS: Text/links on dark background

#80C6B8　#F09747　#F6CA46　#ACC4D1　#FFFFFF

ACCENT COLORS: Graphic accents only

#77A1B4　#E15F9C

ACCESSIBILITY COLOR USAGE

The following color uses meet WCAG 2.1 contrast requirements.

Text/links on dark #363F47 background

GET DETAILS→   #80C6B8
GET DETAILS→   #FFFFFF

Text/links on white #FFFFFF background

GET DETAILS→   #008571
GET DETAILS→   #B7477B

White text on color background

VISIT OKLAHOMA CITY
LEARN MORE →
                    #B7477B

VISIT OKLAHOMA CITY
LEARN MORE →
                    #007FAD

VISIT OKLAHOMA CITY
LEARN MORE →
                    #008571

VISIT OKLAHOMA CITY
LEARN MORE →
                    #BF5828

VISIT OKLAHOMA CITY
LEARN MORE →
                    #363F47

VISIT OKLAHOMA CITY
LEARN MORE →
                    #50626F