

The image shows the facade of a grand, classical-style building. The top part of the facade features a prominent pediment with the words "MID-CONTINENT LIFE INSURANCE COMPANY" inscribed in capital letters. Below the pediment, there are four large, fluted columns supporting the structure. The central entrance is framed by a decorative archway with the year "1926" above it. The building is surrounded by greenery, including trees and flowering bushes.

MID-CONTINENT LIFE INSURANCE COMPANY

OKLAHOMA HALL *of* FAME

BRAND STANDARDS

Updated June 2023



BRAND POSITIONING & MESSAGING

This document contains guidelines for using and displaying the brand identity items of the Oklahoma Hall of Fame. Inconsistent use of logos may result in confusion in the market and dilution of the Oklahoma Hall of Fame brand. Should a situation occur wherein these instructions do not provide clear guidance, contact Oklahoma Hall of Fame's Director of Marketing & Communications.

Mission of the Oklahoma Hall of Fame:

The Oklahoma Hall of Fame tells Oklahoma's story through its people. From diverse programming to the historic Gaylord-Pickens Museum, we are creating an enhanced sense of pride for all Oklahomans.

Taglines:

Telling Oklahoma's Story Through Its People.

Telling Oklahoma's Story Through Its People Since 1927.

Secondary Messages:

- The Oklahoma Hall of Fame was founded in 1927 to honor outstanding Oklahomans and provide educational programming for students of all ages.
- The Oklahoma Hall of Fame preserves Oklahoma's unique history while promoting pride in our great state.
- The Oklahoma Hall of Fame believes there are no limits to what is possible. Every day we celebrate the legacy of inspiring Oklahomans with all generations because Oklahomans are changing the world.

Five Oklahoma Characteristics:

- Individualism
- Optimism
- Pioneer Spirit
- Generosity
- Perseverance

Each Program falling under that brand should be promoted as follows:

Board Names:

Oklahoma Hall of Fame Board of Directors
Oklahoma Hall of Fame Teen Board
Oklahoma Hall of Fame Second Century Board

Publishing Division:

Oklahoma Hall of Fame Publishing

Scholarships:

Oklahoma Hall of Fame Scholarship
Oklahoma Scholarship Competition

LOGO

The Oklahoma Hall of Fame logo represents the circle that united us to each other and to our heritage. It depicts our mission to relate stories of individuals from our past to a younger generation who will shape the future. The markings on the icon represent mistletoe from the organization's first mark as well as a quill, feather, wheat, or redbud – all which play a vital role in telling Oklahoma's story.

Primary Horizontal



OKLAHOMA HALL *of* FAME
GAYLORD-PICKENS MUSEUM



OKLAHOMA HALL *of* FAME
GAYLORD-PICKENS MUSEUM

Primary Vertical



OKLAHOMA HALL *of* FAME
GAYLORD-PICKENS MUSEUM



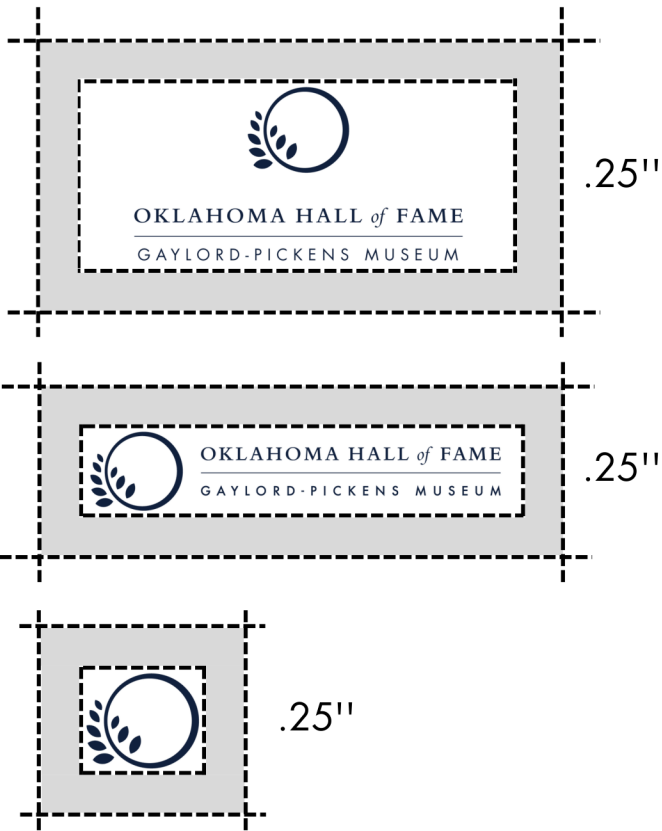
OKLAHOMA HALL *of* FAME
GAYLORD-PICKENS MUSEUM

Icon Only



Logos and Icons may only be made in the colors of the Oklahoma Hall of Fame's branding. Any deviation of the Oklahoma Hall of Fame logo is strictly forbidden.

LOGO SPACING

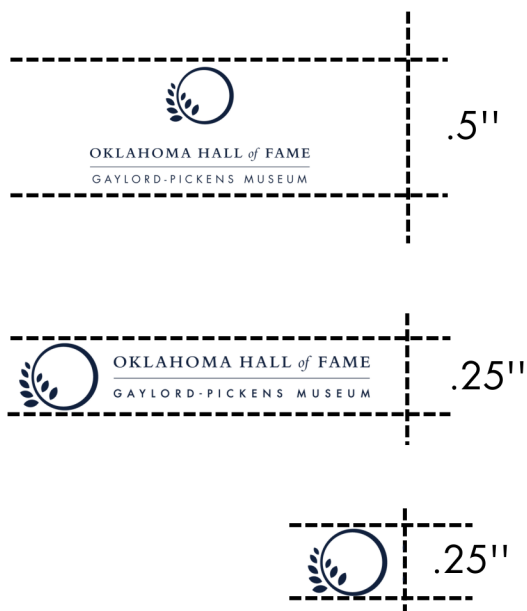


Safety Zone

For all variations of the Oklahoma Hall of Fame logo, a safety zone around the symbol (indicated in gray) will ensure visibility, clarity, and impact. As illustrated, the minimum safety zone measures .25 inches. Use the safety zone between the symbol and other graphic elements such as type, images, and other logos to ensure it retains a strong presence wherever it appears.

Clear Space

Where possible, allow even more space around the Oklahoma Hall of Fame logo (beyond the .25 inches minimum).



MINIMUM SIZE

For clarity, visibility and to maintain brand equity, variations of the Oklahoma Hall of Fame logo can be scaled down to a minimum size of .25 inches and .5 inches depending on the logo variation used.

LOGO RULES

Following are examples of logo usage that violate the Oklahoma Hall of Fame brand standards. These diminish the equity of the Oklahoma Hall of Fame identity and should not be allowed under ANY circumstances.

Never Tilt

The Oklahoma Hall of Fame logo should always be level and read from left to right.

Never Change Colors

The Oklahoma Hall of Fame logo should never be used in any color or combination of colors that are not expressly included among the approved color palette contained herein.

Never Stretch or Squeeze

The Oklahoma Hall of Fame logo should never be used in any color or combination of colors that are not expressly included among the approved color palette contained herein.

Never Change Scale of Elements

Do not adjust the sizes of individual elements within the logomark dependently from the whole. Always expand or reduce the ENTIRE mark as a single unit.

Never Change Fonts

The individual letterforms within all accepted versions of the logo are not to be altered in anyway.

FONTS

Bembo Std

The Bembo STD font family has been uniquely chosen for the Oklahoma Hall of Fame brand and logo.

This font should be utilized by the organization in documents for headers or small amounts of text. Other variations of this font family may be used where appropriate.

Futura Std Book

The Futura font family is the secondary font in the Oklahoma Hall of Fame brand and logo.

This font should be the primary font utilized by the organization in documents when large amounts of copy are used.

COLOR PALETTE



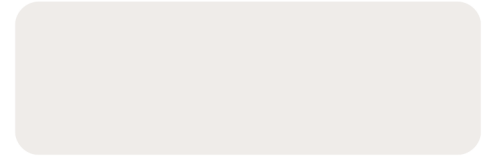
Primary

RGB 18, 33, 62
CMYK 91,77,24,52
PMS 282C
#12203E



Primary

RGB 7, 128, 143
CMYK 84,21,26,13
PMS 2236C
#07808F



Primary Accent

RGB 239, 237, 234
CMYK 5,4,4,0
#EFEDEA



Hall of Fame Ceremony

RGB 122, 11, 9
CMYK 15, 89, 94, 41
#7A0B09



Secondary

RGB 3, 51, 52
CMYK 89, 40, 53, 62
#013334



Secondary

RGB 248, 178, 41
CMYK 0, 29, 88, 1
#F9B22A



Secondary

RGB 242, 176, 164
CMYK 3, 33, 24, 0
#F2B0A4



Secondary

RGB 142, 183, 200
CMYK 43, 13, 9, 0
#8EB7C8



Secondary

RGB 225, 104, 52
CMYK 1, 68, 88, 3
#E16835



Secondary

RGB 141, 100, 75
CMYK 37, 57, 72, 13
#8E644B



OK Born & Brewed

RGB 203, 168, 92
CMYK 0, 17, 55, 20
#CBA85C



OK Born & Brewed

RGB 74, 170, 216
CMYK 66, 21, 0, 15
#4AAAD8



OKLAHOMA HALL *of* FAME

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