



OKLAHOMA HALL *of* FAME
GAYLORD-PICKENS MUSEUM

BRAND GUIDELINES

Updated October 2025



Key Concepts

- 01 Mission, Vision & Values
- 02 Brand Personality
- 03 Color Palette
- 04 Contrast Guide
- 05 Iconography
- 06 Typography
- 07 Brand Messages
- 08 Contact Information



Mission, Vision & Values

The Oklahoma Hall of Fame was created to honor extraordinary Oklahomans and to provide educational programming for students of all ages. Since our founding in 1927, the organization has grown to support education in a variety of ways including awarding scholarships, providing free statewide field trips, hosting Homeschool Days, offering free family fun days with interactive art activities, sending teachers and artists into rural classrooms for free educational programs, and donating our published books to schools and libraries across Oklahoma.

MISSION

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

VISION

We believe 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.

VALUES

- Pride – Creating generations of proud Oklahomans in all we do.
- Integrity – Doing what we say and communicating clearly.
- Inclusiveness – Accepting everyone and letting the past guide our decisions for a better future.
- Excellence – Striving for greatness; always get caught trying.



Brand Personality

OUR BRAND VOICE

INSPIRATIONAL

We are inspirational without sounding preachy or dramatic. We celebrate the achievements and contributions of remarkable Oklahomans with enthusiasm and pride. We tell their stories in a way that educates visitors and inspires current and future generations to always dream big!

INTENTIONAL

We are intentional without sounding rigid or overly serious. We share our passion for Oklahoma and its people in everything we do. We are purposeful, yet adaptive. As guardians of the state's highest honor, we focus on sharing diverse stories that highlight the past, yet connect to our present and future.

APPROACHABLE

We are approachable without being disrespectful or too casual. We communicate in a conversational yet professional manner. Our language is always inclusive and easy to understand, ensuring everyone can relate to our mission. We build trust by being warm, honest, and genuine, making our audiences feel connected.

OUR BRAND TONE

While our brand voice does not change, our tone can be adapted based on the audience, situation, and message we want to convey. A more formal tone is used for printed communications related to our Inductees and the Induction Ceremony. A more relaxed, friendly, and genuine tone is used when discussing children's programs on social media. In all cases, our tone should make people feel proud to be Oklahomans or inspired by the stories of our state's people.



Color Palette

PRIMARY COLOR



Midnight Blue

Digital Use

HEX: #12203e

RGB: 18, 32, 62

Print Use

HEX: #12203c

CMYK: 96, 85, 46, 53

PMS: 282C

SECONDARY COLORS



Teal

Digital Use

HEX: #078190

RGB: 7, 129, 144

Print Use

HEX: #007b8b

CMYK: 100, 12, 0, 45

PMS: 7713C



Pampas

Digital Use

HEX: #efedea

RGB: 239, 237, 234

Print Use

HEX: #f0edeb

CMYK: 0, 1, 2, 6



Accent Colors

ACCENT COLORS



Gold

Digital Use

HEX: #f9b22a
RGB: 248, 178, 41

Print Use

HEX: #f6b02b
CMYK: 2, 34, 95, 0



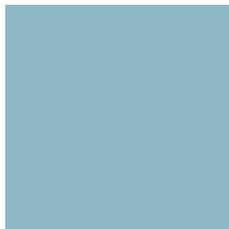
Flame

Digital Use

HEX: #e16835
RGB: 225, 104, 52

Print Use

HEX: #e16733
CMYK: 7, 73, 91, 1



Glacier

Digital Use

HEX: #8eb7c8
RGB: 142, 183, 200

Print Use

HEX: #8fb6c8
CMYK: 44, 17, 15, 0



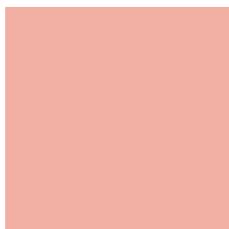
Evergreen

Digital Use

HEX: #013334
RGB: 3, 51, 52

Print Use

HEX: #013334
CMYK: 91, 58, 64, 59



Pink

Digital Use

HEX: #f2b0a4
RGB: 242, 176, 164

Print Use

HEX: #f0b0a3
CMYK: 3, 36, 29, 0



Cinnamon

Digital Use

HEX: #8e644b
RGB: 141, 100, 75

Print Use

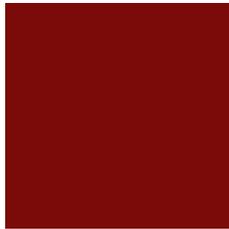
HEX: #8e644b
CMYK: 37, 58, 72, 20



Special Event Colors

INDUCTION CEREMONY

The following brand color is only used in relation to the Induction Ceremony, Members/Inductees, and Honorees.



Scarlet

Digital Use

HEX: #7a0b09

RGB: 122, 11, 9

Print Use

PMS: 7624C

HEX: #802f2d

CMYK: 0, 97, 87, 60

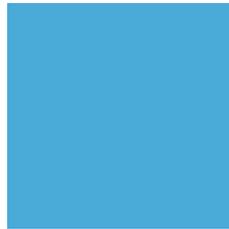
PMS: 7622U

HEX: #a55d5c

CMYK: 0, 96, 85, 27

OKLAHOMA BORN & BREWED

The following brand colors are only used in relation to Oklahoma Born & Brewed. The brand's Midnight Blue is used as a complimentary color.



Fountain Blue

Digital Use

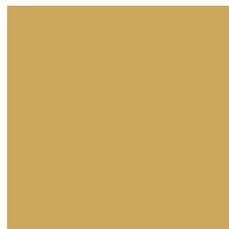
HEX: #4aaad8

RGB: 74, 170, 216

Print Use

HEX: #4ca9d7

CMYK: 65, 17, 4, 0



Wheat

Digital Use

HEX: #cba85c

RGB: 203, 168, 92

Print Use

HEX: #cca75c

CMYK: 21, 33, 75, 1



Midnight Blue

Digital Use

HEX: #12203e

RGB: 18, 32, 62

Print Use

HEX: #12203c

CMYK: 96, 85, 46, 53

PMS: 282C



Contrast Guide

Color combinations from the brand palette must keep a high level of contrast to ensure easy viewing and readability. Below is a partial but not exhaustive list of recommended color combinations and color combinations to avoid. A minimum contrast ratio should be 4.5:1. Contrast ratios can be checked at color.review.

RECOMMENDED

| | |
|--------------------------------------|-------------------|
| Midnight/White Midnight/White | Contrast: 16.1 |
| Midnight/Glacier Midnight/Glacier | Contrast: 7.4 |
| Midnight/Gold Midnight/Gold | Contrast: 8.7 |

| | |
|------------------------------------|-------------------|
| Teal/White Teal/White | Contrast: 4.6 |
| Evergreen/White Evergreen/White | Contrast: 13.7 |
| Scarlet/White Scarlet/White | Contrast: 11.1 |

NOT RECOMMENDED

| | |
|--------------------------------|------------------|
| Midnight/Teal Midnight/Teal | Contrast: 3.4 |
| Glacier/Teal Glacier/Teal | Contrast: 2.1 |
| Glacier/White Glacier/White | Contrast: 2.1 |

| | |
|--------------------------------|------------------|
| Teal/Pampas Teal/Pampas | Contrast: 3.9 |
| Pink/White Pink/White | Contrast: 1.8 |
| Scarlet/Black Scarlet/Black | Contrast: 1.8 |



Iconography

Our logo represents the ways we connect the stories of individuals from the past to the younger generations who will shape our future. The simple markings on the circular icon be interpreted as mistletoe leaves from the organization’s first mark, quills, feathers, or wheat – all of which play important roles in telling Oklahoma’s story.

PRIMARY HORIZONTAL LOGO



PRIMARY STACKED LOGO



OKLAHOMA HALL *of* FAME
GAYLORD-PICKENS MUSEUM

ICON



Logo Usage

CORRECT LOGO VARIATIONS

Use of the logo in white on Midnight Blue adheres to brand guidelines. Use of the icon in the bottom right corner, slightly off the page, is an approved variation in both white or Midnight Blue. Logos and icons may be printed in solid black for B/W or grayscale applications.



INCORRECT USAGE

Do not stretch, condense or otherwise distort the logo. Do not rotate. Do not change font, case, or placement of text. Do not change colors.



OKLAHOMA HALL of FAME



Ceremony Iconography

The following logos and images are used in relation to the Annual Oklahoma Hall of Fame Induction Ceremony. These should ONLY be used in instances of promoting the Oklahoma Hall of Fame Induction Ceremony, Inductees/Member, or Honorees. These logos may be printed in solid black for B/W or grayscale applications.

MEDALLION



INDUCTION CEREMONY LOGO



OKLAHOMA HALL *of* FAME

INDUCTION CEREMONY

HIGHEST HONOR LOGO



OKLAHOMA HALL *of* FAME

OKLAHOMA'S HIGHEST HONOR



Program Logos

Some logos for specific Oklahoma Hall of Fame programs are approved exceptions to the standard brand guidelines. These legacy program logos are permitted to deviate from the standard color palette and typography rules. These logos may be printed in solid black for B/W or grayscale applications.

OKLAHOMA BORN & BREWED LOGO



MUSEUM EXPERIENCE LOGOS



Typography

BEMBO STD

The Bembo Std font family is the primary licensed font for the brand name and logo. Use includes headers and subheads. Bembo Std Regular should be the primary variation used. Other variations may be utilized where appropriate.

| | |
|--------------------|--|
| Regular | abcdefghijklmnopqrstuvwxy 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ |
| Bold | abcdefghijklmnopqrstuvwxy 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ |
| Ultra Bold | abcdefghijklmnopqrstuvwxy 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ |
| <i>Bold Italic</i> | <i>abcdefghijklmnopqrstuvwxy 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> |

FUTURA

The Futura font family is the secondary licensed font for the organization, and the preferred body font for general communications. Additional uses can include headers, subheads, captions, etc. Futura Regular should be the primary variation used. Other variations may be utilized where appropriate.

| | |
|-----------------------|--|
| Light | abcdefghijklmnopqrstuvwxy 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ |
| Regular | abcdefghijklmnopqrstuvwxy 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ |
| <i>Regular Italic</i> | <i>abcdefghijklmnopqrstuvwxy 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> |
| Bold | abcdefghijklmnopqrstuvwxy 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ |



Brand Messaging

PHRASES & OFFICIAL VERBIAGE

Oklahoma Hall of Fame

- Official organization name
- Sometimes shortened to OHOF after being referenced in full first

Gaylord-Pickens Museum

- Home of the Oklahoma Hall of Fame
- The two names are combined as such:
Oklahoma Hall of Fame | Gaylord-Pickens Museum

Telling Oklahoma's Story Through Its People

- Key phrase in the organization's mission statement
- Primary tag line

Home of Free Family Fun

- In reference to the Gaylord-Pickens Museum and the multiple Free Family Fun days that are held annually

Oklahoma Hall of Fame Induction Ceremony

- Signature event for the organization
- Phrased as "98th Annual" when referencing the specific year of the ceremony
- Example: The 98th Annual Oklahoma Hall of Fame Induction Ceremony

Oklahoma's Highest Honor

- In reference to being inducted into the Oklahoma Hall of Fame at the Annual Oklahoma Hall of Fame Induction Ceremony

Oklahoma Born & Brewed

- Annual fundraising event for the Second Century Board
- Always listed with the ampersand (&)



For questions or additional brand guidance, contact Michelle Sopp
Vice President of Strategic Communications at ms@oklahomahof.com or 405.523.3207.



OKLAHOMA HALL *of* FAME
GAYLORD-PICKENS MUSEUM

1400 Classen Drive, Oklahoma City, OK 73106

 OklahomaHOF.com  405.235.4458  info@oklahomahof.com  @OklahomaHOF