

The Oklahoma Brand Framework

PURPOSE

We help people believe that opportunity is still alive

POSITIONING

We surprise audiences with authentic experiences and genuine opportunity

PEOPLE AND INSIGHT

The hardship and achievement Oklahomans have experienced make them singularly good people and great hosts who always leave newcomers feeling positive and recharged.

VALUES

Independence
Community
The Oklahoma Standard
A passion for life
A commitment to fairness

PERSONALITY

Bold yet humble
Ambitious yet altruistic
Humorous, with a knowing wink

DECISION DRIVERS

Easier living
Opportunity
Authenticity
Adventure
Traditional & modern experiences
Energy: the industry and the human trait

PROMISE

Your opportunity to thrive

Brand Story



Living the life we choose and reaching our own personalized versions of happiness are the ideals Oklahoma was founded on. Today, with optimism and opportunity energizing the entire state, Oklahoma and its people continue to inspire others to pursue their potential on their own terms and experience life richly lived.

Beyond the first impressions that blow people away, Oklahoma is where newcomers can look forward to an accelerated career path. Early homeownership. Starting their own new enterprise. And the ability to effect social change quickly. Businesses will relocate here, and stay here, for the vibrant culture and the affordable lifestyle their employees desire. Residents will proudly share Oklahoma with tourists, so they too can take in their tribal nations' remarkable history, awe-inspiring land and sky, and fusion of traditional and modern experiences.

Deep in the character of every Oklahoman beats a pioneering heart, fortified by the grit, resilience and humor that have sustained them through more than a century of victory, adversity and growth. Selflessly generous, Oklahomans greet each other and visitors with a lasting embrace that can't be found anywhere else.

Whether it's a three-day visit or the adventure of a new life, Oklahoma is your opportunity to thrive.

Brand Idea

Oklahoma

Brand idea

The brand idea is an internal brief that informs and directs creative exploration and development to express the brand framework.

Concept Idea:

OKLAHOMA. Powerful SURPRISES.

This big idea builds on the truth that Oklahoma provides newcomers with powerful, perception-shifting, vibrant surprises. Visitors say, “I didn’t know Oklahoma was all this.” Our boldness is baked into this concept.

It also provides creative people with the opportunity to dramatize this idea with something ownably “Oklahoman” and participate in our mosaic of micro-cultures.

Color can support this idea of perceptual shifts. From what people might think now - OK is dust, red, flat” - to an array of vivid colors, textures and pattern found in the culture, food, history, landscape and sky. Colorful surprises.

And, the idea that a surprise comes “out of the blue”. We encourage the team to bring own Oklahoman personality in the creative execution.

Experience your life in color again, feel the vibrant energy.

Realize your opportunities. Get your blood pumping. Feel your heart beating.

Wink ;) Come see for yourself. #okiebrag #fomoklahoma

Big idea:

Oklahoma is a place of powerful and vibrant surprises.

Hook:

FOMO! There are lots of amazing things going on in Oklahoma and I want a piece of that.

Brand identity

Oklahoma

The identity was developed with the following criteria in mind

- Clarity** Supports a narrative that dramatizes what makes Oklahoma unique
- Differentiation** Supports communications that make clear how Oklahoma is different from competition and comparatives
- Relevance** Connects with our various audiences and stakeholders in ways that matter to them, while allowing for tailored specificity
- Consistency** Supports consistent expression across touchpoints and audiences
- Coherency** Creates the optimal degree of connectivity between communications targeted at Oklahoma residents, commerce, and tourists (in-state and out-of-state)
- Longevity** Remains compelling and persuasive over time, allowing for nuanced changes in tastes and trends

Tagline



Our tagline connects us with our audiences with a **short, memorable set of words that help **set expectations** of what an Oklahoma experience is like.**

What's an expression that universally represents *surprise* and also invites you to dream of your own personal opportunities?

OKLAHOMA
IMAGINE THAT.

Tagline

**BEST NEW
RESTAURANT
IN THE USA**

IMAGINE THAT.

OKLAHOMA

**39
TRIBAL
NATIONS**

IMAGINE THAT.

OKLAHOMA

**FIVE
ECOSYSTEMS
IN A ONE DAY
DRIVE**

IMAGINE THAT.

OKLAHOMA

**OKLAHOMA
CITY WAS
CREATED IN A
SINGLE DAY**

IMAGINE THAT.

OKLAHOMA

Tagline

**OWN A HOME
BEFORE
YOU'RE 30**

IMAGINE THAT.

OKLAHOMA

**LESS
RED TAPE**

IMAGINE THAT.

OKLAHOMA

**AN
UNRIVALLED
DISTRIBUTION
HUB**

IMAGINE THAT.

OKLAHOMA

**REAL
OPPORTUNITY**

IMAGINE THAT.

OKLAHOMA

Tone of Voice



Our overarching voice principle summarizes the sound of our voice. Voice Principles provide further direction for authors.

Voice writing tactics are the tips, not rules, that can help authors get started.

Our Brand Promise informs
Our Voice Principles

Our Brand Promise

Your opportunity to thrive

Overarching Voice Principle

We are about action. We respond without hesitation to face challenges and solve problems with gusto. We're intimately involved in our communities, genuinely concerned for each other, including all Okies and new fans/transplants. Our voice reflects our dynamic, robust, inclusive nature. We speak about hope and promise in every sentence with zest you can feel and swagger you want.

We're just keeping it real ...
because it's who we are.

Our Brand Promise informs our Voice Principles

Voice Principles

WE LOOK FORWARD

We see powerful opportunities because our state has a long history of those who pioneered their own innovation. They imagined, dreamed, and then got that red dirt power moving them towards success. Companies, musicians, artists, tech innovators and everyone in between, all building powerful futures.

WE ARE AUTHENTIC

Being who we are and stating what we believe is central to our voice. We hold up the true triumphs of our state and hold on to the promise that others can contribute and participate in our story. By staying true to our values and positioning, our voice is authentic to any audience. It has the power to change perceptions.

WE'VE GOT SWAGGER

We've got some powerful stories to tell. They define our people and our history. We are resilient by nature and a true force to be reckoned with. Our stories speak of our surprising strength in innovation, the arts, and commerce, to name a few. But we tell them in a robust voice that leaves audiences feeling adventurous and upbeat.

WE SPEAK AS PEOPLE

Our voice reflects our day-to-day experiences. No matter what the message, we communicate as vibrant members of our communities, sharing the goals and dreams of all those who live here. This is the voice that keeps us connected, as real people, to all of our audiences.

WE SPEAK SIMPLY

We have a direct way of communicating. We realize our friends, neighbors, and future Oklahomans lead busy lives. Our goal is to get our points across simply and efficiently. We never overwrite; we never speak without having something worthwhile to say.

Messaging



Our messages represent the concepts behind the copy in communications – the ideas that color the content you write and say.

Overarching Message

In Oklahoma, you are empowered to control your destiny, to build your dream, to determine your own fate, to create your own vision of success, family and peace. Oklahoma is for builders. For makers. For innovators. We're all pioneers, every one of us. We're creating, disrupting and changing how things have always been because we each possess a fierce sense of urgency and independence.

It's who we are. Success isn't handed to you in Oklahoma — it's made by you.

Messaging Platform

TOURISM KEY MESSAGE: (WIP) SAMPLE COPY

If all you see is flat land and red dirt, keep on driving. But if you happen to notice all our beautiful lakes, our Olympic-level river sports, our rich tribal history, our world-class performing arts and professional sports, our stunning wildlife and agriculture, our historic routes and peaceful national memorial, our exhilarating gaming and racing industry, and our thriving metropolitan areas ... well, it seems we might have something for you to do around here.

But that's your call.

It's What You Make of It.

PROOF POINTS

- To come
- To come

KEY TERMS

- To come
- To come

COMMERCE KEY MESSAGE: (WIP) SAMPLE COPY

Whether you dream of urban or rural life, working in public service or private enterprise, leading or following, having a big family or traveling the world with the one you love, "making it" looks different for all of us. Good news: In Oklahoma, whatever your dream, you can make it here. Since our founding in 1889, we've embraced people from all over the world who wanted to make it in life. Now it's your turn.

Join us. Make it happen. Make a difference. Make it rain. **Make it Here.**

PROOF POINTS

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RESIDENTS KEY MESSAGE: (WIP) SAMPLE COPY

Tell your friends — near and far — you're at home in the heart of the heartland, Oklahoma.

Our state is only as good as our people, and if you're looking for work here, we want you to succeed. Similarly, if you're hiring at your business, we want you to find great people willing to work hard and help you succeed.

Oklahoma Works has the resources and services to help ensure you can.

Make it Here. Whatever "it" means for you, your business or your family.

PROOF POINTS

- To come
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KEY TERMS

- To come
- To come

This Land Was Made for You and Me



What if your next weekend getaway was just around the corner, literally? A lot of Oklahomans forget that we have TWELVE ecosystems to explore. Imagine sand dunes and mesas. Mountain peaks and tall grass prairies. Vibrant metro areas and night life. World class arts and shopping. Cozy small towns with charming main streets. It's all right here at home. Gas up and enjoy - you won't even miss the frequent flier miles.

A getaway at home.

Imagine That.



Travel
OKLAHOMA

Bigger isn't always better



Bigger personnel costs. Larger overhead expenses. Higher prices for transportation and logistics. We know it's tough out there for businesses. Now imagine a more affordable business environment. Lower home prices and shorter commute times. A higher quality of life for your people. Think about it - we're just up the road and way down on the stress scale. Visit us online to see all the reasons why Oklahoma is your opportunity to thrive.

Better. Not Bigger.
Imagine That.



OKLAHOMA
Commerce

Room to Breathe

We respect the importance of patient privacy. We agree industries should commit to environmental stewardship and worker safety. But bioscience companies need to feel *supported*, not restricted. Imagine a state where companies seeking opportunity are truly valued. Where yesterday's pioneers are today's entrepreneurs. Imagine simpler regulations, a friendlier tax environment and affordable operating costs. That's Oklahoma.

Room to breathe.

Imagine That.





Come on over

Flyover country. Sure, that's what they call us. But have you ever stopped to think about what you're flying over? Those city lights - that's our vibrant urban scene. That sweet music, rousing entertainment and thought-provoking art? Behold our rich culture. The phenomenal dining. The tribal history waiting for you to explore. Whenever you land in Oklahoma, another new set of surprises awaits. So don't fly over. Come on over.

Imagine That.

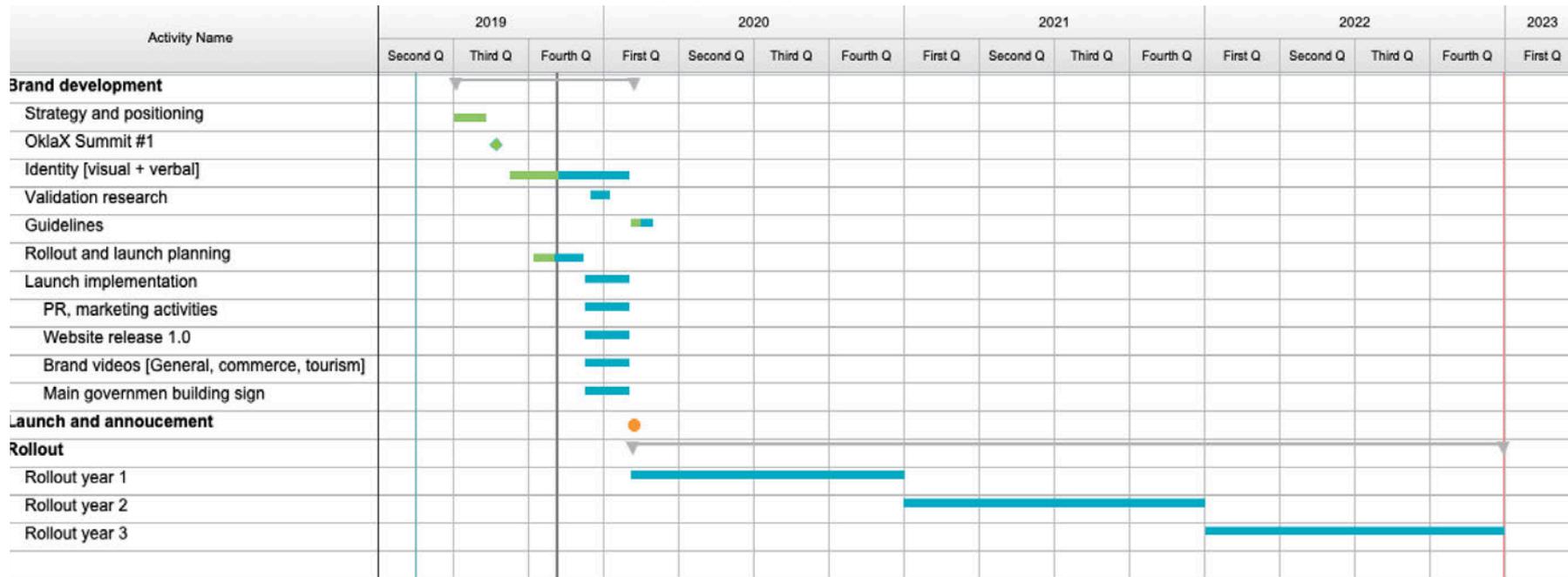


Travel
OKLAHOMA

Next steps

Oklahoma

High-level timeline



Note: To help execute on the rollout plan, brand review committee will be formed to review key communication materials produced during the 3-year rollout for quality control. In addition, we will assign a project manager to manage the rollout. Both, the committee and the project manager will be reporting to Lt. Gov. Pinnell.

Success factors

To ensure a successful and impactful announcement, we need to have the following items in place before February:

- 1. A good understanding of the budget available to us for launch**
- 2. A detailed plan for the announcement based on the available budget**
- 3. Approval and support to proceed with specific deliverables to be ready by end of January:**
 - Main government building signs
 - The new website with enough features to demonstrates changes to come
 - Imagine Box: Branded gifts for key stakeholders [should be produced outside Oklahoma]
 - Key billboard signs across the state

We need your help to make this happen

1. Personal support and commitment to the new brand (strategy, verbal identity, visual identity)
2. Confirmation on the critical items we need to have in place for a successful launch
3. Influence stakeholders to ensure commitment and buy-in to the new brand (strategy, visual identity, verbal identity) at the highest levels of government to ensure their teams prioritize implementation over the next 3 years
4. Approval of website budget, platform and strategy to ensure we have a minimal viable product with impact as a demonstration of our commitment to the brand and its impact on stakeholder experience
5. Confirmation on budget available for the initial launch to be able to design a realistic, phased rollout plan for the next 3 years