



**BRAND STANDARDS**  
v1.0 / March 2018

For questions regarding the Oklahoma Farm Bureau Insurance brand, including approvals, clarifications and permissions regarding the contents of this document, please contact the brand manager:

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**Oklahoma Farm Bureau Insurance**  
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# TABLE OF CONTENTS

INTRODUCTION **04**

INSURANCE & COMPLIANCE REQUIREMENTS **05**

NAME USAGE **07**

LOGO USAGE **09**

LOGO RULES **10**

COLOR **13**

TYPOGRAPHY **15**

PHOTOGRAPHY **17**

ICONOGRAPHY **17**

COPYWRITING **19**

COLLATERAL & PROMOTIONAL PRODUCTS **21**

**The standards outlined in this document are the official policy of Oklahoma Farm Bureau Insurance and its affiliates. No amendments or exceptions can be made without the written approval of the brand manager (see p. 2 for contact information).**

# INTRODUCTION

In June 1987, a National Logo was adopted by the American Farm Bureau Federation Board of Directors to serve as the organization-wide symbol for Farm Bureau. This document, as revised from time to time, sets forth guidelines for use and licensing of Oklahoma Farm Bureau Insurance (OKFB) as a licensed user of the branding of the American Farm Bureau®. The guidelines included within this document are compliant with the national brand's standards.

Widespread and consistent use of our marks will greatly strengthen the identity and image of OKFB (and, by extension the larger Farm Bureau brand) as a single, integrated organization representing the interests of our policyholders and other stakeholders and will strongly support our efforts to protect and enforce our name and logo so as to preserve and enhance the valuable goodwill and reputation they symbolize.

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## BRAND STATEMENT

This document contains basic guidelines and instructions for using and displaying the brand identity (logos, etc.) of OKFB. Inconsistent use of logos may result in confusion in the market and dilution of the OKFB brand and brand messaging.

## WHO & WHAT ARE STANDARDS FOR?

A brand is more than words. It's more than a logo. The OKFB brand represents the set of ideas, principles and values that materialize at every mention or appearance of our name. Everything our brand represents depends on how we deliver our promise to visitors, Board members, donors and employees. It's a promise we strive to deliver in every point of contact, whether it's a printed piece, a website, a phone call or a face-to-face interaction.

## LEGAL OWNERSHIP STATEMENT

OKFB is the legal owner of all registered and/or non-registered trademarks referenced herein. Any use of such marks or marks that create a likelihood of

confusion with such marks, without express written permission, constitutes trademark infringement and may be subject to action by the owners to protect its trademark rights.

## REGISTERED TRADEMARK (®)

The National Logo, Farm Bureau® and Farm Bureau Insurance® are registered as United States service mark registrations in the U.S. Patent and Trademark Office, as are Oklahoma's iterations of these national brands. Accordingly, the federal registration notice symbol ® (the letter "R" in a circle) should be used as follows:



**Oklahoma Farm Bureau®**

**Oklahoma Farm Bureau Insurance®**

Extent of Symbol (R) Usage:

The registration symbol ® should be used so as to provide notice that the Marks are registered in the Patent and Trademark Office. However, use of the symbol ® does not need to be repeated with every repetition of a registered designation on the same page of a document. In text, the registration symbol need only appear with the first appearance of the Mark.

For questions about trademark usage or to request a copy of the American Farm Bureau's brand standards, please contact OKFB's VP of Insurance Marketing & Communications.

# INSURANCE & COMPLIANCE REQUIREMENTS

Oklahoma Farm Bureau Insurance, its agents and its employees are bound by strict federal and state guidelines in multiple aspects of our business, including marketing and communications.

**For these reasons, all public and policyholder communications, advertisements, letters, announcements, etc. must be submitted for approval to the brand manager, VP, Insurance Marketing & Communications, prior to dissemination. He she will evaluate whether further compliance evaluation is required.**

When financial products such as life insurance or annuities are mentioned in a communication, the following disclaimer must be included on the same document in a font size of no smaller than 7 pt.:

“Life insurance and annuity products offered through Farm Bureau Life Insurance Company, West Des Moines, IA.”



HONESTY,  
INTEGRITY AND  
FAIRNESS  
SINCE 1946.

# NAME USAGE

The official name of this company is **Oklahoma Farm Bureau Insurance**. It should be referred to as “Oklahoma Farm Bureau Insurance” as first reference in all cases and may be referred to as “OKFB” in subsequent references within the same document or piece of communication.

**Unacceptable representations of the brand name include but are not limited to:**

**Oklahoma Farm Bureau Mutual**

**OK Farm Bureau**

**Oklahoma FB**

**OK FB**

**O.K.F.B**

**okfb (except when referring to email addresses or URLs)**



OKLAHOMA IS  
OUR HOME—  
AND OUR  
POLICYHOLDERS  
ARE OUR  
NEIGHBORS.



# LOGO USAGE + RULES

This brand standards guide is designed to help us keep the OKFB logo consistent across all media. The best brands are those that are recognizable and endearing, and consistency is the best way to stay in the minds of our stakeholders. Exceptions can and do exist, so use your best judgment when deciding whether to break from any of these guidelines. If in doubt, ask the VP of Insurance Marketing and Communications (page 2).



## PRIMARY

The primary logo is unique to the OKFB brand and should be used whenever possible to instill a consistent identity in the market. Do not deviate from this mark unless circumstances require an alternative. The acceptable alternatives are summarized below.

USAGE EXAMPLE: Business card, thank you card, envelope, email signature, letterhead, flyer, brochure, folder, side of vehicle, website, signage, video/television media, etc.



## REVERSED

When used as a one-color logo on any color other than white, the logo shall be used as an **all white** logo as depicted to the left. This includes the leaf (which is typically displayed in red).

USAGE EXAMPLE: White or black embroidery on a solid colored clothing item or bag, etc.



## BLACK & WHITE

When used as a one-color logo on white, the logo shall be used as an all black logo as depicted to the left. The logo is not to be created in colors other than all black or all white. This includes the leaf (which is typically displayed in red).

USAGE EXAMPLE: White or black embroidery on a solid colored clothing item or bag, etc.

## DO'S + DONT'S

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



### NEVER TILT

The OKFB logo should always be level and read from left to right.



### NEVER CHANGE COLORS

The OKFB logo should never be used in any color or combination of colors that are not expressly included among the approved color palette contained herein. The red leaf can only be used with the traditional black logo, never with the reverse white logo.



### NEVER ADD OR REMOVE ELEMENTS

Do not add boxes, frames, circles or any other additional graphic elements around any portion of the logo. The brand manager reserves the right to use icon only.



### NEVER STRETCH OR SQUEEZE

Do not alter the height or the width of the OKFB logo independently. The logo should always be increased or reduced in size as a whole.



### NEVER CHANGE SCALE OF ELEMENTS

Do not adjust the sizes of individual elements within the logo independently 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 any way.



## **SAFETY ZONE**

For all variations of the OKFB logo, a safety zone around the symbol (indicated in pink) will ensure visibility, clarity and impact. As illustrated, the minimum safety zone is equal to the height of the leaf element. 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 OKFB logo (beyond the minimum).

## **MINIMUM SIZE**

For clarity, visibility and to maintain brand equity, variations of the OKFB logo can be scaled down to a minimum size of 1.25 inches and .375 inches wide depending on the logo variation used.

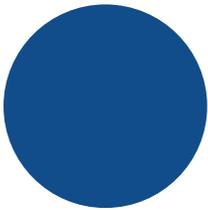


NO MATTER  
WHAT HAPPENS  
IN LIFE,  
PROTECT THOSE  
YOU LOVE.

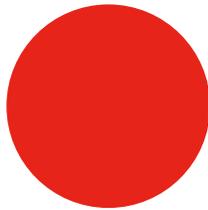
# COLOR + TYPOGRAPHY

## COLOR PALETTE

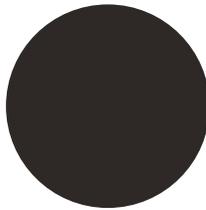
OKFB colors are uniquely designed for the OKFB brand and should be used whenever possible. The Pantone colors (PMS) should be used for one-, two- or three-color printing (also called spot printing). The CMYK should be used for four-color or process printing. The RGB and Websafe should only be used for digital applications such as the Internet, TV or digital video.



PMS **7686**  
C98 M78 Y17 K4  
R5 G54 B203  
WEBSAFE **0536CB**



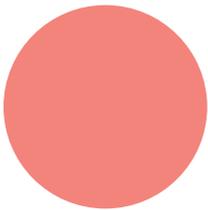
PMS **485**  
C6 M97 Y100 K1  
R225 G38 B28  
WEBSAFE **31261C**



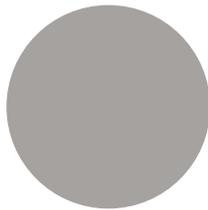
PMS **BLACK**  
C0 M0 Y0 K100  
R0 G0 B0  
WEBSAFE **000000**

## PRIMARY COLORS

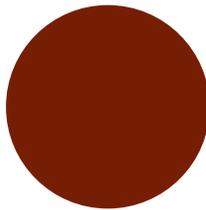
Only approved OKFB colors may be used. The blue is always to be Pantone 7686. The red is always to be Pantone 485. The black is always to be Pantone Black.



PMS **486**  
C0 M60 Y43 K0  
R244 G132 B124  
WEBSAFE **F4847C**



PMS **COOL GRAY 6**  
C0 M0 Y0 K40  
R167 G167 B167  
WEBSAFE **A7A9AC**

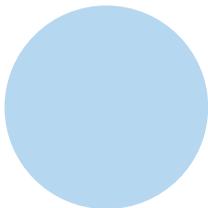


PMS **7526**  
C0 M83 Y88 K62  
R97 G16 B12  
WEBSAFE **F4847C**

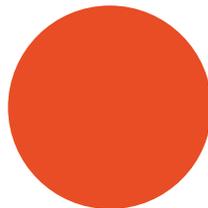
## SECONDARY TINTS, SHADES + COMPLEMENTARY COLORS

There may be certain circumstances where a secondary colors may be used to enhance the primary colors. A tint, shade or complementary color may be used. These colors are intended to complement the primary brand colors and should be used sparingly.

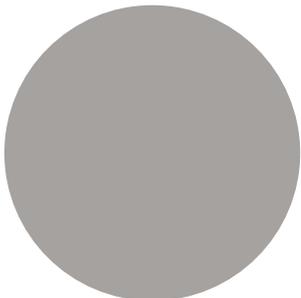
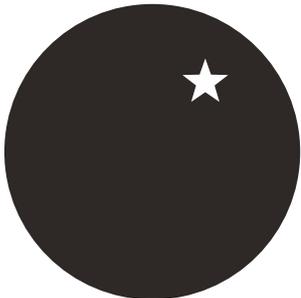
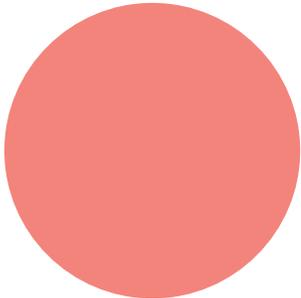
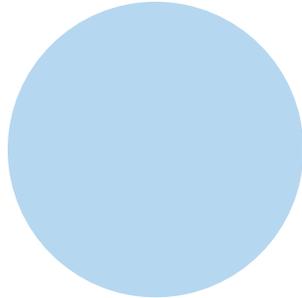
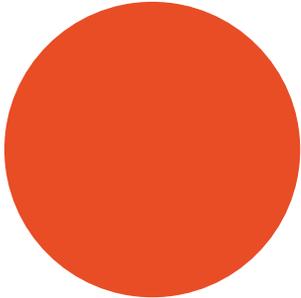
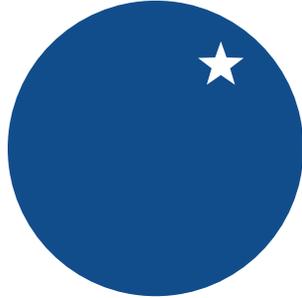
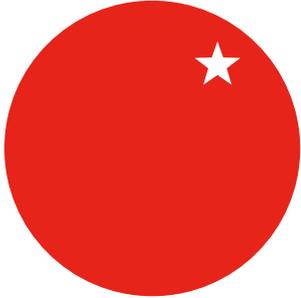
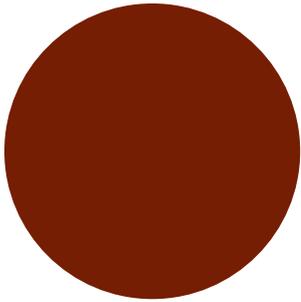
USAGE EXAMPLE: Website, print or digital ads, collateral, video graphics, etc.



PMS **C2915**  
C66 M17 Y0 K40  
R87 G212 B255  
WEBSAFE **57D4FF**



PMS **7597**  
C4 M85 Y99 K0  
R231 G78 B38  
WEBSAFE **E74E26**



## COLOR SPECTRUM

The OKFB color spectrum is designed to enhance and strengthen the OKFB brand. When developing marketing materials, it is important to choose colors within this color range for graphics, copy, logos, etc.

★ = Primary Colors

## TYPOGRAPHY

**Internal communications:** For all internal communications it is recommended that a sans serif be used for all headers and sub headers and a serif be used for all body copy. Bold and italics of both varieties may be used. Please do not use any condensed versions. **Advertising and marketing:** For advertising and marketing purposes, exceptions may be made. All exceptions must be approved by the marketing and/or communications manager. **Digital applications:** Because there are a limited number of fonts readily available on all computers, it is recommended that Arial be used.

# MONTSERRAT

\*Roman is preferred.

### PRIMARY FONT\*

The OKFB primary font is Montserrat. The primary font should be used whenever possible. The variations of the Montserrat font family may be used for headers and body copy where appropriate (italics, bold, light, condensed, etc.).

# ARIAL

### ALTERNATE FONT\*

There may be certain instances where the primary and secondary fonts are not available. In these cases, a web-friendly font should be used. ARIAL will take the place of the primary font when the primary font is not available. ARIAL will also take the place of the secondary font, DIN, when DIN is not available.

USAGE EXAMPLE: Email, email signature, websites, etc.



WE'RE HERE  
TO HELP.

# PHOTOGRAPHY + ICONOGRAPHY



## PHOTOGRAPHY

When deciding to use photography for any OKFB project, there are several guidelines to consider. First and foremost, if in doubt, reach out to the VP of Insurance Marketing & Communications for help.

- **OKFB has a photo library** that includes agent photography as well as stock lifestyle photography for advertising and marketing purposes. Please see the VP of Insurance Marketing & Communications if you need photos of employees, company events or other images that demonstrate our culture and values.

- **When photos include OKFB employees**, please use groups of people when possible. It is imperative to allow time for the VP of Insurance Marketing & Communications to review the images to ensure the individuals featured are still employed by or in good standing with OKFB.

- **All photography used should be high-resolution (300 dpi or more)**

- **If stock photography is needed**, proper usage rights must be purchased prior to distribution. See the VP of Insurance Marketing & Communications.



LIFE



HOME



COMMERCIAL



FINANCIAL



RECREATION



OTHER  
INSURANCE



FARM + RANCH



AUTO

## ICONOGRAPHY

The OKFB icons were created as visual representations of OKFB products. While they are not readily available for use, contact VP, Insurance Marketing & Communications for further assistance. Use may require incorporation of legal disclaimers.



**INSURING  
OKLAHOMA  
FROM WHEAT  
FIELDS TO CITY  
STREETS - AND  
EVERYTHING IN  
BETWEEN.**

# COPYWRITING

## OKFB

No periods, all caps

## Farm & Ranch

Ampersand, not a plus sign or “and” spelled out.

## Oklahoma Farm Bureau Insurance

Must be spelled out upon first reference and use all caps or initial caps.

### non-registered version:

**John Doe, Agent**  
**Oklahoma Farm Bureau Insurance**

**p.** XXX.XXX.XXXX **m.** XXX.XXX.XXXX **f.** XXX.XXX.XXXX  
**a.** Anywhere Street, Anytown, OK 00000-0000  
**e.** firstname.lastname@okfb.com **w.** okfbinsurance.com

**f** FOLLOW US  
ON FACEBOOK

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### registered version:

**John Doe, Agent, Designations**  
**Oklahoma Farm Bureau Insurance**

**p.** XXX.XXX.XXXX **m.** XXX.XXX.XXXX **f.** XXX.XXX.XXXX  
**a.** Anywhere Street, Anytown, OK 00000-0000  
**e.** firstname.lastname@okfb.com **w.** okfbinsurance.com

**f** FOLLOW US  
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877-860-2904, Member SIPC  
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**okfbinsurance.com**  
**www.okfbinsurance.com**

## COPYWRITING

All copy should follow current AP Style, with some institutional exceptions. AP Style standards will be reviewed on a project to project basis. For questions regarding copywriting, contact the VP of Insurance Marketing & Communications.

## EMAIL

### Email Signature

An email signature is another tool that can be used to promote the OKFB brand. However, the most important part of an email, other than the message, is the sender’s name and contact information. A minimal email signature places importance on both and does not add unnecessary attachments that can slow emails due to the file size.

The guide to the left is the REQUIRED layout that ALL employees must implement and is available as a template by contacting the VP of Insurance Marketing & Communications. The only acceptable font is ARIAL. The only acceptable colors should be RGB black (websafe 000000) or RGB Blue (0536CB).

Employees should never add quotes, event information or any other additions to their signature line.

## URL

Never break URL into more than one line of text.

### Primary

okfbinsurance.com

### Secondary

www.okfbinsurance.com



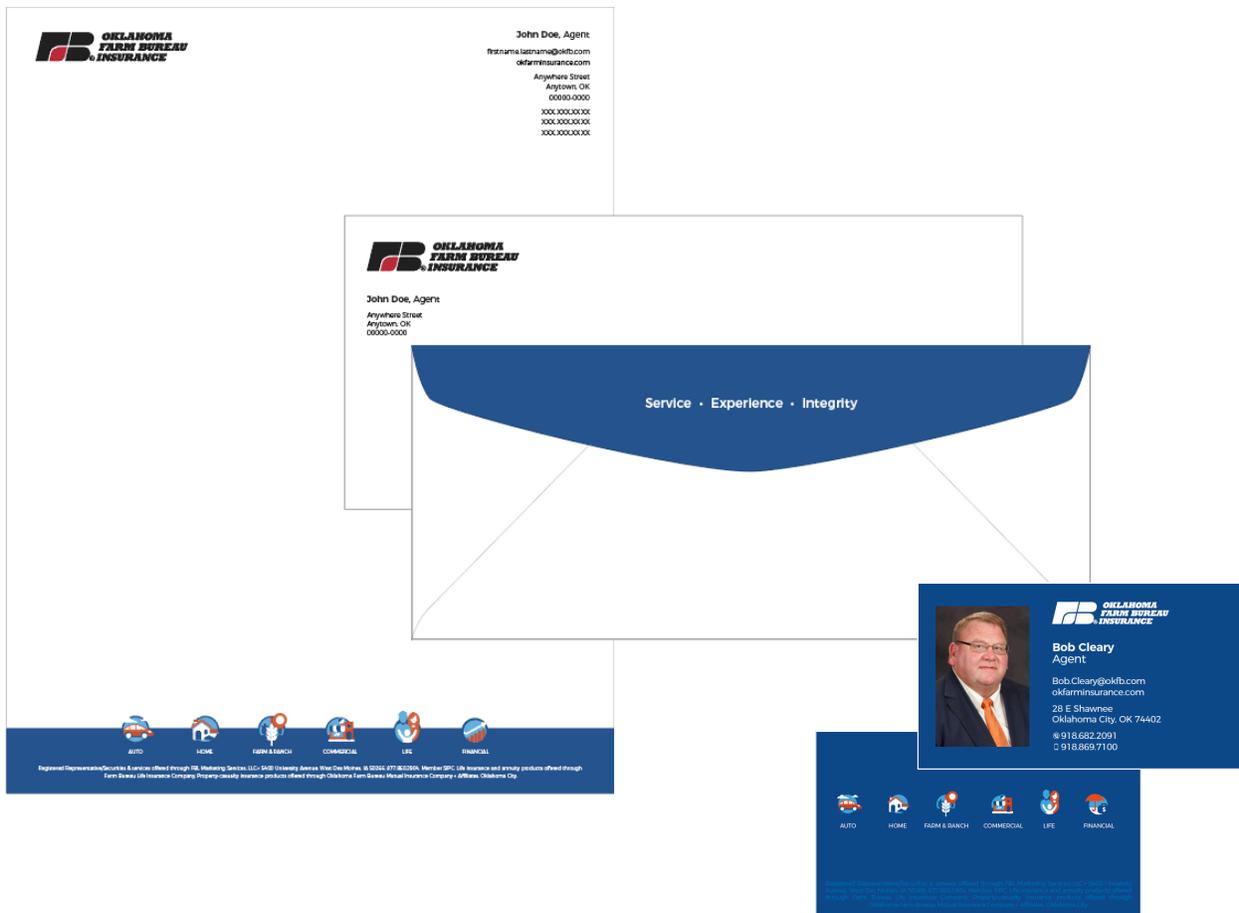
ALWAYS CLOSE  
TO HOME.

# COLLATERAL + PROMOTIONAL PRODUCTS

## LETTERHEAD, ENVELOPES + BUSINESS CARDS

It is imperative to create absolute unity amongst all agents and offices, a standard stationery package has been created and is available for your use. It is imperative that the templates not be altered or modified in any way.

Templates are available by contacting the VP of Insurance Marketing & Communications.



## WEARABLES, ETC

A common way that agents and others promote OKFB in their communities is by wearing apparel that includes the OKFB logo. Any such apparel must be officially sanctioned by OKFB and adhere to the brand guidelines set forth in this document. For questions, contact the VP of Insurance Marketing & Communications.



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