BIG i® | OKLAHOMA

BRAND STYLE GUIDE

For members, partners, vendors
and external collaborators

Consistent.
Recognizable.
Oklahoma.



Consistent. Recognizable. Oklahoma.

BIGiOK is more than a logo or a name — it represents the relationships, service and commitment that connect Oklahoma's independent insurance community.

This guide was created to help us present BIGiOK consistently and professionally wherever our brand appears. Whether you are a member, partner, vendor or colleague, your use of these standards helps strengthen our identity and ensures that every interaction reflects who we are.

Thank you for helping us represent BIGiOK with consistency, confidence and pride.



President & CEO
BIGiOK

USE APPROVED ARTWORK WHENEVER POSSIBLE. DO NOT RECREATE OR REDRAW THE LOGO.

Use the organization name consistently

For all normal correspondence and public-facing communications, use either “BIGiOK” or “Big I Oklahoma.” The legal name should appear only when legally required.

PREFERRED EVERYDAY NAME **BIGiOK**	Use in normal correspondence, marketing, social media, member communications, event materials, website copy and most public-facing text.
TRADITIONAL / FORMAL BRAND NAME **Big I Oklahoma**	Use when a more classic, formal or traditional presentation is desired.
LEGAL NAME **Independent Insurance Agents of Oklahoma**	Use only when legally required, such as contracts, legal notices, official filings or other formal legal documents.

Approved written forms

- **BIGiOK**
- **Big I Oklahoma**
- **Independent Insurance Agents of Oklahoma** — legal use only

Not approved

Do not use variations such as BigiOK, BigIOK, BIGIOK, BIG I Oklahoma, Big i Oklahoma, BIG I OK or other capitalization and spacing variations.

A clear, confident Oklahoma identity

Big I Oklahoma's visual identity combines a strong national "Big I" presence with an Oklahoma-specific mark inspired by the state's visual heritage. The result should feel professional, established, approachable and distinctly local.

PROFESSIONAL	CONNECTED	FORWARD-LOOKING	OKLAHOMA
Credible and polished	Built around relationships	Modern and useful	Proudly state-focused

How the brand should feel

- Clean and organized, with enough white space for the identity to breathe.
- Confident rather than flashy; energetic color should support the message, not overpower it.
- Friendly and member-focused, avoiding language or imagery that feels impersonal or overly corporate.
- Contemporary while respecting the heritage and credibility of the independent insurance industry.

Primary audience

These standards are intended for anyone creating public-facing materials that include the Big I Oklahoma identity: sponsors, exhibitors, speakers, member agencies, media partners, printers, designers and other vendors.

Use the right logo for the space

The BIGiOK identity uses three approved logo configurations. The circle icon and horizontal logo are both primary marks, with each serving a different role; the vertical logo is a secondary alternate.

Logo hierarchy

- **Primary / everyday mark:** Circle Big I Oklahoma icon
- **Primary classic mark:** Horizontal Big I Oklahoma logo
- **Secondary / alternate mark:** Vertical logo

That hierarchy reflects actual use: the circle is the most common everyday mark, while the horizontal logo provides the more classic expression of the brand.

	**PRIMARY / EVERYDAY MARK** **BIGiOK Circle icon** Best for everyday brand use, avatars, social graphics, merchandise and compact brand moments.
	**PRIMARY CLASSIC MARK** **BIGiOK Horizontal logo** Best for classic or formal presentations, website headers, email signatures, sponsor bars and wide layouts.
	**SECONDARY / ALTERNATE MARK** **BIGiOK Vertical logo** Best for centered layouts, signage, print covers and narrower spaces.

Approved color treatments

- **Full color** — preferred on white, ivory or very light neutral backgrounds.
- **Full color white** — preferred on dark backgrounds.
- **Navy** — use when a simplified one-color mark is needed on light backgrounds.
- **White** — use on dark navy, photography or other backgrounds with sufficient contrast.
- **Gray** — reserved for subdued, neutral or limited-color applications.

Official Logo Request: www.BIGiOK.com/logo or scan the QR code.

Give the mark room to work

Never crowd the logo with text, photos, rules or other marks. Clear space protects recognition and keeps co-branded materials from looking cluttered.



Recommended clear space

Keep at least the height of the lowercase “i” circle around all sides.

Minimum-use guidance

- Horizontal logo: target at least 1.75 in. wide in print or about 180 px in digital use.
- Vertical logo: target at least 1.25 in. wide in print.
- Icon: target at least 0.5 in. wide in print or about 48 px digitally.
- If the Oklahoma lettering becomes hard to read, use the icon instead of shrinking the full logo further.

Please do not

✗ stretch, squeeze or change the logo proportions	✗ retype, redraw or rearrange elements	✗ change individual logo colors
✗ add drop shadows, bevels, outlines or other effects	✗ place the full-color logo on a busy image without sufficient contrast	✗ crop into the logo or let other graphics overlap it

Protect the logo in AI-generated graphics

AI-generated graphics may be used to support BIGiOK communications, but the official logo must remain visually identical to the approved artwork. Never use an AI-rendered version of the logo.

	
PREFERRED Use AI for the background or scene. Place an approved BIGiOK logo file separately, unchanged.	**AVOID** Do not publish AI-created, traced, missplelled, stretched or otherwise altered versions of the logo.

Before publishing

- Use an approved BIGiOK logo file from the official logo package.
- Insert the original logo into the finished design; do not ask AI to recreate it.
- Compare the result with approved artwork: typography, spacing, shapes, color and proportions must match exactly.
- Reject distorted, blurry, incomplete or AI-invented logos - even when the difference seems minor.
- Keep the logo readable, with sufficient clear space and contrast against the AI-generated background.
- Remove or cover any AI-generated logo imitation before placing the approved mark.
- Do not approve or publish a graphic until the logo has been visually verified.

Approve rule: if the logo is not visually identical to an approved file, the graphic must be corrected before use.

Recognizable color, used with restraint

The palette below is sampled from the supplied full-color logo artwork and is appropriate for digital and general marketing use. For critical print production, use the original master artwork and confirm final color values with the production vendor.

BIGiOK Navy	BIGiOK Blue	BIGiOK Gold
#202b5a	#107ac0	#fcb72d
RGB 32 / 43 / 90	RGB 16 / 122 / 192	RGB 252 / 183 / 45
Sky Blue	**White**	**Neutral Gray**
#57A4DA	#FFFFFF	#B8BDC6
RGB 87 / 164 / 218	RGB 255 / 255 / 255	RGB 184 / 189 / 198

Recommended balance

Let navy and white carry most of the layout. Use Oklahoma Blue to add energy and Gold as a purposeful accent for highlights, dividers, calls to action and small emphasis areas.

45% Navy	35% White	15% Blue	5% Gold

Simple typography supports the logo

The logo lettering is a designed mark and should never be recreated with type. For supporting communications, use a clean, readable type system that complements the identity without competing with it.

HEADLINES Georgia Regular	Use for major headlines when a more established, editorial tone is appropriate.
BODY & DIGITAL Aptos Regular	Use for body copy, captions, email, web and most day-to-day communications.
DATA & LABELS **Aptos Bold**	Use sparingly for dates, categories, navigation and small information labels.

Type hierarchy example

Oklahoma's Independent Insurance Community

MEMBER RESOURCE • EDUCATION • ADVOCACY

Use clear, concise copy with comfortable line spacing and strong contrast. Avoid using more than two type families in a single piece.

People first. Oklahoma always.

Photography should reinforce connection, credibility and participation. When possible, feature real members, staff, partners, events and Oklahoma settings rather than generic stock imagery.

PEOPLE	PLACE	PURPOSE
Use authentic interactions, natural expressions and active participation.	Include recognizable Oklahoma environments when relevant, without relying on clichés.	Choose images that clearly connect to education, advocacy, community or agency success.

Graphic elements

- Use strong horizontal rules and clean geometric divisions to organize information.
- Use circles and rounded containers selectively to echo the Big I icon.
- Use Oklahoma Blue and Gold as accents, not as competing backgrounds in every section.
- Keep icons simple and consistent in stroke weight; avoid mixing unrelated icon styles.
- For co-branded pieces, give every partner mark sufficient breathing room and visual separation.

Clear, helpful and relationship-driven

Big I Oklahoma communications should sound like a knowledgeable industry partner: informed without being stiff, confident without being boastful, and welcoming without being casual.

WRITE	*"Connect with Oklahoma's independent insurance community."*
Instead of	*"Leverage our synergistic network ecosystem."*
WRITE	*"Register today to reserve your seat."*
Instead of	*"Act now before this exclusive opportunity expires."*

Writing principles

- Lead with the value to the member or audience.
- Use active voice and plain language.
- Keep headlines short and specific.
- Use industry terminology when it adds precision, not simply to sound technical.
- Match the tone to the channel while keeping the same professional personality.

Make partnerships visible without diluting the brand

When Big I Oklahoma appears with a sponsor, member agency, vendor or event partner, both brands should remain clearly identifiable. Avoid combining logos into a new mark.

 **Preferred** Separate marks with clear space, a divider, or distinct layout areas.	 **Avoid** Do not type partner names into the logo, attach symbols to it or create a hybrid mark.

Before publishing

- The guiding principle: Partnerships should be communicated through layout and supporting text — never by changing or combining the official logos.
- Use an approved Big I Oklahoma logo file.
- Confirm the logo is legible at final size.
- Maintain clear space and correct proportions.
- Use a background with sufficient contrast.
- Review names, dates, titles and URLs for accuracy.
- Request approval when the piece represents Big I Oklahoma as a primary organizer or spokesperson.

Additional Brand Identities

In addition to the primary BIGiOK identity, the following affiliated brands and sub-identities are governed by the same standards and guidelines outlined in this guide:

- Young Agents
- Young Agents of Oklahoma
- IIAO Eagle Agency
- MyNetwork

All brand identities must maintain their approved logos, colors, proportions and visual integrity. The guidelines for logo usage, spacing, co-branding, AI-generated graphics and brand consistency apply equally to these identities.

Each identity must remain recognizable and consistent while maintaining its connection to the overall BIGiOK brand.

Approved logo files for BIGiOK and its affiliated identities may be requested at **www.BIGiOK.com/logo**.

The one-page checklist



USE

- approved logo artwork
- navy + white as the base
- blue and gold as accents
- clean, readable typography
- authentic member-focused imagery

AVOID

- altering logo colors or proportions
- crowding the mark
- busy backgrounds behind the logo
- too many fonts or decorative effects
- generic or disconnected visuals

Approved digital palette

#202b5a	#107ac0	#fcb72d	#57a4da

When in doubt, use the supplied logo artwork without modification and keep the surrounding design simple.

Notes



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