

RESEARCH & DISCOVERY

Summer/Fall '23

- Historical & Landscape Research
- ASQ Satisfaction Reports 2023
- Discovery Workshop with Airport Leadership
- 24 Stakeholder Interviews (City, State, & Trust Leadership)
- 40 In-airport Passenger Interviews
- 5,994 Public Survey Responses
- 14 Airports Toured & Researched

IND, SDF, SJC, SFO, SBA, DEN, MEX, IAH, PHX, SAV, SEA, SLC, ATL, CLT

STRATEGIC RECOMMENDATIONS

Summer/Fall '23

- Make **OKC** the focal point of the airport name capitalizing on the internationally-recognized moniker of our city and aligning with the airport's IATA code.
- Retain the airport's beloved namesake ***Will Rogers*** and focus future storytelling around his contributions to aviation.
- Modernize our designation from "World" to "International."

POSITIONING STATEMENT

Winter '23

OKC Will Rogers International Airport warmly welcomes travelers into our city's vibrant culture, offering easy-in, easy-out travel experiences.

INSPIRATION

Spring '24



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Spring '24

Drawing inspiration from the iconic photo of Will Rogers and Wiley Post, the new logo pays homage to the swooping designs of the plane, incorporating them directly into the "K" of our new OKC logomark.

The same inspiration was used in the crafting our our scissortail motif and framing devices throughout the brand. This creates a cohesive and consistent brand that is rooted in history.



UPDATED AIRPORT BRAND

Spring '24

OKC WILL ROGERS
INTERNATIONAL
AIRPORT

UPDATED AIRPORT BRAND

Spring '24

White

OKC

Navy

Sky Blue

Sun Yellow

Sage Green

Salmon



UPDATED AIRPORT BRAND

Spring '24



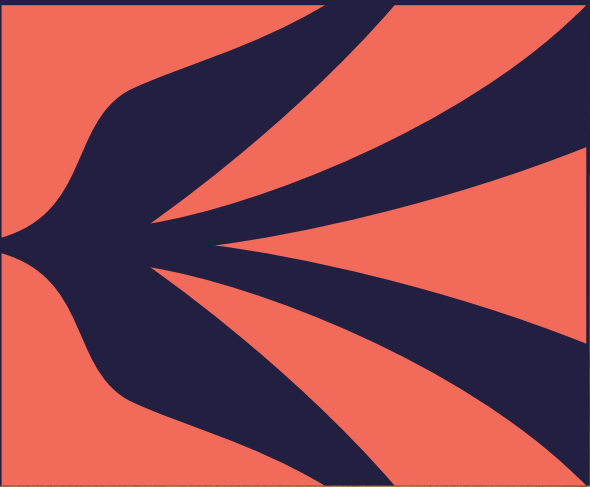
UPDATED AIRPORT BRAND

Spring '24



EXIT TO 

- Baggage Claim
- Ground Transportation
- Taxi/Shuttle
- Rideshare



OKC

Rideshare



Need a ride?
Head Outside.

UPDATED AIRPORT BRAND

Spring '24

OKC WILL ROGERS
INTERNATIONAL
AIRPORT

Say hello to
International
Travel.

FLYOKC.COM



UPDATED AIRPORT BRAND

Spring '24

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