

We go above.
So you can go beyond.

The brand book



Since 1910, we have quietly and methodically done the next right thing to realize positive impact for our team, our communities, our clients, and our shareholders.

Our brand is grounded by the remarkable behind-the-scenes work we do every day, and connects us more directly with the impact of our work in real and tangible ways.

We know—and see how—each and every one of you delivers more than is asked, more than is required, and more than any other financial institution can.

You are the bedrock of our success. And now is the time for our collective impact to inform our story for every life we touch, within the walls of BOK Financial and beyond.

We know our value.

Who is BOK Financial?

We're a company with more than a century of making a difference, a clear vision and mission, and a foundation of achieving more together.

Our Vision: We are the top-performing, highest quality, and most reputable financial institution, recognized as the first-choice provider in the markets we serve.

Our Mission: Providing exceptional financial expertise and nationally competitive products and services, delivered in a personalized and responsive manner, and achieving exceptional growth in profitability in shareholder value.

We achieve more together.

From our humble beginnings, we've been able to achieve more when working together. In 1910, Oklahoma oilmen founded Exchange National Bank of Tulsa, which earned the reputation as the "Oil Bank of America."

And, we've been fueling our clients' success ever since.

Over the years, we've grown into a diversified financial services company—one of the 30 largest in the U.S., serving clients across the country.

We are among the top 10 electronic funds transfer networks, one of the top three managers of mineral assets, and our Cavanal Hill Mutual Funds have received multiple five-star ratings from Morningstar and nine Lipper Awards since 2015.

And that is just the beginning.





We are focused.

Needless to say, we had a strong foundation to build on. When we asked what best describes the BOK Financial brand, we heard that we excel at:

Building relationships

Our number one objective is and always has been to put the clients' needs first.

Honest guidance

We'll tell you what you need to hear, even if it's not what you want to hear.

Just-right size

We're a full-service provider with a local touch and feel.

Inclusivity, inside & out

We're connected to the community in an authentic way.



We act with purpose.

We reimagine what's possible in the pursuit of better every day with our clients, our teams and our business.

How this comes to life on the ground and with our clients is where you come in.

We all subconsciously manage our personal reputations on a daily basis, with family, with friends, with coworkers, with clients. We act in ways that fit our values and character. We communicate in ways that help people understand us, help us understand them, and create mutual appreciation. BOK Financial needs to do the same thing, but on a much broader scale; having a strong brand platform and character gives us the strategic framework to do so.

We rally around what matters.

We need a clear, consistent way of describing our true points of differentiation in the crowded financial services industry, something we can all align with and rally around because it is true to us and to us alone.

That's where a brand platform comes in.

"What is a brand platform?" you may be asking. Great question.

A brand platform is the central concept in all brand strategy. The platform for BOK Financial translates our business strategy into experience for both internal and external audiences.

It distills our brand purpose, position, values, and character into something that provides clear, concrete differentiation for our company. The brand platform for BOK Financial connects all audiences and drives consistency in all engagements and communications.



Our brand platform

We go above.
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go beyond.

Let's flip the script, shall we?

Let's make a financial institution that's not institutional.

Let's provide sage advice when asked.

Create a place that's unsatisfied with the state of the status quo.

And let's not forget—we work for (and with) actual human beings.
Not just a bottom line. While we're at it—how about we go the extra mile.

No, the extra hundred miles.

Let's greet our clients with warmth and treat them with respect.

Let's make them feel heard. As in, actually heard. The way they deserve to be.

Let's reinvent what it means to “care about your money.”

Let's care about making it go further. About making it work harder.

Because deep down we know the future isn't made by bystanders.
But by those who raise their standards.

People with a passion for what's possible.

We go above. So you can go beyond.

We look to the future with confidence.

This brand platform is a way of telegraphing what we stand for as a company. Our brand personality is made of those unique traits that we should maximize whenever and wherever we can as they are what move us forward:

We are Tenacious

We believe it takes grit to get things done right. We work tirelessly through situations without complaint. We communicate clear expectations and hold people accountable for the results.

We are Inspired

We're energizers who breathe life into everything we do, helping clients imagine and achieve their best possible futures.

We are Ambitious

Unfilled potential is our enemy. We play to win and are dissatisfied when we lose.

We are Collaborative

There is never an endpoint to our work together, and we aren't fair-weather partners. We constantly strive to achieve greater things on our clients' behalf and are steadfast in our commitment to raising the bar.

We are true and authentic.

Our brand also comes to life through our character and how we behave every day. What our clients can expect from us is this:

We're a company that isn't afraid of reimagining what's possible in the pursuit of better. We're a financial institution that's not institutional. We build relationships by delivering expertise and advice, rather than just pushing products.

We have the breadth of services that allows us to compete on a national scale but a deep connection to our communities that makes us good neighbors.

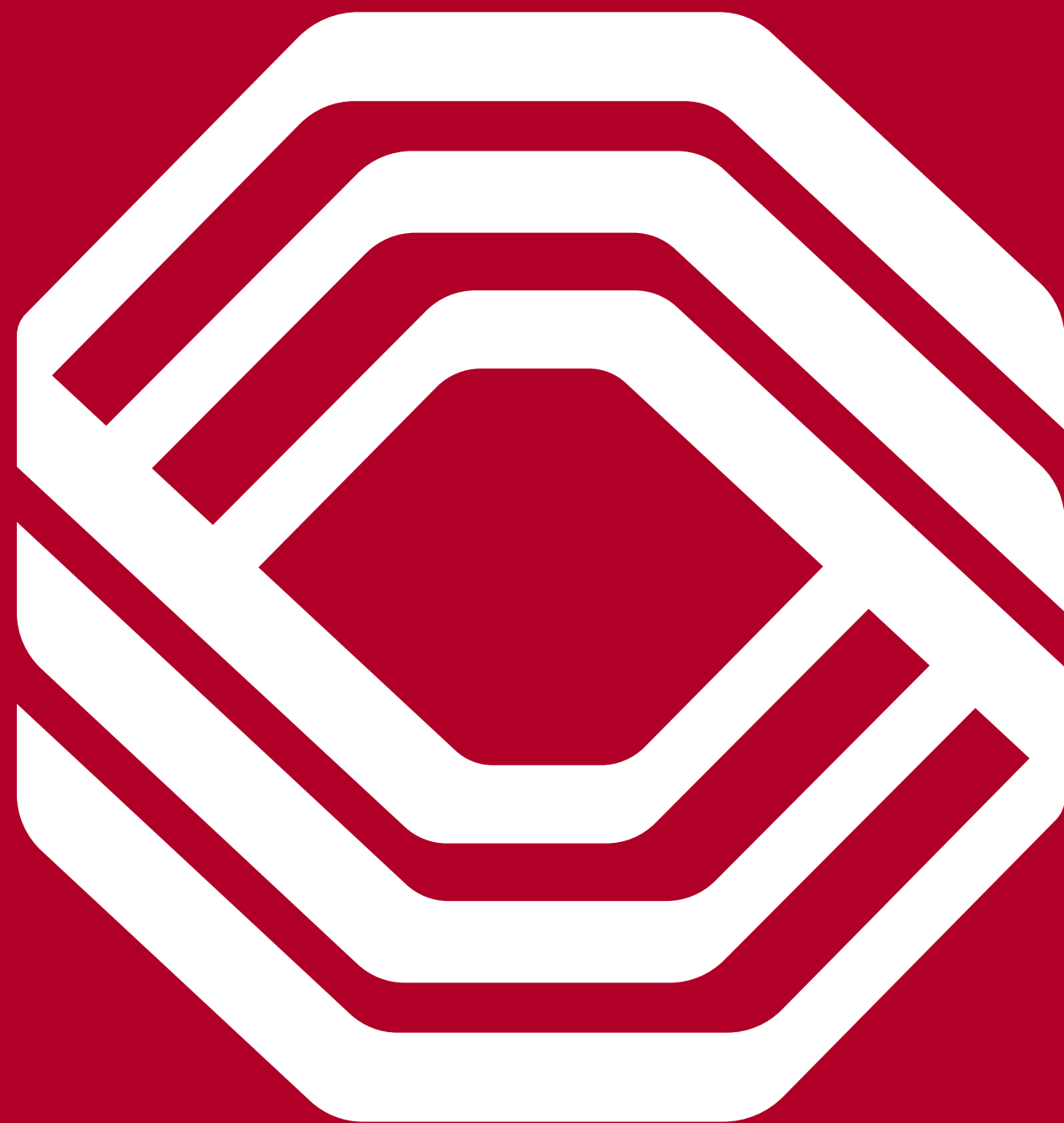


We are a beacon for the greater good.

“We go above. So you can go beyond.” is a brand platform that is grounded by who we are collectively and the fundamental truths of how we engage internally and externally. The way we do business will not change. The way we communicate our unique approach to financial services will.

Our company would not be as successful as we are today without the diligence and support of our internal teams. The same holds true for the success of the brand strategy. Without our internal teams, there will be no success with external audiences. That is why you are the focus of this effort.

So, when you represent BOK Financial and don the logo that bears our name, we want you to think about it as more than just a set of connecting lines but a beacon for the brand and what we stand for.



This is a beacon.

A symbol.

A reminder that every day, we're here to do better.

It's a hand-in-hand pact.

It's a call to action.

It's a surefire way to put a stamp on things.

This is what we stand for.

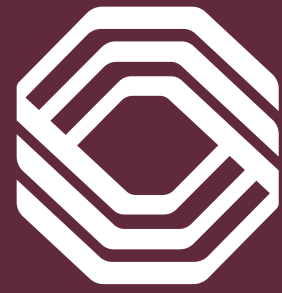
This is a mark of excellence within our industry.

And the way we treat each other as colleagues—but more importantly, as family.

Look to this as a true icon, a North Star that will lead you wherever you need to go.

A signal that embodies tenacity, gumption, and know-how.

This is a beacon.



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