

BRAND GUIDELINES 2021



HARDESTY
FAMILY FOUNDATION



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**ROGER AND DONNA
HARDESTY**

WHAT WE DO, WE DO FOR YOU.

The Hardesty Family Foundation, Inc. was established in December 2005, by F. Roger Hardesty and his wife Donna J. Hardesty. Roger is the founder and CEO of United States Aviation Co. and The Hardesty Companies, Oklahoma based companies with diversified holdings.

Roger and Donna have sacrificed to get where they are today. It is this pioneering spirit which led them to create The Hardesty Family Foundation, Inc.

They believe strongly in the American Dream of hard work and tenacity. They like to support projects that share their belief system— if you can dream you can achieve.



HARDESTY FAMILY FOUNDATION

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The Hardesty Family Foundation, Inc. was established to benefit specific needs of the people of Tulsa, OK and the surrounding areas. As native Oklahomans, we feel an obligation to give back to the people of our State and to make the future a better place for all who choose to call Oklahoma home.



HARDESTY
FAMILY FOUNDATION

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Mission

The Hardesty Family Foundation, Inc. is a private family foundation, created in 2005 to last in perpetuity to promote and serve Oklahoma 501(c)(3) non-profit charitable organizations.

Our vision is to improve the basic human needs and to make a difference in the lives of the good citizens of our state.

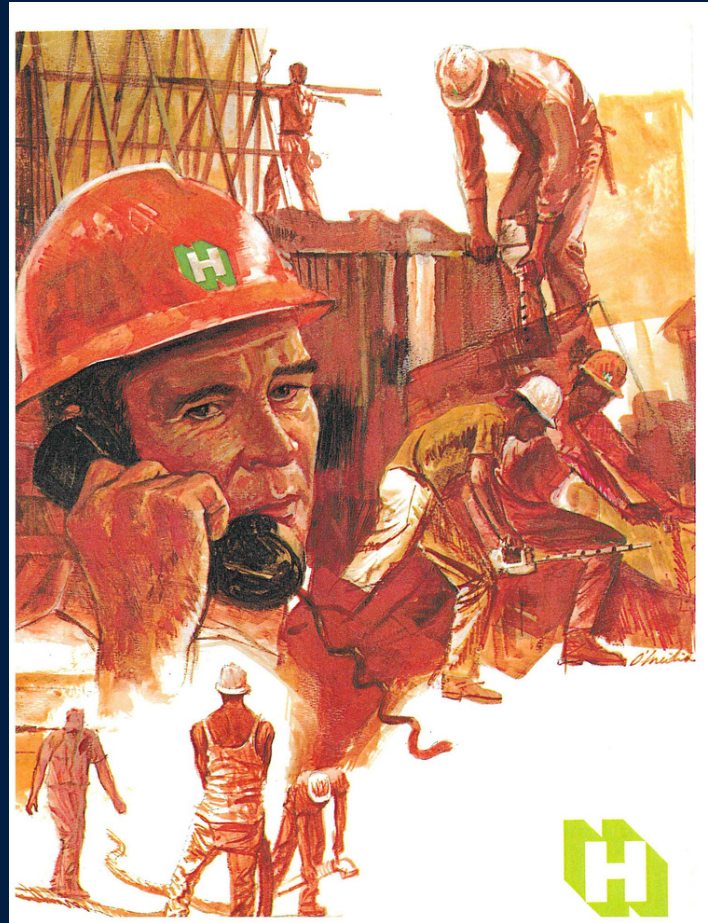
Furthering our philanthropic vision is accomplished through work in the arts, workforce development, civic projects, mental health, addiction recovery, wellness & court reforms.



HARDESTY

FAMILY FOUNDATION

04



As a career entrepreneur, Hardesty has founded and operated more than 25 different business ventures including the Quarry Landfill, Mid-Continent Concrete and BizJet International Sales and Support. The Hardesty Company began in Tulsa in 1959 building single-family homes. In a short time, the company became the largest single-family construction firm in the area with divisions in nine midwestern states. Hardesty Realty Corporation was established in 1986 in Tulsa as a real estate management and leasing business.

Today, Hardesty serves as president and CEO of United States Aviation, which provides a wide range of aviation services including private aircraft charter, Black Hawk helicopter air crane operations, and complete fixed base operator flight services at Tulsa International Airport.

The Hardesty Family Foundation logo represents decades of commitment to growing businesses, developing workforces, and improving communities.



HARDESTY
FAMILY FOUNDATION

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Brand Definition

VISUAL

Original, Memorable,
Relevant, and Impactful

PERSONALITY

Professional, Friendly,
and Thoughtful



VALUES

If You Dream,
You Can Achieve

VOICE

Hardesty Legacy with
Community Focus

MESSAGE

Inspire, Celebrate,
and Motivate



LOGO VARIATIONS

MAIN LOGO



Complete logo to be used where applicable, without cutting of any imagery elements.



WORDMARK



Logo format without the "H" may be used for approved applications.



When appropriate in text documents, HARDESTY name is to appear in ALL CAPS, using Media Gothic Regular font.

ALTERNATE LOGO

"H" logo to be used where applicable, only with approval.





HARDESTY
FAMILY FOUNDATION

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Brand Guidelines 2021

PROPER LOGO USAGE



RULES OF APPLICATION

All uses of the logo must not compromise the integrity of all design aspects of the brand. Alternate color versions of the logo are available to complement different backgrounds.

All presentations, documents, signage and other logo use should include the correct use of the logo to convey the brand message in a positive manner.



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HARDESTY
FAMILY FOUNDATION

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BRAND TYPOGRAPHY

MAIN

FOR TITLES AND
GRAPHIC HEADERS

MEDIA GOTHIC REGULAR IS AN ALL CAPS FONT THAT HAS ALTERNATE SIZED CAPITAL LETTERS FOR SENTENCE TEXT, EXCLUSIVELY FOR BOLD HEADLINES AND TITLES. NO NUMBER STYLE IS INCLUDED IN THIS FONT.

AA

MEDIA
GOTHIC
REGULAR

AA BB CC DD EE
FF GG HH II JJ KK
LL MM NN OO PP
QQ RR SS TT UU
VV WW XX YY ZZ



HARDESTY
FAMILY FOUNDATION

BRAND TYPOGRAPHY

Alternative

For subheaders and all text

Media Gothic Regular is a unique, bold font, so Montserrat is the font to use in all text-based presentations and main body sections of documents.

Aa

Montserrat

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0



HARDESTY
FAMILY FOUNDATION

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THE COLOR PALATE

WHITE

PANTONE: 11-0601 TCX

HEX (WEB): #FFFFFF

RGB: (255 255 255)

CMYK: (0 0 0 0)

GREEN

PANTONE: 348C

HEX (WEB): #00833e

RGB: (0 131 62)

CMYK: (97 22 100 9)

BLUE (Old Glory)

PANTONE: 282

HEX (WEB): #041E42

RGB: (10 49 97)

CMYK: (100 68 0 54)



HARDESTY
FAMILY FOUNDATION

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Brand Guidelines 2021

HARDESTY FAMILY FOUNDATION

Imagery

Connect with our Mission

- Professional
- Classic
- Impactful
- Vital
- Strong





HARDESTY
FAMILY FOUNDATION

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CONTACT INFORMATION

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