



BRAND BOOK

VERSION 2.0





Welcome to the OOOOO Brand Guidelines.
These guidelines exist to make us look
consistently awesome!

Follow these guidelines as you create marketing material, internal and external communications.

This guide will help to familiarize you with the core brand elements to assist you in designing and producing dynamic and powerful communications with a degree of flexibility.

THE LOGO

OUR LOGO

Here it is again - Our logo is the most visible element of our identity a universal signature across all OOOOO communications.

We use the same version in print, on screens. Our logo is a bold, simple graphic statement. It signifies a touchpoint and a connection.

While it is a simple logo, we must treat it nicely. The following pages cover the correct usage to ensure the logo always looks its best.



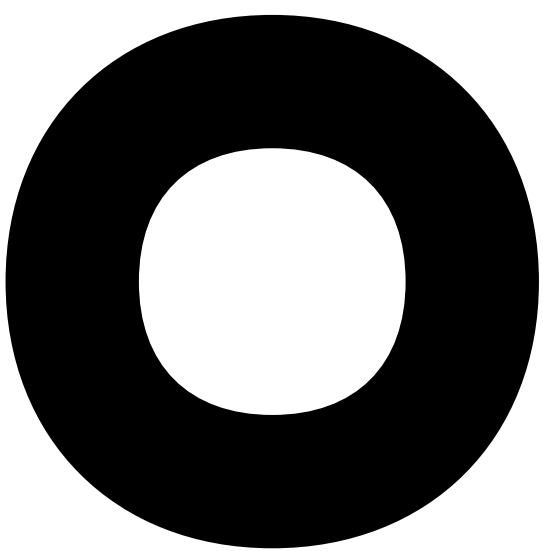
HORIZONTAL LOGO



LOGO WITH TAGLINE



SYMBOL

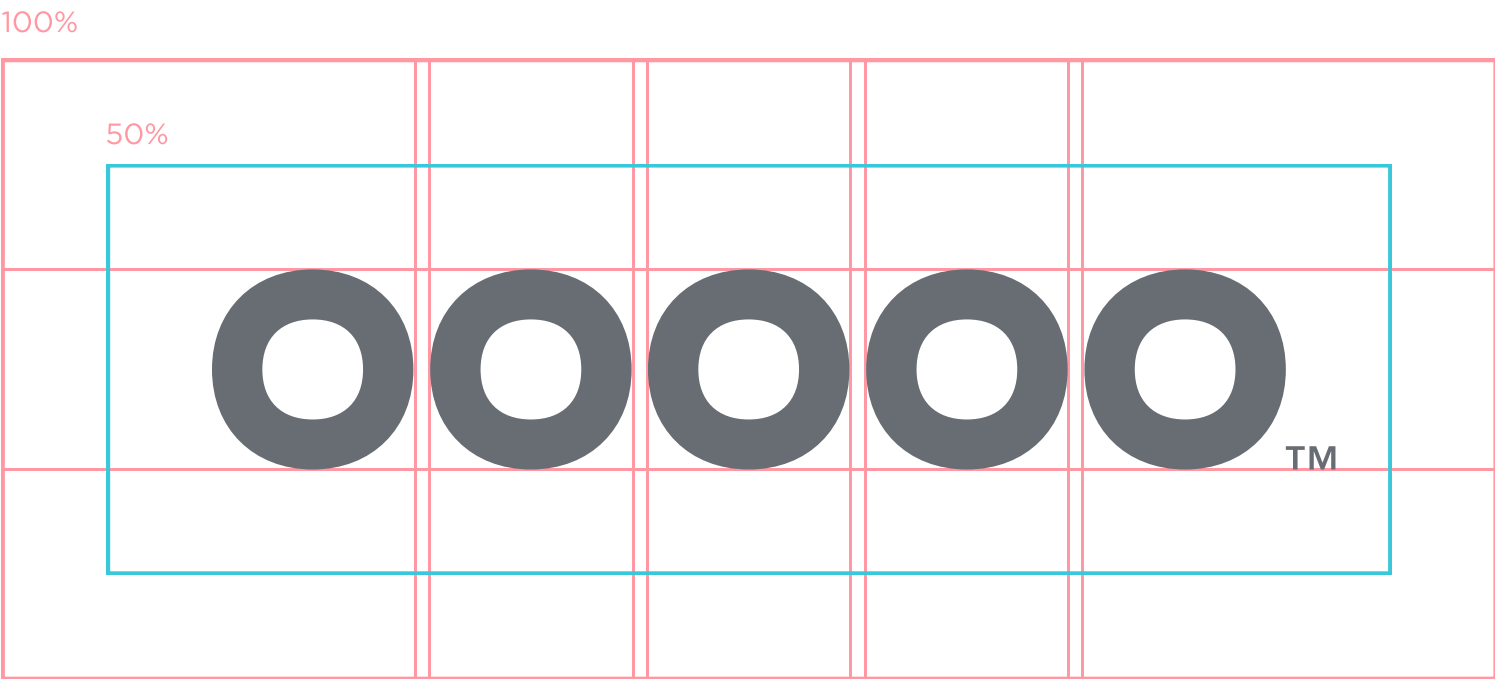


EVERYONE NEEDS A LITTLE PERSONAL SPACE

Logo clear space.

To ensure that our signature versions are visible in all applications, surround them with sufficient clear space - free of types, graphics, and other elements that might cause visual clutter to maximize the recognition and impact of our identity.

To ensure the integrity and legibility of the logo lock-ups the area directly surrounding them should be protected.



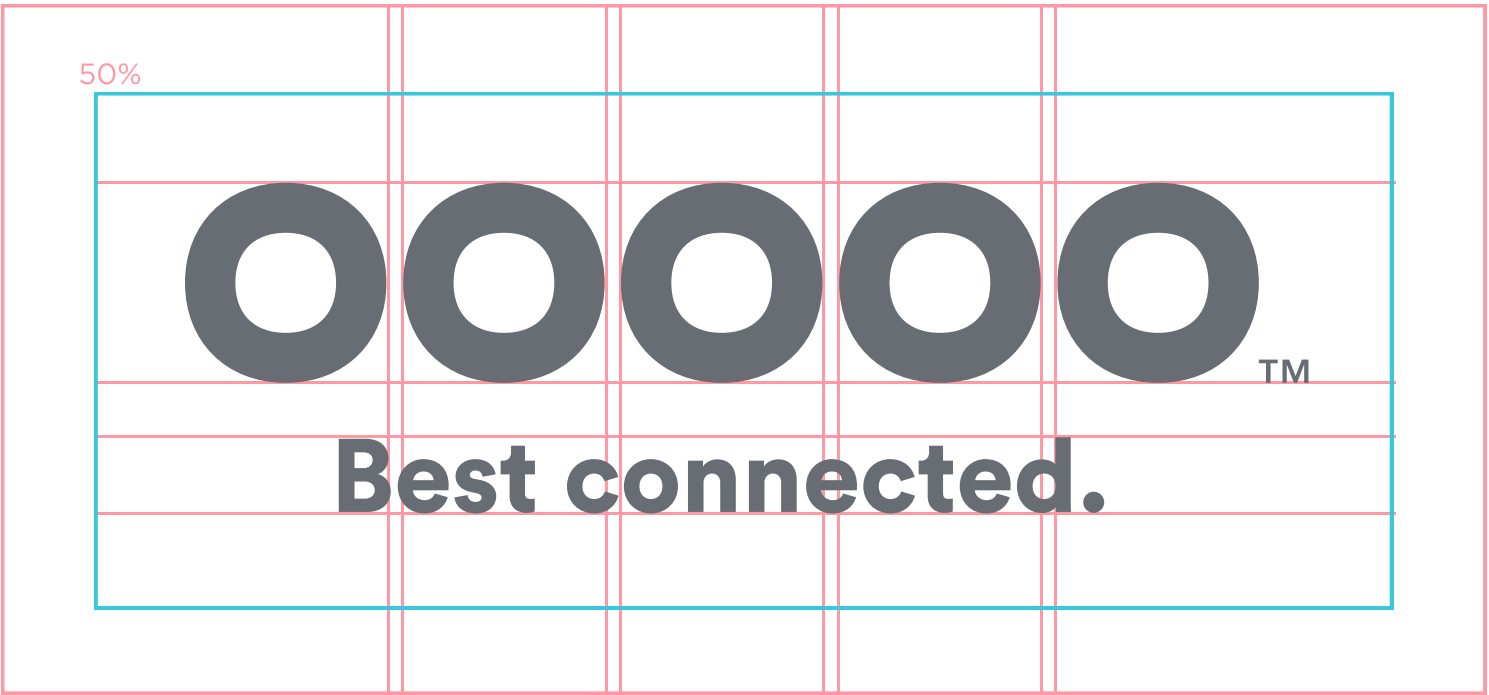
Note: The logo has been carefully spaced and should not be changed, or re-create.



LOGO WITH TAGLINE



100%



Note: The logo has been carefully spaced and should not be changed, or re-create.

50% clear space



EVERYTHING IN ITS RIGHT PLACE

Logo clear space.

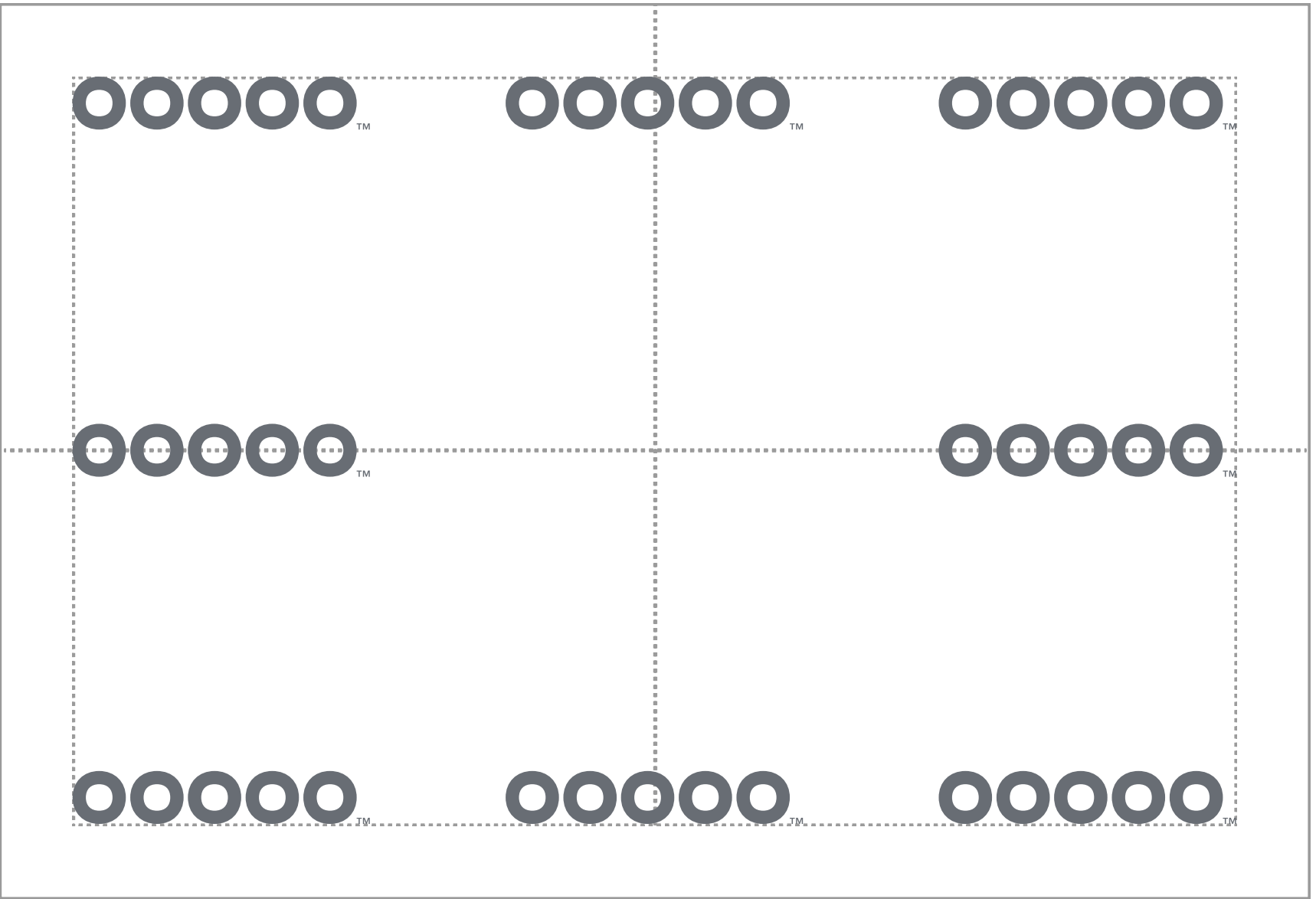
We like to avoid placing the logo smack dab in the middle of an area.

or any given format - landscape or vertical - the preferred logo placement is in any corner position, or center-aligned at the right or left.

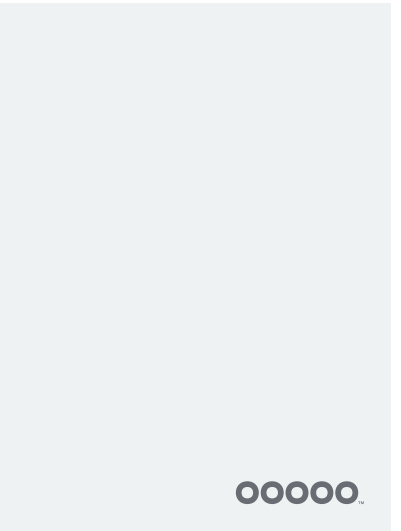
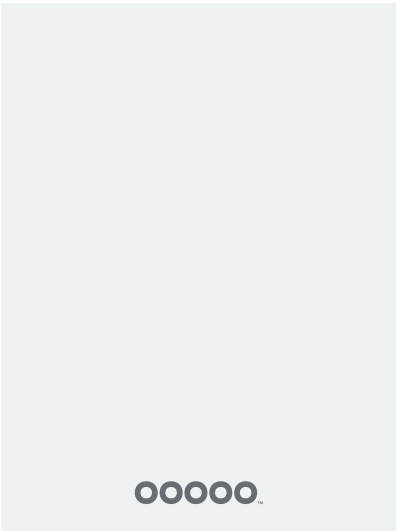
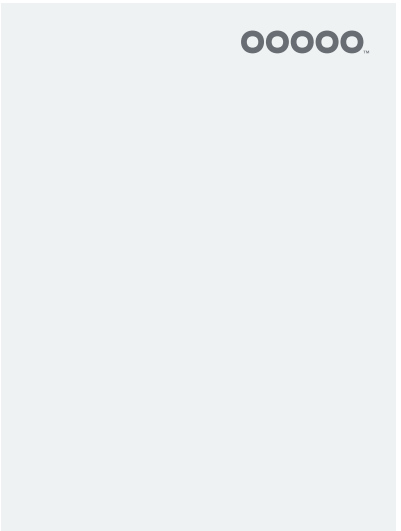


Corner position

Center position



Center position



GOOD THINGS COME IN SMALL SIZES

Minimum logo size.

There are no predetermined sizes for the OOOOO logo. Scale and proportion should be determined by the available space, aesthetics, function, and visibility. There is no preset maximum size for the logo. In print, the minimum size is **40px height**.



LOGO 40PX HEIGHT



SYMBOL 40PX HEIGHT



FAVICON 16PX HEIGHT



OUR LOGO



ACADEMY



DRINKS



MUSIC



PICK A COLOR ANY COLOUR

Our logo or background colour may be any color within the OOOOO palette. Contrast is important - Use our white logo on colour backgrounds and colour on white backgrounds.



TYPOGRAPHY

OUR TYPEFACE

Typography is an important aspect of our brand identity. Our typographic style contributes to our distinctive aesthetic. The typography usage examples in the following pages should be followed to ensure all of our communications appear consistent.



Mars

MARS Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 -&*#@?!/+ (.,:;)

MARS Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 -&*#@?!/+ (.,:;)

OUR TYPEFACE:
USE IN PRINT

Typography is an important aspect of our brand identity. Our typographic style contributes to our distinctive aesthetic. The typography usage examples in the following pages should be followed to ensure all of our communications appear consistent.



Gotham

GOTHAM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 -&*#@?!/+ (.,:;)

GOTHAM BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 -&*#@?!/+ (.,:;)

OUR TYPEFACE:
USE FOR WEB

Typography is an important aspect of our brand identity. Our typographic style contributes to our distinctive aesthetic. The typography usage examples in the following pages should be followed to ensure all of our communications appear consistent.



Montserrat

MONTSERRAT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 -&*#@?!/+(.,:;)

MONTSERRAT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 -&*#@?!/+(.,:;)

VOICE

HOW WE SOUND

We communicate in a way that is noticed, believed and remembered. We do this by following three principles in our messaging:

Be confident. Be enthusiastic. Be clever.



Be confident

Be simple and direct. Avoid long, hard words and formal language. Let words flow naturally, as if they're being spoken. Try not to say too many things at once.

Be enthusiastic

Stay positive by avoiding comparison designed to elevate one idea by diminishing another. Assume success and stay away from fear. Celebrate the craft. Our audience appreciates the skill that goes into their work, so shine a light on it whenever possible.

Be clever

Show our audience you relate to their joys and frustrations. That you know they have interests outside of work. Infuse your writing with the unexpected and engage in wordplay, but not at the expense of being clear. At times, be light-hearted but not light-headed.

COLOUR PALETTE

PICK A COLOUR

ANY COLOUR

Accent colours.



Accent colours



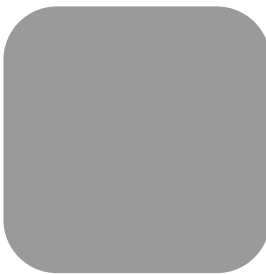
R 242
G 80
B 89
HEX #F25059



R 255
G 220
B 11
HEX #FFDC0B



R 68
G 68
B 68
HEX #444444



R 154
G 154
B 154
HEX #9A9A9A



R 255
G 149
B 0
HEX #FF9500



R 52
G 199
B 89
HEX #34C759



R 90
G 200
B 250
HEX #5AC8FA



R 0
G 125
B 255
HEX #007AFF



R 255
G 45
B 85
HEX #FF2D55



R 175
G 82
B 222
HEX #AF52DE



R 88
G 86
B 214
HEX #5856D6

PICK A COLOUR

ANY COLOUR

Complimentary colours.



Complimentary colours



rich black
#050508



red salsa
#E84952



electric indigo
#6926E9



chareston green
#282B2E



light salmon
#F3AC84



pale red
#B9364D



arcenic
#424245



gainboro
#DCDCDC



gold
#F1AC47



vivid sky blue
#63DBFB



medium aquamarine
#84CD9A



sonic silver
#797979



carrot orange
#E08E39



licorice
#131317



roay blue
#3C56D8



bleu de france
#518FDB



sandstrom
#EACF61



salmon pink
#EDA9A6



pale orange
#E16136

PICK A COLOUR ANY COLOUR

Gradients.



Gradients

| | | | | | | |
|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| <div>#EB3524</div> <div>#F19539</div> | <div>#6A4985</div> <div>#F19539</div> | <div>#6A4985</div> <div>#343891</div> | <div>#65BFB3</div> <div>#343891</div> | <div>#65BFB3</div> <div>#EBE753</div> | <div>#459BD3</div> <div>#3059BE</div> | <div>#F1924B</div> <div>#3059BE</div> |
| <div>#F1924B</div> <div>#EE76CE</div> | <div>#EE7C33</div> <div>#F6C345</div> | <div>#D5435E</div> <div>#EA7260</div> | <div>#F2D09A</div> <div>#EA7260</div> | <div>#F2D09A</div> <div>#225B7D</div> | <div>#E98DAA</div> <div>#83C5E6</div> | <div>#555555</div> <div>#1D1D1D</div> |

ICON

THE MAKING OF AN ICON

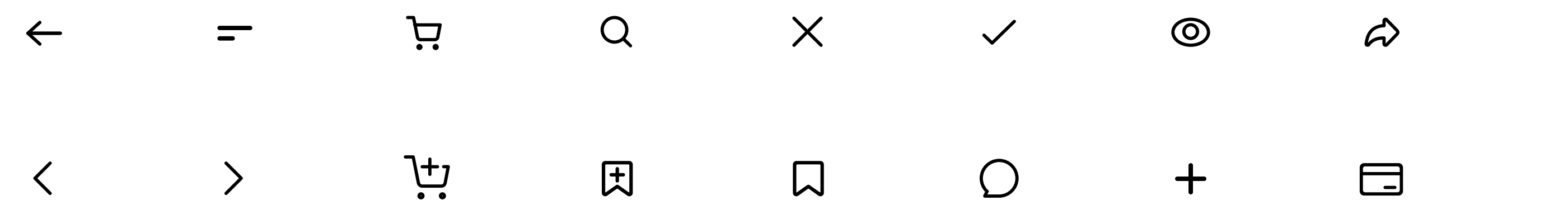
Several icons have been designed to communicate the many different types of content we produce, and the many different audiences we reach.

But please use the icons with restraint. Yes, They're cute, but please don't sprinkle them on every brand communication. they are there to support specific themes in the mobile application.

The icon can appear in any out our colours.



App icons



Feature icons



EMAIL SIGNATURE

EMAIL SIGNATURE

Black

Name and Surname

Designation | OOOOO

Mobile: 12345 67890 **Email:** name@ooooo.com
46 Woodstick Road, Oxford, OX26HT
www.ooooo.com



Colour

Name and Surname

Designation | OOOOO

Mobile: 12345 67890 **Email:** name@ooooo.com
46 Woodstick Road, Oxford, OX26HT
www.ooooo.com



T SHIRT

T SHIRT



OOOOOTM



Design Matters

We know applying these principles takes time and effort, but the stories we tell in all our OOOOO communications will be stronger for it.

If you ever have additional questions about our visual identity and its applications in design, don't hesitate to contact ranjith@ooooo.com / Sam@ooooo.com.

Thank you.