

Brand Guidelines

January 2019 - V.1



INTRODUCTION

The OpenExO identity system is not just a logotype and a mark. It is a system scheme composed of a number of elements that come together to create a distinctive look and feel that makes the brand instantly recognisable. Spanning logo applications, color usage, typographic treatment and the use of systems – The following pages will assist you in designing and producing compelling communications with creativity flexibility.

1.0 OpenExO Logo

The OpenExO logotype and logomark are the most recognisable visual assets and must always be implemented consistently. These various elements should only be reproduced from artwork provided.

They must never be modified or altered. All logo elements should be applied with consideration and attention to detail.



1.0 OpenExO Logo

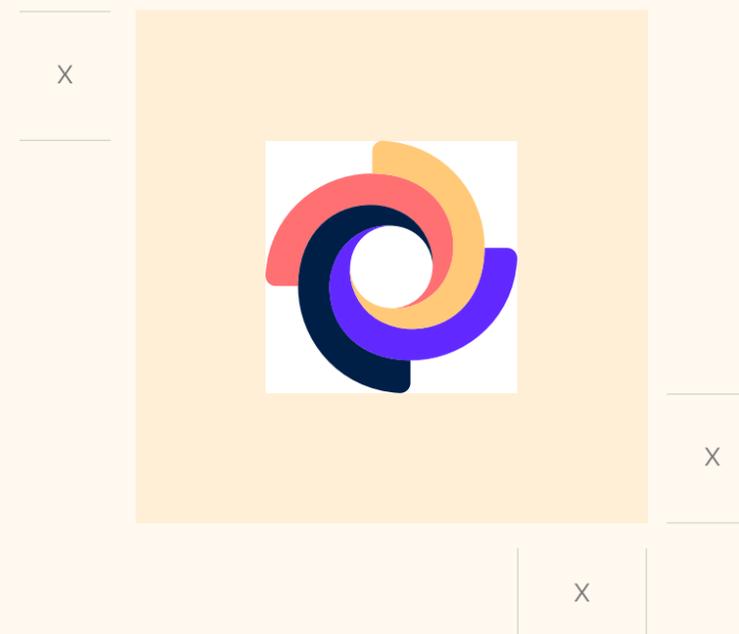
The OpenExO logotype has been created based on a set of proportional measures between all of its elements. By doing this, we achieve a harmonious, balanced and solid composition. It is strictly necessary to respect the proportions described here to always ensure visual consistency.



1.1 Exclusion Zones

In order to ensure it's correct visualization, we have created a "safety area" in which it is prohibited to integrate any type of graphic element (images, text, icons, etc.)

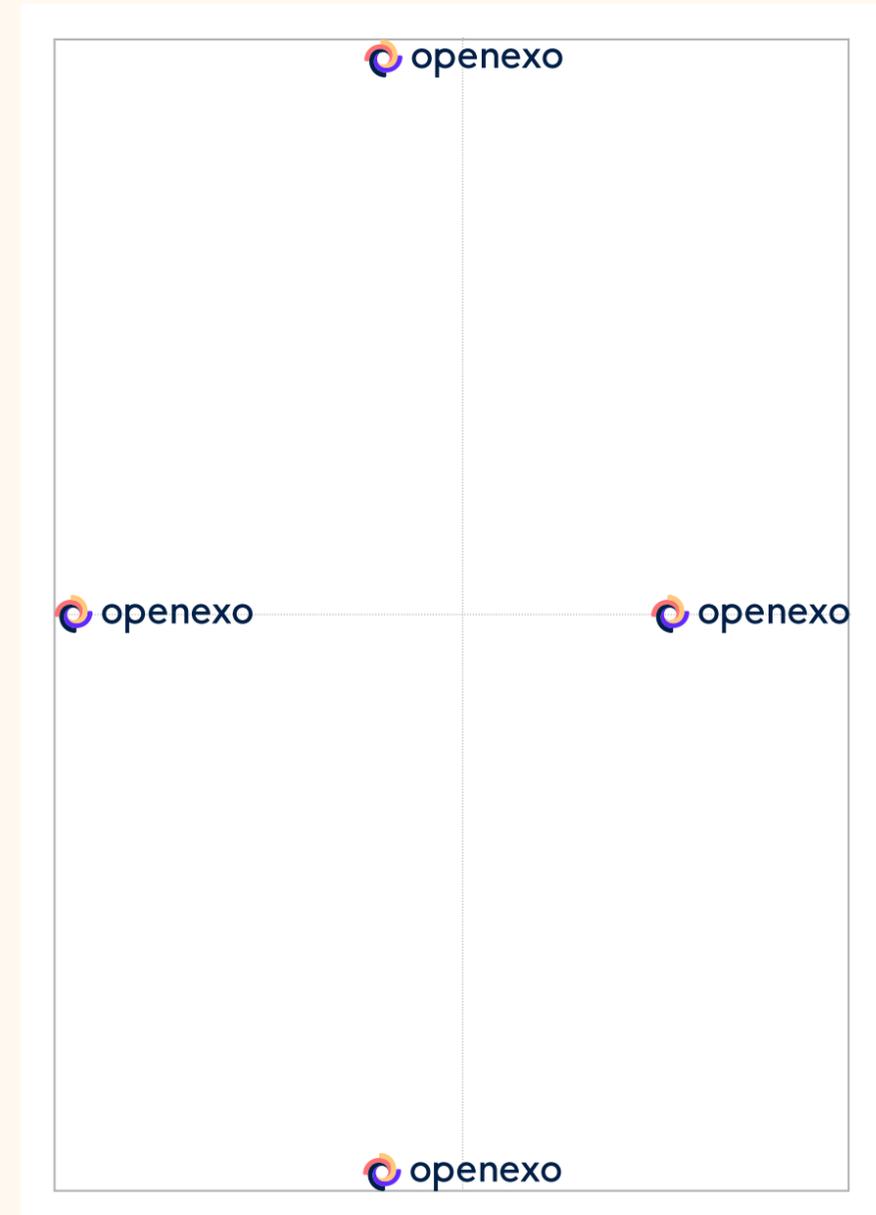
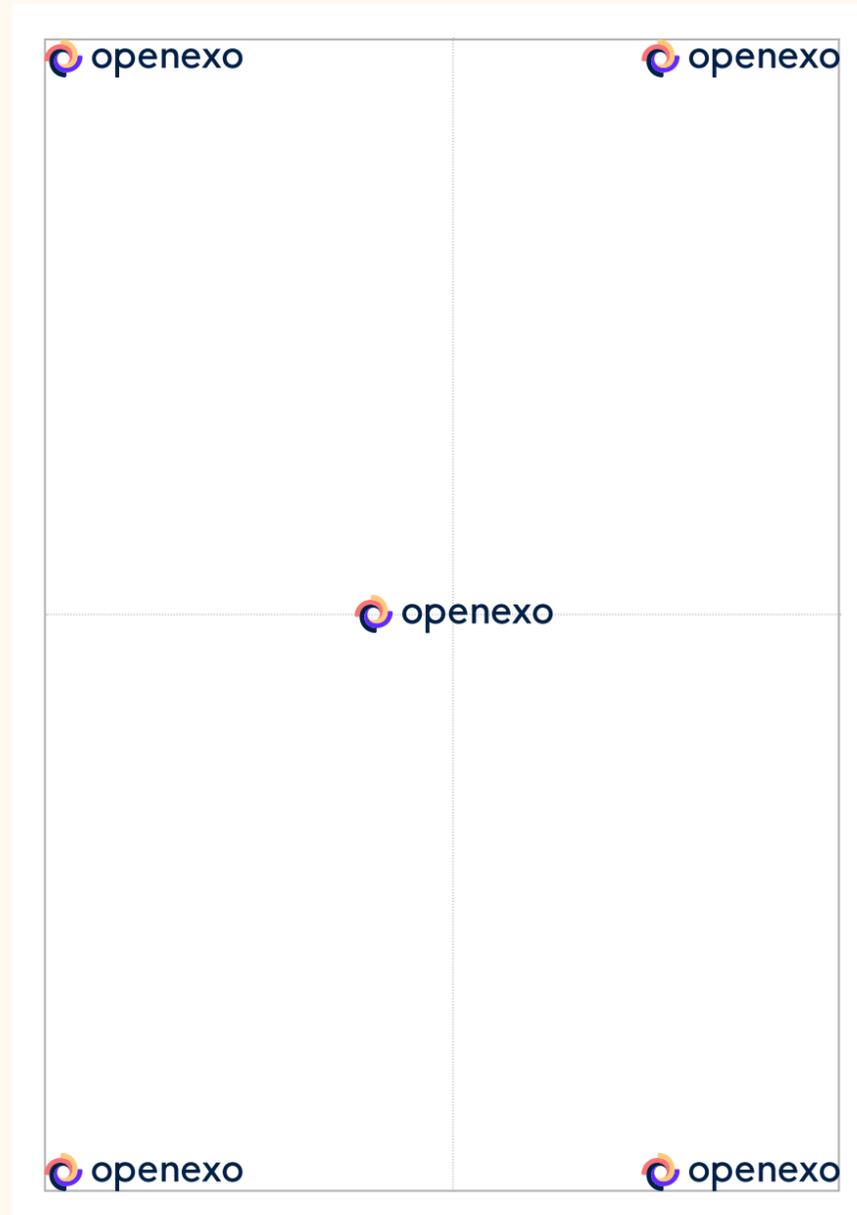
The Various OpenExO Logo elements should never encroach their exclusion zone. The exclusion zone is equal to the height of the logotype, above, below and at both sides. It creates a boundary around the logo. At no point should this be interfered with.



1.2 Logo Lockup

The OpenExO Logotype can be used interchangeably and appropriately - However it is important to note that each element anchors itself to either center, top or bottom margin

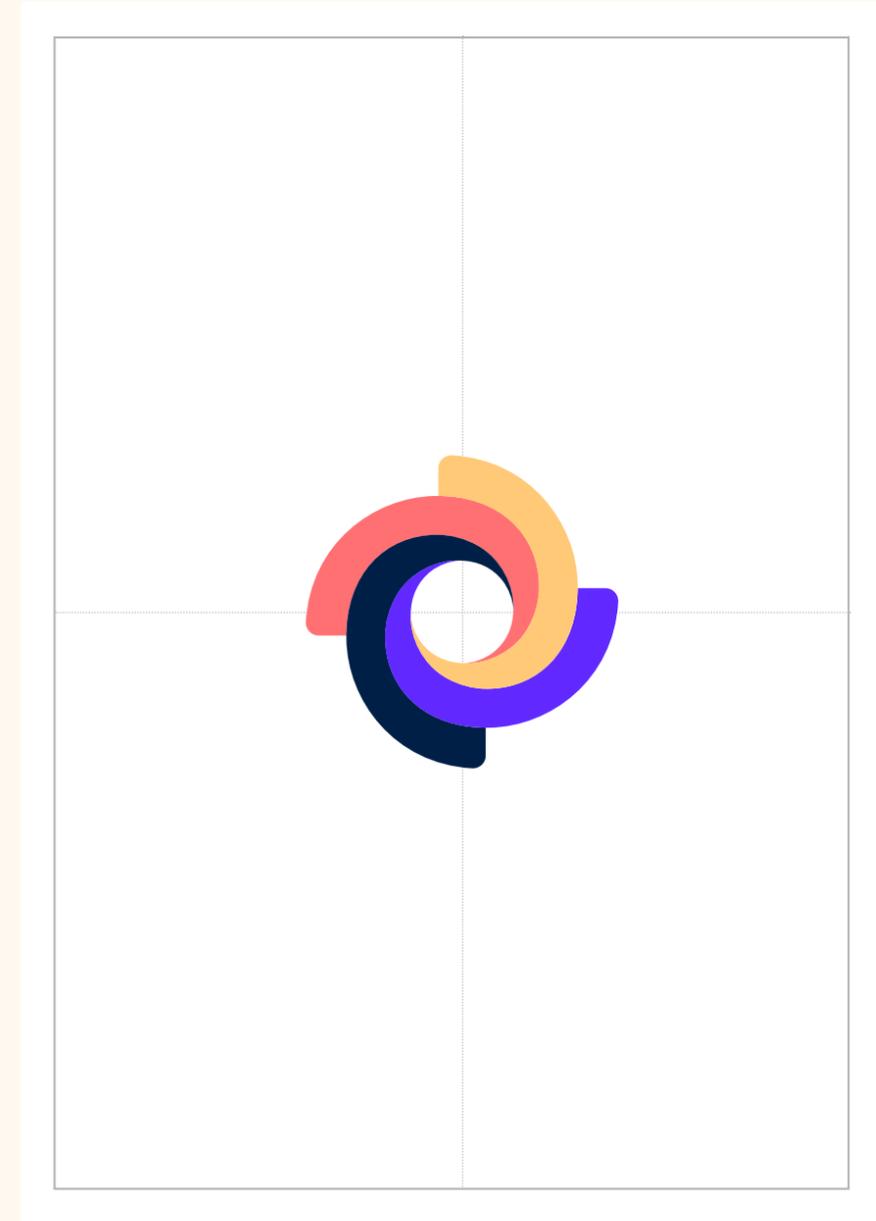
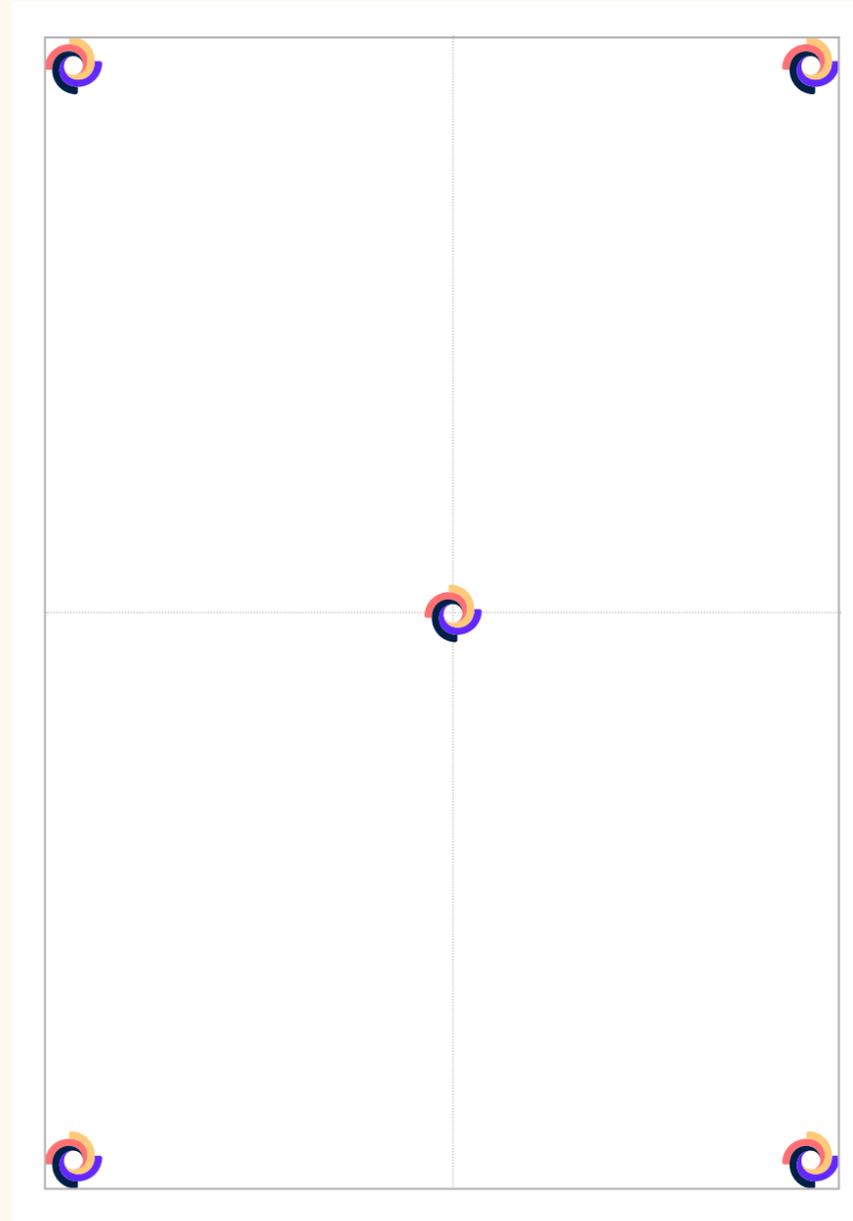
If you're creating a composition, please put the logo in one of the four corner areas, or center it on the page.



1.2 Logomark Lockup

The OpenExO Logomark can be used interchangeably and appropriately - However it is important to note that each element anchors itself to either center, top or bottom margin

If you're creating a composition, please put the logo in one of the four corner areas, or center it on the page.



1.4 Minimum Sizes

Choosing a scale for the logotype to be used should be addressed on a case by case basis so that the OpenExO branding remains intact. The exclusion rules apply throughout all applications in various sizes.

The minimum width of the logotype for print is always set to be 25mm. The minimum width of the logomark should be 7 mm.

The minimum width of the logomark for web applications is always set to be 100 px. The minimum width of the logomark should be 20 px.



DIGITAL

PRINT

DIGITAL

PRINT



100 px

25 mm

20px

7 mm

1.5 Color

Where possible, the logo elements always sit in the main brand colours.

Clarity must be maintained by making sure that there is a contrast between the logotype and the background it is being applied to.

The OpenExO logo should work across all media. The style you choose will depend on the environment in which the logo appears. To ensure the expression of the logo is right for its context, we've created an extended palette of solid colors as well as reversed logo treatments. So whether the OpenExO logo appears on digital applications, Web, in print, on screen, or on a product, you have near infinite design flexibility to adapt the logo to its appropriate design context.

Extended logo palette

For more palette examples, please refer to the following color section.



FULL - COLOR POSITIVE



REVERSE



GRAYSCALE POSITIVE



REVERSE



SOLID POSITIVE



SOLID REVERSE

1.6 Extended Logo Palette

Whenever possible, we will use the logo in its main version in positive and negative color. However, we can use the logo with different corporate colors according to the needs of the applications.

The palettes on the right provide an example of how color can be infused into the logo. These are only partial palettes. The logo accepts a wide flexibility when it comes to using colours. Use always the full range of brand colours.

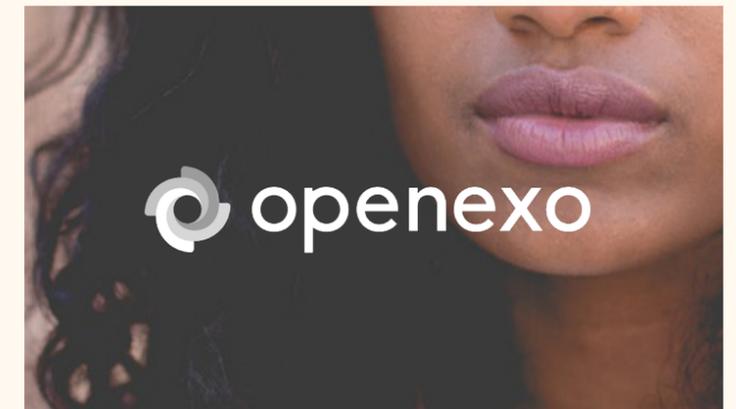
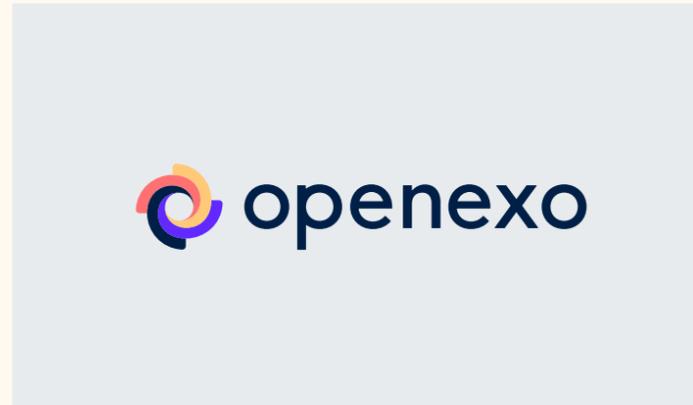


1.7 Background

The chosen layout and application of the logotype should be carefully considered and the exclusion zones taken into account when applying it to collateral. The contrast of the logotype against the background should be carefully considered in order to keep the visual aesthetic of the brand intact across multiple collateral.

Applying the logo on images and non-blank pages should be carefully considered on a case-by-case basis. It should only sit on uncluttered images or on clear sections.

The logo should never place over a busy image, whereby the clarity of the logotype could be compromised.



1.8 Misuses

To protect the quality of the OpenExO logotype it should never be altered or misused. Here are some examples of incorrect applications:

- Do not turn or reposition the elements of the logotype.
- Do not distort or stretch.
- Do not use a different typeface.
- Do not use visual effects.
- Do not apply different corporate colors.
- Do not center lock up.
- Do not outline symbol or wordmark.
- Do not fill in symbol.
- Do not change the proportions.



1.9 Digital Files

Here is a list of all the digital files, in all different formats, for the OpenExO logo.

The naming system used was created to easily identify all formats. For example:

openexo_logo_rgb.pdf

Example

openexo_logo_rgb.ai



Title	Color	Format	File Name
OpenExO openexo	Pantone p	.eps .jpg .ai	openexo_p.pdf openexo_p.jpg openexo_p.ai
	4 Inks cmyk	.eps .jpg .ai	openexo_cmyk.pdf openexo_cmyk.jpg openexo_cmyk.ai
	RGB rgb	.eps .jpg .ai	openexo_rgb.pdf openexo_rgb.jpg openexo_rgb.ai
	Black / White bn	.eps .jpg .ai	openexo_bn.pdf openexo_bn.jpg openexo_bn.ai

- 2.0 Primary Colour Palette
- 2.1 Secondary Colour Palette
- 2.2 Colour Swatches Palette

INTRODUCTION - COLOUR PALETTE

Color plays an important role in establishing a distinct and consistent corporate identity. The OpenExO colour palette offers a sense of vibrancy to our communications. Color used simply and with balance can communicate clarity, consistency, and modern sophistication. The OpenExO identity uses a wide palette. You can form an infinite amount of combinations that are very clear and very different.

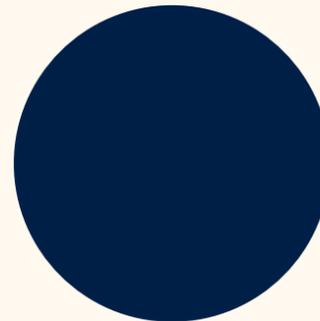
2.0 Primary Colour Palette

The OpenExO colour palette has been developed around a core set of bright, fresh and optimistic colours which can be used across all communications.

We have four primary brand colors: Navy Blue, Coral, SunGlow and Han Purple. These are the variants of the light colors. Each color has its corresponding dark color. These primary colors are the ones most displayed across brand's communication pieces.

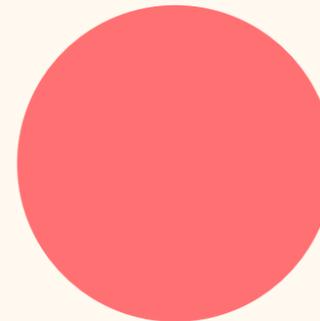
Our brand thrives on simplicity, not excess. Please do not use more than four brand colours within on design.

LIGHT COLOURS



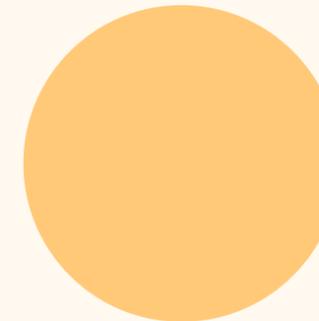
NAVY BLUE

Pantone 281 C
CMYK 100 / 100 / 42 / 15
RGB 0 / 30 / 71
Hex 001E47



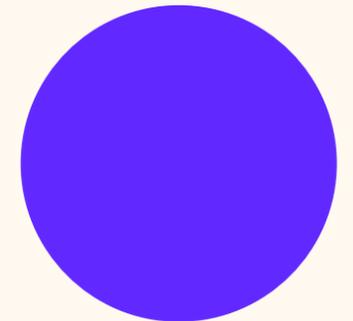
CORAL

Pantone 177 C
CMYK 0 / 70 / 34 / 0
RGG 255 / 113 / 114
Hex FF7172



SUNGLOW

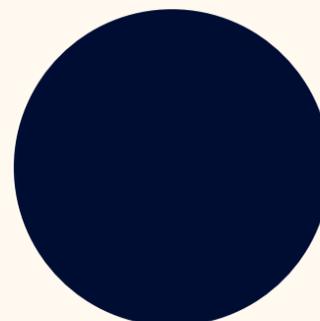
Pantone 1355 C
CMYK 0 / 31 / 55 / 0
RGB 255 / 201 / 121
Hex FFC979



HAN PURPLE

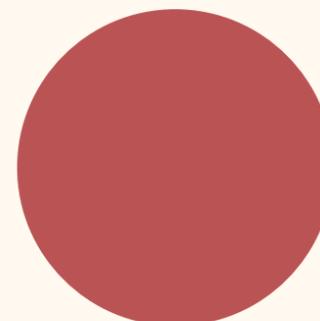
Pantone 2725 C
CMYK 77 / 76 / 0 / 0
RGB 97 / 40 / 255
Hex 6128FF

DARK COLOURS



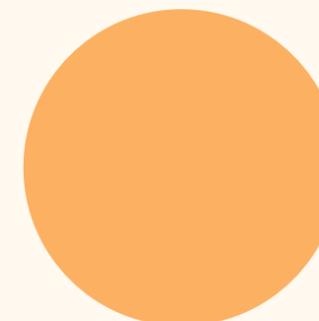
SEA BLUE

Pantone 296 C
CMYK 96 / 99 / 53 / 48
RGB 0 / 12 / 51
Hex 000C33



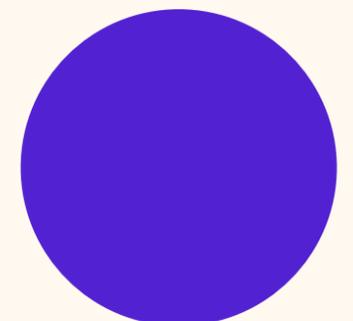
INDIAN RED

Pantone 7418 C
CMYK 18 / 85 / 65 / 0
RGG 186 / 83 / 83
Hex BA5353



MUSTARD

Pantone 1485 C
CMYK 0 / 45 / 66 / 0
RGB 253 / 175 / 98
Hex FDAF62



DEEP PURPLE

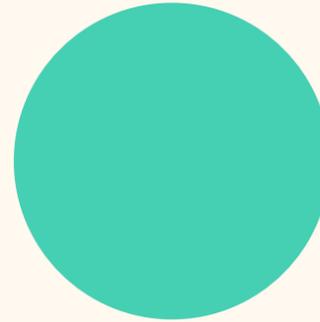
Pantone 2368 C
CMYK 84 / 90 / 0 / 0
RGB 81 / 34 / 210
Hex 5122D2

2.1 Secondary Colour Palette

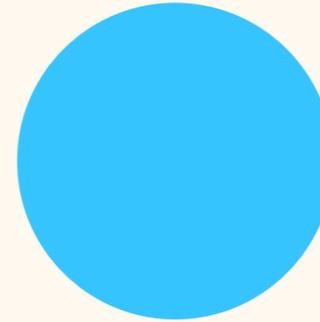
Secondary colours provide the flexibility and playfulness to communicate various subjects and moods. All secondary colours can also be used independently and combined throughout different groups to create more contrast and variation

The OpenExO supporting palette consists of Green, blue and Greyscale palette, providing additional range to the brand experience. Working with these colours will yield rich results that marry well with Primary Colours Palette.

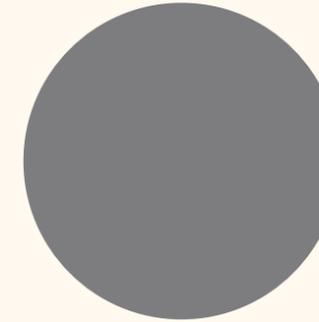
LIGHT COLOURS

**EUCALYPTUS**

Pantone 3255 C
CMYK 85 / 0 / 48 / 0
RGB 69 / 206 / 179
Hex 45CEB3

**SKY BLUE**

Pantone 306 C
CMYK 88 / 0 / 7 / 0
RGB 54 / 196 / 255
Hex 36C4FF

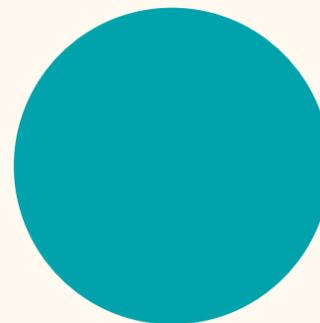
**DARK GREY**

Pantone Cool Gray 9C
CMYK 0 / 0 / 0 / 65
RGB 124 / 124 / 128
Hex 7C7C80

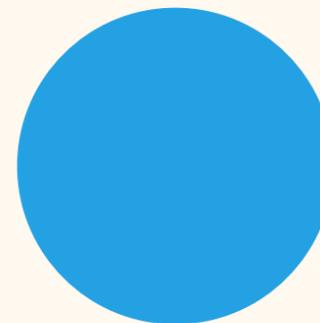
**SOFT GREY**

Pantone Cool Gray 1C
CMYK 10 / 8 / 8 / 0
RGB 234 / 234 / 234
Hex EAEAEA

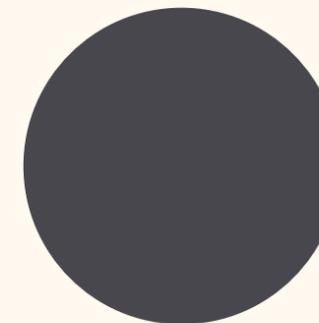
DARK COLOURS

**CELADON GREEN**

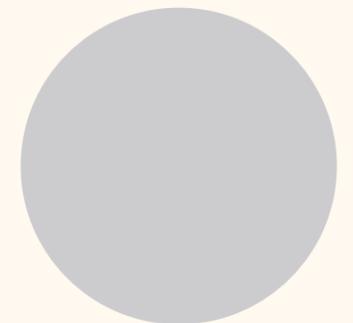
Pantone 7467 C
CMYK 95 / 3 / 42 / 0
RGB 0 / 164 / 171
Hex 00A4AB

**PICTON BLUE**

Pantone 312 C
CMYK 93 / 15 / 4 / 0
RGB 36 / 161 / 227
Hex 24A1E3

**GREY**

Pantone Cool Gray 11C
CMYK 0 / 0 / 0 / 88
RGB 72 / 72 / 76
Hex 48484C

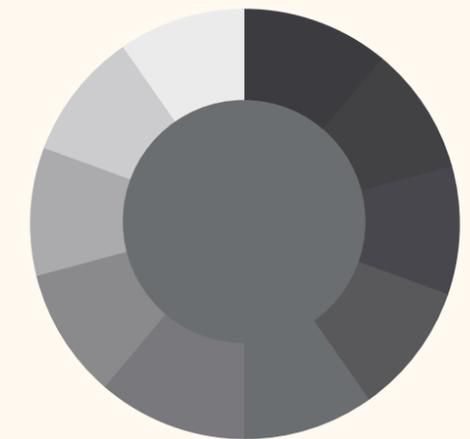
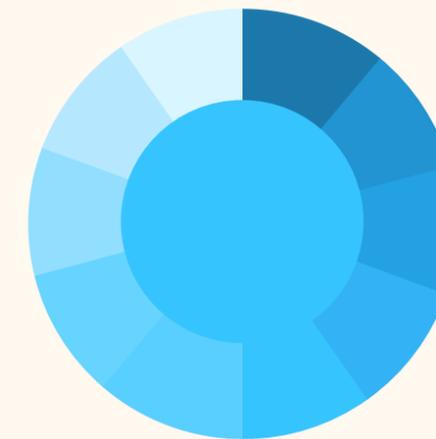
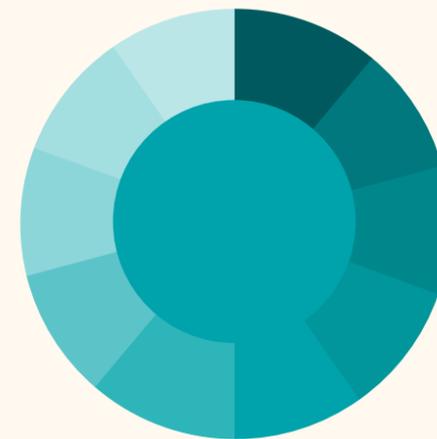
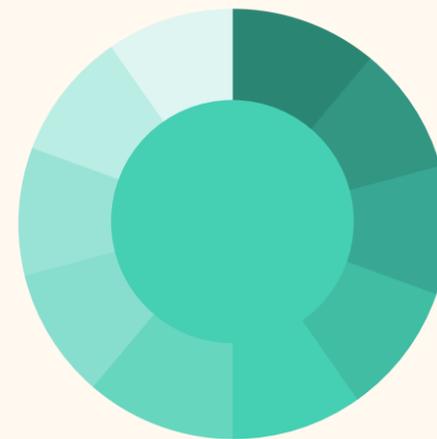
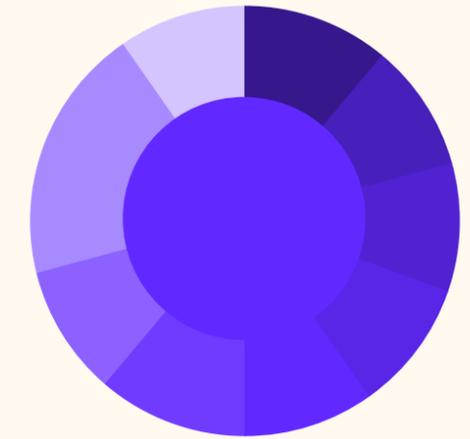
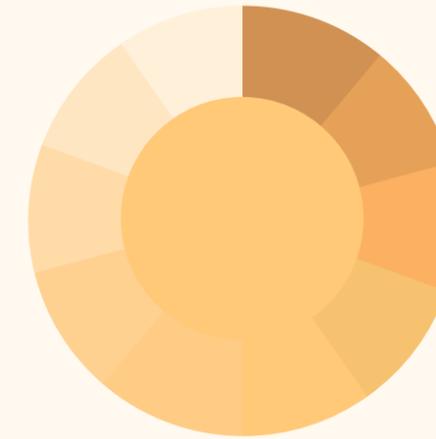
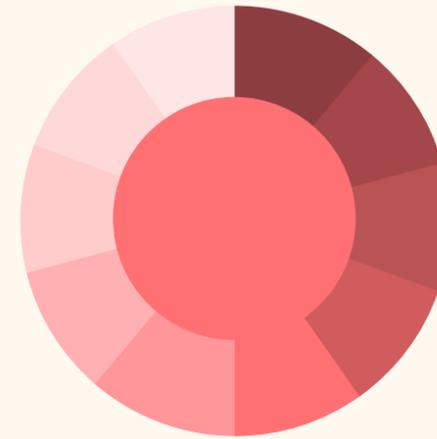
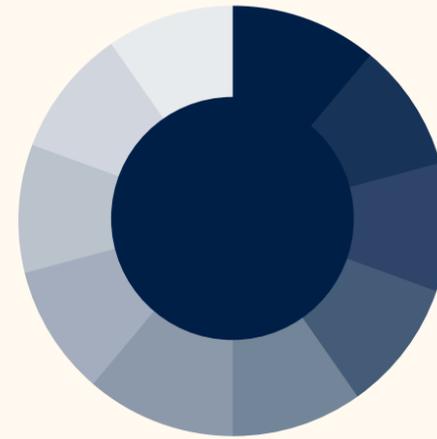
**GREY**

Pantone Cool Gray 5C
CMYK 22 / 18 / 18 / 0
RGB 205 / 205 / 206
Hex CDCDCE

2.2 Colour Palette swatches

The entire color palette of the brand has its corresponding set of tonal colors, thus creating a wide range of possibilities for using color in brand's communication pieces.

Variations in colour may occur, but try to match the OpenExO Colour Palette as closely as possible. Colour variations may also occur on-screen as a result of different screen calibrations and/or software applications being used.



- 3.0 Core Typography
- 3.1 Support Typography
- 3.2 Alignment & Paragraph examples

INTRODUCTION - TYPOGRAPHY

The OpenExO identity uses one corporate typography and it is HK Grotesk. A clean, geometric and humanist typeface that follows the feel of the brand. It is fundamental to the overall identity that typefaces decisions are adhered to across all documents.

3.0 Core Typography

Exolever primary typeface is HK Grotesk. Modern, flexible, easy to read, open, and accessible, HK Grotesk is uniquely suited for a wide range of visual communications. Multiple levels of typographic hierarchy are defined both for impact and clarity of our communications.

Use: internal and external communications, advertising and marketing communications being distributed in the form of JPGs, PDFs, PNGs, TIFFs, or Print Materials.

HK Grotesk is the typography that should be used for headlines, subheaders, bullet points and body text.

HK Grotesk

Light
Regular
Medium
Semibold
Bold

The image displays two large, dark blue characters, 'A' and 'a', in the HK Grotesk typeface. The 'A' is a tall, narrow, sans-serif capital letter with a wide base and a sharp peak. The 'a' is a lowercase letter with a rounded top and a thick, horizontal bar. The characters are set against a solid, vibrant blue background.

3.1 Supporting Typography

The supporting and secondary typeface is Roboto. It always appears in sentence case and should only be used for body copy, large amounts of information, and secondary information.

Roboto

Light
Regular
Medium
Bold

Aa

3.3 Alignment & Paragraph Examples

OpenExO typography is usually aligned left. This provides the eye with a constant starting point for each line, making text easier to read.

When setting ranged left typography, it is important to take the time to balance the ragged edge of the text as effectively as possible. This improves the legibility and neatness of the block of text. Also, use sentence case whenever possible.

Settings

HK Grotesk bold
26/28
(Traking Value 5)
Align left

The exponential growth of technology is not only digitizing everything, but also making things cheaper and accessible to everyone. This new wave will disrupt every industry.

Settings

HK Grotesk medium
18 / 24
(Traking Value 0)
Align left

The exponential growth of technology is not only digitizing everything, but also making things cheaper and accessible to everyone. This new wave will disrupt every industry. Thus, organizations, institutions and even people need to transform themselves for this new environment.

Settings

HK Grotesk light
14 / 20
(Traking Value 0)
Align left

The exponential growth of technology is not only digitizing everything, but also making things cheaper and accessible to everyone. This new wave will disrupt every industry. Thus, organizations, institutions and even people need to transform themselves for this new environment. OpenExO connects world-class professionals with organizations, institutions and people who want to be transformed through cutting-edge methodologies for themselves and the world.

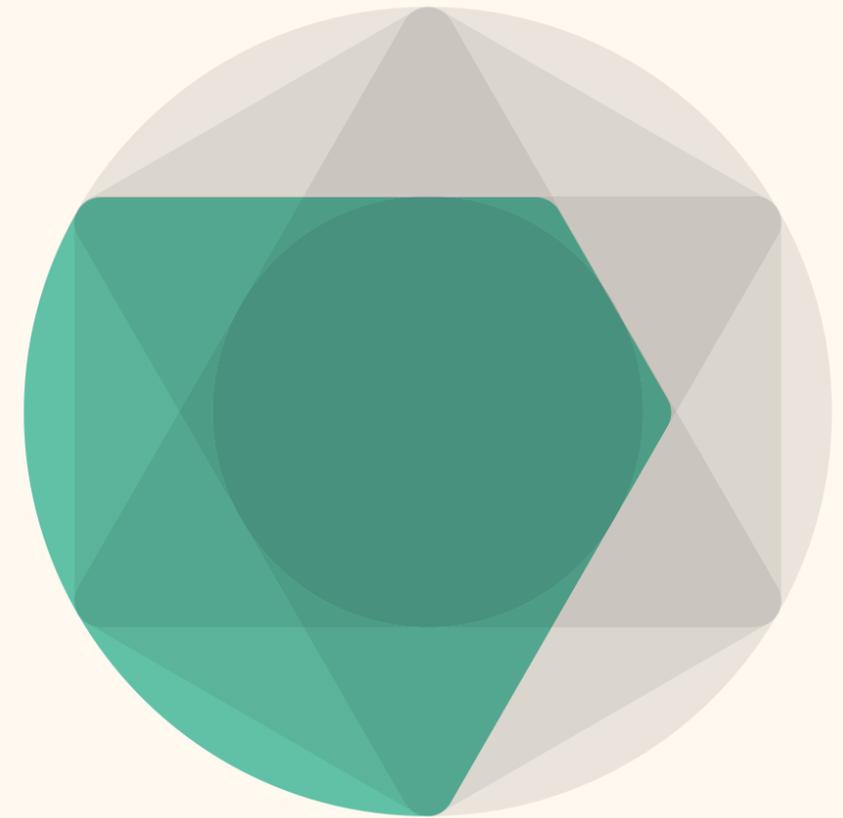
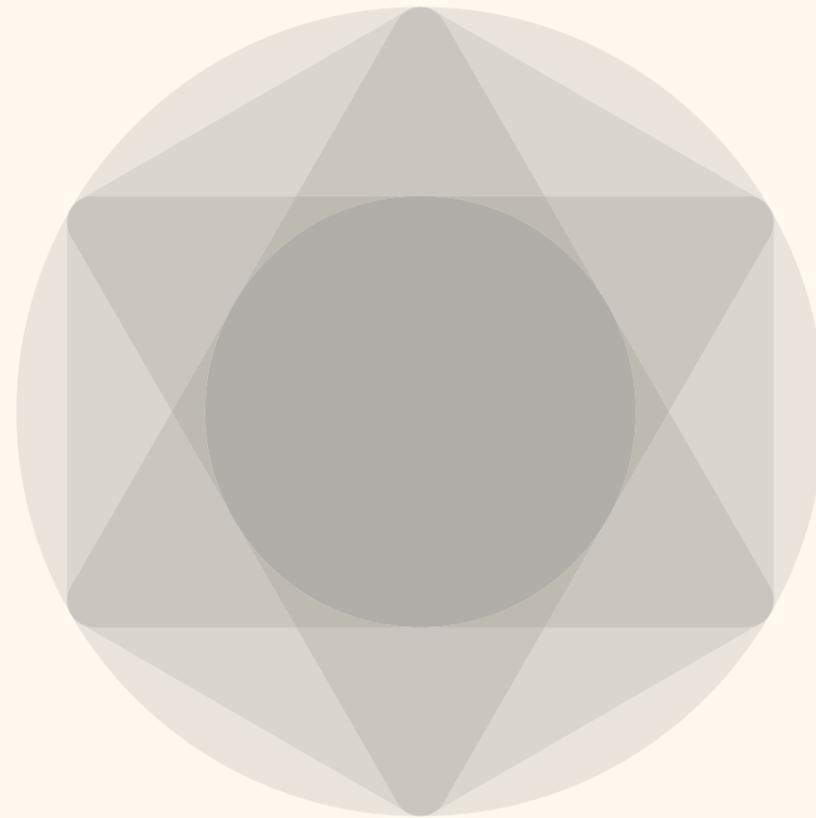
- 4.0 Visual System
- 4.1 Shapes Library
- 4.2 Graphic Shapes
- 4.3 Basic Geometric Shapes
- 4.4 Visual Concepts & Textures

INTRODUCTION - VISUAL SYSTEM & GRAPHIC ELEMENTS

Giving life to the expression of the OpenExO brand, we have created a visual language to suggest dynamism, energy, movement, progress and transformation. Combined with color and typography, they create a vivid expression for the brand.

4.0 Visual System

The OpenExO brand has a clear and powerful visual language for the creation of all the graphics that accompany the entire brand. This graphic language is based on the overlapping of simple geometric shapes. Adding or subtracting all the shapes can create unique and different shapes.



4.1 Shapes Library

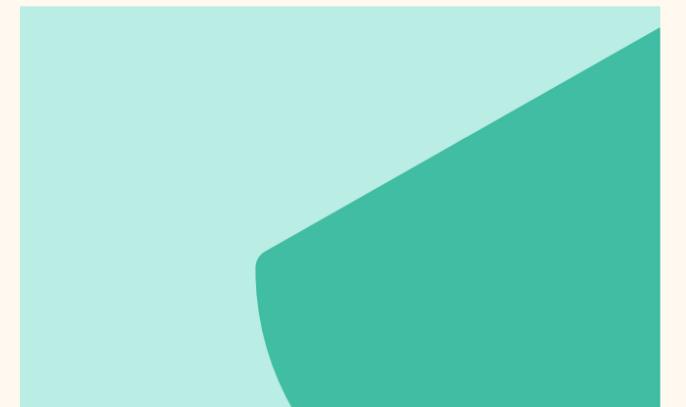
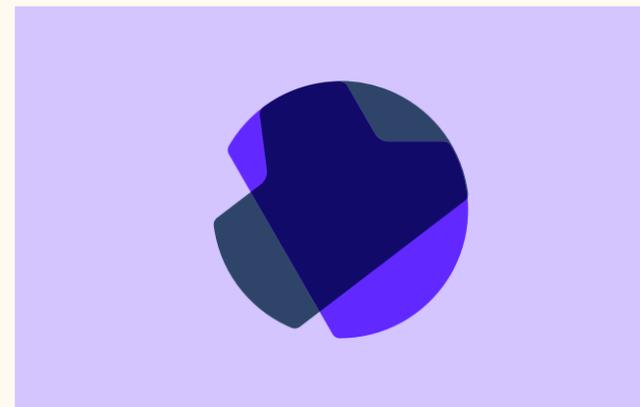
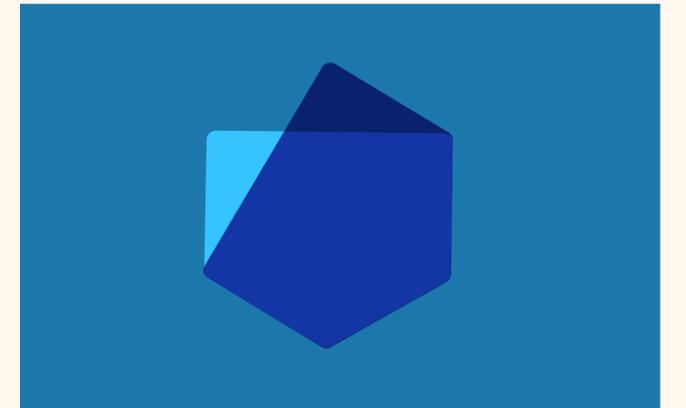
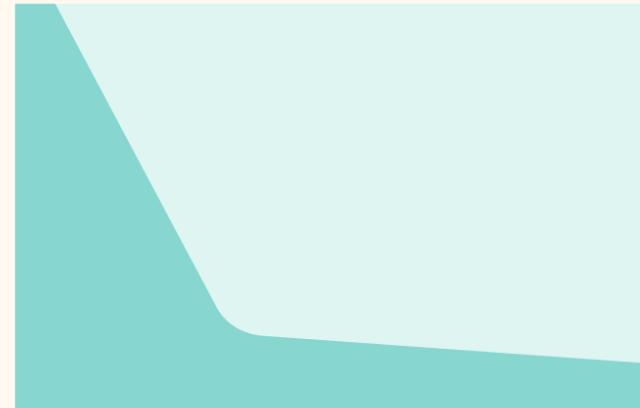
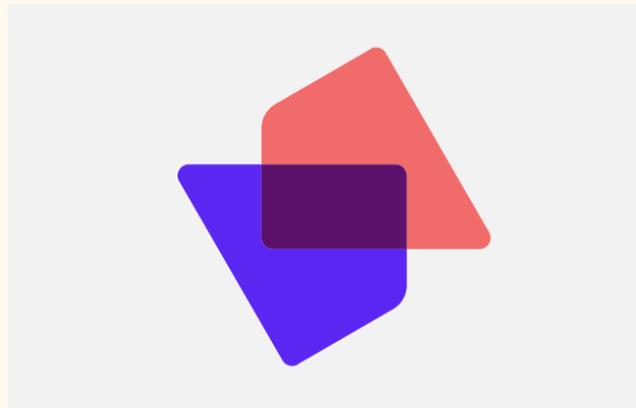
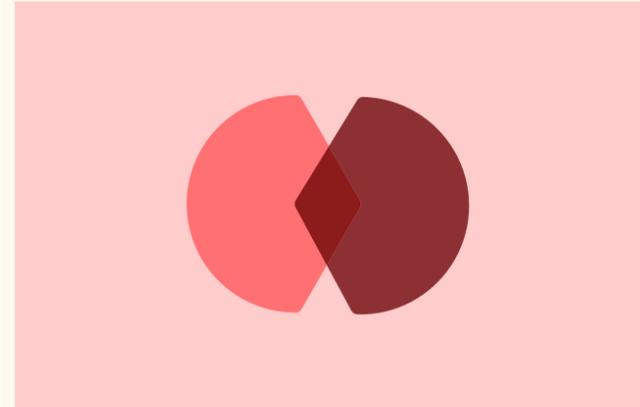
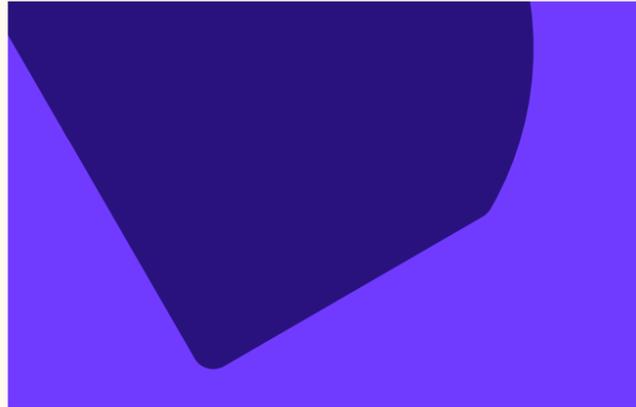
Thanks to this visual system we can create infinite graphic shapes for use in different media. The Shapes can be used:

- As a container for text (speech bubble)
- As a container for images (frame)
- As a playful element for creating abstract illustrations or patterns
- For creating spatial installations



4.2 Graphic Shapes Examples

The OpenExO Brand Shapes can create a wide range of backgrounds to accompany texts and photos. They also help us to create simple visual concepts.



4.3 Basic Geometric Shapes

The OpenExO brand is also based on simple basic shapes for the creation of textures, backgrounds and concepts. These shapes complement the entire visual system of the brand.

The shapes form the basic elements that make up the entire visual system: circle, triangle, line, square and hexagon. All these shapes always have a rounded finish.

Below are examples of design and development to create visual concepts and backgrounds.

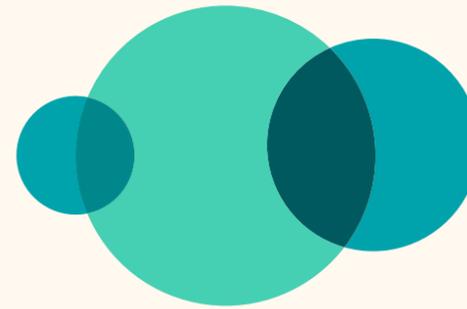
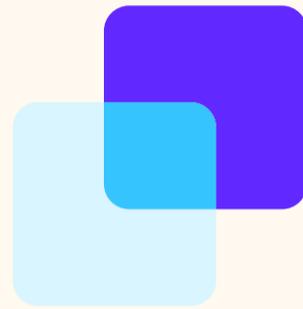


4.4 Visual Concepts & Textures

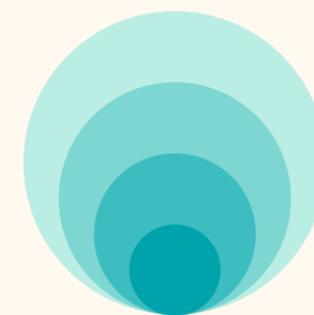
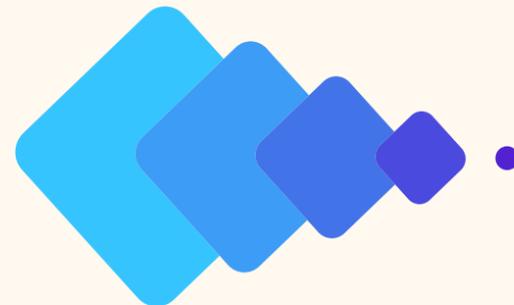
Thanks to these simple geometric shapes, we can create a multitude of graphics to express visual concepts. We can use two graphic effects to follow the visual style of the brand:

- Overlapping effect
- Blend effect (Adobe Illustrator)

OVERLAPPING EFFECT

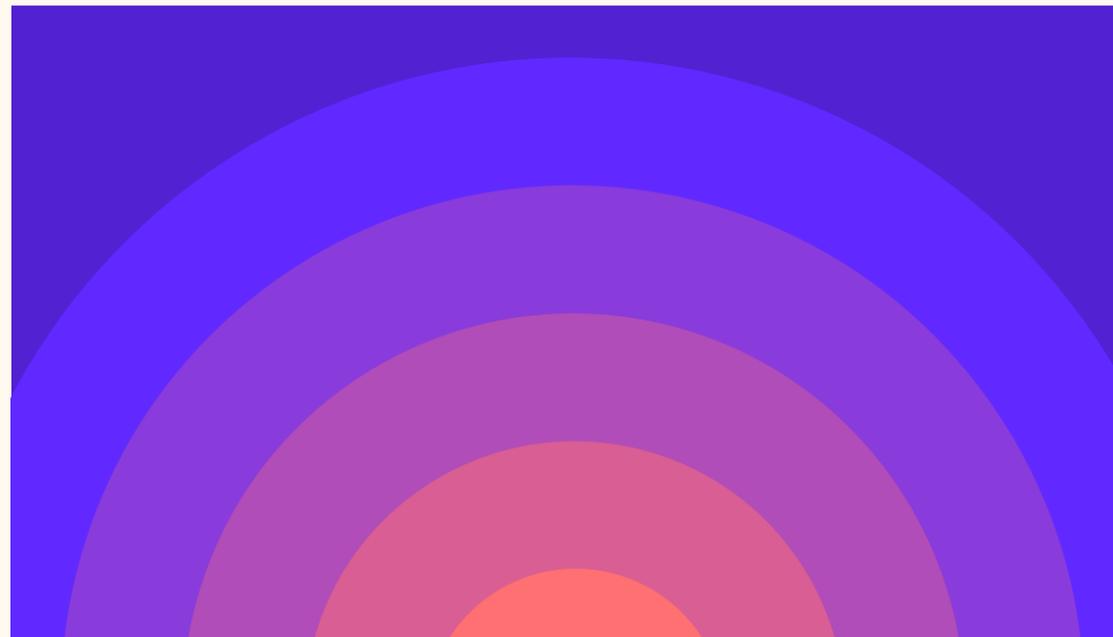


BLEND EFFECT



4.4 Visual Concepts & Textures

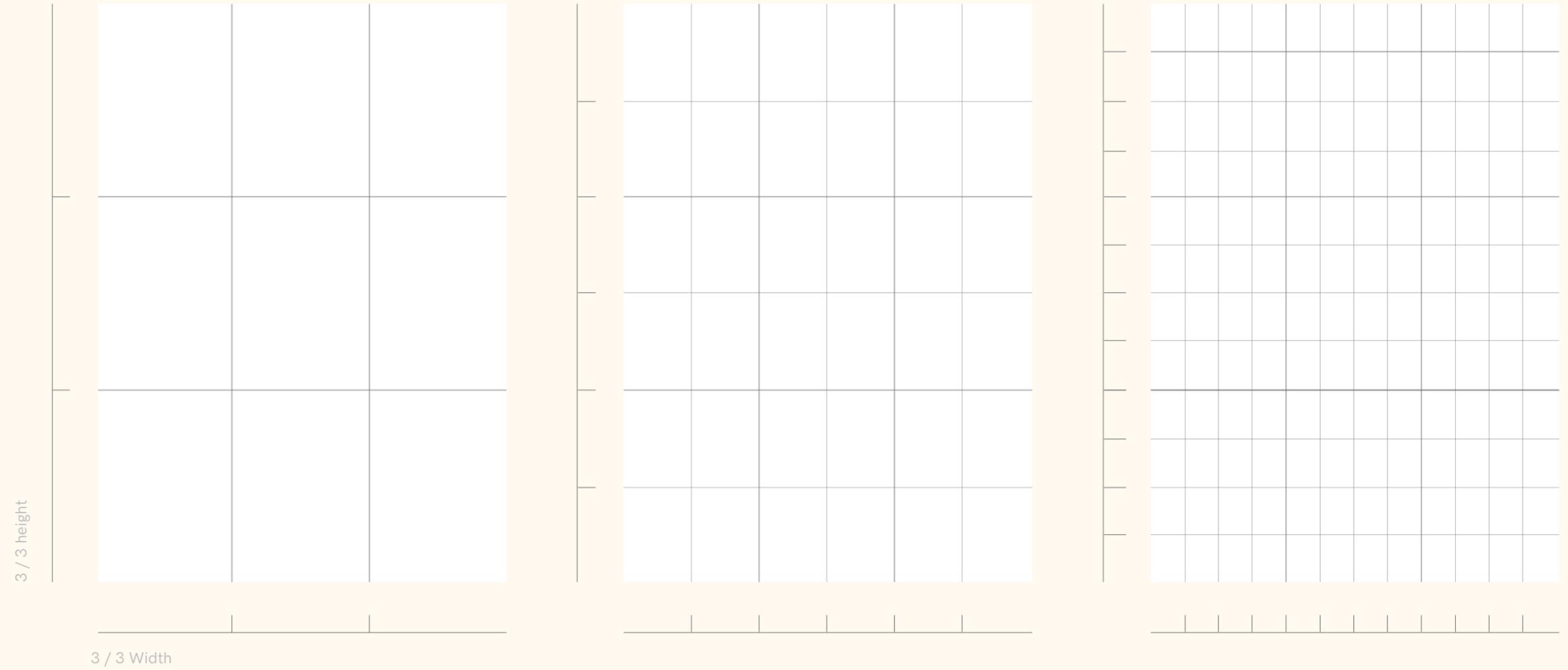
Also, thanks to these visual effects, we can play at enlarging these simple shapes and creating effective backgrounds and textures. We create a wide range of possibilities to create visual graphics without losing the basic essence of the brand and expressing the company's core values: Transformation, Energy, Dynamic, Future and Technology.



5.0 Grid

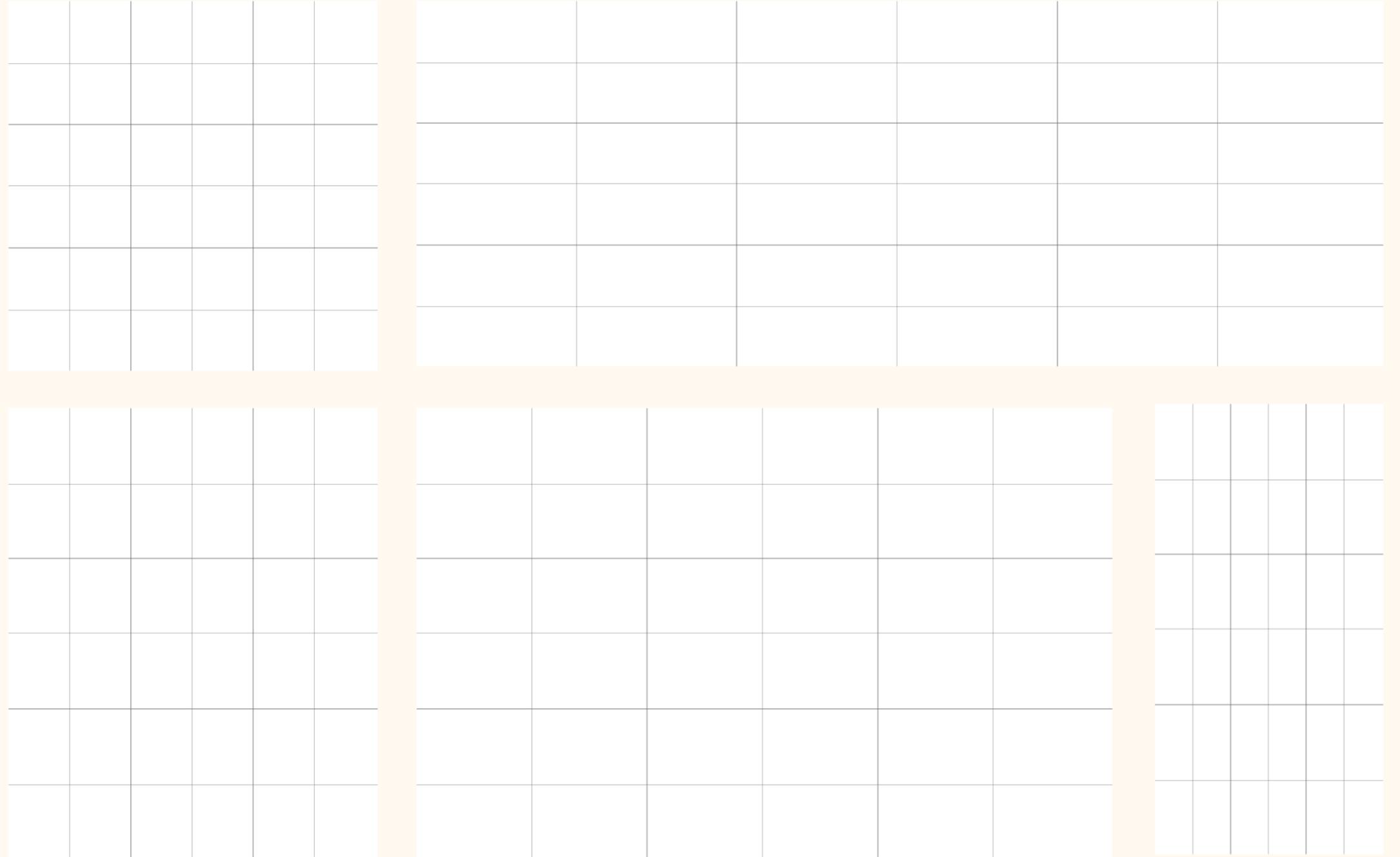
The OpenExO grid system allows for a consistent visual identity to be maintained across varying sizes and types collateral.

Basic Grid density layouts is based on thirds. Further density of the grid developed form halving the thirds.



5.0 Grid

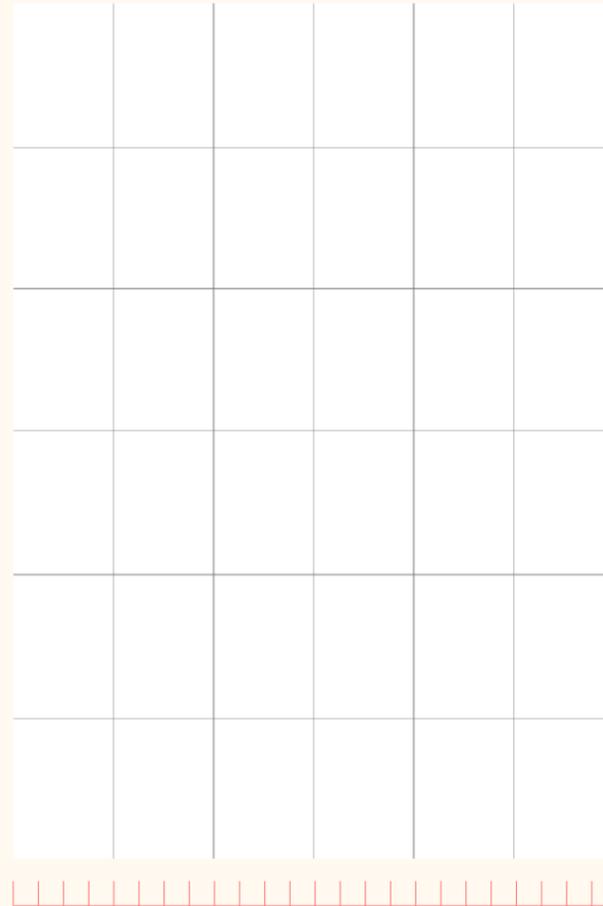
The Grid density serves as the basis for most layouts and applications. It can be stretched accordingly for every format.



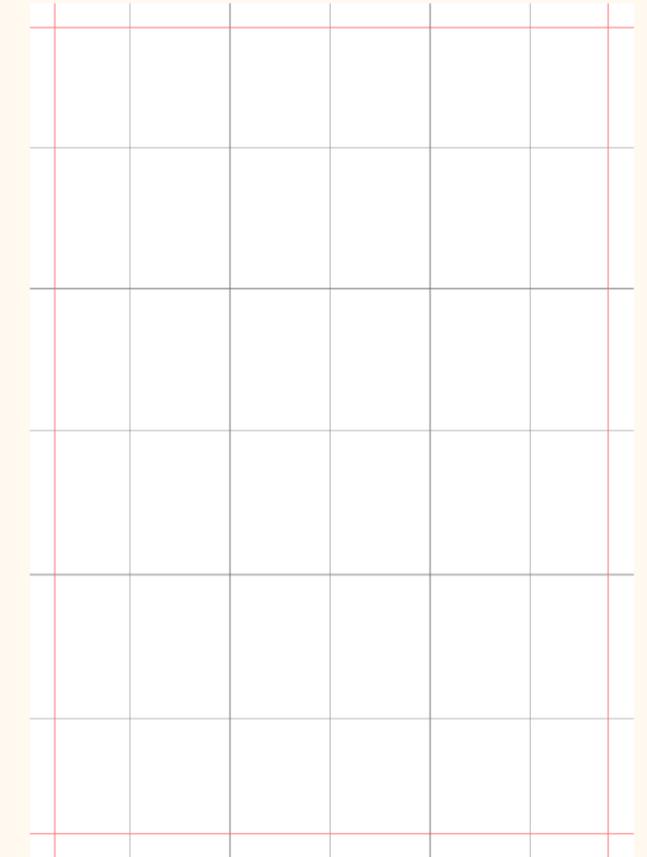
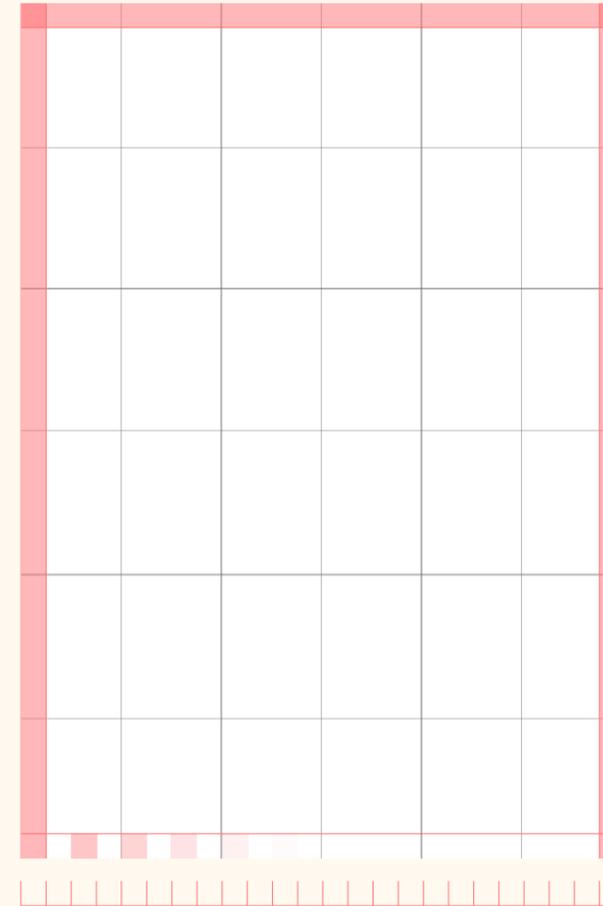
5.1 Margins

The grid directly affects the margins. The margins are based on a ratio of 1/24 of the width of the communication pieces. If the document is very narrow, we can use a ratio of 1/12 of the width.

Margins are constant and apply to all designs with graphics, shapes, text and logos in both digital and print applications.

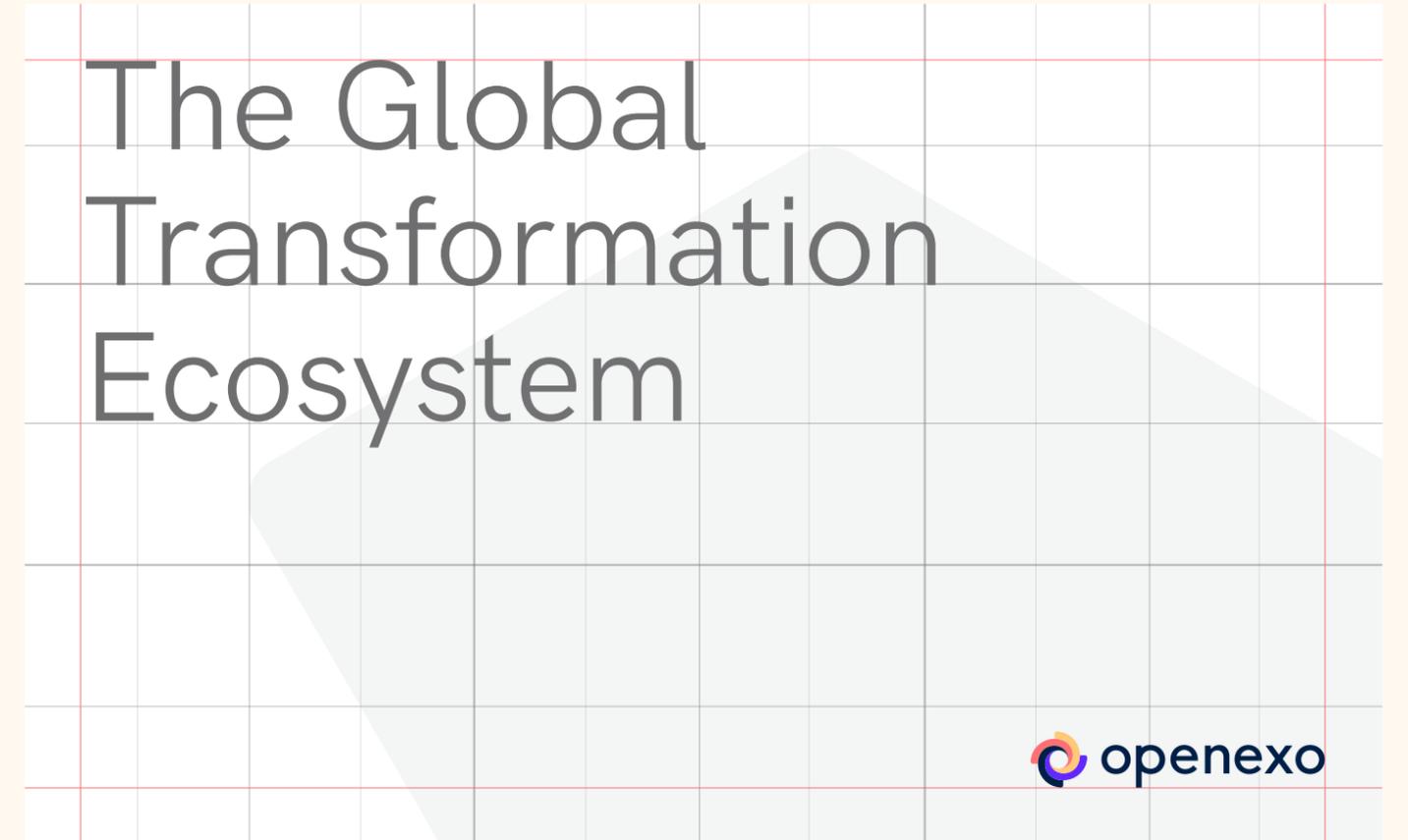


24 Units



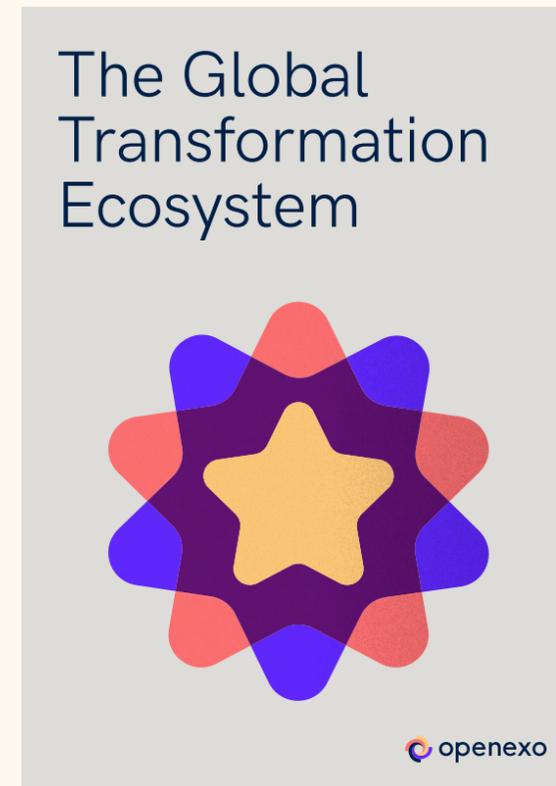
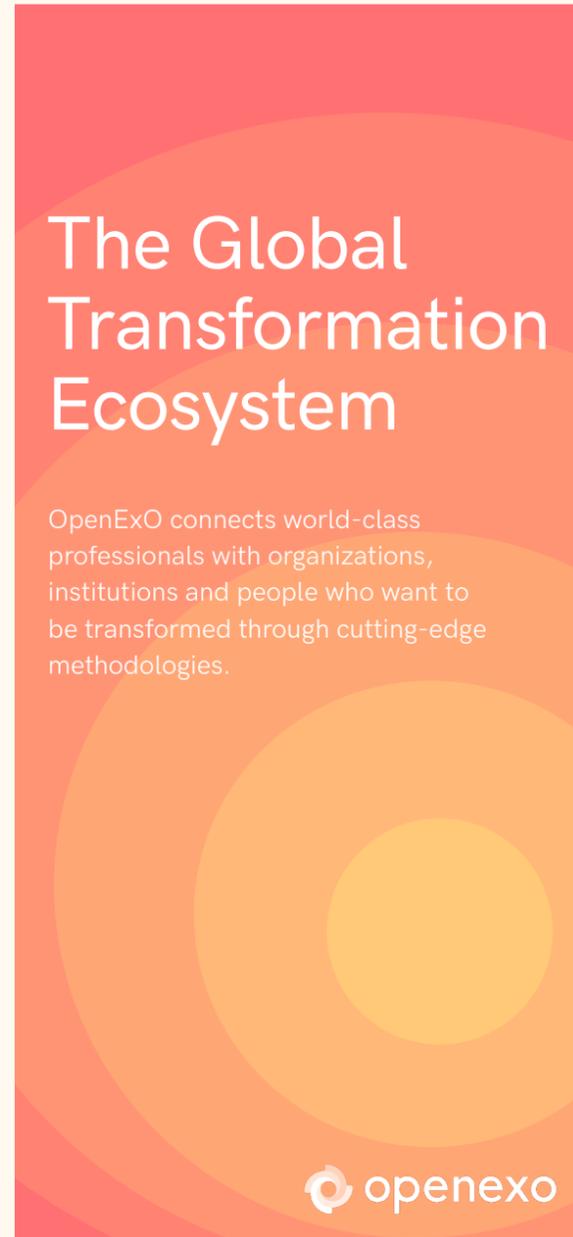
5.2 Alignment & Placing

Choose a suitable solution for the layout depending on the context, whether it's a poster, a web banner, a flyer etc. Our design principles provide many options.



5.3 Layouts Examples

Choose a suitable solution for the layout depending on the context, whether it's a poster, a banner, a flyer, etc. Our design principles provide many options.



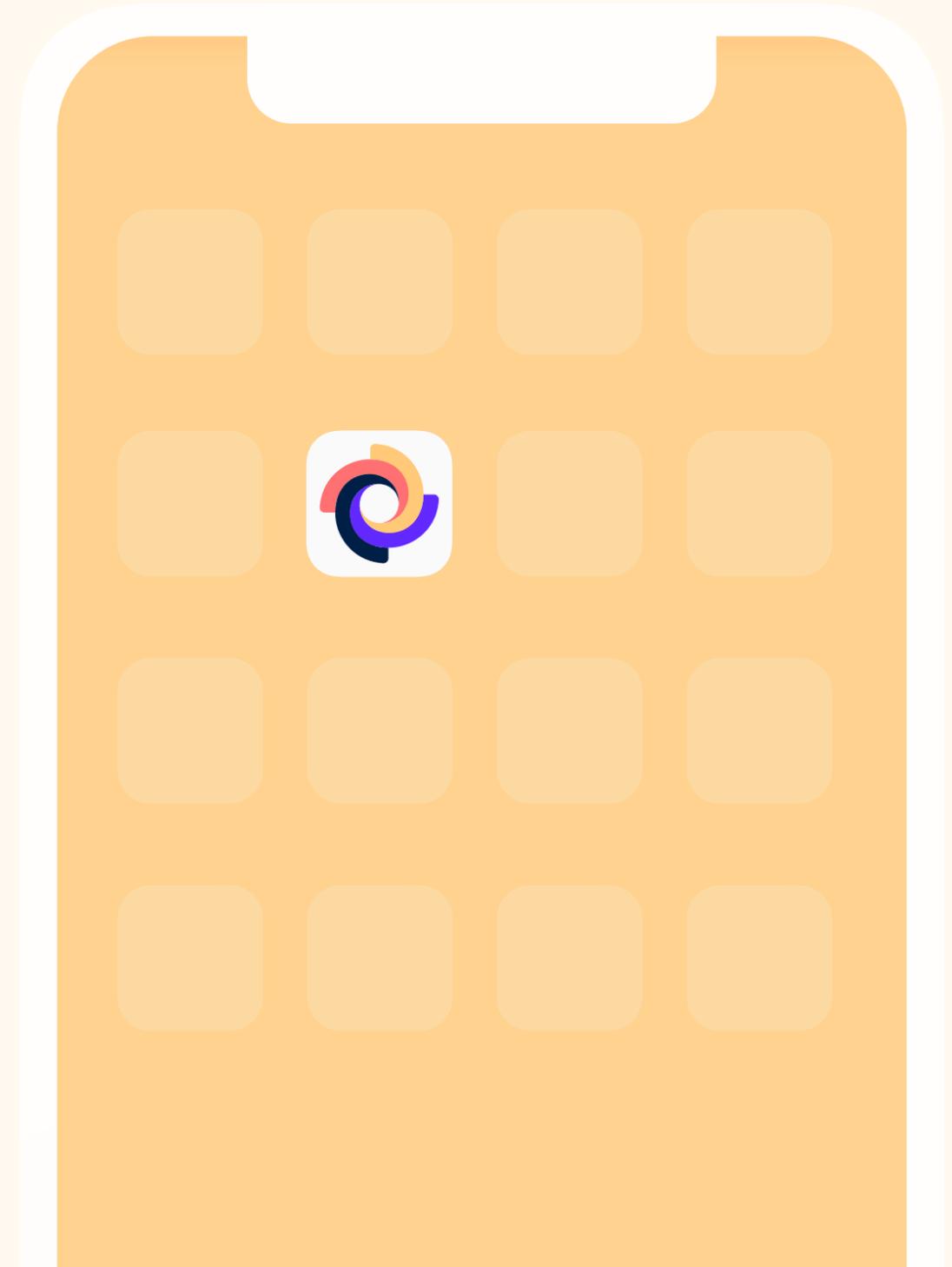
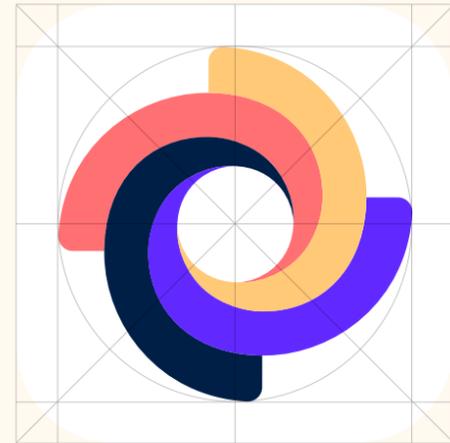
- 6.0 App Icon
- 6.1 Keynote Template
- 6.2 Print Inspiration

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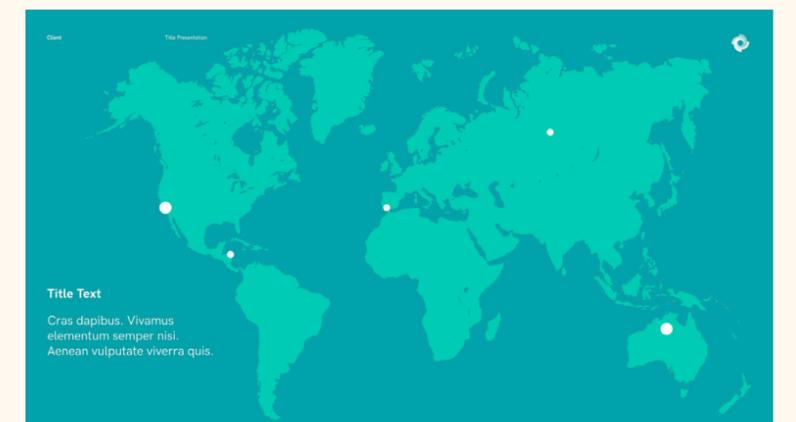
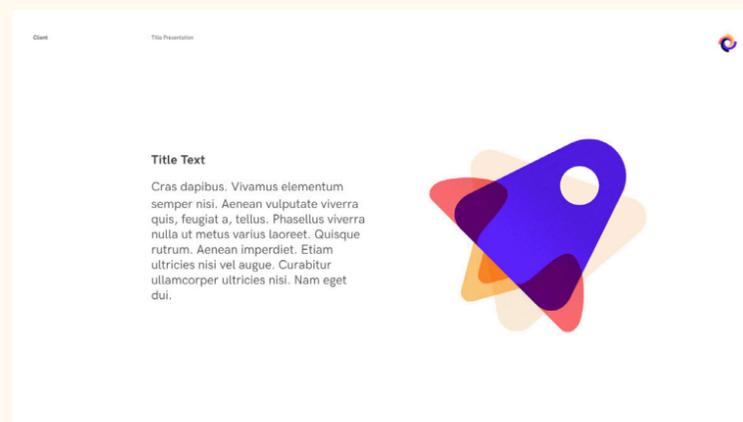
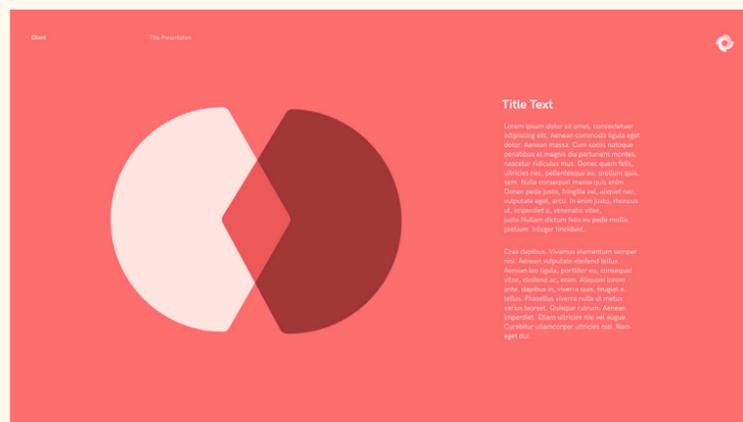
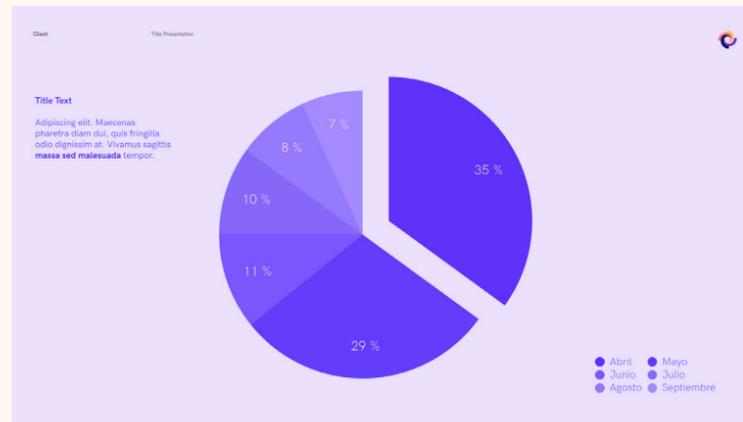
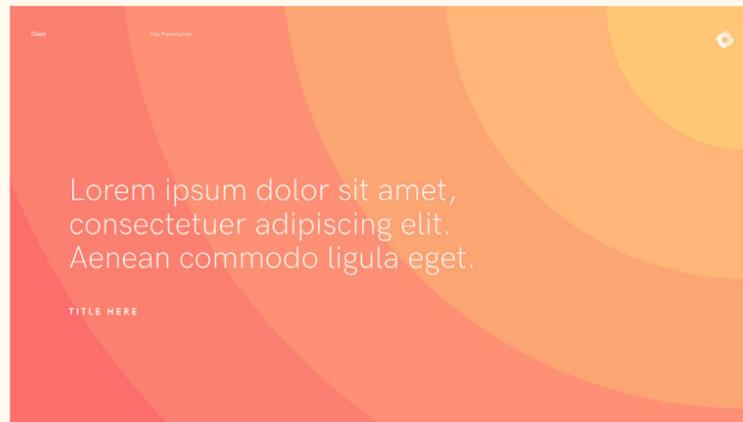
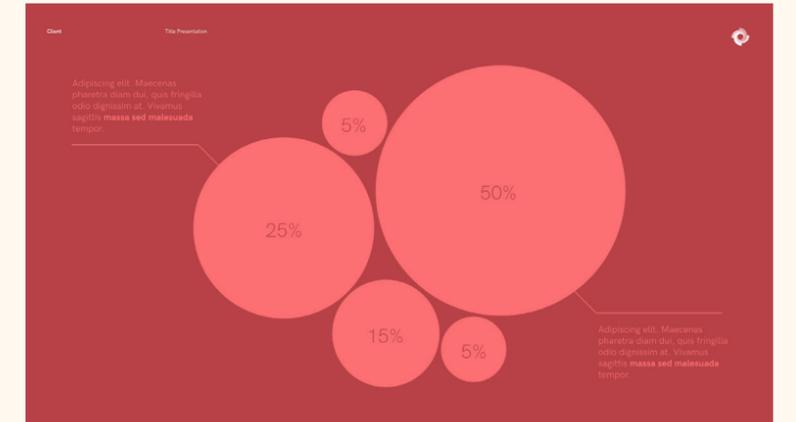
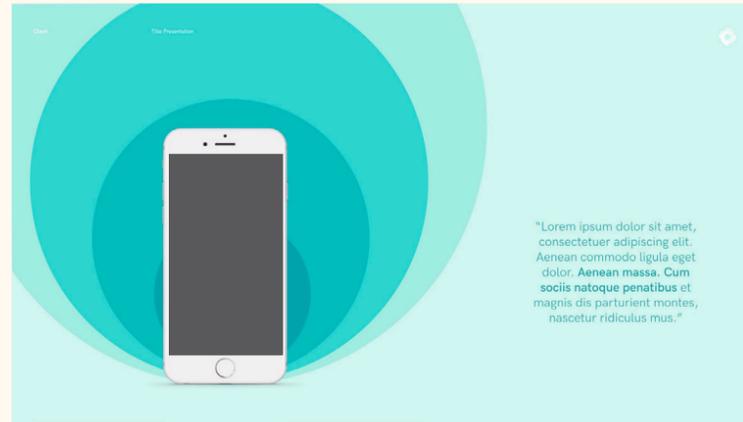
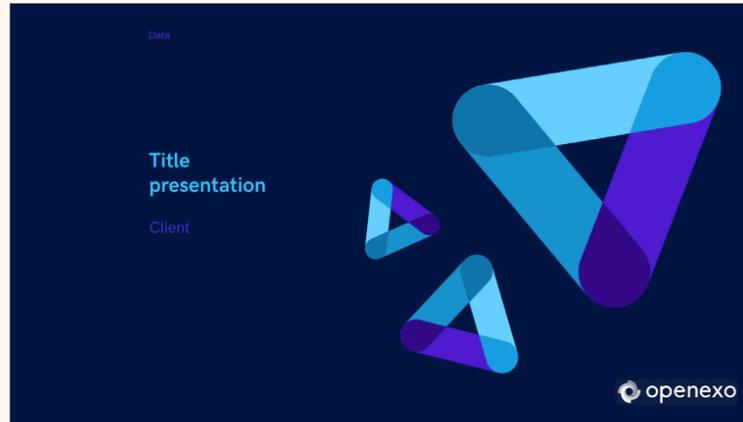
The following pages are an examples of how the identity translates across different media types when applied - showing a dynamic and unique identity that shows Transformation, Energy, Dynamics, Future and Technology.

6.0 App Icon

The App icon always features the logomark, large and centred. The mark is in main colors and always sits on light backgrounds.



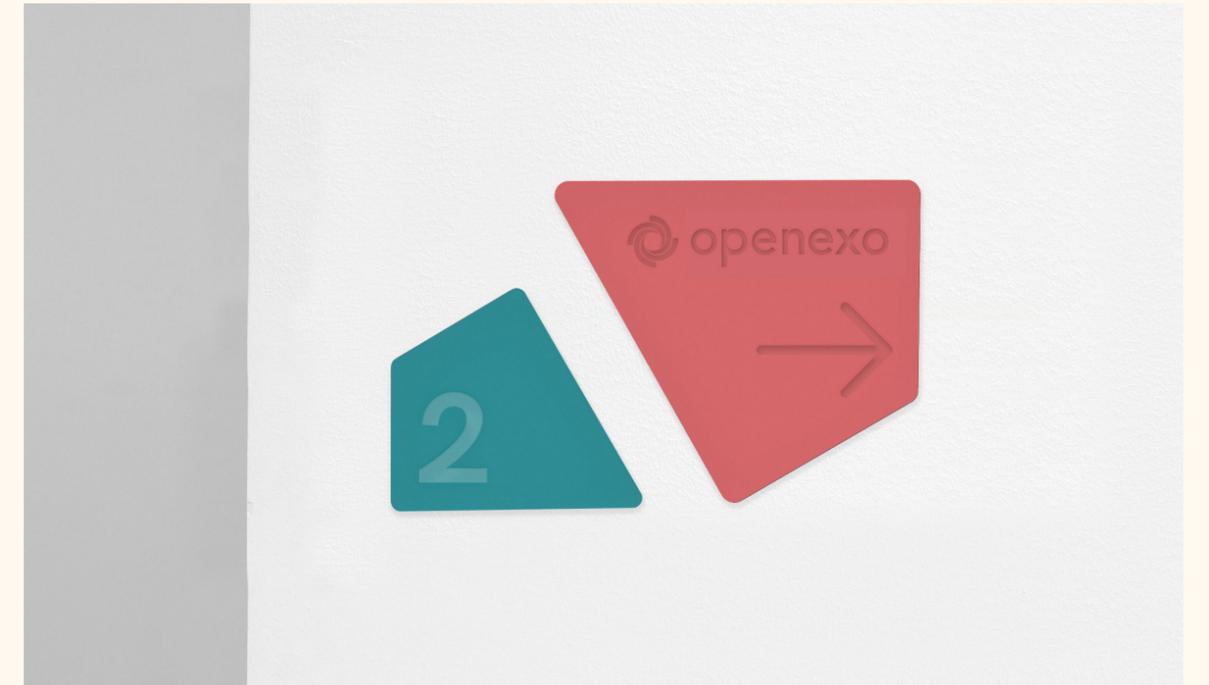
6.1 Keynote Template



6.2 Print Inspiration



6.2 Print Inspiration



6.2 Print Inspiration



6.2 Print Inspiration



Contact details

For further information about these guidelines, please contact:

info@openexo.com
openexo.com



OpenExO's visual identity and branding guidelines have been developed
by Tramontana under the creative direction of Sonia Castillo.

tramontana.co