creative

Brand Guidelines

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PHOTO HERE

INTRODUCTION

These guidelines contains all the rules and regulations for OC's brand image and ensures that what the public sees remains consistent across all platforms and geography.

Our brand establishes the voice and personality we show to our audience. It represents how we want the world to see us. Consistency is important in keeping that message focused. We want others to look at the design of the OC brand and immediately associate it with our company. It also ensures that everyone will know how to use our brand. A lack of consistency leads to a messy and unorganized appearance.

Having established brand guidelines keeps our company orgainized and everyone on the same page. It guarantees the brand stays true no matter who is working with its assets.

Before we convey our message to the public or other companies, we need it to be established and consistent within our own walls.

A little work upfront saves revisions later on. Take the time to absorb this information and integrate our standards whenever and wherever our brand is seen.

BRAND PERSONALITY

Curious

We are eager to learn—about our clients, their business, their needs, and their successes.

We do this through constant questioning, seeking, and wondering what and how we can improve.

The result is perpetually reinventing processes using creative and effective problem-solving, and a passion to challenge ourselves to give our best each and every day.

Creative

We pair our imagination with our experience to offer effective, results-driven solutions for our clients.

This can only be accomplished through multi-departmental collaboration and mutual trust.

The result is truly original concepts, content, and stories that are customized to each unique client.

Confident

We have every confidence in our ability to generate successes for our clients and ourselves, both personally and professionally.

We aim to be leaders—building on an individual's strengths and minimizing weaknesses. We support and encourage continued learning.

The result is that our clients see us as knowledgeable, confident experts. This fosters trust which allows OC the creative license to give the best product possible.

Visual Elements

PRIMARY LOGO

The OC Creative logomark is comprised of a merged uppercase “O” and “C” in the font Lato Black. The merged form is reminiscent of a lemniscate, the mathematical symbol for infinity (∞).

These forms support the identity OC wants to convey to our clients: We are approachable, casual, easy to connect with, and personable.

PRIMARY LOGO

STACKED ORIENTATION **default*

Vertical and square spaces ONLY

Large print pieces

Web or digital application

HORIZONTAL ORIENTATION

Placement in a horizontal space

Large print pieces

Web or digital application

STACKED

HORIZONTAL

PRIMARY LOGO

4-COLOR LOGO

Use the 4-color logo on white or light colored backgrounds.

1-COLOR VERSIONS

Do not use 1-color logos in any color other than black or white.

4-COLOR LOGO

1-COLOR LOGO

1-COLOR LOGO

TAGLINE USAGE

The tagline can be used with both orientations of the logo. If being used on its own the tagline should not be in any other color other than black, white, or OC maroon.

We bring the *creativity.*

We bring the *creativity.*

We bring the *creativity.*

STACKED

creative

We bring the *creativity.*

HORIZONTAL

creative

We bring the *creativity.*

WHAT TO AVOID

Below are logo modifications that break brand rules and should be avoided.

LEGIBILITY

In order to retain the legibility of the logo, it should be placed on backgrounds that are simple fields of color. Avoid placing it on visually complex photography or patterns. If the logo is placed on a dark background, there should always be a white outline around the OC.

Do not alter the colors of the logo.

Do not angle the logo. It should always sit at a 0 degree angle.

Do not distort the logo by altering the proportions.

Do not add any graphic effects or elements such as a drop shadow.

Do not distort the logo in any way by either stretching or squishing.

Do not use the logo on contrasting backgrounds.

LOGO CLEARANCE SPACE

The clear space has been established to ensure logo visibility and impact. Maintaining the clear space zone between the logo and other graphic elements such as type, images, other logos, etc. ensures that the logo always appears unobstructed and distinctly separate from any other graphic elements.

The logo's clearance zone is equal to the height of the lowercase t.

MINIMUM SIZE

The Minimum size has been carefully established to ensure our logo is reproduced correctly in smaller sizes. At Minimum size, the logo is still clearly legible and provides a strong level of identification. When using a lower-quality printing technique (i.e. screenprinting), it is recommended that the logo be used at a larger size.

BRAND COLORS

Our primary colors are a distinct and crucial part of our identity as they make our brand instantly recognizable. When applied consistently, our corporate colors also provide a strong visual link across various materials and communications and set our company apart from the competitors. No colors other than the ones specified may be used.

CMYK values are ideal for print. While RGB and HEX are ideal for web and digital applications.

PRIMARY COLORS

OC Maroon
C29 M95 Y75 K29
R140 G36 B51
HEX #8c2433

Silver
C0 M0 Y0 K10
R230 G231 B232
HEX #e6e7e8

Black
C0 M0 Y0 K100
R0 G0 B0
HEX #000000

White
C0 M0 Y0 K0
R255 G255 B255
HEX #ffffff

SECONDARY COLORS

Navy
C99 M25 Y0 K65
R0 G67 B104
HEX #004368

Teal
C79 M35 Y25 K1
R50 G136 B166
HEX #3288a6

COLOR USAGE

The following graph depicts the ratio of color usage within the OC color palette. Color should be used purposefully, keeping in mind the proportions shown to the right.

The primary colors can be used for headlines, color fields, and the logo. Secondary colors are complementary to our primary colors and are ideal for backgrounds and accents colors. These should be used sparingly.

- 35% OC MAROON
- 15% SILVER
- 15% BLACK
- 15% WHITE
- 10% NAVY
- 10% TEAL

TYPOGRAPHY

Fonts are a fundamental part of our visual style. It helps us achieve a unique and consistent look across our materials. These fonts must be used on all printed materials and communications — and whenever possible, on the website.

The fonts are available in a wide range of weights which allow various typographic treatments, from bold headlines to easy-to-read body text and italics for emphasis.

Pacifico

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 ! @ # $ % &

Use only for single words that need to be accented for being "creative" or "curious." It should be used sparingly and only in conjunction with Lato in a headline.

PF Din Text Comp

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 ! @ # $ % &

Use for the logotype.

Use for subheadings and when creating supplemental statements, not full paragraphs.

Lato

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 ! @ # $ % &

Use for the logomark and headlines.

Use when making a bold statement with few words.

PF Din Text Pro

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 ! @ # $ % &

Use for paragraphs, bylines, captions, credits.

Use for the "meat" of the writing.

LOGOS ON APPAREL

These are the logo variations to use on light, dark, and color fabric.

When the 4-color logomark is placed on a dark or maroon fabric, there should always be a white outline around the OC.

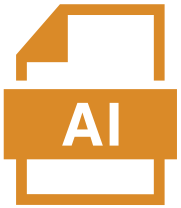
GRAPHIC ELEMENTS

Outlined circles or varying diameters are used throughout the brand to create visually interesting arrangements. No matter the size of the circle the stroke should always be the same. Backgrounds and strokes should only be brand colors.

File Specifics

FILE USAGE

For Print (CMYK color space)



The original, editable file. Illustrator compatible only.

A vector file that can be used by other software, including Word.

A universal vector file that can be viewed by everyone.

For Web (RGB color space)

A vector file that can be used for digital purposes.

The preferred file for digital needs, compressed.

Uncompressed file with transparent background.

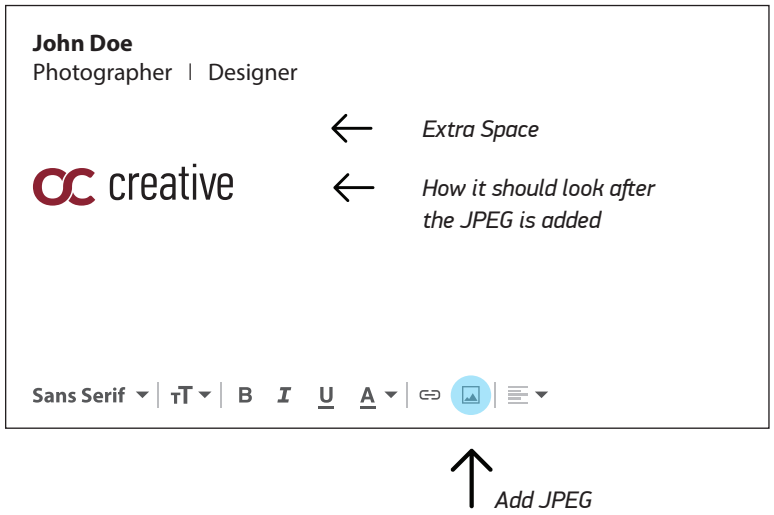
Vector files are editable and scalable. They will not lose image quality as they are resized.

Raster files are not editable or scalable. They are created from pixels arranged on a static grid. Scaling can cause pixelation.

If additional file types are required, email hello@occreates.com.

FILE NAMING STRUCTURE

ADDING THE LOGO TO YOUR EMAIL SIGNATURE



1 Open your [Email Server] account then open your settings.

2 Scroll down to Signature.

3 Place your cursor after your name in the text box and add an extra space.

4 Select the Image Icon and upload the jpeg file of your logo.

5 After it loads, save your changes.

EMAIL SIGNATURE RULES

Usa et et evelist officil luptamus, ut omnimpost, con pelessu nditiata quibus ad est apicimodist facest, tet arumqui de voluptatio consenem eum doluptam as es et, ex et ut eum ne et pedia ese delit et quid mintis nonse coribus doloraecti ullaboris moluptatur ma aditem andia sequat