# Octeris

# Brand Identity Guidelines

0    Content

# 1    Brand Background

**Octeris** creates value for you.

In different business domains.

Through **methods**.

And **technology**.

We are generalists specialized in analyzing complex situations and thinking out of the box to find surprisingly simple solutions.

Solving similar problems multiple times makes us think about whether our proven methods can be turned into software to create leverage.

# 2     Color Specifications

## Octeris Blue

Primary color. Use for titles or highlighting on white background. If used as background, text must be white.

| R 11 | C 100% |
|------|--------|
| G 22 | M 93% |
| B 77 | Y 16% |
|      | K 36% |

| R 27 | C 73% |
|------|-------|
| G 27 | M 68% |
| B 27 | Y 67% |
|      | K 89% |

## Octeris Yellow

Secondary color. Use for highlighting on black background. If used as background, text must be black.

| R FF | C 1% |
|------|------|
| G CC | M 20% |
| B 11 | Y 100% |
|      | K 0% |

| R C6 | C 23% |
|------|-------|
| G C6 | M 18% |
| B C6 | Y 19% |
|      | K 0% |

## Octeris Green

Tertiary color. Use for positive highlighting on white background. If used as background, text must be white.

| R 00 | C 84% |
|------|-------|
| G 55 | M 43% |
| B 11 | Y 100% |
|      | K 48% |

| R 40 | C 69% |
|------|-------|
| G 40 | M 64% |
| B 40 | Y 63% |
|      | K 61% |

## Highlight Red

Use for negative highlighting only. If used as background, text must be black.

| R FF | C 0% |
|------|------|
| G 44 | M 91% |
| B 11 | Y 100% |
|      | K 0% |

| R 82 | C 52% |
|------|-------|
| G 82 | M 44% |
| B 82 | Y 44% |
|      | K 9% |

# 3    Typeface

**Use Lato Bold:**

For the company name or to emphasize individual words

Note that titles are to be written in all caps

## Lato (Bold)

# ABCDEF
# abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789o!@$£%&/*()

**Use Lato Regular:**

For all standard text

## Lato (Regular)

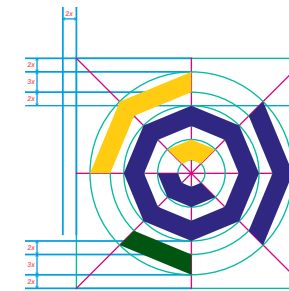# ABCDEF
# abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
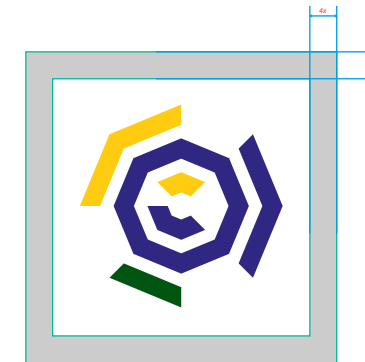123456789o!@$£%&/*()

# 4.1        Logo Construction

## Logo:
## Construction

Quick hint: angles between segments are 135°. Use isometric guidelines at 67.5°

## Logo:
## Clear Space

Never place anything inside the "no fly zone" around the logo!

## Logo & Name:
## Construction

See previous pages for typemark. Hint: use Lato bold as vector path

## Logo & Name:
## Clear Space

Never place anything inside the "no fly zone" around the logo!

4.2	Logo Styles

Full Color

Grayscale

Monochrome

# A    Misuse

### Color

Never use basic colors other than #000, #127, #051, #FC1, #F41 & #FFF

Never reduce color saturation by any value other than 0%, 20%, 40%, 60% or 80%

Never use colored text on colored background

### Typeface

Don't use any typeface other than Lato

### Logo

Never skew, rotate or stretch the logo

Never use any other colors

Never apply any effects

Never show the logo on a picture background