



Visual Identity Guidelines

VERSION 1.0 | OCTOBER 2019



Index

Index	02
Logo construction	03
Primary logo	04
Correct logo usage	05
Minimum logo size	06
Exclusion zone	07
Monochrome and white out	08
Incorrect logo usage	09
Primary color palette	11
Secondary color palette	12
Primary typography	13
Secondary typography	14

1.0

Logo construction

These guidelines outline the usage of the Ocellus logo. The intent of these guidelines is to ensure that the Ocellus company is promoted with a common look and feel across the industry.

The impact of the logo will be maximized if all participants use the logo in a consistent and easily recognizable manner.



1.1

Logo is comprised of a symbol and a wordmark. The symbol represents a modern vision system solution - a circular labyrinth with a simple eye in the middle (ocelli). Wordmark is written in custom designed typography, based on Graphik font.

Primary logo



symbol

ocellus

wordmark

1.2

Every application of the Ocellus brand identity should strengthen and reinforce the organisation's positive image. The logo is a fixed design element that may not be edited or changed in any way. The logotype may only be reproduced graphically as described in this document.

Correct usage



Logo on blue background



Logo on green background

1.3

To make sure our logo is always readable, we have recommended minimum size that will maintain logo integrity and readability.

There is no exact formula to use when choosing what size the logo should be on your piece, just strive for a visual balance between the logo and the overall piece.

Minimum logo size

Web / Video reproduction



30 px



ocellus



120 px

Print reproduction



8 mm



ocellus



30 mm

1.4

Exclusion zone

The 'exclusion zone' refers to the area around the logo which must remain free from other copy to ensure that the logo is not obscured. As the diagram indicates, the 'exclusion zone' is equal to the 1/2 height of the symbol.



1.5

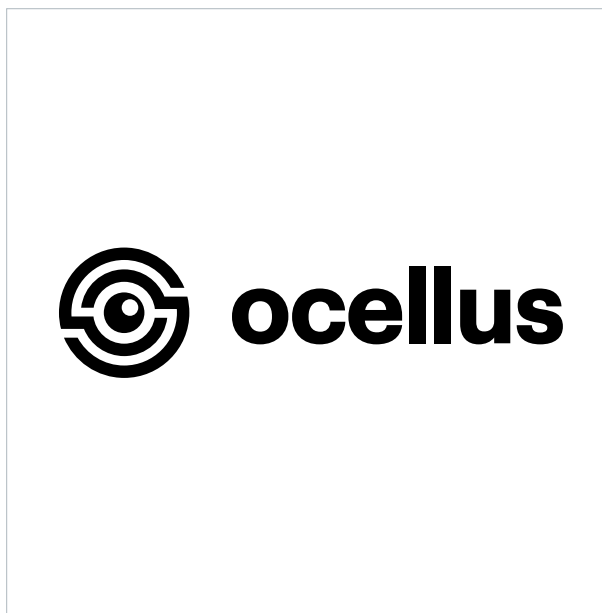
Monochrome and white out

Monochrome

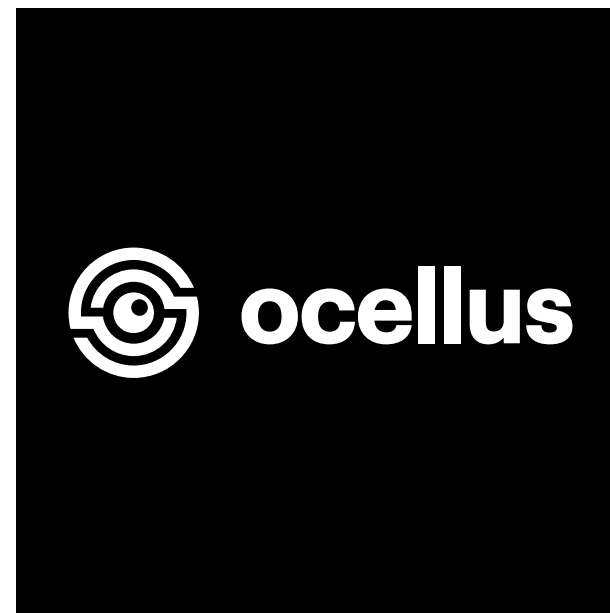
When monochrome is used, then all elements are to be 100% black. This form of the logo must only be used against background colours light enough to hold enough contrast to maintain legibility.

White out

When white out is used, all elements are inverted to white as shown.



Monochrome



White out

1.6

The examples here represent the incorrect usage of the Ocellus logo. The logo may not be combined with or used in conjunction with any other brand's logo.

Incorrect usage



Do not alter logo colors



Do not distort



Do not alter logo typography



Do not rotate

1.6

The examples here represent the incorrect usage of the Ocellus logo. The logo may not be combined with or used in conjunction with any other brand's logo.

Incorrect usage



Do not alter proportions



Do not add 'effects'



Do not place blue version on dark background



Do not place white version on light background

2.0

Color is an important part of Ocellus identity. Using our defined color palette throughout web and printed materials will retain our visual consistency which is essential to a strong brand identity.

Colors will appear differently on each computer monitor, and will vary from monitor to printed piece. To ensure print material color consistency, be sure to use the CMYK color formulas. For web color consistency, use the RGB or HEX formulas.

Primary color palette



PANTONE® 302 C

CMYK	100 32 0 68
RGB	0 59 92
HEX	003B5C



PANTONE® Green C

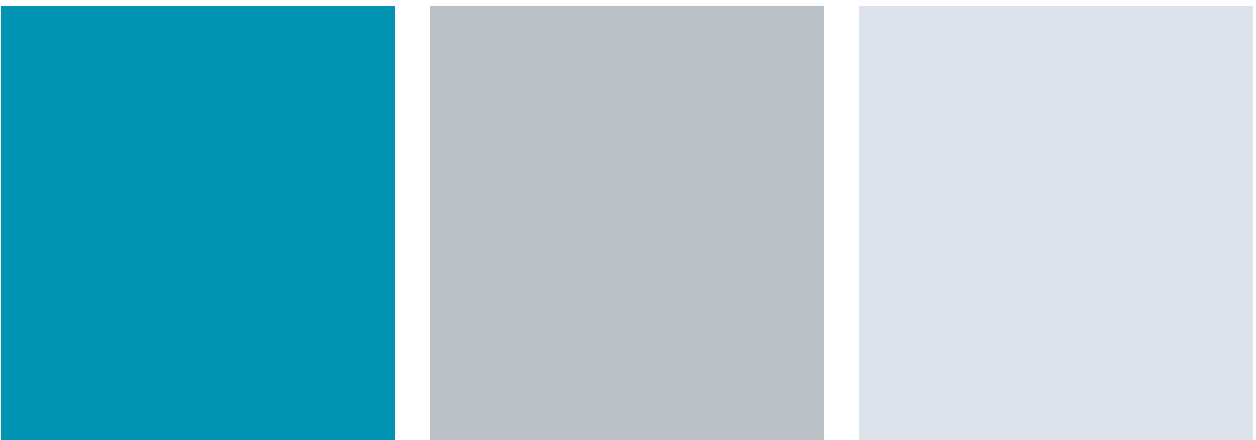
CMYK	96 0 68 0
RGB	0 171 132
HEX	00AB84

2.1

Color is an important part of Ocellus identity. Using our defined color palette throughout web and printed materials will retain our visual consistency which is essential to a strong brand identity.

Colors will appear differently on each computer monitor, and will vary from monitor to printed piece. To ensure print material color consistency, be sure to use the CMYK color formulas. For web color consistency, use the RGB or HEX formulas.

Secondary color palette



PANTONE® 632 C

CMYK	87 8 14 7
RGB	0 147 178
HEX	0093B2

PANTONE® 7544 C (50%)

CMYK	7 3 0 22
RGB	185 192 198
HEX	B9C0C6

PANTONE® 649 C

CMYK	10 6 4 0
RGB	219 226 233
HEX	DBE2E9

3.0

Ocellus typographic identity consists of one main typeface for print materials and use on the web.

Graphik is a typeface that is perfectly suited for whatever style of expression is needed. Its purposeful, elegant plainness allows it to move effortlessly between being a central design element or playing a supporting role in a wide range of projects and applications.

Primary typography

Graphik

Aa 01

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
\$ % & / () = ? * + - ! € \ @ : ; [] ÷ < > { } Č Ć Š Ž Đ
0 1 2 3 4 5 6 7 8 9 0

Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
\$ % & / () = ? * + - ! € \ @ : ; [] ÷ < > { } Č Ć Š Ž Đ
0 1 2 3 4 5 6 7 8 9 0

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
\$ % & / () = ? * + - ! € \ @ : ; [] ÷ < > { } Č Ć Š Ž Đ
0 1 2 3 4 5 6 7 8 9 0

3.1

If for any reason primary typeface cannot be used, as a secondary option Arial typeface should be used.

Arial comes with regular, bold and black formats, as well as italics for all weights, and is commonly found on most computers.

Secondary typography

Arial

Aa 01

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v x y z
\$ % & / () = ? * + - ! € \ @ : ; [] ÷ < > { } Č Ć Š Ž Đ
0 1 2 3 4 5 6 7 8 9 0

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v x y z
\$ % & / () = ? * + - ! € \ @ : ; [] ÷ < > { } Č Ć Š Ž Đ
0 1 2 3 4 5 6 7 8 9 0

Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v x y z
\$ % & / () = ? * + - ! € \ @ : ; [] ÷ < > { } Č Ć Š Ž Đ
0 1 2 3 4 5 6 7 8 9 0

