Brand Guidelines.

Office Innovations

JUNE 2023

Table of Contents.

01. Introduction

02. Colours

03. Company Logo

04. Typeface

01. Introduction

Introduction.

The following document outlines the corperate branding put in place for Office Innovations. The branding enclosed within is intended for use in all internal and external documents and should remain unaltered.

Prior authorisation from Office Innovations is mandatory for any external use and must strictly adhere to the standards outlined in this document.

Before distribution, all internal and external documents created on behalf of Office Innovations must undergo approval from the design team and the directors.

02. Colour Palette

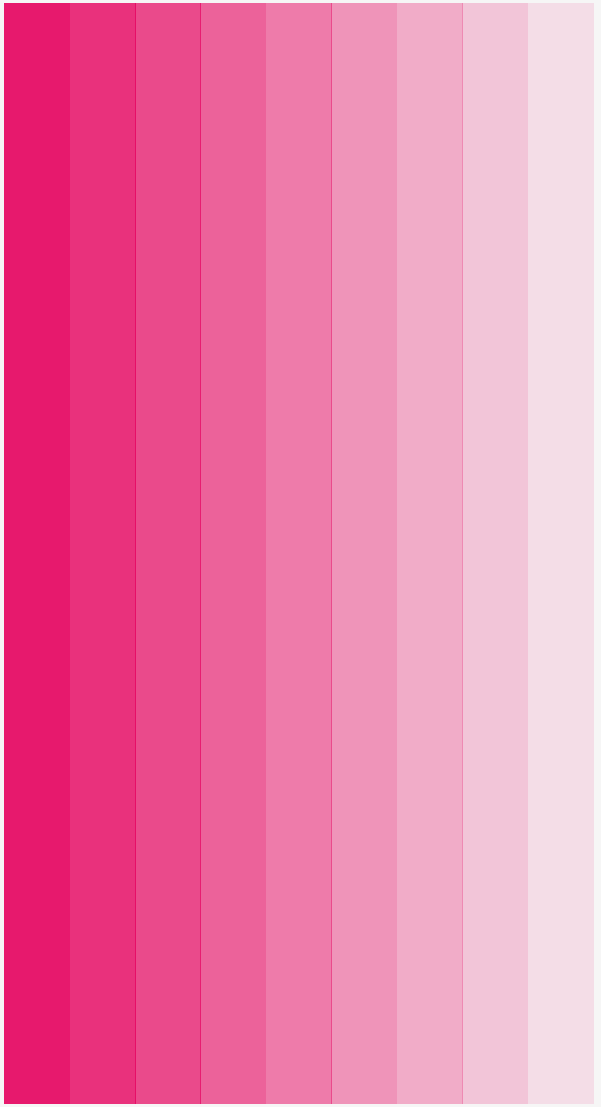
Core Colour.

R230 G00 B94

CMYK
0 100 37 0

HEX
E6005E

PANTONE
2040 C

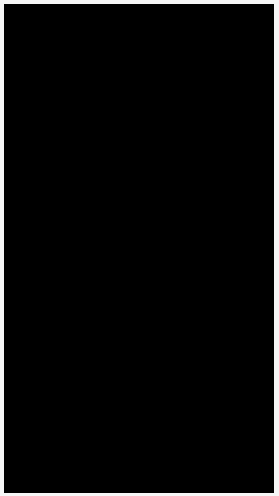


Colour palette.

R0
G0
B0

CMYK
0 0 0 100

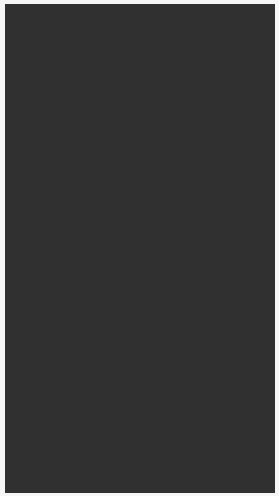
HEX
000000



R48
G48
B48

CMYK
0 0 0 81

HEX
303030



R218
G218
B218

CMYK
0 0 0 15

HEX
DADADA

R241
G241
B241

CMYK
0 0 0 5

HEX
F1F1F1

R247
G237
B232

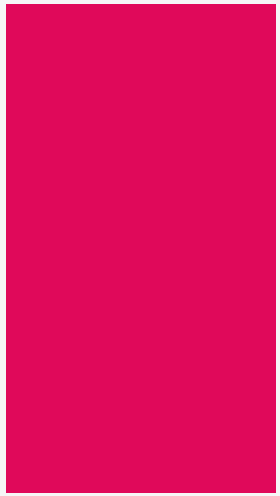
CMYK
0 4 6 3

HEX
F7EDE8

R230
G00
B94

CMYK
0 100 37 0

HEX
E6005E



03. Logo

Logo.

For on-screen work, you should use the RGB logo in the folder.

For print work, you should use the CMYK version of the logo.

With Strapline

Without Strapline

Variants.

Square Logo

Icons

Incorrect uses.

Do not alter the logo colours or use OI accent pink as a main colour

Do not alter the logo colours

Do not change the strapline text or colour. Always in OI Black or OI accent

Do not alter the logo alignment

04. Typeface

Typeface.

Our fonts reflect the brand and keep all our documents looking consistent and professional.

AaBbCcDd EeFfGg
HhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWw
XxYyZz0123456789
(&?!/,:;-_+;%@*”)

The Quick Brown Fox
Jumps Over The Lazy Dog.

HEADERS

Century Gothic Bold

BODY TEXT

Century Gothic Regular

The Cottages
1-3 Factory Lane
Chilwell
NG9 4AA

0115 9257898
info@officeinnovations.co.uk

www.officeinnovations.co.uk
@OI_Interiors