



Brand Guidelines.

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01 ● Introduction

Introduction.

The following document outlines the cooperate 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 and unchanged.

Prior authorisation from Office Innovations is mandatory for any external usage 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 directors.

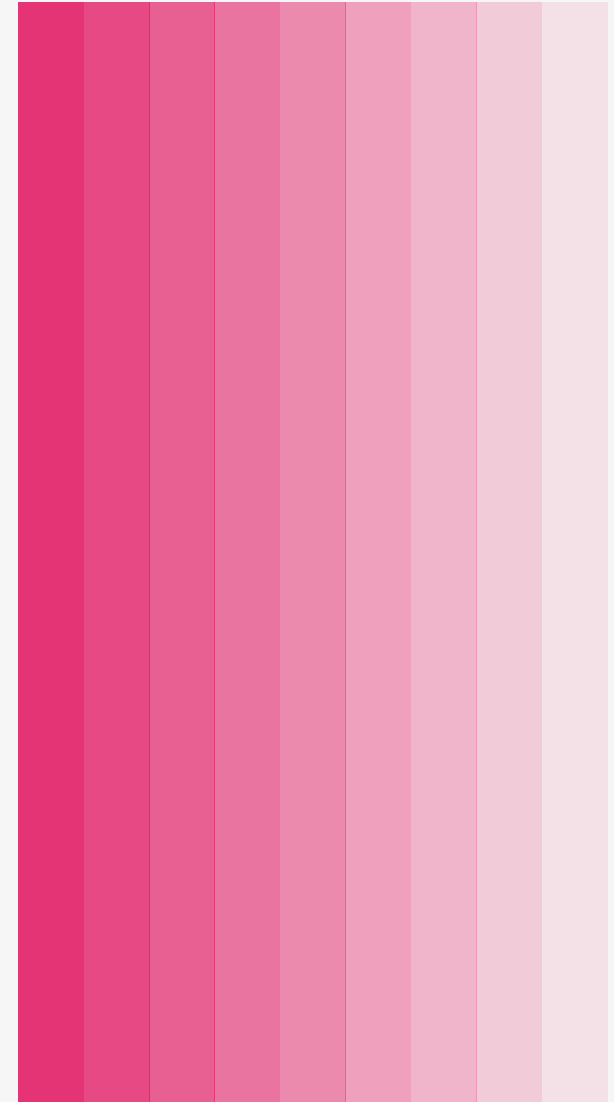
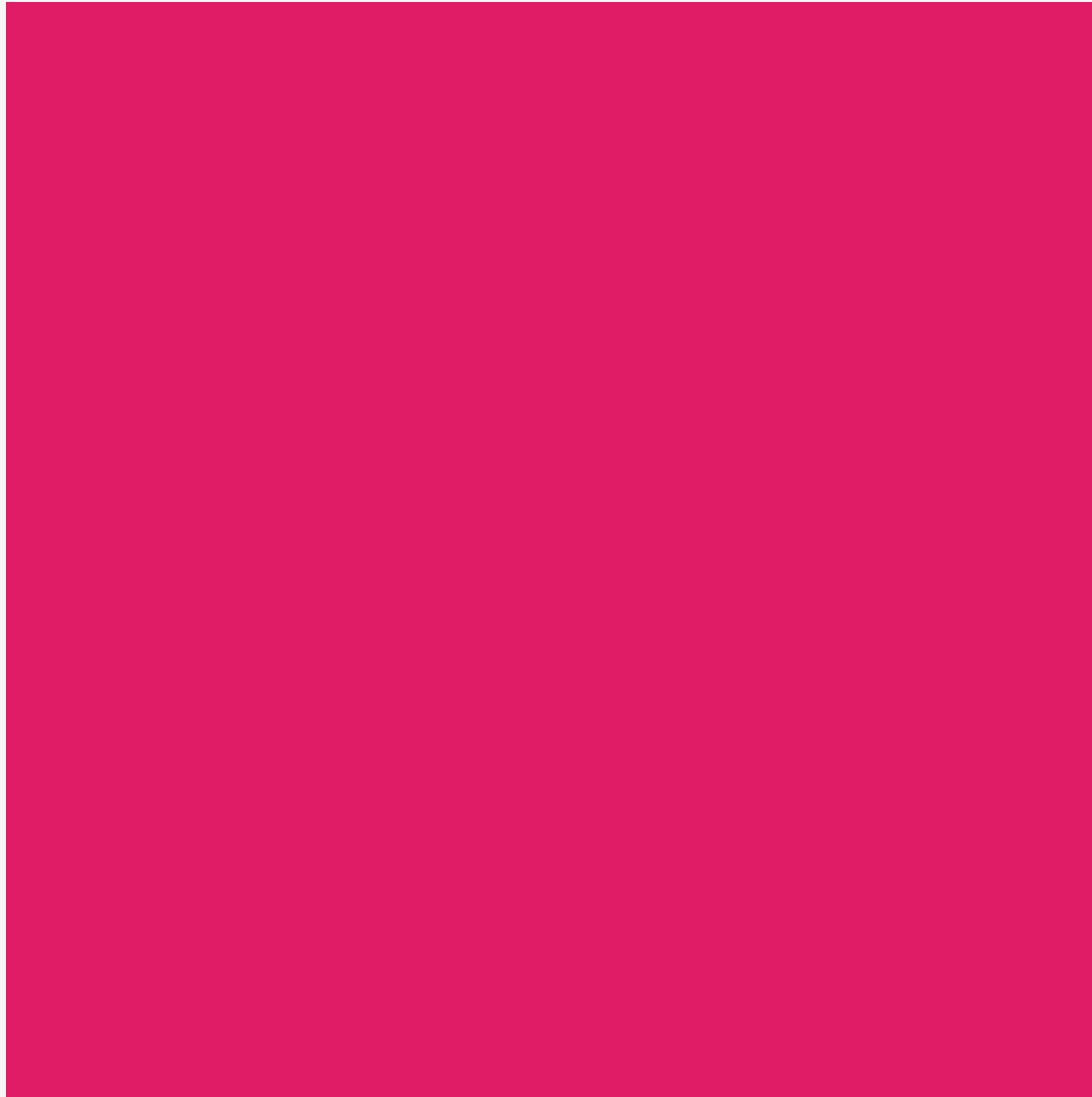
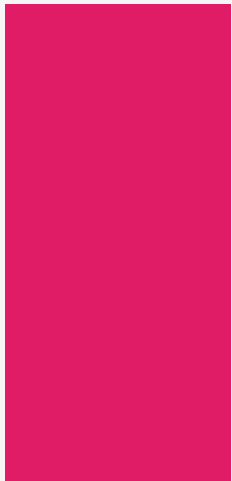
02. Colour Palette

Core Colour.

R225
G28
B102

CMYK
0 77 48 12

HEX
E11C66



90 80 70 60 50 40 30 20 10

Colour palette.



R0
G0
B0

CMYK
0 0 0 100

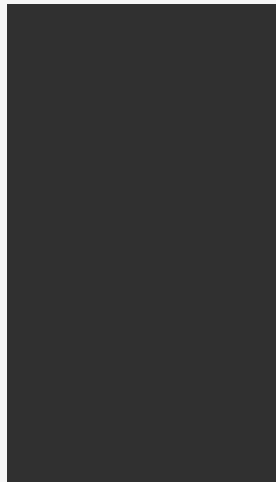
HEX
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R48
G48
B48

CMYK
0 0 0 81

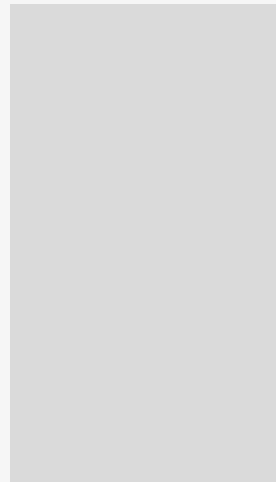
HEX
303030



R218
G218
B218

CMYK
0 0 0 15

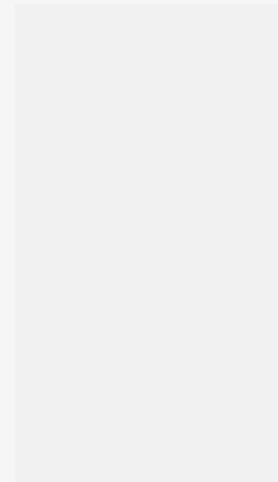
HEX
DADADA



R241
G241
B241

CMYK
0 0 0 5

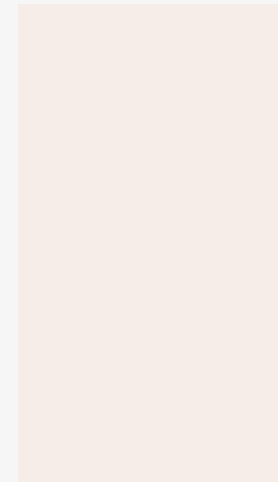
HEX
F1F1F1



R247
G237
B232

CMYK
0 4 6 3

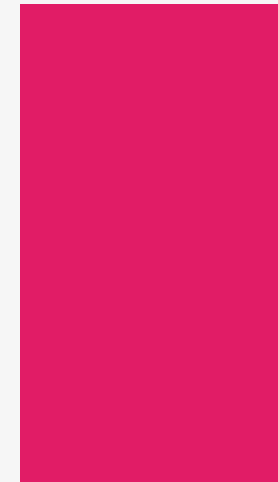
HEX
F7EDE8



R225
G28
B102

CMYK
0 77 48 12

HEX
E11C66



03. ● Logo

Logo.

Remember for on screen work (such as powerpoint presentation) you should use the RGB logo in the folder. For print work you should use the CMYK version of the logo to ensure the colours look fresh and correct.

With Strapline

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Without Strapline

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Variants.

Square Logo



Icons



Incorrect uses.



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



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



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- X Do not alter the logo colours



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- X 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 Fox Jumps Over
The Lazy Dog.

HEADERS

**Century
Gothic Bold**

BODY TEXT

Century Gothic
Regular



The Cottages
1-3 Factory Lane
Chilwell
NG9 4AA

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