

BRAND GUIDELINES

VERSION 1.0 (2019)

 **outsight**

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02 INTRODUCTION



This guidelines are designed to establish a consistent visual identity for the Oversight brand, around the world.

A unified and consistent use of these guidelines will distinguish and strengthen the value of our brand.

03 VISUAL IDENTITY

There are three variations of the Oversight Visual Identity. Each element has a fixed relative size and position that cannot be changed.

A The Oversight Flag

B The Oversight Wordmark

C The Oversight O

03 A THE OUTSIGHT FLAG



The Outsight Flag may only be used in red and black color combinations, or in white on red background.

It may not be placed on a pattern, over an image, or at any level of transparency.

Clear space must be maintained around the mark. It may not be used in-line with text or integrated with other logos. Do not alter the spacing between the "O" and "OUTSIGHT" or the shape of the flag.

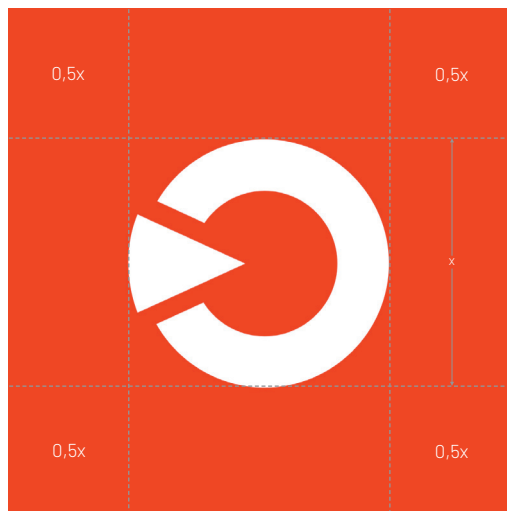
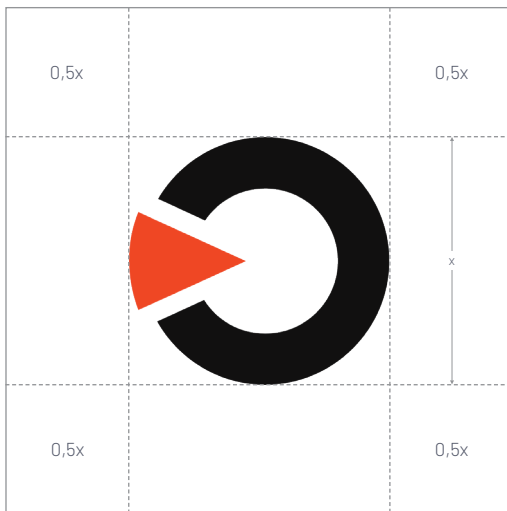
03 B THE OUTSIGHT WORDMARK



The Oversight Wordmark may not be placed on a pattern, over an image, or at any level transparency. Clear space must be maintained around the mark. It may not be used in-line with text or integrated with other logos. Do not type "Oversight" in a font other than this logo type. No other word except for "Oversight" may be used with this font. Do not use these letters for department naming, apparel, signage, etc, other than "Oversight".



03 C THE OUTSIGHT O



The Outsight O is available, but can only be used at the discretion of the Outsight Design team in combination with Outsight Corporate colors. It may not be placed on a pattern, over an image, or at any level of transparency.






Clear space must be maintained around the mark. It may not be used in-line with text or integrated with other logos.

The Outsight O must always be used in some degree of proximity to the Outsight mention – either on the same visual plane, or in the same object.

04 LOGO DO NOTS

These are examples of how the Oversight Visual Identity cannot be used. This list focuses on common issues, including incorrect coloring, positioning, clear space, and bleeds.

04 LOGO DO NOTS

05 TYPOGRAPHY

The Oversight type system has been designed to accompany the product line-up in a elegant and unintrusive way. The use of sans-serif typefaces in both the headline and body denote a modern look. Lighter weights are used to create harmony and balance. Serif is used to emphase literal messages.

05 A TYPOGRAPHY

BODY, PRIMARY TYPEFACE BARLOW REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890'?"!(%)[#{@}/&\<-+÷×=>©\$€£¥¢;:,.*

The selection and use of our corporate typefaces create a distinctive and consistent look across all communications and help the reader navigate a document, delivering messages with impact and clarity. Our primary typeface is Barlow, which is highly legible and comes in a variety of weights. Our secondary typeface is Noto Serif.

BODY, SECONDARY TYPEFACE NOTO SERIF REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890'?"!(%)[#{@}/&\<-+÷×=>©\$€£¥¢;:,.*

05 B TYPOGRAPHY

MAIN TITLE

Barlow Thin

HEADLINE 1

Barlow Light

HEADLINE 2

Barlow Bold

Headlines type-1 are must be used in upper case.

Always use the weight proportional to your headline level. Bigger is the font size, lighter is the font weight.

05 C TYPOGRAPHY

Main Message

Noto Serif Regular

Headline

Noto Serif Bold

Headlines type-2 can be use for titles, messages, paragraph introductions or kickers.

05 D TYPOGRAPHY LAYOUT

Example

LOREM IPSUM

Dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident.

These are examples of hierarchy formats that can be used to set in your layout.

05 E TYPOGRAPHY CONSTRUCTION

Primary typeface - Headline and body

Barlow Extra Light

LOREM IPSUM

x

x

Noto Serif Bold

Dolor sit amet

1/3x

0,5x

Barlow Regular

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4x

06 LAYOUT

We provide 4 principles of layout, implementing golden ratio, columns and full page options.

06 B LAYOUT

LOREM IPSUM

Dolor sit amet

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LOREM IPSUM

Dolor sit amet

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LOREM IPSUM

Dolor sit amet

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LOREM IPSUM

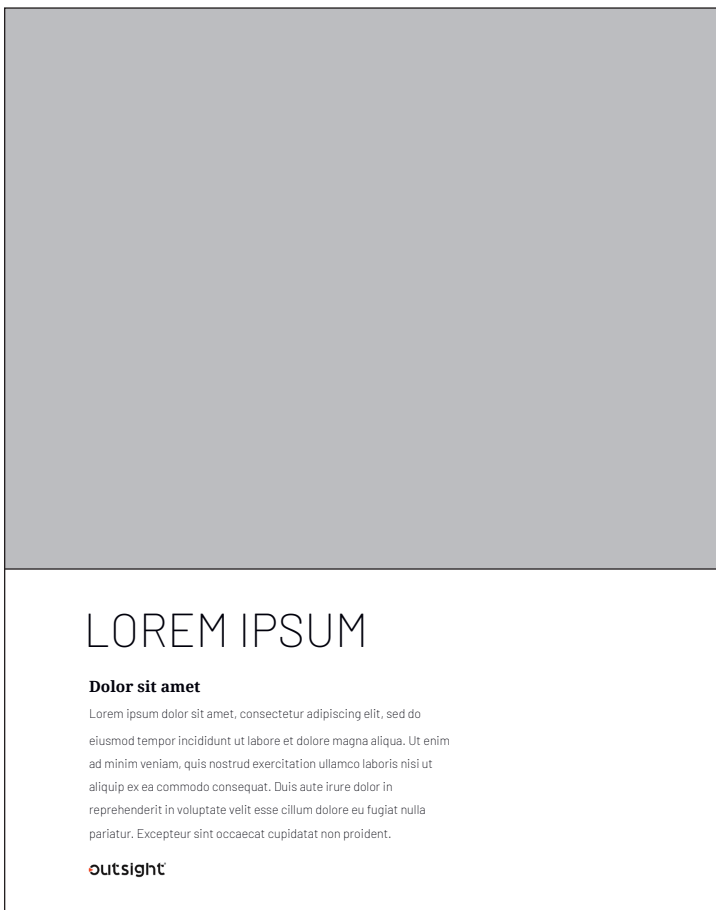
Dolor sit amet

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident.

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06 A LAYOUT

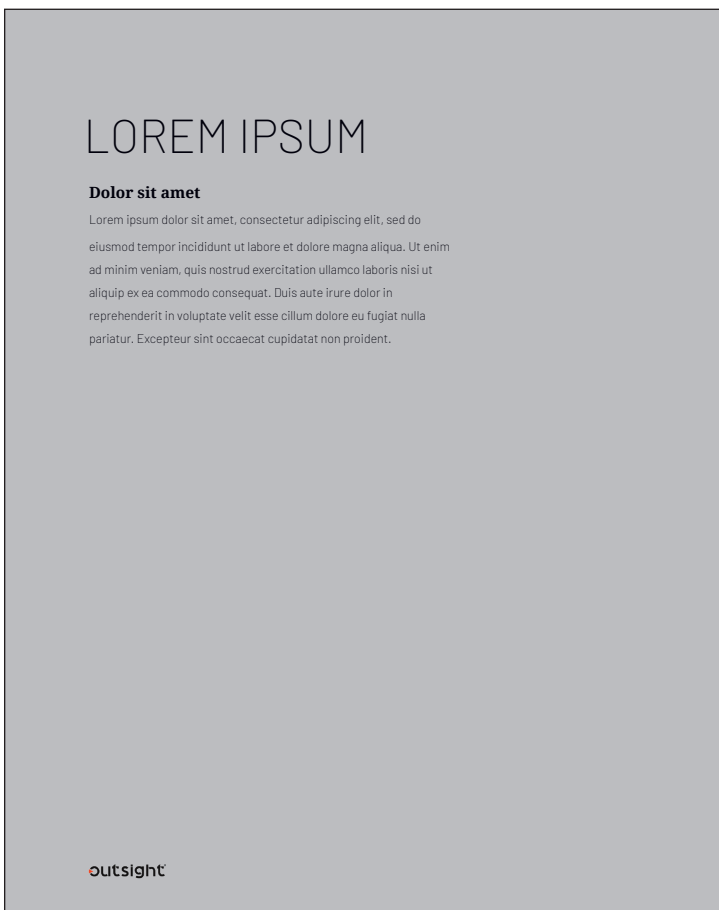
Portrait option 1



This option is based on the "golden ratio" of 1.1.618. The top half is reserved for hero imagery and the bottom is reserved for information. The page is also divided into 5 columns with double padding from the edge.

06 B LAYOUT

Portrait option 2



This is a full page option. This layout allows for maximum visual impact with minimal copy.

The brunt of the story-telling responsibility lies on the hero imagery.

06 C LAYOUT

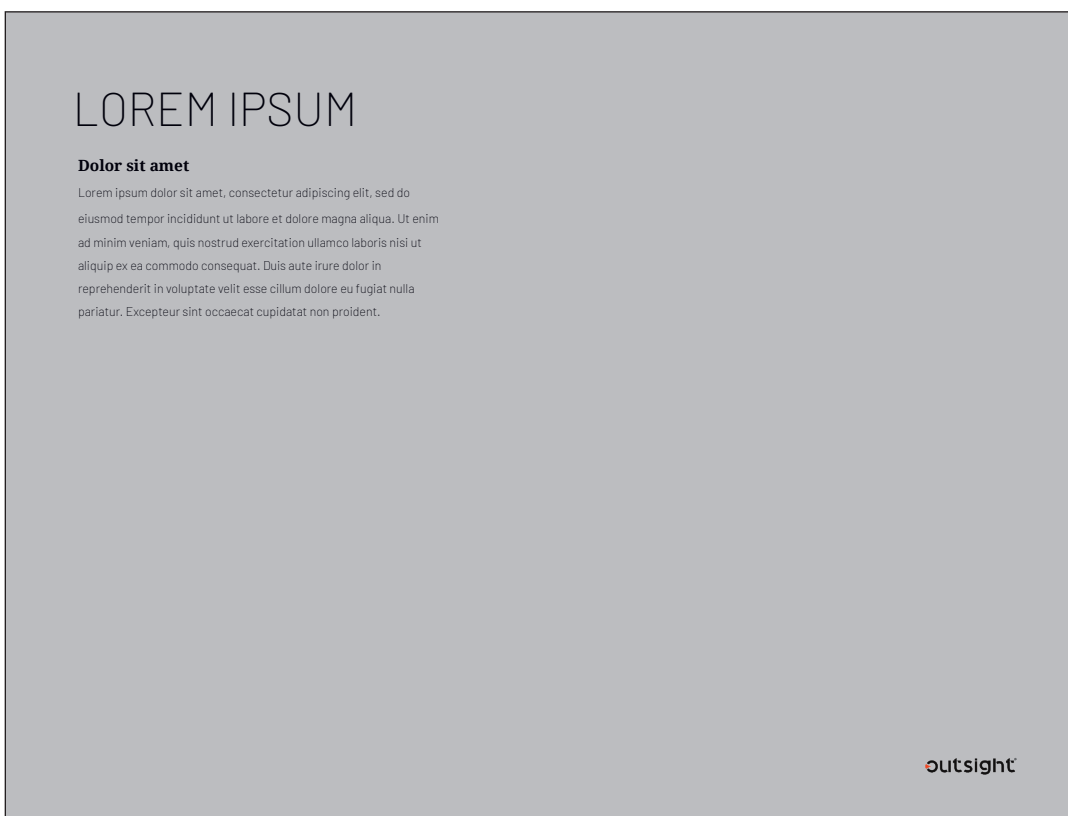
Landscape option 1



The golden ratio also applies to the landscape layout. The same copy system can also be used. The left side is to be reserved for copy and the hero imagery should always be located to the right of the copy block.

06 D LAYOUT

Landscape option 2



The full spread version of the landscape layout allows us to use the wider copy block system from the portrait layout. Same rules as landscape layout version 1.

07 COLOR



This is the Oversight color palette.

07 COLOR

PANTONE	CMYK (PRINT)	RGB (DIGITAL)	
485 C	C 0 M 95 Y 100 K 30	R 218 G 41 B 28 HEX #DA291C	
BLACK 6C	C 100 M 79 Y 44 K 93	R 16 G 24 B 32 HEX #101820	
BLACK 6C 75%	C 60 M 58 Y 60 K 37	R 83 G 78 B 74 HEX #534E4A	
BLACK 6C 50%	C 47 M 41 Y 43 K 5	R 140 G 137 B 137 HEX #8C8986	
BLACK 6C 25%	C 23 M 18 Y 20 K 0	R 197 G 196 B 194 HEX C5C4C2	

08 MERCHANDISING

08 MERCHANDISING



Use only white, red or black material.



