



Octeris

Brand Identity Guidelines

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A Misuse

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)

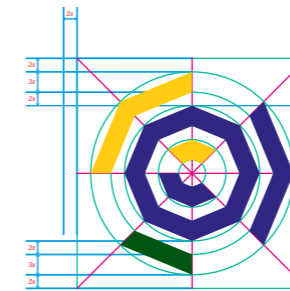
ABCDEF
abcd1234

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

4.1 Logo Construction

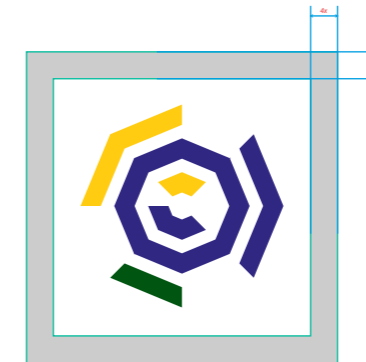
Logo: Construction

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



5 Pictures

Was für Bilder wählen wir: Crafts Tools
- Methodology => Manual crafts tools
- Technology => Mechanized crafts tools

Wo zeigen wir Bilder

Beispiel-Bilder

Wie sind Bilder zu verwenden

Wie sind Bilder nicht zu verwenden

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

