SPEC

CERTIFIED

VERSION

OCI CERTIFIED
BRAND GUIDELINES

March 2020

CONTENTS

The Certified OCI mark in primary RGB color.

MARK

MARK WITH VERSION BADGE

The Certified OCI mark in Pantone® color.

MARK

MARK WITH VERSION BADGE

The Certified OCI mark in white.

Clear space is the minimum "breathing room" maintained around the Logo.

(Clearspace = x)

This area should be kept free of graphics, text and other marks. This space also defines the minimum distance from the mark to the edge of aborder, page, screen, etc.

X   X

X   X

Usage Cases

The integrity of the OCI Certified logo must be respected at all times. Do not alter, recreate OR distort the mark in any way.

Please use approved electronic art when reproducing the OCI logo.

SCALE Do not play with the scale and perspective, or alter the proportions of the mark.

ORIENTATION Do not change the orientation of the mark by rotating it in any way.
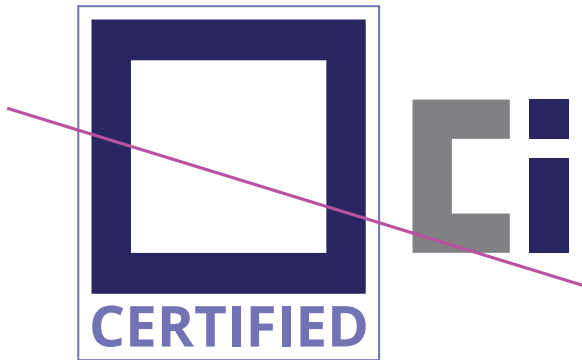
PROPORTIONS Do not change the proportions of the logotype and mark.

COLOR Do not reverse, change, or add colors to the mark.
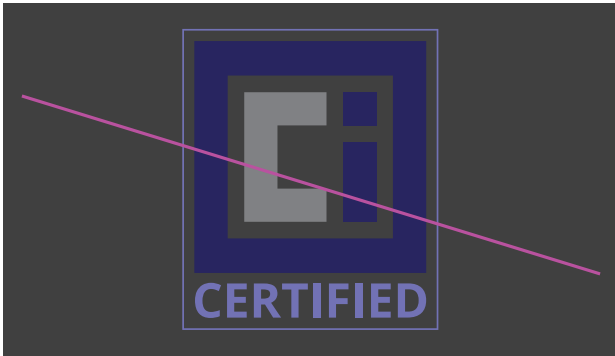
EFFECTS Do not add any effects such as a drop shadow, outline, etc., to the mark.

MARK Do not change the layout of the logo.

CONTRAST Do not use backgrounds that have the same colors used in the mark. Use the appropriate knockout mark on page 3.

COLOR Do not adjust the transparency of the mark so that any elements do not have a white background when using the color logo.

CONTRAST Do not place the mark on images that are too complex or too dark, compromising its visibility.

The Certified OCI color palette represents a vibrant, dynamic and forward-looking brand.

The selected palette provides a foundation for color consistency across diverse types of layouts.

Use Pantone if needed for print-related items, otherwise please use the RGB or CMYK breakdown indiciated on this page, as that is the main signifying color for the brand. It should be used for all solid fill secondary graphics and colored typography.

SPEC

PRIMARY COLOR

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CERTIFIED

VERSION

MAIN BL
C100 M9
R40 G37
HEX#282

PANTON
(FOR NE
PRINT-US

LIGHT P
C61 M58
R114 G1
HEX#727

PANTON
(FOR NE
PRINT-U

GREY
C52 M4
R128 G1
HEX#80

PANTON
(FOR NE
PRINT-U

THANK YOU

For questions pertaining to usage, please email
info@opencontainers.org