ROI

Corporate Style Guide

Red Opal Innovations

Version 1

Table of Contents

Corporate logo

Colour logo

The full colour logo is the preferred version. This version should be used at all times except when print restraints make it impossible.

Monochrome logo

Monochrome versions of the logo should be used when only black and white print is available.

Minimum size

To ensure readability and accurate reproduction, the logo should never be reproduced any smaller than the recommended size.

The minimum size for print reproduction of the logo is 30mm of the total horizontal length.

The minimum size for digital reproduction of the logo depends on the device being viewed on (of the total horizontal length):

- Desktop/laptop: 190px
- Tablet: 130px
- Mobile: 110px.

Incorrect usage of logo

It is critical that the logo is not altered in any way to maintain consistency. It should always be visible and used in its pure form.
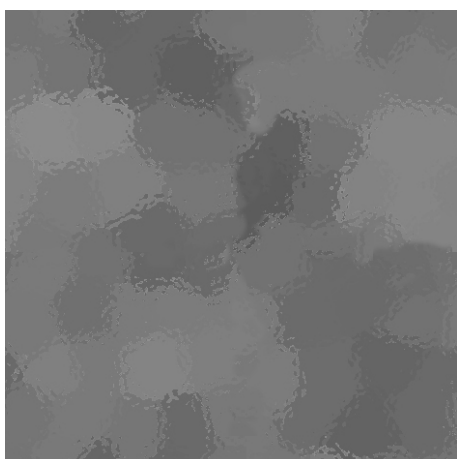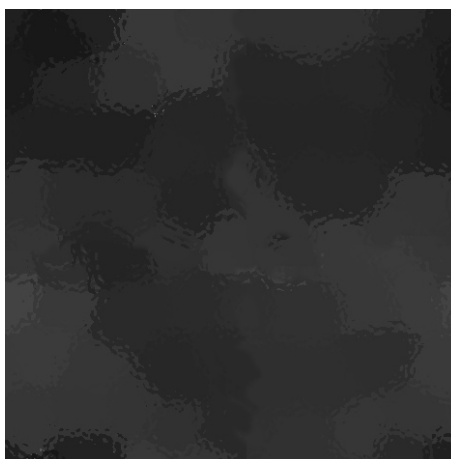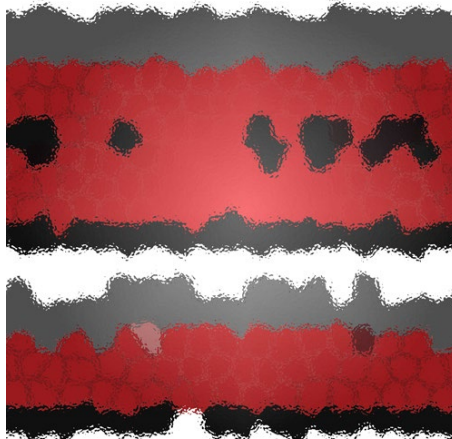
Do not:

- distort the logo
- try to recreate the logo
- change the logo colours
- add elements to the logo
- overlap text or images on the logo
- use the logo at too low a resolution for its production output.
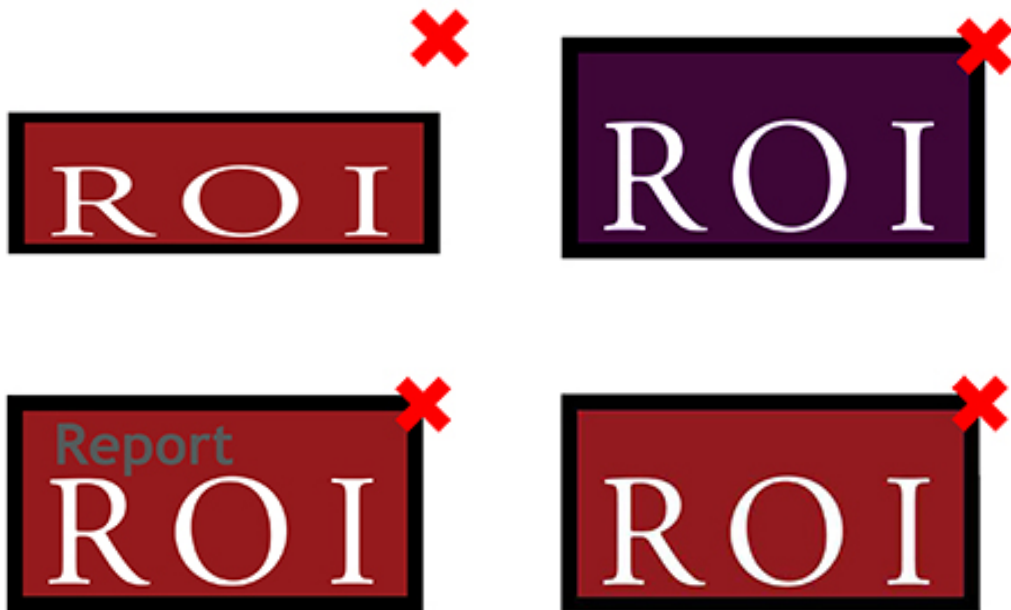
Brand patterns

Our brand patterns can be used for backgrounds and wallpapers, both print and online.
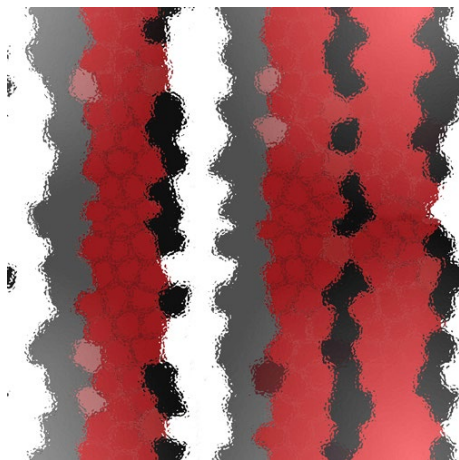
Typography

The primary typeface is Trebuchet and has two weights.

- Trebuchet should be used for body copy and for large headlines.
- Trebuchet Bold should be used for headings and highlighted words.

Text should appear no smaller than 10pt for printed body copy, except for items such as disclaimers and page footers.

Where recommended fonts are not available, Calibri is the first suggested alternative, and Arial is the second suggested alternative.

Trebuchet

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Trebuchet Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Type styles for documents

Title

- Size: 21 point
- Colour: Black
- Emphasis: None
- Alignment: Right

Subtitle

- Size: 13 point
- Colour: Black
- Emphasis: None
- Alignment: Right

Heading 1

- Size: 16 point
- Colour: ROI Red
- Emphasis: Bold
- Alignment: Left

Heading 2

- Size: 14 point
- Colour: ROI Charcoal
- Emphasis: Bold
- Alignment: Left

Heading 3

- Size: 12 point
- Colour: ROI Grey
- Emphasis: Bold
- Alignment: Left

Normal text

- Size: 10 point
- Colour: Black
- Emphasis: None

Footer

- Size: 13 point
- Colour: Black
- Emphasis: None
- Text
  - Organisation name, left aligned
  - Page number, right aligned

Header

- Size: 13 point
- Colour: Black
- Emphasis: None
- Text
  - Report name, right aligned

Bulleted list

- Level 1
  - Level 2
    - Level 3

Numbered list

1. Level 1
   1.1. Level 2
      1.1.1. Level 3

Cover page

- Use Title for document title
- Use Subtitle for document author
- Use Subtitle for document version
- Company logo

Table of contents

- Appears on page 2
- Use Subtitle for Table of Contents heading
- Generated using document styles

Tables

- Header row
  - Size: 13 point
  - Text Colour: Black
  - Emphasis: None
  - Alignment: Centred
  - Header row background colour: ROI Light Grey
- Use Normal for other text

Type styles for slideshow presentations

Adjust the text size as follows:

Title

- 48 point

Subtitle

- 20 point

Slide title

- 36 point
- Colour: ROI Red
- Emphasis: Bold

Heading

- 28 point
- Colour: ROI Charcoal
- Emphasis: Bold

Normal text Level 1

- 24 point

Normal text Level 2

- 20 point

Normal text Level 3

- 18 point

Normal text Level 4

- 16 point

Colour palette

Main colours

Red, charcoal and grey are the main colours for ROI. Shades of colours may be used where appropriate.

ROI Red	ROI Charcoal	ROI Grey	White

ROI Red

R: 148	C: 26
G: 26	M: 100
B: 29	Y: 99
	K: 26

Hex: #941a1d

PMS: 7628c

ROI Charcoal

R: 38	C: 71
G: 38	M: 65
B: 38	Y: 64
	K: 69

Hex: #262626

PMS: Neutral Black C

ROI Grey

R: 89	C: 63
G: 89	M: 55
B: 89	Y: 54
	K: 28

Hex: #595959

PMS: 425c

White

R: 255	C: 0
G: 255	M: 0
B: 255	Y: 0
	K: 0

Hex: #ffffff

Secondary colours

ROI Burnt Orange

R: 198	C: 16
G: 76	M: 84
B: 56	Y: 85
	K: 5

Hex: #c64c38

PMS: 7619c

ROI Light Orange

R: 203	C: 16
G: 109	M: 67
B: 79	Y: 73
	K: 3

Hex: #cb6d4f

PMS: 7618c

ROI Mid Grey

R: 59	C: 68
G: 59	M: 62
B: 59	Y: 61
	K: 51

Hex: #3b3b3b

PMS: 447c

ROI Light Grey

R: 217	C: 0
G: 217	M: 0
B: 217	Y: 0
	K: 15

Hex: #D9D9D9

PMS: Cool Gray 1 C

Images

The ROI corporate brand should reflect an authentic, professional and modern approach. It is recommended, where possible, actual ROI staff members feature in marketing and communication materials.

The images used in ROI marketing and communication material should be of a professional standard. Where images are not available, the use of appropriate library stock images may be used.

Figure 1: Photo by Campaign Creators on Unsplash

Figure 2: Photo by Marvin Meyer on Unsplash

Incorrect usage of images

Do not:

- use black and white photography unless reproduction is restrictive (e.g. black and white newspaper ad)
- apply colour effects to photography e.g. sepia tone
- use photography that does not reflect latest technology/industry standards
- use photography that is obviously from an overseas source
- use photography that may be deemed offensive
- use photography at a resolution which is too low for its output method
- use clipart.

Figure 4: Photo by Marvin Meyer on Unsplash (edited)

Figure 3: Computer clipart (Microsoft)

Online brand usage

Logo use

The minimum size for online reproduction of the logo is 150px of the total horizontal length.

Brand patterns

The brand patterns, as shown on page 5 of this document, can be used for backgrounds or graphic elements on website.

Colours

Online colours are as shown on page 10 of this document. Use either RGB or Hex values.

- For headings, use ROI red for main headings, ROI Charcoal for sub-headings and ROI Grey for further sub-headings.
- For body text, use ROI Charcoal.
- For hyperlinks, use ROI Burnt Orange.

Check that any colours used are accessible when displayed on background colours. For example, ROI Light Grey may not be suitable at small font sizes on a white background.

Font

Trebuchet is suitable for online use and should be the default online font. Use Calibri and Arial as secondary fonts.

Accessibility

ROI complies with WCAG 2.0 Level A accessibility standards as a minimum, however ROI aspires to comply with WCAG 2.0 Level AA accessibility standards.

Please consider the following:

- **Appropriate colour contrast for typography**. Ensure all text is readable when contrasting with its background colour.
- **Minimum type size**. Text should appear no smaller than 13px for body copy, except for items such as disclaimers and page footers.
- **All caps**. All caps may be used for short length labels, menus and headings. All caps must not be used for long sections of text.

Mobile application

All ROI websites and apps should be designed and built as responsive/adaptive across desktop, tablet and mobile (Android and iOS).

When designing wireframes please consider the mobile user experience.