



# Logo

**ONE-COLOR VERSION OF THE LOGO.** Space is used to define center of logo from the overlapping elements. It keeps the octagon shape strong.



**MULTI-COLOR VERSION OF THE LOGO.**  
Color and lockup must remain in the same position.



# Typography

**OCTO FONTS:** Conduit ITC and Roboto is used for headlines and highlighted (accent) copy.

Conduit ITC Light Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890	body
Conduit ITC Medium Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890	h2
<b>Roboto Condensed Bold</b> <b>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo</b> <b>Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz</b> <b>1234567890</b>	h1

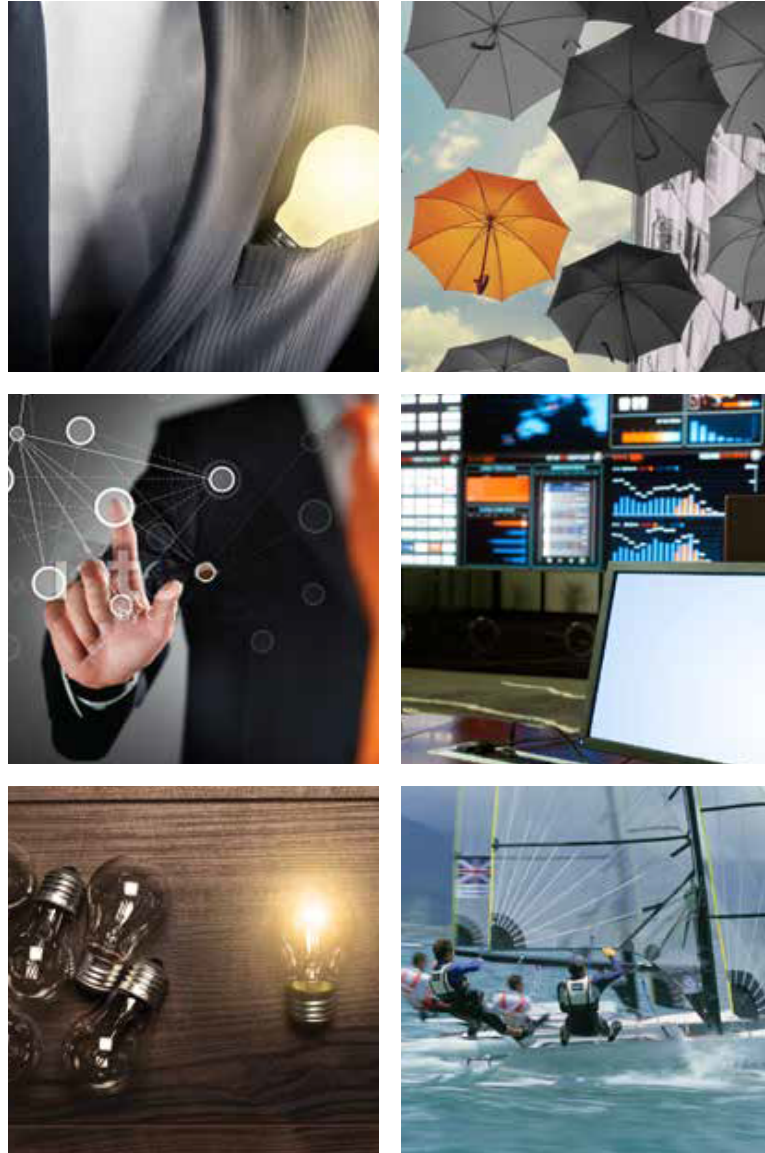
**BULLETS:** Preferably are a right angle, referencing the octagon shape:

- ▶ GSA IT Schedule 70 (GS-35F-0234W)
- ▶ NIH Office of the Director 3 Year / \$3M Prime Contract IDIQ for IT
- ▶ Expecting to be available via CIO-SP3 Large Business Team



# Photography

**OCTO PHOTOGRAPHY:** Images that are used (especially ones used large) are conceptual in style, do not show traditional business settings and mainly contains neutral colors in addition to the Octo orange and blues. Faces are generally not shown in order to keep the photography consistent and appeal to a wider audience base. Some examples of photography are shown and not the only images allowed to be used. Traditional shots are saved for smaller images used only within the content of print piece.



**ACCENT PHOTOGRAPHY:** Images that are specific in nature either to the company, people or products are generally represented in a circle frame, using one of Octo's core colors as an 1pt outline.



**PHOTOGRAPHY IN DESIGNS:** Images may overlap other design elements (using screening techniques such as multiply, soft light and hard light.)


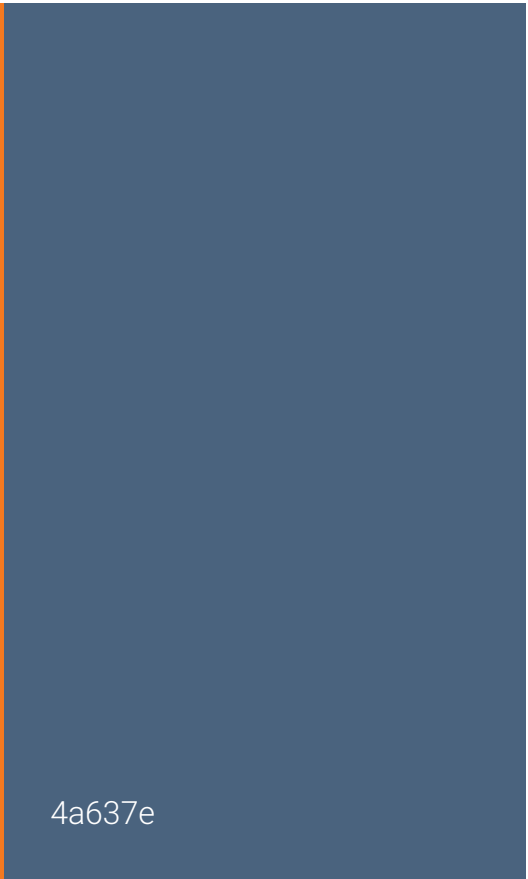



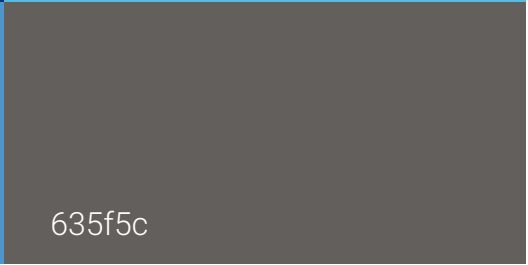




# Color Palette

**COLORS USED FOR AREAS TO DRAW THE EYE.** Octo Orange is main ‘pop’ color. Octo Medium Blue is used for accent art. Octo Dark Blue can be used for headers and sub-heads.

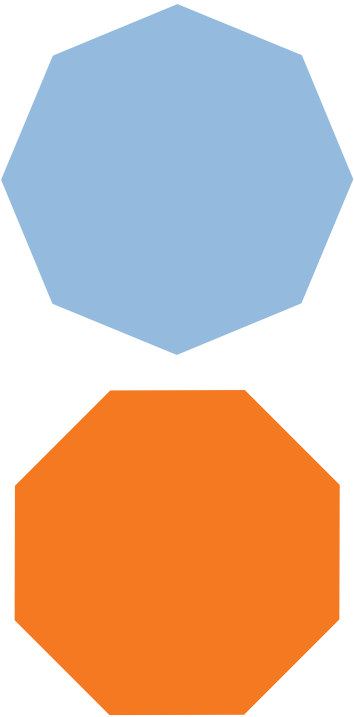
**COLORS USED FOR LARGE FILL AND TYPE.** Gray Blue is for large areas and accent type. Light Blue is for accent lines. Warm Gray is for body copy.

Main	 f47920	 4a637e
	 13326b	 55bbe1
Misc Elements	 4f95cb	 635f5c

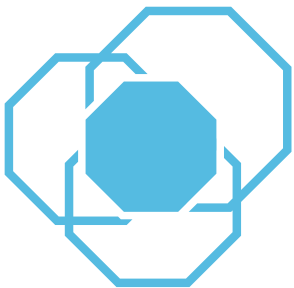
Black is used when necessary.

# Shapes

**SHAPES:** accent art is in the octagon shape. The traditional style (orange) is rotated 22.5° (blue) and used as a design element. You generally never see the shape in its entirety, part of it is always off the edge of the page (or viewing area) Shapes may hold photos, copy, or just used as transparent colored objects.



**OCTO ICON:** Icon can be used (in a one-color format), on its own, small on a page as a design element, when the entire Octo Logo is not used. It is NEVER used large, screened in the background or “cut-off” the edge of the page.



**OCTO “ARROW”:** Icon is used in a solid color or reverse, to bring attention to headlines, important copy or as a design element. May be used in combination with the dashed line element. More than one may be used on a page in conjunction with each other.

**OCTO “GRAB”:** Branding element is used to highlight and ‘contain’ information or logos. One or two may be used together on a page, it is dashed, and can be in any of the Octo colors.

