

BASE STYLE

LOGO



The OnePlus logo is based on a perfect square. The square has sharp, defined edges which denote strength but the square is not fully closed, giving a more open, positive feeling. The red chosen for the logo is a strong and powerful shade but still quite warm, exuding warmth and intensity rather than being too overpowering or dark. The logo should leave most people with quite a good, positive impression.

The logo is simple – thin and flat. It was designed to confer with modern trends; minimal but distinctive.

The “Lato” typeface used in the logo is suitable for both online and print materials. The font is quite simple and sharp, making text very easy to read in both upper and lowercase. The letters are semi-rounded making them more inviting and less harsh to read; the uppercase letters in this font fit the square, sharp shape of the logo especially well.

The logo should convey the seriousness and determinedness of OnePlus to change things up in this industry but also look appealing and warm to potential users. Our brand is quite different from our competitors and our logo sets us apart as well, establishing our visual identity and making us easily distinguishable from others.

As the symbol of OnePlus, the logo should be located in the center of every product and easy to read. As a simple square shape, it is quite easy to place on any product.

Please refer to the ‘Logo Positioning’ section for rules and examples on logo positioning.

As the square logo does itself read, “one plus”, the goal is to eventually not have to accompany the square logo with the written text of “OnePlus” .



PROPER USE

Primary

In order to build a strong and consistent brand image, the OnePlus logo will only ever be displayed in three colors: red, white or black.



Light background

A red logo may be placed only on a very light background or a completely black background.



Color Combinations

A white logo may be placed only on a colored background or a completely black background, but only in the case of grayscale print.

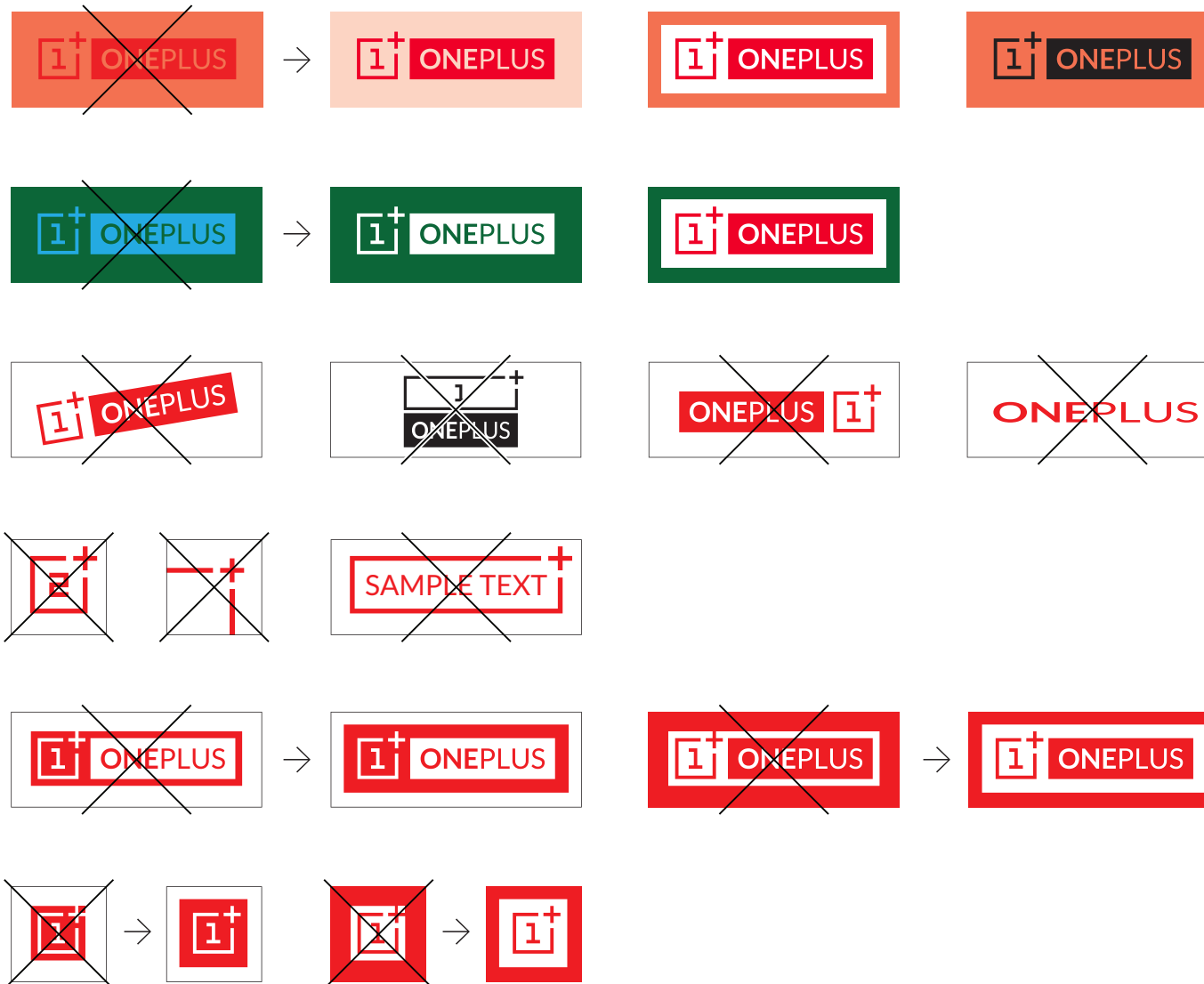


Grayscale

In case of a bright or complex background, use a white or black background.



IMPROPER USE



Do not use the red logo on a similarly colored background. Use only on a very light background or with a white shape under the logo or a grayscale version of the logo.

Never change the logo color to anything other than red, white or black.

If needing to use the red logo over another colored background, use a white or black shape under the logo.

Any logo alterations are prohibited.

Do not use small margin shapes under the logo. Instead, use bigger padding from the border. Please refer to the 'Logo Positioning' section for more information.

SMALL VERSION

In rare cases, a special logo has been designed with a symbol of 120% increased thickness and the word “ONE”.

This logo variation can only be used in case of needing a smaller sized logo for a product or corporate materials.

Original



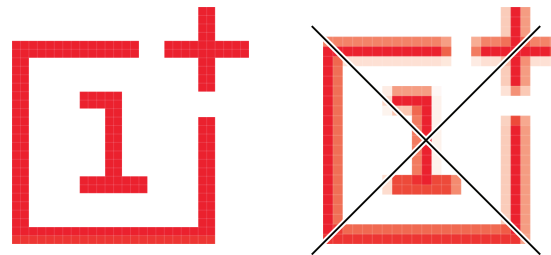
Small version



PIXEL PERFECT

As OnePlus is an IT company, it is necessary to understand the value of pixel perfect positioning on digital screen.

To ensure the logo will always look as sharp as possible, use only straight numerals when positioning and size of the logo image as seen below.



Logo image height

Image height step every 14px

14px — minimum

28px, 42px, 56px, 70px, 84px, ...



Image height with Padding

Image height step every 20px

20px — minimum

40px, 60px, 80px, 100px, ...



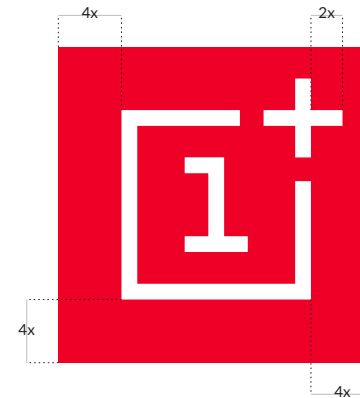
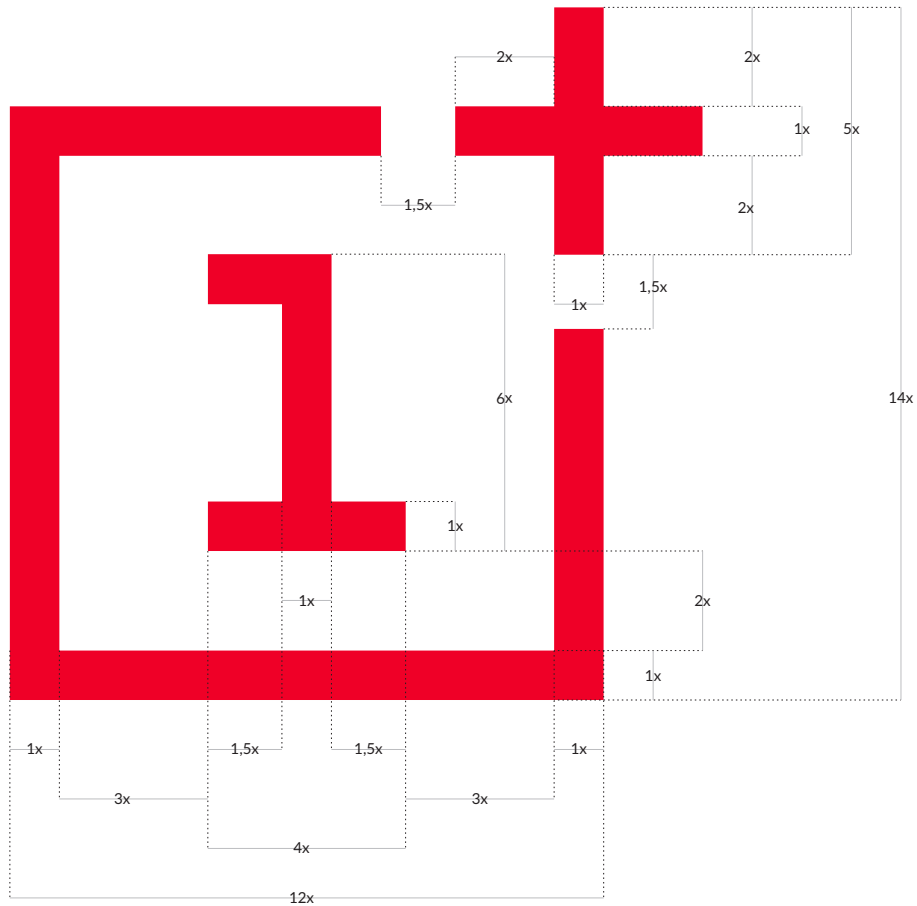
“OnePlus” TEXT WRITING

OnePlus — normal usage

ONEPLUS — logo only

The normal usage is different from the logo to make it easier to read within text. In the logo, the bolder color makes reading of the capitalized letters easier.

PROPORTIONS



The space and stroke width support each other with logical proportions.

CORPORATE COLORS PALETTE

The official color is a bright red. Different graduations of red will rarely be used unless for very specific marketing campaigns. The visual style of the company is quite flat, prohibiting large variations in gradients and limiting the corporate style to just three colors.



C 81% R 16
M 71% G 24
Y 59% B 31
K 76% #10181F

Pantone Black 6 C
Variable name: \$black



C 1% R 235
M 100% G 0
Y 92% B 40
K 0% #EB0028

Pantone 185 C
Variable name: \$primary

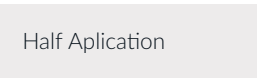


C 13% R 218
M 11% G 216
Y 12% B 214
K 0% #DAD8D6

Pantone Cool Gray 1 C
Variable name: \$lightminor

GRAY COLOR GRADUATION FOR DIGITAL SCREENS

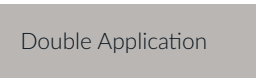
As perception of graphics on digital screens are quite different from actual print, more graduations of gray are necessary. The graduations of gray act to emphasize and differentiate certain text or images from the rest of the design. All gray graduations are based on the corporate gray color.



#ECEBEA
Variable name:
\$lightestminor



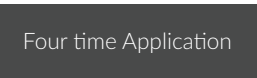
#DAD8D6
Variable name:
\$lightminor



#BAB6B3
Variable name:
\$minor



#87817D
Variable name:
\$darkminor



#4A4A4A
Variable name:
\$darkestminor

COLOR PROPORTIONS

It is recommended color proportions that follows only general corporate style.

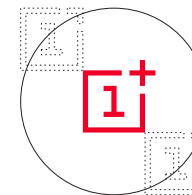
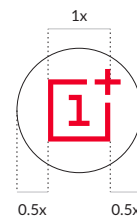
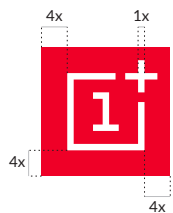
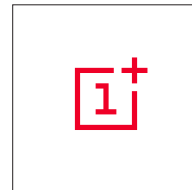
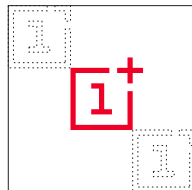
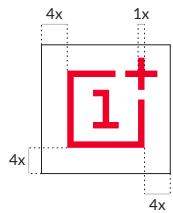
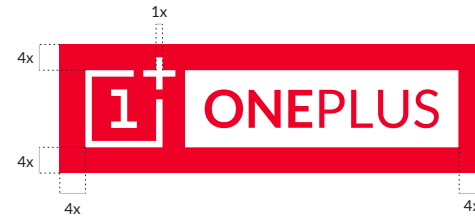
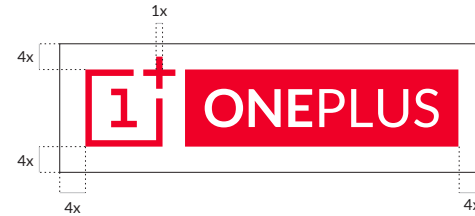
Color proportions could be very different concerning situation or marketing campaign.



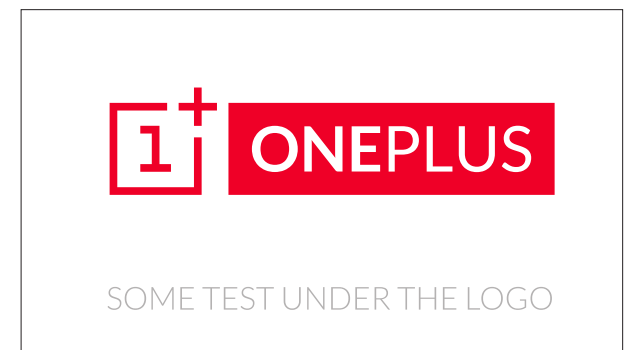
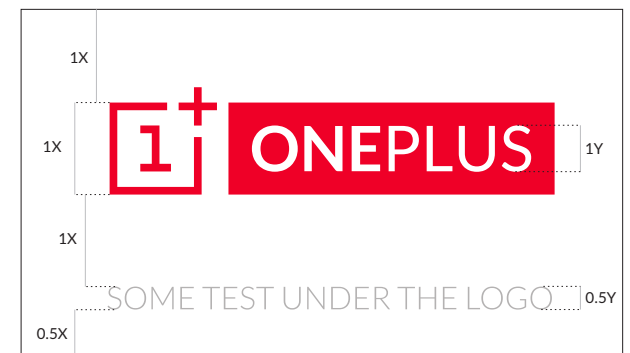
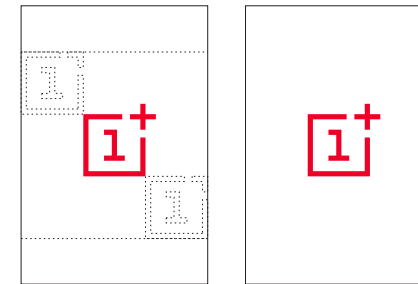
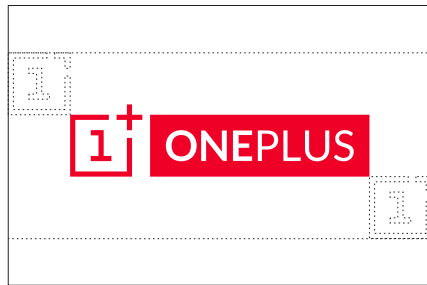
POSITIONING BASICS

Full "OnePlus" logo on only symbol can be placed in several ways:

1. With small margins where's margin equal to 4 stroke width of symbol.
2. With medium margins, where's margins equal to width of square of margin.
3. With margins bigger than square in logo, in that case logo is placing in the center not considering plus.
4. On circle shape only symbol logo can be placed. Margins must be not less than 0.5 of square width or bigger.



POSITIONING BASICS



TYPOGRAPHY

TYPEFACE

The primary OnePlus typeface is “Lato”, published under the open-source Open Font License by tyPoland foundry, with support from Google.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()<>?/.,';+=\|

- Avoid using italicized text. Italics can make the text look deformed and differ from the style of the rest of the text. Use bold text instead.
- When writing telephone numbers, format as follows: +1 (234)-567-8900
- Currently, the “Lato” font is not installed on every computer for web pages in html (language). It's thus recommended to include “Lato” using @font-face on every webpage.
- The substitute typeface for Mac is “Helvetica Neue”. The substitute typeface for Windows is “Arial”. The recommended body size for desktop webpages is 17px and 15px for mobile webpages.






Use this weight only:

Light	OnePlus	Primary thickness
Regular	OnePlus	Small text
Semibold	OnePlus	Bold text

Font styles	Case	Thickness	Font-size			
			Relative	Print	Desktop	Mobile
H1 “EPIC” TITLE	UPPERCASE	Light	4x	12mm	68px	60px
H1 TITLE	UPPERCASE	Light	3x	9mm	51px	45px
H2 TITLE	UPPERCASE	Light	2x	6mm	34px	30px
H3 Title	Sentence Case	Regular	1.5x	4.5mm	26px	23px
H4 Title	Sentence Case	Regular	1.33x	4mm	23px	20px
Regular text.	Sentence Case	Light	1x	3mm	17px	15px
Small text	Sentence Case	Regular	0.75x	2.25mm	13px	11px

- Corporate style uses UPPERCASE letters for main short titles. If the title is too long, use Sentence case instead.
- You also incorporate red to highlight certain words, selling points or most important part.
- Most important titles can be entirely red.
- H1 “Epic” can be used only 1 on page to catch person attention to the most important title.

MARGIN BASICS

Margin Name		Variable Ratio	A4 Print Landscape 297mm	A4 Print Portrait 210mm	Wide Desktop > 1366px	Small desktop > 1024px	Tablet > 600px	Mobile > 320px
margin-tiny		1x	2.2275mm ~2mm	1.575mm ~1.5mm	10.245px ~10px	7.68px ~8px	4.5px ~5px	2.4px ~3px
margin-small		2x	4.455mm ~4mm	3.15mm ~3mm	20.49px ~20px	15.36px ~15px	9px ~10px	4.8px ~5px
margin-medium		4x	8.91mm ~8mm	6.3mm ~6mm	40.98px ~40px	30.72px ~30px	18px ~20px	9.6px ~10px
margin-large		6x	13.365mm ~12mm	9.45mm ~9mm	61.47px ~60px	46.08px ~45px	27px ~30px	14.4px ~15px
margin-huge		10x	22.275mm ~20mm	15.75mm ~15mm	102.45px ~100px	76.8px 75px	45px	24px ~25px

Font-size has no inherent relation to margins, since there is no natural relation between font-size and margins. Instead, the margin will be closely tied to the layout in general, as margins are part of the layout as well.

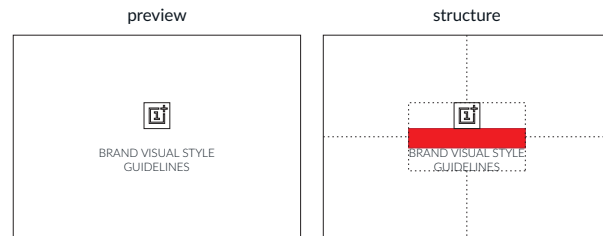
Along the same line, the font-size has no inherent relation to the size of the layout, since layout can be for example a portrait, or a landscape, and neither one of them imply a certain, more suitable font-size. It's a matter of personal taste and should be chosen with the visual aesthetics in mind.

To make it simple, we've created 5 universal margins and only one relative universal variable for every type of layout, product and material. With this being said, it's recommended to use these numbers as guidelines instead of strict laws, as to simplify the design process.

The margins in the table are calculated by the following formula:

$$X = \text{layout width} * 0.75 / 100$$

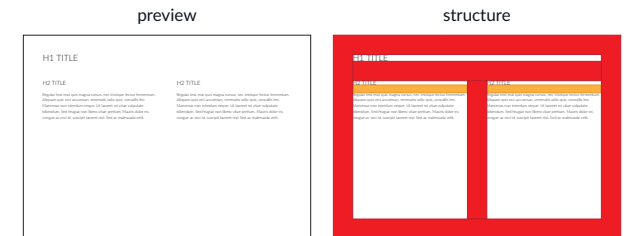
LAYOUT MARGINS LOGIC



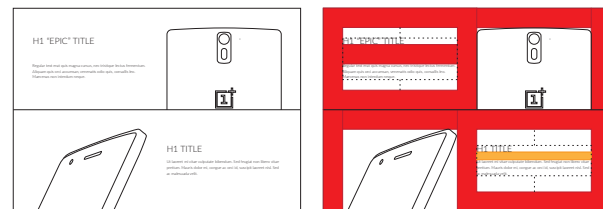
To emphasize attention on one single picture on a page, put the content in the center with equal margins on the sides.



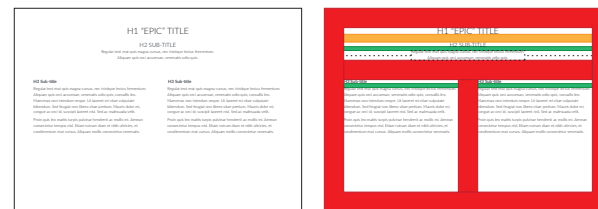
All texts following the H1 title should use the "medium" margin. A "huge" margin should be used between sections with different H1 tags. Every sub-section should be separated with a "large" margin, and text following H2 tags should use "small" margins.



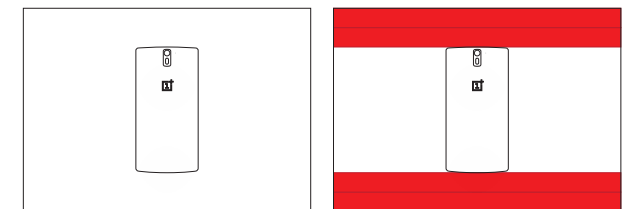
If there are paragraphs after the main title of the page, you can use a "huge" margin to divide it from the rest of content. This goes even if the title is not a H1 "epic" title.



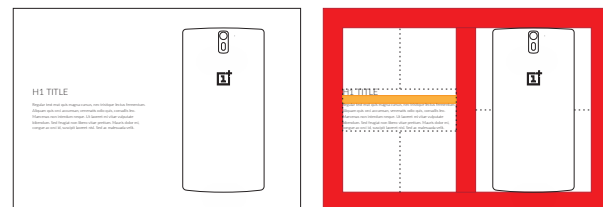
H1 "epic" title requires a "huge" margin to follow it. The side margins of content can also be varied to make the page look more dynamic.



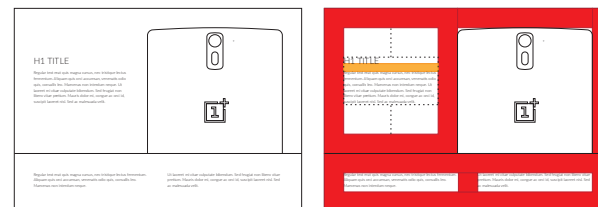
You may combine the H1 "epic" title with other titles and paragraphs. In that case, the "huge" margin will follow after the compiled title. Also, for better readability it is recommended to separate long texts into two columns.



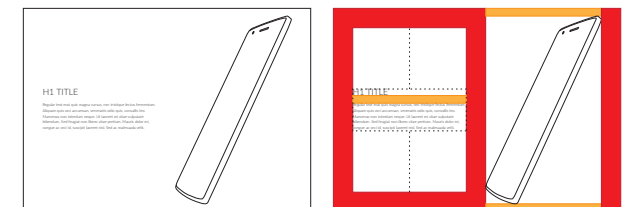
When a portrait object is placed in a landscape layout, you may use several margins. Whichever that will make for the best visual aesthetics.



To accent person attention on one single thing on a page you may put content in the center with equal margins on sides.



Some pictures of the product don't necessarily have to have margins from every side. Instead, those can be connected to the borders.



For very tall images, top and bottom margins can be smaller.

PARAGRAPH LAYOUT BASICS

H3 Sub-title

Morbi hendrerit erat quis magna cursus, nec tristique lectus fermentum. Aliquam quis orci accumsan, venenatis odio quis, convallis leo. Maecenas non interdum neque.

Proin quis leo mattis turpis pulvinar hendrerit ac mollis mi. Aenean consectetur tempus nisl. Etiam rutrum diam et nibh ultricies, et condimentum erat cursus. Aliquam mollis consectetur venenatis.

Ut laoreet mi vitae vulputate bibendum. Sed feugiat non libero vitae pretium. Mauris dolor mi, congue ac orci id, suscipit laoreet nisl. Sed ac malesuada velit.

H4 Paragraph title

Morbi hendrerit erat quis magna cursus, nec tristique lectus fermentum. Aliquam quis orci accumsan, venenatis odio quis, convallis leo. Maecenas non interdum neque. Ut laoreet mi vitae vulputate bibendum. Sed feugiat non libero vitae pretium.

Proin quis leo mattis turpis pulvinar hendrerit ac mollis mi. Aenean consectetur tempus nisl. Etiam rutrum diam et nibh ultricies, et condimentum erat cursus. Aliquam mollis consectetur venenatis.

H2 title

margin-huge

H3 title

margin-medium

font-size = 1x

paragraph margin = margin-tiny

line-height = 1.5x

small margin

margin-large

H4 title

small text