



**OVERNIGHT
PRINTS**

BRAND GUIDELINES



Primary Visual Mark

The primary logo is a classic logotype paired with an emblem. This is the primary logo for all brand communications. It's a trademark to help consumers easily identify our products, packaging, advertising and other materials. It is essential that the logo is always applied with care and respect in every application.

DO



DO



Do's and Don'ts

In order to maintain consistency, please take note of what is acceptable and what is not.

DO - Use approved variations of the Overnight Prints logo when the main logo is not applicable.

DON'T - Create new lockups, compress or adjust the width or size of the logo.

DON'T - Use legacy variations of the Overnight Prints logo.

DON'T set the logo in a new color.

DON'T



DON'T



DON'T





PRIMARY COLOR
#01AEE3



SECONDARY COLOR
#9DD1EF



TERTIARY COLOR
#0098C7



TERTIARY COLOR
#15303B



TERTIARY COLOR
#737375



TERTIARY COLOR
#D1D1D2

Colors

The color pallet is primarily composed of blues and gray, with usage of negative space (white). Conveying a simple, clean and easy feeling along with elegance and dependability, these colors tie in with the main lockup but also present a neutrality, leaving the focus on the products.

Blues - Are cooling in nature, and helps with balance and self-expression, some brilliant blues become dynamic and dramatic, an engaging color that expresses exhilaration, and used primarily on our call to action buttons.

Gray conforms - it is conventional, dependable and practical. It is a color of maturity and responsibility.

Primary Buttons CTA

GET STARTED ▶

Uses for workflow as the primary Call to Action button on all media. Use as main button on UX progression through checkout.

Font:
LATO HEAVY
1pt

Color Red
#c60707

Secondary Button Non CTA

UPLOAD IMAGE

Blue Upload:
#01AEE3 | #0098C7

Secondary Menu Bar

UPLOAD PAGE IMAGES

Primarily used on approval / checkout pages when the Secondary header appears.

Font:
LATO HEAVY
18pt

Color Gradient:
#9DD1EF | #FFFFFF

Buttons and Tabs

Buttons:

We exclusively use the box shape button, Do Not use pill shaped buttons.

Tabs:

Active ad Inactive tabs are universal and most often used. Non selectable tabs are in step progression where a step is required to proceed to the next area.

TABS

ACTIVE TAB

Font:
ARIAL BOLD
14pt

Color:
#01AEE3 | #FFFFFF

INACTIVE TAB

Active Color:
#9DD1EF

NON SELECTABLE

Inactive Color:
#9DD1EF

Non Selectable (Step Required) Color:
#D1D1D2

LATO BOLD

A B C D E F G H I K L M

N O P Q R S T V X Y Z

a b c d e f g h i j k l m n ñ

o p q r s t u v w x y z

LATO HARILINE

A B C D E F G H I K L M

N O P Q R S T V X Y Z

a b c d e f g h i j k l m n ñ

o p q r s t u v w x y z

ARIAL REGULAR

A B C D E F G H I K L M

N O P Q R S T V X Y Z

a b c d e f g h i j k l m n ñ

o p q r s t u v w x y z

Fonts

Lato

Open Source family of fonts (similar to Avenir). Clean style and versatile font with a variety of styles and weights. Font style can be used interchangeably to achieve desired effect for needed weight and contrast.

Email Use:

Primarily use a combo of Thin-Hairline with Semi-bold or Bold for contrast.

Arial

Basic clean easy font for web use and generic use when in question.

Website Body Copy:

Arial | Regular | 13pt | Black, #000000

Website Body Copy Highlight:

Arial | Regular | 13pt | Black, #01aee3

21pt line height | 10pt line height between paragraphs.

Examples of Fonts in Layouts

Web Banner Font Example

Lato Header with Arial body copy.

Lato:
Semi-bold
32pt
#000000



The web banner features a stack of business cards on the left. The top card is dark with 'ONP MARKETING' in blue and 'MARKETING STRATEGY' in red. Below it, the words 'ONS' and 'CONTENT' are visible. Two callouts point to the stack: 'Single Insert Up to 39pt.' and 'Double Insert Up to 52pt.'. The main text on the right reads 'SANDWICH BUSINESS CARDS' in a large, bold, sans-serif font. Below this, the text says 'Double up your business cards.' and 'We just satisfied your craving by giving you the option of adding fillings. Choose from a variety of colors with a single or double insert.' A blue 'SHOP NOW ►' button is positioned below the text. To the right of the button is a color palette titled 'Insert Colors Available' with 16 color swatches in two rows. The background of the banner is a light, textured surface.

Single Insert
Up to 39pt.

Double Insert
Up to 52pt.

**SANDWICH
BUSINESS CARDS**

Double up your business cards.

We just satisfied your craving by giving you the option of adding fillings. Choose from a variety of colors with a **single or double insert**.

SHOP NOW ►

Insert Colors Available

Arial:
Regular
14pt
#000000

Email Header Example

Lato Header with
Arial body copy in HTML.

Lato:
Bold
24pt
#ffffff

Lato:
Medium
60pt
#ccbd88

Lato:
Thin
40pt
#ccbd88



Lato:
Regular
12pt
#ffffff