OpenOwnership
Brand Guidelines
Version 1.1
2019

The graphic identity for OpenOwnership is summarised in this brand document.

Adhering to these guidelines will maintain a strong brand identity and establish rules for the consistent implementation of brand elements.

Index

1.0
Core Elements

Logo

The logo is the most visible element of the identity – a universal signature across all communications. It's a sign of quality that unites the identity.

Consistent application of the logo reinforces brand recognition and trust. For these reasons we always display the logo along with accompanying assets as specified in this document, without modification.

Use of the logo as part of any other logo is prohibited. The logo must not be combined with any other graphic element, e.g. text, illustration, or logotype. It may not be used in headlines or embedded in text.

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Logo on Background

The logo should be used as indicated in the diagrams. If the logo is used on top of a photo the logo should be used negative with a blue mark if the image allows.

Use white in combination with the blue background and the black logo version only when necessary.

01 Positive Logo
02 Negative Logo
03 Negative Logo Overlay
04 Monochromatic / Blue version

Clearance

In order to preserve the integrity of the logo it should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.

The minimum exclusion zone around the logo is equivalent to the height of the logo. A margin of clear space equivalent to this is drawn around the logo to create the invisible boundary of the area of isolation.

Exclusion zone requirements apply to text, graphics, photos or any other elements. This zone should be considered as the absolute minimum safe distance, in most cases the logo should be given even more room to breathe.

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1.1
Scale

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility.

There is no preset maximum size for the logo. The minimum size the primary logo may be used for print applications is 1 inch wide. For digital applications, the minimum size is 200 pixels wide. These sizes have been set to safeguard the integrity, readability and legibility of the logo at all times.

Minimum width for print — 1 inch
Minimum width for digital — 200 px

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Logo + Tagline

To give the brand flexibility a logo with a tagline may be used. Use of the tagline logo as part of any other logo is prohibited. The tagline logo must not be combined with any other graphic element, e.g. text, illustration, or logotype. It may not be used in headlines or embedded in text.

Consistent application of the tagline logo reinforces brand recognition and trust. For these reasons we always display the tagline logo along with accompanying assets as specified in this document, without modification.

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The Global Beneficial Ownership Register

1.1

Logo + Tagline
on Background

The tagline logo should be used as indicated in the pictures. If the tagline logo is used on top of a photo the logo should be used negative with a blue logo if the image allows.

Use white in combination with the blue background and the black logo version only when necessary.

01   Positive Logo
02   Negative Logo
03   Monochromatic / White version
04   Monochromatic / Blue version

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The Global Beneficial Ownership Register

01

OPEN OWNERSHIP

The Global Beneficial Ownership Register

02

OPEN OWNERSHIP

The Global Beneficial Ownership Register

03

OPEN OWNERSHIP

The Global Beneficial Ownership Register

04

Clearance

In order to preserve the integrity of the tagline logo it should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.

The minimum exclusion zone around the tagline logo is equivalent to the height of the logotype. A margin of clear space equivalent to this is drawn around the logo to create the invisible boundary of the area of isolation.

Exclusion zone requirements apply to text, graphics, photos or any other elements. This zone should be considered as the absolute minimum safe distance, in most cases the logo should be given even more room to breathe.

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The Global Beneficial Ownership Register

Scale

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility.

There is no preset maximum size for the logo. The minimum size the primary logo may be used for print applications is 1 inch wide. For digital applications, the minimum size is 150 pixels wide. These sizes have been set to safeguard the integrity, readability and legibility of the logo at all times.

Minimum width for print — 1 inch
Minimum width for digital — 180 px

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The Global Beneficial Ownership Register

OPEN OWNERSHIP

The Global Beneficial Ownership Register

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The Global Beneficial Ownership Register

Logotype

To give the brand flexibility a logotype may be used. Use of the logotype as part of any other logo is prohibited. The logotype must not be combined with any other graphic element, e.g. text, illustration, or logotype. It may not be used in headlines or embedded in text.

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Logotype on Background

The logotype should be used as indicated in the pictures. If the logo is used on top of a photo the logo should be used negative.

Use white in combination with the red background and the black logo version only when necessary.

01 Positive Logotype
02 Negative Logotype
03 Monochromatic / White version
04 Monochromatic / Blue version

OPEN OWNERSHIP

01

OPEN OWNERSHIP

02

OPEN OWNERSHIP

03

OPEN OWNERSHIP

04

1.3
Clearance

In order to preserve the integrity of the primary logotype it should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logotype.

The minimum exclusion zone around the logotype is equivalent to the height of the logotype. A margin of clear space equivalent to this is drawn around the logotype to create the invisible boundary of the area of isolation.

Exclusion zone requirements apply to text, graphics, photos or any other elements. This zone should be considered as the absolute minimum safe distance, in most cases the logotype should be given even more room to breathe.

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1.3
Scale

There are no predetermined sizes for the logotype. Scale and proportion should be determined by the available space, aesthetics, function and visibility.

There is no preset maximum size for the logotype. The minimum size the logotype may be used for print applications is 1 inch wide. For digital applications, the minimum size is 200 pixels wide. These sizes have been set to safeguard the integrity, readability and legibility of the logo at all times.

Minimum width for print — 1 inch
Minimum width for digital — 200 px

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Mark

Under certain circumstances we prefer to simply use the mark on its own instead of the full primary logotype. In general, these are communications where the identity has already been established, either through use of the full logo, in copy, or by voiceover.

Alternatively, there will be situations in which we will want the brand to appear more recessive. In these instances, we want the graphics to be the main element and the icon to act as a subtle sign off.

The minimum clear space around the mark is equivalent to half of the width of the icon, using the same principles as the primary logotype.

Mark on Background

The mark should be used in blue whereever possible. The white version should only be used when color or photo background do not allow for good contrast.

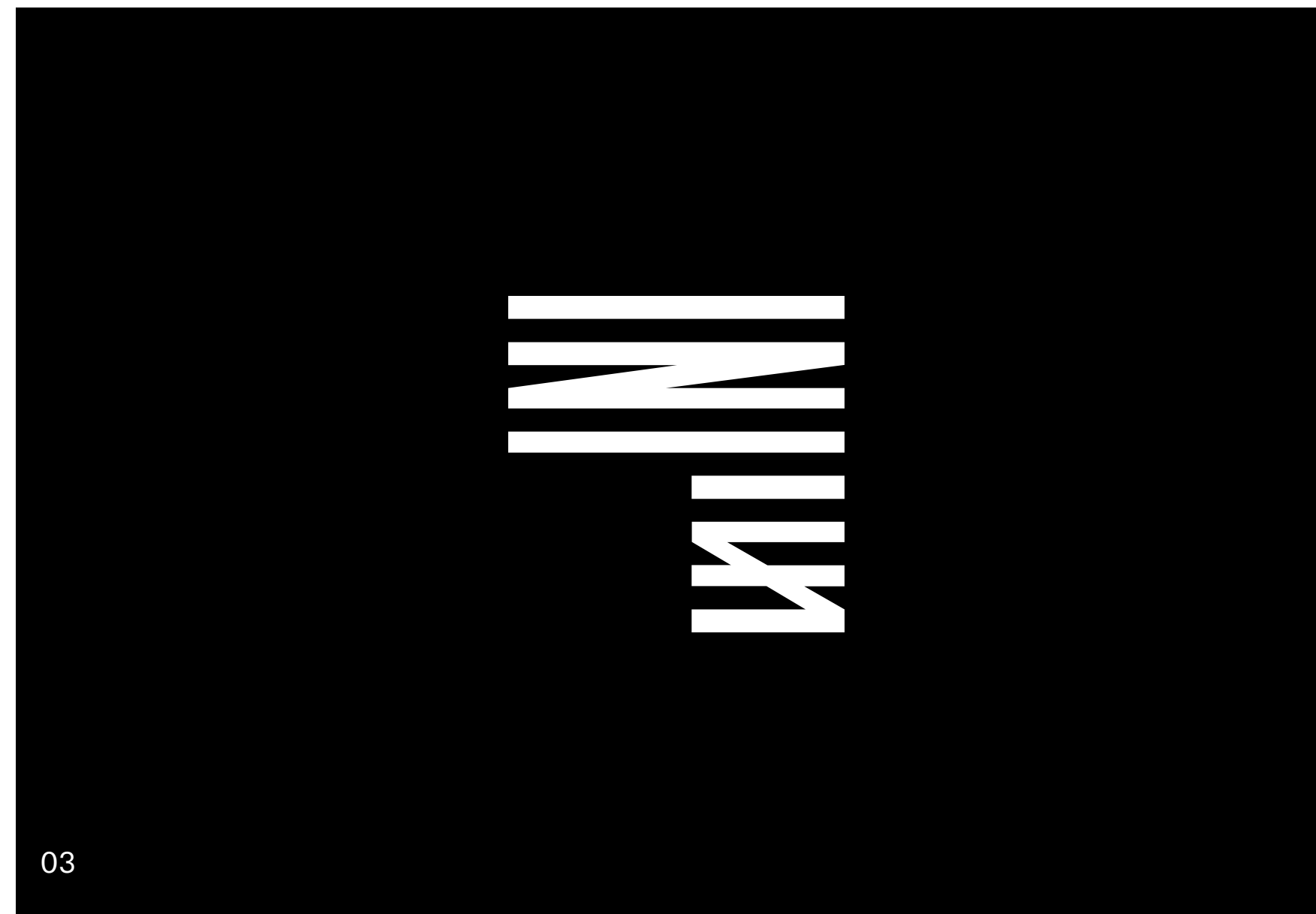Use the black version only when absolutely necessary.

01 Positive mark
02 Negative mark on photo
03 Monochromatic / White version
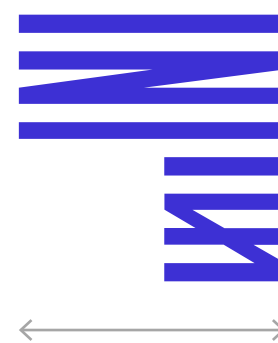04 Monochromatic / Blue version

01

02

03

04

1.4
Mark Scale

There are no predetermined sizes for the mark. Scale and proportion should be determined by the available space, aesthetics, function and visibility.

There is no preset maximum size for the mark. The minimum size the mark may be used for print applications is 1 inch wide. For digital applications, the minimum size is 100 pixels wide. These sizes have been set to safeguard the integrity, readability and legibility of the mark at all times.

Minimum width for print — 1 inch
Minimum width for digital — 100 px

1.5
Social Mark

The version of the mark was developed as avatar
icon for everything social.

Social Mark
on Background

The mark should be used in blue whereever possible. The white version should only be used when color or photo background do not allow for good contrast. Opacity is allowed when the icon is used as watermark 02.
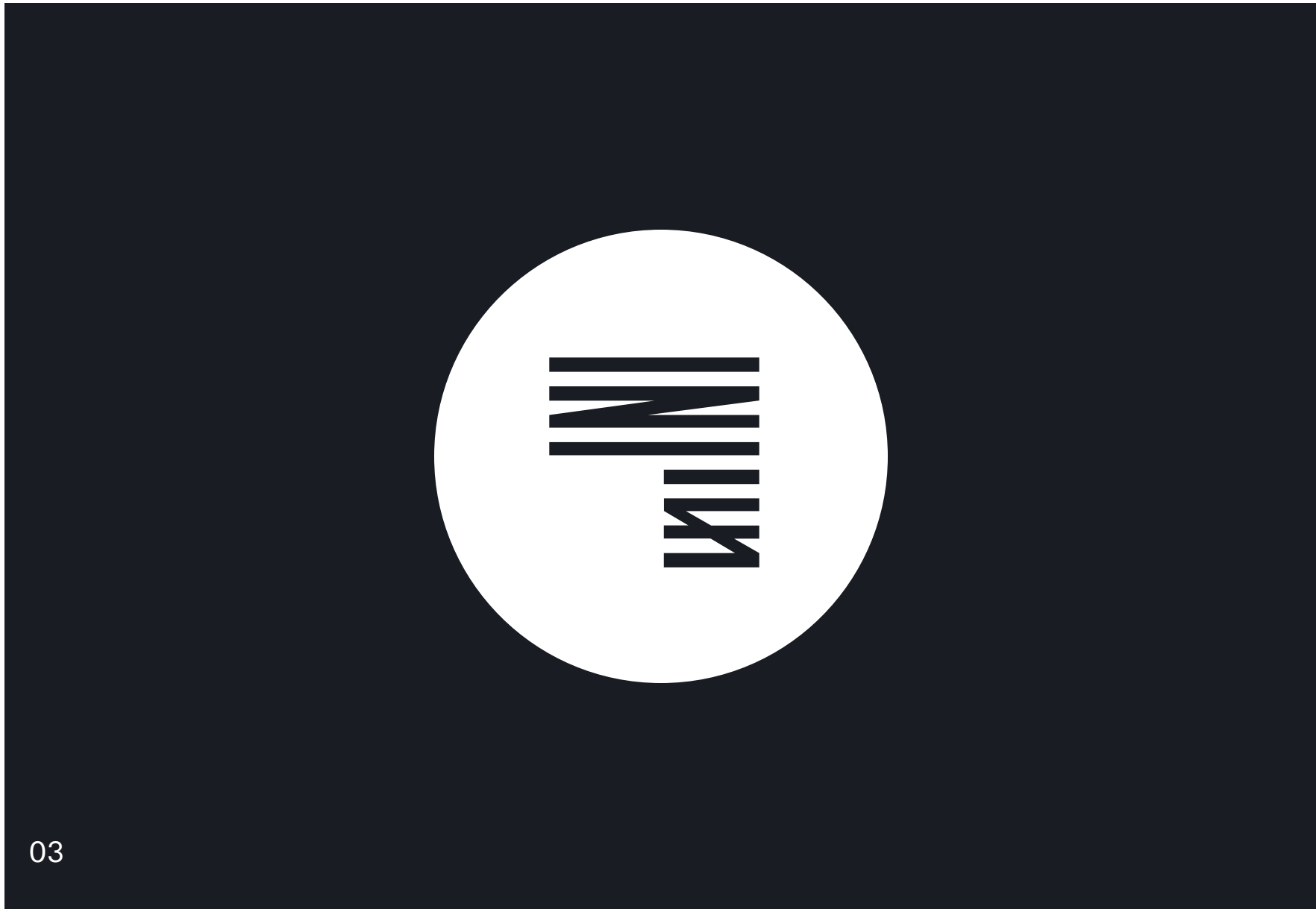
01 Positive mark
02 Negative mark 70% opacity
03 Monochromatic / White version
04 Monochromatic / Blue version

01

02

03

04

1.5
Social Mark Scale

There are no predetermined sizes for the
social mark. Scale and proportion should be
determined by the available space, aesthetics,
function and visibility.

There is no preset maximum size for the mark.
The minimum size the mark may be used for
print applications is 1 inch wide. For digital
applications, the minimum size is 100 pixels
wide. These sizes have been set to safeguard the
integrity, readability and legibility of the mark at
all times.

Minimum width for print — 1 inch
Minimum width for digital — 100 px

2.0
Colour
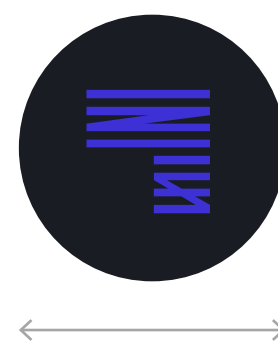
Primary Colours

Colour is used to evoke emotion, express personality and stimulate brand association. At the same time, it also unifies the identity.

The colour Dull Blue is defined to be professional and clear and it is the core identity color.

The primary palette should be used in all occasions for the brand marketing communications. The palette has been designed to give flexibility in the design of literature off and online. Percentage tints can be used of any of these colours where required, although ideally used as is.

	Mirage	Cloud Burst	Dull Blue	Pattens Blue	Malachite
RGB	25, 29, 35	54, 63, 78	61, 48, 212	220, 238, 255	37, 203, 85
Hex	#191d23	#363f4e	#3d30d4	#dceeff	#25cb55
CMYK	29, 17, 0, 86	31, 19, 0, 69	71, 77, 0, 17	14, 7, 0, 0	82, 0, 58, 20

2.2
Secondary Colours

Secondary colors are mostly used as background colors in order to support and highlight the primary colour pallette.

Additional colors can be considered for use on communication materials if determined as necessary.

Anti-flash White

Spring Wood

RGB	243, 243, 245
Hex	#f3f3f5
CMYK	1, 1, 0, 4

RGB	249, 247, 242
Hex	#F9F7F2
CMYK	0, 1, 3, 2

Neutrals

Neutral colors are applied to text and icons to create some balance within a colorful system.

Black	Dark	Grey	Dim	Light

Black
RGB 0, 0, 0
Hex #000000
CMYK 0, 0, 0, 100

Dark
RGB 117, 117, 117
Hex #757575
CMYK 0, 0, 0, 54

Grey
RGB 166, 166, 166
Hex #a6a6a6
CMYK 0, 0, 0, 35

Dim
RGB 229, 229, 229
Hex #e5e5e5
CMYK 0, 0, 0, 10

Light
RGB 245, 245, 245
Hex #f5f5f5
CMYK 0, 0, 0, 4

Guide

As part of the implementation guide a number of secondary coours were selected to seperate out the content. These should only be used within the context of the guide.

Consider	Commit	Legal	Systems	Data	Publish
RGB 219, 0, 201	RGB 127, 18, 224	RGB 0, 155, 254	RGB 0, 199, 226	RGB 30, 193, 111	RGB 245, 245, 245
Hex #DB00C9	Hex #7F12E0	Hex #009BFE	Hex #00C7E2	Hex #1EC16F	Hex #1BB0A7
CMYK 41, 84 , 0, 0	CMYK 77, 82, 0, 54	CMYK 73, 33, 0, 0	CMYK 68, 0, 14, 0	CMYK 71, 0, 71, 0	CMYK 74, 1, 41, 0

3.0
Typography

Typefaces (Serif)

Publico is a serif typeface designed by Paul Barnes and Christian Schwartz, chosen to be the primary serif headline display font for articles and editorial posts.

Structurally, Publico takes many cues from contemporary type design, with its narrow proportion, consistent character widths, square, sturdy skeleton, and a pleasant openness. The balanced interplay between sharp serifs and soft ball terminals and lack of fussy details gives the face a clean, contemporary look and a quiet elegance, and the wide range of weights makes Publico Headline well-suited to any kind of publication or digital design.

Anyone authoring creative should purchase necessary lincenses for these typefaces. They are available from Commercial Type in various formats for desktop and web use, OTF formats work on both Windows and Mac operating systems.

Due to high licensing costs for digital and desktop applications, Publico may be replaced by the open source license Google font Playfair Display.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
ff fi fl ffi ffl ffj fft fj ft tt æ œ

Publico Bold

3.1
Typefaces (Serif)

Publico Headline comes in many weights, but
the core weights are Light, Regular and Bold.

Light
Regular
Bold

Light
Regular
Bold

The quick brown fox **jumps** over the lazy dog

Publico Headline Regular + Bold

3.1
Typefaces (Sans)

Atlas Grotesk is defined as the primary sans serif typeface.

Atlas Grotesk is a grotesque sans-serif typeface designed by Kai Bernau, Susana Carvalho and Christian Schwartz. It was released through Commercial Type in 2012. The design was inspired by sans-serifs from the 1950s, particularly Mercator (known as the "Dutch Helvetica"). Atlas Grotesk makes a great alternative to Helvetica as it is much less commonly used on the web. Atlas Grotesk is available in six weights—thin, light, regular, medium, bold and black—each with matching italics.

Anyone authoring creative should purchase necessary lincenses for these typefaces. They are available from Commercial Type in various formats for desktop and web use, OTF formats work on both Windows and Mac operating systems.

Due to high licensing costs for digital and desktop applications, Atlas Grotesk may be replaced by the open source license Google font Arimo.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
ff fi fl ffi ffl ffj fft fj ft tt æ ij œ

Atlas Grotesk Bold

Due to its legibility, Atlas Grotesk is likewise useful for all digital applications as it allows for larger letters in tighter spaces, improving readability for users.

Light
Regular
Bold

Light
Regular
Bold

The quick brown fox **jumps** over the lazy dog

Atlas Grotesk Regular + Bold

Type System

Publico Bold is the default headline font. For articles and quotes variants of Publico should be used.

Atlas Grotesk should be used for all body copy.

The logotype and mark are brand elements which should be included.

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Logotype

Lorem Ipsum Dolor Sit Amet Consectetur

Publico Bold

Louise Russell-Prywata
Mar 2019

Atlas Grotesk Regular

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt

Atlas Grotesk Bold

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Atlas Grotesk Regular

Mark

4.0
File Formats

4.0
File Formats

AI (electronic files provided)
AI stands for Adobe Illustrator Artwork. This is the preferred file format for reproducing the elements in all use cases. AI files are scalable and resolution-independent, making them ideally suited for reproduction in Pantone (Spot), Process (CMYK), and onscreen (RGB) environments. AI is the primary format for distributing the artwork. For all forms of print applications, AI files should always be used. For electronic media, the RGB version of the AI logos may be used if the logo needs to be inserted into another graphic. An AI file can be used to create a SVG file for other web or onscreen needs. Please do not open any of the AI files. These files are intended to be downloaded, placed and sized directly within a layout software application such as Adobe InDesign.

PNG / GIF
PNG stands for Portable Network Graphics. PNG files are RGB only, resolution-dependent @ 72 ppi (pixels per inch measures the resolution provided by devices in various contexts), and limited to a 256-colour maximum colour palette. These files may be scaled down, but not up. Use GIF ONLY for electronic media and NEVER for print. PNG is appropriate for online use of images that are composed primarily of lines and solid blocks of colour. Use PNG for any onscreen applications of the logo.

If there is a need for assets in any other file format, these files should always be created from the AI files, using the appropriate colours and clear space, and at 100% of the final placed size.

RGB
RGB (Red, Green, Blue) files should only be used when creating artwork for viewing onscreen. This can be for use within raster programs such as Adobe Photoshop when creating graphics for the web, or for placement into page layout programs such as Adobe InDesign for creation of PDFs to be viewed onscreen, or into PowerPoint for presentation decks.
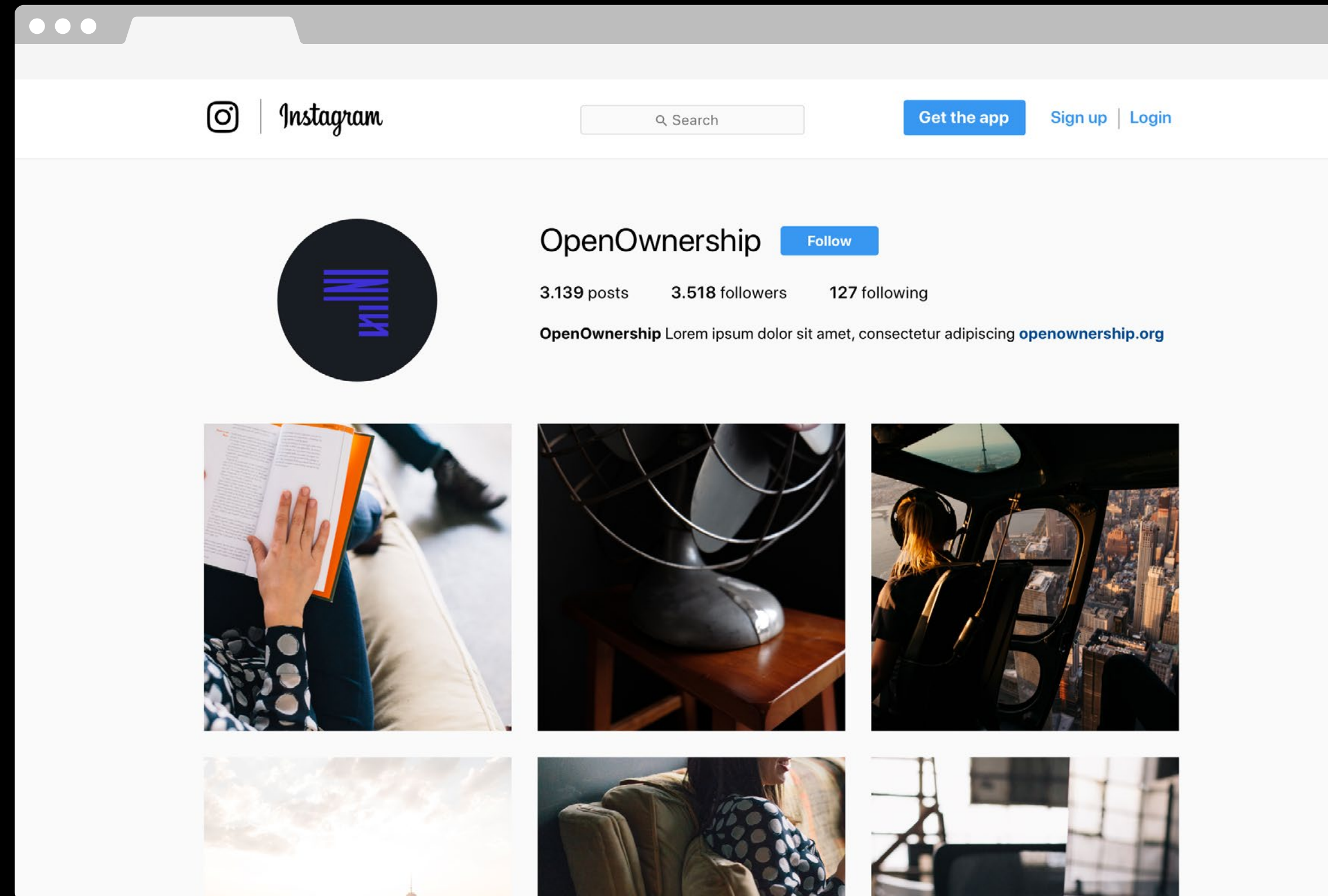
CMYK
Used exclusively for print, the colours within CMYK files have been separated into Cyan, Magenta, Yellow and Black. These files are to be placed into page layout programs such as Adobe InDesign for output to process lithography or digital printing. Do not use these files for the creation of artwork that will be viewed onscreen.
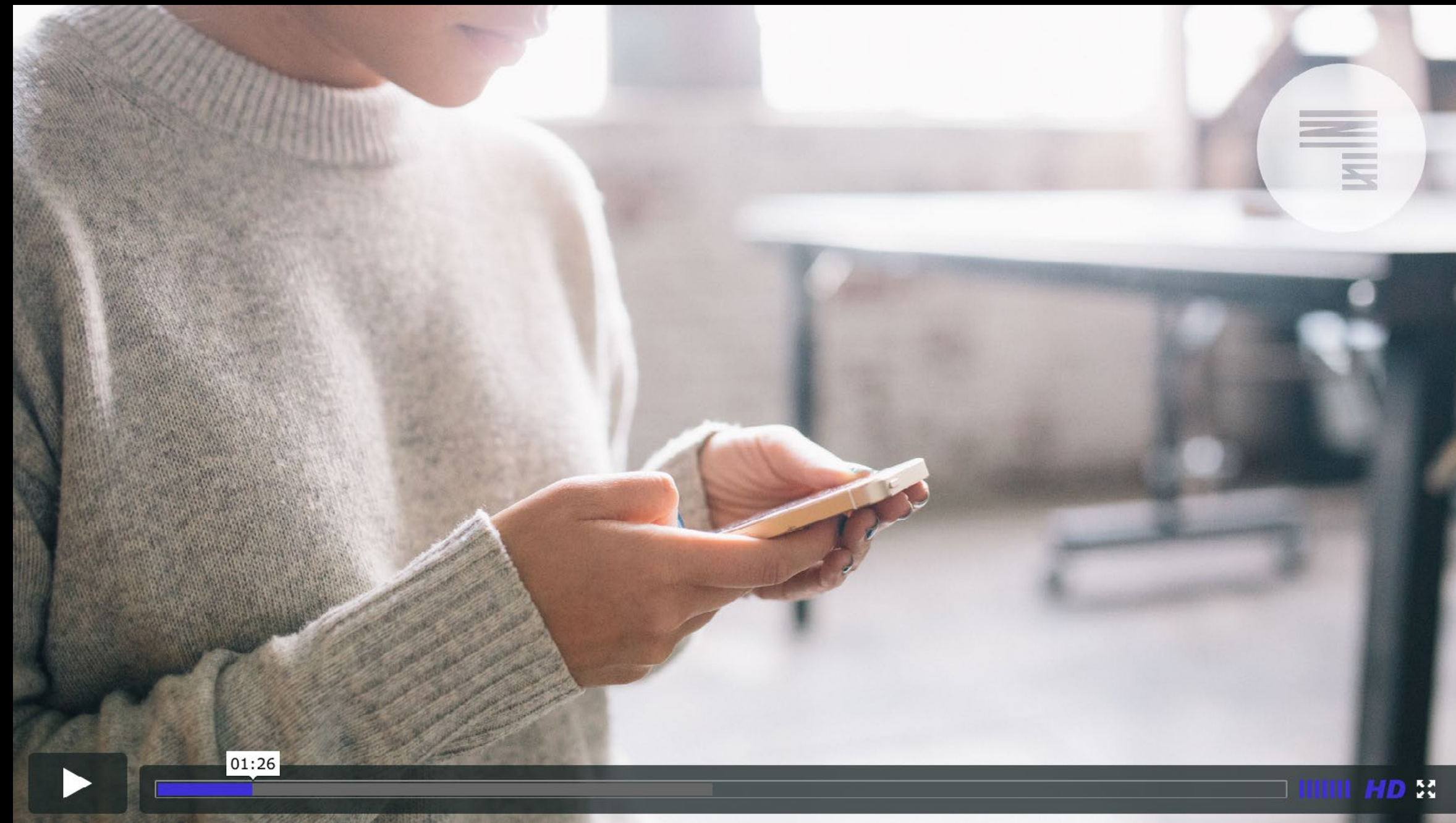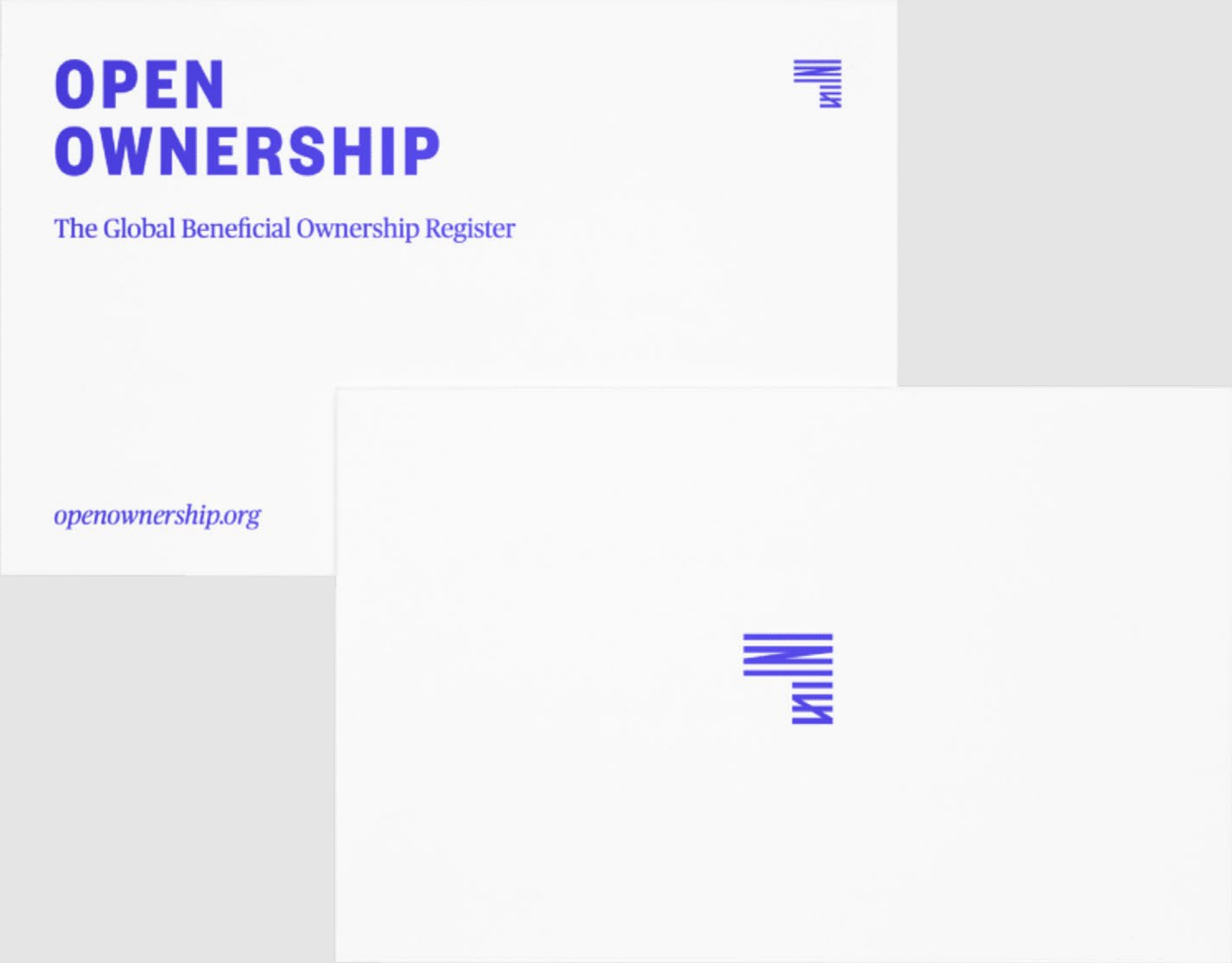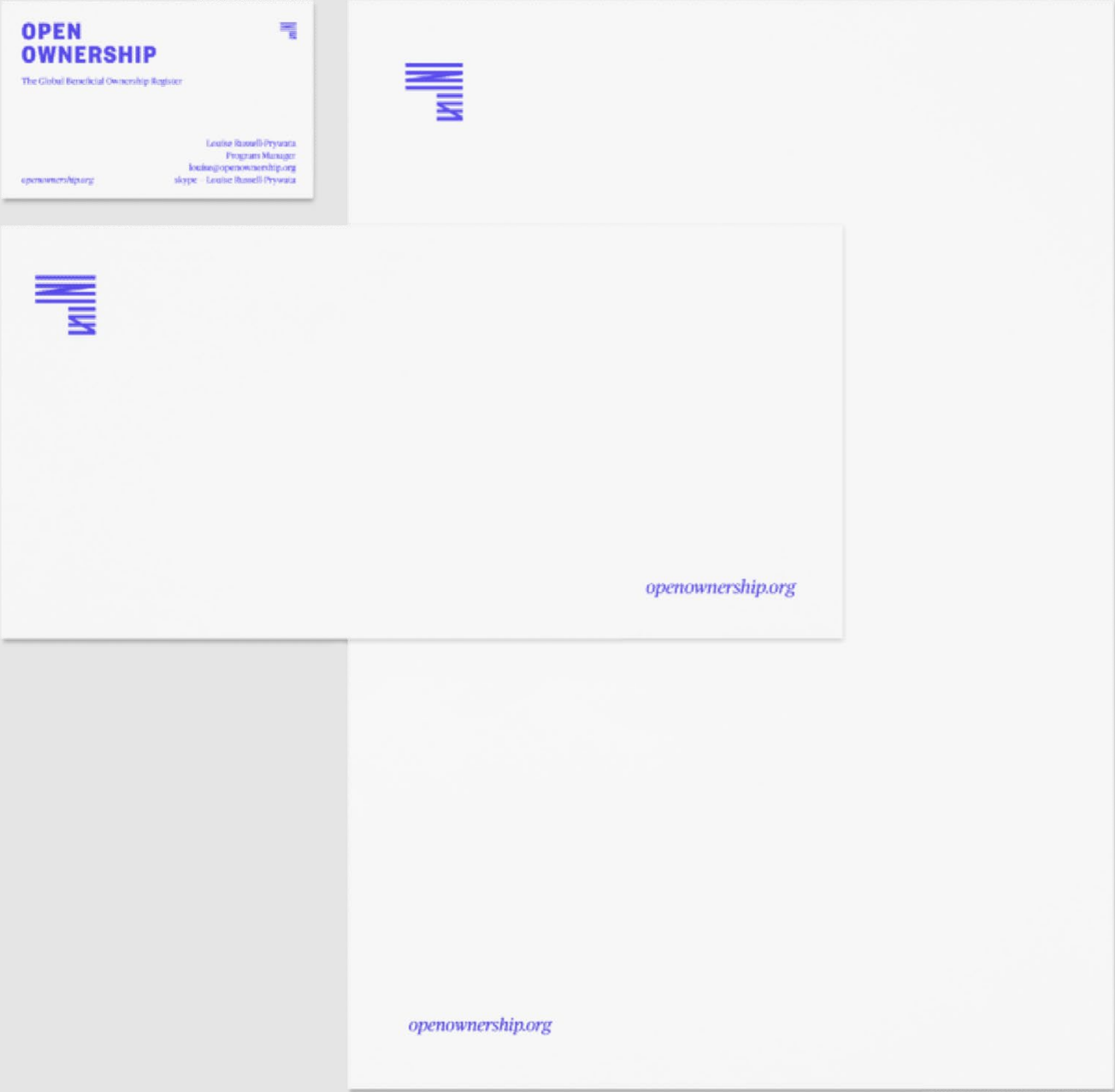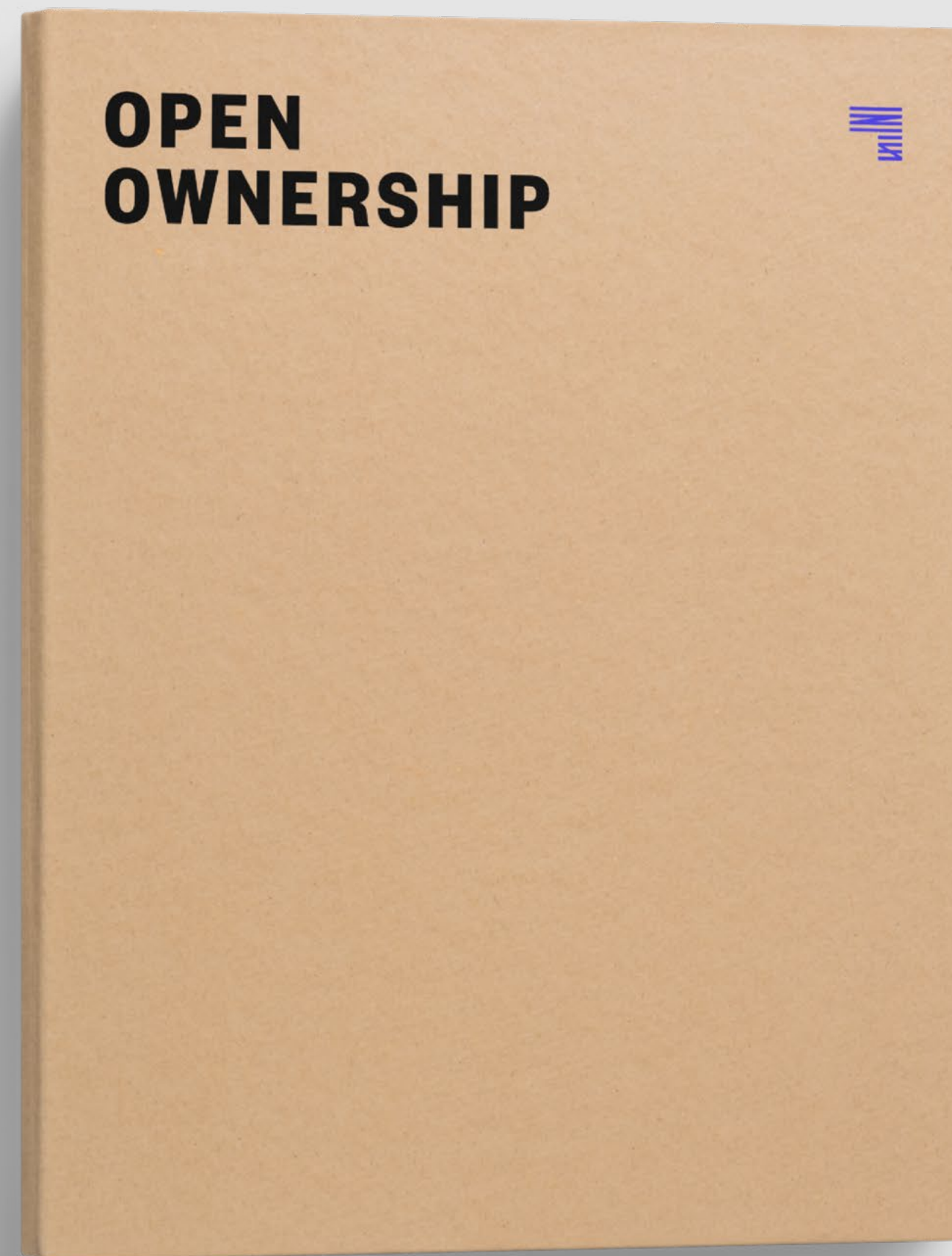
5.0
Application

Digital

Digital

5.1
Digital

5.1
Digital

01:26   HD

5.2
Print

5.2
Print

Print

Print

Print
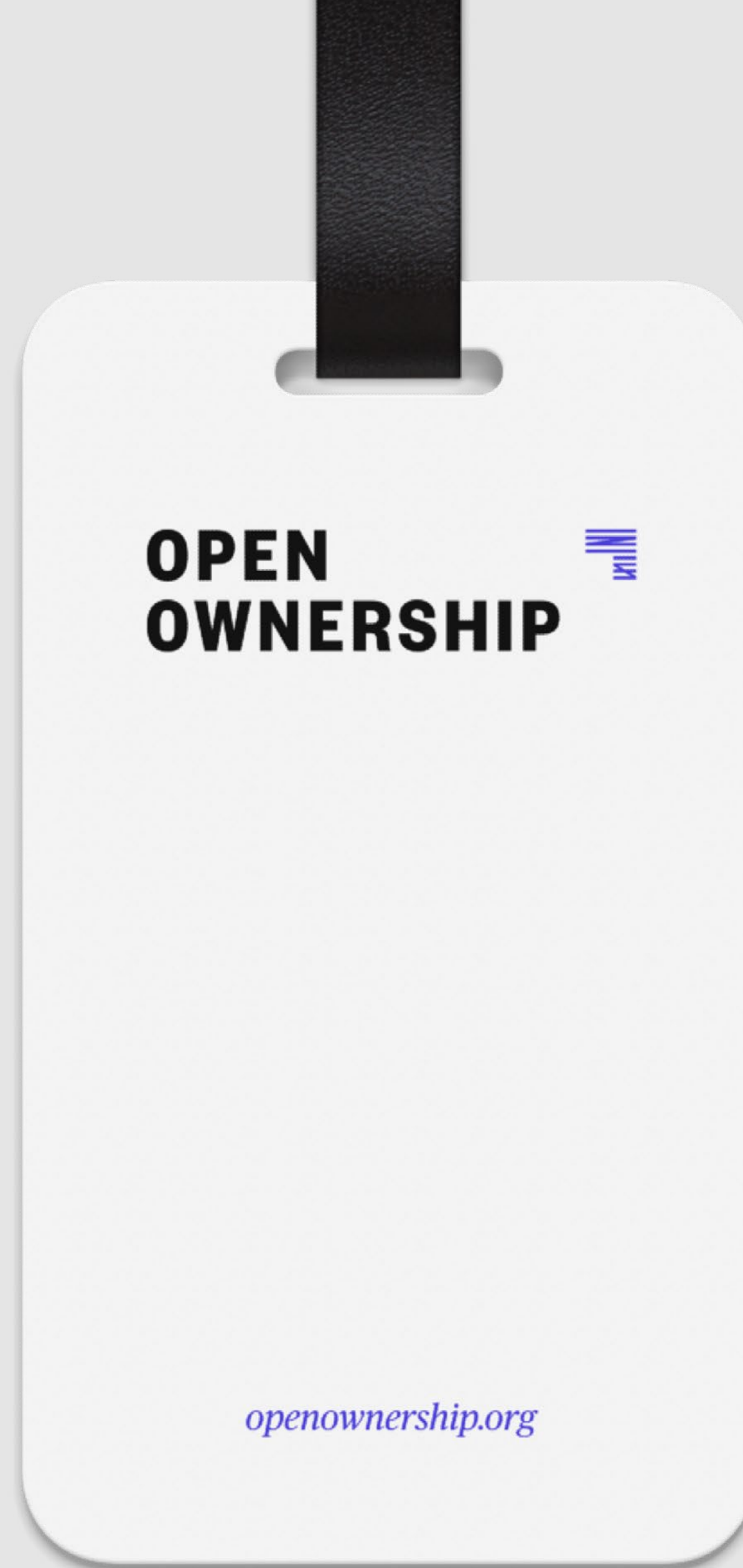
support@openownership.org