

The Ouya logo consists of the word "Ouya" in a stylized, rounded font. The letter "O" is a simple circle, the "U" has a vertical stroke on its left side, and the "Y" and "A" are connected by a curved arch at the top. All letters are filled with a bright orange-red color.

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# BRAND GUIDE

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**OUYA IS A NEW KIND OF  
GAME CONSOLE FOR THE TV  
THAT BRINGS THE OPENNESS  
OF MOBILE AND INTERNET  
PLATFORMS TO THE BIG  
SCREEN FOR THE FIRST TIME.**

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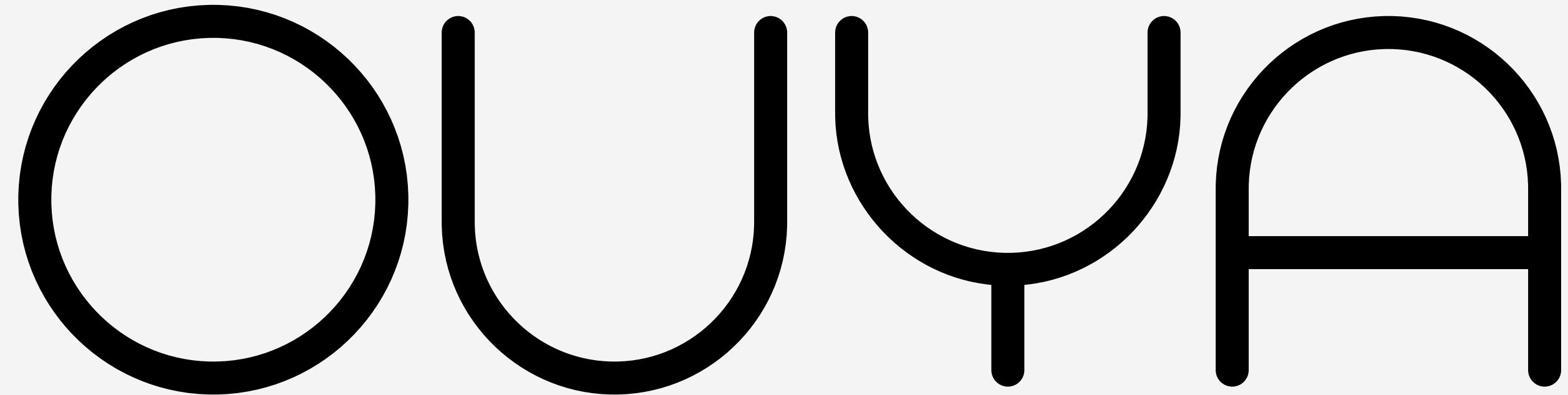
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# LOGO

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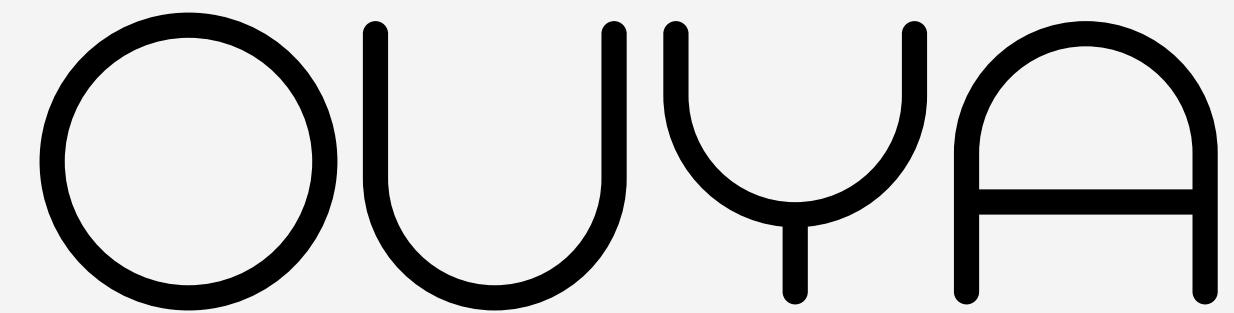
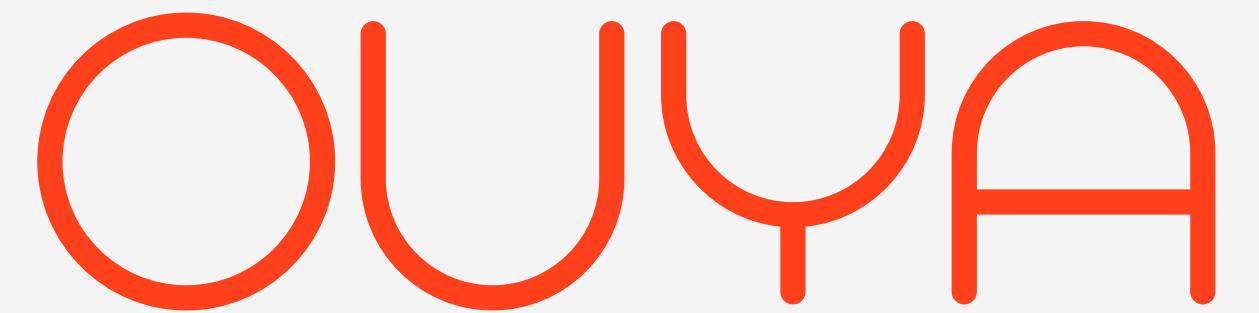
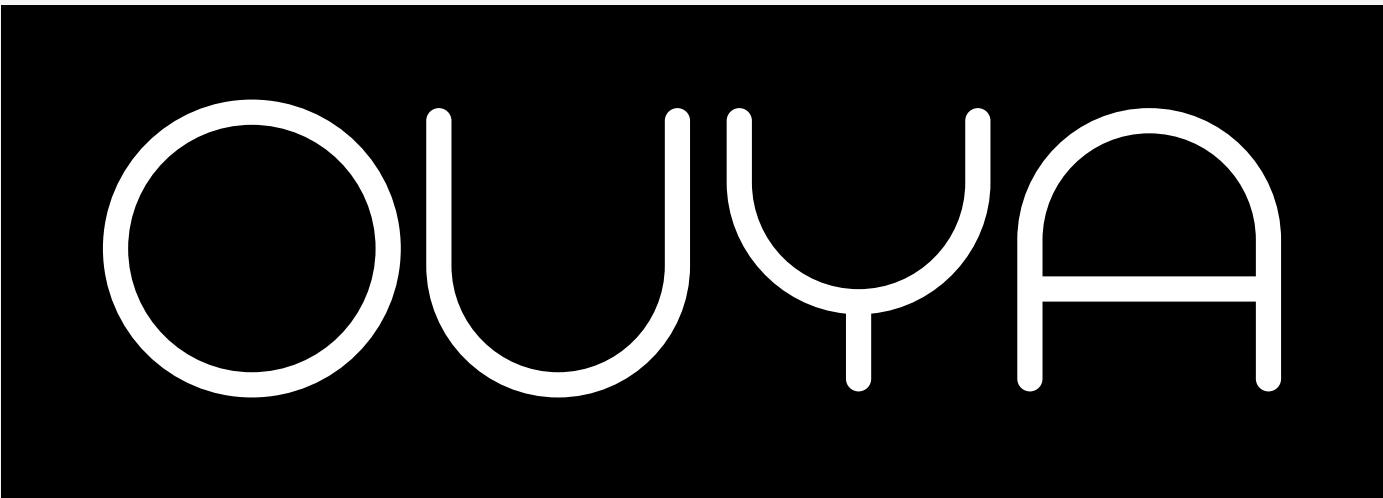
**THE OUYA MARK IS THE  
CHIEF EXPRESSION OF THE  
BRAND, SERVING AS THE  
FOUNDATION FOR ALL  
VISUAL COMMUNICATION.**





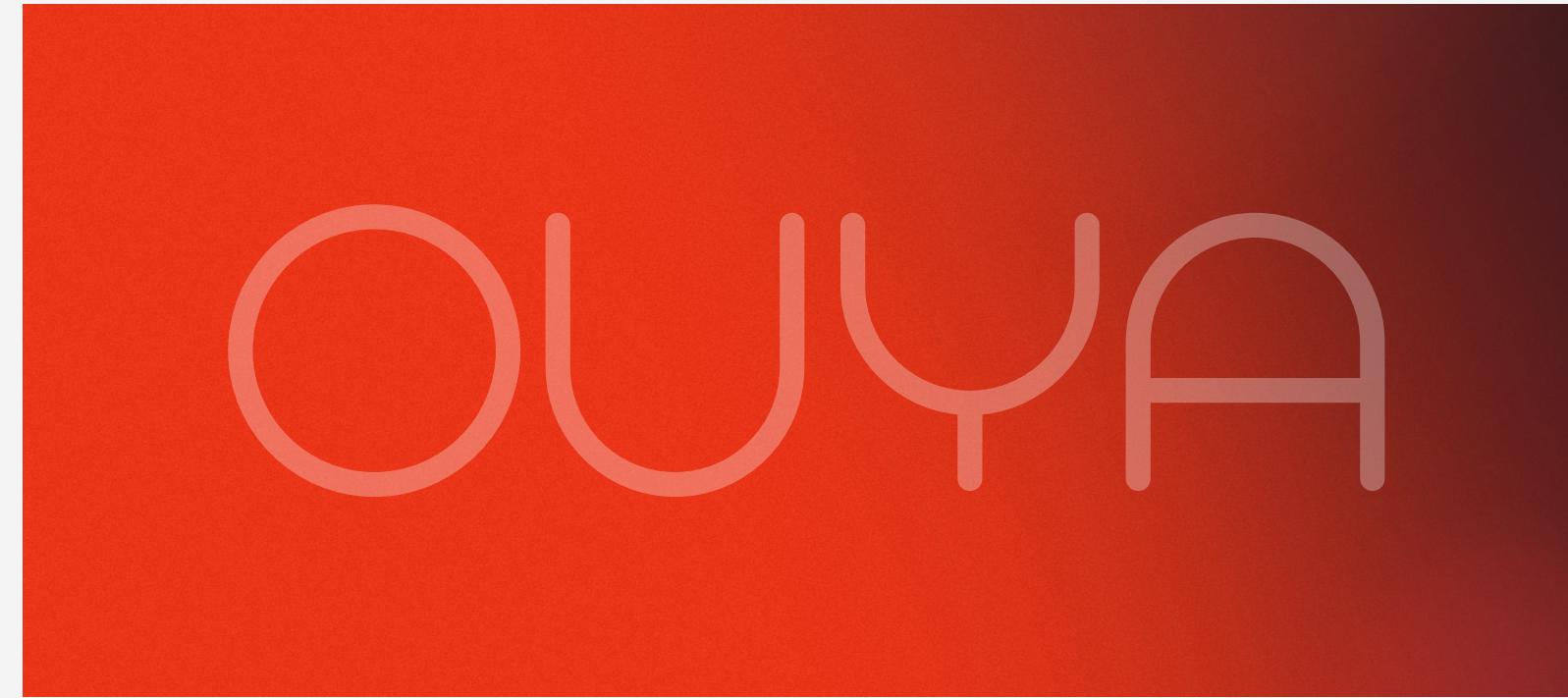
## LOGO ▶ PRIMARY MARK

The primary logo for the OUYA brand is a single wordmark. Created from a custom-made typeface, the letterforms are rounded and geometrically shaped, conveying a futuristic modernity. The negative space in the large counters creates a contrast with the thin stroke width, establishing a visual openness. This design element corresponds with the OUYA principle of providing an open gaming platform for users and developers alike.

The OUYA logo, featuring the word "OUYA" in a bold, sans-serif font. The letters are outlined in black, with the "O" being a thick circle and the "Y" having a distinct vertical stroke.The OUYA logo, featuring the word "OUYA" in a bold, sans-serif font. The letters are outlined in red, with the "O" being a thick circle and the "Y" having a distinct vertical stroke.

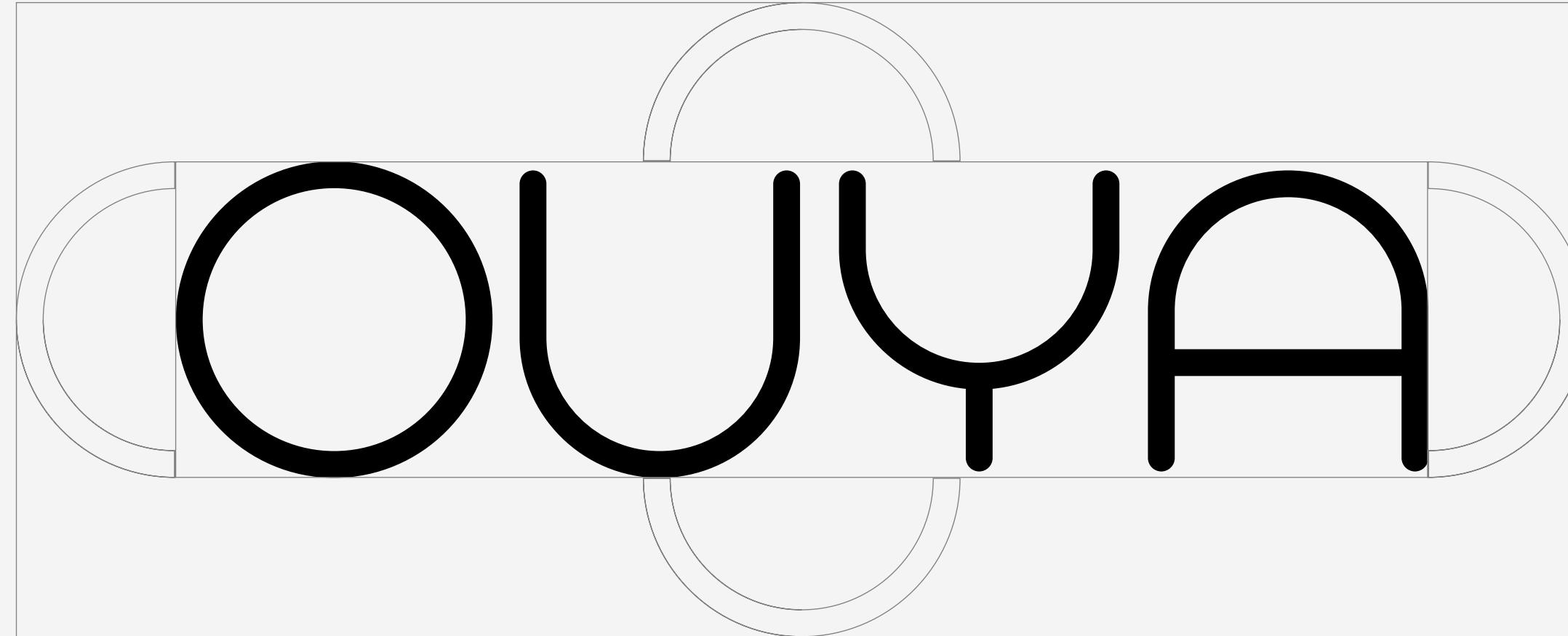
## LOGO ▶ APPROVED COLORS

To ensure loyalty to the brand, the OUYA logo must only be displayed in a limited palette of color options. It is critical that the logo is not expressed in anything other than black, white or the signature OUYA red, unless otherwise directed (see next page). Whenever possible, please use the colored logo, as it is most representative of the brand.



## LOGO ▶ APPEARANCE ON BACKGROUND

The nature of the OUYA UX will cause a constantly evolving graphic interface. To accommodate the range of visual possibilities that will serve as a background to the logo, the wordmark is expressed in 30% opacity white. This creates a subtle overlay effect and gives the logo an adaptive ability to transform and compliment the digital environment.



## LOGO ▶ CLEAR SPACE

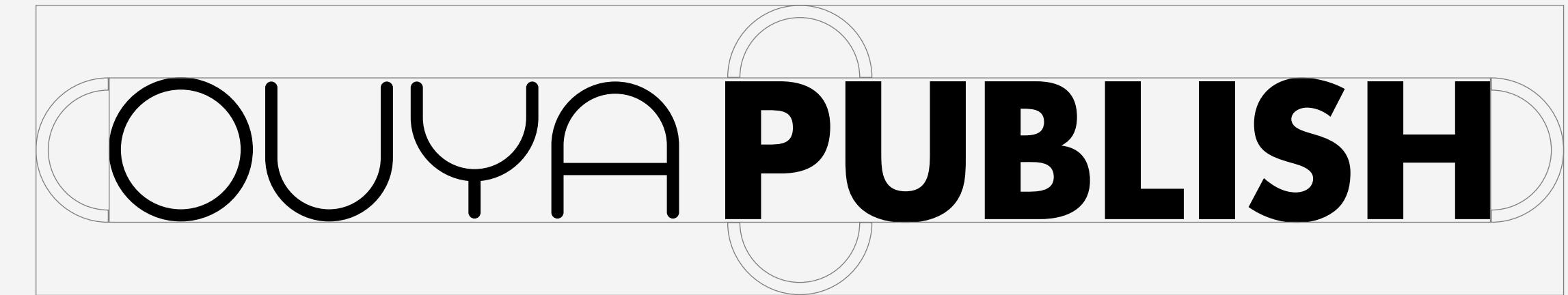
A border of clear space around the logo ensures maximum visibility and impact for every communication. The measurements show the minimum space required that must be free from other graphic elements. The protective space required is equal to the half the height of the letter 'O' from the OUYA mark to create a bumper on the top, bottom, and sides as shown.

# OUYA PUBLISH

# OUYA DEVS

OUYA approved logo

Futura Bold



## LOGO ▶ SECONDARY BRAND EXTENSIONS

Within the OUYA brand, there are several subdivisions that require individual identities. Although these subcategories are their own entity that require unique treatment, it is crucial that they remain within the established OUYA visual language. Secondary extensions are expressed by combining the OUYA wordmark with title of the division. These titles are set in Futura Bold with all capital letters. The wordspace between the two titles is slight, as the contrast in letterform provides adequate differentiation.

# OUYA PARTNERS

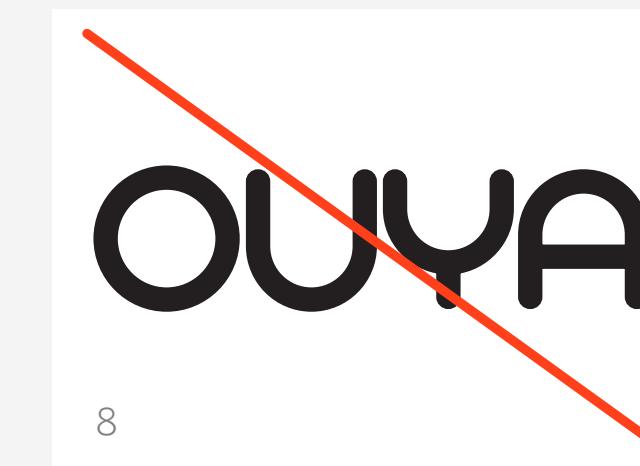
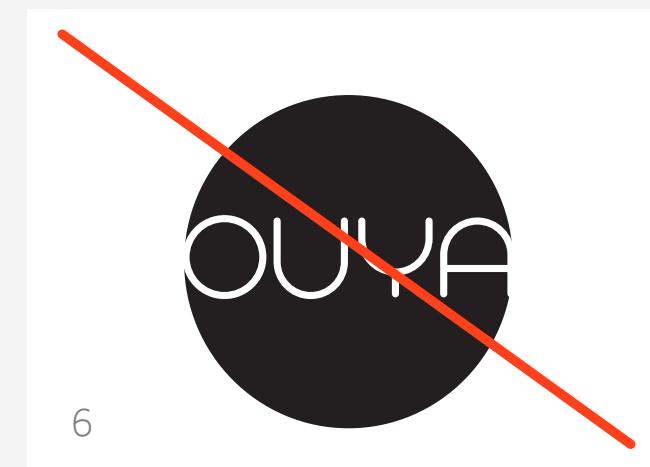
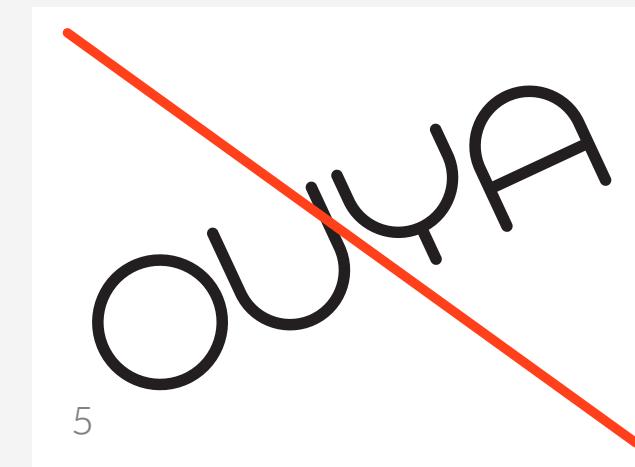
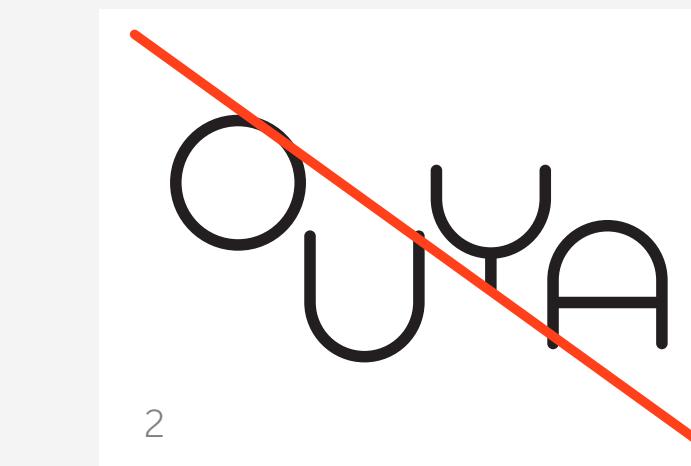
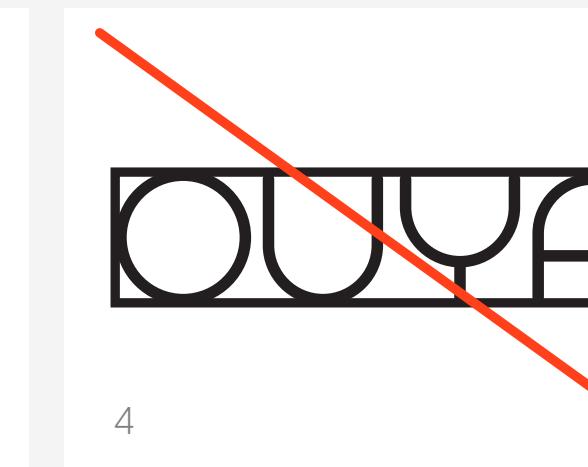
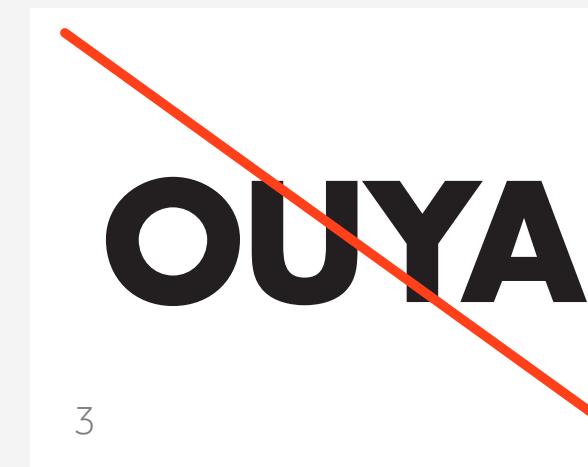
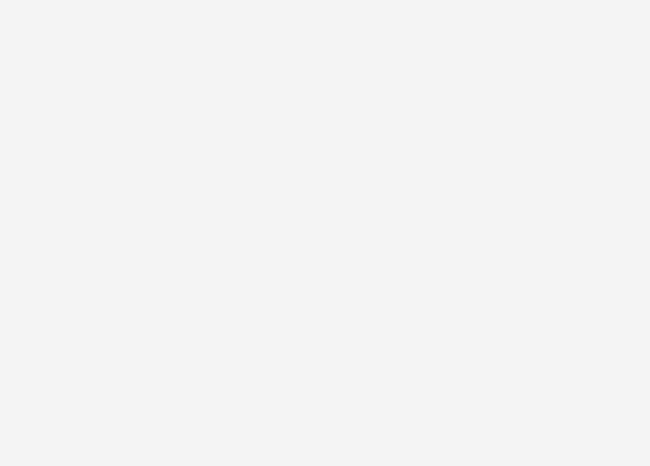
# LOGO

OUYA PARTNERS

Example

## LOGO ▶ SECONDARY BRAND PARTNERSHIPS

As the OUYA brand grows, collaborations will become a necessary part of brand development. It is important that the signature mark is not compromised when denoting partnerships; it weakens the brand power and entity. A co-branded mark must include the 'OUYA Partners' lock-up in the appropriate type setting and colors, and always be 12 px in height. Maintaining the original specifications of this co-branding guideline officiates the partnership with OUYA.



## LOGO ▶ INCORRECT USAGE

It is critical to respect the integrity of the OUYA signature. Accuracy and consistency helps build and protect the brand's global image.

- 1. **do not** change approved colors
- 2. **do not** scatter logo's letterforms
- 3. **do not** use another typeface
- 4. **do not** add marks or shapes to logo
- 5. **do not** rotate brand logotype
- 6. **do not** place logo into shapes
- 7. **do not** skew or squish logo
- 8. **do not** change logo stroke width
- 9. **do not** change brand logotype



## LOGO ► ICON

The icon is featured on both the physical product and the digital interface. The icon was developed as an abbreviation of the logo; the letter U from the OUYA wordmark is slightly reduced and placed within the signature O. This allows the graphic to retain the individuality of the OUYA voice, and still be representative of the traditional 'power' button found on most devices.

HYPNOTIC  
POGRAPHY

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**EXPRESSING THE OUYA  
VOICE WITH FORM AND  
FUNCTION, TYPOGRAPHY  
ESTABLISHES FAMILIARITY  
WITHIN THE BRAND  
TOUCHPOINTS.**

02



# FUTURA BOLD.

# FUTURA BOLD.

P P

Size 30pt

KK

Size 125pt

WW

Size 36pt

A B C D E F G H I J K L M N O P Q R S T U  
V W X Y Z 1 2 3 4 5 6 7 8 9 0 \$ & # @ ! / + ()

A B C D E F G H I J K L M N O P Q R S T U  
V W X Y Z 1 2 3 4 5 6 7 8 9 0 \$ & # @ ! / + ()

## TYPOGRAPHY ▶ HEADLINE

OUYA uses the font family Futura for headlines and subheads that demand impact. The typeface is used throughout the brand ecosystem, however, OUYA only uses Futura in the bold face and in all-caps. When denoting a major headline, the typeface is set in a gray outline and no fill color. This must be used very sparingly, and only when the face is at a very large size to ensure readability.

# Effra Heavy Bold Medium Regular Light

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz1234567890\$#@!?/+(.,;:)**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz1234567890\$#@!?/+(.,;:)**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz1234567890\$#@!?/+(.,;:)**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz1234567890\$#@!?/+(.,;:)**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz1234567890\$#@!?/+(.,;:)**

**Ss**

**Mm Bb**

Size 125pt

Size 50pt

**Rr Ww Kk Aa**

Size 25pt

**Dd Cc Yy Ii Oo**

Size 13pt

**Effra is a workhorse sans-serif that OUYA uses for situations that call for longer bodies of copy and smaller type. The type face features clean lines and open proportions; its circular characters hint at a geometric basis and express modernity. Used in both upper and lower case as well as all capitals, Effra demonstrates versatility and legibility through a variety of weights and sizes.**

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## TYPOGRAPHY ▶ PRIMARY TEXT

The dominant typeface in the OUYA design is Effra. Body copy, names, titles, labels, buttons, call-outs and any other extraneous type is set in Effra. This font family is used in a variety of weights and sizes, as well as in upper and lower case, and all-captitals. Unlike Futura, Effra is never outlined. Due to the wide range of typesetting options for Effra, it is important to refer to the guidelines to ensure correct usage for each application.

# TITLES

Futura Bold | Size 260pt | Tracking 0 | Outline 2pt | Color #D8D8D8

## LIST SELECTED

Futura Bold | Size 75pt/82pt | Tracking 0 | Color #FF2A00

## LIST ACTIVE

Color #D8D8D8

## LIST INACTIVE

Color #FF2A00 | Opacity 20%

## LIST INACTIVE

Color #D8D8D8 | Opacity 20%

## SECTION TITLE

Futura Bold | Size 58pt | Tracking 0 | Color #D8D8D8

### SECTION SUBTITLE

Futura Bold | Size 30pt | Tracking 0 | Color #FF2A00

### SECTION SUBTITLE INACTIVE

Color #D8D8D8 | Opacity 20%

ACTIVE BUTTON

Futura Bold | Size 26pt | Tracking 10 | Color #D8D8D8

INACTIVE

Color #D8D8D8

SORT BUTTON

Futura Bold | Size 23pt | Tracking 10 | Color #D8D8D8

INACTIVE SORT

Color #D8D8D8 | Opacity 50%

4.8

Futura Bold | Size 48pt | Tracking -40 | Color #171423

### BREAD CRUMBS

Effra Bold | Size 26pt | Tracking 10 | Color #D8D8D8 | Opacity 50%

### FOOTER BUTTONS

Effra Bold | Size 21pt | Tracking 30 | Color #D8D8D8 | Opacity 50%

### TRIGGER LABELS

Effra Bold | Size 21pt | Tracking 30 | Color #D8D8D8 | Opacity 30%

Game Title

Effra Light | Size 32pt | Tracking 30 | Color #D8D8D8

Rating

Effra Light | Size 24pt | Tracking 30 | Color #D8D8D8 | Opacity 50%

DEVELOPER

Effra Light | Size 21pt | Tracking 30 | Color #D8D8D8 | Opacity 30%

Description text is typically shown within a block of text, providing a summary of the selected game.

Effra Light | Size 28pt/40pt | Tracking 30 | Color #D8D8D8 | Opacity 50%

## TYPOGRAPHY ▶ INTERFACE STYLES

The OUYA interface showcases the brand typography at a large scale, and it is critical to finesse the details of size, layout, tracking, kerning and line-spacing. Most type within this display is set against a dark background, so the copy must only be set in white, lighter grays, and the signature OUYA red—the latter only at large sizes. When a button or section is inactive, it is only visible at a percentage of its opacity.

# TITLES

Futura Bold | Size 130pt | Tracking 0 | Outline 2pt | Color #D8D8D8

## PAGE TITLE

Futura Bold | Size 60pt | Tracking 0 | Color #000000

### SUB NAVIGATION

Effra Heavy | Size 25pt/23pt | Tracking 10 | Color #000000

### SUB NAVIGATION SELECTED

Color #FF2A00

**App Title** Effra Bold | Size 25pt | Tracking 10 | Color #000000

**UPLOAD LABEL** Effra Bold | Size 20pt | Tracking 10 | Color #808080

**TEXT FIELD TITLE** Effra Regular | Size 14pt | Tracking 25 | Color #808080

**Text Field** Effra Regular | Size 18pt/20pt | Tracking 25 | Color #808080

**Text Field Dropdown** Effra Medium | Size 18pt/20pt | Tracking 25 | Color #000000

**App Ratings** Effra Heavy | Size 15pt | Tracking 10 | Color #000000

**App Description** Effra Regular | Size 15pt/19pt | Tracking 10 | Color #000000

**App Stats** Effra Regular | Size 14pt | Tracking 10 | Color #808080

**STATS CATEGORY** Effra Regular | Size 14pt | Tracking 10 | Color #808080

**Blocks of copy are usually brief paragraphs, used for either summarizing games, explaining content, or introducing sections and products.**

Effra Regular | Size 17pt/21pt | Tracking 0 | Color #000000

### PRIMARY BUTTON

Effra Bold | Size 18pt | Tracking 0 | Color #FFFFFF

### BUTTON HOVER

Color #000000

### SECONDARY BUTTON

Effra Bold | Size 18pt | Tracking 0 | Color #D8D8D8

### BUTTON HOVER

Color #000000

### BUTTON INACTIVE

Effra Bold | Size 18pt | Tracking 0 | Color #F2F2F2

### ADD BUTTON

Effra Bold | Size 20pt | Tracking 10 | Color #000000

### ADD BUTTON HOVER

Color #FFFFFF

### DROPODOWN MENU

Effra Bold | Size 20pt | Tracking 10 | Color #000000

### Dropdown List

Effra Regular | Size 17pt/23pt | Tracking 10 | Color #000000

### Dropdown List Selected

Color #FF2A00

### NAVIGATION

Futura Bold | Size 19pt | Tracking 25 | Color #FFFFFF

### HOVER

Color #808080

### SELECTED

Color #FF2A00

### FOOTER

Effra Regular | Size 14pt | Tracking 10 | Color #D8D8D8

### COPYRIGHT

Color #D0D0D0

### User Name

Effra Medium | Size 18pt | Tracking 25 | Color #B2B2B2

### PROFILE LIST

Effra Medium | Size 19pt/32pt | Tracking 25 | Color #FFFFFF

### PROFILE LIST SELECTED

Color #FF2A00

## TYPOGRAPHY ▶ WEBSITE STYLES

The typographical elements of the OUYA website parallel the console interface. Using a much lighter background, the site features fonts in grays and blacks, and the OUYA red—a color which is reserved only for headlines and buttons. Footers and menu bars often utilize a bar of color, which causes text to become lighter in color for readability. Dimmed opacity denotes inactivity.

**GRAPHICS**

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**EXTENDING THROUGHOUT  
THE BRAND COMPONENTS,  
SECONDARY GRAPHICS ARE  
A UNIFYING FORCE IN THE  
OUYA IDENTITY.**

03

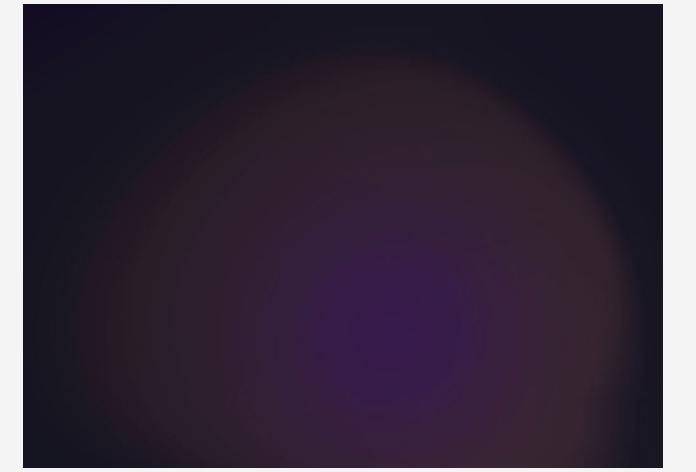
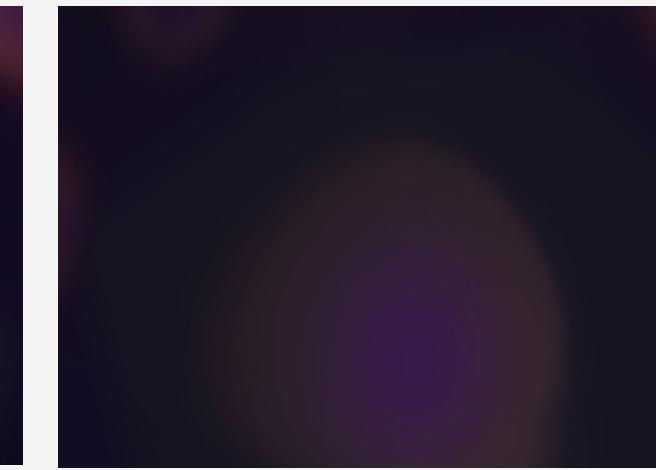
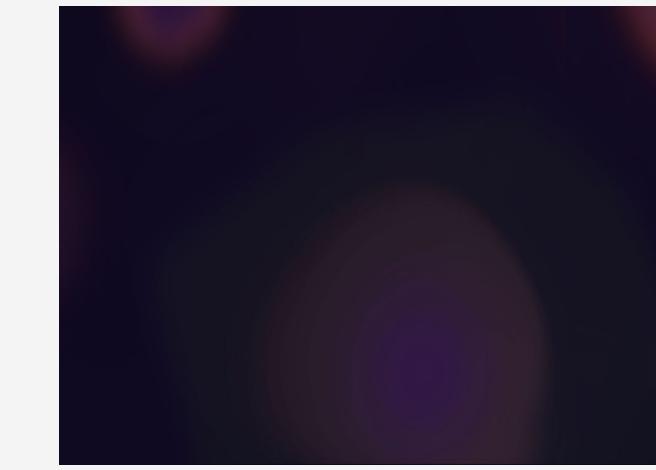
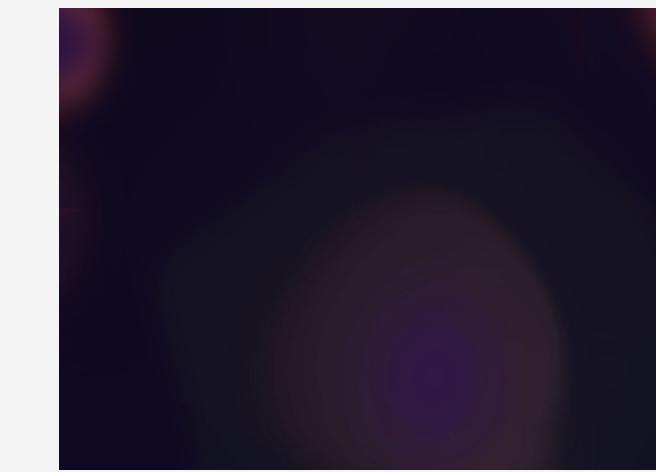
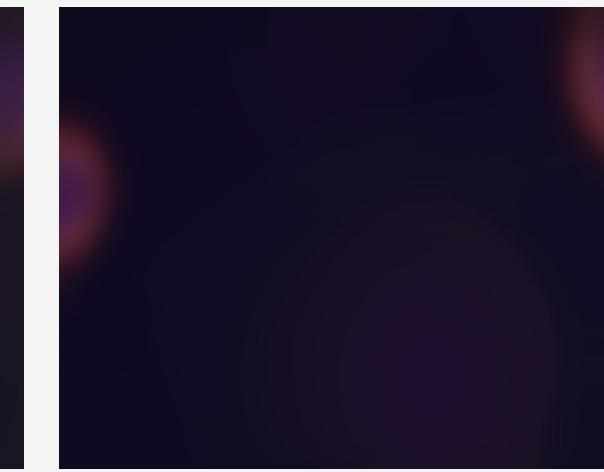
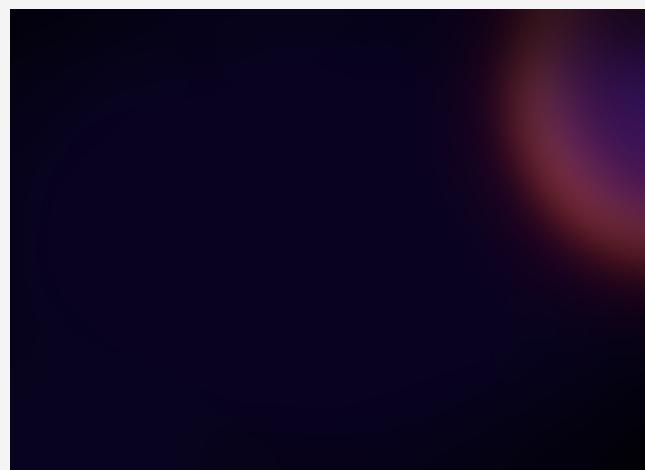
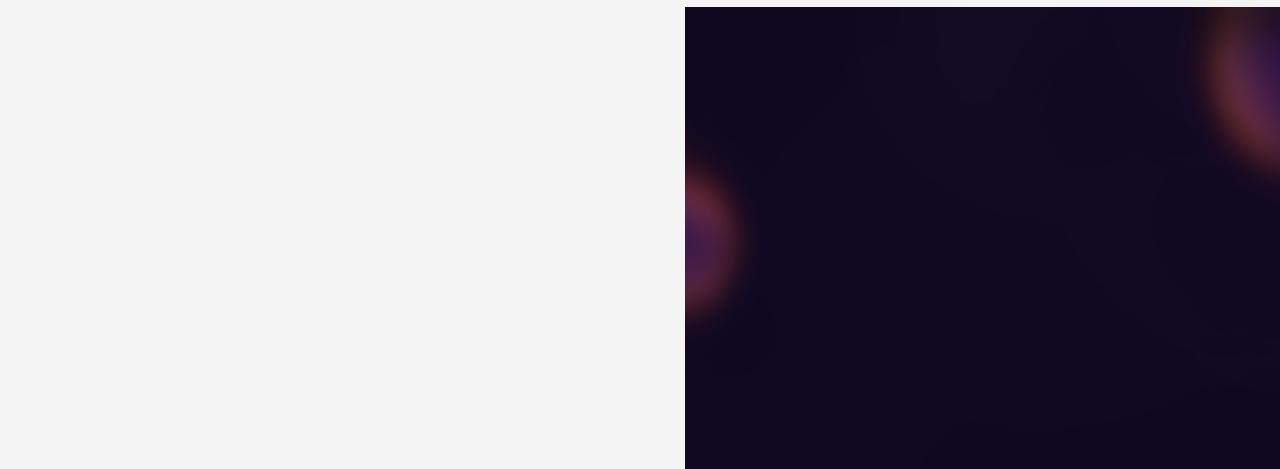
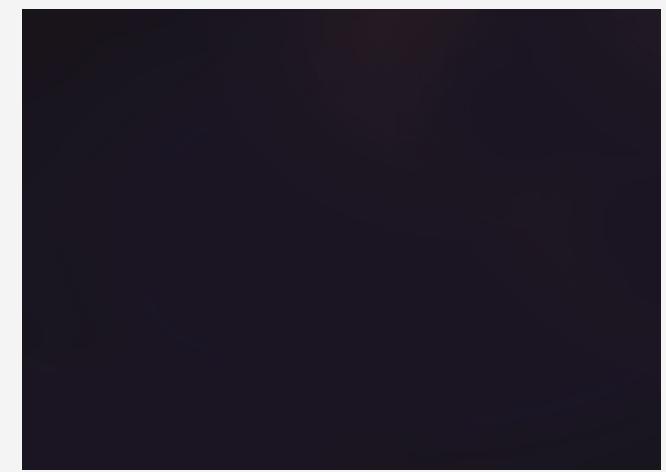
**PRIMARY COLOR****C0 M0 Y0 K100****R0 G0 B0****PANTONE**BLACK U**HEX**#000000**PRIMARY COLOR****C31 M25 Y25 K0****R178 G178 B178****PANTONE**COOL GRAY 7 U**HEX**#B2B2B2**PRIMARY COLOR****C52 M43 Y43 K8****R128 G128 B128****PANTONE**COOL GREY 10 U**HEX**#808080**SECONDARY COLOR****C69 M26 Y0 K0****R54 G158 B230****PANTONE**7461 90% U**HEX**#369EE6**SECONDARY COLOR****C55 M5 Y100 K0****R130 G186 B66****PANTONE**268U**HEX**#F2F2F2**PRIMARY COLOR****C4 M3 Y3 K0****R242 G242 B242****PANTONE**COOL GRAY 1 U**HEX**#F2F2F2**GRAPHICS ▶ APPROVED COLOR PALETTE**

The OUYA color palette is comprised primarily of the signature red amongst selected hues of gray. Bright pops of green, blue and yellow serve as a compliment to the modern minimalism of the main palette. These secondary colors are to be used sparingly; in most cases only as the action buttons on the OUYA controller and in the UX. Overuse of the secondary colors would dilute the established brand propriety.



## GRAPHICS ▶ BUTTONS

A series of button icons were created that borrow elements from the OUYA physical design. These graphics are used both within relation to the controller, as well as in the navigation system of the console interface. The buttons are always expressed in one of the approved gray values, except for the action buttons, which are colored.



## GRAPHICS ▶ UX BACKGROUND

The console interface features a subtly changing background environment. It is imperative that the graphics are nondescript organic and fluid shapes, so that they do not detract from the visuals of the various applications and games. The animation must not contain anything of high contrast or extreme variance in color so as to maintain legibility of the various font weights. While the background adds a stimulating element to the UX, it cannot interfere with the usability.

## **GRAPHICS ▶ BACKGROUND COLOR WASH**

A OUYA red color wash acts as a temporary overlay for any screen within the OUYA console interface. The intent of the wash is to denote a pause in the user flow, and bring forth the main-menu or a notification. All button controls and active elements, including otherwise stationary headers and footers, dim behind the wash. It is important to note that this graphic fades in and out from the left side of the screen.



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**AS THE PLATFORM THAT  
ENGAGES ALL LEVELS OF  
OUYA CONSUMERS, THE  
USER EXPERIENCE IS A  
CRITICAL PART OF BRAND  
COMMUNICATION.**

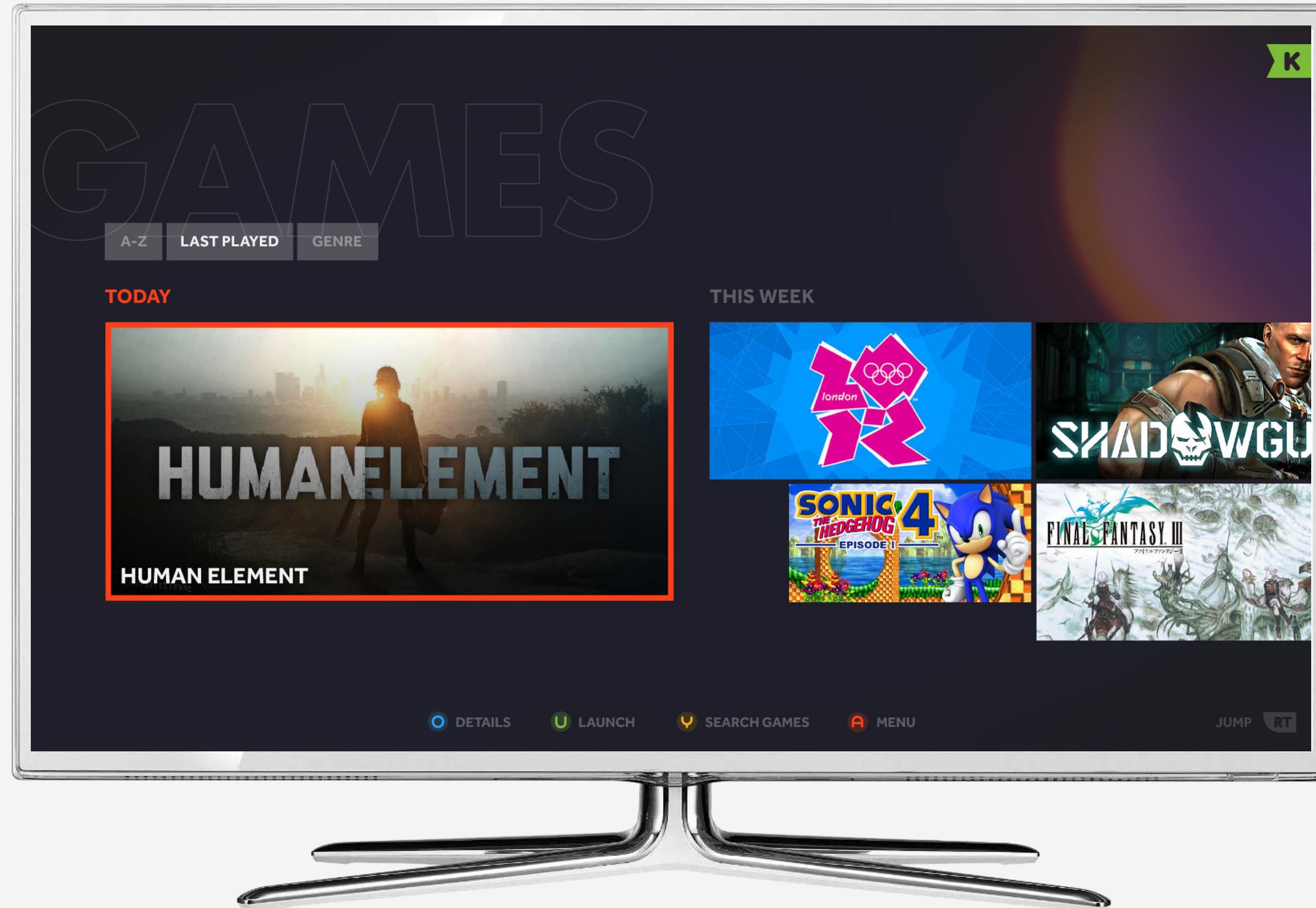
04



## UX ► WEBSITE

Reaching out to a diverse demographic of consumers, the OUYA website must clearly communicate itself to everyone from the novice to the most experienced of gamers. The intuitive site utilizes the established brand elements—from typography to color palette to graphic styles—thus creating a familiar brand extension.

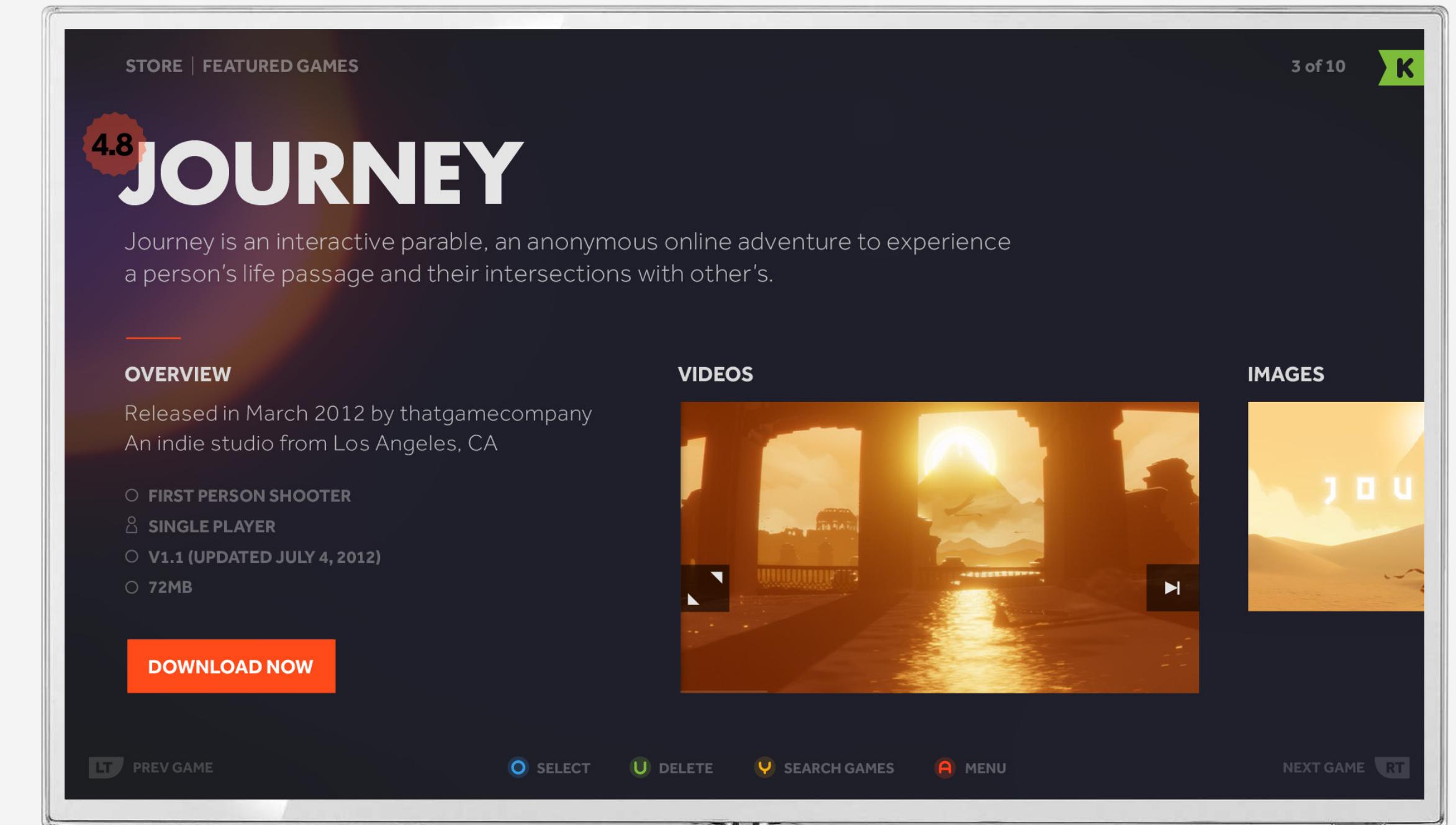
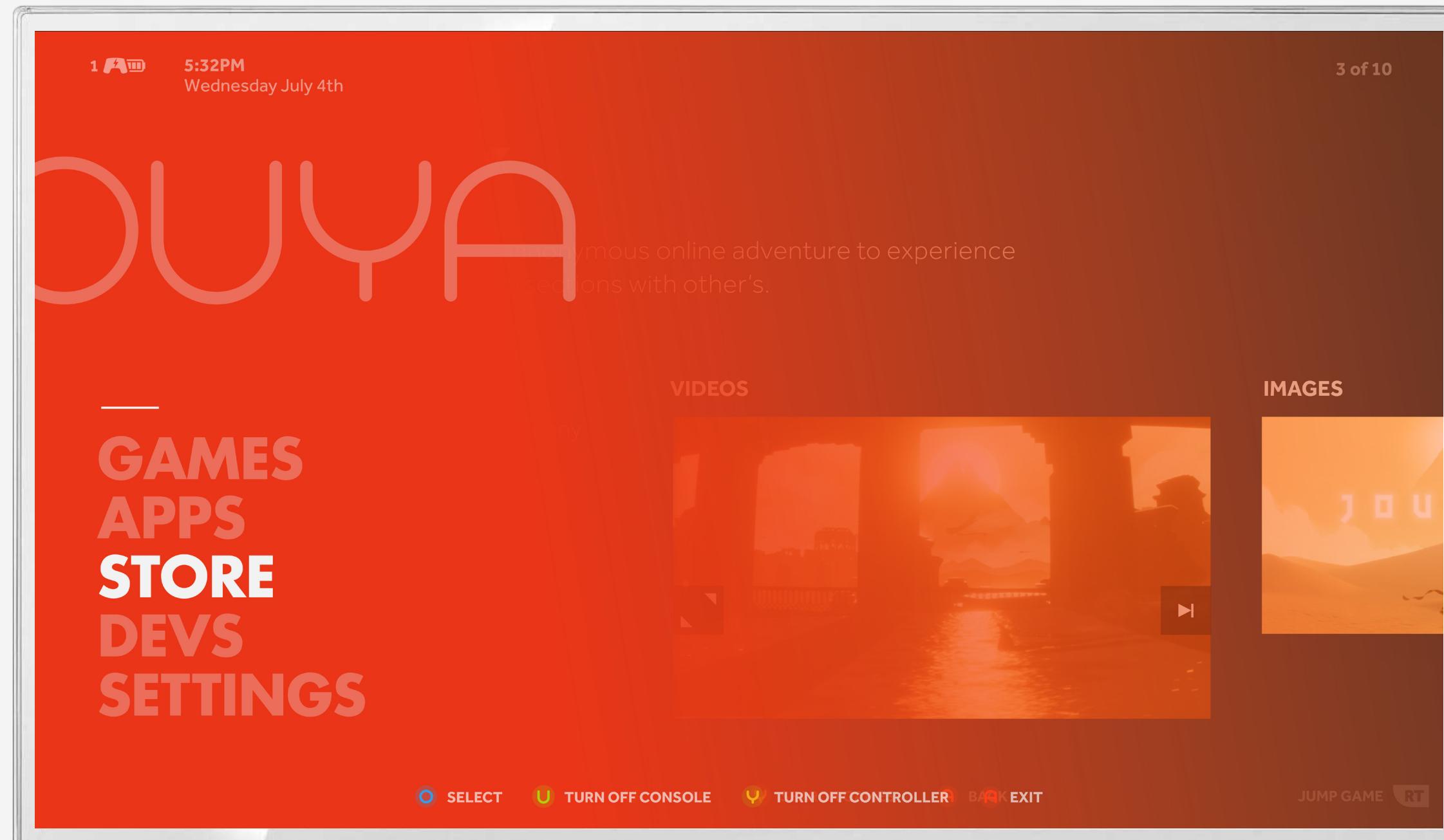
\*For more styling information, please refer to the OUYA Website Specifications.



## UX ▶ CONSOLE INTERFACE

Unifying hardware and software design, the console interface adopts the features of the physical controller mixed with the conceptual visualizations of the open universe to create an intuitive system. This integral quality emphasizes the thoroughness of the design language, and the importance of staying on brand.

\*For more styling information, please refer to the Ouya Key Screen Specifications.



PHYSICAL PHYSICAL PHYSICAL PHYSICAL PHYSICAL

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**THE PHYSICAL DESIGN  
EMBODIES THE ESTABLISHED  
OUYA BRAND LANGUAGE,  
CREATING A TACTILE AND  
COHESIVE EXPERIENCE FOR  
EACH USER.**

05



## PHYSICAL ▶ RETAIL PACKAGING

Packaging is an extremely important element for users unfamiliar to the OUYA brand. The instore experience must convey the OUYA brand, and also differentiate it from competitors. The product packaging features a minimal design using a dark color palette from the approved OUYA color system. The clean modern aesthetic continues on the package interior—when opened, an acetate overlay reveals an impactful brand message, thus welcoming the user into the OUYA world.

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THE UNIQUENESS OF THE  
OUYA OFFERING CREATES  
A POWERFUL BRAND WITH  
A STRENGTH THAT COMES  
FROM PROPRIETY. PLEASE  
RESPECT THE IMPORTANCE  
OF THESE GUIDELINES.

ouya