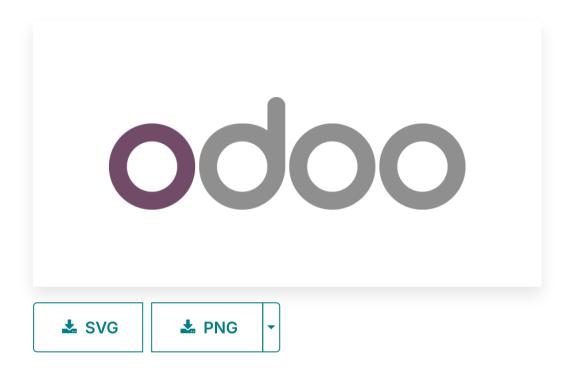
## **Brand Assets**

# Logos





#### Usage

- Don't recreate the logo.
- Logos should only be used in the colors provided
- Always include sufficient clear space around the logo
- Abide by minimum size requirements min-height: 20px

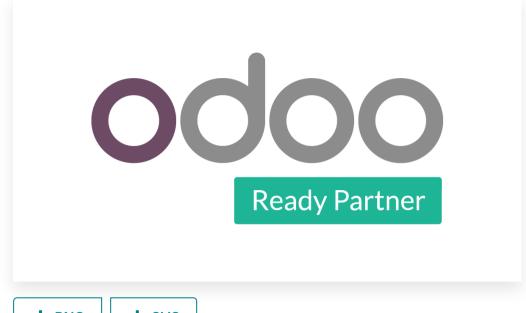
#### **Partner logos**

Can only be used by Official Odoo Partners.



**≛** PNG

**≛** SVG



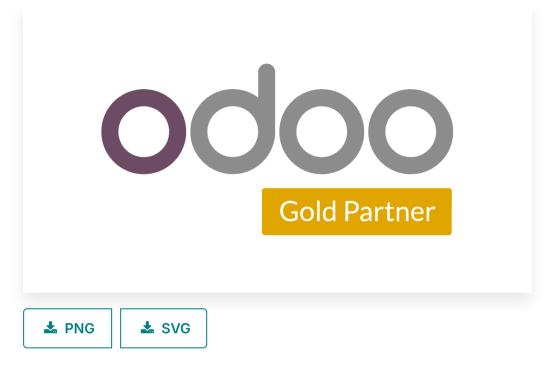
**♣** PNG

**≛** SVG



**♣** PNG

🕹 SVG



#### **Community logo**

For active members / contributors.



### Colors

#### Odoo

Name	HEX	CMYK	RGB	Pantone	RAL
Primary	#714B67	57, 84, 39, 24	113, 75, 103	5125C	4001
Gray	#8F8F8F	49, 39, 39, 3	143, 143, 143	877C	7042
Secondary	#017E84	100, 35, 50, 13	1, 126, 132	322C	5021

#### **Partners**

Name	HEX	CMYK	RGB
Learning Partner	#E46E78	6, 71, 41, 0	228, 109, 120
Ready Partner	#21B799	74, 1, 52, 0	34, 182, 153
Silver Partner	#5B899E	68, 37, 29, 2	92, 136, 158
Gold Partner	#E4A900	11, 43, 100, 0	227, 170, 36

# **Typography**

# Headings and titles

Paragraphs and texts. 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.

Inter, weight 500-700,
line-height: 1

Inter, weight 400, lineheight: 1.5

# Writing "Odoo"

Do

- ✓ Capitalize the word "Odoo", except if it's part of an url
- ✓ Always type "Odoo" in the same font size and style as the content of the text

#### Don't

- **★** Capitalize all letters (eg. **ODOO**)
- ➤ Pluralize the trademark (eg. Odoos)
- Use the logo instead of the word

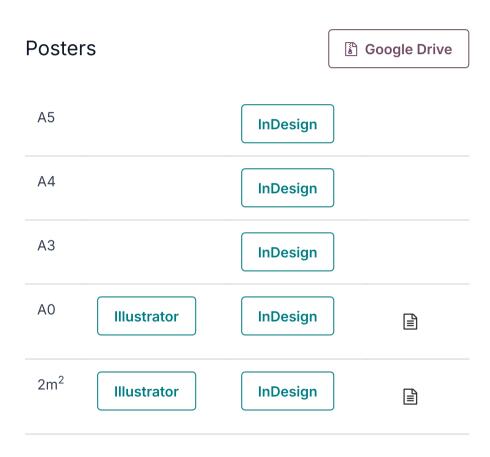
# **Marketing Materials**

**Guidelines to design marketing ads** 

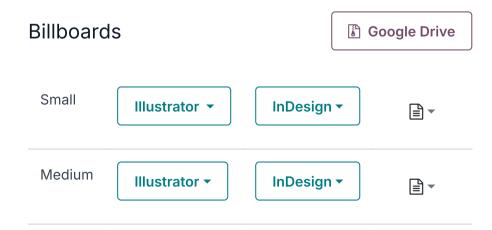


**Templates** 









Large

Illustrator ▼

InDesign ▼





Rollups

**Google Drive** 

85×200

Studio

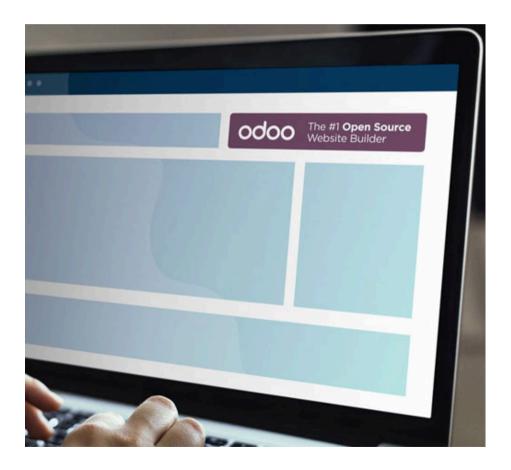
Illustrator

InDesign

100×200
Apps

Illustrator
InDesign

100×200
Hiring
InDesign



# \$\text{Vertical}\$ \$\to \text{Horizontal}\$ \$160 \times 600\$ \$\text{Illustrator}\$ \$300 \times 25\$ \$\text{Illustrator}\$ \$300 \times 600\$ \$\text{Illustrator}\$ \$325 \times 50\$ \$\text{Illustrator}\$ \$720 \times 90\$ \$\text{Illustrator}\$

970×250

Illustrator



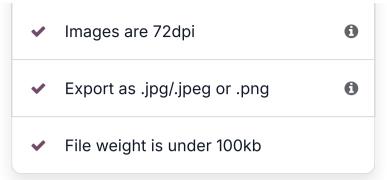
#### **Checklist for Print**

~	All colors are CMYK or Pantone	6
~	Images are 300dpi or more	6
~	Fonts are outlined	6
~	Check your printer's technical spec	s <b>0</b>



#### **Checklist for Web**

✓ All colors are RGB

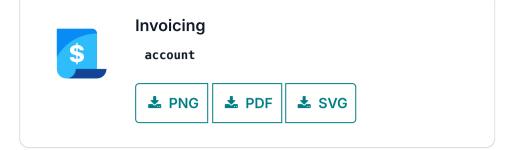


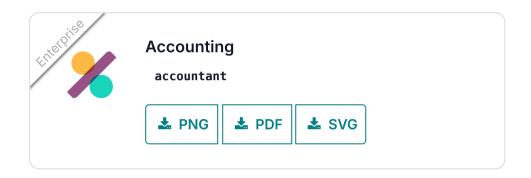
# Apps Icons Odoo 17

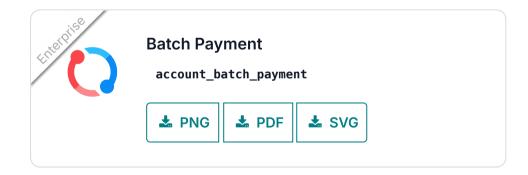


Search

#### **Finance**



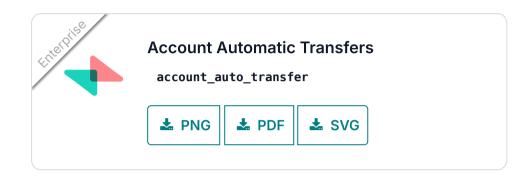




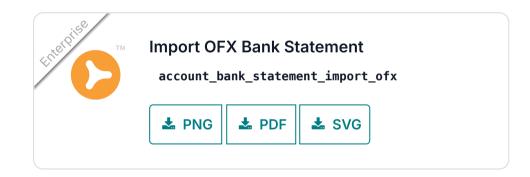


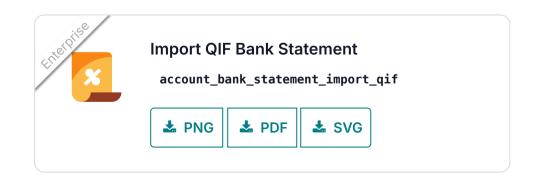
11/08/2025, 10:28



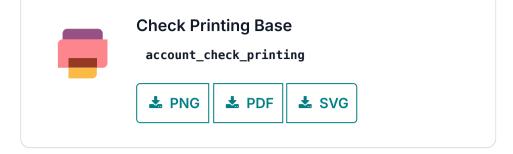


**♣** PNG

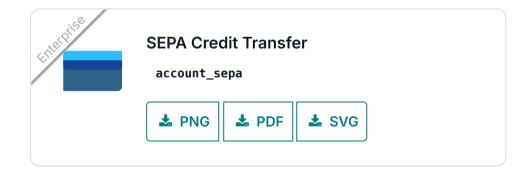




21/69



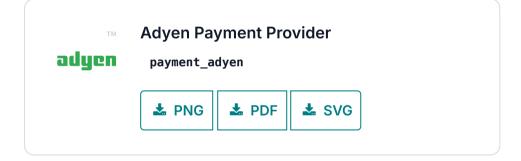


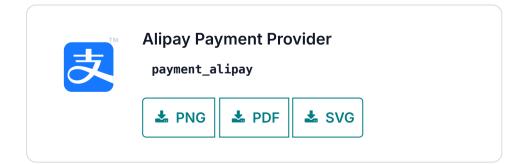














Amazon Payment Services Payment Prov...

payment\_aps





**≛** SVG



#### **AsiaPay Payment Provider**

payment\_asiapay









**Authorize.Net Payment Provider** 

payment\_authorize





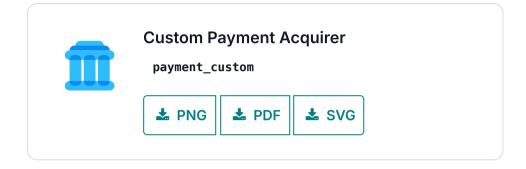


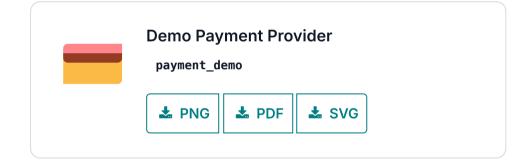


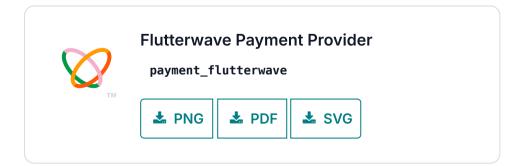
**Buckaroo Payment Provider** 

payment\_buckaroo

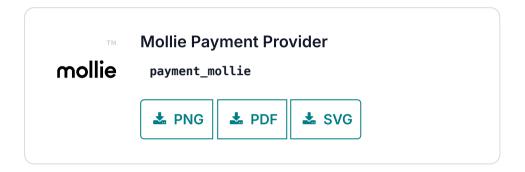


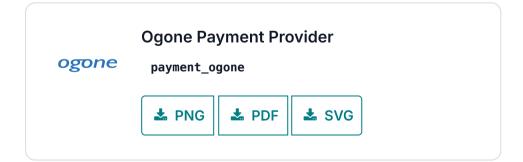








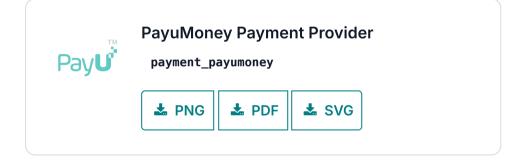


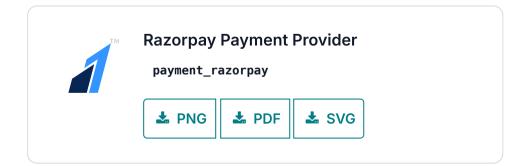


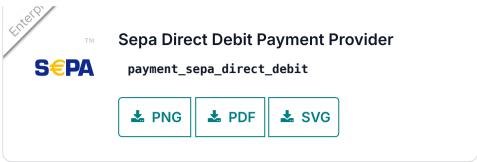










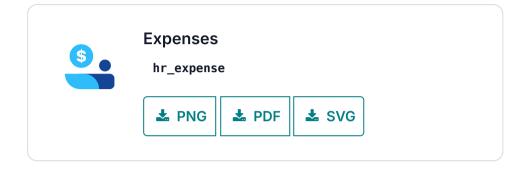












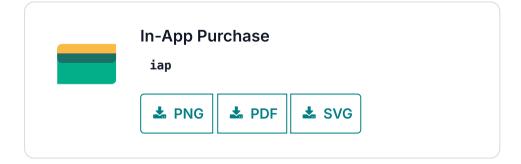


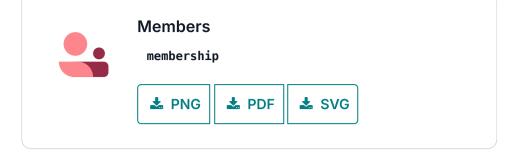


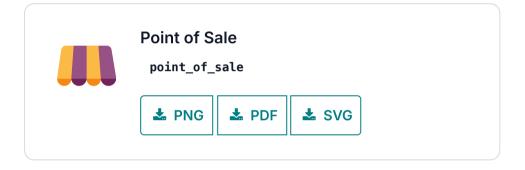
#### Sales

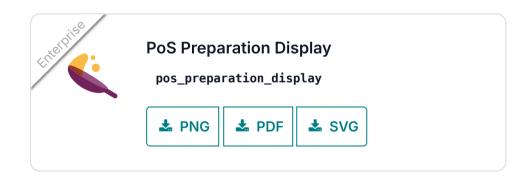








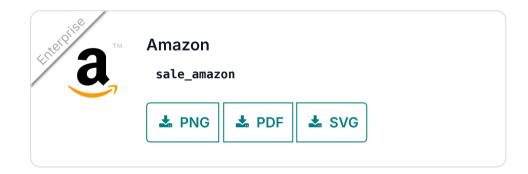


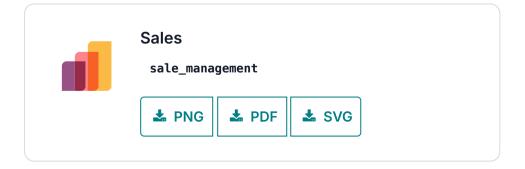




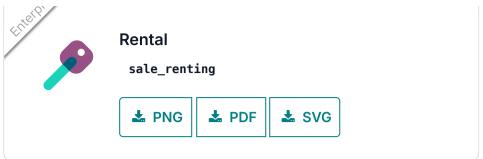


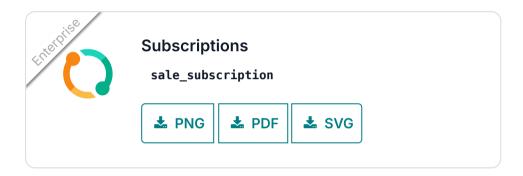






ise





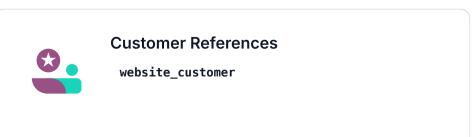
#### Websites



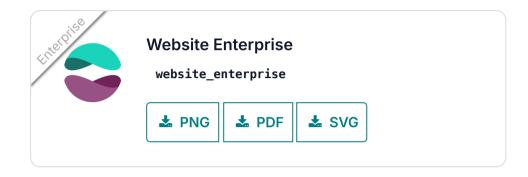






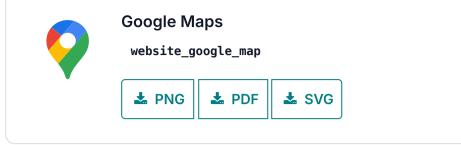






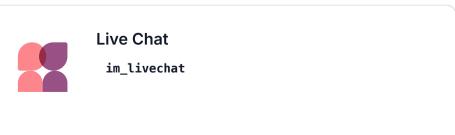




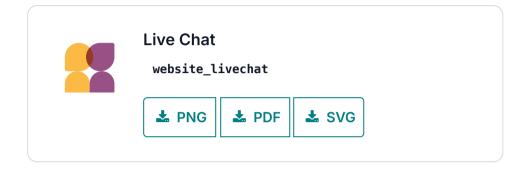


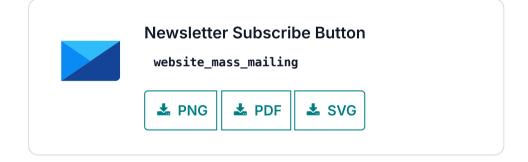


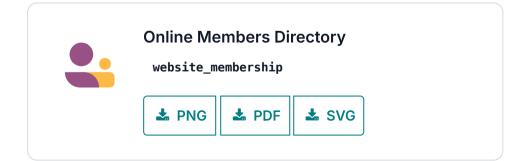


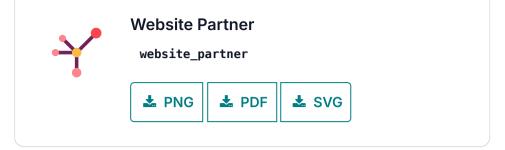


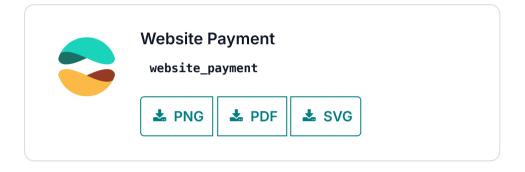


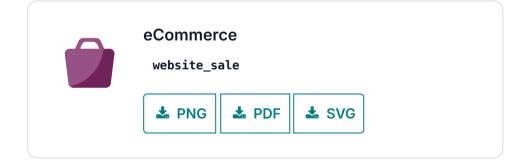








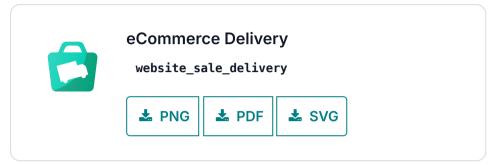


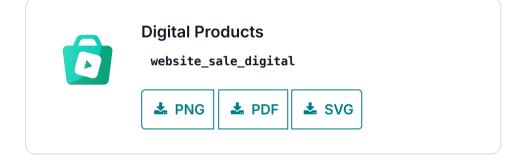


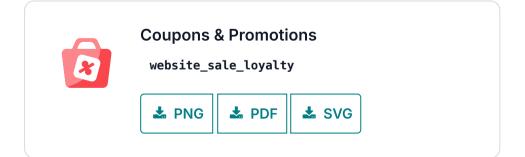


11/08/2025, 10:28









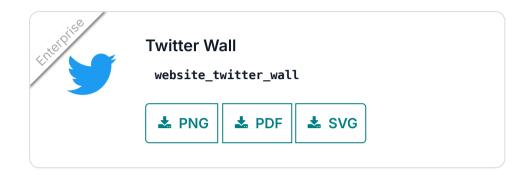








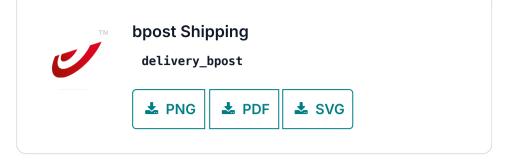


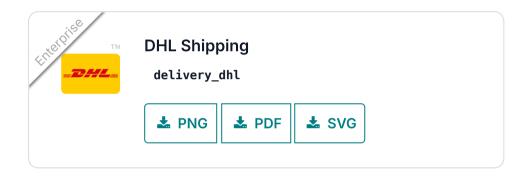


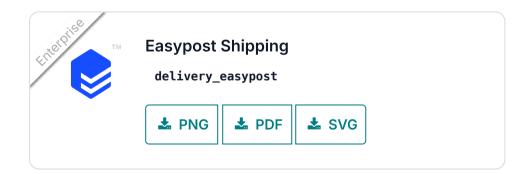


## **Supply Chain**

Ethet plies

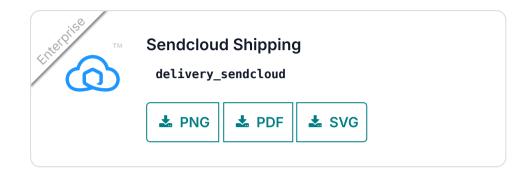


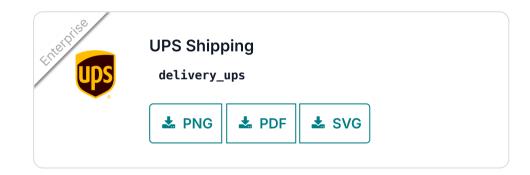


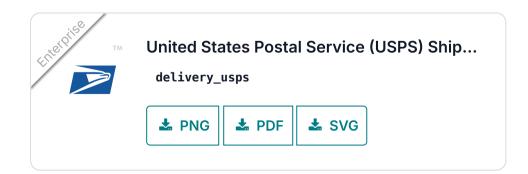


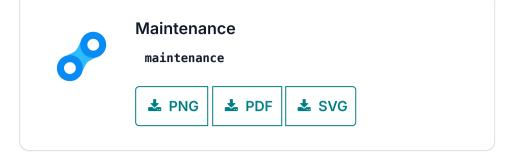


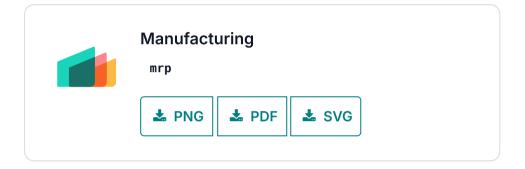


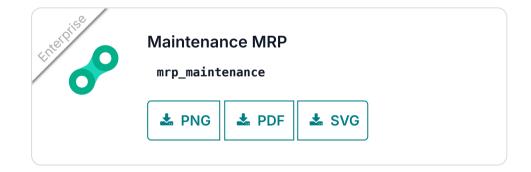


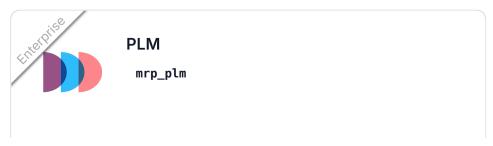




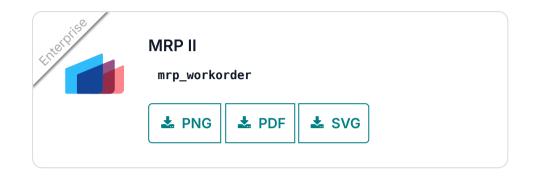






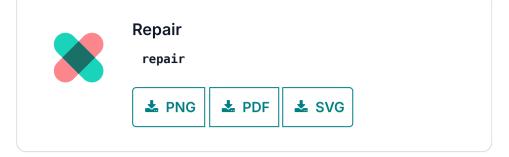


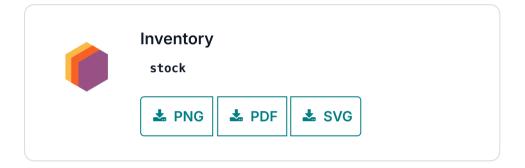


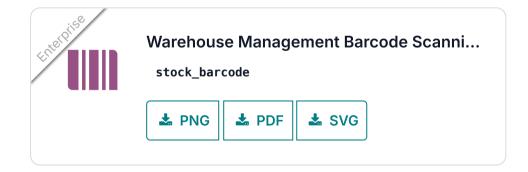








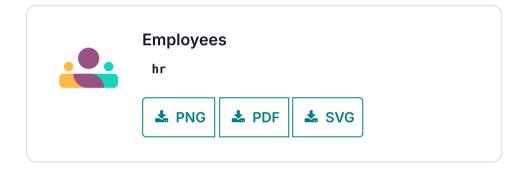




#### **Human Resources**

https://www.odoo.com/page/brand-assets 46/69



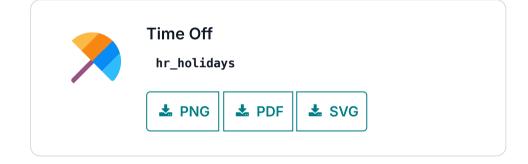


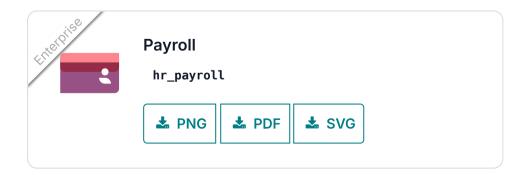


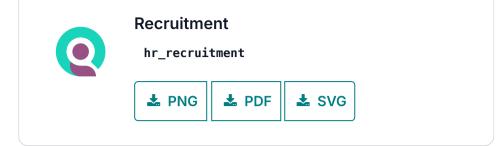


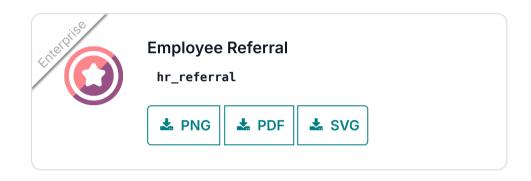


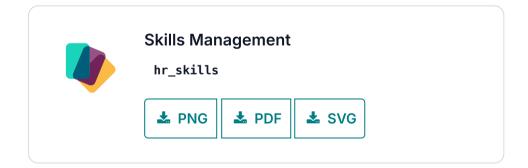






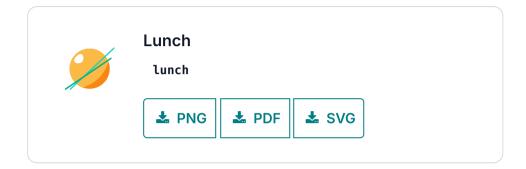




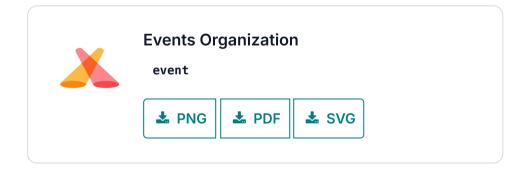


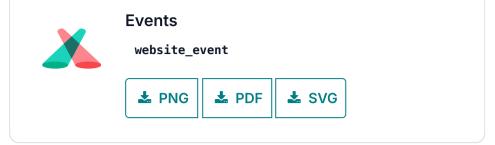


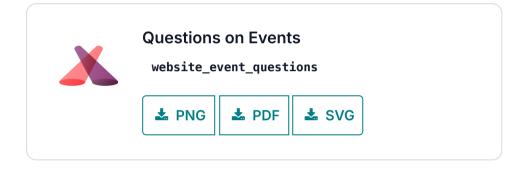


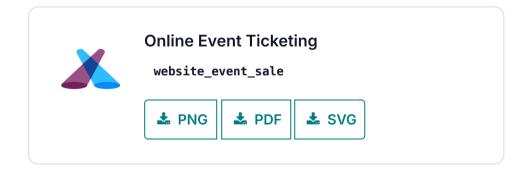


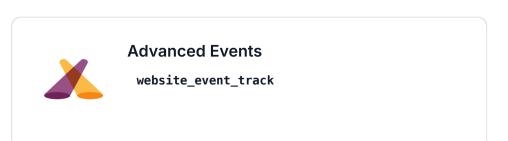
# Marketing



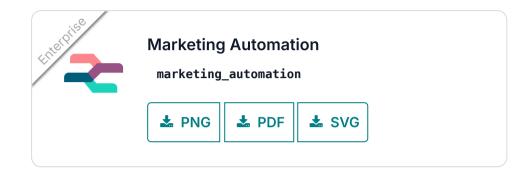


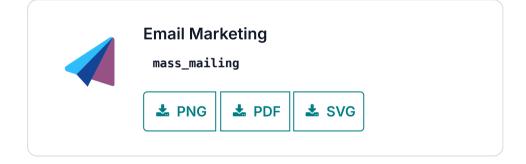






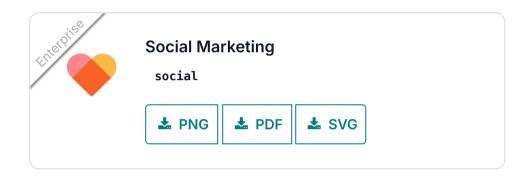




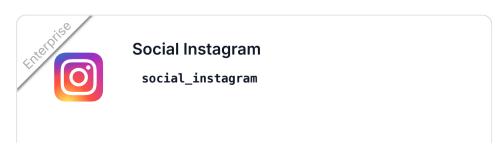




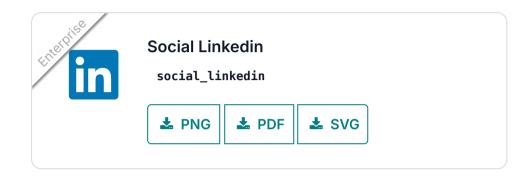


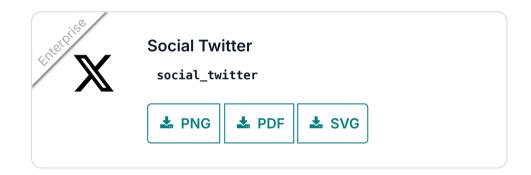


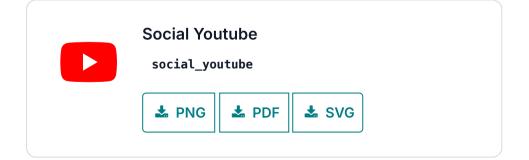


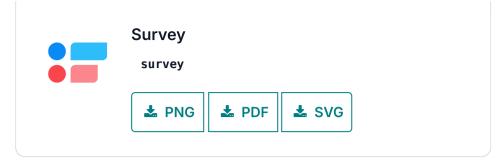












### **Services**

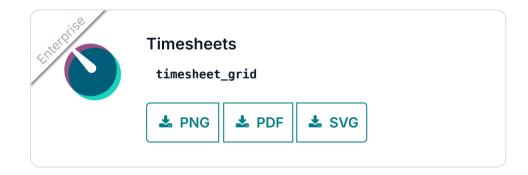






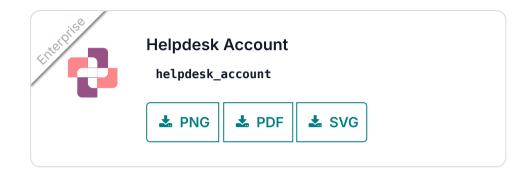


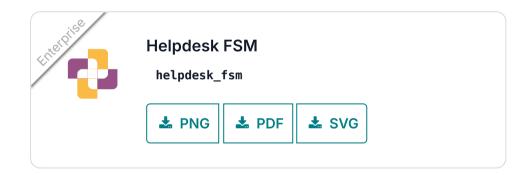




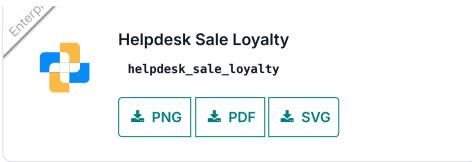


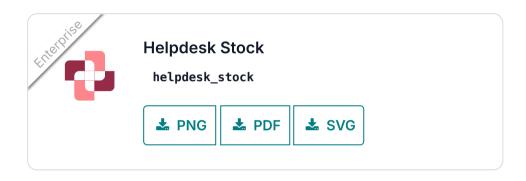


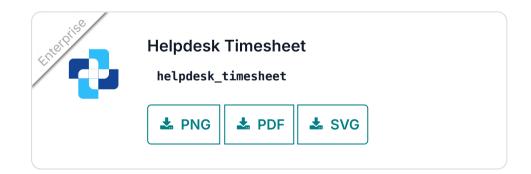


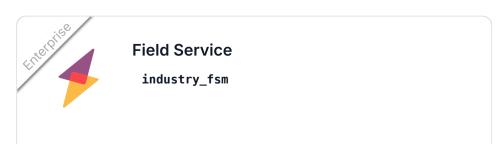




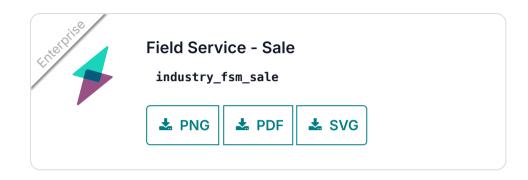


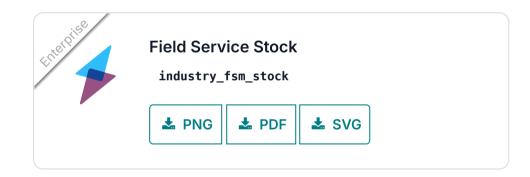


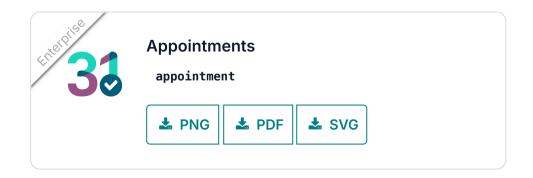


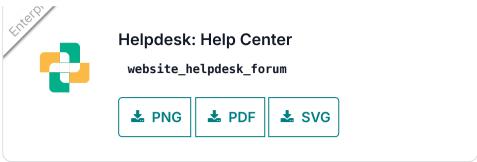


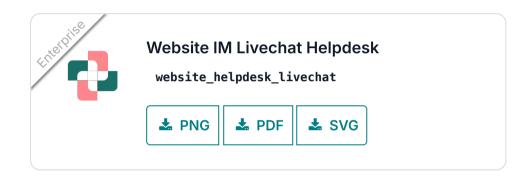


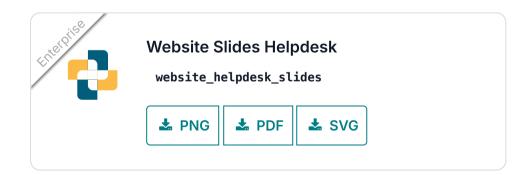








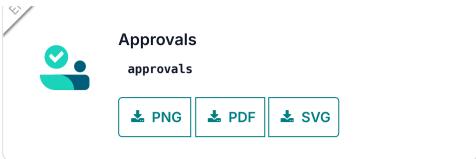


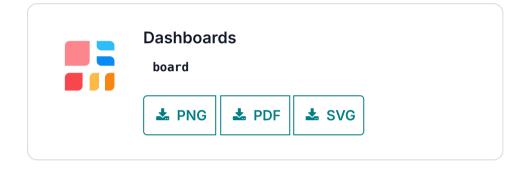


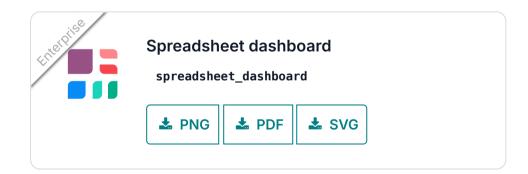
## **Productivity**



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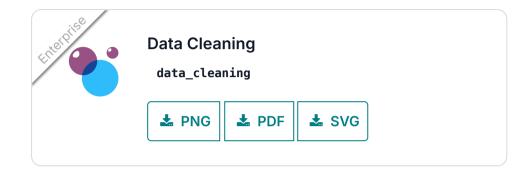


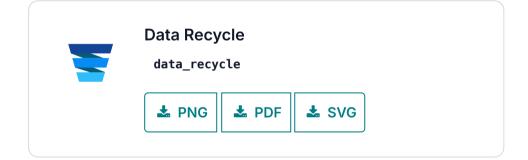


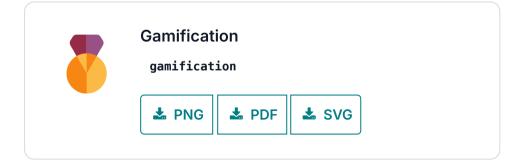


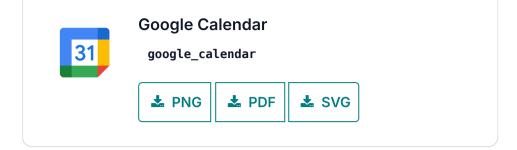
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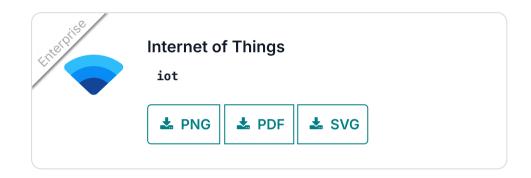










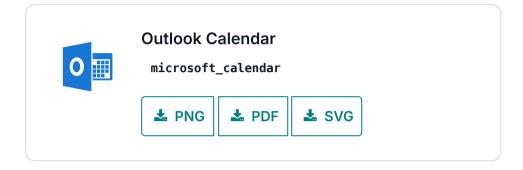




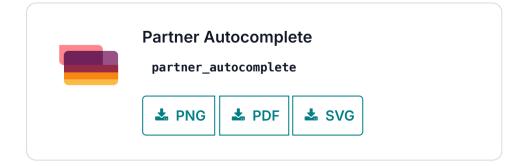


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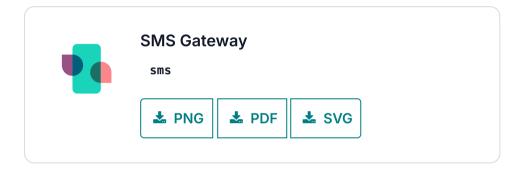








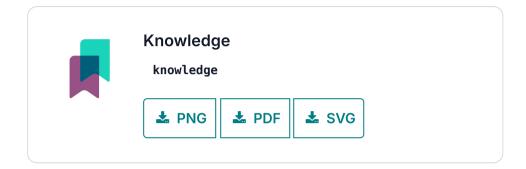




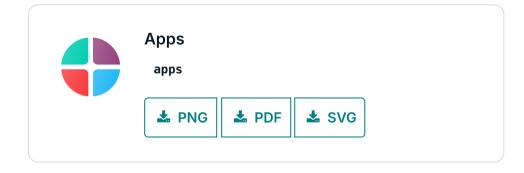






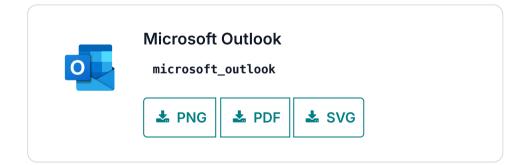


## **Technical**





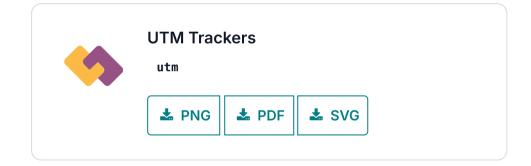


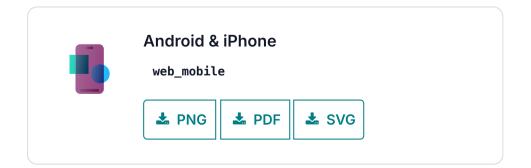






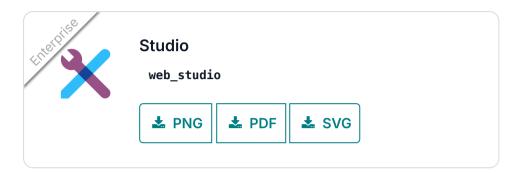






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### **Customizations**



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