

# Origin Brand Guidelines

v1.6



**ORIGIN**

# **Origin Protocol** **wordmark —** **primary**

Our primary wordmark remains an essential identifier of our brand and should be used when talking about Origin Protocol as a company. Always use the blue version when possible.

There are separate logos for the Origin products which we will come to later.

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## **Origin Protocol** **wordmark —** **monochrome**

Origin Blue is our brand color but our wordmark can be used in black or white when necessary.

Use the white or black versions of the logo on darker color backgrounds or imagery when the blue version lacks clarity.

Use the black version on lighter color backgrounds or imagery when the blue version lacks clarity.

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**ORIGIN**



**ORIGIN**

# Spacing

Try not to crowd our logo. The clear space around the wordmark is the width of the O.



# Origin Protocol symbol

The symbol can be used when the context and association with Origin Protocol is clearly established and controlled (examples: the Origin blog or Twitter profile), or when the Origin brand is meant to take on a secondary, supporting role (e.g. partnerships).

Without the use of Origin's primary color, the O symbol might not be recognizable, which is why it always appears in Origin Blue.

The Origin Protocol symbol is always contained in a square, so it's not to be confused with the OGN token symbol.



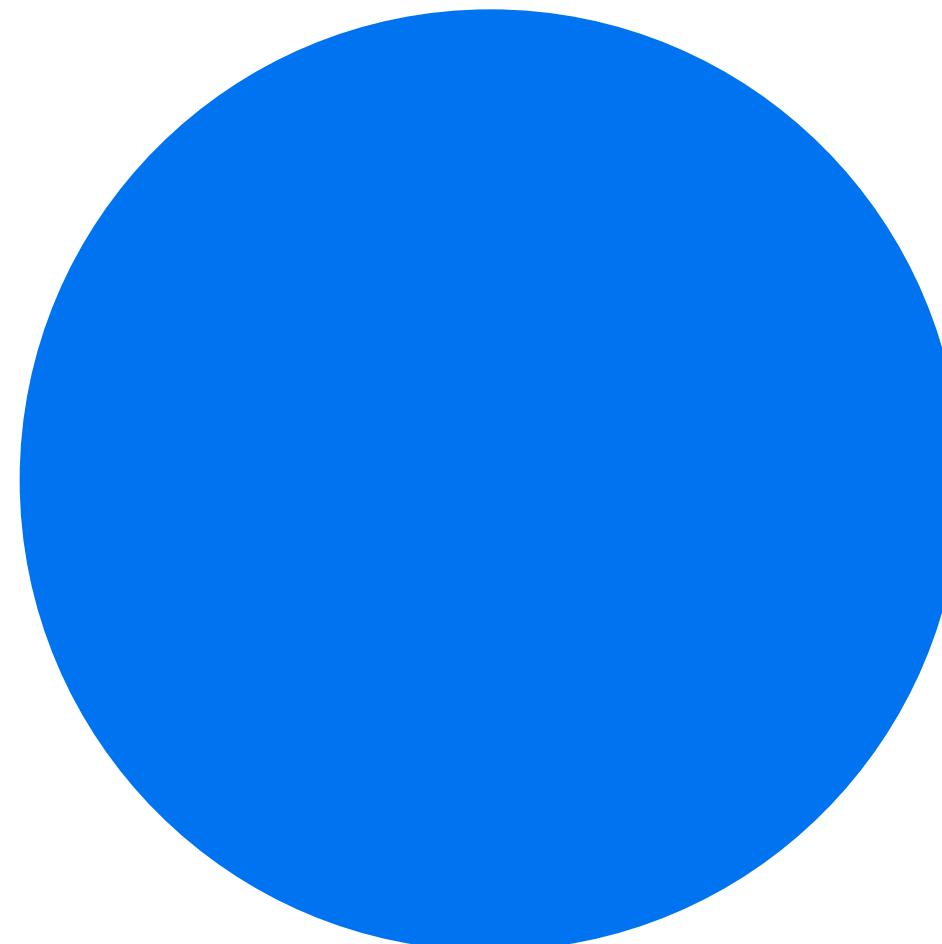
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# Color

The wordmark should appear in Origin Blue, except when limited by production value or backgrounds where the blue loses clarity.

The symbol should always appear in Origin Blue.

In addition to Origin Blue, we use a few additional colors when in the context of Origin products. When referencing OETH and OUSD, we use the Product Gradient. For the ARM, we will use the ARM Gradient and ARM Purple.



## Origin Blue

**Hex** 0074F0

**RGB** 0 116 240

**CMYK** 100 52 0 6

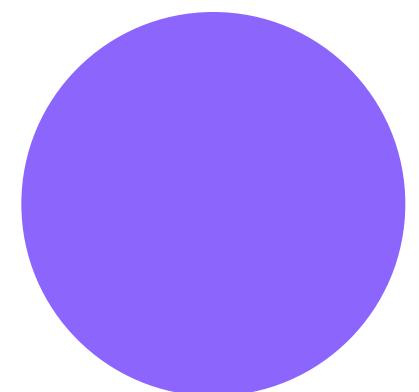


## Product Gradient

**Hex** 8C66FC - 0074F0

**RGB** 140 102 252 - 0 116 240

**CMYK** 60 66 0 0 - 100 52 0 6

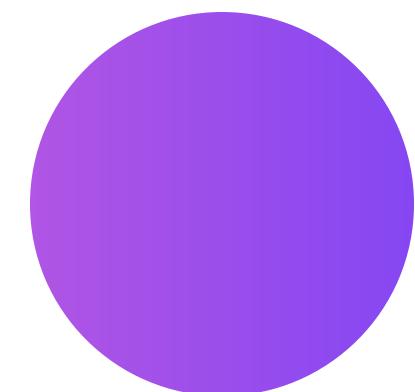


## ARM Purple

**Hex** 8C66FC

**RGB** 140 102 252

**CMYK** 60 66 0 0



## ARM Gradient

**Hex** BD5AE1 - 7240F9

**RGB** 189 90 225 - 114 64 249

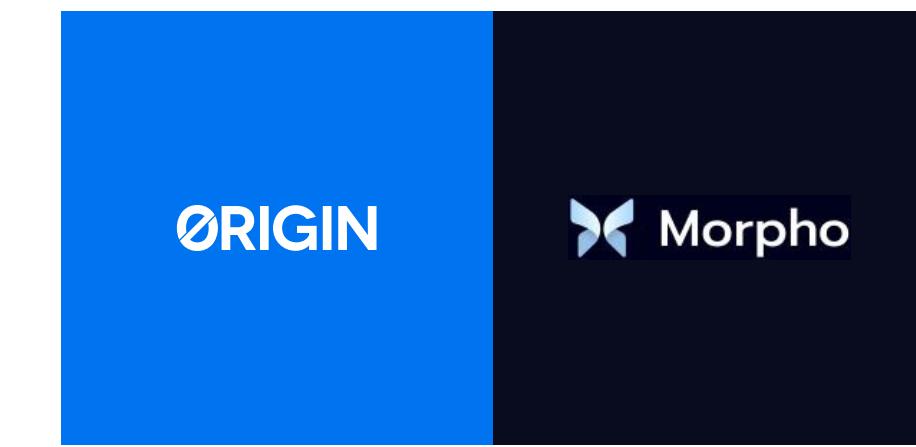
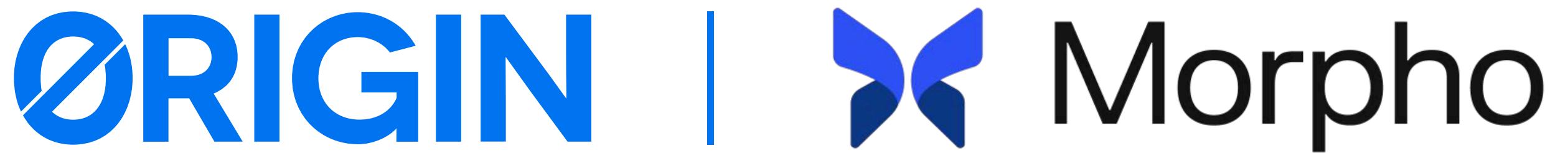
**CMYK** 38 73 0 0 - 69 74 0 0

# Partnerships

The design element that separates the two logos can be flexible in form. Origin Blue should be used whenever possible to represent the Origin brand.

Try to make sure there is equal sizing and spacing for both logos and appropriate spacing is used to separate them.

We have provided some examples of different separators to showcase the flexibility.



Spacing

# Origin Token (OGN) icon

The governance token for all Origin products  
is OGN.

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# Staked OGN (xOGN) icon

The staked version of the Origin Token (OGN) is xOGN.

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The background features a central white circle surrounded by several concentric circles of varying sizes. From the center, thin, light gray radial lines extend outwards towards the edges of the frame. The overall effect is reminiscent of a celestial body like a planet or star.

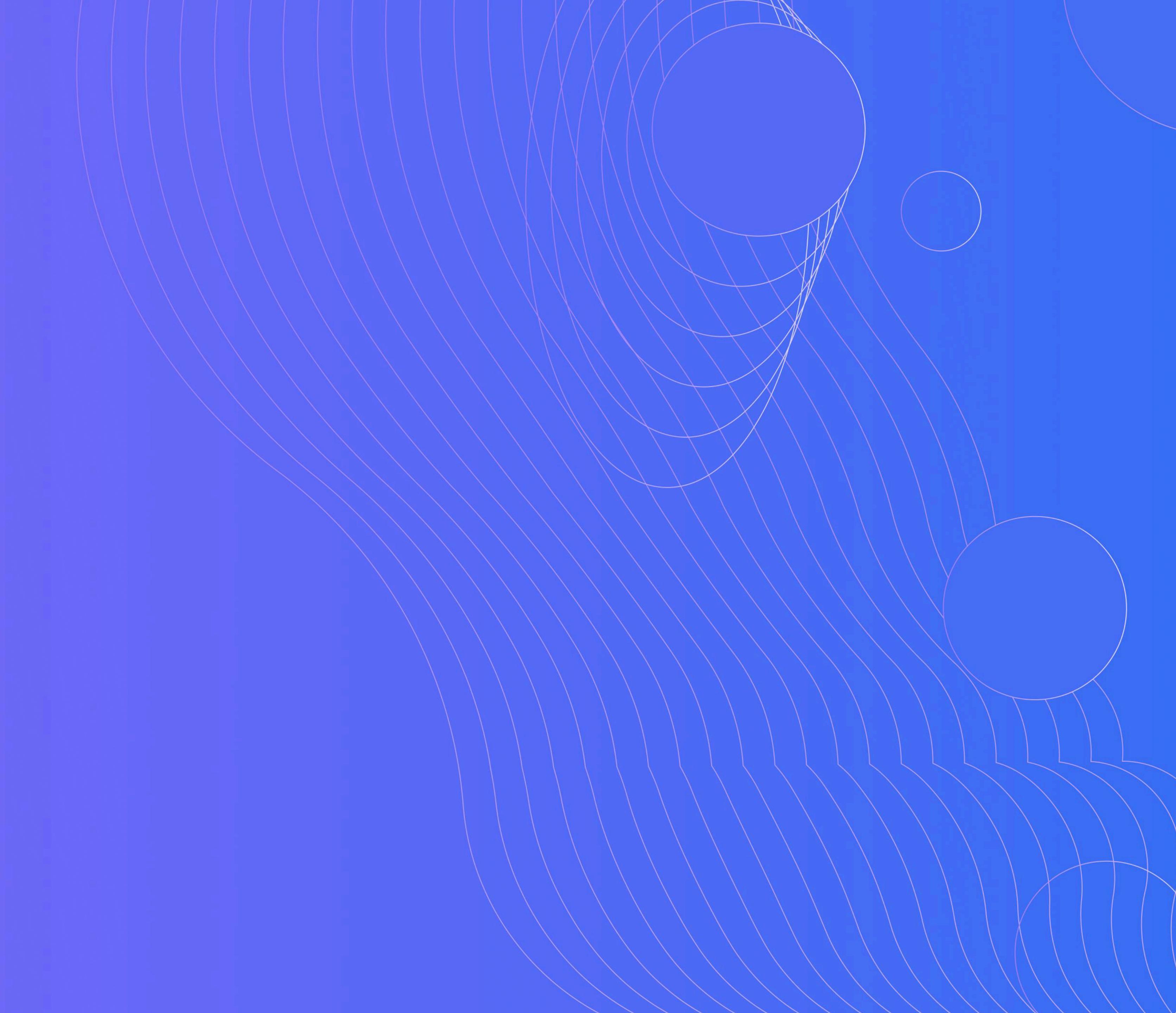
ORIGIN Ether

**ORIGIN Ether**

# Origin Ether (OETH) product illustration

This is the illustration style we use for Origin Ether. It's meant to reference liquidity.

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## Origin Ether (OETH) wordmark – primary

We use the Origin Ether wordmark whenever talking about Origin's liquid staking product, OETH.

Two versions of this logo are available for use with light and dark backgrounds.

[Download](#)

# ØRIGIN Ether

# ØRIGIN Ether

## Origin Ether (OETH) wordmark – monochrome

Black and white versions of the logo should only be used when the Origin Blue version lacks clarity.

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**ØRIGIN Ether**

**ØRIGIN Ether**

# Origin Ether (OETH) icon

The icon for OETH combines elements of Ethereum and Origin Blue.

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# Wrapped Origin Ether (wOETH) icon

The icon for the wrapped version of OETH includes a dashed perimeter around the core design elements.

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The background features a complex geometric pattern of concentric circles and radial lines in white on a blue gradient. The circles vary in size and are positioned at different angles, creating a sense of depth and motion. The radial lines are thin and intersect at various points, further emphasizing the radial symmetry.

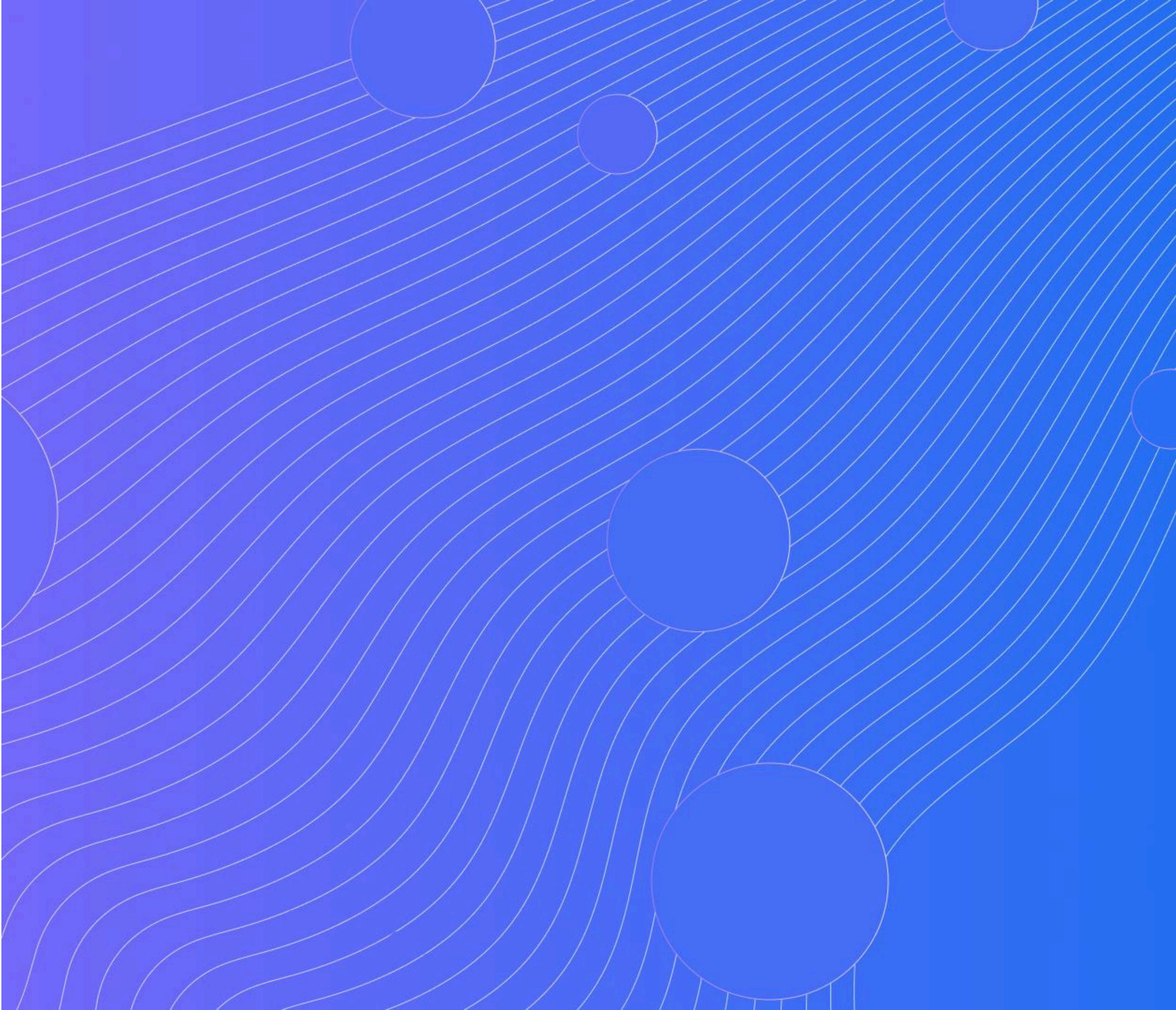
# Super OETH

**SuperOETH**

# Super OETH product illustration

This is the illustration style we use for Super OETH. It's meant to reference liquidity over a horizon.

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## **Super OETH wordmark — primary**

We use the Super OETH wordmark whenever talking about Origin's supercharged LST.

Two versions of this logo are available for use with light and dark backgrounds.

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# **SuperOETH**

# **SuperOETH**

## **Super OETH wordmark — monochrome**

Black and white versions of the logo should only be used when the Origin Blue version lacks clarity.

[Download](#)

# **SuperOETH**

# **SuperOETH**

# Super OETH icon

The icon for Super OETH expands OETH's color palette to represent multiple chains and its supercharged element.

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# Wrapped Super OETH icon

The icon for the wrapped version of Super OETH includes a dashed perimeter around the core design elements.

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**ORIGIN Dollar**

**ORIGIN** Dollar

# Origin Dollar (OUSD) product illustration

This is the illustration style we use for Origin Dollar. It's meant to reference stability and also the patterns on currency bills.

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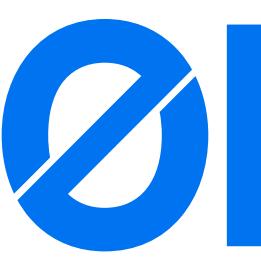


## Origin Dollar (OUSD) wordmark — primary

We use the Origin Dollar wordmark whenever talking about Origin's stablecoin product, OUSD.

Two versions of this logo are available for use with light and dark backgrounds.

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 ORIGIN Dollar

 ORIGIN Dollar

## Origin Dollar (OUSD) wordmark – monochrome

Black and white versions of the logo should only be used when the Origin Blue version lacks clarity.

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ØRIGIN Dollar

ØRIGIN Dollar

# Origin Dollar (OUSD) icon

The icon for OUSD combines elements of the dollar sign and Origin's O.

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# Wrapped Origin Dollar (wOUSD) icon

The icon for the wrapped version of OUSD includes a dashed perimeter around the core design elements.

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**ORIGIN** Sonic

**ORIGIN** Sonic

# Origin Sonic (OS) product illustration

This is the illustration style we use for Origin Sonic. It's meant to reference speed.

[Download](#)



## **Origin Sonic (OS) wordmark – primary**

We use the Origin Sonic wordmark whenever talking about Origin's liquid staking product, OS.

Two versions of this logo are available for use with light and dark backgrounds.

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**ORIGIN Sonic**

**ORIGIN Sonic**

## Origin Sonic (OS) wordmark – monochrome

Black and white versions of the logo should  
only be used when the Origin Blue version  
lacks clarity.

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**ØRIGIN Sonic**

**ØRIGIN Sonic**

# Origin Sonic (OS icon)

The icon for OS combines elements of the Sonic and OETH logomarks plus Origin Blue.

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# Wrapped Origin Sonic (wOS) icon

The icon for the wrapped version of OS includes a dashed perimeter around the core design elements.

[Download](#)



# ØRIGIN ARM

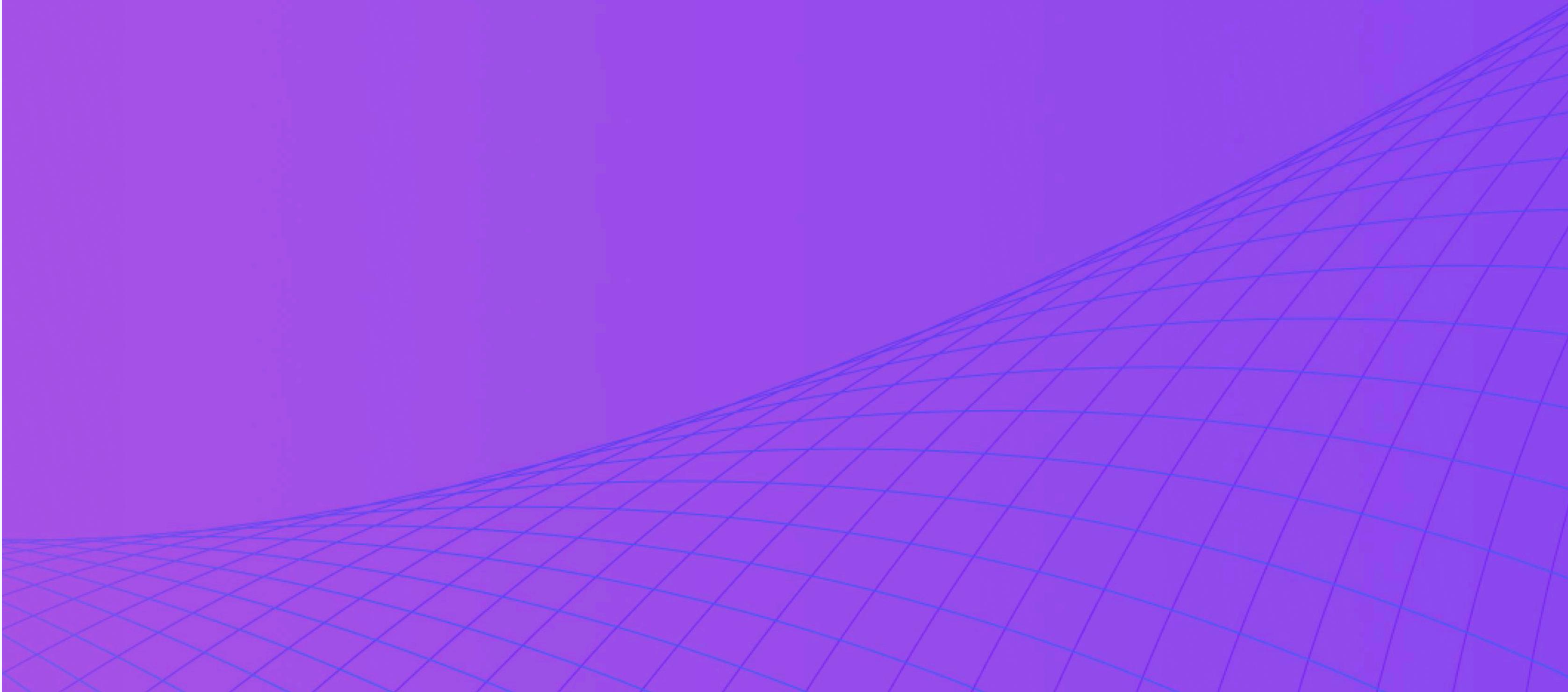


**ØRIGIN ARM**

# Origin ARM product illustration

This is the illustration style we use for Origin's automated redemption manager (ARM). It's meant to reference curves.

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# Origin ARM wordmark

We use the Origin ARM wordmark whenever talking about Origin's ARM product.

Two versions of this logo are available for use with light and dark backgrounds.

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## Origin ARM wordmark – monochrome

Black and white versions of the logo should only be used when the Origin Purple version lacks clarity.

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**ØRIGIN ARM**

**ØRIGIN ARM**

# Origin ARM logomark

The logomark for Origin's ARM product is a rounded square to distinguish it from a circular token icon. The logomark and the wordmark should never be used together.

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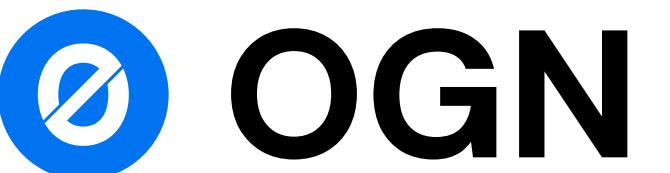
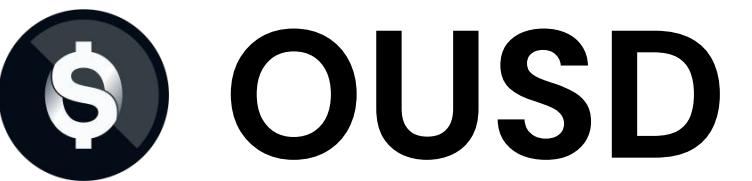


# Origin DeFi token symbols

OUSD, OETH and OGN are always represented in all caps.

Lowercase should be used to represent staked, wrapped, and super versions.

Standard tokens



Super tokens



## SuperOETH

Wrapped tokens



## wOUSD



## wOETH

Staked tokens

# Typography

Our primary typeface, DM Sans, is always used for headlines. Our secondary typeface, Inter, should be used for body copy and smaller text sizes.

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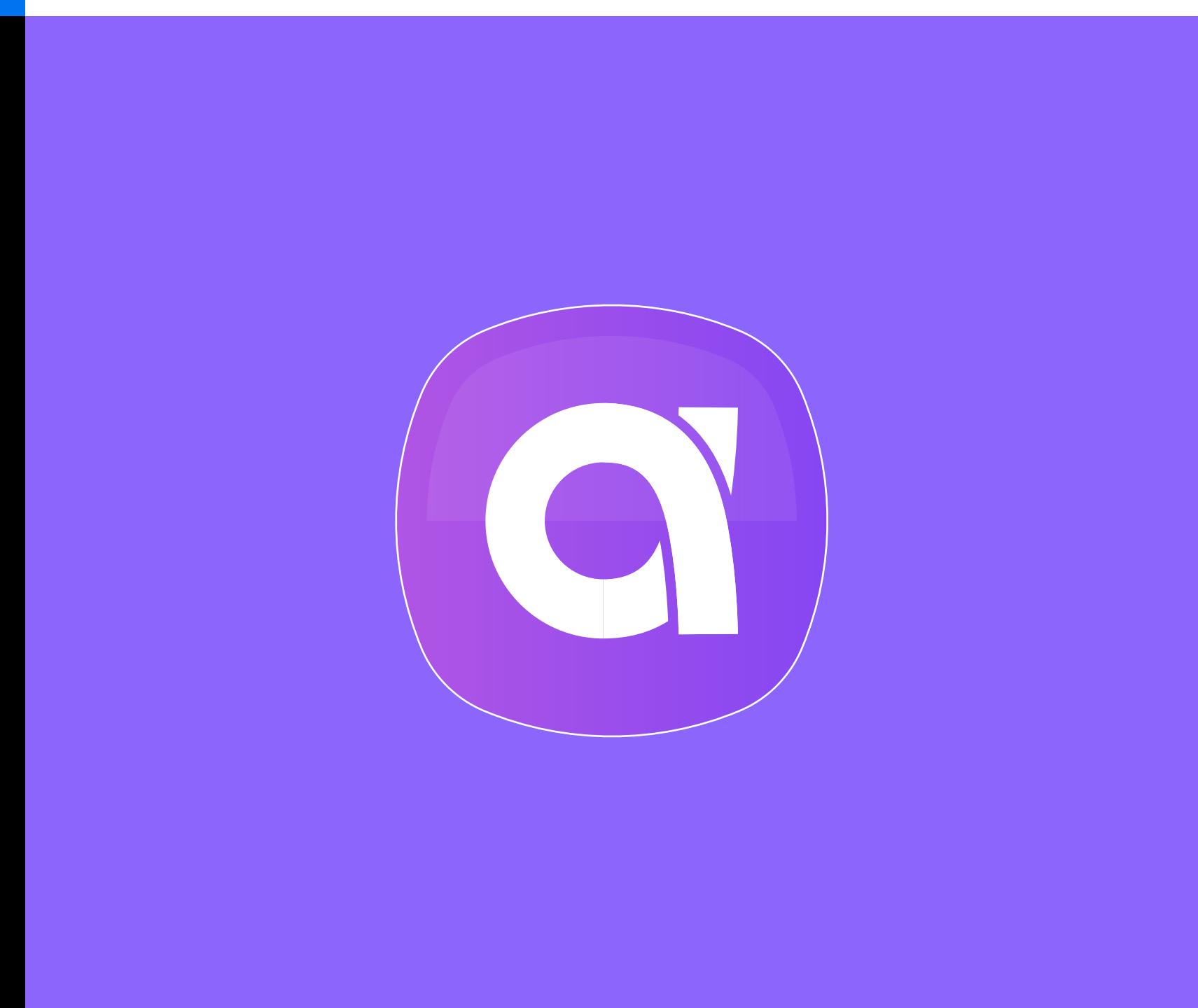
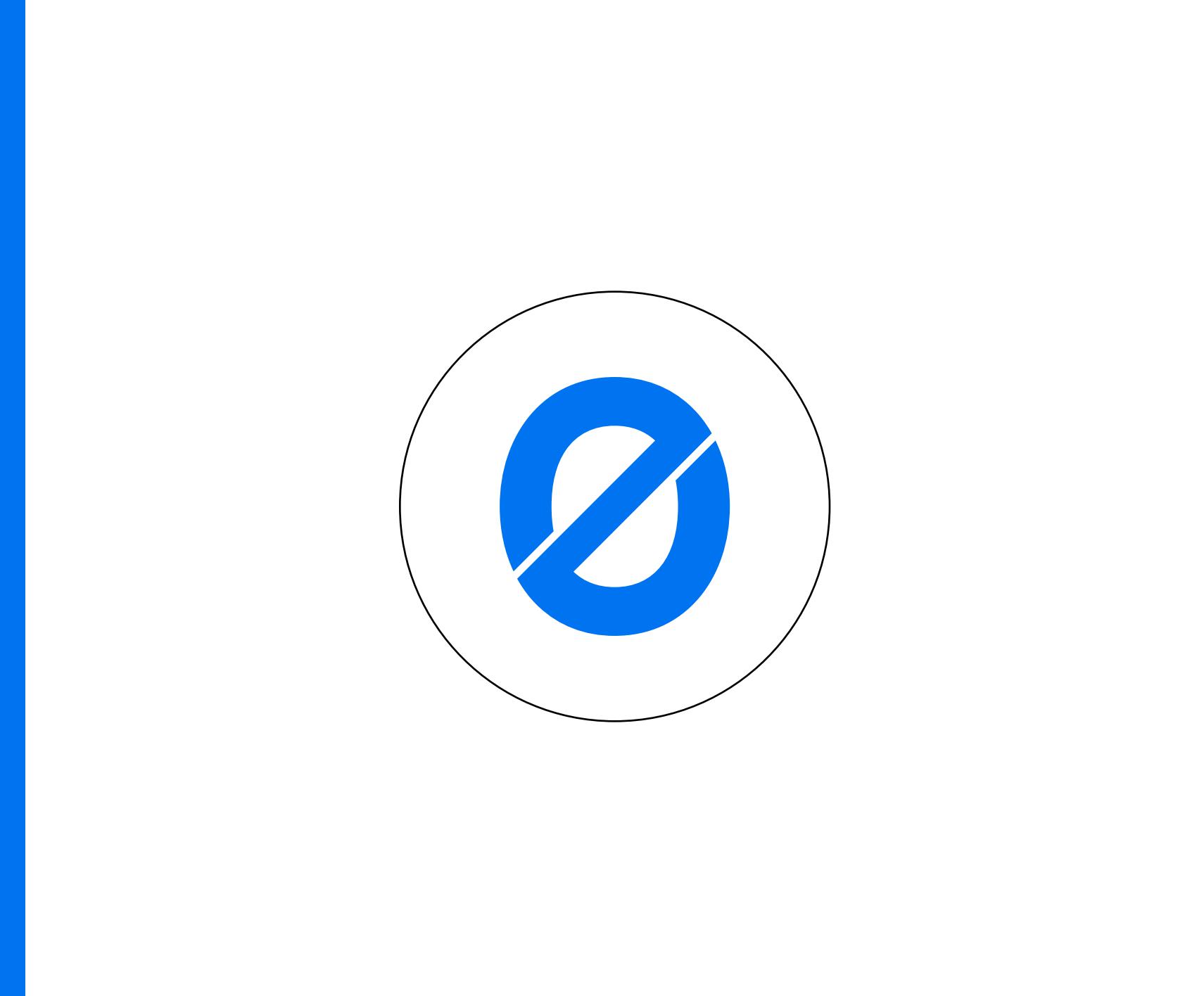
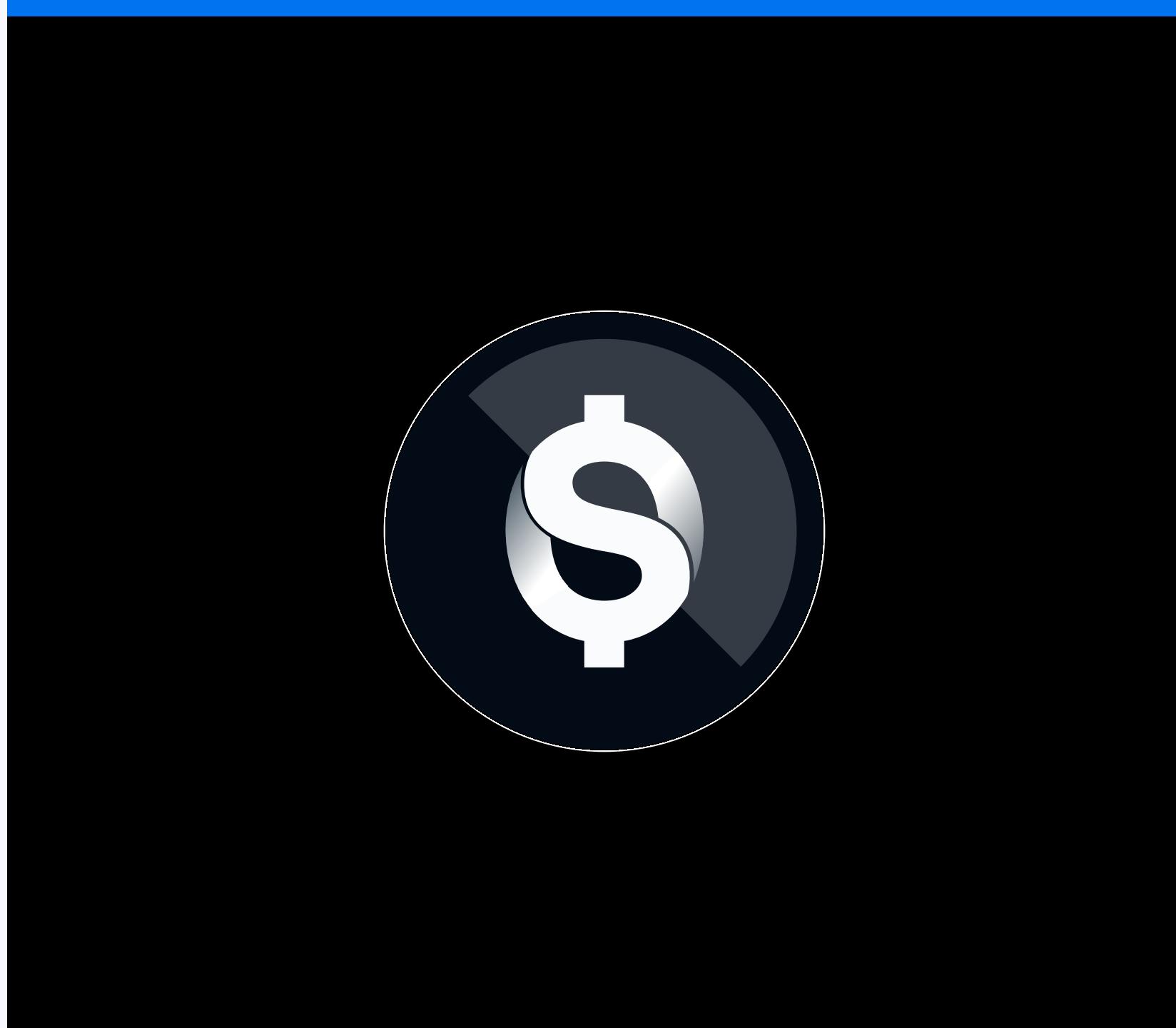
**Our primary typeface, DM Sans, is used for headlines. We try to stick to the ExtraBold weight.**

Our secondary typeface, Inter, should be used for body copy and smaller font sizes.

It is recommended to use Inter for sizes smaller than 16pt.

# Color Backgrounds

When placing icons on a similar color background, use a 1px border around the icon to separate it from the background.



# YieldForwarding

by ORIGIN

# Yield *Forwarding* by ØRIGIN

# **Yield Forwarding by Origin – feature illustration**

This is the illustration style we use for Origin Yield Forwarding. It's meant to reference forward momentum and increasing speed.



## **Yield Forwarding by Origin – wordmark**

We use the Yield Forwarding wordmark whenever talking about Origin's Yield Forwarding feature.

Two versions of this logo are available for use with light and dark backgrounds.

# **Yield *Forwarding* by ØRIGIN**

# **Yield *Forwarding* by ØRIGIN**

# **Yield Forwarding**

**by Origin –**  
**wordmark**  
**monochrome**

Black and white versions of the logo should only be used when the Origin Purple version lacks clarity.

# **YieldForwarding**

**by ØRIGIN**

# **YieldForwarding**

**by ØRIGIN**

# **Yield Forwarding by Origin – logomark**

The logomark for Origin's Yield Forwarding feature is a hexagon to distinguish it from a circular token icon. The logomark and the wordmark should never be used together.



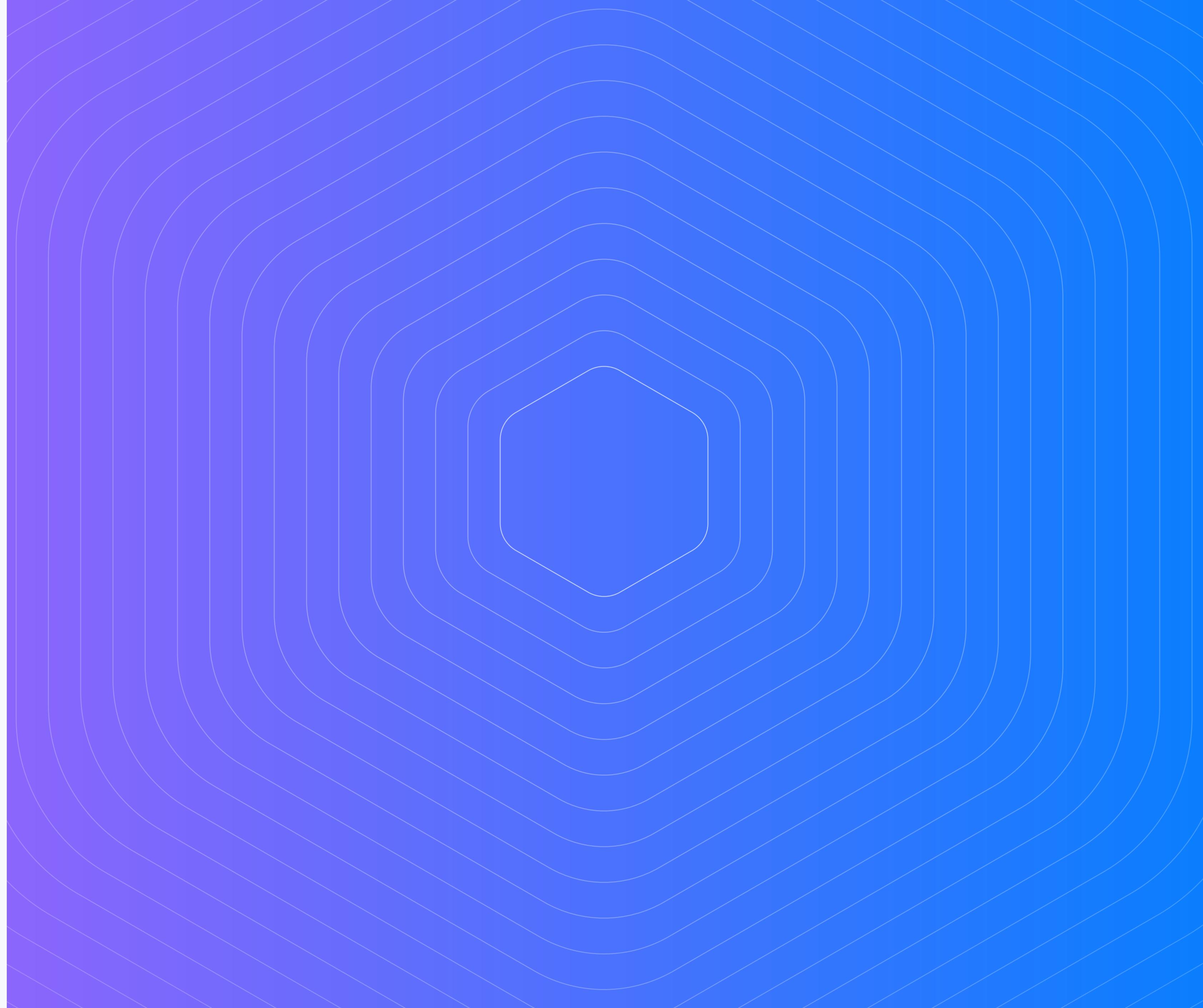
# POOL BOOSTER

by ØRIGIN

**POOL  
BOOSTER**  
by ØRIGIN

# **Pool Booster by Origin – module illustration**

This is the illustration style we use for Origin Yield Forwarding. It's meant to reference forward momentum and increasing speed.



## Pool Booster by Origin – wordmark

We use the Yield Forwarding wordmark whenever talking about Origin's Yield Forwarding feature.

Two versions of this logo are available for use with light and dark backgrounds.



**Pool Booster by  
Origin –  
wordmark  
monochrome**

Black and white versions of the logo should  
only be used when the Origin Purple version  
lacks clarity.



# Pool Booster by Origin – logomark

The logomark for Origin's Pool Booster module is a hexagon to distinguish it from a circular token icon. The logomark and the wordmark should never be used together.

