

■ OITH Brand Guide & Templates

Brand Overview

OITH (One In The Hand) is a premium dating app focused on quality connections over quantity.

Logo

Primary Logo

The OITH logo features a bird silhouette within an open hand, symbolizing "a bird in the hand is worth two in the bush" - the philosophy of valuing what's in front of you.

Logo File: prototype/icons/icon.svg

Logo Usage

- Minimum size: 32px height
- Clear space: Equal to the height of the "O" in OITH
- Never stretch, rotate, or alter colors outside brand palette

Color Palette

Primary Colors

Color Name	Hex Code	RGB	Usage
OITH Terracotta	#C4584A	196, 88, 74	Primary accent, CTAs, brand highlights
Terracotta Dark	#A84639	168, 70, 57	Hover states, emphasis

Terracotta Light	#F5E6E3	245, 230, 227	Backgrounds, subtle highlights
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Neutral Colors

Color Name	Hex Code	RGB	Usage
Warm White	#FDF9F7	253, 249, 247	Primary background
Pure White	#FFFFFF	255, 255, 255	Cards, secondary background
Warm Gray	#F8F4F2	248, 244, 242	Tertiary background
Charcoal	#2D2926	45, 41, 38	Primary text
Medium Brown	#5A524E	90, 82, 78	Secondary text
Light Brown	#9A918C	154, 145, 140	Muted text, placeholders

Accent Colors

Color Name	Hex Code	RGB	Usage
Success Green	#4CAF50	76, 175, 80	Positive actions, confirmations
Warning Orange	#FF9800	255, 152, 0	Warnings, attention
Error Red	#E53935	229, 57, 53	Errors, destructive actions

Typography

Primary Fonts

Display Font: Cormorant Garamond

- **Usage:** Headlines, titles, logo text

- **Weights:** Regular (400), SemiBold (600), Bold (700)
- **Google Fonts:** <https://fonts.google.com/specimen/Cormorant+Garamond>

Body Font: DM Sans

- **Usage:** Body text, UI elements, buttons
- **Weights:** Regular (400), Medium (500), Bold (700)
- **Google Fonts:** <https://fonts.google.com/specimen/DM+Sans>

Font Hierarchy

Element	Font	Size	Weight	Color
H1	Cormorant Garamond	36px	Bold	#2D2926
H2	Cormorant Garamond	28px	SemiBold	#2D2926
H3	DM Sans	20px	Bold	#2D2926
Body	DM Sans	16px	Regular	#2D2926
Small	DM Sans	14px	Regular	#5A524E
Caption	DM Sans	12px	Regular	#9A918C

Microsoft Word Template Setup

Step 1: Set Up Fonts

1. Download fonts from Google Fonts:
 - [Cormorant Garamond](#)
 - [DM Sans](#)
2. Install fonts on your system
3. In Word: Home → Font → Select fonts

Step 2: Create Custom Theme Colors

1. Go to **Design → Colors → Customize Colors**
2. Set the following:
 - **Accent 1:** #C4584A (OITH Terracotta)
 - **Accent 2:** #A84639 (Terracotta Dark)
 - **Accent 3:** #4CAF50 (Success Green)
 - **Accent 4:** #FF9800 (Warning Orange)
 - **Accent 5:** #F5E6E3 (Terracotta Light)
 - **Accent 6:** #F8F4F2 (Warm Gray)
 - **Text/Background Dark 1:** #2D2926 (Charcoal)
 - **Text/Background Light 1:** #FDF9F7 (Warm White)
3. Save as "OITH Brand"

Step 3: Create Styles

Title Style:

- Font: Cormorant Garamond, 36pt, Bold
- Color: #2D2926
- Spacing: 24pt after

Heading 1:

- Font: Cormorant Garamond, 28pt, SemiBold
- Color: #2D2926
- Spacing: 18pt after

Heading 2:

- Font: DM Sans, 20pt, Bold
- Color: #2D2926
- Spacing: 12pt after

Normal:

- Font: DM Sans, 11pt, Regular
- Color: #2D2926
- Line spacing: 1.5

Step 4: Save as Template

1. File → Save As
2. Select "Word Template (.dotx)"
3. Save as "OITH_Template.dotx"

Microsoft PowerPoint Template Setup

Step 1: Create New Presentation

1. Open PowerPoint
2. Design → Slide Size → Widescreen (16:9)

Step 2: Set Theme Colors

Same as Word - create custom color theme named "OITH Brand"

Step 3: Create Slide Master

1. View → Slide Master
2. Create these layouts:

Title Slide

- Background: #C4584A (gradient to #A84639)
- Title: Cormorant Garamond, 54pt, White, Center
- Subtitle: DM Sans, 24pt, White, Center
- Logo: Bottom right corner

Section Header

- Background: #FDF9F7
- Left bar: #C4584A (20px wide)
- Title: Cormorant Garamond, 44pt, #2D2926
- Subtitle: DM Sans, 20pt, #5A524E

Content Slide

- Background: #FDF9F7
- Title: Cormorant Garamond, 36pt, #2D2926
- Body: DM Sans, 18pt, #2D2926
- Accent line: #C4584A under title

Two Column

- Same as content with two text placeholders

Image + Text

- 60% image, 40% text

Step 4: Save as Template

1. File → Save As
 2. Select "PowerPoint Template (.potx)"
 3. Save as "OITH_Template.potx"
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Quick Reference Card

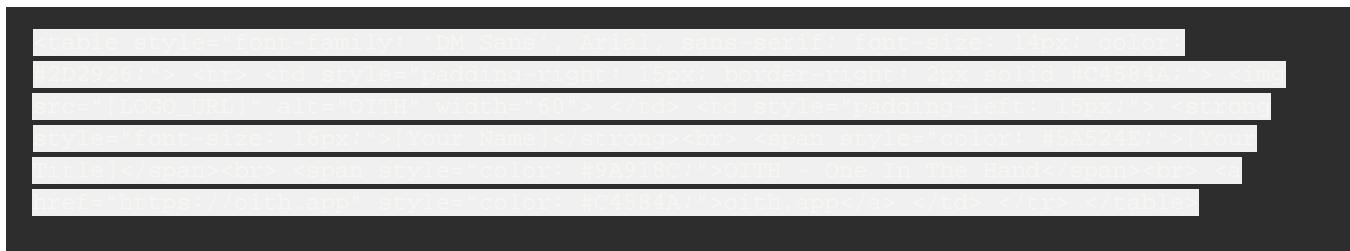
Colors to Copy/Paste



Font Settings



Email Signature Template



Document Header Template

For Word documents, use this header format:



Social Media Templates

Profile Picture

- Size: 400x400px
- Logo centered on #C4584A background

Cover Photo

- Size: 1500x500px (Twitter) / 820x312px (Facebook)
- Gradient background: #C4584A → #A84639
- Tagline: "Focus on who's in front of you"

Post Template

- Size: 1080x1080px (Instagram) / 1200x630px (Facebook)
- Background: #FDF9F7
- Accent bar: #C4584A at top
- Text: Cormorant Garamond headline + DM Sans body