OnePlus
Brand Guidelines

OnePlus
Brand Guidelines / Personality

OnePlus IS

Bold

Inspiring

Didn’t get into the party
- Doesn’t Care

Cuts through the BS

Honest / Transparent

Loud (with precision)

Smart / Techy

OnePlus ISN’T

~~Cocky~~

~~Negative~~

~~Timid~~

~~Childish~~

~~Corporate~~

~~Salesy~~

~~Condescending~~

These can be distilled to five distinct brand personality archetypes.

Confident Outsider

We know how to play the game; we just don't always want to. We march by the beat of our own drum, and sometimes that shakes things up. Some brands stir the pot just to do it. At OnePlus, we just do what we think is best; if that makes waves, then so be it. We don't waste our time wishing we were someone else.

At OnePlus, we think of this as integrity. Not moral integrity, but a willingness to push for what we believe is the right approach for our employees, partners, and most importantly our users.

Young at Heart

We're excited about technology. Not just as creators, but as users. Sometimes we reject and play with the traditional conventions of business and marketing, because things shouldn't always be so serious. If you aren't having fun, then what's the point? The world doesn't need another tech company run by suits.

Open Book

We speak to our users like they are close friends. We say it like it is, and sometimes that means saying things companies shouldn't say. It's risky, and it's not always to our benefit, but it's a better way of doing things. If people think, "wow, I can't believe a major company did/said that," then we know we're on the right track.

Co-creation

We think globally rather than locally. We acknowledge that boundaries and cultural differences exist, but confidently ignore them (and bridge them). OnePlus is all of us across the globe - employees, fans, and casual users - working to build something amazing.

Focused

Some companies make as many products as they can and stretch themselves thin. We make just a few, and we make them well. We only talk when we have something important to say, so when we talk, you should probably listen.

OnePlus
Brand Guidelines / Approval Checklist

Approval Checklist

Before anything is ready for approval or production, go through this checklist of common mistakes. It'll save everyone time and hassle.

- [ ] Logo is not pixelated or warped.
The OnePlus square is an actual square.
- [ ] Device name and tagline have 1.5:1 ratio.
Device and Device name + tagline have 1:1 ratio.
- [ ] Wallpaper is correct for specific device.
Plain NEVER SETTLE wallpaper is used for Out of Home.
- [ ] Proper URL logo is used to show the URL.
Don't just type the URL.
- [ ] Kerning on Lato font has not been drastically altered.
Headlines can be adjusted between letters to fix weird spacing.
- [ ] Font weights weren't abused. You don't need to bold everything.
Lato Light and Regular look great together.
- [ ] Things meant to be centered are 100% centered.
Pixel perfect. No excuses.
- [ ] Simple is okay. White space is okay.
No unnecessary logos, copy, or things to "fill space".
- [ ] Shadows, reflection and lighting are correct.
If something is photoshopped to look real make sure it looks real.
- [ ] If there is a template that can be used to start the design make sure the template is used. It's there to help.
- [ ] All technical information is correct. We are a tech company.
Android is spelled Android not android. 16 MP is not 16mp or 16MP.
- [ ] The end product will attract our audience's attention span for more than .5 seconds. It looks good.

OnePlus
Brand Guidelines / Logo

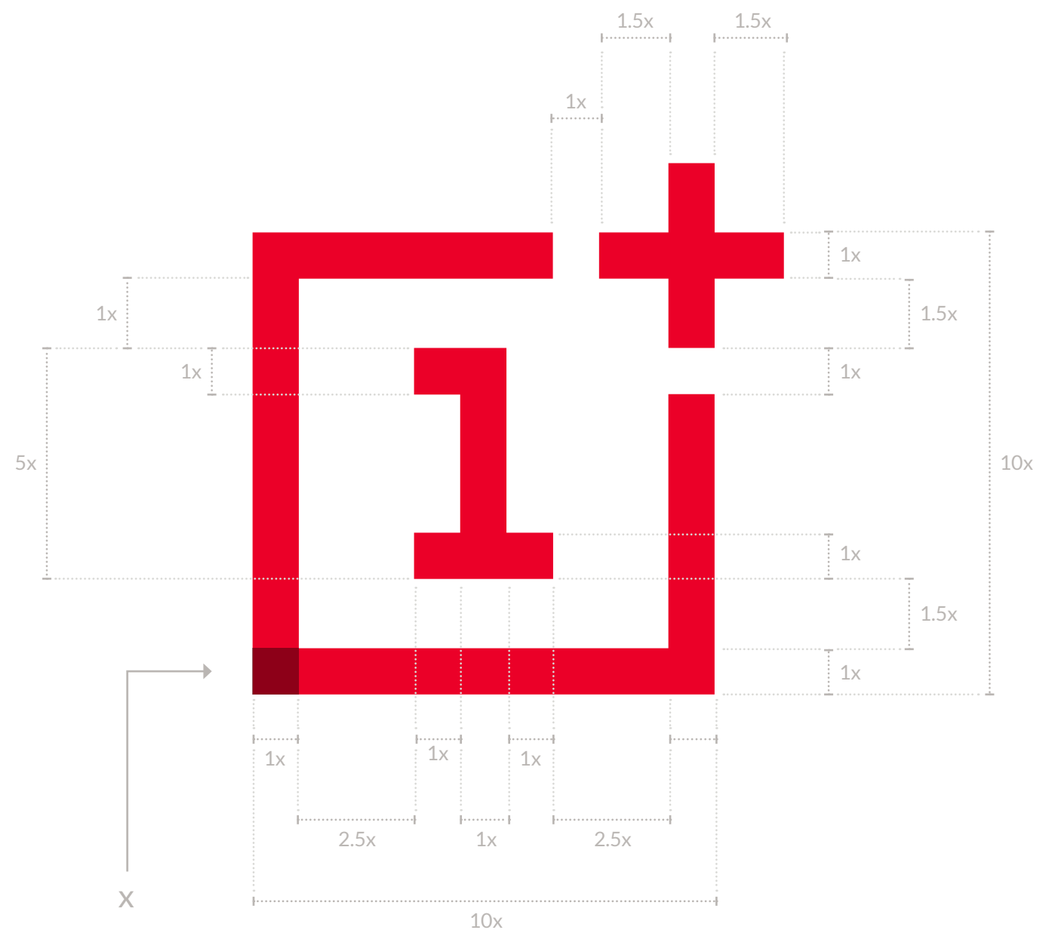
ONEPLUS

Full Logo

Full logo should primarily be used on third party platforms such print/OOH, TV or rich banners on media sites.

Icon

The OnePlus icon is mostly used on OnePlus online channels, as well as products and places where the brand is already well established.


1.5x
1.5x
1x
1x
1.5x
1x
1x
1x
5x
10x
1x
1.5x
1x
1x
1x
1x
2.5x
1x
2.5x
x
10x

3x
3x
3x
3x
3x
3x
ONEPLUS
x

LOGO / MINIMUM CLEARSPACE

LOGO / RECOMMENDED CLEARSPACE

Logo Colors

Only display the OnePlus logo in red, black or white.

Logo Color Combinations

Only use red logo on a light, neutral toned background.

Only use black logo on a light background.

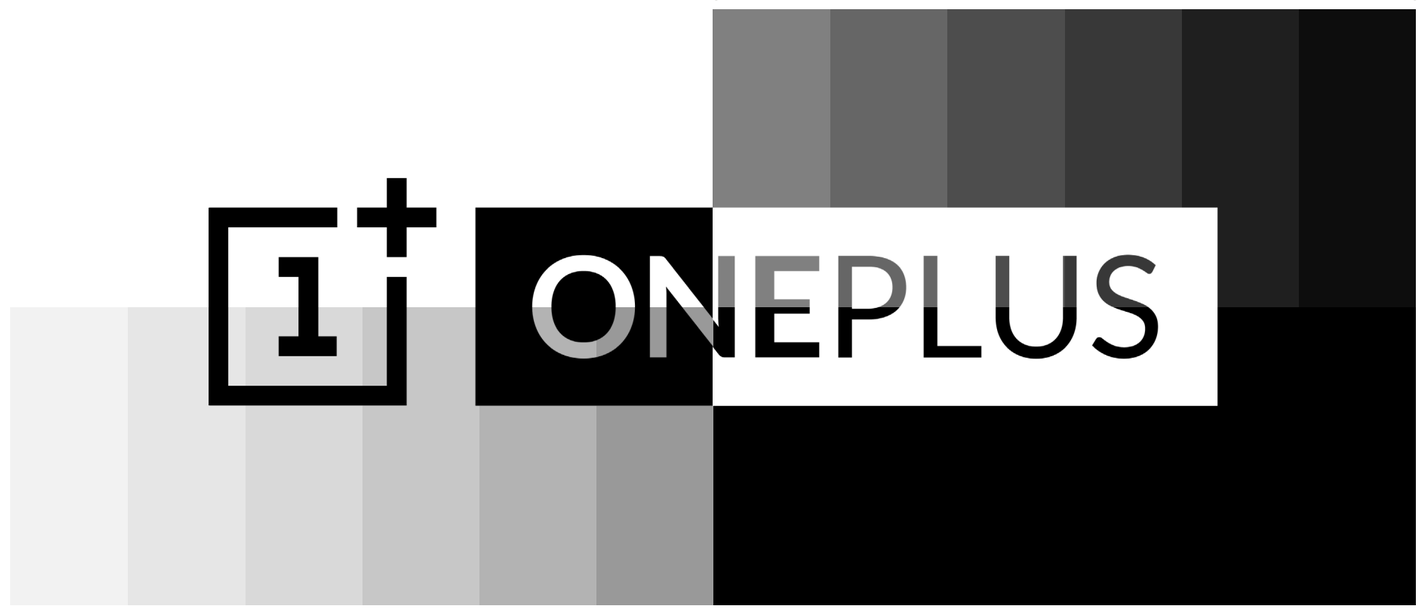
Only use white logo on a dark background.

Never use the red logo on a black background.

Never use the red logo on a colorful background.

41-100% Black

Maximum 40% Black



Minimum 41% Black

0-40% Black

LOGO / BLACK TO WHITE CHART

Do Not

Do not use the red logo on a similarly colored background.

Do not put a glow behind the logo to improve visibility.

Do not use a red logo on black or dark backgrounds.

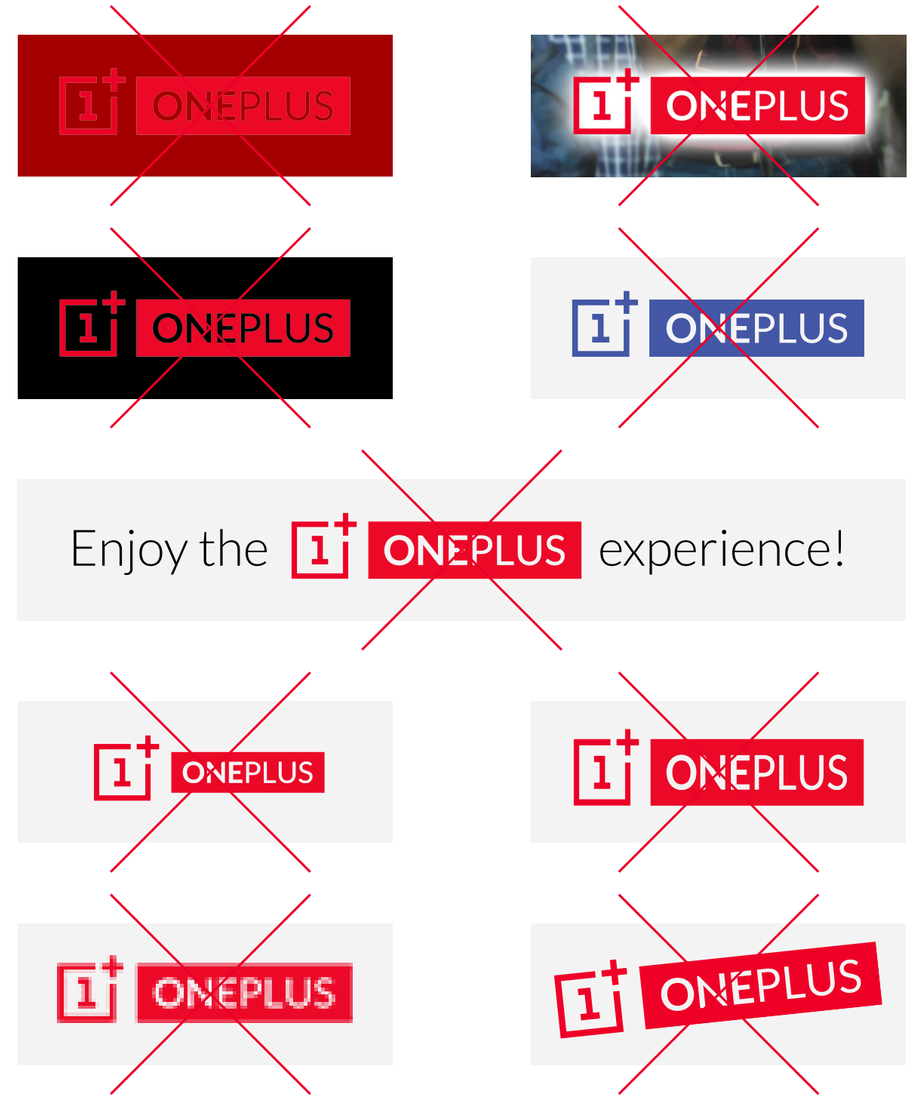
Do not change the logo color to anything other than red or black.

Do not use small margin shapes under the logo. Instead, use bigger padding from the border. Please refer to the 'Logo Positioning section for more information.

Do not skew, tilt or change the proportion or order of the logo elements.

Do not use the OnePlus logo as part of a sentence.

Do not upscale or use low resolution versions of the logo.



Minimum Size

The minimum signature size should be used only when layout space is extremely limited. Make sure the logo doesn't get distorted when shrinking.

OnePlus

Brand Guidelines / Brand Colors

Main Colors

Black
Pantone Black 6 C

C	75%	R	0
M	68%	G	0
Y	67%	B	0
K	90%		

#000000

Red
Pantone 185 C

C	0%	R	235
M	100%	G	0
Y	92%	B	40
K	0%		

#EB0028

Light Grey
Pantone Cool Gray 1 C

C	13%	R	217
M	11%	G	217
Y	12%	B	214
K	0%		

#D9D9D6

Grey color gradation for digital screens

Half
#ECEBEA

Variable Name:
$lightestminor

Normal
#DAD8D6

Variable Name:
$lightminor

Double
#BAB4B1

Variable Name:
$minor

Triple
#85807B

Variable Name:
$darkminor

Quadruple
#4A4A4A

Variable Name:
$darkestminor

Secondary Colors

When additional colors are needed blue and yellow are recommended. There are 3 tones of each. Use just one or all of them if you'd like.

Blue
Pantone 303 C

C	98%	R	60
M	76%	G	50
Y	47%	B	75
K	43%		

#06324B

Blue Slate
Pantone 7545 C

C	72%	R	80
M	60%	G	90
Y	41%	B	110
K	20%		

#505A6E

Light Blue
Pantone 7541 C

C	17%	R	210
M	7%	G	220
Y	11%	B	220
K	0%		

#D2DCDC

Yellow
Pantone 157 C

C	7%	R	235
M	45%	G	155
Y	85%	B	55
K	0%		

#EB9B37

Yellow Peach
Pantone 156 C

C	3%	R	245
M	25%	G	195
Y	53%	B	130
K	0%		

#F5C382

Light Yellow
Pantone 7506 C

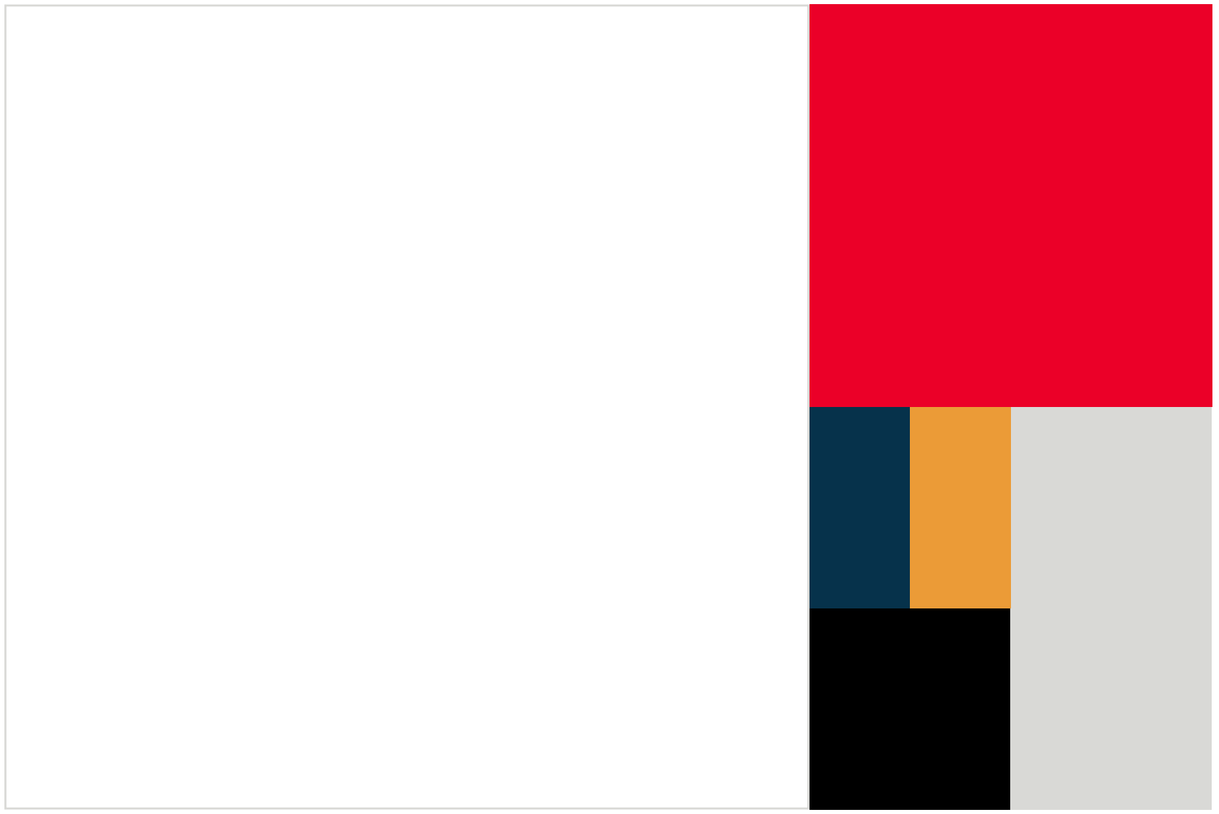
C	2%	R	250
M	8%	G	230
Y	20%	B	100
K	0%		

#FAE6C8

Color Ratio

When using multiple colors, please try and stick to this ratio. Obviously different designs call for different ratios, but keep this in mind.

For example, It's not acceptable to use all blue and yellow and then just a little bit of red. You also probably wouldn't want to use all of these colors in one design along with the tonal variations.



OnePlus

Brand Guidelines / Additional Logos

NEVER
SETTLE

Full Application

Color version for print and digital.

NEVER
SETTLE

NEVER
SETTLE

Alternate White

White version for use on black or textured backgrounds.

OnePlus.net

Full Application

Visual URL style for print/OOH.

OnePlus.net

Alternate Grey

Alternate visual URL style for print/OOH.

Full Application

Proprietary name for use on print and digital.

Powered By

Use this version when together with a dash powered device.

OPTIC AMOLED

Full Application

Color version for print and digital.

OPTIC AMOLED

Alternate Grey

Single color version. (Avoid use.)

SMART
CAPTURE

Full Application

Color version for print and digital.

SMART
CAPTURE

Alternate Grey

Single color version. (Avoid use.)

OnePlus
Brand Guidelines / Typography

Typography

The primary OnePlus typeface is “Lato”. The substitute typeface for Mac is “Helvetica Neue”. The substitute typeface for Windows is “Arial”. The recommended body size for desktop webpages is 17px and 15px for mobile webpages. The use of italics is not recommended. Also it is recommended to leave the kerning as is.

Download: https://fonts.google.com/specimen/Lato

LATO LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()?/.,”’;=+\|

LATO REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()?/.,”’;=+\|

LATO BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()?/.,”’;=+\|

OnePlus
Brand Guidelines / Writing Guide

Do

OnePlus

'O' and 'P' must be capitalized.
No space between 'One' and 'Plus'

Don't

× Oneplus
× onePlus
× One Plus
× oneplus
× 1plus
× 1+

Do

OnePlus 3T

'O' and 'P' must be capitalized.
One space between 'OnePlus' and '3T',
including 'OnePlus 3', 'OnePlus 2'
and 'OnePlus X'

Don't

× OnePlus3
× OnePlus_3

Do

NEVER SETTLE
Never Settle

Two styles of 'NEVER SETTLE' could
be used, in normal text, 'NEVER SETTLE'
is preferred to 'Never Settle'.
One space between 'NEVER' and 'SETTLE'

Don't

× NEVERSETTLE
× never settle
× neversettle

Do

Dash Charge

'D' and 'C' must be capitalized. One
space between 'Dash' and 'Charge'.

Don't

× DASH
× Dash charge

Do

NEVER SETTLE

In the graphic, each letter must be capitalized with a line break in between. Use Auto or a slightly tighter leading between the words.

Don't

× Never Settle

Do

Optic AMOLED

'O' and 'AMOLED' must be capitalized. One space between 'Optic' and 'AMOLED'.

Don't

× OpticAMOLED

× Optic Amoled

Do

Smart Capture

'S' and 'C' must be capitalized. One space between 'Smart' and 'Capture'.

Don't

× Smart capture

× SmartCapture

Do

H2OS OxygenOS

'D' and 'C' must be capitalized. One space between 'Dash' and 'Charge'.

Don't

× h2os

× h2 OS

× oxygenos

× oxygen OS

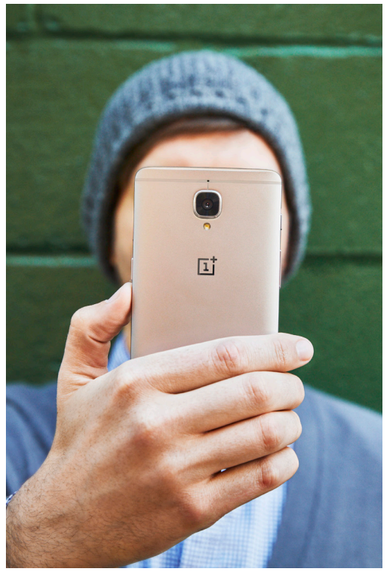
OnePlus
Brand Guidelines / Images

Product Photography

The product is always front and center and positioned heroically.

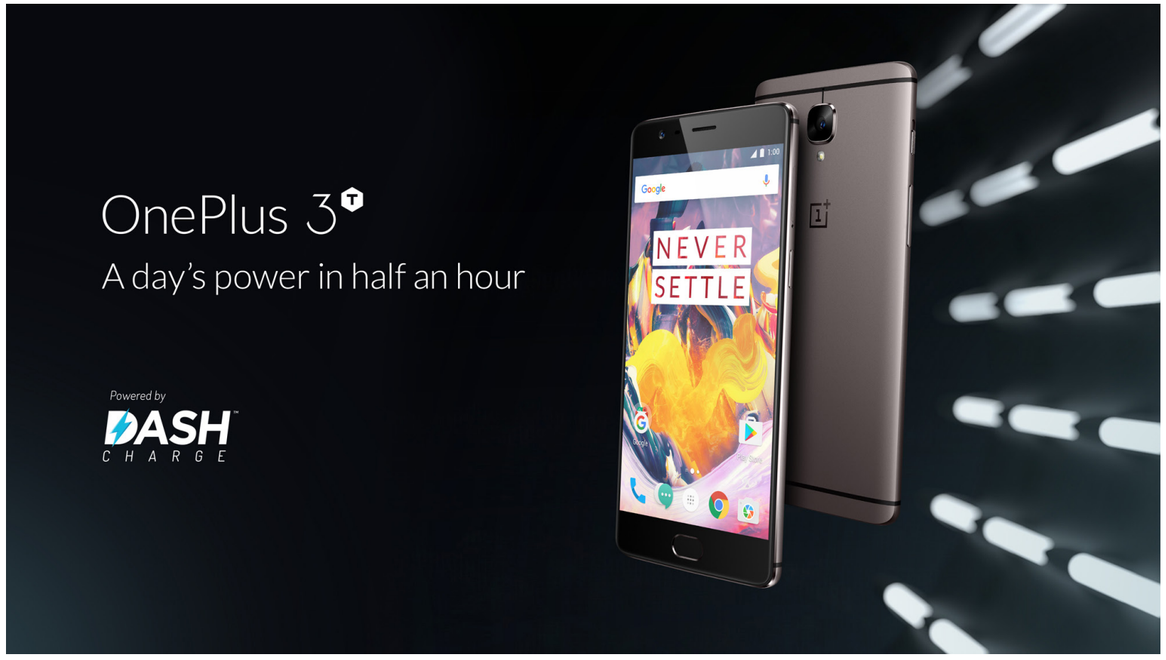
Lifestyle Photography

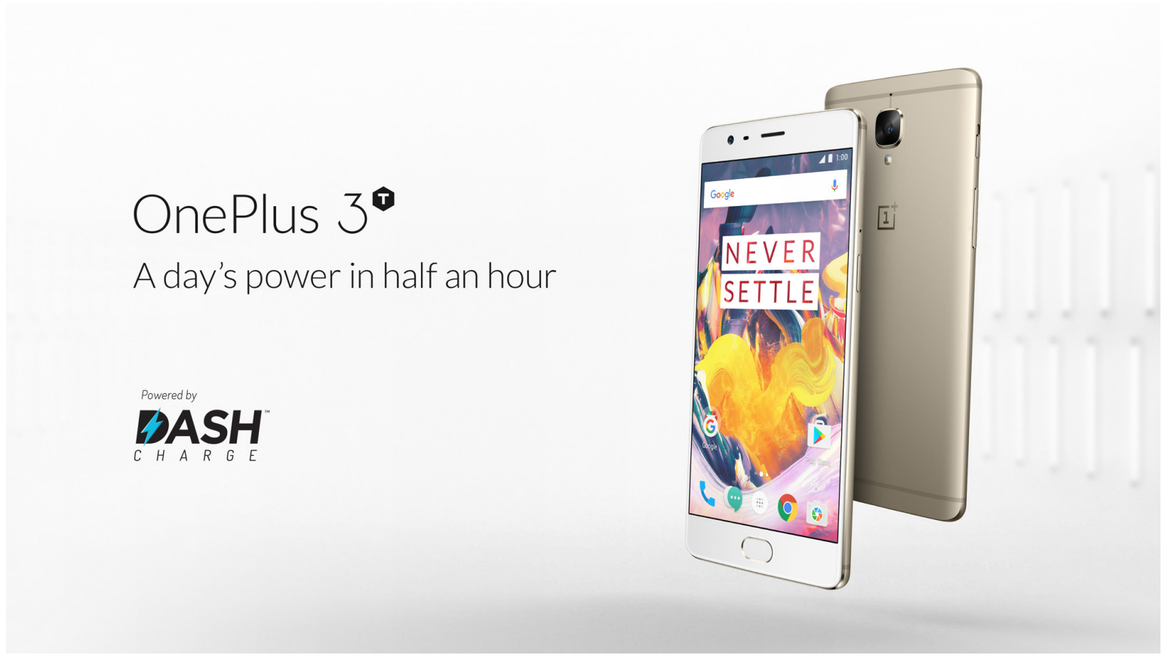
Highly stylized, candid moments of interaction. The lifestyle photos feature a cast of multicultural people to give a global sense of scale, the user base and diversity.



Key Visual

Each device should have a main KV. Alternative KVs may be available for different colors and OOH materials, but the primary KV should be used over the others whenever possible. Device name and tagline have 1.5:1 ratio. Device and Device name + tagline have 1:1 ratio (See next page). Do not change the size relation of headline and subhead to the device.





Header + Subhead Relationship

Always use the above size relation. 1.5x to 1x.

Header + Subhead + Device Relationship

Always use the above size relation. Height of the device should match the length of the header+subhead. Exceptions should be made only in certain cases.

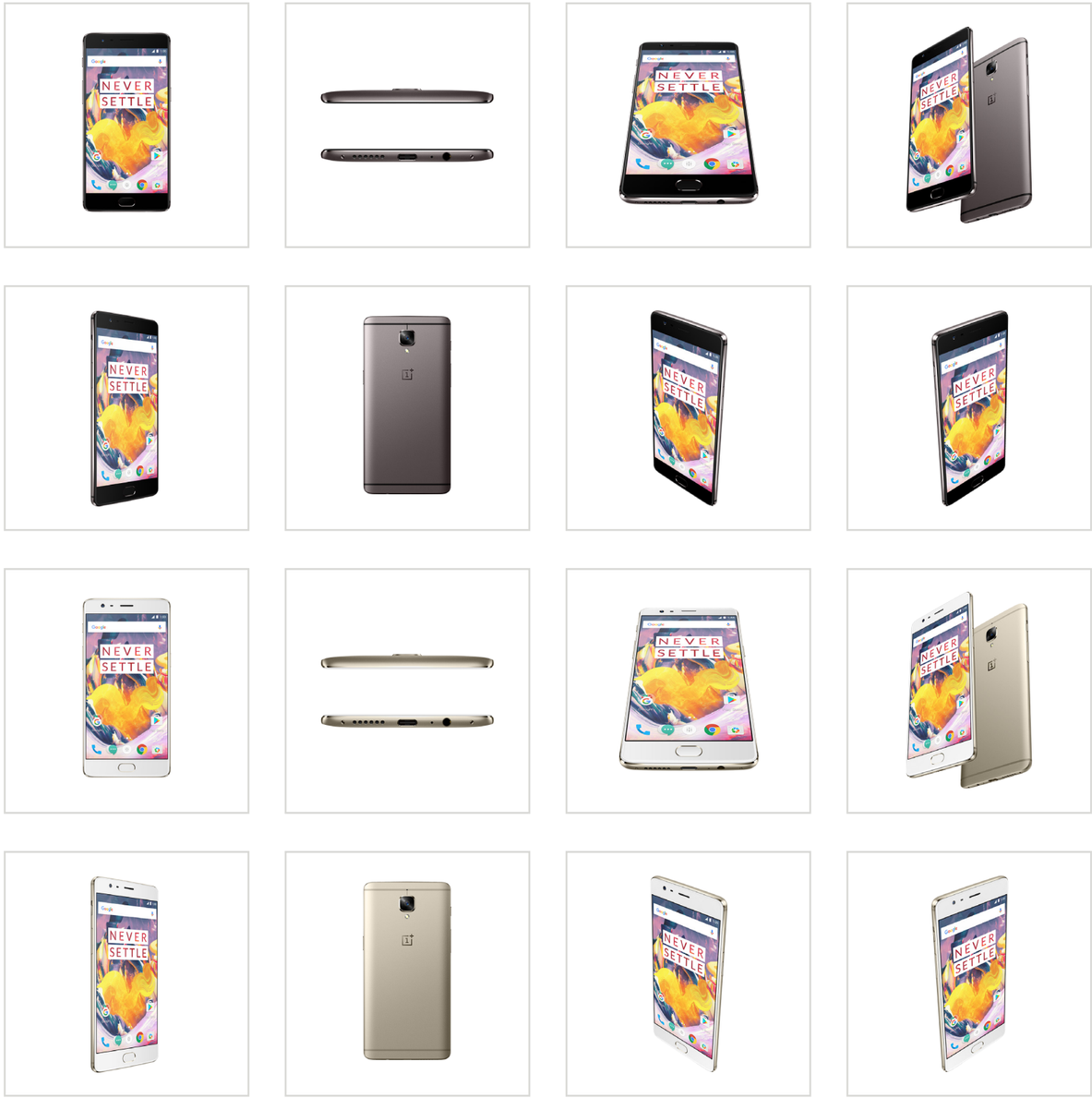
Renders

Renders are available in both RGB and CMYK. New renders should be accurate to the actual device appearance. They should all have updated wallpaper as well.

Press Images

Press images are there to show off the product in all colors, a variety of angles and high quality. Web ready files are available for all media on our website. High resolution print ready versions are available upon request.

Download: https://oneplus.net/press-photos



Out Of Home

Make sure the wallpaper used is the plain Never Settle wallpaper for the correct device. Always use high resolution, CMYK images. When creating OOH materials it is recommended to use white backgrounds whenever possible.

Do not use Google branding on OOH advertisments.

Do not use web/RGB versions of the renders for OOH.

Do

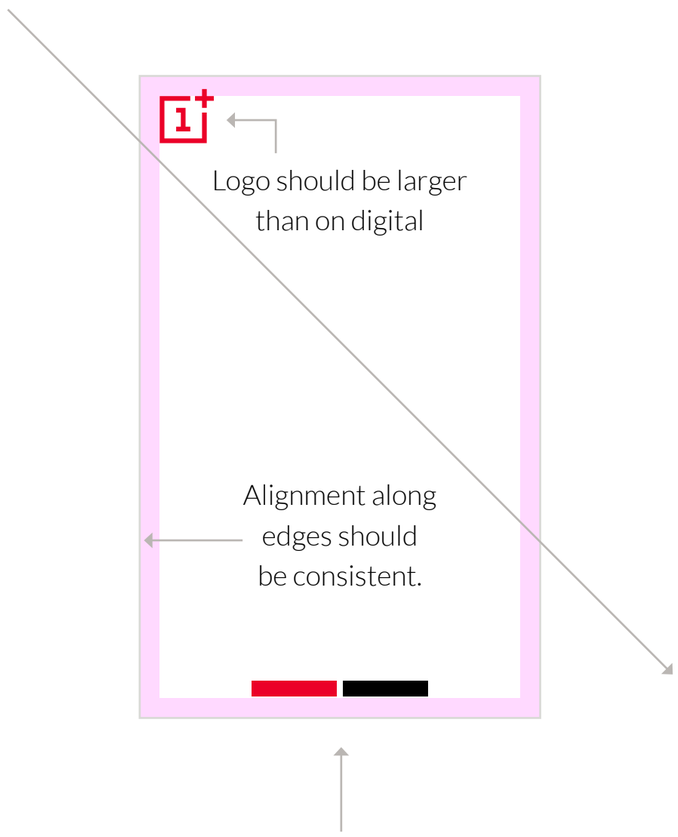
OnePlus3T-Gunmetal-Front-CMYK.psd

Don't

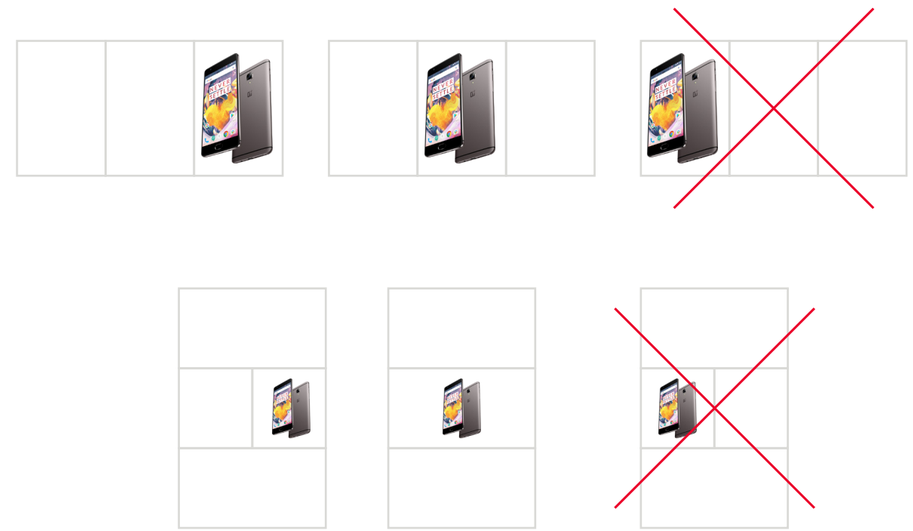
OnePlus3T-Gunmetal-Front-RGB.psd

OnePlus
Brand Guidelines / Out Of Home

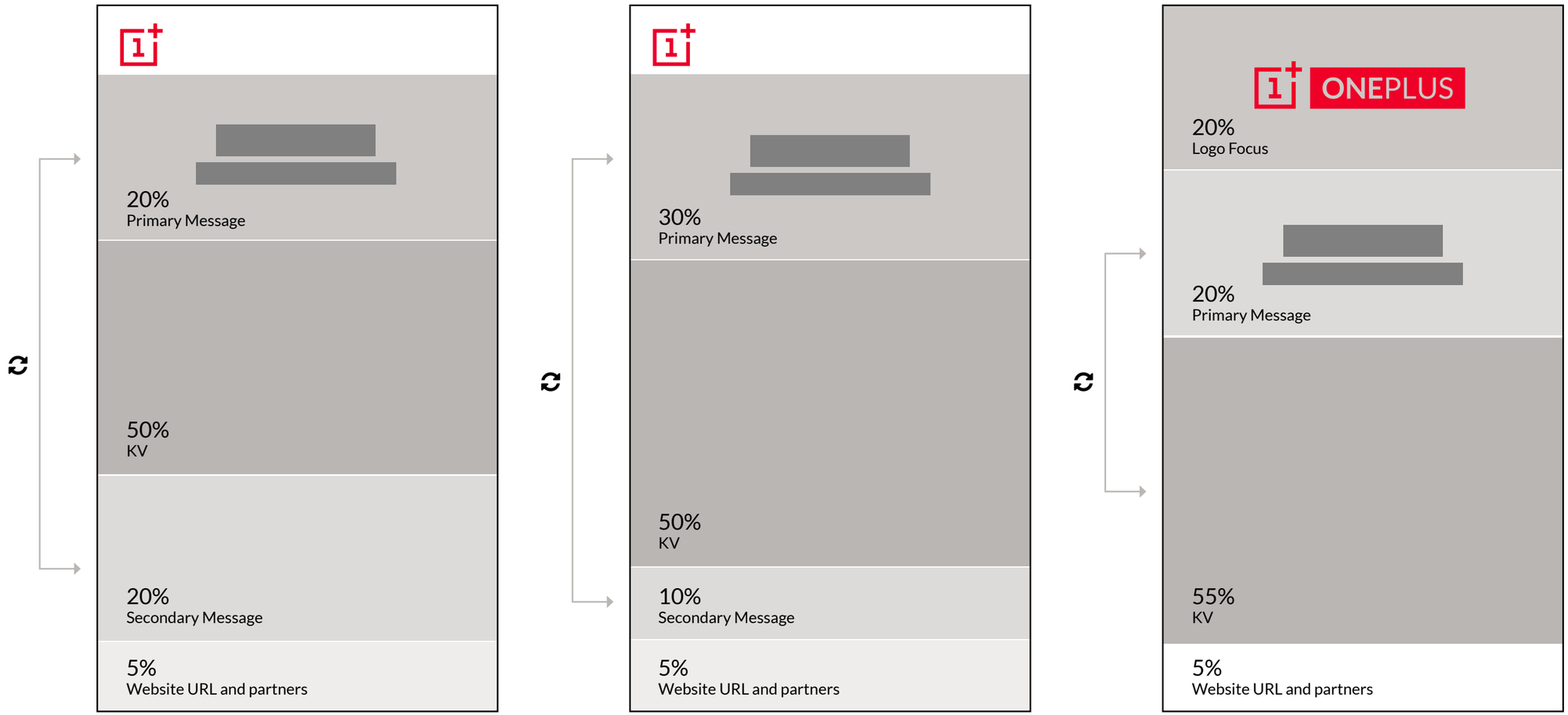
Eye/reading direction should be left to right/top to bottom.



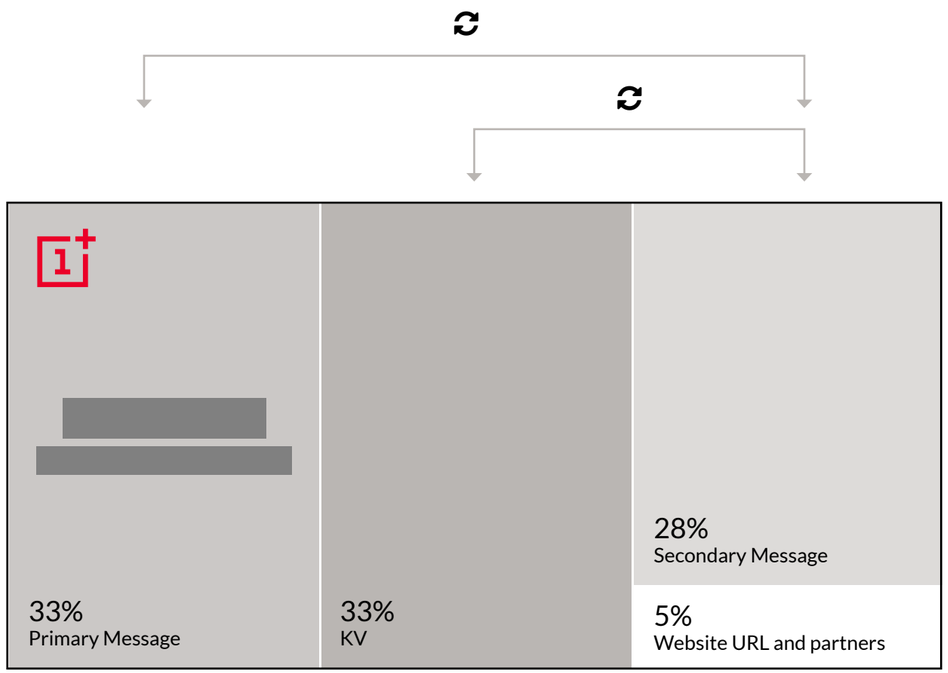
Partner logos should be equal in size to OnePlus URL unless otherwise discussed/noted in a contract.



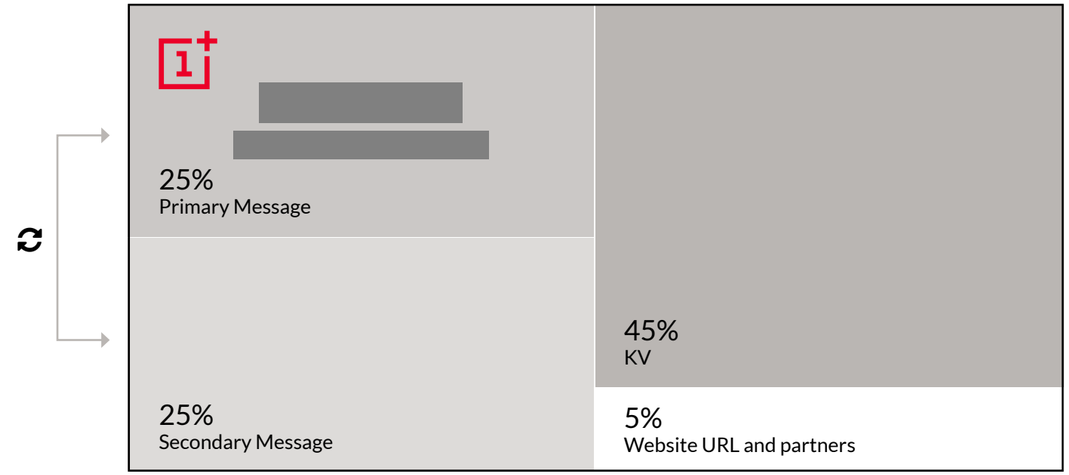
KV/Product Images should always be placed in the middle or to the right side of an advertisment. It should never be placed to the left of messaging.



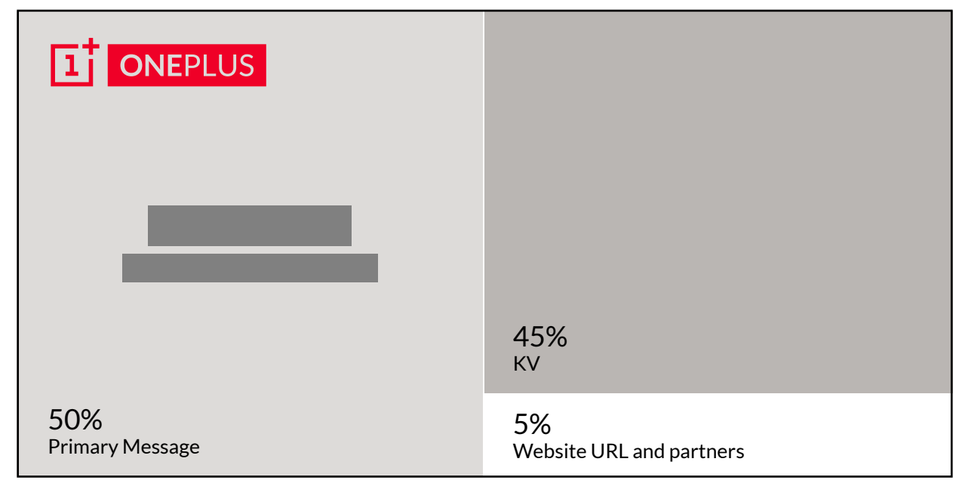
Can be swapped



Equal Message Focus

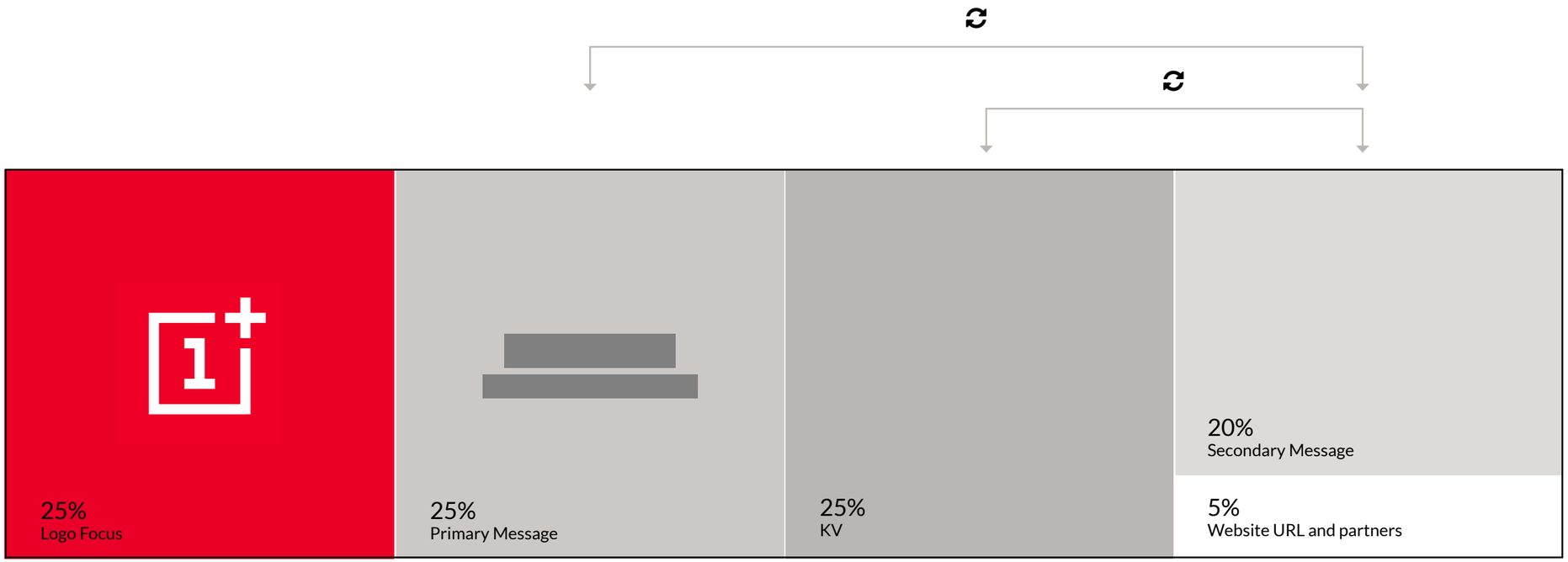


Equal Message Focus



KV Focus

Can be swapped



Equal Message Focus

Can be swapped

OnePlus
Brand Guidelines / Social Media

Social Media

When designing for social media, mobile should come first. All text must be readable on mobile. Videos and GIFs can be made for Facebook and shared on both Facebook and Twitter. Twitter currently crops all images acording to text placement so please be aware when designing. Do no place text too close to the left or right edge of Twitter posts.

Facebook

Twitter

59px

59px

50px

50px

960px

88pt Large Size
Use this font size
for headers.

44pt Normal Size
Use this font size for
normal copy.

960px

88pt Large Size
Use this font size
for headers.

44pt Normal Size
Use this font size for
normal copy.

66pt Large Size
Use this font size for headers.

44pt Normal Size
Use this font size for normal copy.

66pt Large Size
Use this font size for headers.

44pt Normal Size
Use this font size for normal copy.

512px

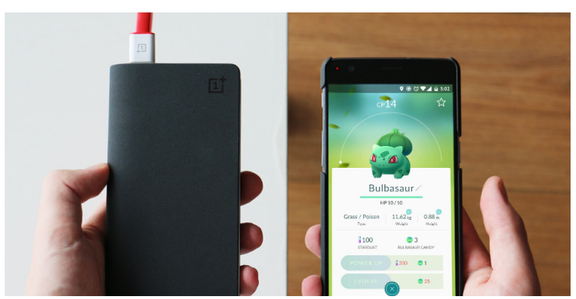
1024px

Facebook

Facebook

Facebook

Facebook



Twitter

Twitter

Twitter

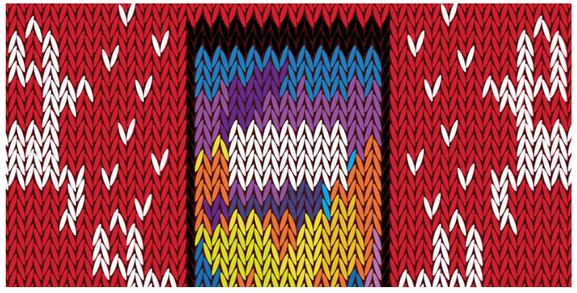
Twitter

Facebook

Facebook

Facebook

Facebook



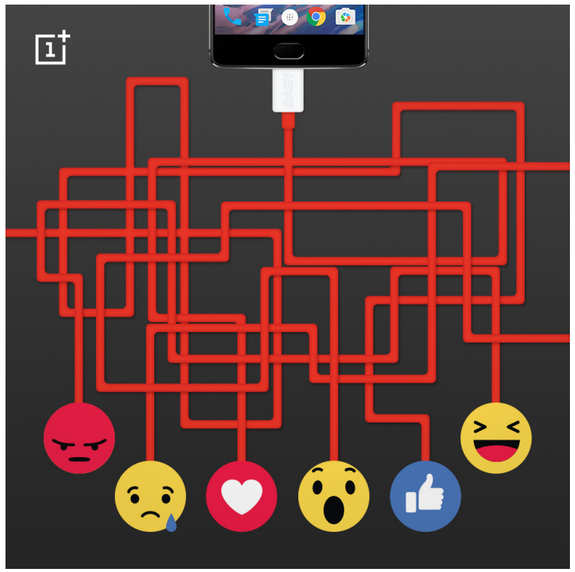
Twitter

Twitter

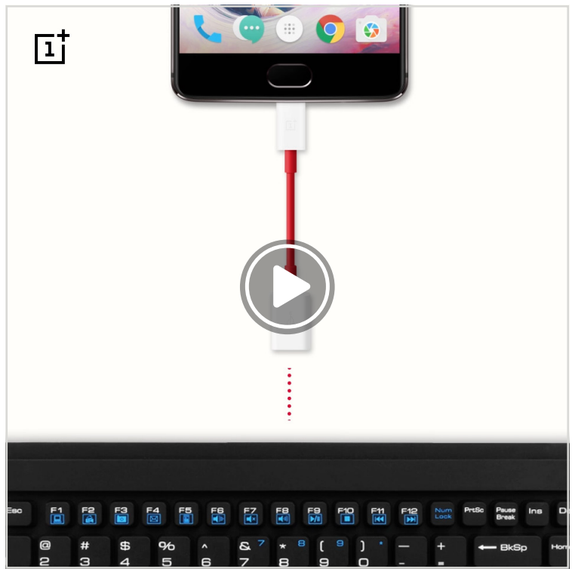
Twitter

Twitter

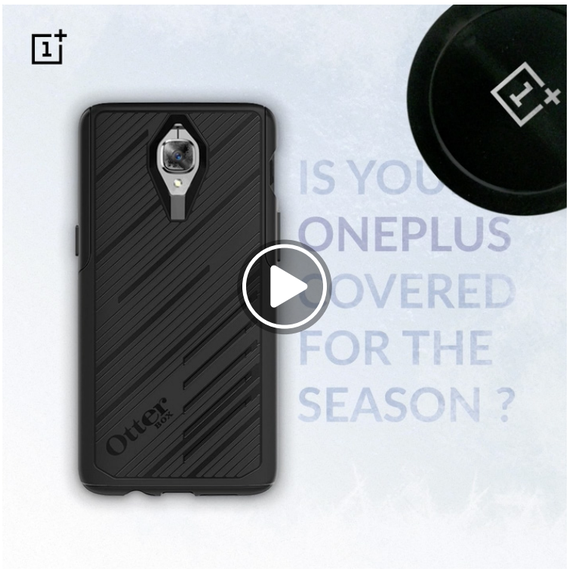
Facebook



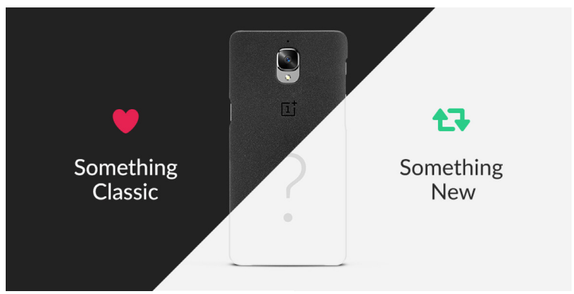
Facebook Only



Facebook & Twitter



Facebook & Twitter



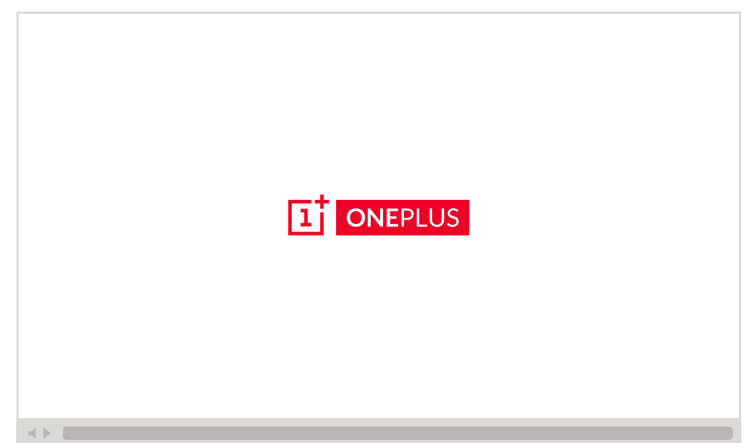
Twitter

OnePlus

Brand Guidelines / Videos

Videos

All videos produced in-house should all have the same feel and production quality. There are templates for intros, outros, lower thirds, subtitles, etc. Please ask for files.



OnePlus
Brand Guidelines / URLs

URLs

OnePlus URL shortener (onepl.us) is strictly used for social media channels and invites, allowing us to better track conversions.

In terms of branding, we decided to stick to the original URL http://oneplus.net in order to keep our branding consistent across offline and online channels. For example: “http://oneplus.net” should be used for business cards, email signatures, promotional leaflets, out of home and online advertising.

OnePlus
Brand Guidelines / Partnerships

Partnerships

OnePlus and partner's logos must be equal size and seperated by a vertical line. OnePlus can be positioned to either the left or right side of a partner's logo. The OnePlus logo and the dividing line should both either be black or white. If possible use the black and white version of partner logo. Use respective trademark symbols for any OnePlus proprietary technologies partners will feature on its content. It's acceptable to use an "x" to visualize a partnership, but the vertical line is suggested.

Do not use a red OnePlus logo.

Do not use a "+" to visualize partnership.

Do not use partners' font for OnePlus' brand elements.

Us / Them

Our social media should still be use the top left OnePlus icon and the partner logo should be placed in the top right corner.

Their social media should use the lockup with a vertical line if possible.

Our Facebook

Their Facebook