

Studio IO

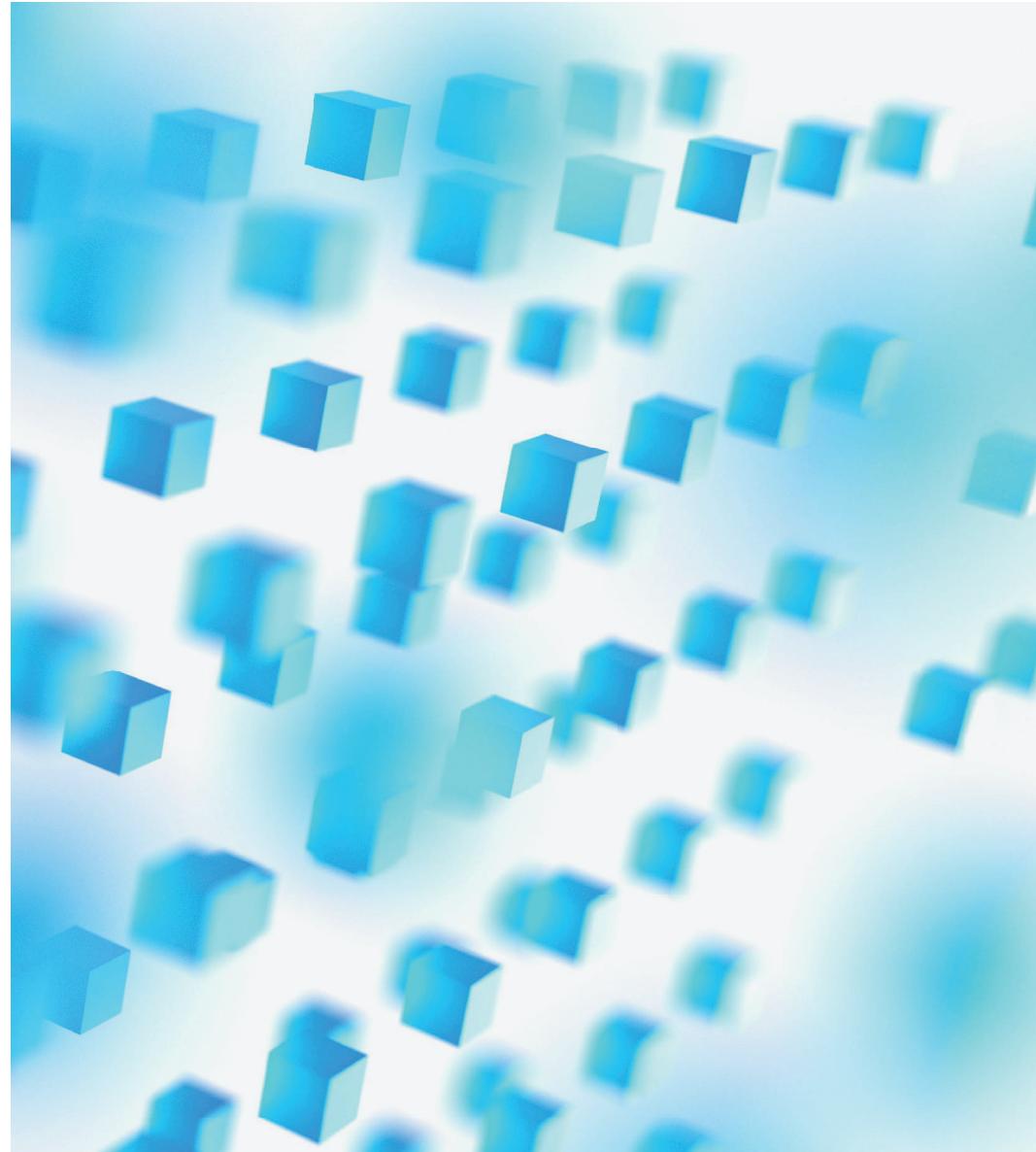
OGC Branding Concept

7.6.21

Our thinking.

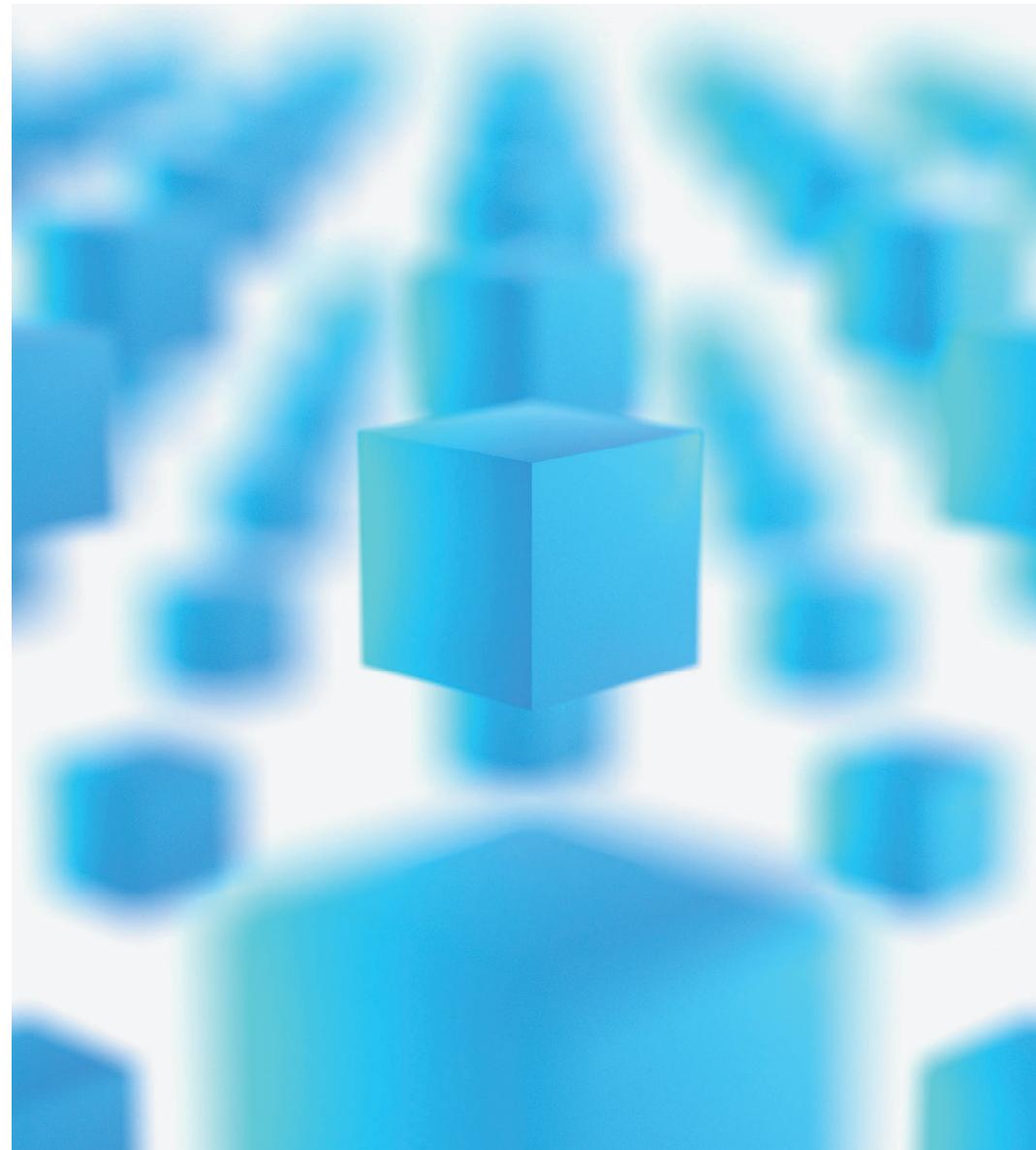
The Open Geospatial Consortium is first and foremost, a consortium. We want the new OGC identity to reflect the idea of separate entities coming together to create the community that is OGC.

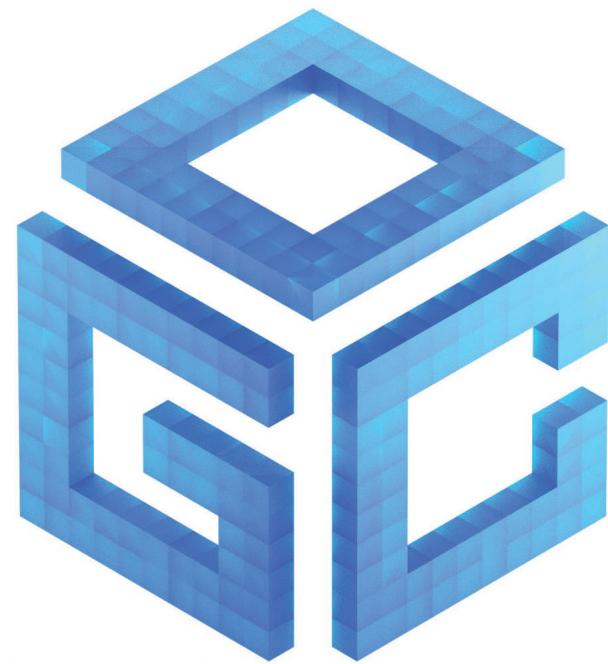
Studio 10



Not an acronym,
but a mark.

A modern and bright
symbol that reads OGC
while representing both
OGC's future and the
members that comprise it.





Studio 10



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Studio 10



THE SOLUTION

Increased level of clarity. Not just three letters, but the Open Geospatial Consortium.

Representation for the classic 'OGC' characters, but in a creative, modern and clean way that avoids the unfortunate parallels of the existing logo.

A modern and bright blue that evokes optimism and innovation to carry OGC into the future.

A new, modern San Serif typeface that is bold, versatile and clean.



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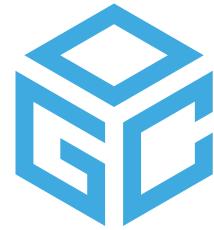
The Primary Logo

FULL-COLOR | RENDERED



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ONE-COLOR | FLAT



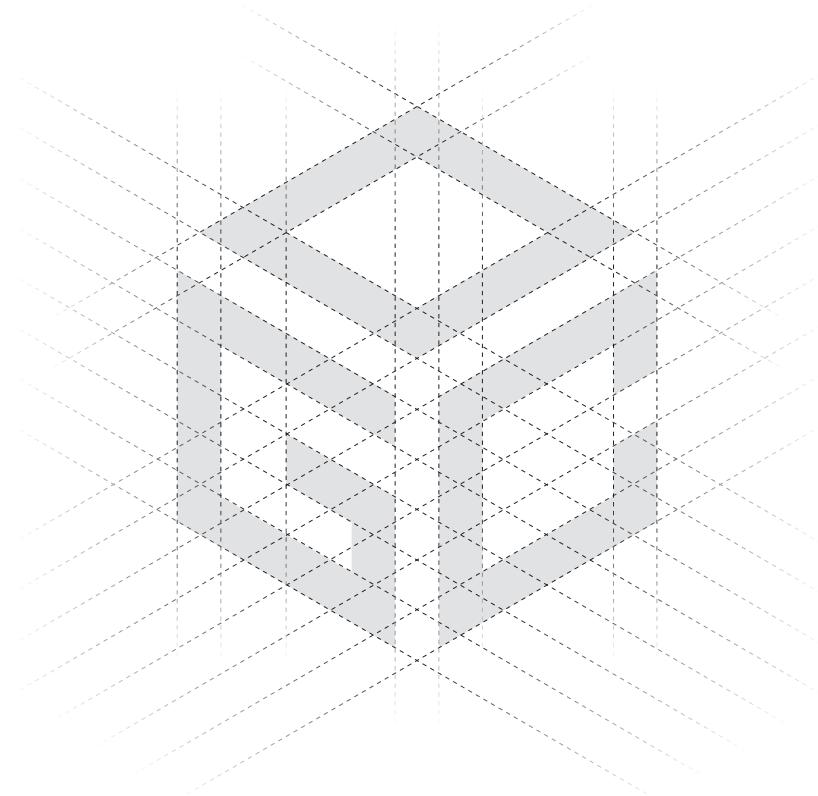
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The new brand has both a detailed, rendered form
as well as a clean flat version.

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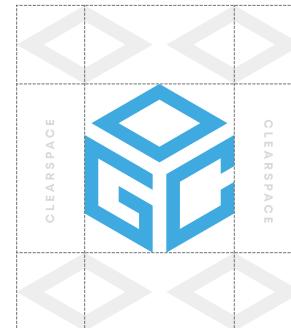
Mark Breakdown

The mark has been thoroughly considered and gridded to create a balanced form.



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The Logo System



This flexible logo system is designed to be used in a variety of different situations.

Always respect the clearspace around any version of the logo.

Reverse



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A custom gradient that blends together the new
color palette for reverse cases.

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The Typeface

Mont Bold

Mont Semibold

Mont Semibold

MONT HEAVY | ALL CAPS

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The Typeface

Mont Bold

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
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
0 1 2 3 4 5 6 7 8 9

Mont Regular

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
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
0 1 2 3 4 5 6 7 8 9

Mont Semibold

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
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
0 1 2 3 4 5 6 7 8 9

MONT HEAVY

[ALL CAPS - 250EM KERNING]
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
0 1 2 3 4 5 6 7 8 9

These weights and relative sizes in the Mont Typeface family should
be used across all mediums.

Primary Color Palette

Blue, but better.

Blue represents innovation, professionalism and sincerity . At this brightness and saturation, the new OGC palette leaves behind the dated feel of the competitive landscape. Instead, we look up and forward, to an optimistic future as clear and refreshing as the open sky.



Environmental Color Palette



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ENVIRONMENTAL

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ECO GREEN

HEX
#4FD38A

RGB
79 211 138

CMYK
62 0 64 0

ECO DARK
GREEN

HEX
#2FB264

RGB
47 178 100

CMYK
76 2 83 0

ECO LIGHT
GREEN

HEX
#74E8A3

RGB
116 232 163

CMYK
48 0 51 0

Healthcare Color Palette



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HEALTHCARE

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HEALTH RED

HEX
D D 4 0 4 0

RGB
2 2 1 6 4 6 4

CMYK
8 9 0 7 8 1

HEALTH
DARK RED

HEX
A F 2 0 2 4

RGB
1 7 5 3 2 3 6

CMYK
2 2 1 0 0 9 9 1 4

HEALTH
LIGHT RED

HEX
F 1 6 4 6 4

RGB
2 4 1 1 0 0 1 0 0

CMYK
0 7 6 5 4 0

Defense Color Palette



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DEFENSE

Studio 10

DEFENSE SLATE

HEX
#6D83A3

RGB
109 131 163

CMYK
62 44 22 1

DEFENSE
DARK SLATE

HEX
#4A627C

RGB
74 98 124

CMYK
77 57 35 13

DEFENSE
LIGHT SLATE

HEX
#84A3C1

RGB
132 163 193

CMYK
50 28 13 0

Partnership Lockup

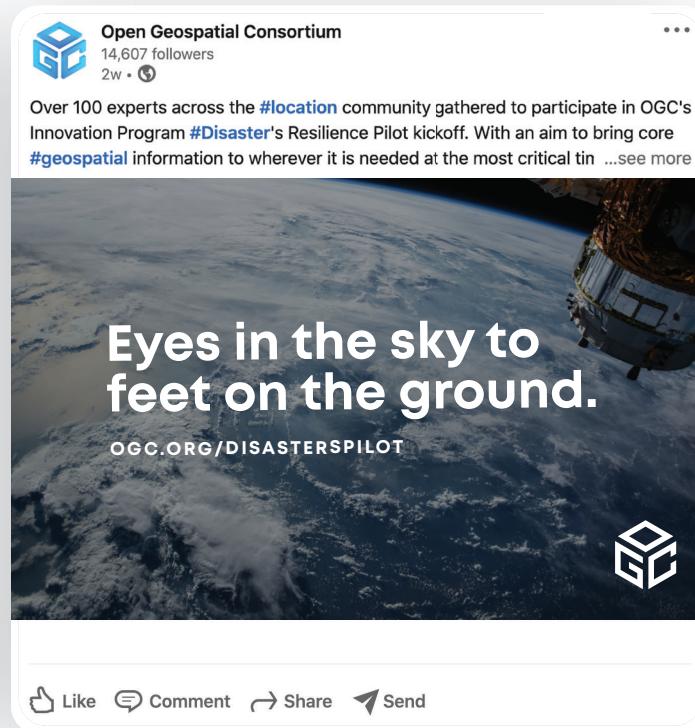
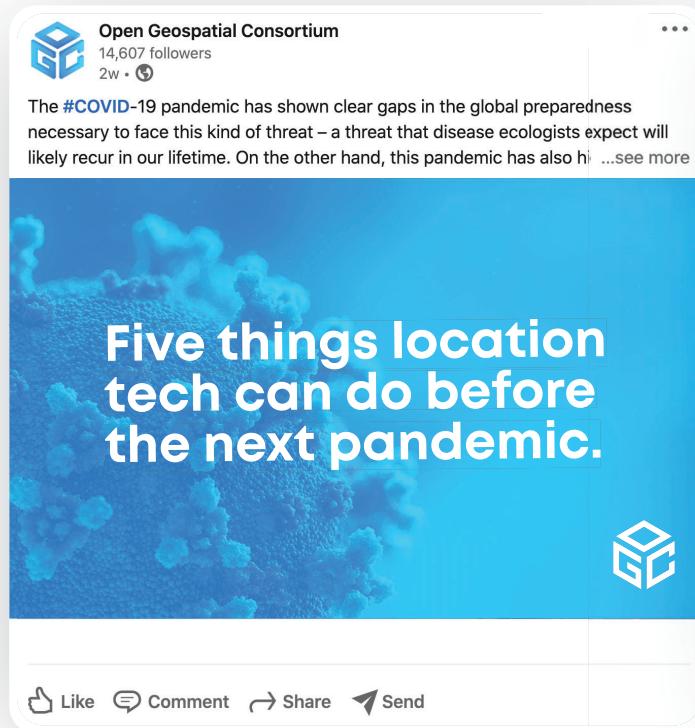


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OGC recognizes our robust, constantly evolving
and growing member community.

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Social Ad Examples

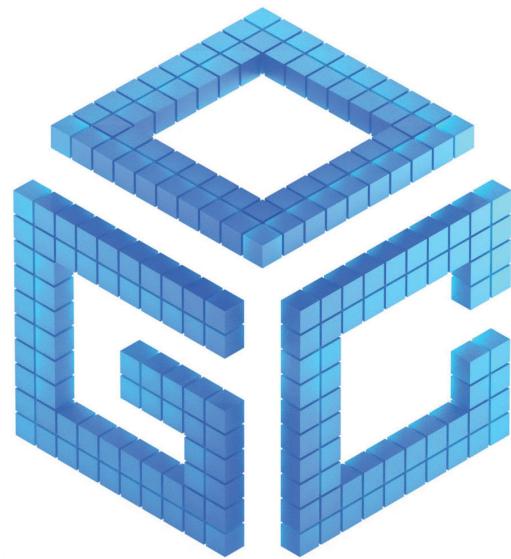






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Thank You

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