
02 Brand Identity

Main Logo

Logo



Spacing



The preferred clear space around the logo is the height of the Open Session letters.

Minimum Usage



The preferred minimum width to display the logo is 1.5" for print and 110px for digital.

Wordmark Stacked

Logo

open
session

Spacing



The preferred clear space around the stacked wordmark is the height of the Open Session letters.

Minimum Usage



The preferred minimum width to display the stacked wordmark is 1" for print and 70px for digital.

Wordmark Horizontal

Logo

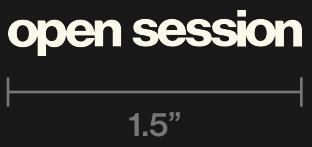
open session

Spacing



The preferred clear space around the horizontal wordmark is the height of the Open Session letters.

Minimum Usage



The preferred minimum width to display the horizontal wordmark is 1.5" for print and 110px for digital.

Brandmark

Logo



Spacing



The preferred clear space around the brandmark is the width of the inner star.

Minimum Usage



The preferred minimum width to display the brandmark is 0.5" for print and 50px for digital.

Monogram

Logo

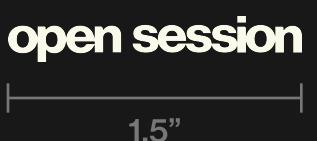


Spacing



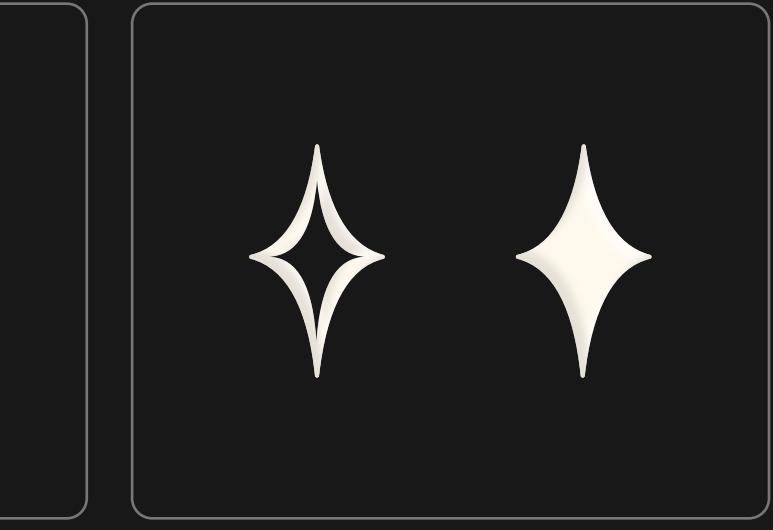
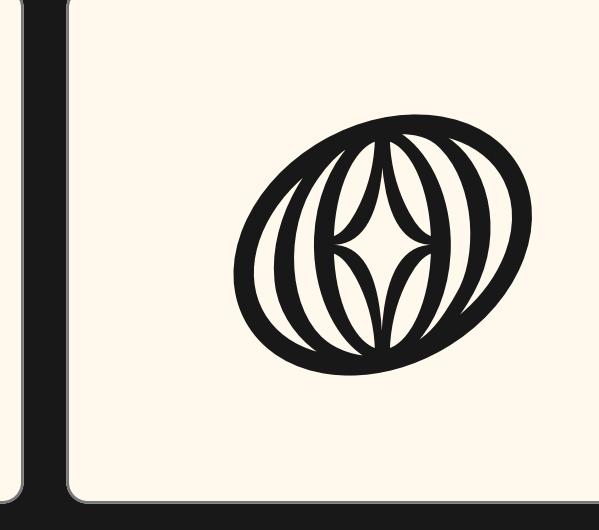
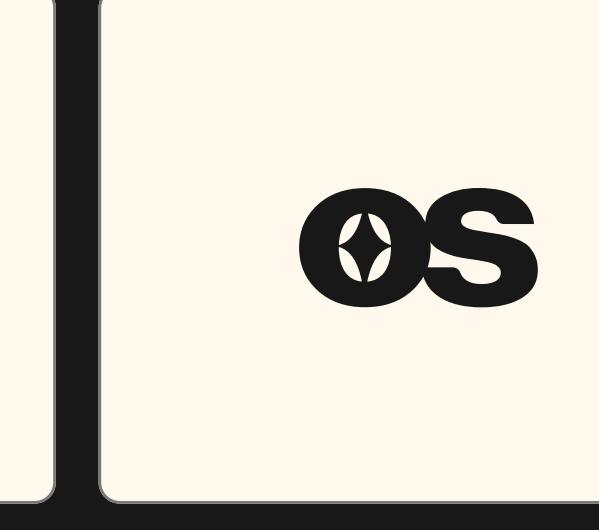
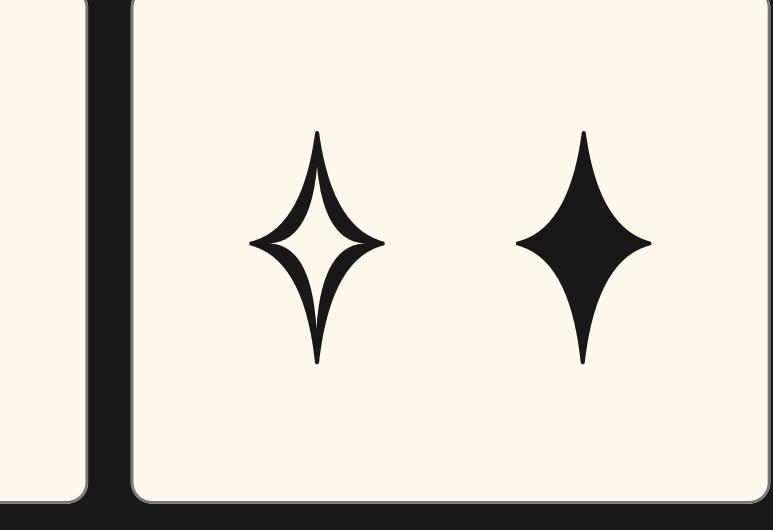
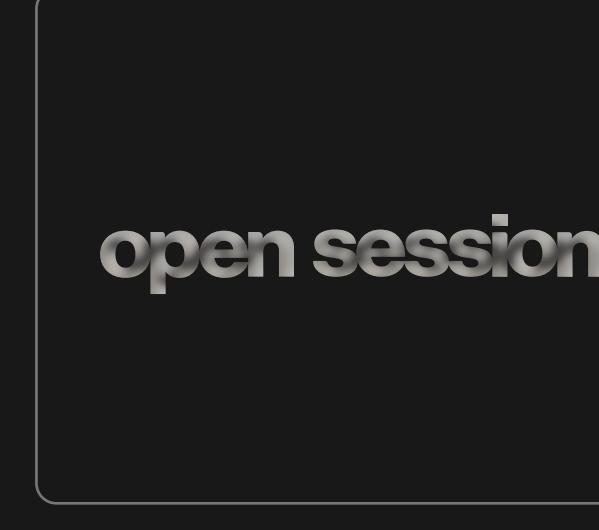
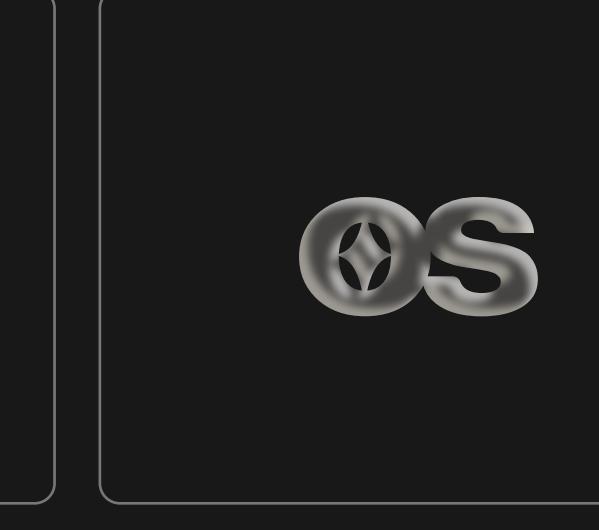
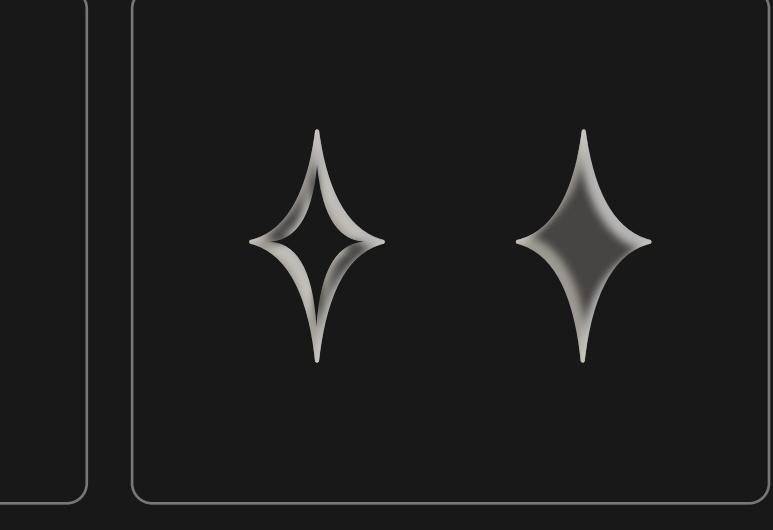
The preferred clear space around the logo is the height of the Open Session letters.

Minimum Usage



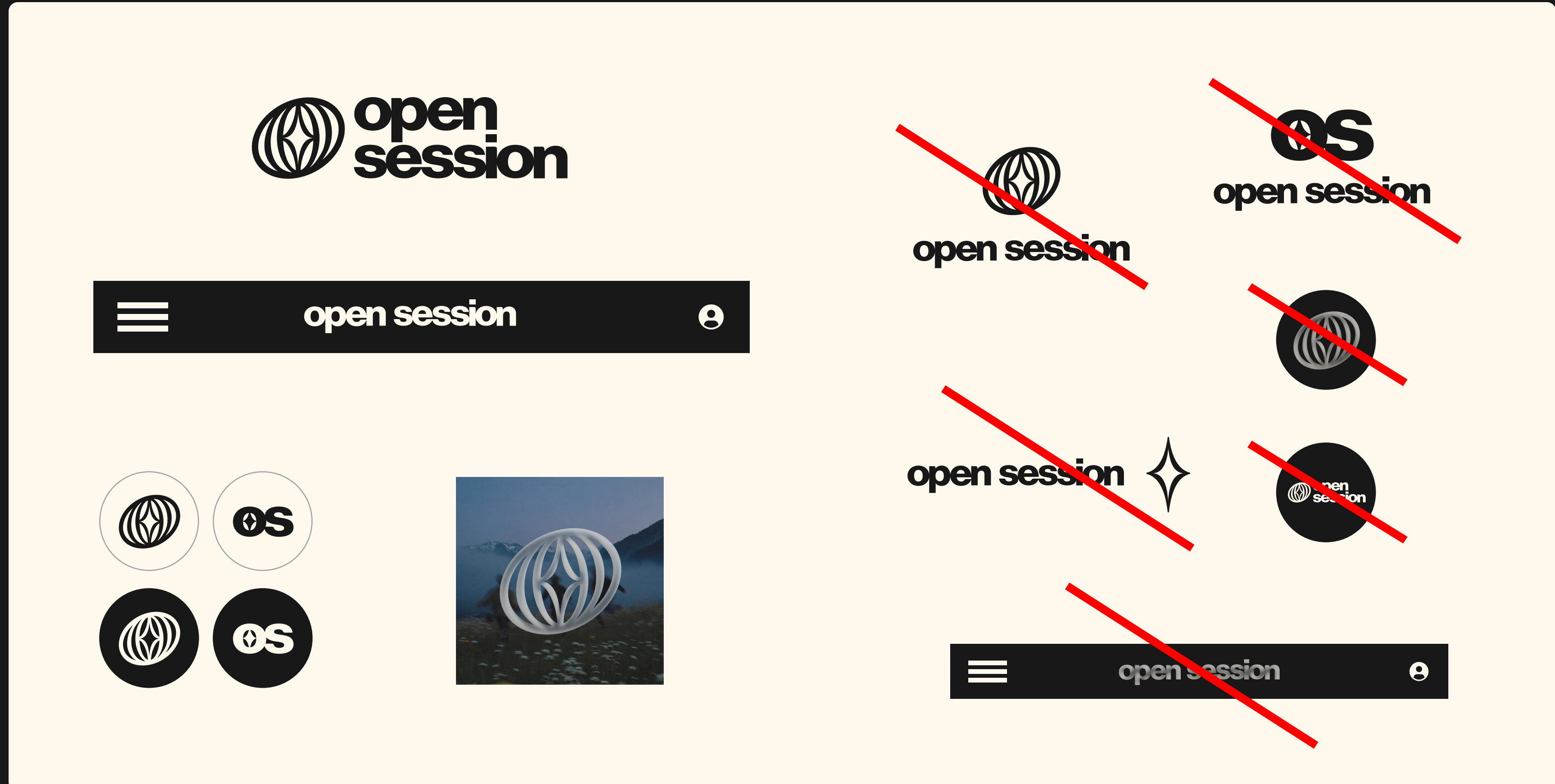
The preferred minimum width to display the logo is 1.5" for print and 110px for digital.

Logos

	Combination	Wordmark Stacked	Wordmark Horizontal	Brandmark	Monogram	Secondary Icons
Vanilla						
Charcoal						
Glass						

Logo Application Guidelines

- Do** use combination logo as the default logo wherever possible.
- Don't** use combination logo in small display areas.
- Do** use the brandmark logo for profile images and favicons.
- Don't** use brandmark logo mixed with any other logo variations.
- Do** use horizontal wordmark for display areas with minimal vertical space.
- Don't** use horizontal wordmark for profile images or favicons.
- Do** use monogram logo as secondary option for profile images and favicons.
- Don't** use monogram logo mixed with any other logo variations.
- Do** use secondary icons as accessory elements.
- Don't** use secondary icons as the sole representation of our brand or mixed with any other logo variations.
- Do** use glass effect logos as secondary, decorative branding.
- Don't** use glass effect logos when clear branding is required.



Colors

Vanilla

Primary

HEX #FFFAEE
RGB (255, 250, 238)

Black

HEX #000000
RGB (0, 0, 0)

Black-90

HEX #1E1E1E
RGB (30, 30, 30)

Black-80

HEX #1E1E1E
RGB (56, 56, 56)

Black-70

HEX #1E1E1E
RGB (74, 74, 74)

Black-60

HEX #1E1E1E
RGB (99, 99, 99)

Black-50

HEX #1E1E1E
RGB (120, 120, 120)

Black-40

HEX #1E1E1E
RGB (163, 163, 163)

Black-30

HEX #1E1E1E
RGB (199, 199, 199)

Black-20

HEX #1E1E1E
RGB (221, 222, 226)

Black-10

HEX #1E1E1E
RGB (240, 240, 240)

White

HEX #FFFFFF
RGB (255, 255, 255)

Charcoal

Primary

HEX #191919
RGB (25, 25, 25)

Aperol

Secondary

HEX #FE5102
RGB (254, 81, 2)

Color Application Guidelines

- Do** use Vanilla or Charcoal as a background fill color.
- Don't** use Aperol as a background fill color.
- Do** use Vanilla color filled logos and copy on Charcoal color filled backgrounds, and Charcoal color filled logos and copy on Vanilla color filled backgrounds.
- Don't** use Aperol color filled logos on Vanilla color filled background, only on Charcoal color filled backgrounds.
- Do** use Aperol color filled elements on both Vanilla and Charcoal filled backgrounds.
- Don't** use Aperol color fill for body copy or large title copy.
- Do** use Aperol color fill for numbers on a numbered list or subheading copy on a Charcoal color filled background.
- Don't** use Aperol color filled copy on Vanilla color filled backgrounds

This is a Title

This is a paragraph explaining not to use Aperol color fill for body copy or large title copy.

This is a Title

This is a paragraph explaining not to use Aperol color fill for body copy or large title copy.

This is a Title

This is a subheading.

This is a paragraph explaining not to use Aperol color fill for body copy or large title copy.



Contact Karim Bouhdary
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Morgan MacKean
morgan@opensession.co

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Typography

Neue Haas Grotesk
Display Pro
75 Bold

Presentation

Neue Haas Grotesk
Display Pro
75 Bold

Display & Large Headings

Neue Haas Grotesk
Display Pro
65 Medium

Small Headings

OffBit
101
Subheadings

Neue Haas Grotesk
Text Pro
55 Roman

Body

Neue Haas Grotesk
Text Pro
65 Medium

Button

Neue Haas Grotesk
Text Pro
65 Medium

Label

Neue Haas Grotesk
Text Pro
55 Roman

Caption

Typography

d1

Lorem ipsum

d2

Lorem ipsum

h1

Lorem ipsum

h2

Lorem ipsum

h3

Lorem ipsum

h4

Lorem ipsum

h5

Lorem ipsum

h6

Lorem ipsum

b1

Lorem ipsum

b2

Lorem ipsum

Button

Lorem ipsum

Caption

Lorem ipsum

Label

Lorem ipsum

Variables Documentation - Typography (Updated)

Generated: 09/20/2025

Type	Token name	Mobile	Tablet	Desktop
Typography				
T	font family/accent	Offbit	Offbit	Offbit
T	font family/display	Neue Haas Grotesk Display Pro	Neue Haas Grotesk Display Pro	Neue Haas Grotesk Display Pro
T	font family/headings	Neue Haas Grotesk Display Pro	Neue Haas Grotesk Display Pro	Neue Haas Grotesk Display Pro
T	font family/text	Neue Haas Grotesk Text Pro	Neue Haas Grotesk Text Pro	Neue Haas Grotesk Text Pro
#	font size/Body 1	20	20	20
#	font size/Body 2	16	16	16
#	font size/Button	16	16	16
#	font size/Caption	12	12	12
#	font size/Display 1	60	112	160
#	font size/Display 2	38	80	120
#	font size/Heading 1	32	40	56
#	font size/Heading 2	28	36	48
#	font size/Heading 3	24	30	40
#	font size/Heading 4	22	28	32
#	font size/Heading 5	20	24	28
#	font size/Heading 6	18	22	24
#	font size/Label	12	12	12