

# **osceola**

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save ■ smart ■ ahead

## Corporate Identity Style Guide

## The Logo variants

There are three basic variants of the logo of Osceola EOOD: a colored - standard, with outer glow effect(21px white 50% opacity) and a grayscale (black and white). All logos are designed for use in print and in web materials.

Standard variant – the basic use is on white



Grayscale - if it is needed black and white variant, in every other cases please use the colored logo



With Outer Glow – if it is needed to put it in dark background



## Correct use of the logo

Standard on white:



Standard on black:



Black and white variant



Use on colored background



## Position and size of the Logo

As a general rule, the logo must be placed on the top left side in the web publications, and on the top right side in all documentation and prints, as you can see on the following pages.

The slogan SAVE SMART AHEAD must be always below the OSCEOLA inscription. There must be clear, straight diagonal lines, forming equal angles  $\alpha$  with the line, which is parallel to the logo. They touch the edges of the inscription OSCEOLA, the horizontal orange line and the slogan SAVE SMART AHEAD.

The space around the logo is called the exclusion zone. It defines the minimum distance(11mm) to other elements:



### **Allowed smallest sizes:**

200x65px



70x23mm

240x71px



85x25mm

## Incorrect usage of the logo

Do not change the shape and proportions of the logo:



Do not change the typography or the position of the slogan:



Do not change the graphical elements of the logo(the line and the squares):






Do not change the colours of the logo:



Do not use the logo on gray background close to the color of the slogan:



## The colors of the logo

	CMYK	RGB	Hex
	C: 90% M: 31% Y: 100% K: 21%	R: 0 G: 112 B: 54	#007036
	C: 10% M: 73% Y: 100% K: 1%	R: 219 G: 101 B: 39	#db6527
	C: 46% M: 38% Y: 39% K: 3%	R: 143 G: 143 B: 143	#8f8f8f

## The Typography

'Mac type' is our primary typeface, it is used bold for OSCEOLA inscription.

For the slogan SAVE SMART AHEAD below the name of the firm, it is used 'Lucida Grande' bold font.

Mac Type bold:

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

Lucida Grande bold:

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**