

oillie

Identity Standards Manual

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PRIMARY WORDMARK

The ollie wordmark is designed to reinforce the company's aesthetic and appeal. From the shape of the typeface to the color choices made, the mark emphasizes the organic side of grocery shopping.

The mark is made up of the word ollie, carefully kerned in lowercase Helvetica Round Bold. The mark can either be in black and white or it's specific PANTONE color.

Any reproduction of this word mark should strictly adhere to the design standards presented in the manual. This is to ensure that the company stays consistent in its branding and identity.

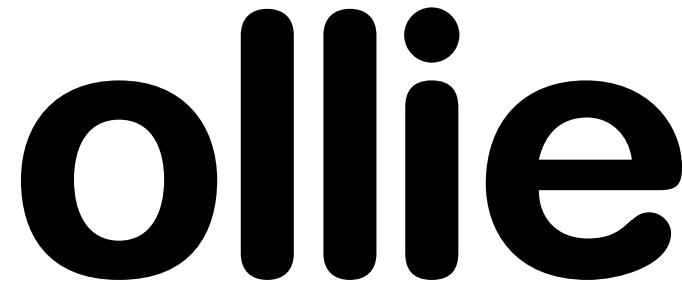


+ REPRODUCTION

It is important to ensure the integrity of the wordmark is never misused.

The acceptable, positive combinations shown should only be used when designing for the company. If the material or methods of reproduction are, compatible, the wordmark on the top should always be used.

If the material or methods have restrictions, such as newspaper copy or faxing, use the black and white mark. In the event where neither can be used, a provided third option is available for use.

The wordmark 'ollie' is rendered in a bold, sans-serif font. The letters are a vibrant green color. The 'o' is a wide circle, the 'l' is a single vertical line, the 'i' is a vertical line with a small dot at the top, and the 'e' is a wide, rounded vertical shape.The wordmark 'ollie' is rendered in a bold, sans-serif font. The letters are a solid black color. The 'o' is a wide circle, the 'l' is a single vertical line, the 'i' is a vertical line with a small dot at the top, and the 'e' is a wide, rounded vertical shape.The wordmark 'ollie' is rendered in a bold, sans-serif font. The letters are a dark brown color. The 'o' is a wide circle, the 'l' is a single vertical line, the 'i' is a vertical line with a small dot at the top, and the 'e' is a wide, rounded vertical shape.

– REPRODUCTION

The acceptable, negative combinations shown should only be used when designing for the company requires bleeding the page. In the event that the background does not have any contrast, using this negative reproduction is highly recommended.

If the methods of reproduction are compatible, either wordmark may be used.

If the material or methods have restrictions, such as newspaper copy or faxing, use the black and white mark.



HUES

The ollie wordmark colors are based on the PANTONE Color Standards. For color matching, refer printers and suppliers to the correct PANTONE colors.

The Pantone colors for this design are specified as uncoated. For all coated applications, ink should be mixed to match to those specified.

The colors in this manual are for demonstrative purposes only, and should not be used as a guide to replicate and assure the colors. To ensure accurate results, make sure to always proof carefully against the PANTONE Color Standard.



PANTONE 157-8 U

C 48%
M 0%
Y 100%
K 0%

R 145
G 199
B 61

HEX# 91C73D

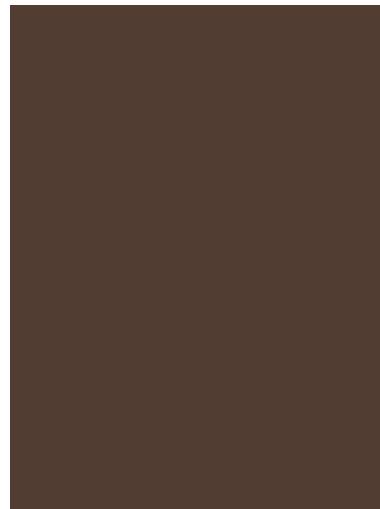
H: 83°
S: 69%
B: 78%

ACCENT PALLETE

The accent palette has been selected to increase the range with which the ollie wordmark can be reproduced.

These colors may be used typographically, such as the positive reproductions page, or for solid areas of color. They should only be used sparingly and with great care, as the primary wordmark should not be overruled with these colors.

The colors in this manual are for demonstrative purposes only, and should not be used as a guide to replicate and assure the colors. To ensure accurate results, make sure to always proof carefully against the PANTONE Color Standard.



PANTONE 33-16 U

C 40%
M 55%
Y 61%
K 60%

R 82
G 61
B 50

HEX# 523D32

H: 19°
S: 38%
B: 32%



PANTONE 20-8 U

C 0%
M 50%
Y 100%
K 0%

R 247
G 167
B 29

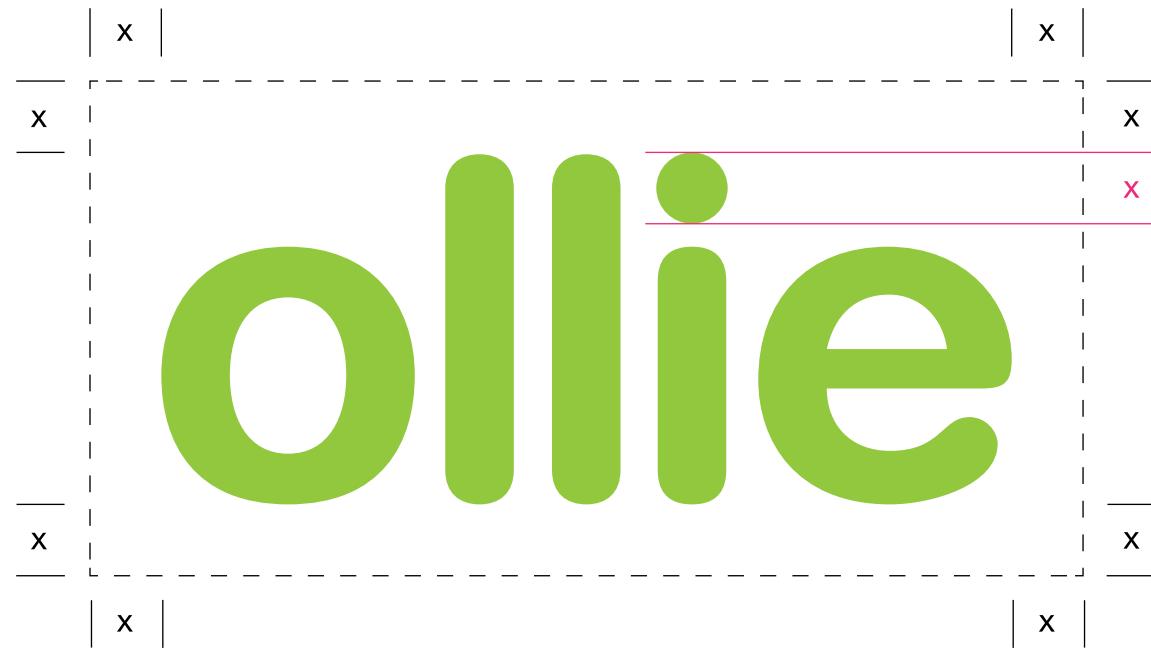
HEX# F7931D

H: 32°
S: 88%
B: 96%

CLEAR SPACE

The ollie wordmark has a clear space surrounding its edges. The shape used to indicate the space is equal to the width of the tittle of the lowercase i; it should be kept clear. Though this is the minimum space requirement, more clear space is preferred.

No other design elements may be placed top of the wordmark or clear space, including typography.



MINIMUM SIZE

The minimum size print for the primary wordmark is .5 inches while the reversed application has a minimum size of .6 inches. Reproductions of the logo shall not be smaller than either of these sizes as it may start to compromise its legibility.



TYPOGRAPHY

The typeface used for the ollie wordmark is Helvetica Round. This type is specific to only the wordmark. The main text and titles should use a variation of Roboto Slab and Helvetica Neue.

Both Helvetica Neue and Roboto Slab are packaged with many variations of fonts and weights, allowing for consistent variation within the ollie branding. Be sure that text maintains its legibility and hierarchy.

Helvetica Rounded Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Slab Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Slab Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Slab Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

INCORRECT USAGE

Proper usage of the wordmark is the foundation of uniformity. The examples to the right demonstrate unacceptable variances of the wordmark. The mark should always be reproduced following the rules stated in this standards manual.

Avoid using colors other than the ones specified in the manual. Never stretch, tilt, or warp the ollie wordmark. Never place the wordmark on busy patterns or competing colors. Adhere to the rules of negative and positive reproductions. Lastly, never make the mark smaller than .5 for positive reproduction, and .6 for negative reproduction.



ollie