Introduction

The Ogury Brand Guidelines takes you through all the elements of the new visual identity, demonstrating best practice for maintaining the consistency of the brand across all deliverables, online and offline, in any format.

If you don’t see what you need or feel you require further flexibility or clarity, please contact ogurybrand@ogury.com
01 Content
Overall verbal identity

We speak like humans, to humans. We uphold a clear and confident command of our material that showcases specialist industry expertise. Our knowledge is apparent throughout our content, without being arrogant. We convey our authority by turning complex ideas (and technology) into words anyone can understand. We always tell stories, we market the problem and we obsess over great copy.

Our verbal identity adheres to 7 Content Principles, listed on page 5.
7 Content principles

01 Intelligent
Think deeply and research widely.
Smart, well structured and non-disposable.
Turn complex topics into digestible content.

02 Tight
Every word counts.
No fluff. No unnecessary superlatives.
Copy has rhythm and flow.

03 Valuable
Know our target personas.
Understand their problems and provide value.
Aim to serve, not sell.

04 Beautiful
Uphold an unwavering standard of aesthetic beauty.
All content, no matter how big or small, must be stunning.

05 Human
Not another faceless technology company.
Share our voices. Show our faces. Speak to humans, like humans.
Relatable, empathetic, and connect on a human level.

06 Video First
Think Video First and are prolific.
An opportunity for video is never missed.
Quality of content itself trumps quality of production.

07 Headlines Matter
Obsess over headlines and ad copy.
They’re never a rushed after thought, instead the most important part.
Study the classics, use psychology and persuasion techniques.
Content structure

Every piece of content from a blog to an eBook, or a corporate video to a keynote will typically adopt the following structure:

- Problem
- Solution
- Benefits
02 Visual identity
Overall visual identity

**Bold, clean and simple:**
Refreshing and pleasing on the eye, complex ideas made simple. Designed to have billboard impact across all mediums.

**Electric energy with confident calmness:**
Representative of a new category, a shift from old to new. Electric energy conveys the excitement of leading the way, while confident calmness reflects the inevitability of change within the industry.

**Ownable and different:**
Although inspired by traditional brand design classics, everything from logo to photography style has been customised and made bespoke to elicit something truly unique.
03   Logo
The Ogury logo (wordmark) is customized and bespoke to ensure it’s ownable and instantly recognizable. Avoiding the use of a standard ‘off the shelf’ font eliminates the possibility for it to be associated with any other brand, logo or product.

The wordmark has been created using geometric shapes inspired by the O from Ogury. Geometry gives a sense of aesthetic balance and inherent natural strength.

The rounded edges, lowercase type and deliberate interplay between letters create a unique, modern & characterful wordmark that’s equally effective on a billboard as it is on an email signature.

Logo (wordmark)
Logo basic placement

Minimum clear space
To ensure legibility, keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements.

The minimum clear space is defined by the height of the ‘o’. This space should be maintained when the wordmark is proportionally resized.

The clear space rules are for preferred usage. Sometimes we understand you may need to deviate. The wordmark may need to be placed closer to the edge of the page image. Common sense and care should be taken to ensure that legibility and breathing room is given where possible.
Size and position

The Ogury wordmark can be used at varying sizes depending on the application.

**Size**

1/4 application width: When the logo is positioned centrally, as a general rule the logo should be set to one fourth of the application width.

1/8 application width: When the logo is positioned in the corners, as a general rule the logo should be set to one eighth of the application width.

Minimum size: The minimum size the logo should ever appear is 18.5mm wide to ensure legibility.

**Position**

The Ogury logo can appear in either the top or bottom corners of the application, or alternatively it can be positioned in the centre. Remember, the height of the ‘O’ should be used to measure the minimum space from the edge of the application.

> The sizing and positioning rules are for preferred usage. Sometimes we understand you may need to deviate. Common sense and care should be taken to ensure that legibility and breathing room is given where possible.
Colorways

The Ogury logo can be used in a variety of colors. Make sure you choose a version that is legible on the background you are using to maximize the visual impact of the logo.

Red primary logo
Our primary logo in Ogury Red is always the first choice. You can use it on white, Ogury Light Grey, Ogury Dark Grey, and on top of color images that are clear of any features that detract from the logo.

White
Our white logo can be reversed out of Ogury Red, in black only printed publications and on top of dark images when the primary Ogury Red logo isn’t legible.

Black
Our black logo can be used in black only printed publications and on top of black and white images.
Partnership lockups

In partnership lockups, always use the primary red wordmark. When combining the Ogury wordmark with one or more partner brand marks, be sure that it has the same visual weight and is set apart by a separator bar.

Separator bar specifications
Length: The vertical separator bar extends from the top of the Ogury wordmark to the bottom. The horizontal version is the same length, rotated 90°.
Stroke weight: The weight of the separator bar shown in the example is 1pt. When resizing, efforts should be made to keep this style consistent.
Color: Use the same color as the Ogury Red wordmark.
Clear space: The clear space between each logo is defined by the height of the ‘o’ of the Ogury wordmark. The separator bar then aligns centrally.

Lockups can be horizontal or vertical. The horizontal orientation is preferred. The Ogury logo should appear to the left of or above the partner logo.
The Ogury brand icon consists solely of the ‘O’ from the wordmark.

Operating in a complex industry, with an unusual company name, it’s important the Ogury brand transcends language, technical knowledge and constant market evolution. The ‘O’ icon is as simple as it gets, yet when used at the carefully specified weight it’s distinct and ownable. It represents the Ogury name (literally), and is a symbol for the trusted digital advertising ecosystem we are creating and the important ‘safe zone’ regarding data within which all our clients are able to confidently operate.

The main logo is the wordmark, and so the icon is used sparingly. As a rule it’s only used when the minimum logo size is redhead (as outlined in guidelines) and it’s legibility is compromised.
The Ogury brand icon consists solely of the ‘o’ from the wordmark. The icon can be used in a variety of color combinations as outlined here. This allows flexibility throughout design when applied to different deliverables.

**When to use the brand icon**
The brand icon should be used when the minimum logo size is reached, and its legibility is compromised.

**Minimum size:** The minimum size the brand icon should appear is 5mm wide to ensure legibility.

**Clear space**
The minimum clear space is defined by the height of the ‘O’. This space should be maintained when the brand icon is proportionally resized.

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The sizing and positioning rules are for preferred usage. Sometimes we understand you may need to deviate. Common sense and care should be taken to ensure that legibility and breathing room is given where possible.

**Application**
The website favicon is a great example of where the Ogury brand icon will need to be applied.
Logo misuse

To ensure brand integrity when using the logo, please follow a few simple rules:

01. Don’t place the logo and brand icon next to each other.
02. Don’t rotate, stretch or distort the logo.
03. Don’t use drop shadows or any visual effects.
04. Never box or border the logo.
05. Use common sense when in conjunction with imagery.
06. Never use alternate colors.
04

Colour palette
Brand colour theory

Red:
In an industry where blue is by far the most commonly used brand colour, Ogury’s main brand colour is red. Bold and vibrant, it exudes a sense of confidence. It represents an energy, passion & dynamism that is inherently Ogury. Just like the blood in our veins, Ogury red is always present, keeps the brand alive, but is not welcome when overpowering or over used.

We then have two main brand level supporting colours:

Green:
Ogury green that represents the safety and purity of our data (consented not stolen) and the life it breeds into an otherwise dying or corrupt ad tech ecosystem. Green is also used to represent publishers.

Blue:
Ogury blue represents trust and robustness; of our technology, and of our new and different approach to digital advertising. Blue is also used to represent brands and agencies.
When the **red, green** and **blue** come together - we’re symbolically representing the fair exchange of value between consumers, publishers and brands alike - facilitated and made possible by Ogury.
All colours are placed tastefully and sparingly on a world of white and grey neutral tones. To give a sense of calmness, and act as the antithesis of the complex & opaque ad tech world.
Primary, secondary & tertiary colours

**Primary color palette**
Ogury Red is the main brand colour. The primary colour palette includes the addition of three further supporting colors; Dark Grey, Light Grey and White.

**Secondary color palette**
The secondary color palette consists of Ogury Green and Ogury Blue. Beyond color theory alone, the green is used to represent publishers and the blue used to represent brands and agencies.

**Tertiary color palette**
The tertiary color palette is only used sparingly and occasionally. Ogury Brick Red gives another shade of red to add depth when needed, and can also represent users. Ogury purple is for internal use only.
Primary colour tints

Ogury Red

- Red Base
- Red tint 10% #FF1A2C rgb(255, 26, 44)
- Red tint 20% #FF3C4C rgb(255, 60, 76)
- Red tint 30% #FF6979 rgb(255, 105, 121)
- Red tint 40% #FF8D8E rgb(255, 137, 134)
- Red tint 50% #FFA5A6 rgb(255, 165, 166)
- Red tint 60% #FFCCB9 rgb(255, 204, 185)
- Red tint 70% #FFEECE rgb(255, 238, 206)
- Red tint 80% #FFFAF3 rgb(255, 255, 243)
- Red tint 90% #FFF5EE rgb(255, 255, 238)

Ogury Dark Grey

- Dark Grey Base
- D. Grey tint 10% #636363 rgb(99, 99, 99)
- D. Grey tint 20% #999999 rgb(153, 153, 153)
- D. Grey tint 30% #B3B3B3 rgb(179, 179, 179)
- D. Grey tint 40% #C2C2C2 rgb(194, 194, 194)
- D. Grey tint 50% #D6D6D6 rgb(214, 214, 214)
- D. Grey tint 60% #EBEBEB rgb(235, 235, 235)
- D. Grey tint 70% #F8F8F8 rgb(250, 250, 250)
- D. Grey tint 80% #F0F0F0 rgb(240, 240, 240)
- D. Grey tint 90% #F5F5F5 rgb(245, 245, 245)

Ogury Light Grey

- Light Grey Base
- L. Grey tint 10% #E5E5E5 rgb(229, 229, 229)
- L. Grey tint 20% #F2F2F2 rgb(242, 242, 242)
- L. Grey tint 30% #F9F9F9 rgb(249, 249, 249)
- L. Grey tint 40% #F6F6F6 rgb(246, 246, 246)
- L. Grey tint 50% #F0F0F0 rgb(240, 240, 240)
- L. Grey tint 60% #F2F2F2 rgb(242, 242, 242)
- L. Grey tint 70% #F4F4F4 rgb(244, 244, 244)
- L. Grey tint 80% #F5F5F5 rgb(245, 245, 245)
- L. Grey tint 90% #F7F7F7 rgb(247, 247, 247)
Secondary colour tints

Ogury Blue

Blue Base

Blue tint 10% #1A8FBC rgb (26, 143, 188)

Blue tint 20% #3B9CC3 rgb (59, 156, 195)

Blue tint 30% #4DA8CB rgb (77, 168, 203)

Blue tint 40% #68B1D2 rgb (104, 177, 210)

Blue tint 50% #8CB1DA rgb (139, 177, 218)

Blue tint 60% #9BC2D4 rgb (155, 197, 222)

Blue tint 70% #A1DBD4 rgb (161, 219, 212)

Blue tint 80% #CCE6F0 rgb (204, 230, 240)

Blue tint 90% #D9F1EE rgb (217, 241, 238)

Ogury Green

Green Base

Green tint 10% #56BEB2 rgb (86, 190, 178)

Green tint 20% #77C8B3 rgb (119, 200, 186)

Green tint 30% #9BCDC3 rgb (155, 212, 203)

Green tint 40% #B2DAE8 rgb (178, 218, 232)

Green tint 50% #C7E9E5 rgb (199, 233, 229)

Green tint 60% #99CDE1 rgb (153, 205, 225)

Green tint 70% #B4E2DD rgb (180, 226, 221)

Green tint 80% #ECF8F6 rgb (236, 248, 246)

Green tint 90% #E5F3F7 rgb (229, 243, 247)
### Tertiary Colour Tints

**Ogury Brick Red**
- **Brick Red Base**
- **Brick Red tint 10%** #DE5662 rgb (222, 86, 98)
- **Brick Red tint 20%** #E8C7C3 rgb (232, 199, 195)
- **Brick Red tint 30%** #E47B85 rgb (228, 120, 133)
- **Brick Red tint 40%** #E03C80 rgb (226, 60, 128)
- **Brick Red tint 50%** #DD5962 rgb (221, 89, 98)
- **Brick Red tint 60%** #F17EA1 rgb (241, 126, 161)
- **Brick Red tint 70%** #F8A3A8 rgb (248, 163, 168)
- **Brick Red tint 80%** #F5C8CA rgb (245, 200, 202)
- **Brick Red tint 90%** #FBEDED rgb (251, 237, 237)

**Ogury Purple**
- **Purple Base**
- **Purple tint 10%** #8A4CC2 rgb (138, 76, 194)
- **Purple tint 20%** #9760C9 rgb (151, 96, 201)
- **Purple tint 30%** #A474CF rgb (164, 116, 207)
- **Purple tint 40%** #BE9CDD rgb (190, 156, 221)
- **Purple tint 50%** #E5D7F1 rgb (229, 215, 241)
- **Purple tint 60%** #F1C3EB rgb (241, 195, 235)
- **Purple tint 70%** #CBAFE4 rgb (203, 175, 228)
- **Purple tint 80%** #F2EBF8 rgb (242, 235, 248)
- **Purple tint 90%** #F8EEDD rgb (251, 237, 237)
Typography
Maax is a modern font that’s not commonly used. While influenced greatly by classic grotesque sans serif fonts such as Helvetica, it has subtle geometric differences that link it to our logo. It’s classic roots mean it’s equally effective and legible across all mediums but carries a uniqueness to make it distinctively Ogury.

Maax, is based on an extended set of alternate glyphs inspired by sans serif fonts, including Geometric (18%), Modern (50%) & Grotesk (27%), with a trace of Helvetica (5%). It provides a stylish, modern & unique typeface that offers great clarity, assuredness & flexibility.

Using Maax

Leading: The leading should always be set to 5pts higher than the font size. For example if the font size is 10pt, the leading must be set to 15pt.
Kerning: Must be set to Metrics.
Tracking: Must be set to 0.

The font rules are for preferred usage. Sometimes we understand you may need to deviate. Common sense and care should be taken to ensure that legibility is not compromised.

Maax Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@£$%^&*()-_

Usage: Body text in digital applications

Maax Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@£$%^&*()-_

Usage: Headlines and Body text in print applications

Maax Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@£$%^&*()-_

Usage: Headers & specific design requirements
Secondary font

Maax Mono is used as a supportive font when graphical position is required, and has a nice link to our technology.

Using Maax Mono
Kerning: Must be set to at least -20pt, this is due to its standard large letter spacing.
Substitute fonts

Arial and Courier New are Ogury’s substitute fonts.

Arial
To be used across applications where Maax Medium is unavailable or cannot be installed.

Courier New
To be used across applications where Maax Mono is unavailable or cannot be installed.

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@£$%^&*()-_

Courier New
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@£$%^&*()-_
Illustrations
Illustrations

3D Clay illustrations:
Simple 3D white/grey ‘clay’ illustrations with subtle shadows are used to represent devices, objects and landscapes. They simulate how seamlessly mobile fits into our everyday life, taking on great importance without needing to necessarily be noticed. The clay illustrations are the inspiration for the animations on all the hero pages of the website.
Ogury ‘orb’ illustration:
The Ogury ‘orb’ is symbolic of the digital advertising ecosystem. The planet like orb at its core represents data and ad technology. The oscillating and ever evolving outer layer represents media activation.

A dark stormy grey orb represents the ‘old way’, when toxic data was at the heart of the ad tech ecosystem. The colourful orb represents the ‘Ogury way’, where consumers have choice and control over their ad experience, and organisations can activate campaigns with safe data.
Ogury plasma:
In keeping with the fluid liquidity of the ‘orb’, Ogury plasma represents interaction between technology and humans, and the way both work seamlessly to execute and optimise effective campaigns. Used predominantly for animation or video, it adds movement, depth and creates an immersive landscape.
Use of neon light:
We use neon lights (red, green and blue) to add energy, vibrancy and excitement. The neon lights represent a positive new world of choice driven advertising, that’s in stark contrast to the old digital ad industry riddled with depict and dark shady practices.
07 Photography
Photography

We do everything possible to avoid looking like a generic B2B corporate brand. While the use of stock photography is often unavoidable at scale, we select images based on specific criteria and edit them inhouse to make them unique.

Neon photography (primary)
Our photography uses neon lights - red, green and blue. As well as being visually stunning and recognisable, as per the illustrations this represents the ‘Ogury way’ of advertising where opacity (darkness) is replaced with transparency (light) and users, brands and publishers (red, blue, green) come together to work in harmony. See examples on page 39.

Lifestyle photography (secondary)
Occasionally our primary neon photography style is not suitable. In this instance, we use lifestyle stock photography. To make them unique, they must be edited to include the Data super-graphic as a subtle overlay. See examples on page 40.
Neon photography examples
Lifestyle photography examples
Iconography
Design Icons

A suite of bespoke icons have been created. All with rounded edges to fit with the geometric foundations of our logo. Icons are typically non-human and don’t stir emotion, so they are used sparingly within the Ogury brand - to replace bullet points.
09 Brand in use
Templates

- Case studies (branded & blinded)
- Seasonal guides
- Vertical packages
- Sales enablement tools (FAQs, guides, decks)
- Product one sheets
- Technical whitepapers
Ebooks

“Don’t judge a book by its cover” - we all do. Every Ogury eBook has a unique and eye-catching front cover that is representative of the subject matter being tackled, with bold ‘print style’ typography on the cover to convey the title. Although seldom printed, this helps give credibility and help market the book when driving downloads. Brand guidelines are adhered too throughout, but a unique approach to each book is required.
Videography

Watch an example [here](#).
Website

Consumers expect choice and control over their data and ad experience.

Make sure your ad technology relies on: Safe Data.

Visit our website here
Landing pages
Powerpoint decks
Let erhead
Business cards
Social Media assets

- **Webinar**
  - "Tis the Season: How to Win the Holiday Shopping Showdown"

- **Events**
  - An Introduction to Digital Marketing Driven by User Choice
    - 4th December, 2019 | 9:25-9:45

- **Events (1-2 Speakers)**
  - Evi Kousou (Fanbytes)
  - Robin Raval
  - Thursday, July 18th | 12:00 pm EST

- **Events (3+ Speakers)**
  - An Introduction to Digital Marketing Driven by User Choice
  - Evi Kousou (Fanbytes)
  - Robin Raval
  - Thursday, December 1, 2020 | 10:00 AM

- **People of Ogury**
  - Dimitar Kostadinov

- **Awards**
  - 50 Technology Companies to Work For
  - Fastest growing UK tech company in Media and Entertainment

- **Quote**
  - "One of the biggest mistakes a marketer can make would be to treat online grocery as just another tactic on a media plan."
  - Antoine Barbier, Senior Vice President, Product

- **Campaigns**
  - How can you balance data compliance with enough ad revenue to sustain your business?

- **Blog**
  - Did you know?

- **Shared Post**
  - Ogury nominates Antoine Barbier Senior Vice President, Product
Email signatures
Thank you

For any questions regarding this style guide, please contact the ogurybrand@ogury.co