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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 marketing@ogury.co
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:
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.
Logo
Logo (wordmark)

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 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.

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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.
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 red head (as outlined in guidelines) and it’s legibility is compromised.

Logo (brand icon)
Brand icon basic placement

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.

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% #FF2B3C rgb (255, 43, 60)
Red tint 30% #FF3E51 rgb (255, 62, 81)
Red tint 40% #FF5269 rgb (255, 82, 105)
Red tint 50% #FF6786 rgb (255, 103, 134)
Red tint 60% #FF809A rgb (255, 128, 154)
Red tint 70% #FF95AA rgb (255, 153, 174)
Red tint 80% #FFB2B8 rgb (255, 178, 184)
Red tint 90% #FFCCD0 rgb (255, 204, 208)

Ogury Dark Grey

Dark Grey Base
D. Grey tint 10% #474747 rgb (71, 71, 71)
D. Grey tint 20% #666666 rgb (102, 102, 102)
D. Grey tint 30% #808080 rgb (128, 128, 128)
D. Grey tint 40% #999999 rgb (153, 153, 153)
D. Grey tint 50% #AAAAAA rgb (169, 169, 169)
D. Grey tint 60% #BBBBBB rgb (187, 187, 187)
D. Grey tint 70% #CCCCCC rgb (198, 198, 198)
D. Grey tint 80% #DDDDDD rgb (214, 214, 214)
D. Grey tint 90% #EEEEEE rgb (238, 238, 238)

Ogury Light Grey

Light Grey Base
L. Grey tint 10% #E9E9E9 rgb (233, 233, 233)
L. Grey tint 20% #F0F0F0 rgb (240, 240, 240)
L. Grey tint 30% #F3F3F3 rgb (243, 243, 243)
L. Grey tint 40% #F5F5F5 rgb (245, 245, 245)
L. Grey tint 50% #F7F7F7 rgb (247, 247, 247)
L. Grey tint 60% #F9F9F9 rgb (249, 249, 249)
L. Grey tint 70% #FAC5C5 rgb (250, 250, 250)
L. Grey tint 80% #FDFAFD rgb (251, 251, 251)
L. Grey tint 90% #FCFCFC rgb (252, 252, 252)
Secondary colour tints

**Ogury Blue**

- **Blue Base**: #1A8FBC (rgb (26, 143, 188))
- **Blue tint 10%**: #3A83D8 (rgb (58, 131, 216))
- **Blue tint 20%**: #5B52D1 (rgb (91, 82, 209))
- **Blue tint 30%**: #7C48C4 (rgb (124, 72, 196))
- **Blue tint 40%**: #9D31B0 (rgb (157, 49, 176))
- **Blue tint 50%**: #B324A0 (rgb (179, 36, 160))
- **Blue tint 60%**: #D4178B (rgb (212, 23, 139))
- **Blue tint 70%**: #EB0F7A (rgb (235, 15, 122))
- **Blue tint 80%**: #F9005C (rgb (249, 0, 92))
- **Blue tint 90%**: #F0F0F0 (rgb (255, 255, 255))

**Ogury Green**

- **Green Base**: #56BEB2 (rgb (86, 190, 178))
- **Green tint 10%**: #69C5BA (rgb (105, 197, 186))
- **Green tint 20%**: #66B5D2 (rgb (102, 181, 210))
- **Green tint 30%**: #7BCDC3 (rgb (123, 205, 195))
- **Green tint 40%**: #80C1DA (rgb (128, 193, 218))
- **Green tint 50%**: #99CDE1 (rgb (153, 205, 225))
- **Green tint 60%**: #A1DBD4 (rgb (161, 219, 212))
- **Green tint 70%**: #B2DAE8 (rgb (178, 218, 232))
- **Green tint 80%**: #C7E9E5 (rgb (199, 233, 229))
- **Green tint 90%**: #DCF8F6 (rgb (220, 248, 246))
Tertiary colour tints

Ogury Brick Red

- **Brick Base**
  - #DD5962 rgb (221, 89, 98)
- **Brick Red tint 10%**
  - #E47E85 rgb (228, 126, 133)
- **Brick Red tint 20%**
  - #ECA3A8 rgb (236, 163, 168)
- **Brick Red tint 30%**
  - #F7DADC rgb (247, 218, 220)
- **Brick Red tint 40%**
  - #E16C73 rgb (225, 108, 115)
- **Brick Red tint 50%**
  - #E89196 rgb (232, 145, 150)
- **Brick Red tint 60%**
  - #F4C8CA rgb (244, 200, 202)
- **Brick Red tint 70%**
  - #F0B5B9 rgb (240, 181, 185)
- **Brick Red tint 80%**
  - #FBEDED rgb (251, 237, 237)

Ogury Purple

- **Purple Base**
  - #8A4CC2 rgb (138, 76, 194)
- **Purple tint 10%**
  - #A474CF rgb (164, 116, 207)
- **Purple tint 20%**
  - #BE9CDD rgb (190, 156, 221)
- **Purple tint 30%**
  - #E5D7F1 rgb (229, 215, 241)
- **Purple tint 40%**
  - #9760C9 rgb (151, 96, 201)
- **Purple tint 50%**
  - #B188D6 rgb (177, 136, 214)
- **Purple tint 60%**
  - #D8C3EB rgb (216, 195, 235)
- **Purple tint 70%**
  - #CBAFE4 rgb (203, 175, 228)
- **Purple tint 80%**
  - #F2EBF8 rgb (242, 235, 248)
- **Purple tint 90%**
  - #F8F8F8 rgb (240, 236, 244)
05 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.

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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.

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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
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 it’s standard large letter spacing.

---

Maax Mono Regular

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

Maax Mono Bold

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

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 Pattern
Data super-graphic

An expansive pattern that represents the mobile user journey, the apps and websites they visit, and the data/insights that can be gleaned by connecting the dots. It’s used as a subtle decorative element, to add texture, depth and aesthetic interest to designs and our ‘lifestyle photography’ (see Photography section).

It can only be used as stand alone when used against single block colours, or when being used to specifically indicate a mobile user journey literally.
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
09 | Iconography
Product Icons

The product icons are used to illustrate the product name and its function. The icons are purposely simple to ensure legibility and instant recognition throughout any application. They are all constructed with the geometry of the Ogury O, and use a gradient to show the dynamic and fluid nature of the technology.
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.
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

The opaque and short-term driven ed-tech ecosystem, riddled with deceit and fraud, transformed digital ads into a noisy nuisance.

Since the beginning, consumers have been fed to:
- Content that lies
- Ad clutter

User Engagement

Ogurly Advertising Engine Delivers

Ogurly’s Mission

Ogurly is a trusted digital advertising ecosystem, driven by user choice.

Enjoy a technology provider that truly understands the needs of the consumer to progress.
Business cards
Social Media assets

Webinar

Events

Events (1-2 Speakers)

Events (3+ Speakers)

People of Ogury

Awards

Quote

Shared Post

Campaigns

Blog

Did you know?
Email signatures

[Image of an email signature example]

Dear J. Smith,
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Kind regards,

ogury

Salrina Bailey-Nrvalon
Senior Director, International Marketing

Classie House, Mortlist Building
114 AB On Street
London CTV RSP
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ogury.com
Thank you

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