Primary logo

The primary logo is our first logo preference
and should be used most frequently,
whenever space allows.

The logo should be used on a light background.

The **ofi** logo and strapline

Preferred size

The preferred logo size is 30mm wide for an A4 document. The logo should be scaled in relation to this for other formats. When there are printing restrictions the logo should only go as small as 15mm wide. For digital applications 140 pixels wide is the minimum size. The **make it real** line is always spaced as shown below on the two logos.

= Y

50% of Y

= Y

25% of Y

Logo: large strapline
This is the preferred option and should be the one that is used, to ensure the strapline is legible and not compromised, especially on smaller items, for example stationery items, bags, mugs etc.

Logo: small strapline
This version should only be used in large format printing where a strong emphases has to be placed on **ofi,** for example signage, livery etc.

Logo without the **make it real** strapline

The logo should appear with the **make it real** strapline whenever it is possible and legible (i.e. above 3mm in height).

The logo can appear without the strapline when production restrictions make it impossible (for instance on clothing or on certain kinds of signage) OR if there is a strong aesthetic or functional reason for leaving it out.

If in doubt, please contact the Brand Team.

With Strapline

Without Strapline

Mandatory clear space area

To ensure legibility, the logo must stand out and not be cluttered with competing elements. This is achieved by surrounding the logo with clear space that is kept free of any type or distracting graphics.

The minimum protection space required on all sides of the logo is 75% of the diameter of 'The O' graphic. This area is to always remain clear of color, imagery or other elements including other logos.

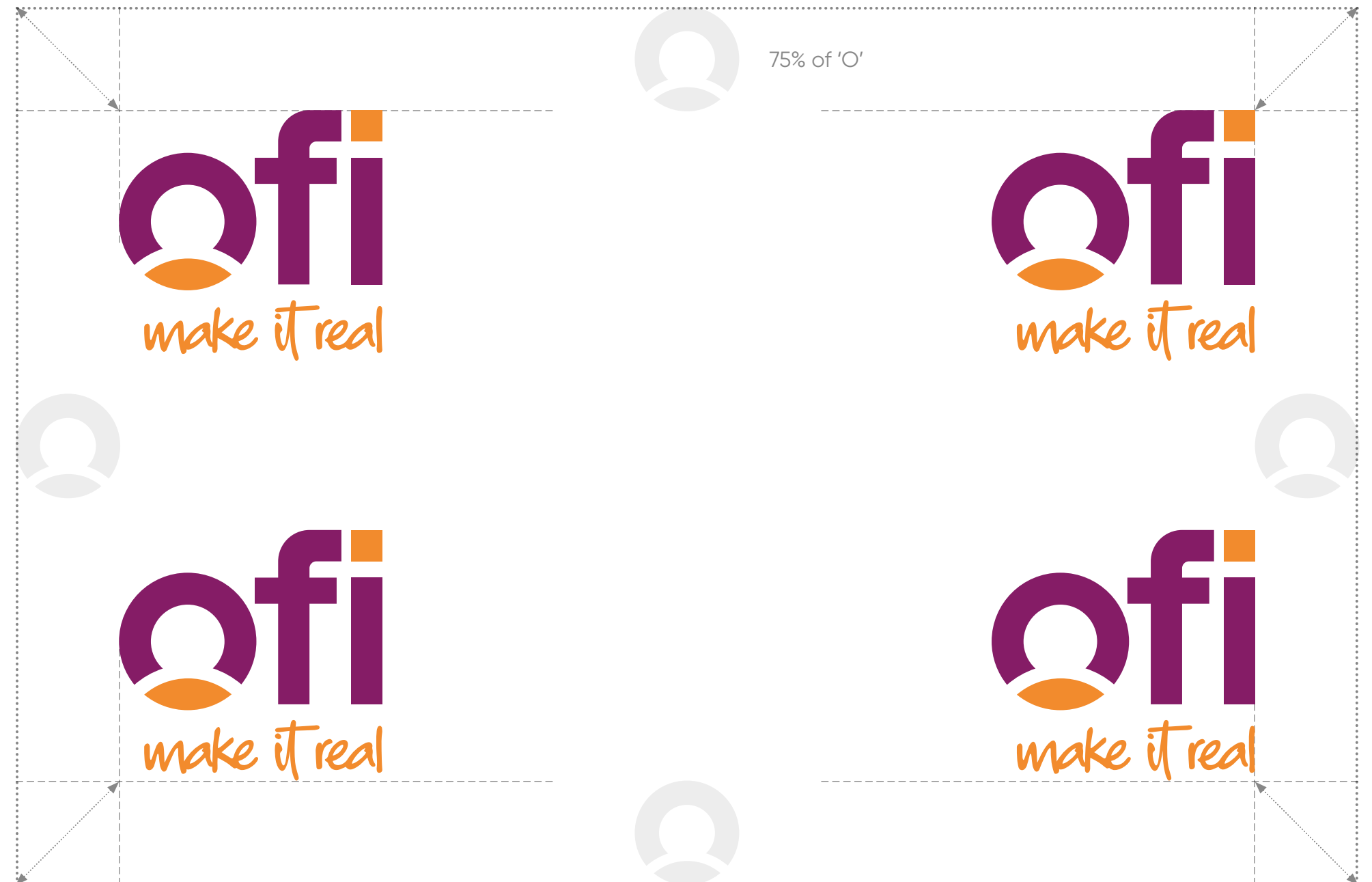The logo is never placed closer than this to the edges of any documents.

1
2
3

Positioning – print and digital application

To allow design flexibility across different formats, these guidelines allow for the logo to be positioned towards any corner of a comms asset. Choosing which corner will depend on other visual elements. Check with a designer if in doubt.

75% of 'O'

The logo in use

Examples of our logo in use. Always ensure the correct version is used for the intended application.

The logo in use

These are the ways the logo will be used

There are three versions of the logo:

The **positive logo** should be used on a light background.

The **negative logo** when there's a dark background.

The **mono logo** only when printing restrictions apply.

Printing the logo in one color (black) is recommended where our primary brand colors can't be matched correctly.

Black logo

This logo is for small use or where print quality is compromised, e.g. engraving, etc.

The minimum preferred size for the logo to be used is 10mm.

The black logo can be used in 100% black or 100% white for maximum legibility.

The logo should appear with the **make it real** strapline whenever it is possible and legible (i.e. above 3mm in height). The logo can appear without the strapline when production restrictions make it impossible. If in doubt, please contact the Brand Team.

Gap increased to avoid fill-in

The logo in use – not like this

Don't alter the positioning of the strapline.

Don't apply effects to the logo.

Don't distort the logo.

Don't change the color of the logo.

Don't reproduce in a tint.

Don't outline the logo.