

OUZEUS

BRANDING GUIDELINE

BRAND IDENTITY MANUAL



CONTENTS

04 IMAGERY

07 LOGO

11 COLOURS

14 TYPE

17 ELEMENTS

19 BRAND APPLICATION

INTRODUCTION

The following document has been designed as a guideline for Ouzeus visual and branding identity. It is essential for all persons to follow these brand guidelines strictly to maintain consistency.

The Ouzeus logo must not be traced, redrawn, typeset or modified in any form by manual or electronic methods. The relationship between the monogram logo and logotype must not be altered in any way

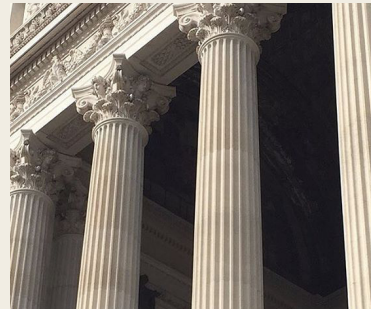
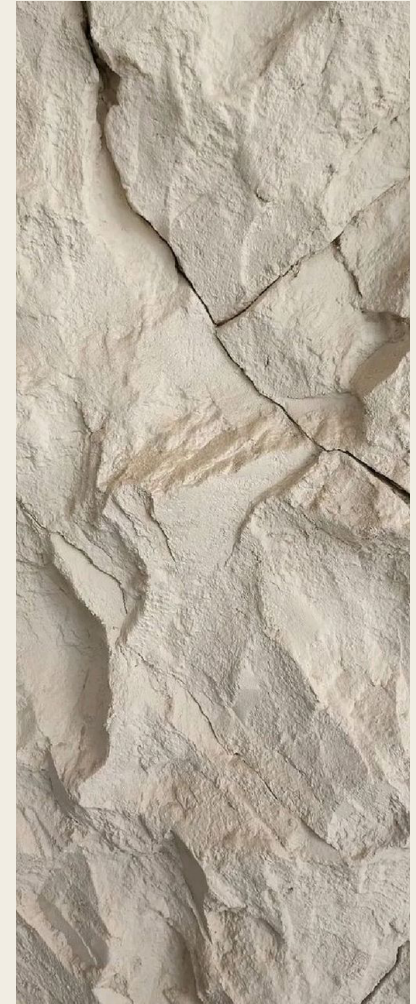
If you need any advice or help to clarify the branding guidelines, please contact White Key Marketing at 1300 577 419

04

IMAGERY



MOODBOARD



KEY WORDS

Premium

Smooth

Elegant

Clean

Effortless

Polished

Classy

Authentic

Expertise

Sharp

Unforgettable

Seamless

07

LOGO



PRIMARY LOGO

This is the primary logo design and is to only be used on light coloured backgrounds, such as the off white colour given in the colour palette. The colour of the icon and text must remain as the navy blue as given in the palette.



OUZEUS

‘ΜΑΖΙ ΜΕ ΦΙΛΟΥΣ’

SECONDARY LOGO

The following is the secondary logo design and can be used on different coloured backgrounds, preferably with the navy blue.

Alternatively, the logo can be placed on any colour within the colour palette. However the logo colour needs to be the off white colour, this will contrast with the background and maintain it's legibility. An example is given here.



OUZEUS

‘ΜΑΖΙ ΜΕ ΦΙΛΟΥΣ’



OUZEUS

‘ΜΑΖΙ ΜΕ ΦΙΛΟΥΣ’

LOGO PRINCIPALS

The indicated clear space around the logo allows for space to be kept between it and images, text and page edges. This enhances and maintains legibility and balance.

The diagram here shows the minimum clear space to be left when using the logo. Do not place any other elements within the clear space zone specified.

Minimum size outlines how small the logo may go. Do not use the logo any smaller than shown.

Clearspace



Minimum size



Print: 35 mm W
Digital: 132 px W

11

COLOURS



COLOUR PALETTE

A colour palette is a powerful tool for building an identity for your brand and communicating with consumers.

To create a premium, smooth and refined feel, this colour palette features an navy blue as the primary colour with gold and sky blue as accent colours. An off white colour is included and is encouraged to be used as a background instead of white. A dark brown is also included and is to be used for text colour as opposed to black.

CMYK 4.35 5.65 8.97
RGB 241 235 227
#F1EBE3

OFF WHITE

CMYK 99 98 35 30
RGB 36 34 86
#242256

**NAVY
BLUE**

CMYK 37.65 10.9 12.02
RGB 157 197 212
#9DC5D4

SKY BLUE

CMYK 21.55 30.3 91.9
0.57 RGB 204 169 61
#CCA93D

GOLD

CMYK 61.94 59.9
59.94 64.64 0 RGB
53 48 34 #353022

DARK BROWN

14

TYPOGRAPHY



FONT FAMILIES

Typography is the style and way of representation of the text. It enables brands to create context and personality. For Ouzeus, we want to communicate a premium, clean and minimalistic feel. When developing a brand identity, a persistent type of font should be used, each with a particular reason.

Ouzeus uses 3 font families in it's branding. It is important to follow the typographic hierarchy to ensure the fonts are being used effectively.

GFS Neohellenic

Bold

**Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz**

1234567890

Highway Gothic Expanded

Regular

**Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz**

1234567890

Acherus Grotesque

Book

**Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz**

1234567890

TYPE HIERARCHY

Headlines

GFS Neohellenic

Bold

Uppercase

Subheadings

Highway Gothic Expanded

Regular

Uppercase

Body Copy

Acherus Grotesque

Regular

Sentence Case

HEADLINE

SUBHEADING

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Eget nulla facilisi etiam dignissim diam quis. A condimentum vitae sapien pellentesque. Morbi enim nunc faucibus a. Est sit amet facilisis magna. Sagittis purus sit amet volutpat consequat. Dui vivamus arcu felis bibendum ut tristique. Cursus turpis massa tincidunt dui ut ornare lectus.

17 ELEMENTS



WATERMARKS

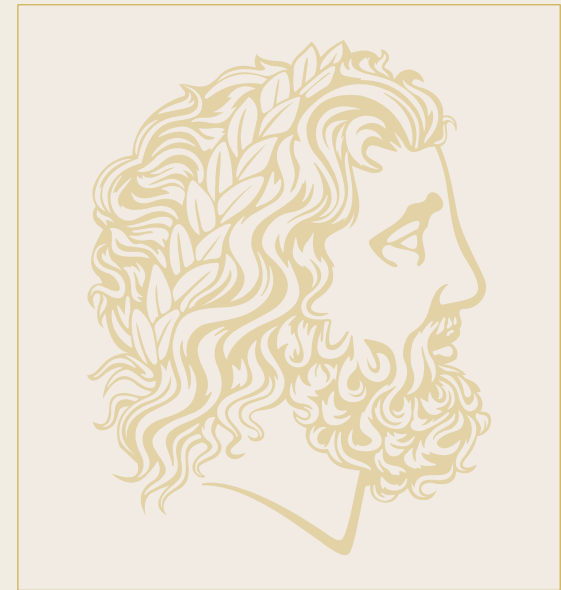
The secondary design element for this brand is the face from the logo set to a low opacity of 12%. The watermark can be used in any colour from the palette and if desired, the opacity can be altered by no more than 5%. The icon can also be flipped facing left or right, depending on the design. Some examples are shown below.



Sky blue watermark on
navy background



Navy watermark on sky
blue background



Gold watermark on off
white background

19

BRAND APPLICATION





This brand guideline was prepared by White Key Marketing. Should you have any queries regarding this guide, contact us at 1300 577 419 or team@whitekeymarketing.com.au

