



Logo Guidelines

March 2020

Version 1

Our logo

brandmark



horizontal



vertical



wordmark



Our logo is available for use in a few different formats to allow flexibility in its application. Should none of these formats meet your needs, please contact our marketing team.

Our logo no no's



✘ **don't** change the scale ratio of brandmark to wordmark



✘ **don't** reverse or change the colours



✘ **don't** forget the TM symbol



✘ **don't** put it on a background that makes it hard to read



✘ **don't** add anything to it or let anything crowd its space



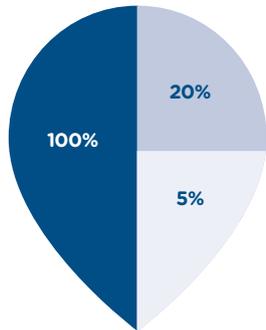
✘ **don't** make it too small (or way too big)

Our logo no no's are really just common sense.
Treat the logo with care, give it room to breathe and make sure it's considered our hero - then it'll behave that way.

Colours

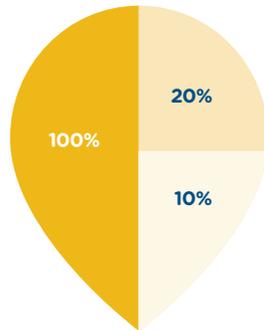
primary

secondary



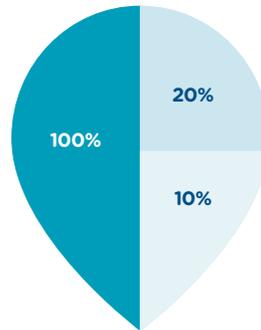
C100, M64, Y10, K22

PMS 2945
R0, G78, B133
#004e85



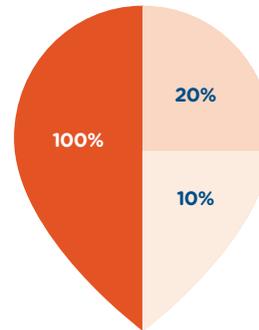
C5, M27, Y100, K1

PMS 116
R238, G183, B26
#eeb71a



C79, M0, Y12, K18

PMS 771
R0, G158, B187
#009ebb



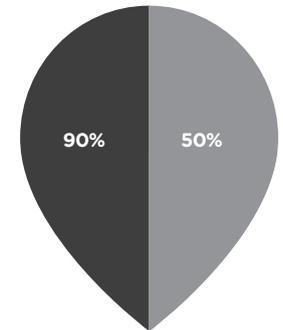
C5, M82, Y100, K1

PMS 166
R226, G84, B37
#e25425



C56, M3, Y100, K0

PMS 376
R127, G188, B66
#7fbc42



C0, M0, Y0, K90

BLACK (90%)
R64, G64, B65
#404041

Our two primary colours are Openn Blue and Openn Gold. Turquoise, Burnt Orange, Green and 90% Black are also used as secondary accent colours and for body copy.

Typography

Gotham Rounded Bold
is the typeface used in our logo and for headings
(kerning set to -20)

Roboto Regular, *Italic*, **Bold** and ***Bold Italic***
should be used for copy in print and online

Rubik Medium
is used for headings and sub-headings online,
where Gotham Rounded Bold is unavailable

We have three typefaces available to use.
Gotham Rounded Bold and Roboto Regular are our two main
typefaces, with Rubik Medium use exclusively online.



For any Openn Negotiation
Brand Guideline queries, please contact;

support@openn.com.au
1800 667 366