



THE  
ONE  
YOU CAN TRUST

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# BRAND GUIDELINES

All intellectual property and Content of this document, the **One Group**  
Brand Guidelines, are strictly confidential and remain the exclusive property of **One Group**  
The distribution of such information is strictly forbidden without their prior written approval.



# WHY

Brand guidelines sets the brand standards across the multiple vendors & agencies working on the brand image round the clock. Clear briefing with do's and don't work wonders when multiple teams work on the brand.



# CORRECT USAGE

## ✓ RIGHT PLACEMENT

The wordmark is a quintessential element of One Group visual identity, serving as the face of our brand and the primary form by which we are recognized in the marketplace.



# LOGO USAGE

## MINIMUM MARGINS

### CLEAR SPACE

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We respect the logo by giving it some space. The minimum clear space that must surround the logo is equivalent to the height of its capital O.

### MINIMUM SIZE

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In print, the logo should never appear smaller than 16mm. On-screen, it must appear at least 186 pixels wide.

### CLEAR SPACE



### MINIMUM SIZE



On-Screen : 186 px

In Print : 16 mm

# INCORRECT USAGE

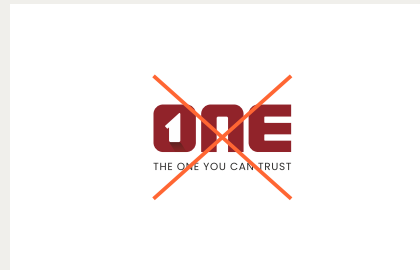
Do not stretch or skew



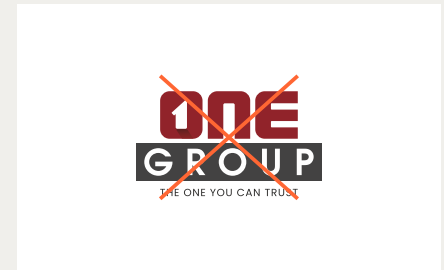
Do not rotate



Do not modify elements



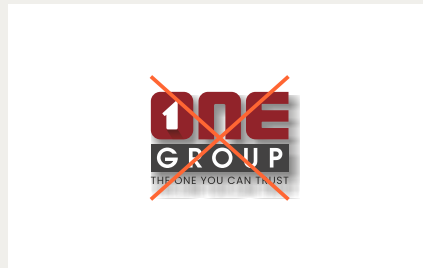
Do not resize elements



Do not use unspecified colors



Do not add effects



Do not outline elements



Do not place over backgrounds lacking contrast



# COLOR PALETTE

Color plays a key role in making our brand visually distinct and reinforcing brand recognition. It must be used thoughtfully and in accordance to our standards.

## LOGO, PATTERNS

R 143  
G 13  
B 28

C 9  
M 100  
Y 82  
K 43

## FONT, BODY

R 48  
G 48  
B 48

C 68  
M 58  
Y 55  
K 60

## BACKGROUND

R 121  
G 100  
B 82

C 39  
M 47  
Y 58  
K 33

## BACKGROUND

R 180	C 27
G 166	M 29
B 155	Y 33
	K 9

## BACKGROUND

R 234	C 8
G 218	M 15
B 205	Y 19
	K 0

## BACKGROUND

R 253	C 0
G 252	M 0
B 247	Y 4
	K 0

# THE FONTS

We use Noir Pro, Gobold Bold, Raylig and Edwardian Script ITC  
a completely custom type family that has become a  
longstanding core element of our visual identity.

AaBb

NOIR PRO

**AABB**

GOBOLD BOLD

AaBb

RAYLIG REGULAR

*AaBb*

EDWARDIAN SCRIPT ITC

# SOCIAL MEDIA POST

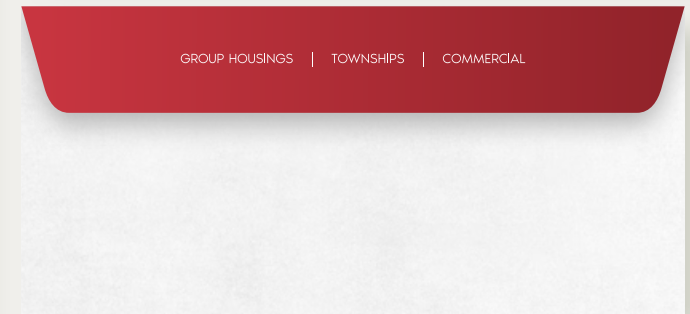
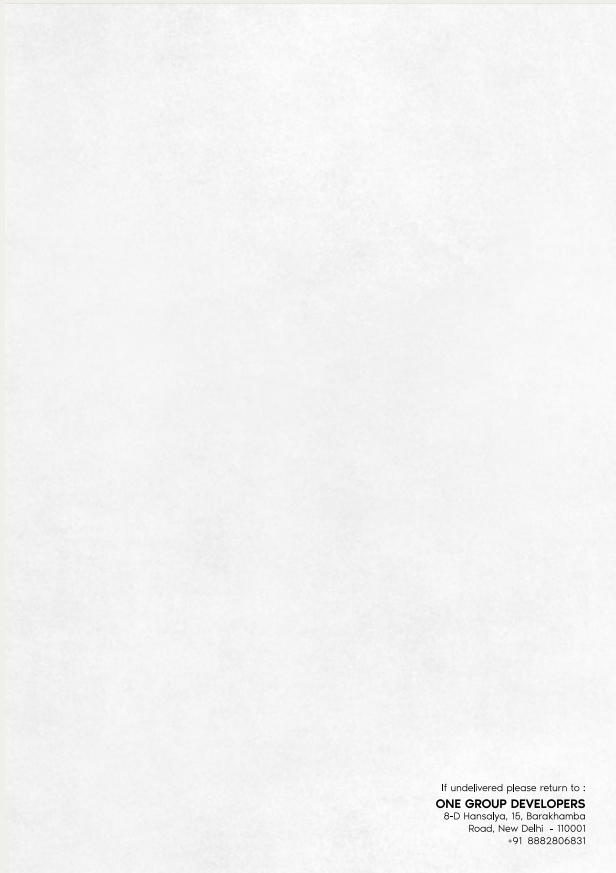


#ForHashtags

# EDM OR WHATSAPP CIRCULAR



# STATIONERY



*Thank  
you*

SEEKING YOUR  
VALUABLE FEEDBACK

PRESENTED BY

**coffee &  
creative**  
lets brew thoughts