



OPCITY

Brand Guidelines

50 Shades of Blue

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GUIDE PURPOSE

The Opcity brand is more than our logo and colors. It is who we are and how we want to be viewed by the world.

This guide will help to familiarize you with Opcity's core brand elements to assist you in designing and producing dynamic and powerful communications while still allowing degrees of flexibility.

We have an opportunity to establish a vibrant brand in the minds of all people who interact with our products, services, and people. By providing consistent, positive brand experiences for our audiences we can create an identity that makes them comfortable with entrusting in us.



01 INTRODUCTION

How We Do It: Values

HOW WE DO IT: VALUES

Opcitizens live by these core values

OWN IT

We are accountable for our world and have a passionate “get it done” attitude. Results and consistency matter to our team.

TAKE ACTION

We are self-starters and have a bias towards action, innovation, learning, and limiting politics. Quick, creative iteration wins.

KNOW OUR CUSTOMERS

We feel our customers’ pain and work tirelessly to understand their experience and make their lives better. Our work has purpose.

TRUST AND INTEGRITY ARE PARAMOUNT

Open, honest and transparent communication is our foundation. We treat each other with respect and keep our promises.

COMMIT TO EXCELLENCE

We dedicate ourselves to win and be the best, everyday

USE DATA TO DECIDE

We make decisions based on the best data available. We are all responsible to question authority when there is data to challenge the status quo.

ONE TEAM – ONE DREAM

We are greater than the sum of each individual's work. We embrace feedback, coaching and healthy conflict. Specialization without silos.





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Excellence isn't a skill, it's more of a mindset. I come to work each day knowing that it's an opportunity to improve myself and those around me.



02 IDENTITY

Primary Logo
Logo Integrity
Icon
Last Resorts
Unacceptable Usage
Color Palette

PRIMARY LOGO

Opcity's logo is the most visible element of our identity: a universal signature across all communications. It is a guarantee of quality that unites our product, partners, and marketing communications.

The logo is made up of two elements: the **wordmark** and the **icon**.

The **icon** can be used as a standalone graphic when needed.



LOGO INTEGRITY

Logo Colors

When using our logo, contrast is important. Use dark blue on light or white backgrounds and the white logo on dark backgrounds. A gray-scale logo is also acceptable if color is not available.



Clear Space

Whenever you use the full logo wide, it should be surrounded by clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone. To work out the clearspace take the height of the log full logo and divide it in half. (Clearspace = Height / 2).



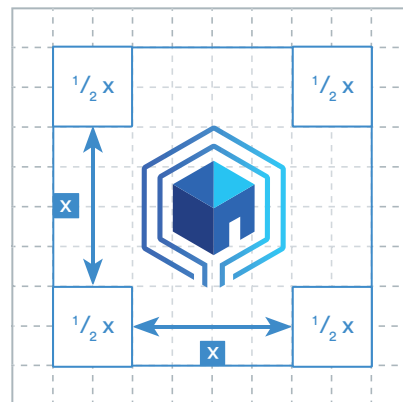
ICON

In certain cases the Opcity icon can be used as a stand alone graphic to represent our brand. But just like the primary logo keeping the integrity of the icon intact is important. The full color version and the white version are both acceptable to use.



Clear Space

Whenever you use the icon, it should be surrounded by clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone. To work out the clearspace take the height of the icon and divide it in half. (Clearspace = Height / 2).



LAST RESORTS

It is preferred that the primary logo or the icon be presented in full color or white. However cases may come up that require gray-scale or negative space. Also the horizontal logo is the main logo we want displayed but a stacked logo can be used in certain cases when the horizontal just won't fit.

Gray-scale Logo

Sometimes color printing is just not an option. Try to use the white logo in those cases but if that isn't possible the below grayscale option is acceptable.



Negative Space Logo

If gray-scale isn't printing correctly feel free to use a solid black or solid white negative space version.



Stacked Logo

The optimal way to display our logo horizontally. But the stacked is okay in a crunch.



UNACCEPTABLE USAGE

To maintain the integrity of the Opcity logo, and to promote the consistency of the brand, it is important to use the logo as described in this guide. The examples shown illustrate possible misuses of the Opcity logo that should be avoided.



X DO NOT rearrange the logo elements or colors.



X DO NOT use non-approved colors.



X DO NOT use wordmark without icon.



X DO NOT add drop shadows.



X DO NOT stretch logo.



X DO NOT use legacy versions of the logo.



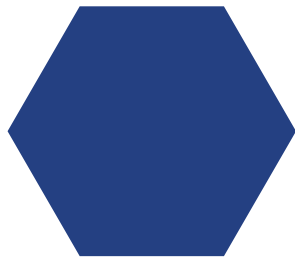
X DO NOT change proportions of logo elements.



X DO NOT outline the logo.

MAIN COLOR PALETTE

These are the core colors that give us our personality and reinforce our brand values. By predominantly sticking to these three colors, all materials will be consistent. Along with the 3 primary colors different tones of each color are permitted to expand the available color palette.



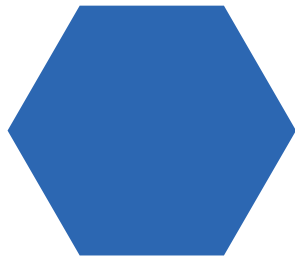
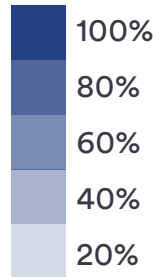
Buyer Blue

RGB: 0, 35, 143

CMYK: 100, 95, 11, 05

Hex: #00238f

Pantone: 2728C



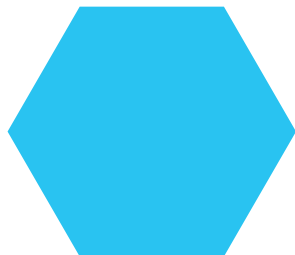
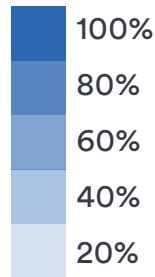
Seller Sapphire

RGB: 0, 98, 255

CMYK: 82, 60, 0, 0

Hex: #0062ff

Pantone: 285C



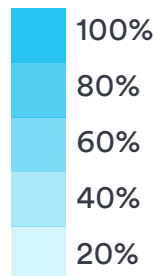
Agent Aqua

RGB: 2, 204, 252

CMYK: 63, 0, 0, 0

Hex: #02ccfc

Pantone: 305C



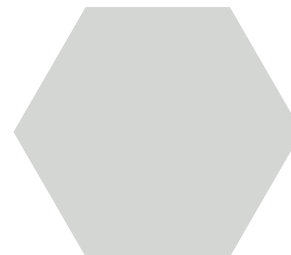
Dark Gray

RGB: 65, 65, 66

CMYK: 68, 61, 59, 46

Hex: #414142

Pantone: Black 7U



Light Gray

RGB: 147, 149, 152

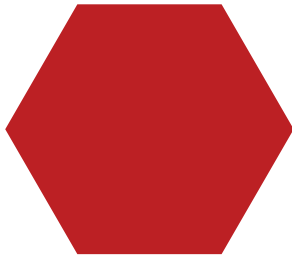
CMYK: 45, 36, 35, 01

Hex: #939598

Pantone: Cool Gray 5U

ACCENT COLOR PALETTE

Sometimes the main color palette just won't do, so when you need to use a more broad array of colors for things like infographics and speciality advertising we have a set of approved accent colors for you to use. But remember always use these as accents and never the focal point of a design.

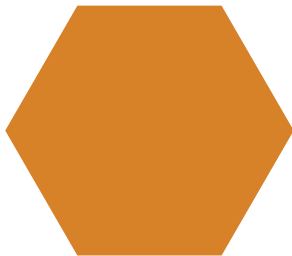


Realtor Red

RGB: 187, 0, 0

CMYK: 18, 100, 100, 9

Hex: #bb0000

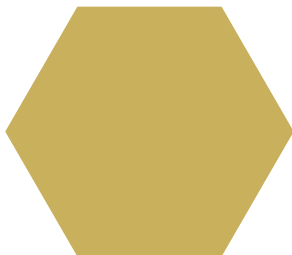


Open House Orange

RGB: 216, 128, 19

CMYK: 13, 56, 98, 2

Hex: #d88013

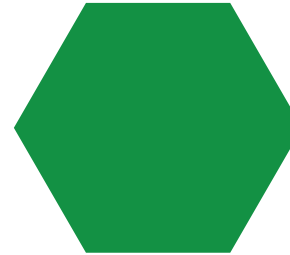


Yield Yellow

RGB: 209, 181, 83

CMYK: 20, 24, 75, 5

Hex: #d1b553

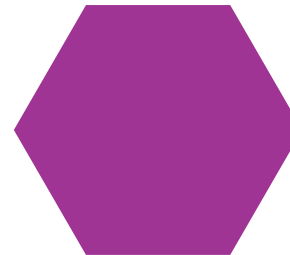


Equity Green

RGB: 0, 137, 0

CMYK: 85, 18, 100, 6

Hex: #008900



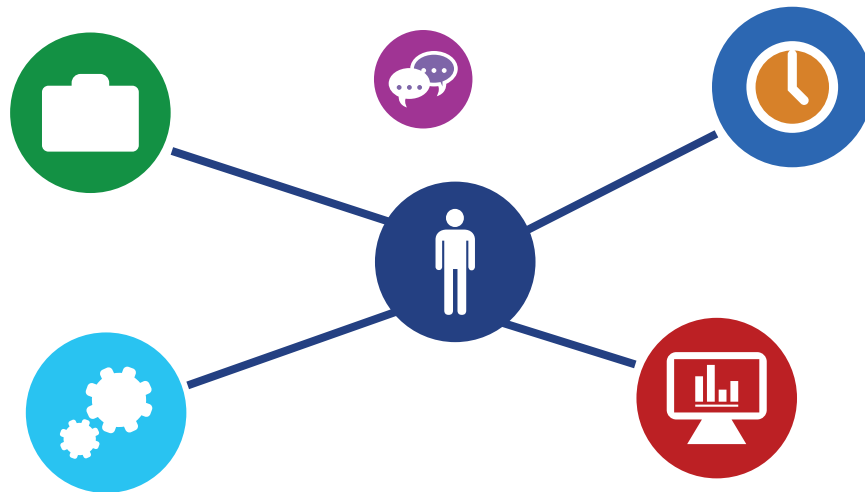
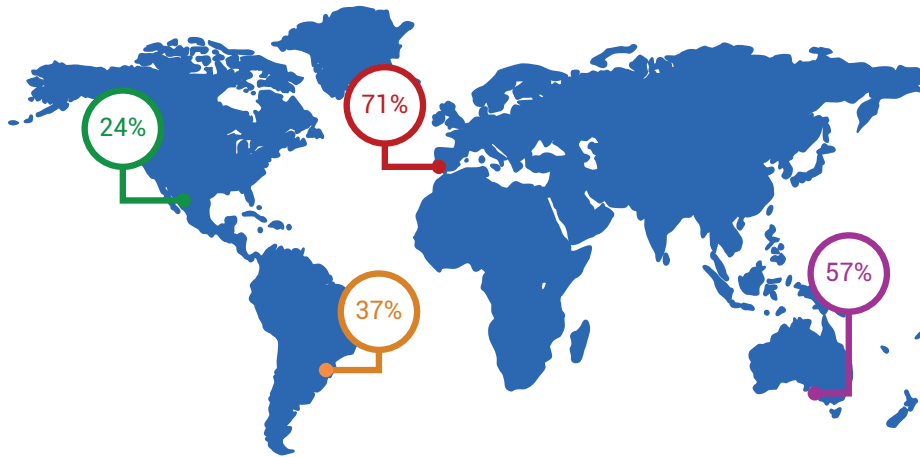
Fixed-Rate Fuschia

RGB: 178, 15, 147

CMYK: 41, 93, 0, 0

Hex: #b20f93

ACCENT COLOR EXAMPLES





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The grind at Opcity is simple: don't settle for anything short of your goal, always strive to reset the bar, and blaze a trail while you're at it.



03 TYPOGRAPHY

Fonts

MAIN HEADER FONT

Opcity has one primary font to represent the brand. Circular Std Black is used for headlines and Circular Std for all other copy. Substitute fonts can be used if these two are not available in certain scenarios. Also unique fonts can be used in unique marketing situations such as a one time events or internal company activities.

CIRCULAR BLACK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 0 Figures

! " § \$ % & / () = ? ` ; : ; i " ¶ ¢ [] | { } ≠ ¿ ' « » Σ α ® Ω ° /

ø π ± æ @ Δ ° a © ð , ¥ ≈ ç Special Characters

MAIN BODY FONT

The main body font is Circular Std and can be used in any weight when needed.

Circular Std

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Book

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Bold



“

At Opcity, I make my own paychecks and write my own ticket for my career. Our team comes in every single day and works like there's no tomorrow. We are a force, and we're coming at you fast!



THANK YOU!

We appreciate you reading over the Opcity Brand Guidelines. If you have any additional questions about the Opcity brand please do not hesitate to contact us, we would love to hear from you!

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