



Brand Guidelines

2017 Version 1.0

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GUIDE PURPOSE

The OwnLocal 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 OwnLocal'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 us with their brand and livelihood.



01 INTRODUCTION

Our Mission
Core Values

OUR MISSION

"Removing the expense and inefficiency of ad agencies by working directly with partners to automate the building and buying of advertising. To be the best and last local marketing decision a business will ever make."



CORE VALUES

Ownership

At OwnLocal we expect everyone to be the CEO of their own role. Every employee is the master of their own universe. We are expected to help solve problems when we see them, and readily admit when we have caused them. No one will hold our hands; it is our responsibility to ask for help when we need it. We trust everyone to do their job and to admit when we cannot.

Transparency

We are direct and honest with each other. Everything at OwnLocal is open for discussion, and whenever it is possible, we are not afraid to share information across the entire company. As a growing company, it is imperative we are all on the same page, and we do so through transparency. We do not keep secrets or spread rumors. Each person cares deeply about their fellow co-workers and there is no room for ego.

Growth

Have fun, every day. Always be growing. Working at OwnLocal means we have an eagerness to gain knowledge, share that knowledge, and demonstrate that knowledge through innovative solutions. We encourage, celebrate, and reward progress and success. There is room here to try new things, fail and learn from our mistakes. We cheer for each other to do the impossible. We take care of our own. We provide the space for you to do the best work of your life.



"A brand's strength is built upon its determination to promote its own distinctive values and mission." Jean-Noel Kapferer



02 IDENTITY

- Primary Logo
- Logo Integrity
- The Pixel Tree
- Last Resorts
- Unacceptable Usage
- Color Palette

PRIMARY LOGO

OwnLocal'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 **logotype** and the **mark**.

The **logotype** should never appear without the **mark**.

The **mark**, also known as the Pixel Tree, can be used as a standalone graphic when needed.

Logo



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

Just like people do, our logo needs some personal space —free of type, graphics, and other elements that might cause visual clutter— to maximize the recognition and impact of our identity. For an easy guide you can use the first **O** in OwnLocal to measure the clear space needed. This is also just a recommended space, there will be cases in which this can be broken based on design needs.



Minimum Size

1.25in or 90px



THE PIXEL TREE

The main mark for the OwnLocal brand is known as the Pixel Tree. In certain cases the Pixel Tree can be used as a standalone graphic to represent our brand. But just like with the primary logo, keeping the integrity of the Pixel Tree intact is important. Always use the dark blue or white version.

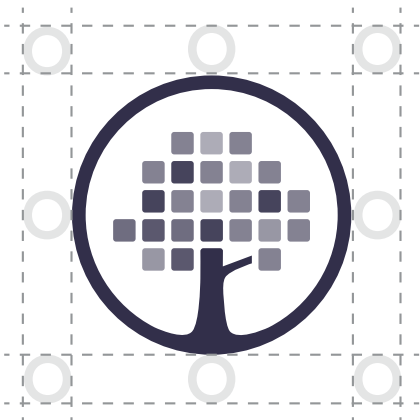


Attention:

The Pixel Tree contains a unique style where each pixel contains a transparency allowing for the color or image behind it to shine through. Due to this using vector or png files are preferred to allow for the transparency. If a transparency can not be used then the tree should be solid dark blue or solid white.

Clear Space

Like the primary logo, we want the Pixel Tree to have some room. But it doesn't need as much. A half-sized OwnLocal O can be used, as seen below.



Minimum Size

.33in or 24px



LAST RESORTS

It is preferred that the primary logo or the Pixel Tree be presented in full color and with the built in transparency of the pixels. However cases may come up that require gray-scale or an image with transparency cannot be used. For those cases we have some options.

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.



Flat Logo

The optimal way to display our logo is with a built in transparency by using vector files and pngs. If you must use a jpg or any format that doesn't allow transparency then please use a flat color version.



UNACCEPTABLE USAGE

To maintain the integrity of the OwnLocal 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 OwnLocal logo that should be avoided.



X DO NOT rearrange the logo elements.



X DO NOT use non-approved colors.



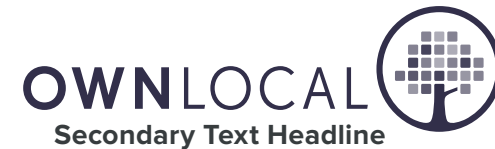
X DO NOT rotate logo.



X DO NOT add drop shadows.



X DO NOT stretch logo.



X DO NOT create a logo lock-up with text.



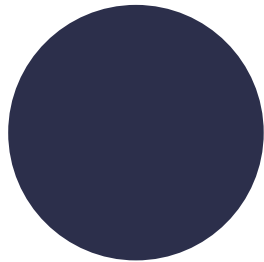
X DO NOT change proportions of logo elements.



X DO NOT outline the logo.

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.



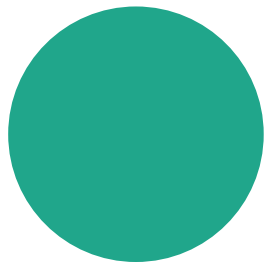
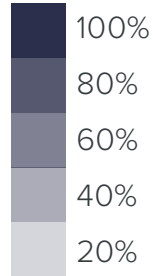
Dark Blue

RGB: 53, 50, 75

CMYK: 81, 79, 44, 41

Hex: #35324b

Pantone: 281U



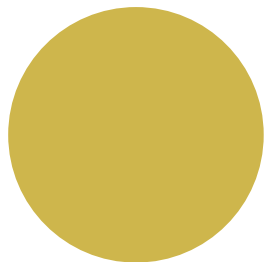
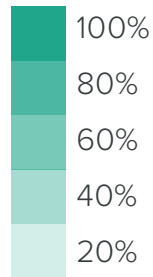
Teal

RGB: 23, 161, 133

CMYK: 80, 13, 59, 01

Hex: #17a185

Pantone: 3265U



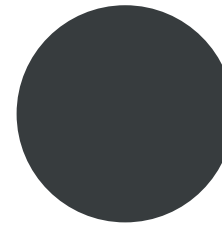
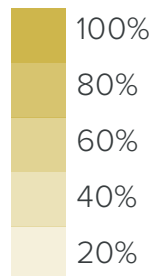
Yellow

RGB: 214, 185, 66

CMYK: 18, 23, 88, 00

Hex: #d6b942

Pantone: 7405U



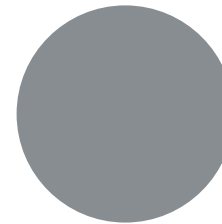
Dark Gray

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



"Typography is an art. Good typography is Art." Paul Rand



03 TYPOGRAPHY

Fonts
Text Hierarchy

MAIN HEADER FONT

OwnLocal uses two primary fonts in branding materials. Knockout Featherweight is used for headlines and Proxima Nova 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.

KNOCKOUT FEATHERWEIGHT

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

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ø w • □ ‡ æ Œ @ Δ ° ª © f ∂ , ¥ ≈ ç Special Characters

MAIN BODY FONT

PROXIMA NOVA

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 Light

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 Regular

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 Semi-bold

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

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

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SUBSTITUTE FONTS

Modern advances in font technology have made universal font freedom way easier. But there will always be strange situations in which the OwnLocal fonts may not be available. In these cases go with Impact for headers and for all other copy we shall go with the greatest and most time honored font of all Helvetica.

IMPACT (For Headers)

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 Regular

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

HELVETICA (For All Other Copy)

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 Regular

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

TEXT HIERARCHY

Typographic hierarchy is another form of visual hierarchy (a sub-hierarchy per se) in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy so custom text situations will arise but here are some of the most common techniques for OwnLocal layouts.

Main Body Copy: (12 points)

Main Headers: 250 percent more than main body copy

Secondary Headers: 175 percent more than main body copy

Footers: 40 percent less than main body copy

MAIN HEADER

Knockout Featherweight - 30 pt - Tracking: 25

SECONDARY HEADER

Proxima Nova - Semi-bold - 21 pt - Tracking: 0

COPY

Proxima Nova - Light - 12 pt - Tracking: 10



"Many a small thing has been made large by the right kind of advertising." Mark Twain

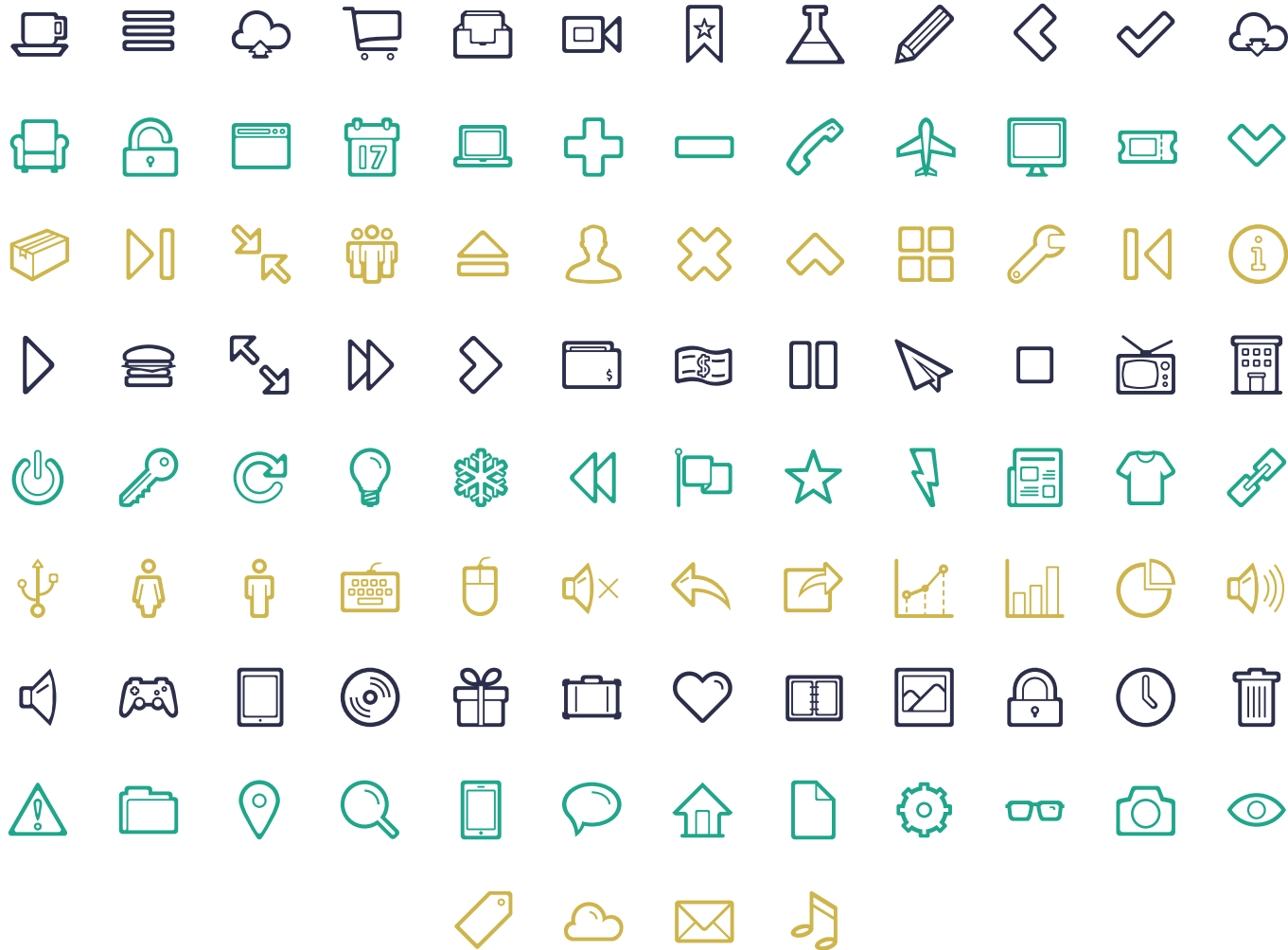


04 GRAPHIC ELEMENTS

Iconography
Secondary Graphics
Imagery
Applications

ICONOGRAPHY

Examples of approved icons that can be displayed in any of the OwnLocal colors. Additional icons can be created if need be but must maintain the same look as the examples provided. Icons should be one-color designs with thick outer lines but thinner inner lines when details are needed.

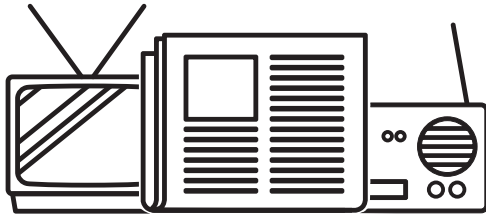


SECONDARY GRAPHICS

Besides the OwnLocal standard logo and Pixel Tree we have a few secondary graphics that can be used with OwnLocal collateral. These graphics are to be used to enhance the brand or pinpoint a specific idea. These graphics should never be used to totally replace the standard logo or Pixel Tree.

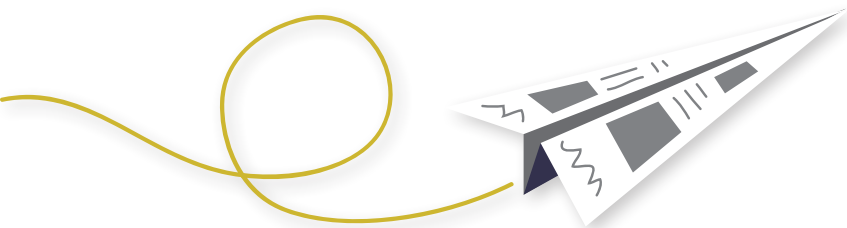
RTN Graphic

The Radio Television & News graphic is a representation of the current media markets in OwnLocal's wheelhouse.



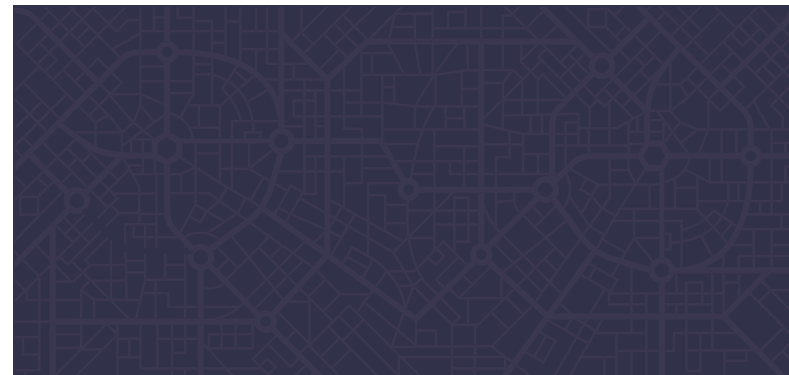
Paper Airplane Graphic

The OwnLocal Paper Airplane is primarily used in ads and collateral promoting or geared towards the newspaper industry.



The Map

The OwnLocal map can be used as a background when needed.



ADAP Graphic

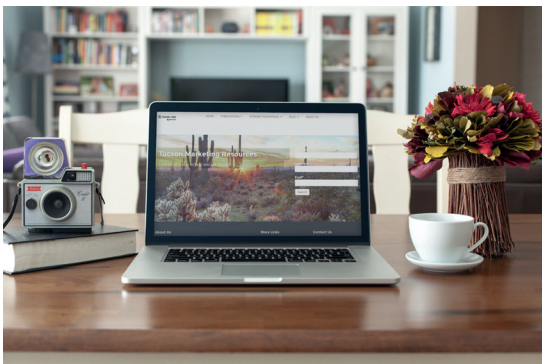
The Automated Digital Ad Platform for Local Media is a secondary graphic used for showcasing OwnLocal's current tag line and offering to clients.



IMAGERY

Photography is a powerful and dynamic tool. However, when used incorrectly, it can cause serious problems to a brand. When deciding what type of imagery to use for OwnLocal keep a few things in mind:

- *vibrant & clear*
- *never pixelated*
- *local vibe for target audience*
- *technology focused*
- *People but **NO FACES!***



STYLIZED IMAGERY

Color stylized images are also allowed in our brand. These images are often used as header backgrounds for different sales pieces and presentations. Typically the image is a cityscape of the locale being pitched or a lifestyle technology image. Creating this style takes two simple steps:

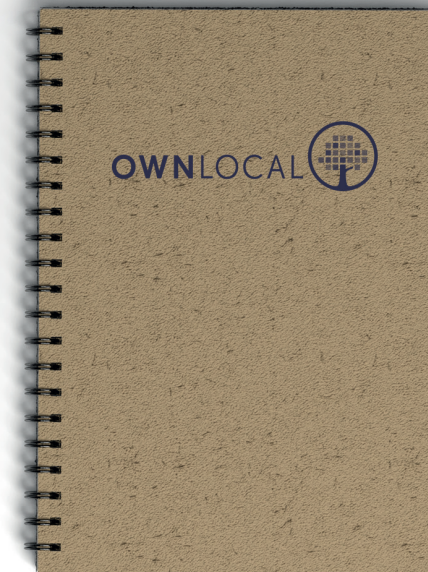
- 1st layer is set to color in the transparency settings
- 2nd layer is the solid color set to 50% fill.



APPLICATION

All of OwnLocal's marketing communication should respect the rules outlined in this guide. Websites, print materials, and promotional materials should:

- *be clear, clean, and refined*
- *be organized efficiently*
- *have a sense of purpose*
- *stay on brand!*



APPLICATION

Swag should always be on brand and kept relevant.





"If you don't like what is being said, then change the conversation." Don Draper



05 VERBAL IDENTITY - COMING SOON

Brand Voice
Message



**"Any damn fool can put on a deal,
but it takes a genius, faith and
perseverance to create a brand."
David Ogilvy**



THANK YOU!

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

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