01.

BASIC BRAND
FUNDAMENTALS

OP

COMPANY LOGO: FULL LOGOTYPE

ObservePoint

ObservePoint

General Explanation
The "ObservePoint" logo is a registered trademark and cannot be altered in any way. There is only 1 variation of the ObservePoint logo: horizontal.

Logo Format
The logo will be saved and used in different file formats to use in different types of media like web or print. Recommended formats are: .eps | .ai | .png | .jpg | .tiff

Logo Use
All communications, both print and electronic, published by "ObservePoint", must prominently display the approved logo. The ObservePoint logo is available for download.

Attention
Use of any stylized, animated, hand drawn, or other versions of an unofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with an ObservePoint Marketing team member if you have any questions or need further help.

MAIN BRAND COLORS

OP Yellow
PMS 7405 C
C 6 M 18 Y 99 K 0
R 242 G 205 B 20
#F2CD14

TONE 1 100%	TONE 2 80%	TONE 3 60%	TONE 4 40%	TONE 5 20%

— OP YELLOW COLOR TONES —

OP Gray 7
C 62 M 54 Y 53 K 26
R 91 G 91 B 91
#5B5B5B

TONE 1 100%	TONE 2 80%	TONE 3 60%	TONE 4 40%	TONE 5 20%

— OP GRAY COLOR TONES —

TYPOGRAPHY

Montserrat

⚠ **Download Font Here**

Bold/
Book/Light

Aa Bb Cc Dd Ee 0123456 !@#$%&

Aa Bb Cc Dd Ee 0123456 !@#$%&

Header Font: Montserrat Bold
This is the primary header font. This should be used in most applications when a **header** is needed. The font weight is **Bold** and should be used in most instances. No letter spacing should be used.

Body Font: Montserrat Light
This is the primary body font. This should be used in most applications when body copy is needed. The font weight is Light and should be used in most instances. No letter spacing should be used.
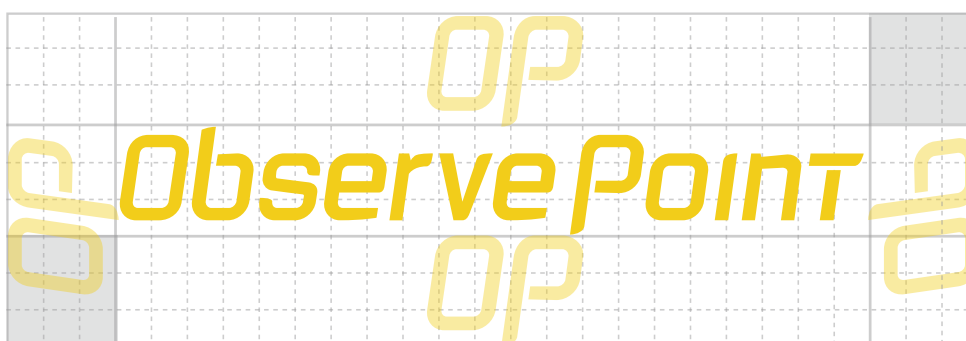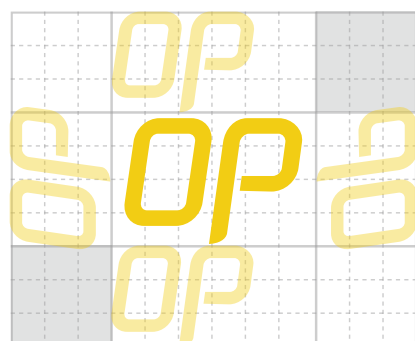
CORRECT USAGE OF LOGOTYPE

ObservePoint   *ObservePoint*   *ObservePoint*   *ObservePoint*

LOGO CLEARSPACE AND COMPUTATION

FULL LOGO
To be used in most common aspects. The spacing of the full logo should never change for any reason. There is a slightly bigger space between the words which allows the identification of each word.

LOGO CLEARSPACE
The clearspace around the logo should always be used. Take the "P" from the logo, place it around the logo, and this will give the minimum clearspace needed.

FULL LOGO MINIMUM SIZE
Print: 2" | 50.08mm | 144 points
Digital: 150 px | 150 pt

LOGO SYMBOL
Typically used internally only.