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Olive in a Nutshell

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**OLIVE** 2018 Visual Brand Guidelines

## COLOUR PALETTE

The Olive Colour Palette is bold and vibrant, made up of the 3 Vibrant Primary colours and 3 secondary colours to round up the brand and logo scheme. The consistent use of these core colours defines and reinforces Olive's distinctive youthful themed and character. They should be used on all communications and promotional materials.

We have enlisted the standards of the Pantone Matching System (PMS), which is a universally recognized colour matching system based on lithography printing inks.

The colour palettes include specific spot colour references for coated and process match breakdowns (CMYK) for printing applications. Also included are RGB and Hexadecimal value equivalents for use in word processing and digital presentation software.

The Magenta Colour Palette is the primary one to be used on main material. Please refer to the example poster and templates to understand how these colours work together.

The Charcoal Grey is the colour used in the OLIVE content font of the logo, this colour should also be used as body text in letterhead, documents, etc.

### PRIMARY & SECONDARY COLOUR PALETTE

<p>PANTONE: <b>80-8 C</b></p> <p>C <b>13</b> M <b>100</b> Y <b>0</b> K <b>0</b></p> <p>R <b>210</b> G <b>15</b> B <b>140</b></p> <p>HEXADECIMAL: <b>#D20F8C</b></p>	<p>PANTONE: <b>45-8 C</b></p> <p>C <b>0</b> M <b>91</b> Y <b>92</b> K <b>0</b></p> <p>R <b>239</b> G <b>62</b> B <b>45</b></p> <p>HEXADECIMAL: <b>#EF3E2D</b></p>	<p>PANTONE: <b>136-6 C</b></p> <p>C <b>79</b> M <b>0</b> Y <b>62</b> K <b>0</b></p> <p>R <b>54</b> G <b>58</b> B <b>53</b></p> <p>HEXADECIMAL: <b>#00B48A</b></p>
<p>PANTONE: <b>106-8 C</b></p> <p>C <b>100</b> R <b>0</b> M <b>52</b> G <b>111</b> Y <b>0</b> B <b>186</b> K <b>0</b></p> <p>HEXA: <b>#006FBA</b></p>	<p>PANTONE: <b>151-8 C</b></p> <p>C <b>70</b> R <b>71</b> M <b>0</b> G <b>0</b> Y <b>100</b> B <b>100</b> K <b>0</b></p> <p>HEXA: <b>#4DB748</b></p>	<p>PANTONE: <b>179-14 C</b></p> <p>C R <b>67</b> M G <b>67</b> Y B <b>69</b> K</p> <p>HEXA: <b>#434345</b></p>

## FONT TYPOGRAPHY

The following typography is a strong extension of our Brand's personality and plays a major role in creating a consistent look for Olive across all communications and promotional materials. A must in all design elements. The **GOTHIC FAMILY** has been selected for its versatility and legibility for large amounts of body copy. It offers many weights and styles which provide a large amount of design flexibility for all graphic communications.

### GOTHAM : BOLD

This font must always be used in main document headings. All headings should be typed in CAPITAL LETTERS. This font is chosen for its classic appearance and clear legibility.

### GOTHAM : MEDIUM

This font must always be used as the **bold text inside a paragraph or sentence**. This is chosen as its not too thick for the internal text setup.

### GOTHAM : LIGHT

This font must always be used as the body text. This thickness is chosen for its legibility at large and small size fonts.

## PARAGRAPH TYPOGRAPHY + QUOTATION

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled.



It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker looking at its layout.”

The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, Lorem Ipsum as their default model text, Lorem Ipsum as their default model text.

## TYPEFACE PREFIXES

aaa

### GOTHAM : LIGHT

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

### GOTHAM : MEDIUM

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

### GOTHAM : BOLD

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## LOGO SIGNATURE

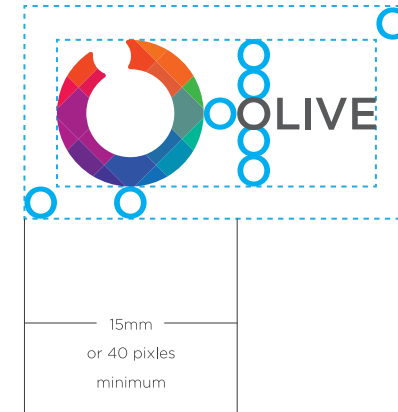
To ensure legibility, the Olive icon should appear no smaller than 15mm in the width on printed materials or 40 pixels in the width on web or digital platforms. The full lock-up should be scaled proportionately.

### Note:

- The default version is stacked type on top.
- The horizontal version can be used when the stacked version does not work within the layout or print element.
- All reverse versions provided are created with backgrounds that meet the clear space rulings, ie. are minimums.

### Exclusion Zone

The exclusion zones are determined as shown. The measures used are a capital 'O' from the word 'OLIVE'. It is imperative that no other elements encroach on this space, from any wording and text and/or images and graphics. Please refer to poster templates for references.



## LOGO WITH COLOUR COMBINATION

Colours are very important to Olive's brand. So there are strict rules on the logo application and how/where it can be applied.

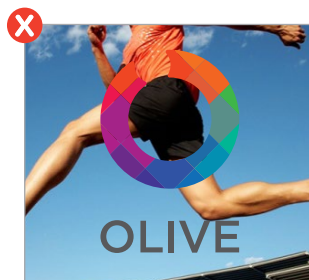
The logo **CANNOT** be used on a background that blends with the colours of the logo. Due to the many vibrant colours, it will be enclosed in a white ribbon to ensure clarity of the logo. See right side application and priority order. The motif mark **CANNOT** be made as a flat colour. See the following page in terms of application rules and don't's.

The following colour combination must be adhered to remain consistent in the brand and its style. In terms of order of priority, please follow the right side order. Only use priority two if the graphical design of one is not legible.

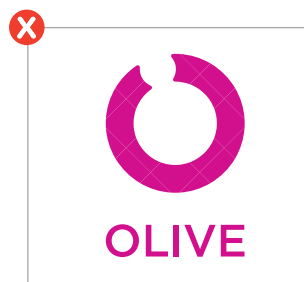


## IMPROPER USE LOGO SIGNATURE

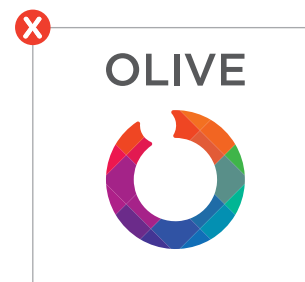
Avoid any instances which causes any of the Olive Logo to become altered or modified in any way. The following are some examples of situations to avoid. Approved electronic files can be provided by contacting the Olive office.



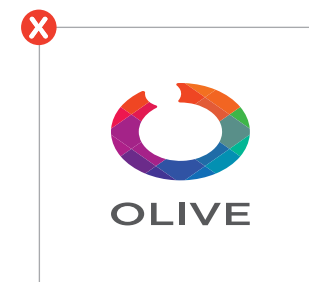
To ensure clarity when displaying on an image, the Signature should always be enclosed in a white ribbon. Refer to the previous page, as well as viewing the poster samples in this document for reference.



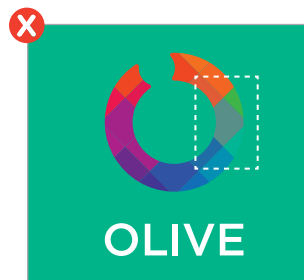
Do not make the logo at any time a flat colour. Use only the approved colours and backgrounds outlined in previous section of this document.



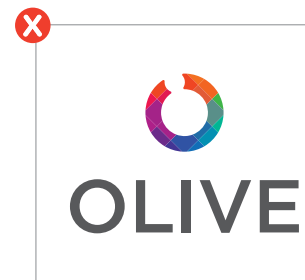
Do not add alter the position of the Olive title from the approved location.



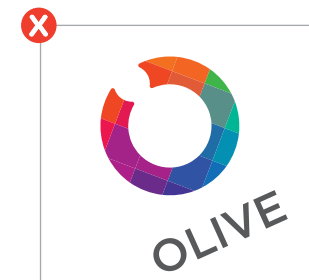
The horizontal and vertical scale should always change proportionately. Never stretch or condense the Signature.



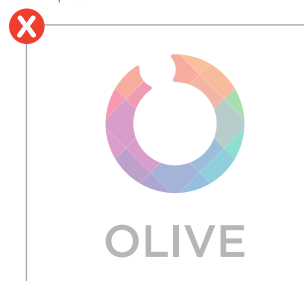
Do not position the Signature on backgrounds with insufficient contrast. Use a logo version that contrasts well with the background colour, see previous page for samples.



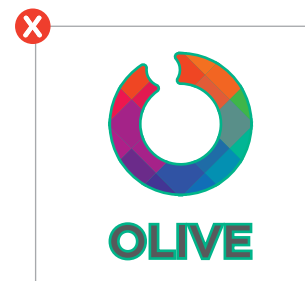
The size relationships between the Signature elements should remain constant. If any elements of the Signature should increase or decrease, all other elements should change proportionately.



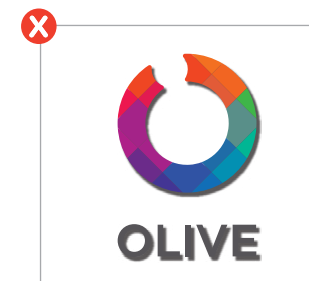
The axis of the Signature should never be skewed unless authorised by the management team at Olive.



The Signature should not appear as a screen.



Never create an outline around the Signature.



The Signature should not appear with drop shadows.

## GRAPHIC DESIGN ARTWORK

As outlined previously, the vibrant colours are very important to the Olive brand and should be applied to the graphic artwork.

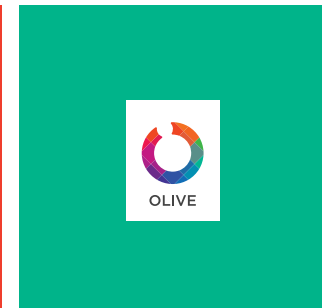
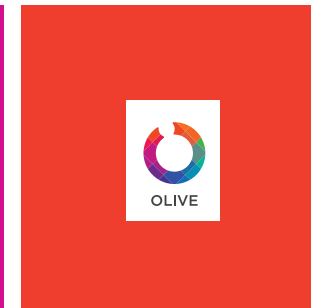
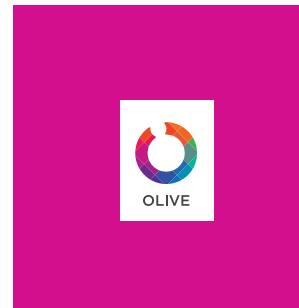
### Notes:

- The primary 3 colours should be applied as part of the graphics. Only the secondary colours should be used if the primary are not viable with the artwork.
- Logo should always be applied and represented in a white ribbon box. The white ribbon should be a solid flat white when the artwork is using a primary colour background.
- If needed, very minor graphic elements can be represented in the background, however it should be dominated by the primary colour scheme.
- When an image is being used as part of the artwork, the white ribbon can either be a solid white colour or a 80% transparent box. See right side for example application.

## 2018 Visual Brand Guidelines

## 2018 Olive Brand Guide

Flat Colour



Minor Background  
Graphic Application  
+ 80% Transparency

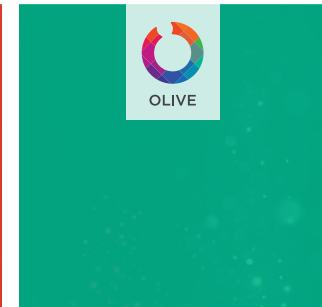
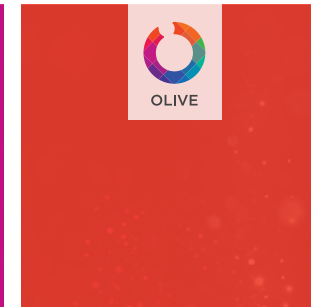
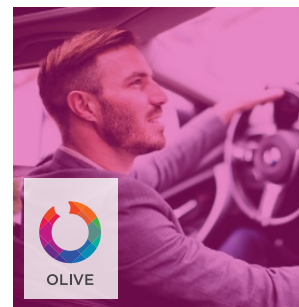


Image Application  
Solid White Logo Back



Image Application  
80% Transparent Logo Back

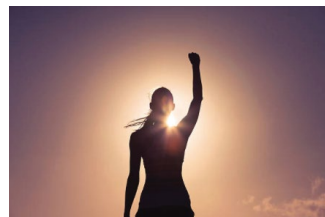
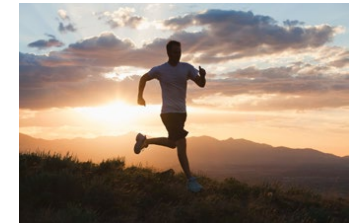


## OLIVE PHOTO LIBRARY

The imagery is emotion-based featuring moments of family, youth, health and fitness. These are everyday human moments during their lifestyles. These initial collection of photos are combination of vibrant colours and cater for a variety of styles and effects. Photos can be busy, but need to be well position so text/content and logo are placed in a more legible manner.

If other imagery is to be used, they should consider the same style. All photos should be reviewed by an Olive employee to be verified for printing and marketing.

These are images gathered in the Olive library. Please contact the Olive office to gather access to these images.



## GRAPHIC DESIGN ARTWORK [APPLICATION]

Example applications of the design and overall artwork of Olive Branding. Having negative space throughout the poster is very important as part of the branding. This represents corporate and professional elements. Applied with column based content and branding colours represents the youthful aspects of the brand.

### Important Branding Graphics Note:

- The horizontal line needs to appear on all graphic artwork. Should be applied near the contact information.
- If an image is applied in the artwork. Title can be placed over the image.
- Spacing is very important to the Olive brand. Please adhere to the example posters/graphics as to were the spacing is applied with images, content and titles.

2018 Olive Brand Guide

Visual Identity



## STATIONARY ARTWORK

The following are design artwork for the Olive stationary.

Please adhere to the following approved designs.

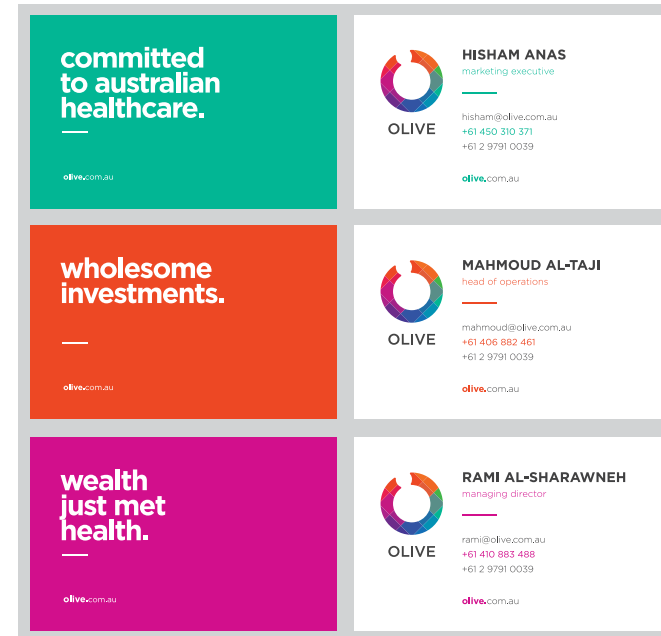
### Note:

- Letterhead has multiple ways it can be applied. Please adhere to one of the following layouts ONLY. No other text layouts should be used. Letterhead key points can be in either GOTHIC MEDIUM or GOTHAM BOLD.
- Any quotes or large key messages must be in GOTHAM BOLD and no text should be in Capital Letter. All content should be in lowercase for the Key Messages. Refer to the samples shown.

## 2018 Olive Brand Guide

### Business Cards

Visual Identity



### Letterheads



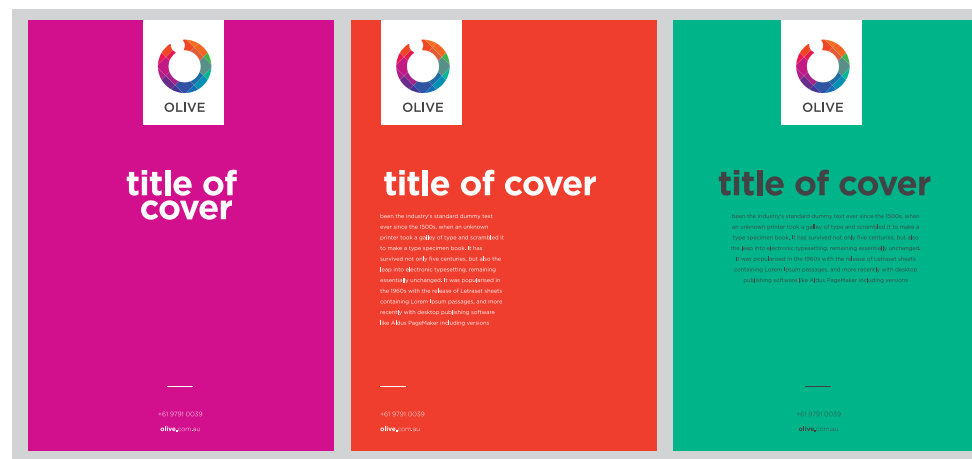
## 2018 Visual Brand Guidelines

## STATIONARY ARTWORK [CONTINUED]

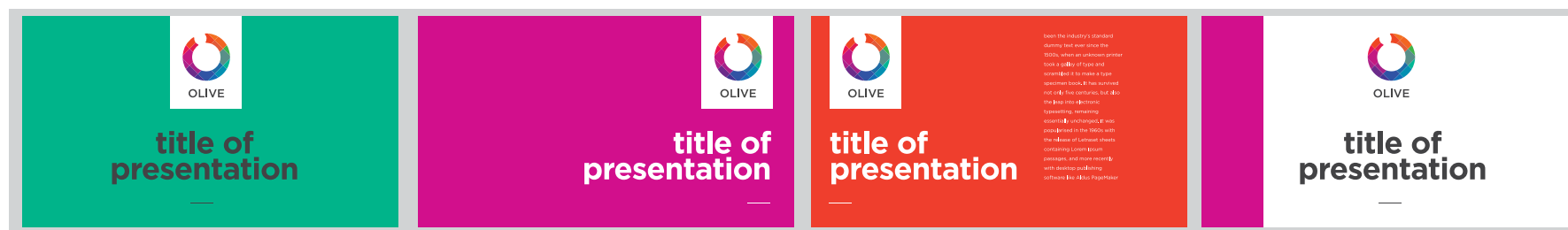
For these designs please utilise one of the options available in the following page. For the covers the 3 colour options are shown. The title should always remain in the similar or exact positioning as the example.

In terms of the powerpoint slides, there are plenty of options to utilise and adhere to. Colours can be altered to suite what presentation is needed.

Cover Templates



Powerpoint Cover Templates



Internal Powerpoint Designs

