

USE OF OIN's LOGO & BRAND MARK VARIATIONS

Preferred Typeface–Raleway

For Anything Other Than the OIN Logo as Specified Below

Logo Typeface

- Font 1: Helvetica 35 Neue-Thin
- Font 2: Helvetica Neue -**Bold**
- Font 3: Times New Roman Italic

Primary Logo



Variations:

Stacked

Circle



Grayscale:



Reverse



COLOR SPECIFICATIONS

Primary Color



Color Variations

Inverted #218ff7	25% saturated #f96f00	Grayscale #737373
25% lighter #f78d28	Original #de7008	25% darker #b25a06
Web safe: red #ff0000 / #f00	25% desaturated #c9711d	HTML: chocolate #d2691e

PANTONE / PMS
Orange 158

Pantone has identified the above color variations for complementary use

CMYK **RGB**

C = 0% 232
M = 49% 119
Y = 85% 34
K = 9%

HEX/HTML

E87722

Secondary Color



Color Variations

Inverted #aca9a5	25% saturated #52565b	Grayscale #575757
25% lighter #686c71	Original #53565a	25% darker #424548
Web safe: gray #808080	25% desaturated #545659	HTML: dimgray #696969

PANTONE / PMS
Cool Gray 11

Pantone has identified the above color variations for complementary use

CMYK **RGB**

C = 0% 109
M = 0% 110
Y = 0% 113
K = 70%

HEX/HTML

#6D6E71