Open Education GLOBAL
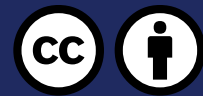
OEGlobal Brandmark Style Guide

The document provides guidelines for using various versions of a logo. It includes instructions for using the primary mark, secondary mark, and isolated icon mark in different colors and against different backgrounds. It also provides specific guidelines for social branding and links to relevant images and files.

The logo and any OEGlobal references should be placed on materials that are openly licensed, preserving the integrity and openness values of the organization.

Primary Mark

Open Education
GLOBAL

📣

The OEGlobal Mark features a dynamic spinning globe that forms the letter "G," paired with the organization's full name in capitalized text. This design symbolizes the organization's global reach and active commitment to advancing open education worldwide.

Secondary Mark

Open Education
GLOBAL

The primary and secondary marks should be used according to the context and available space to ensure optimal brand presence. The primary mark is the main, most detailed version of the brand symbol, ideal for larger spaces and prominent display. The secondary mark is a simplified or more compact version, suitable for smaller or constrained areas while retaining brand recognition.

Color Variations

Full-color

Black and white

Black and white inverted
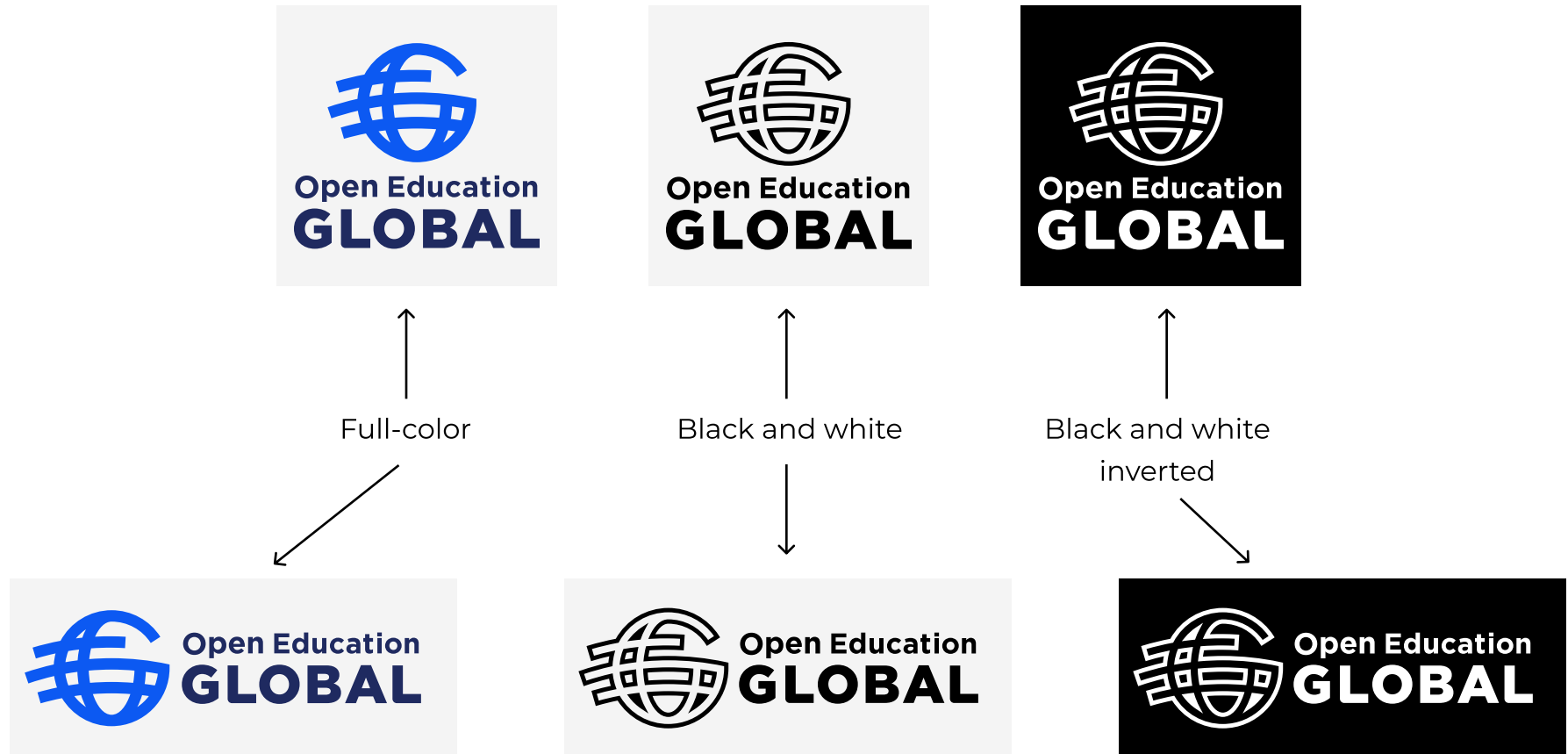
📌 Full-color is recommended for digital and print use when available, especially on white or light gray backgrounds to maintain vibrancy and clarity.

Black and white versions are primarily intended for print, but can also be used in digital and print settings where contrast with the background ensures better readability.

White Space

20%

20%

20%

20%

Open Education
GLOBAL
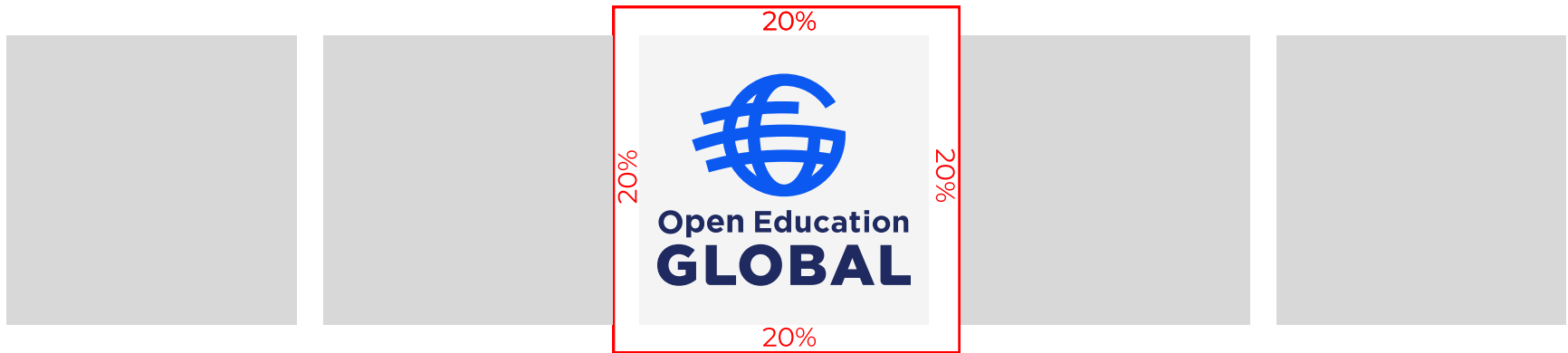
It is recommended to always leave clear white space around the mark. The minimum recommended space should be at least 20% of the mark's width and height to ensure visibility and prevent any visual clutter. This buffer helps maintain the mark's impact and preserves the integrity of the brand presentation.

Use Recommendations

Be aware of these possible error mistakes:

By scaling or transforming

By rotation or flipping

**By modification of typography or official color**

By placing on colored backgrounds or patterns that don't allow enough contrast

⚒️ When using the OEGlobal mark, no other marks, symbols, or graphic elements may be used alongside or as a replacement for the official OEGlobal identity.

Unauthorized modifications, substitutions, or usages outside of these guidelines are not permitted to maintain a consistent and respectful brand presence.
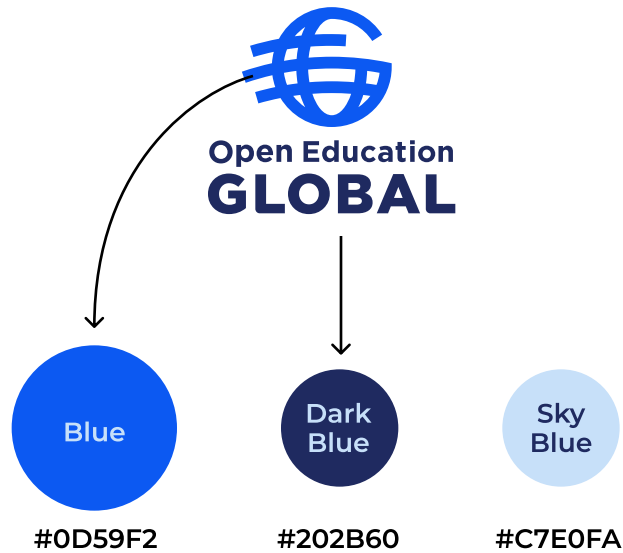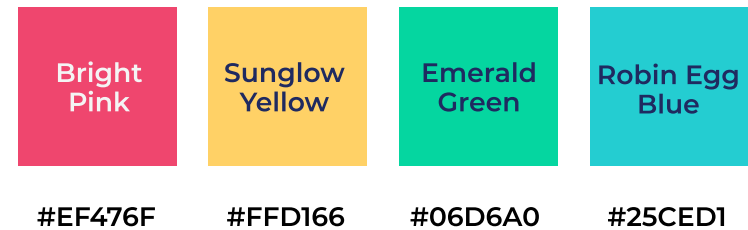
Brand Placement

💡
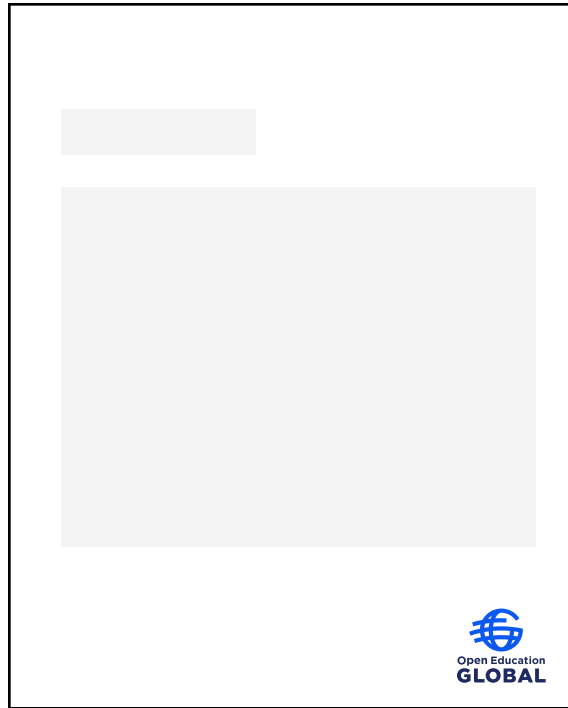
The recommended positioning of the OEGlobal mark is on the left side when placed at the top of a document, and on the right side or centered when placed at the bottom. This helps maintain balance and visual consistency, ensuring the mark is prominently visible without interfering with other content.

When OEGlobal is the primary organization featured among others in a document or communication, its mark should be placed first to signify its leading role. This placement reflects the organization's prominence and ensures clear brand hierarchy and recognition in multi-organization contexts.

Color Palette

Open Education GLOBAL

Blue
#0D59F2

Dark Blue
#202B60

Sky Blue
#C7E0FA

Main Colors HEX

Bright Pink
#EF476F

Sunglow Yellow
#FFD166

Emerald Green
#06D6A0

Robin Egg Blue
#25CED1

Secondary Bright Colors HEX

🎨

The primary and secondary color palettes are meant for general communications where the OEGlobal brand takes a leading role. The primary palette consists of various shades of blue, symbolizing the core values and trustworthiness of OEGlobal.

The secondary palette features bright, vibrant colors designed to highlight key action items and bring a dynamic visual contrast, enhancing engagement and focus within communications. Together, these palettes ensure a cohesive and impactful brand presence across diverse media.

Typography

Montserrat

The main typeface chosen for text communications both digital and print is Montserrat. It is a modern sans-serif typeface with a family that includes a set of different weight fonts.

Georgia

For longer body texts and 'formal' communications, Georgia font is suggested. It is a serif don't that brings the elegance of classic prose to digital and printed media. Georgia is a web-safe font, installed in most of computers. It can be used paired with Montserrat to make text more dynamic.

Instead of Georgia, for similar results, Baskerville or Libre Baskerville can also be used.

✍🏽

Typography is a major part of OEGlobal's brand. We've taken care to select a family of fonts that promote legibility and accessibility.

Isolated Icon and Name

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The isolated icon mark is used in contexts where the OEGlobal brand is already established or easily recognizable, such as social media profiles, app icons, or small-format placements. This simplified version ensures clear brand presence even in limited spaces while maintaining visual consistency.

The icon can also be used as a subtle texture with low opacity, combined with other graphic elements to maintain brand identity across various design layouts. This approach adds depth and visual interest while reinforcing brand recognition without overpowering primary content. When applied as a texture, the icon should follow opacity and placement guidelines to ensure it enhances the design cohesively and maintains clarity.

OEGLOBAL

When the main or secondary brand marks cannot be used due to limitations such as space or size, the single name mark is an effective alternative. This ensures OEGlobal's name remains legible and prominent, maintaining clear brand presence even in restricted formats. Both icon and name should always be used according to the brand's size, color, and clear space guidelines to preserve legibility and impact.