The guideline regarding the usage of Octo Browser brand style elements

The main version of the sign and the logo

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Vertical layout of the logo

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The vertical layout of the logo is used when the horizontal layout cannot be used due to the size or proportions of the medium.

Logo composition and the protected area

$$\text{◎} = \text{O} \times 2$$

The protected area helps correctly place the logo on different media. The protected area should not contain any foreign objects or text, so that its integrity is preserved. You can ignore the protected area in case there are no other objects nearby; for example, on printed signs or website headers. To facilitate the perception you can use the height of the letter "O" (or twice the size of the letter "O" for the vertical layout) for the minimal size of the protected area. This will help preserve the protected area even without precise measurements.

Monochrome variants of the sign and the logo


In cases when it is not possible to use the color version, or the color version is incompatible with the artistic concept, you should use special monochrome versions of the logo.

These logo versions can be used for the backgrounds using non-brand colors, for partners' logoblocks, or for materials with complicated texture, such as leather, metal, etc.

Usage with backgrounds
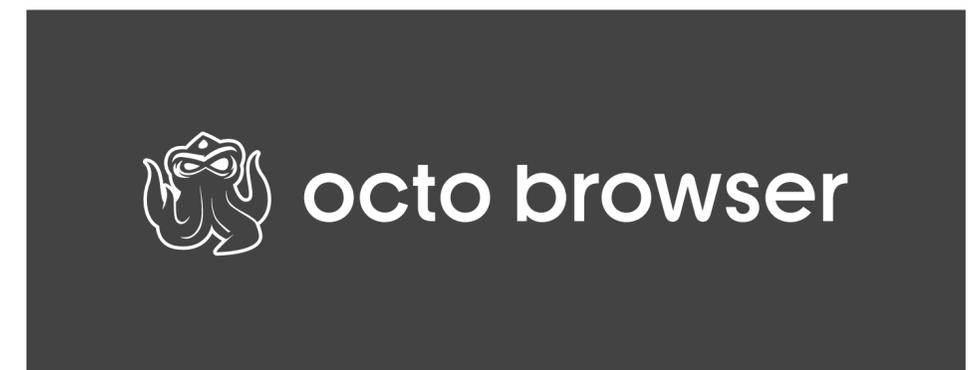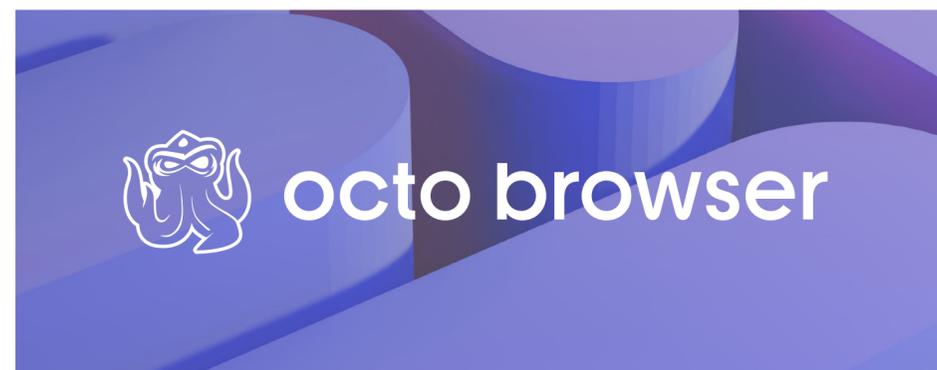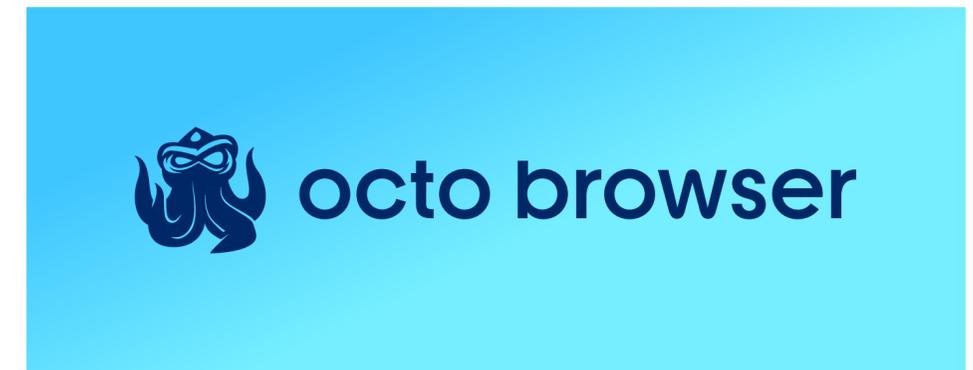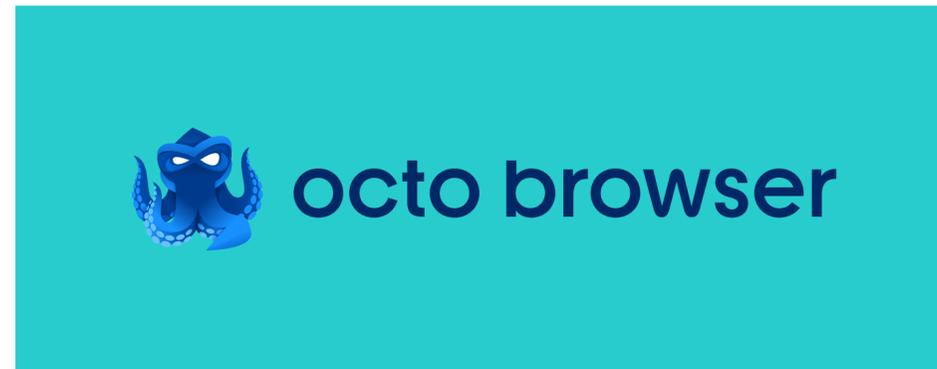
We advise you to use backgrounds of brand colors. However, sometimes it is impossible, e.g., in case of photographs, partners' backgrounds, or non-standard media. In those cases you need to use the logo version that contrasts with the background.

For photographs you need to place the logo on a maximally plain, solid, or single-color background.

The sign

The sign can be used as a shorter version of the logo. It can be used as an application icon, a social media avatar, a part of an illustration, and in all other cases when placing the full logo is superfluous or contradicts the artistic concept.

The sign and the logo for smaller form-factors
(the minimal size of the logo)

Height 8-10 mm
30-40 px

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3-7 mm
16-29 px

Additional simplified versions of the logo are less detailed to facilitate perception for smaller form-factors. We advise you to use only the horizontal version of the logo for smaller form-factors. The minimal size of the logo with the font part is 8 mm (30 px) in height. If the logo needs to be made even smaller, it has to be displayed as a simplified monochrome sign. We advise you not to make the sign smaller than the minimal size of 3 mm (16 px) in height.

Unacceptable logo usage
The following is not permitted:

Changing the color scheme of the sign in the full-color version of the logo.

Placing the logo against a background that is variegated and/or non-contrasting for the logo.

Changing the composition of the logo, its proportions and forms.

Changing the typeface of the text part of the logo.

Using the text part of the logo without the sign.

Using any special effects, contour outlining, etc., for the whole logo or its parts.

Brand fonts

Jeko Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Two fonts are used for all Octo Browser materials: Jeko and Inter.

The Jeko font in the Black typeface is used for headlines, slogans, and short text messages.

The Inter font in the Regular and Semi Bold typefaces is used for the main text and subheaders.

Inter
Semi Bold,
Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

https://www.myfonts.com/

https://fonts.google.com/

Verdana Bold, Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

In cases when using the brand fonts is impossible (e.g., e-mail mailing lists or a digital presentation), you can use the Verdana font.

The main and supplementary colors

FFFFFF

CMYK
0/0/0/0

1890FF

CMYK
70/40/0/0

28CCCC

CMYK
65/0/25/0

40A9FF

CMYK
60/25/0/0

096DD9

CMYK
85/60/0/0

0050B3

CMYK
95/75/0/0

002766

CMYK
100/90/30/25

434343

CMYK
0/0/0/100

FFC800

CMYK
0/20/100/0

The main colors are white, turquoise, and
blue, and they should be predominantly
used for visual materials. Other colors are
supplementary and can be used as accents.

Gradients

002766

1890FF

28CCCC

1890FF

28CCCC

0050B3

Dual gradients are allowed. You can use all main and supplementary colors, except black and yellow.

Style of visual materials

Check out our new API and get **new power**

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The style of visual materials is illustrative graphics in the style of the main sign of the logo.

The octopus from the brand sign can be the principal character of a visual material. It is allowed to change its pose or color according to the illustration idea.

If there is no octopus in the visual material, use tentacles as a reference to the sign. Tentacles can interact with the main object of the visual material and should be drawn in the brand color palette.

Highlight accented text parts in yellow. We recommend to color the surroundings and the background using supplementary colors or gradients.

Using the logo for visual materials is optional. If the octopus is the principal character of a visual material, we advise you to use the monochrome version of the logo, so as not to visually duplicate the character.