

COMPANY BRAND GUIDELINES

Brand: Oxford ATS

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01

BRAND OVERVIEW

MISSION STATEMENT:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed eget sapien vitae justo consequat laoreet.

TONE & VOICE:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed eget sapien vitae justo consequat laoreet.

CORE VALUES:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed eget sapien vitae justo consequat laoreet.



LOGO USAGE

PRIMARY LOGO



SECONDARY LOGO



SUBMARK LOGO



COLOR VARIATIONS



LOGO DON'TS



COLOR PALETTE

PRIMARY COLORS

GOLD: (DARK)

CMYK: 0 21 78 25

HEX: #be9729

RGB: 190 151 41

PANTONE: 1245 C

GOLD: (LIGHT)

CMYK: 0 16 70 5

HEX: #f3cd48

RGB: 243 205 72

PANTONE: 121 C

BLACK:

CMYK: 0 90 100 92

HEX: #140200

RGB: 20 2 0

PANTONE: Black 6 C

SECONDARY COLORS

DEEP BLUE:

CMYK: 0 21 78 25

HEX: #070675

RGB: 190 151 41

PANTONE: 1245 C

WHITE:

CMYK: 0 0 0 0

HEX: #ffffff

RGB: 255 255 255

PANTONE: P 179-1 C

YELLOW:

CMYK: 0 17 82 3

HEX: #f8cf2c

RGB: 248 207 44

PANTONE: 129 C

LOGO TYPOGRAPHY

PRIMARY TYPEFACE

TRAJAN PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ

0123456789

REGULAR

BOLD

WESTIVA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ

0123456789

BOLD

SECONDARY TYPEFACE

ARIMO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ

0123456789

REGULAR

BOLD

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ

0123456789

REGULAR

BOLD

TYPEFACE GUIDELINES BY USE CASE

HEADING

(Montserrat font)

SUB-HEADING

(Arimo bold font)

BODY TEXT

(Arimo regular font)



OXFORD

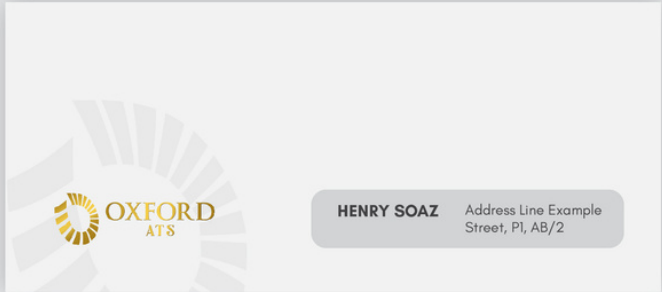
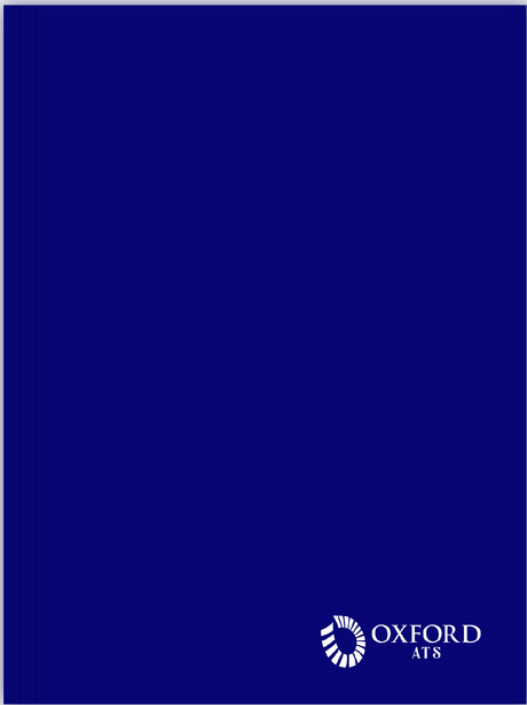
(TRAJAN PRO FONT)

ATS

(WESTIVA FONT)

LOGO APPLICATION

STATIONARY



OXFORD ATS

CAP



BRAND GUIDELINE

MOBILE



OXFORD ATS

TSHIRT(WHITE)



BRAND GUIDELINE

TSHIRT(BLACK)



PRINT VS. DIGITAL USAGE

PRINT USAGE GUIDELINES

COLOR MODE

CMYK (Cyan, Magenta, Yellow, Black)

RESOLUTION

Minimum 300 DPI (dots per inch)

FILE FORMATS

PDF (print-ready), AI, EPS for vector assets

MARGINS/SAFE ZONES

Minimum 0.125" bleed around all edges



DIGITAL USAGE GUIDELINES

COLOR MODE

RGB (Red, Green, Blue)

RESOLUTION

72–150 DPI (standard for screens)

FILE FORMATS

JPEG, PNG(Transparent files)

COLOR CODES

HEX codes preferred for web & social media





THANK
YOU!

Brand: Oxford ATS