# odessa

## Brand Guidelines

# Our Logo

# Our Logo

odessa

Symbol

**Symbol**

Our symbol must be used sparely and
only when we are not able to make use of
the
logo lockup.

# Our Directions

## Clear Space

Breathing room is very important to ensure our logo won't be too close to margins or other contents.

By use the "O" of our logo to create the spacing. This is the minimum amount of space that should exist between the logo and other elements.

# Our Directions

## Scale

By establishing a minimum size, we ensure that the impact and legibility of the logo is not compromised in application.

**Digital**

Our Logo should never be reproduced smaller than 75px of widht in any digital communication.

**Print**

Our Logo should never be reproduced smaller than 2cm in any printed communication.

Digital

250px
odessa

150px
odessa

75px
odessa

Print

8.8cm
odessa

5.3cm
odessa

2cm
odessa

# Our Directions

## Scale

By establishing a minimum size, we ensure that the impact and legibility of the symbol is not compromised in application.

**Digital**

Our Logo should never be reproduced smaller than 16px of Height to accommodate favicon sizes.

**Print**

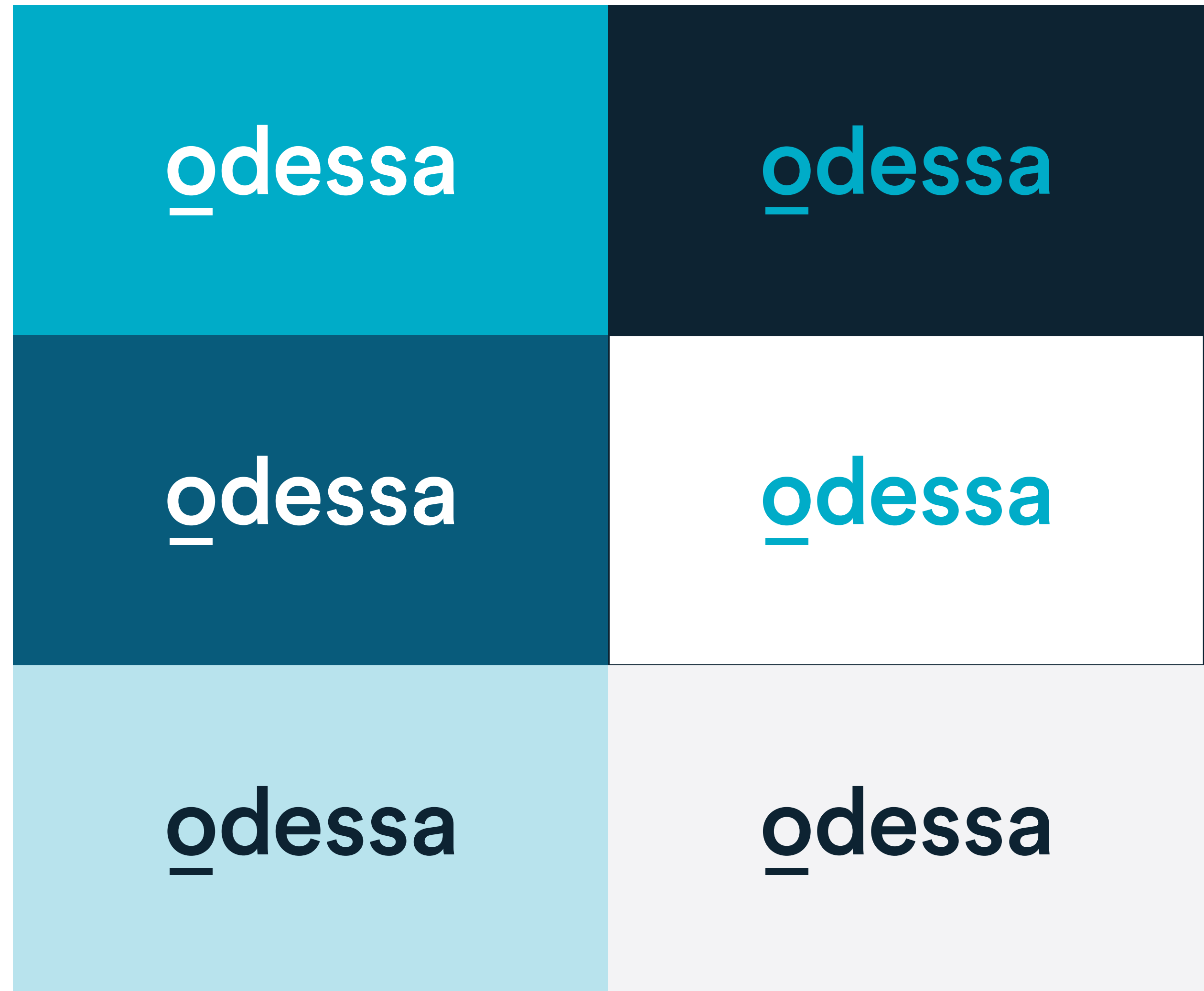Our symbol should not be used by itself on our printed communication.

Digital

| 180px | 128px | 64px | 32px | 16px |
|-------|-------|------|------|------|

# Our Directions

## Application

Our logo should always prioritize contrast over the application. In case of doubt, refer to our Layout Examples pages.

# Our Directions

## Misuse

Any misuse of the logo is not permitted. Please check the guidelines to understand how to better use the Odessa logo.

**Note:**

The logo should not be employed within a sentence as textual content.

odessa

X Be mindful of contrast

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X Don't angle

odessa

X Don't outline

odessa

X Don't apply effects

odessa

X Don't add a container

odessa

X Don't change the color

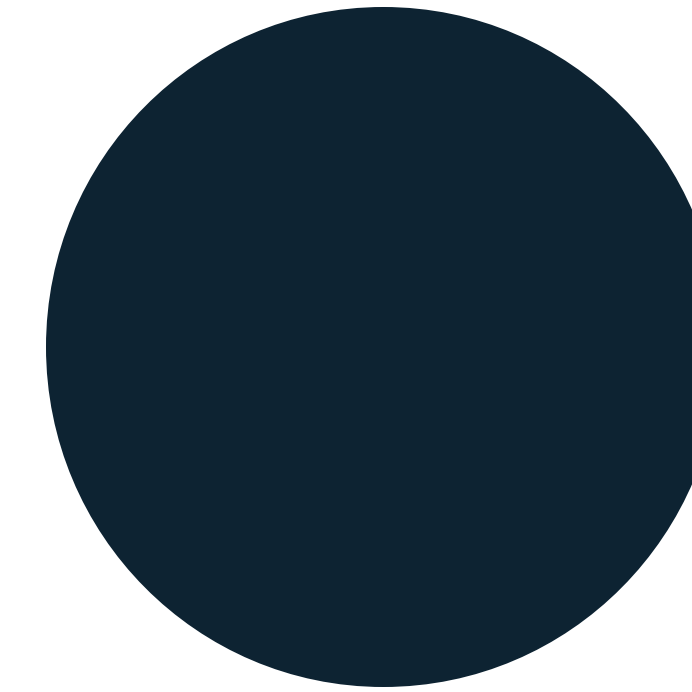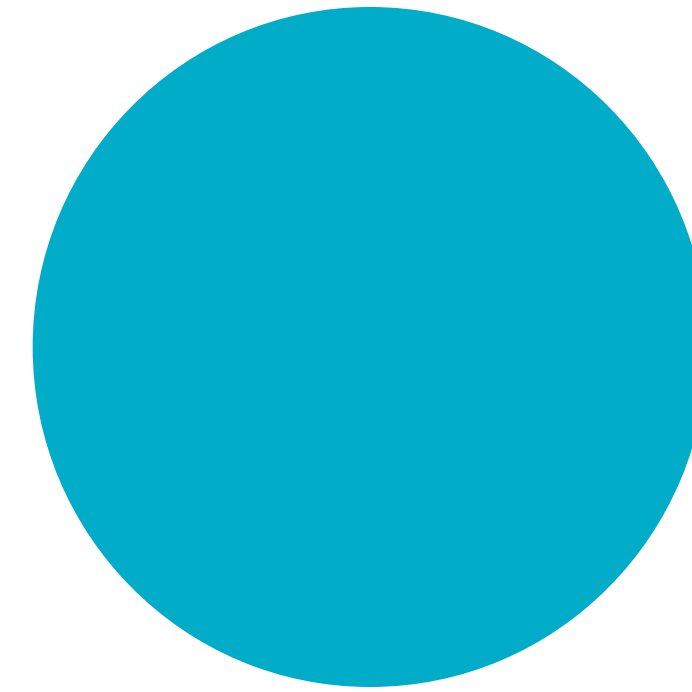**Work together with odessa to build one**

X Don't use it in a sentence as textual content

# Our Colors

# Our Colors

## Primary Color Palette

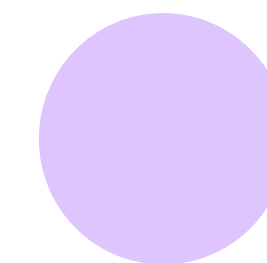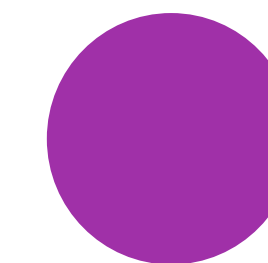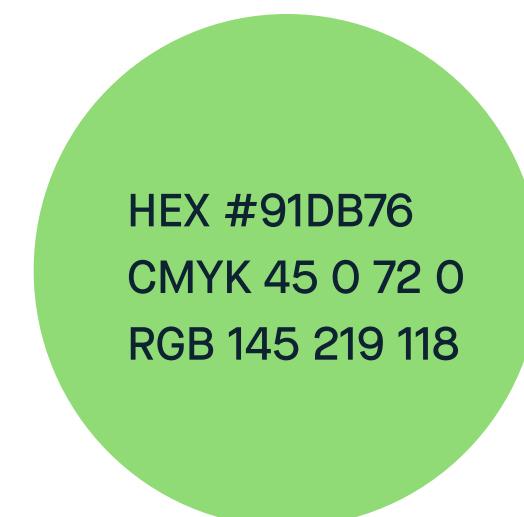HEX #00ACC8
CMYK 94 2 22 0
RGB 0 172 200

HEX #0D2332
CMYK 70 50 22 75
RGB 13 35 50

## Secondary Hues

HEX #B8E3ED
CMYK 22 4 7 0
RGB 184 227 237

HEX #085B7B
CMYK 94 59 34 15
RGB 8 91 123

HEX #FFFFFF
CMYK 0 0 0 0
RGB 255 255 255

HEX #F3F3F5
CMYK 1 0 0 4
RGB 243 243 255

## Accent Colors
Secondary and Tertiary

HEX #91DB76
CMYK 45 0 72 0
RGB 145 219 118

HEX #5F4ADC
CMYK 74 74 0 0
RGB 95 74 220

HEX #FC5D19
CMYK 0 78 100 0
RGB 252 93 25

HEX #A030A8
CMYK 46 90 0 0
RGB 160 48 168

HEX #DFC5FE
CMYK 12 23 0 0
RGB 223 197 254

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# Our Colors

# Gradients

### Contrast

When using gradients make sure that we have enough contrast. Refer to the accessibility and the examples of usage for consistency.
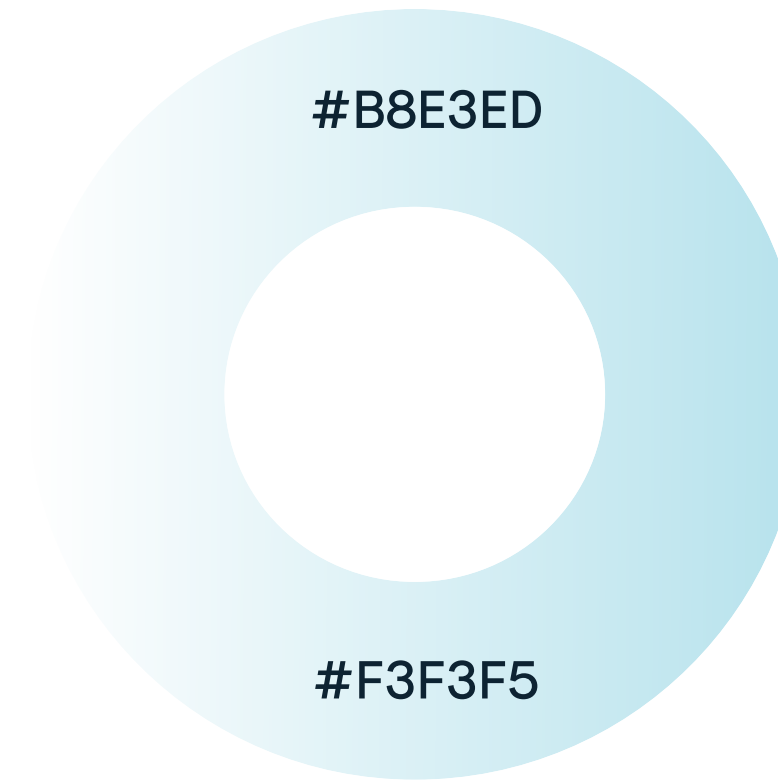
### Trails

Gradients can be used scarcely to make soft trails in order to highlight a subject or to guide the target audience eyes to key information.
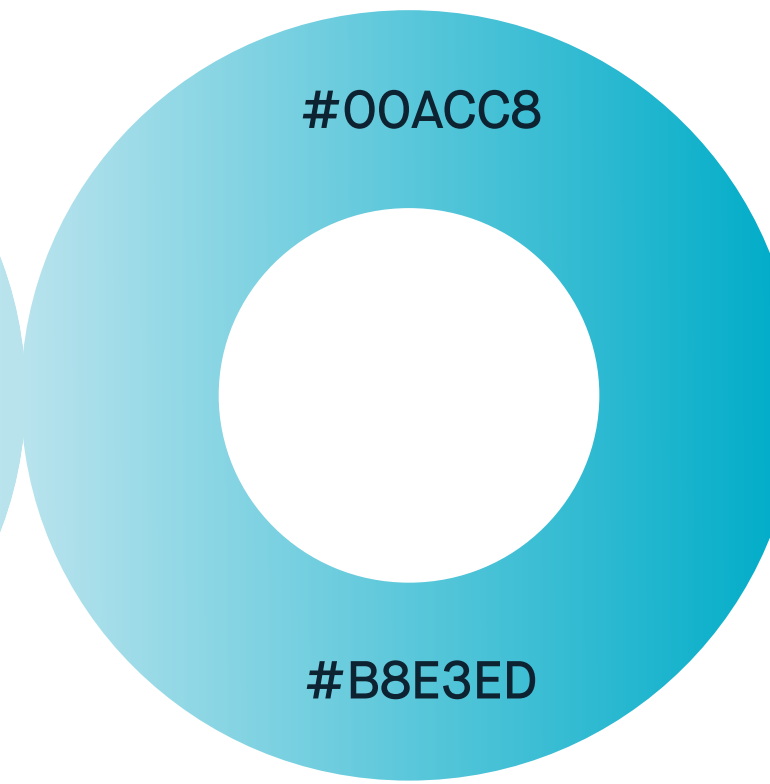
### Note:

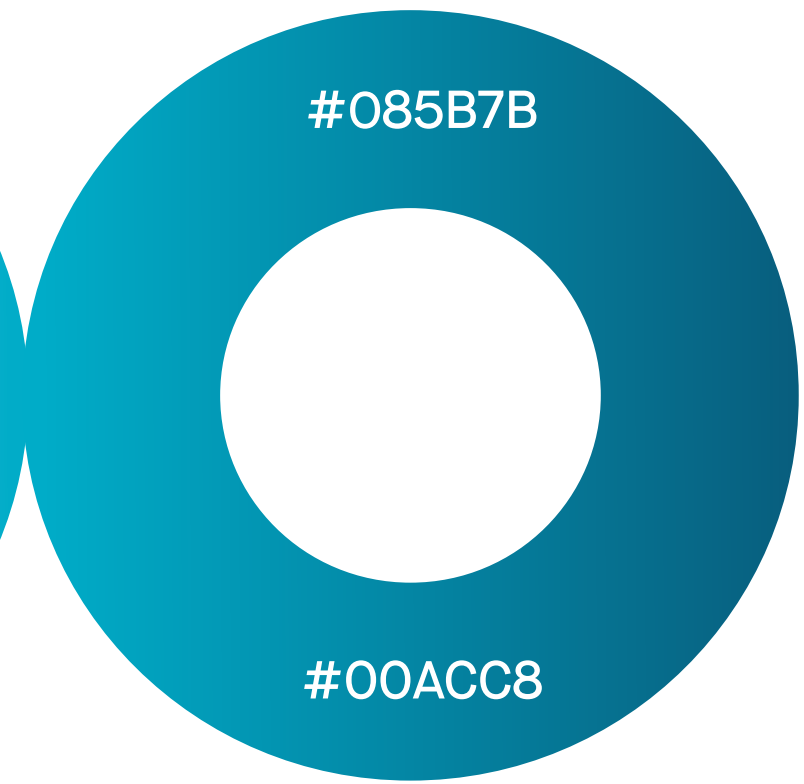Please be mindful that gradients should not be applied between two distinct palette colors

Transparent gradient

#B8E3ED

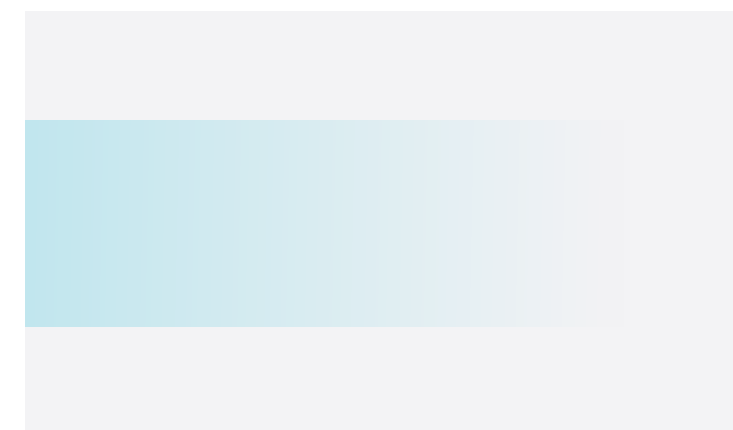#F3F3F5

Light soft gradient

#00ACC8

#B8E3ED

Dark soft gradient

#085B7B

#00ACC8

Background

Trails

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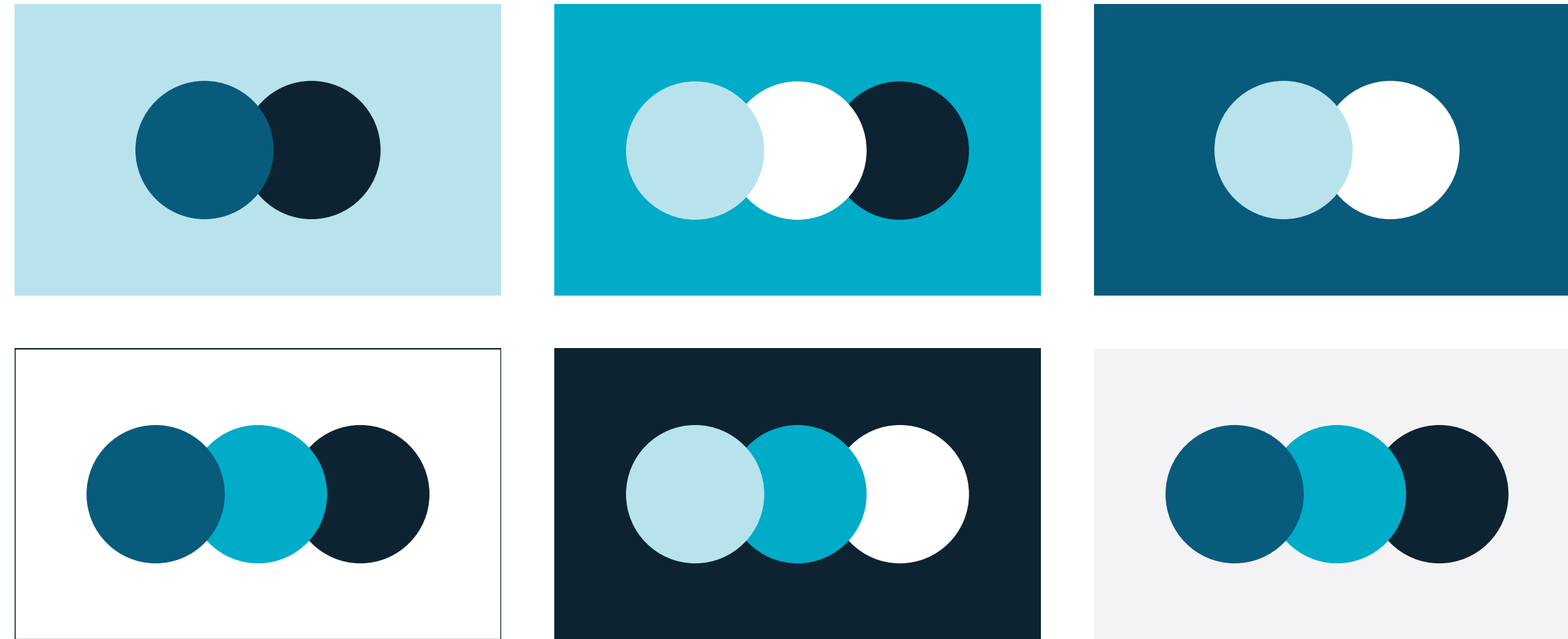
# Our Directions

# Color palette usage

**Background contrast**

When you have a bright color background, you need a high contrast color for the smaller elements. When it's reversed you can go softer on the background and still achieve contrast

**Accessibility**

The color combinations were tailored to accommodate accessibility and legibility for all types of audiences.

Color combinations: Primary & Secondary



Accessibility

# Our Directions

# Color palette usage

**Tertiary Colors**

Do not use tertiary colors on single page asset (only for secondary carousel screens, scarcely and purposefully on multi-page documents, charts, complex illustrations, etc.)

Primary colors 60%

Secondary color palette neutral hues 25%

Secondary Color palette accent hues 15%
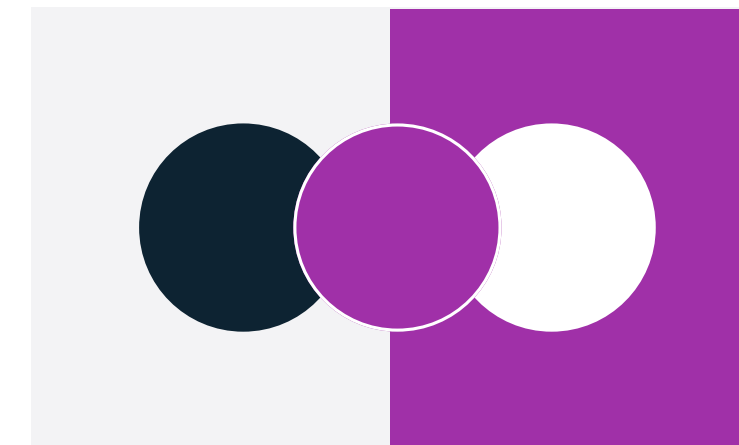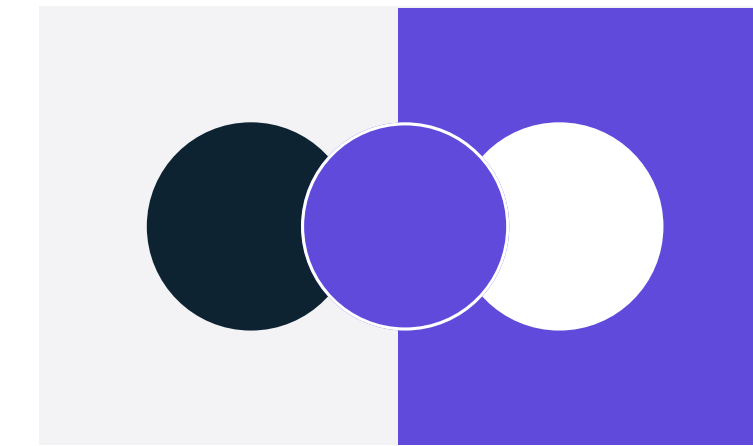
Tertiary colors 5%

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# Our Directions

# Accessibility

The color combinations were tailored to accommodate accessibility and legibility for all types of audiences.

## Color segmentation
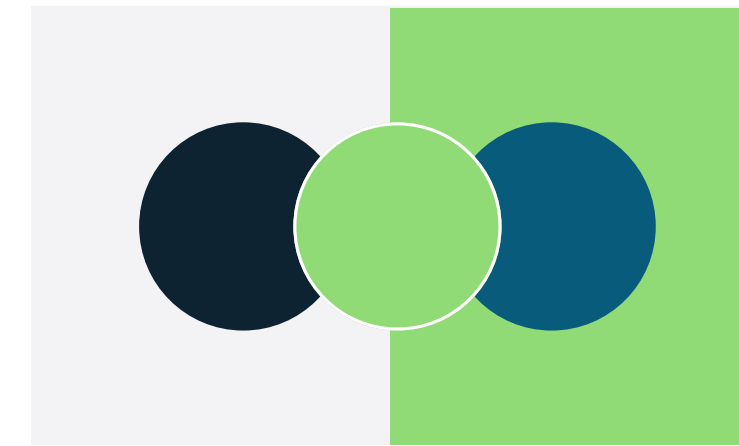


## Accessibility

# Brand Device

# Brand Device

## Primary

Solution
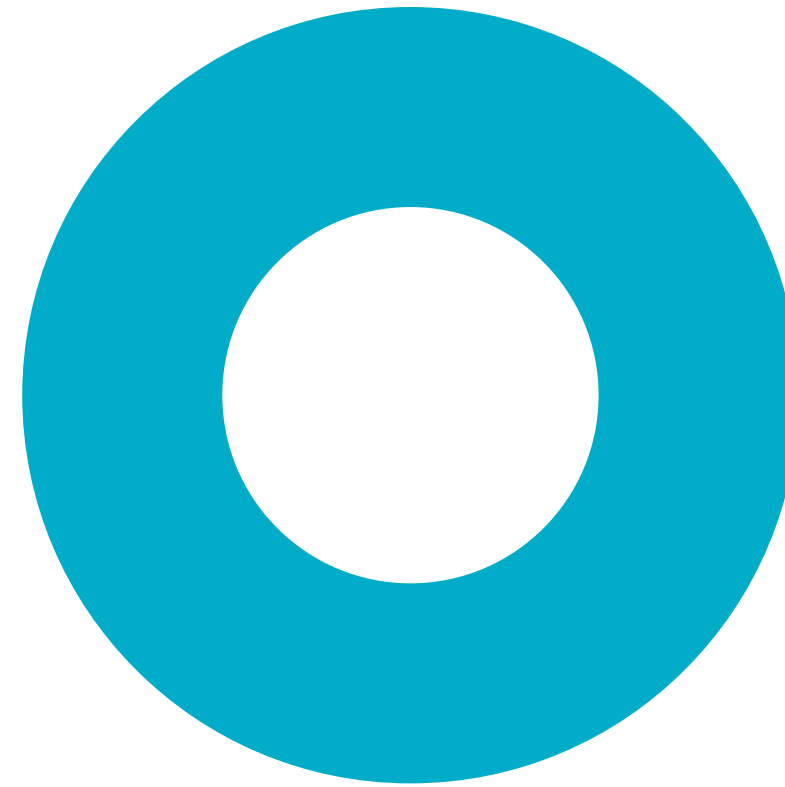
System
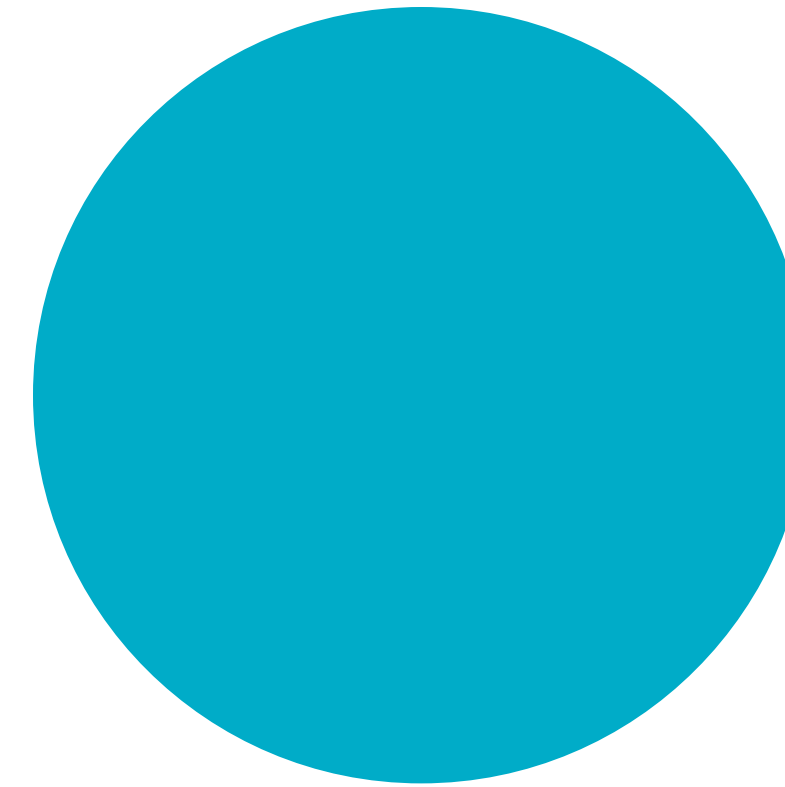
Connection

Integration

Continuity

Scale

# Brand Device

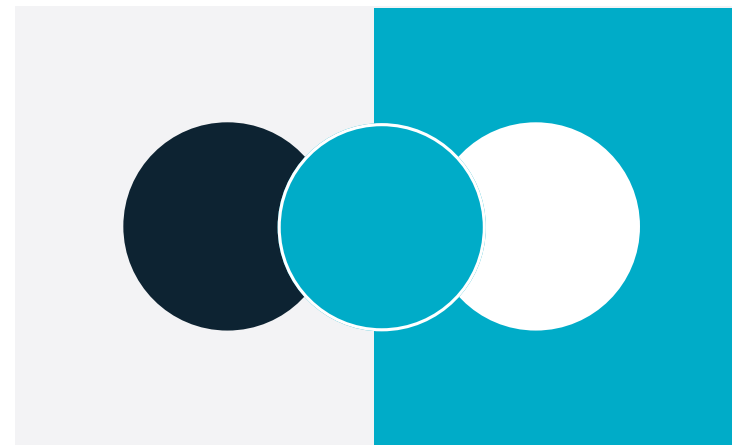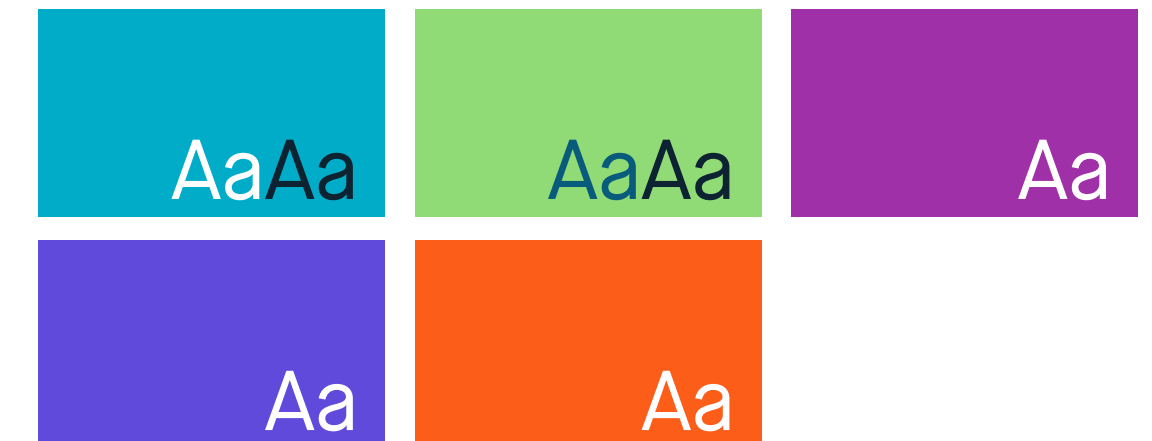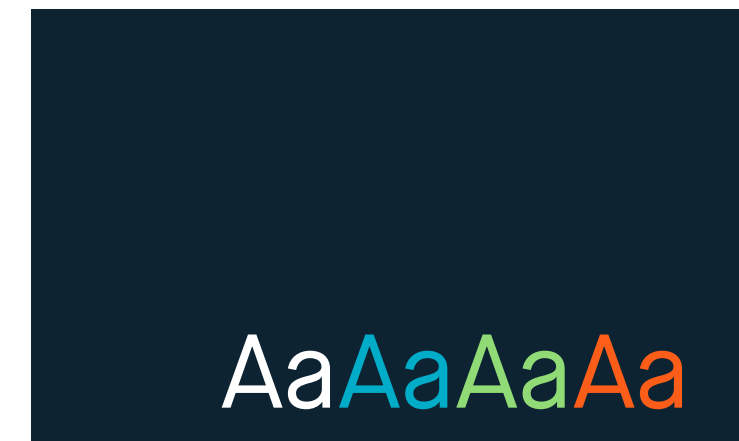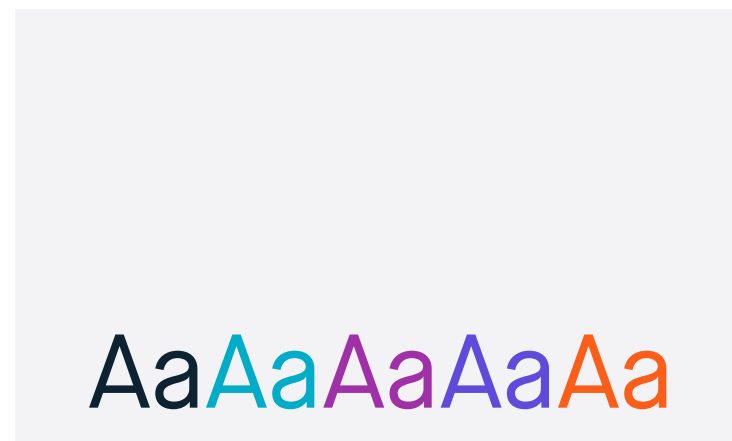# Secondary

**Streching**

Our rectangle device may be stretched to frame or highlight content. Use this only when Primary devices are unsuitable or to add variety to layouts as needed. We must refrain from primarily representing the brand with these devices. The brand's core abstract symbol is the circle-doughnut shape.

**Angle**

When using our rectangle device you may use it in a 68.5° degree angle. The rectangle may be stretched to fill the composition but make sure the angle is maintained.

Foundation

Platform

Swiftness

## Element use

68.5° degree angle

**X** Correct angle applied
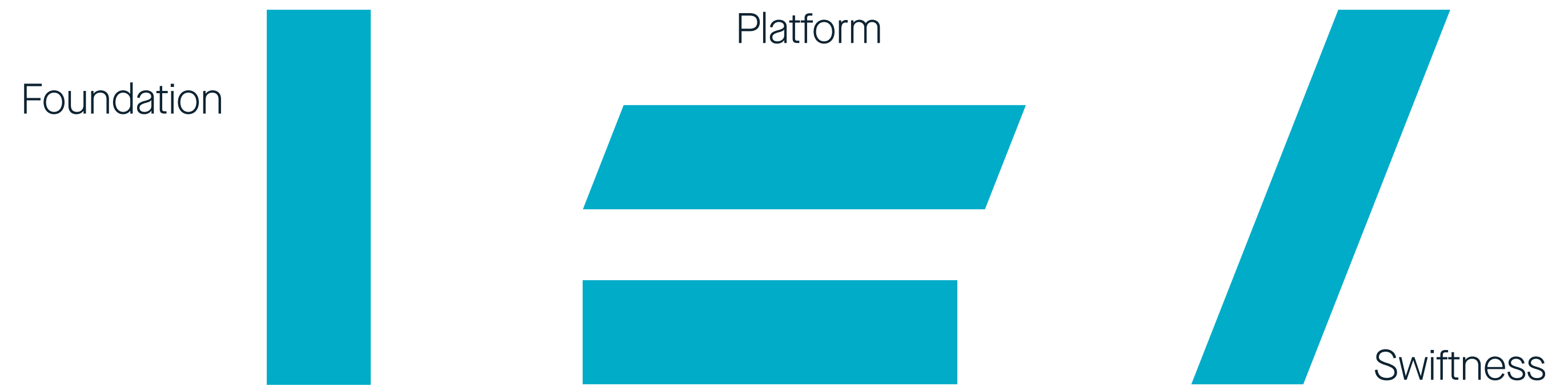
**X** Do not change the angle

# Data
# Visualization

# Data Visualization

## Color Hierarchy

### 1 to 2 Data
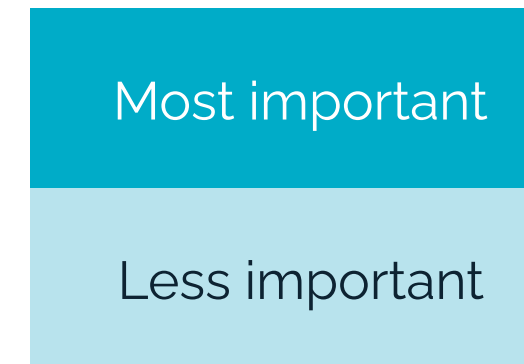
| Most important |
|---|
| Less important |

### 3 or more Data

| Most important | | | Less important |
|---|---|---|---|

## Element use

**Element use**

When constructing our charts use rounded corners on the end of the element while preserving it's base when creating column and bar charts, and when creating pie charts, the element needs to follow the same proportion a the Odessa symbol.

**Color use**

When creating charts, we will prioritize the use of Odessa Blue to highlight the highest/most important data. The subsequent colors should provide enough contrast to make the Odessa Blue the hero.

Rounded corner

Straight base

Start point of a circular pie chart

Start point of a half circle pie chart
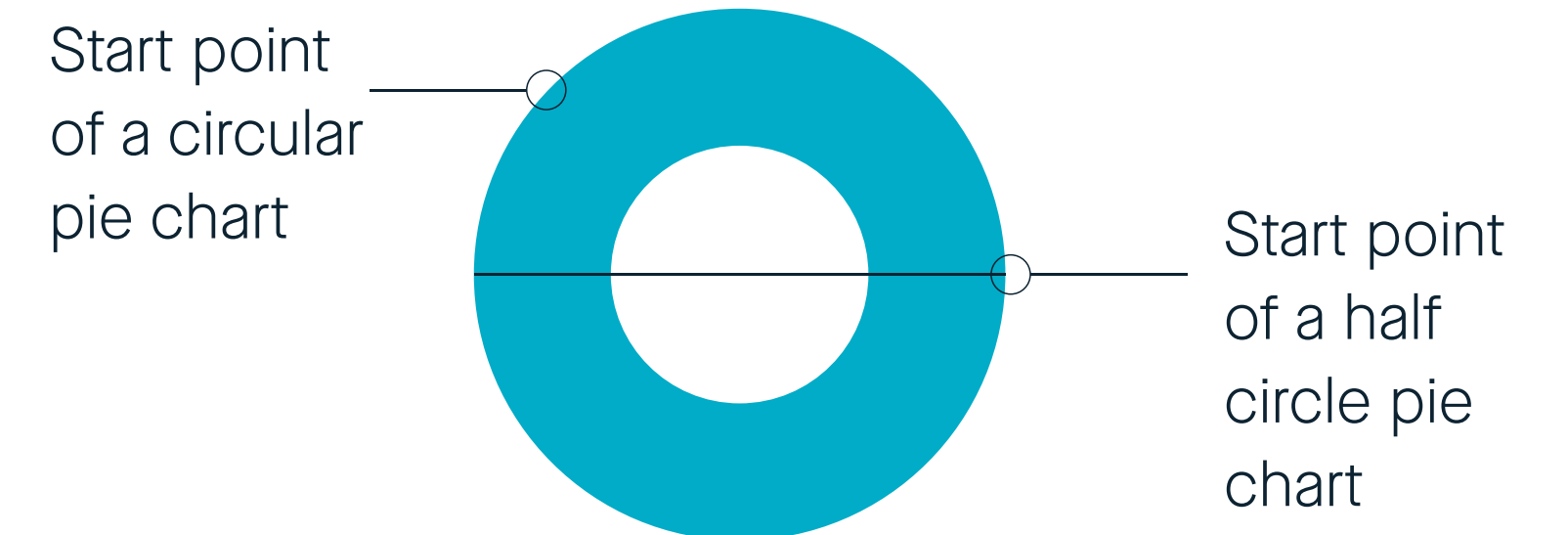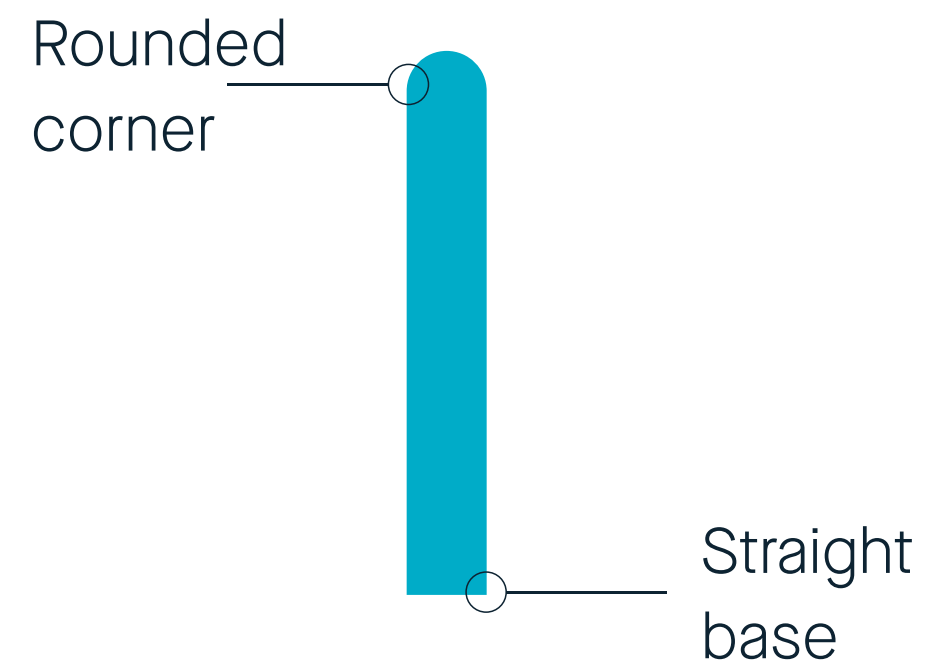
# Data Visualization

## Element use

When constructing our charts use rounded corners on the end of the element while preserving it's base when creating column and bar charts, and when creating pie charts, the element needs to follow the same proportion a the Odessa symbol.

## Color use

When creating charts, we will prioritize the use of Odessa Blue to highlight the highest/most important data. The subsequent colors should provide enough contrast to make the Odessa Blue the hero.

**Column Charts**

| 12 months | 30 days | 7 days | 24 hours |

○ Total Profits

| Category |
| Category |
| Category |
| Category | $50.123,00 |
| Category |
| Category |
| Category |
| Category |
| Category |

Jan  Feb  Mar  Apr  May  Jun  Jul  Aug  Sep  Oct  Nov  Dec

**Bar Charts**
Total Profits

01  02  03  04  05

**Pie Charts**

| ○ Category | 46% |
| ○ Category | 24% |
| ○ Category | 15% |
| ○ Category | 7% |

**Pie Charts**

| ○ Category | 46% |
| ○ Category | 24% |
| ○ Category | 15% |
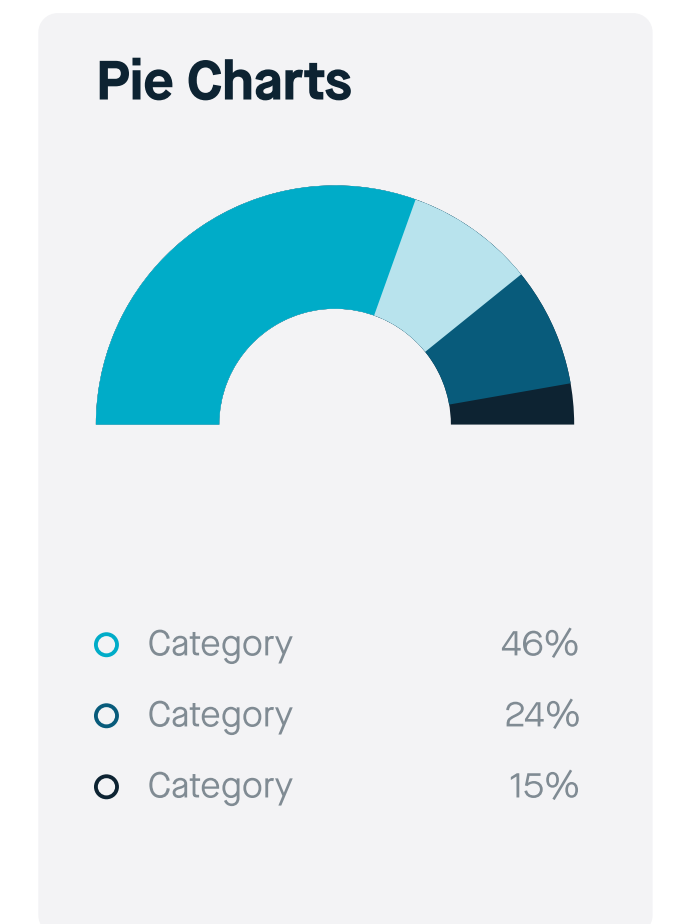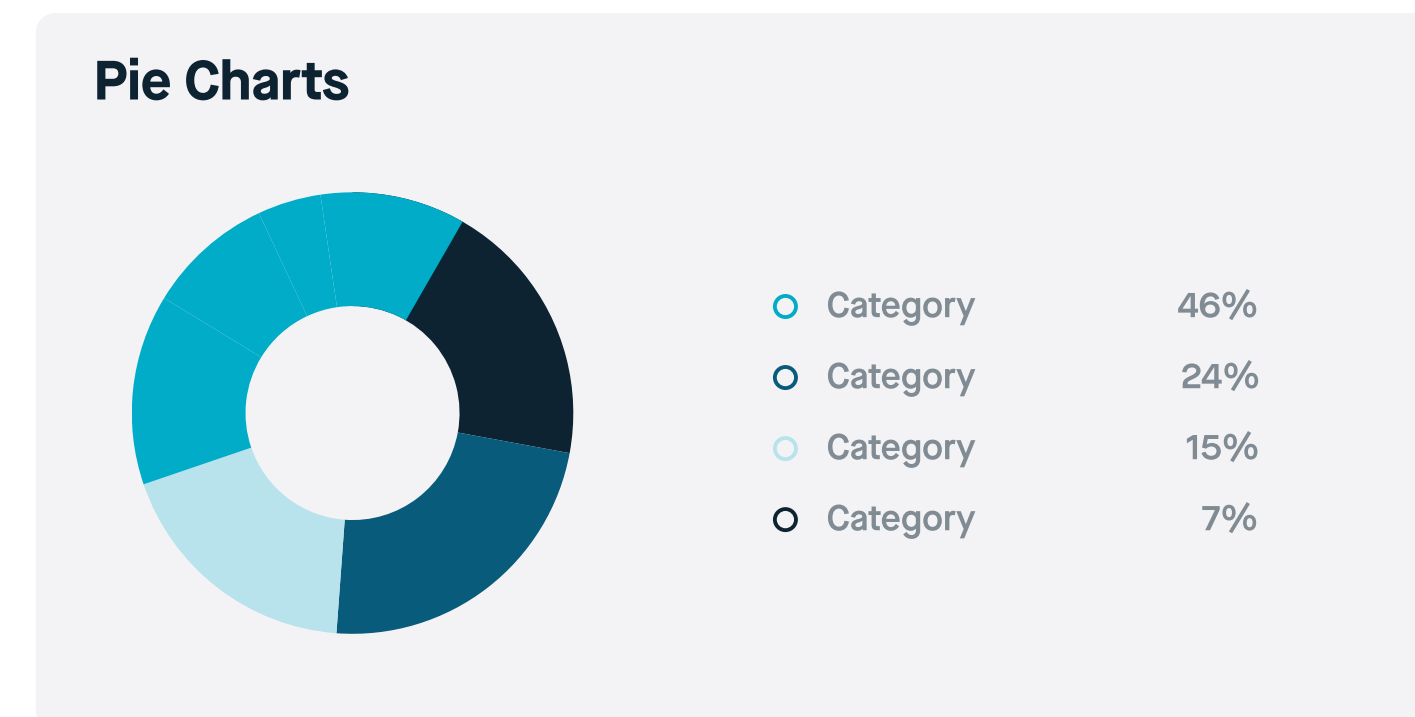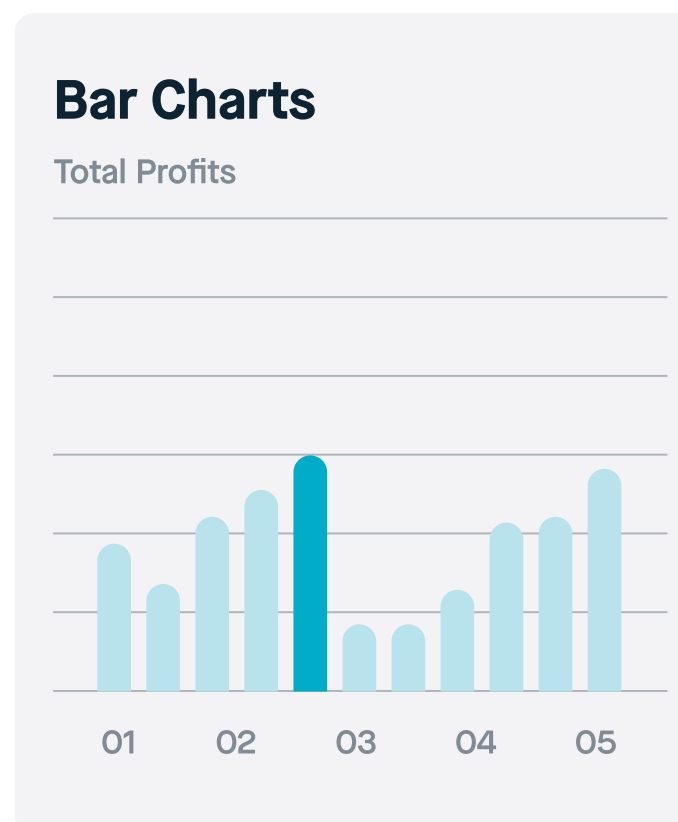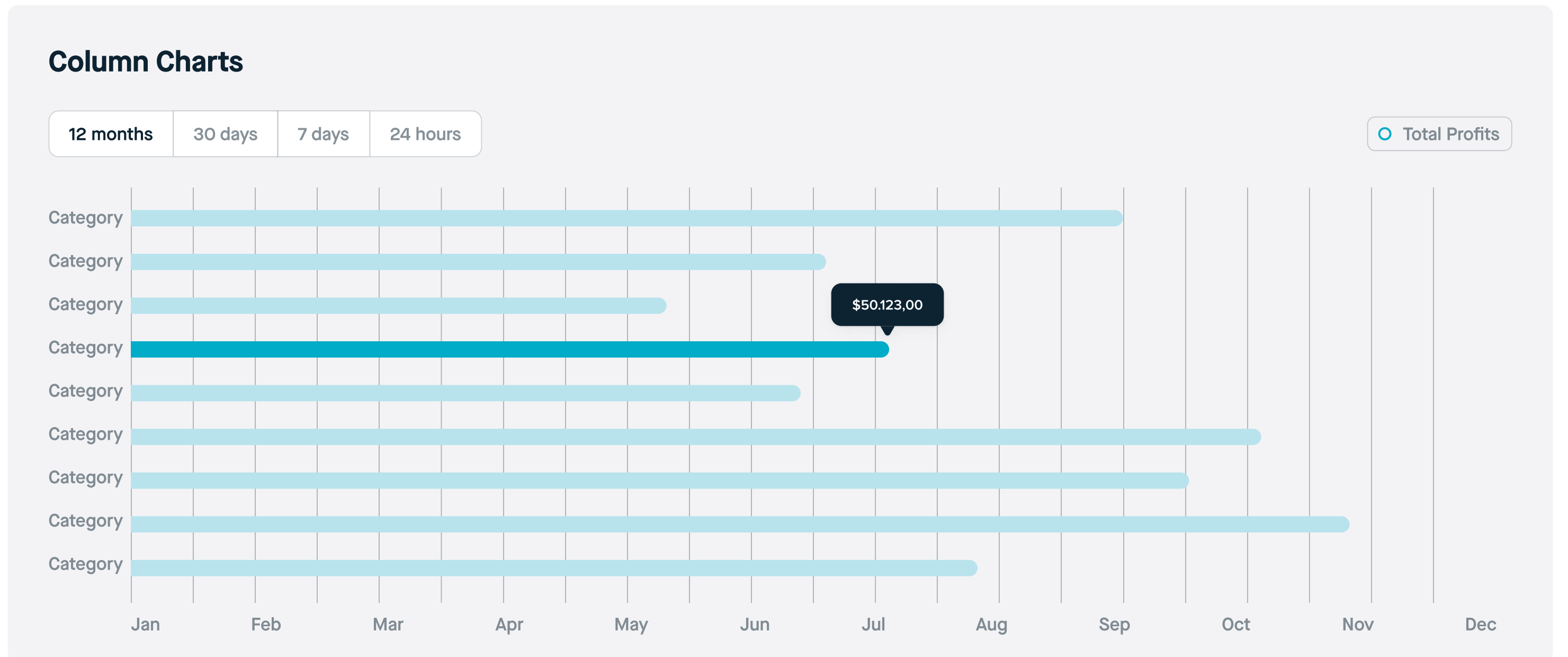
# Typography

# Typography

## Type family

For both Maison Neue and Hanken Grotesk we will only be using the Bold, Book and Light weights.

Hanken Grotesk should only be used in case using Maison Neue is not an option.

Primary font - Maison Neue

# AaBbCc

abcdefghijklmn
opqrstuvwxyz
1234567890!@#&*

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Alternative Typography (PPT) - Hanken Grotesk

## AaBbCc

abcdefghijklmn
opqrstuvwxyz
1234567890!@#&*

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

# Typography

**Eyebrow**

Maison Neue Book

Uppercase

Letter spacing 12%

**Title**

Maison Neue Bold

Sentence case

Line height 100%

Letter spacing -2%

**Subheading**

Maison Neue Book

Sentence case

Line height 120%

Letter spacing 0%

**Paragraph**

Maison Neue Light

Sentence case

Line height 150%

Letter spacing 0%

**CTA**

Maison Neue Book

Title case

Letter spacing 0%

**Font size**

For consistency use this rule:

Subheading should be 1/3 of Title;

Eyebrow should be 1/2 of Subheading;

Paragraph should be 1/2 of Subheading, if no Subheading is present use 1/4 of Title;

CTA should be 1/2 of Subheading.

# We're different by design

Odessa was founded with a mission to create and deliver transformative software solutions for leasing companies.

We have a long history of reimagining our technology stack in anticipation of the future. Today, we remain committed to helping businesses meet the challenges of an ever-evolving leasing environment with the most advanced technology available. See why our platform is a game-changer for the asset finance industry.

Contact Us >

# Alternative Typography (PPT)

**Font size**

For consistency use this rule:

Subheading should be 1/3 of Title;

Eyebrow should be 1/2 of Subheading;

Paragraph should be 1/2 of Subheading, if no Subheading is present use 1/4 of Title;

CTA should be 1/2 of Subheading.

**Eyebrow**

Hanken Grotesk Book

Uppercase

Letter spacing 12%

**Title**

Hanken Grotesk Bold

Sentence case

Line height 128px (Line height is the same size of font)

Letter spacing -2%

**Subheading**

Hanken Grotesk Book

Sentence case

Line height 52px (Add 10px to font size to find line height)

Letter spacing 0%

**Paragraph**

Hanken Grotesk Light

Sentence case

Line height 31px (Add 10px to font size to find line height)

Letter spacing 0%

**CTA**

Hanken Grotesk Book

Title case

Letter spacing 0%

ABOUT ODESSA

# We're different by design

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Contact Us  ›

# Photography

# Guidelines

**Authenticity and Relevance:** Capture natural settings and genuine expressions, emphasizing real people engaging with our product. Focus on depicting individuals from diverse backgrounds, engaged in their work with a sense of purpose and satisfaction. Capture moments that convey a balance between professionalism and positivity, avoiding artificial poses, exaggerated expressions of stress or overly artificial smiles.

**Candid and Action-Oriented Shots:** Our imagery depicting market-related assets should mirror real-life applications, favoring candid and dynamic shots that demonstrate the assets in use. They should reflect the essence of the needs and the relevance of interactions and situations to the specific markets.

**Realistic Work Environments:** Opt for images that place our assets within authentic work settings, demonstrating their application and effectiveness in facilitating work processes. Utilize natural light wherever possible, ensuring photos are well-lit and compositionally sound. Embrace real-world environments as backdrops to highlight the practical use of assets.

**Diversity and Inclusion:** Ensure imagery represents a broad spectrum of individuals, reflecting the diversity of our communities and workplaces. Representation matters, not just in the faces we show but in the stories we tell through our photos.

**Permissions and Ethical Practices:** Secure necessary permissions for images featuring recognizable individuals. Adhere to ethical photography practices, respecting the rights and privacy of subjects.