

Identity System

Version 1.0  
April 25, 2019

## Logo usage

Rig Solid Medium Halftone

May be in two color



Default two color  
Fill #7AD5DC  
Border #B92F92

May be in single color

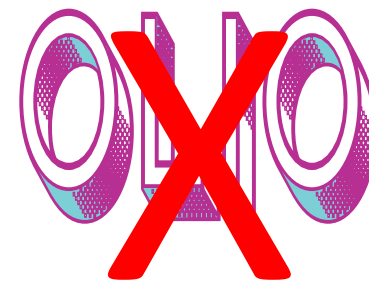


Default single color #B92F92  
For fill and stroke 1 pt

The first letter may be used as a graphic element, such as an app icon



Do not distort!



## Reverse logo usage



Reverse logo is one color  
2 pt border or outline

# Helvetica Neue

## Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

buttons  
16 pt bold

---

lineup  
Date 23 pt regular  
Name 28 pt regular  
Lineup 20 pt regular

---

top menu  
20 pt regular

---

bottom menu  
15 pt regular

---

flyout menu  
title 15 bold  
links 20 pt bold

---

on page text  
12 pt bold

---

news text  
14 pt regular

# Rockwell

## Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

EDM title  
30 pt

---

header1  
30 bold

---

header2  
20 bold

Typography

RIG SOLID

MEDIUM HALFTONE

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

ticket icon  
30 pt

Color



R 185  
G 47  
B 146

#B92F92

C 28  
M 94  
Y 0  
K 0

PMS 241C



R 122  
G 213  
B 220  
80%

#7AD5DC

C 48  
M 0  
Y 16  
K 0

PMS 319C



R 68  
G 88  
B 154

#445395

C 84  
M 73  
Y 9  
K 1

PMS 7685C



R 255  
G 255  
B 255

#FFFFFF

C 0  
M 0  
Y 0  
K 0

text on colored  
background,  
icons



R 247  
G 247  
B 247

#EBE8E8

C 2  
M 1  
Y 1  
K 0

PMS 663C

lines



R 112  
G 112  
B 112

#707070

C 57  
M 48  
Y 48  
K 15

PMS 424C

main text

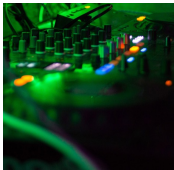
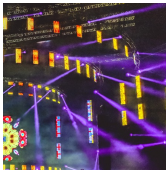
button  
color

header  
background

header text

## Photography & Graphic Elements

The OLIO brand should embody a sense of fun and action. It should not be particularly male or female in its styling, but should be broadly appealing. The photography used in conjunction with any internal or external promotional materials should align with this sense of fun and action. It should be bright and colorful.



Graphic elements and icons should be simple, and clean. While lines and grids should provide visual organization, circles may be incorporated as well.

The artwork for the icons such as the ticket, shopping cart, and home are owned by OLIO, and do not require royalties or credits. These icons, as well as any others, may be used in the OLIO colors, or as a screen.

