

CORPORATE STYLE GUIDE





The following guidelines specify the correct use of the OC Funds Management logo.



THE LOGO

The logo is a specifically drawn artwork and should not be redrawn or altered in any way. The logo should always be reproduced using the artwork files supplied. It should never be placed on a background that compromises its integrity or legibility.



CLEAR SPACE

To ensure prominence and legibility, the OC Funds Management logo must be surrounded by clear space. The clear space is illustrated by the rectangular box above, which remains free of all other logos, type and imagery. The minimum clear space is around 25% of the letter O.

12.7 mm (36 px)



MINIMUM SIZE

To ensure clarity and legibility when small in size, a minimum size has been determined: the size of the standard logo should start from 12.7 mm (36px) in height.

Primary colours

C100 M87 Y42 K52 - digital
C100 M68 Y8 K52 - offset
R9 G31 B64
HEX 091f40

C54 M41 Y38 K4 - digital
C38 M28 Y21 K63 - offset
R126 G134 B140
HEX 7e868c

Secondary colours

C80 M60 Y20 K10
R67 G97 B141
HEX 43618d

C60 M35 Y20 K0
R112 G146 B175
HEX 7092af

C25 M20 Y30 K0
R193 G190 B175
HEX c1beaf

C3 M0 Y0 K10
R221 G228 B232
HEX dde4e8

COLOUR

Primary colours should take priority over the secondary colour palette. To ensure consistent colour reproduction use the given values for the appropriate mode of production.

TYPOGRAPHY

There are two fonts available for OC Funds Management: Garamond for print and Calibri for body copy, MS office and online applications.

Garamond

For print

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@*&%+;,.

Calibri

For body copy, MS office and online applications

With a minimum size of 10pt for body copy, and 12pt for headings, pull-out quotes and embellishments.

Please contact Marketing on +61 3 9691 5410 if you have any questions



OC FUNDS MANAGEMENT IMAGES

These images have been hand picked to represent OC's small and micro-cap Australian equities investment universe.

