



BRAND GUIDELINES

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Custom Jewelry

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450 N 54th Street
Chandler, AZ, 85226, US
(888) 491-0331
designersupports@origamiowl.com

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INTRODUCTION

The foundation of Origami Owl is shaped by its guiding principles. From our home office we call The Nest, to our Distributors we call Independent Designers in the field, our mission and core values are more than just words, they are a way of life. We are united in our beliefs to show respect, love and honesty to those who surround us and to empower others to reach their dreams.

As hard as we like to work, we also LOVE to play! Connection is the key to our unity and fun is what inspires us to always put our best foot forward. Dance parties, team building activities, company lunches and volunteer work keep us motivated and unified in our efforts to always be a force for good.

OUR MISSION IS TO BE A FORCE FOR GOOD; TO LOVE, INSPIRE

+ MOTIVATE PEOPLE OF ALL AGES TO REACH THEIR DREAMS

+ EMPOWER THEM TO MAKE A DIFFERENCE IN THE LIVES OF OTHERS

OUR CORE VALUES

1 OPERATE BY THE
golden RULE

4 FOSTER A
PAY-IT-FORWARD
MINDSET

2 CULTIVATE FAMILY
SPIRIT +
team unity

3 NURTURE, RESPECT +
BE HONEST IN ALL RELATIONSHIPS

5 LOVE WHAT
YOU DO

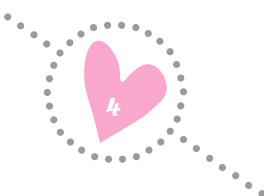
6 EMBRACE
CREATIVE INNOVATION FOR
POSITIVE
CHANGE

8 SUPPORT ONE
ANOTHER'S PERSONAL
DEVELOPMENT

7 PURSUE LEARNING +
GROWTH OPPORTUNITIES

9 *uplift*
OTHERS WITH
WISE WORDS +
thoughtful
ACTIONS

10 SHINE
humbly WITH
A GRATEFUL
HEART ♥



BRAND PERSONALITY

Origami Owl provides a wide variety of corporate approved materials for use exclusively by Independent Designers. These materials are readily available for use in the Resources Section of the Back Office. With that said, we understand that from time to time you may want to develop for your use as an Independent Designer. Therefore, we have compiled an overview of branding guidelines that will help ensure that your designs fit within the guidelines of Origami Owl's branding.

If we had to sum up the personality of our brand in a few words, we'd say it's:

+ FEMININE

+ PLAYFUL

+ MODERN

+ CHIC

+ CLEAN

+ POSITIVE

+ MODERN

+ FRIENDLY

+ UPBEAT

+ CRISP

+ ENERGETIC

+ VIBRANT

BRAND MESSAGE

There are specific taglines that Origami Owl utilizes in its messaging. It is important that these taglines are not altered. The following are several that we use frequently:

- + EVERY LOCKET TELLS A STORY... WHAT'S YOURS?®
- + YOU TELL STORIES WITH WORDS. WE TELL STORIES WITH JEWELRY.®
- + OWL ALWAYS LOVE YOU®
- + GOOD THINGS COME TO THOSE WHO WAIT!
- + IT'S PERFECT!
- + NOW THAT'S HAPPY
- + TODAY... HAPPINESS HAS FOUND YOU
- + I AM A FORCE FOR GOOD
- + HOOT! HOOT!
- + LOVE, INSPIRE, MOTIVATE



TYPOGRAPHY

HEADLINES

League Gothic

Gotham Light

Gotham Bold

ACCENT

Pacifico

Gotham Bold

Clarendon

BODIES OF TEXT

Gotham Book

REPLACEMENTS

Century

Helvetica

Verdana

Calibri

Franklin Gothic

Tahoma

ACCEPTABLE WEB FONT

Verdana

FONT STYLE

LEAGUE GOTHIC

Used in headlines and caps only

pacifico

Used as accent and never caps

BRAND FONTS

Gotham Book

Used in bodies of text

ALTERNATE FONTS

Tahoma

Used in bodies or text

GOTHAM BOLD

Used in headlines and as accent

TAHOMA BOLD

Used in headlines and as accent

Clarendon

1234567890

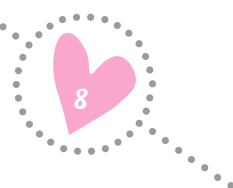
Used for numbers

Century

1234567890

Used for numbers

* The Gotham and Clarendon fonts are available for purchase; however you can achieve a similar font with the standard fonts available on your computer.



COLORS



R: 99
G: 202
B: 202
HEX: 63CACA

C: 56
M: 0
Y: 24
K: 0



R: 51
G: 102
B: 154
HEX: 32669A

C: 86
M: 60
Y: 17
K: 2



R: 255
G: 64
B: 182
HEX: FF40B6

C: 3
M: 83
Y: 0
K: 0



R: 255
G: 75
B: 94
HEX: FF4B5E

C: 0
M: 85
Y: 53
K: 0



R: 255
G: 220
B: 242
HEX: FFD0F2

C: 0
M: 17
Y: 0
K: 0



R: 242
G: 129
B: 179
HEX: F181B3

C: 0
M: 63
Y: 0
K: 0



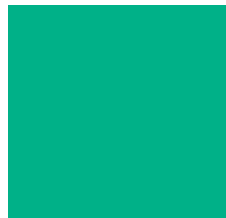
R: 255
G: 205
B: 3
HEX: FFCC02

C: 0
M: 19
Y: 100
K: 0



R: 101
G: 101
B: 106
HEX: 656569

C: 61
M: 53
Y: 48
K: 19



R: 0
G: 177
B: 137
HEX: 00B188

C: 83
M: 0
Y: 63
K: 0



R: 65
G: 64
B: 66
HEX: 414042

C: 0
M: 0
Y: 0
K: 90



LOGO

As an Independent Designer, you are permitted to utilize the Origami Owl Independent Designer logo in your materials. Any material or document using the Origami Owl corporate logo must be approved by our Marketing Team (marketing@origamiowl.com).

If an Independent Designer uses an Origami Owl logo in any communication, she or he must use the Independent Designer version of the Origami Owl logo. Using any other Origami Owl logo requires prior written approval from Origami Owl's Marketing Department (Marketing@OrigamiOwl.com). Please see the Back Office Document Library for examples.

Origami Owl[®]
CUSTOM JEWELRY

Origami Owl[®]
CUSTOM JEWELRY

INDEPENDENT DESIGNER



LOGO COMPONENTS



ICON

The logo icon can only appear associated with the ® copyright symbol. The Company signature is the most visible element of our identity, it must be reproduced properly and consistently at all times.

Never delete the ® symbol.



LOGO MINIMUM

Origami Owl[®]
CUSTOM JEWELRY

MINIMUM SIZE:

Origami Owl[®]
CUSTOM JEWELRY

0.7 inches

CLEAR ZONE



Clear zone is equal to the cap height of the "M" in Custom



APPROVED



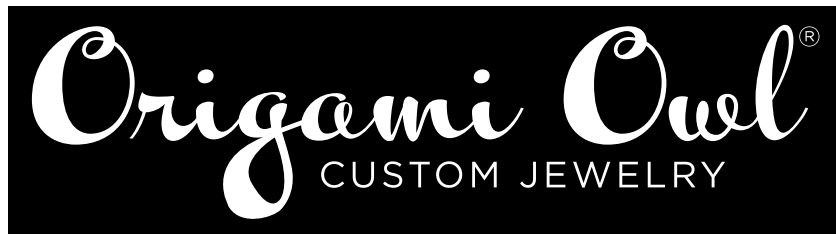
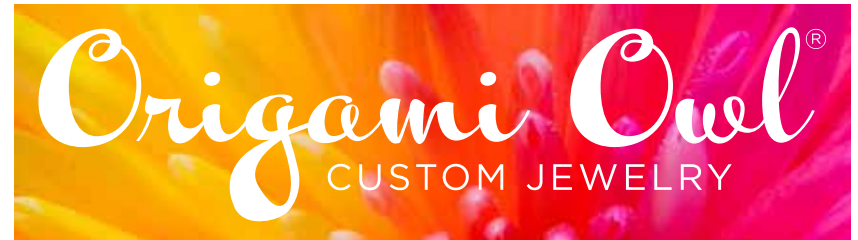
Always leave the logo some room to breathe. Use white or neutral backgrounds with logo.



If unavoidable, can use reversed out logo on brand colors or a simple and uncluttered photo.



INDEPENDENT DESIGNER



For black background, use reversed out logo.



Can use "O2" icon in advertising

AVOID



Avoid logo on colors that clash with the brand colors.



Avoid use the reversed out logo on backgrounds that are too light, cluttered or a busy photograph.



Avoid rotate, stretch or squish the logo.



Avoid add embellishments on logo - like drop-shadow, feather, inner glow, scribble, etc.



BRAND ELEMENTS

Color Bars:

Solid brand color, no tints or tones

Never use a gradient

Can be a thinner line under a headline or headline can be placed with the color bar. Bar can be straight or, if angled, no more than five degrees

Layout Style:

Clean, not heavy on the type

List ® or ™ on first instance

Patterns:

Any tints used should be at 50%

Examples:



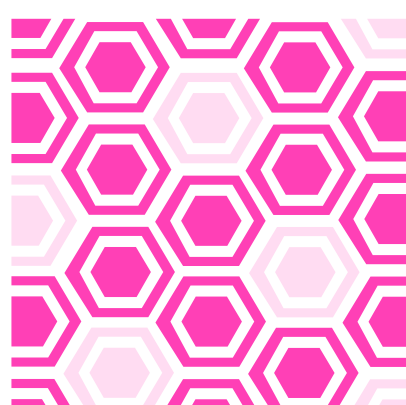
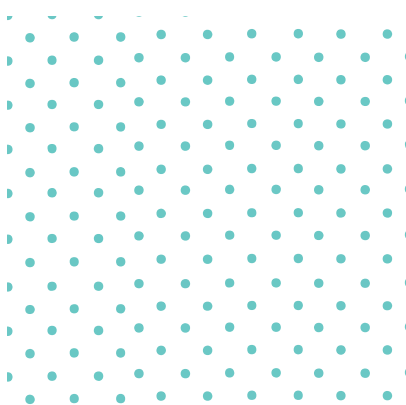
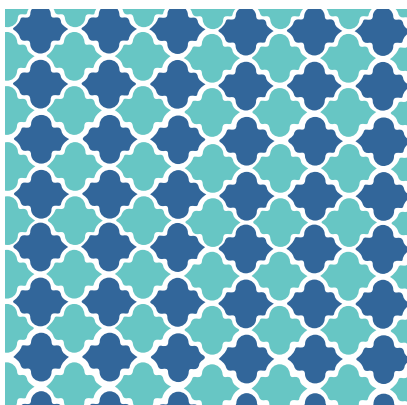
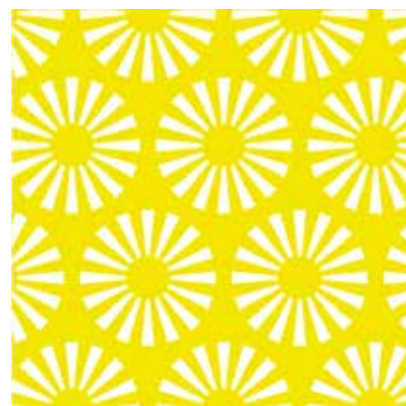
EVERY LOCKET TELLS A STORY... WHAT'S YOURS?®



PATTERNS

Patterns can be done in any of the brand colors on page 9.

A few of the patterns are shown below in four of the brand colors.



LETTERHEAD SET

SARAH PINGER
independent designer

602.751.3737

sarah.pinger@gmail.com
sarahslockets.origamiowl.com

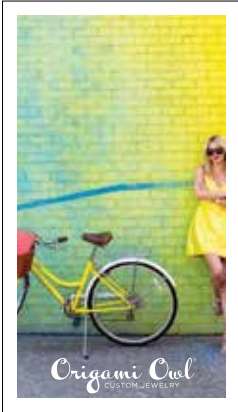
Origami Owl
CUSTOM JEWELRY 450 N 54th Street, Chandler, AZ 85226 • (888) 491-0331 • origamiowl.com



SARAH PINGER
independent designer

602.751.3737

sarah.pinger@gmail.com
sarahslockets.origamiowl.com



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FLYERS AND PRINT ADS

Origami Owl advertises on a national and regional level on behalf of all Independent Designers. Therefore, Independent Designers are not allowed to advertise on a national or regional level. Independent Designers may advertise in local publications, provided the ad is professional, accurate, follows the guidelines for advertising listed below and is not misleading in any way

Pre-approved marketing materials including flyers and print ads are posted under the “Document Library” section of the Back Office, and include a customizable area for the Independent Designer’s contact information. Altering imagery provided in the Back Office is strictly prohibited. This includes modifying the size or including additional copy in the image itself

If Independent Designers choose to create their own print ads or flyers, they must include either the corporate website address (www.OrigamiOwl.com) or their official Origami Owl Replicated Website. The ad or flyer must use only those images provided in the Document Library and the Independent Designer must represent herself or himself as an Origami Owl Independent Designer so there is no confusion between her or his ad and the corporate office.



GLOSSARY

Alignment: Precise arrangement of letterforms upon an imaginary horizontal or vertical line.

Body Type: Text material, usually set in sizes from 6 - 12 point. Also called text type.

Boldface: Type with thicker, heavier strokes than the regular font. Indicated as BF in type specifications.

Clear space: An area designed to be free/absent of all graphics and typography.

Flush left (or right): The even, vertical alignment of lines at the left (or right) edge of a column.

Font: Character set of a given size and style including upper- and lower-case letters, numerals and punctuation marks.

Format: The overall typographic and spatial schema established for a publication or any other application.

Heading: Copy that is given emphasis over the body of text, through changes in size, weight, spatial interval.

Headline: The most significant type in the visual hierarchy of a printed communication.

Logotype: Two or more type characters that are combined as a sign or trademark.
Margin: The unprinted space surrounding type on page.

Reverse: Type or image that is dropped out of a printed area, revealing the paper surface.

Rule: In hand-set metal type, a strip of metal that prints as a line. Generally, any line used as an element in typographic design, whether hand-set, photographic, digital or hand-drawn.

Sans serif: Typeface without serifs (or feet). A sans serif typeface is generally even in overall weight with very little contrast between thick and thin strokes. An example is Segoe UI typeface.

Serifs: Small elements added to the ends of the main strokes of a letterform in serifed typestyles.

Signature: A company's logo or logotype, which identifies and brands all company products and communications.

Tagline: A company's proprietary positioning statement, used to identify and brand all company products and communications.

Typeface: The design of alphabetical and numerical characters unified by consistent visual properties.

Type family: The complete range of variations of a typeface design, including roman, italic, bold, extra bold, expanded, condensed and other versions.

Typography: Originally the composition of printed matter from moveable type. Now the art and process of typesetting by any system or method.

White space: The "negative" area surrounding a letterform.

X-height: The height of lowercase letters, excluding ascenders and descenders. This is most easily measured through the use of the lowercase x.

CONTACT INFORMATION

If you have any additional questions that were not able to be answered by this guide, please email designersupports@origamiowl.com.

Please visit origamiowl.com for any further information.

IF YOU'RE A MEMBER OF THE MEDIA:

Please contact PR@origamiowl.com and someone from our PR team will connect with you.

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