

Brand Guidelines

Outstanding Displays

OCT 2025

OnBrands Agency

01

Logo System

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Logo: Outstanding Displays

Logo Design

The logo features a globe-inspired symbol paired with a bold sans-serif wordmark. The grid conveys structure, scale, and global reach—core to the exhibition industry. The use of dark and light green reflects professionalism, innovation, and growth, while the clean geometry reinforces clarity and reliability.

Logo Versatility

The horizontal lockup adapts seamlessly across digital and print applications, ensuring the Outstanding Displays brand remains consistent and impactful across all touchpoints.



**Outstanding
Displays**

Logo Variations

The Outstanding Displays logo system provides flexibility across different applications:

Horizontal Logo

Best suited for large-scale branding such as signage, banners, websites, and presentations.

Stacked Logo

Effective where vertical space is limited or when a more compact format is required, such as brochures, posters, and printed materials.

Icon Logo

Ideal for social media profiles, app icons, favicons, merchandise, or other small-scale uses where simplicity and recognition are key.

Horizontal



Stacked



Icon



Logo Colours

Colour Backgrounds

Always maintain strong contrast between the Outstanding Displays logo and its background. The dark logo should be used on light backgrounds to ensure clarity and legibility. The light logo is intended for use on dark backgrounds, where it maintains visibility without losing definition.

Image Backgrounds

When placing the logo over photography or other imagery, always ensure readability. Use the light logo on darker images and the dark logo on lighter images. In some cases, image brightness or opacity may need to be adjusted to maintain optimal contrast.

Dark logo on White



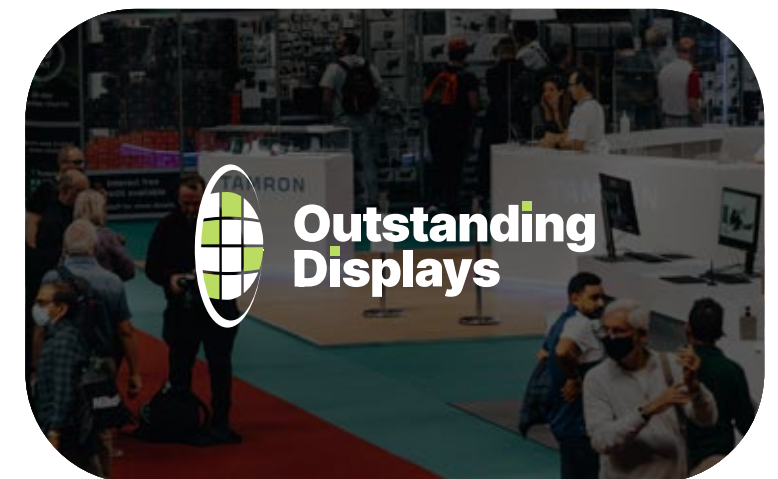
Light logo on Dark Green



Dark logo on Light Green



Light logo on image



Logo Padding

To maintain clarity and impact, the Outstanding Displays logo must always be surrounded by sufficient clear space.

Above 30px height

Apply generous margins that scale proportionally with the logo size. This ensures the logo remains distinct and legible in all layouts.

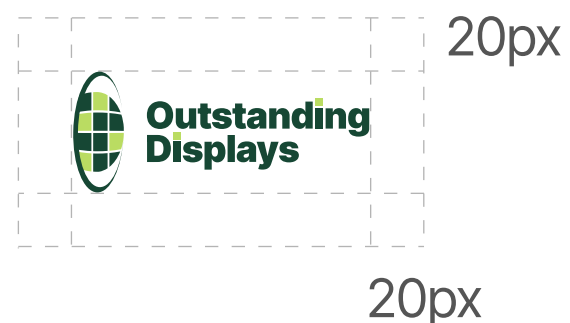
Below 30px height

On smaller applications such as mobile and tablet screens, maintain a minimum of 20px clear space above and below the logo. This spacing should align with the design grid and respect page margins.

Above 30px height



Below 30px height



Logo Sizing

Minimum Size

To maintain legibility across all applications, the Outstanding Displays logo must never be displayed smaller than the following sizes:

Digital

50px

50px

50px

Print

5mm

5mm

5mm

Logo File Formats

Vector Formats

AI, SVG, EPS, PDF are best for design and print.

Raster Formats

PNG, JPG/JPEG are best for digital and web use. PDFs can also be exported in a raster format.

AI

Adobe Illustrator

Format Type: Vector
Best For: Editing and scaling without losing quality
Use Case: Master file for designers; ideal for making modifications or exporting into other formats.
Key Benefit: Fully editable with layers and elements intact.

PNG

Portable Network Graphics

Format Type: Raster (Pixel-Based)
Best For: Digital use with transparency
Use Case: Social media, presentations, and websites where a transparent background is needed.
Key Benefit: Lossless compression, supports transparency but not ideal for large-scale printing.

SVG

Scalable Vector Graphics

Format Type: Vector (Web-Optimized)
Best For: Web and digital applications
Use Case: Logos on websites, apps, and digital platforms where scalability is important.
Key Benefit: Small file size, scalable without loss of quality, and supports interactivity.

JPG/JPEG

Joint Photographic Experts Group

Format Type: Raster (Pixel-Based)
Best For: Web and digital applications with a solid background
Use Case: Social media, websites, and email signatures where transparency is not required.
Key Benefit: Small file size, widely supported, but lossy compression can reduce quality.

PDF

Portable Document Format

Format Type: Vector or Raster
Best For: Sharing and printing
Use Case: Sending logos to clients or printers without needing design software.
Key Benefit: Preserves quality, easy to view, and can include both vector and raster elements.

EPS

Encapsulated PostScript

Format Type: Vector
Best For: High-quality print production
Use Case: Used by designers and printers for scalable, high-resolution output.
Key Benefit: Supports transparency, scalability, and can be opened in most design software.

Logo Usage

How not to use the logo

To preserve brand integrity, the Outstanding Displays logo must never be altered or misused. Avoid the following:

Don't rotate it



Don't change its colours



Don't remove logo icon



Don't outline it



Don't make it 3D



Don't stretch it



Don't use dark logos on Lime Burst background



Don't use it on gradient background



Logo Usage

How to use the logo

To ensure consistency and maintain brand integrity, always follow these best practices when using the Outstanding Displays logo:

Do use light logo on dark backgrounds



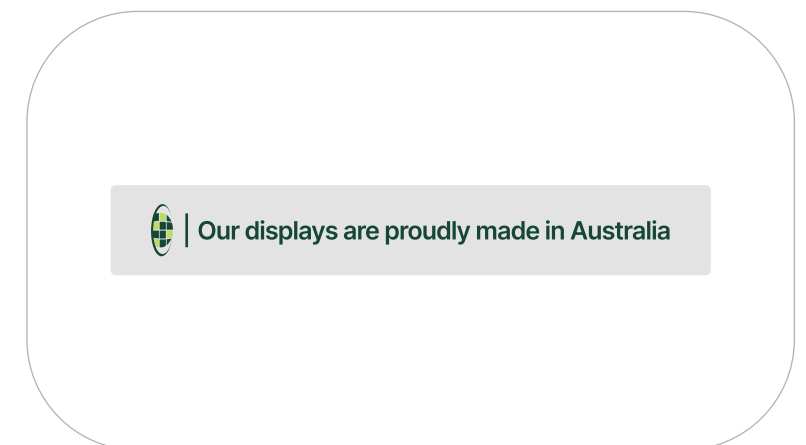
Do use dark logo on light backgrounds



Do use primary logo predominantly



Do use standalone icon when wordmark is not clear



02

Colour Scheme

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Colour Scheme

Lime Burst – Primary

Vibrant green that represents growth, energy, and visibility.

Forest Green – Secondary

Deep green symbolising strength, stability, and trust.

Fresh Mint – Accent

Light green that adds freshness and balance.

Sandstone – Accent

A warm, earthy neutral that connects the brand to the natural environment while adding softness and contrast.

White - Background + Text

Clean, timeless base for clarity and legibility.

Cloud Grey - Background

Soft neutral grey used as a calm backdrop.

Primary

Lime Burst

HEX #C5E75F
RGB 197, 231, 95
CMYK 26 0 77 0
PANTONE 374 C

80%

60%

40%

20%

Tints

Secondary

Forest Green

HEX #154734
RGB 21, 71, 52
CMYK 86 45 78 49
PANTONE 3435 C

80%

60%

40%

20%

Tints

Accent

Fresh Mint

HEX #E0FFDC
RGB 224, 255, 220
CMYK 11 0 18 0
PANTONE 621 C

80%

60%

40%

20%

Tints

Sandstone

HEX #EFDDB9
RGB 239, 219, 185
CMYK 6 12 28 0
PANTONE 7506 C

80%

60%

40%

20%

Tints

Title Text

Forest Green

HEX #154734
RGB 21, 71, 52
CMYK 86 45 78 49
PANTONE 3435 C

80%

60%

40%

20%

Tints

Text and Background

Cloud Grey

HEX #EEEEEE
RGB 238 238 238
CMYK 5 4 4 0
PANTONE 663 C

80%

60%

40%

20%

Tints

Paper

HEX #ffffff
RGB 255 255 255
CMYK 0 0 0 0
PANTONE White C

Colour Usage

How not to use the brand colours

This is how you should not use the Outstanding Display's colour scheme.

How to use the brand colours

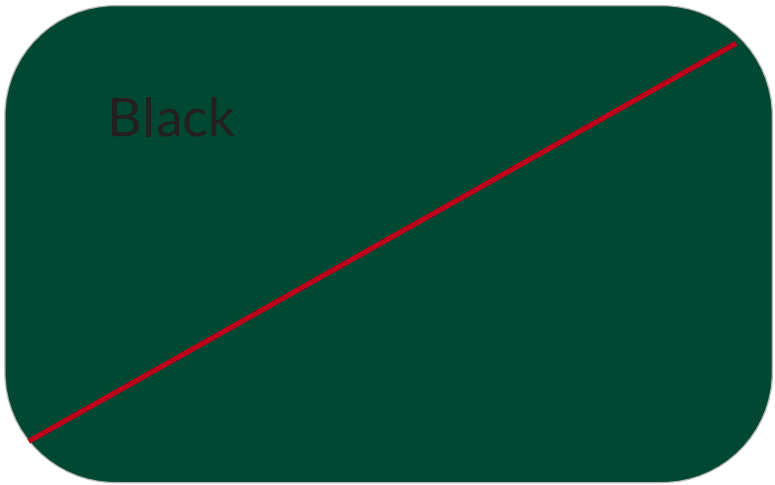
This is how you should use the Outstanding Display's colour scheme.

Dont's

Don't use light text on light background

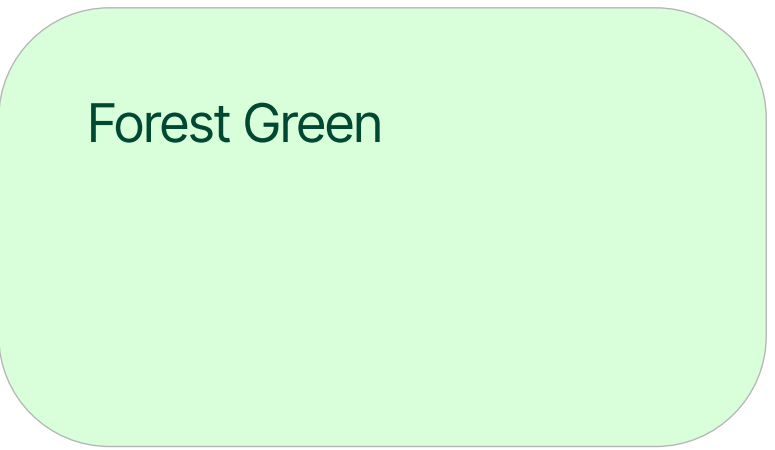


Don't use dark text on dark background



Do's

Do use dark text on light background



Do use light text on dark background



03

Typography

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Typographic Hierarchy

Heading: Epilogue Bold
Main headings. Strong and modern for clarity and impact.

Sub-heading: Inter Tight SemiBold
Section dividers. Clean weight for clear hierarchy.

Body: Inter Tight Regular
Long text. Optimised for readability in print and digital.

Accent: Brightwall
Span highlights. Adds character when used sparingly.

Email / System: Segoe UI
For emails and system use. Web-safe and accessible.

Heading

Sub-heading

Body

Accent

Email

Epilogue Bold

Inter Tight Semibold

Inter Tight Regular

Brightwall

Segoe UI

Heading Font: Epilogue Bold

Branding

Epilogue's bold geometry gives brands a confident, contemporary edge—ideal for modern identities.

Web & UI Design

Crisp letterforms and strong legibility make it highly effective across digital interfaces and responsive layouts.

Editorial & Print

Its versatile style works well in brochures, posters, and editorial spreads.

Corporate & Professional Documents

Delivers a sleek, polished look that elevates presentations, proposals, and reports.

Epilogue Bold

Aa Bc Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Outstanding Ideas.
Outstanding Displays.

Sub-Heading Inter Tight Semibold

Humanist Precision

Inter Tight's clean curves and balanced forms give it a modern yet approachable feel.

Optimised Legibility

Built for clarity across print and screen, even at smaller sizes.

Weight Versatility

With multiple weights, it supports clear hierarchy and emphasis.

Modern & Adaptable

Equally effective in brand systems, digital interfaces, and professional documents.

Inter Tight Semibold

Aa Bc Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Designed for exhibitions, built for scale.

Body Font: Inter Tight Regular

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Aa Bc Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Designed for exhibitions, built for scale.

Accent Font: Brightwall

Expressive Character

Brightwall adds personality and flair when used sparingly.

Highlight & Emphasis

Ideal for short phrases, callouts, or span-level accents.

Contrast & Balance

Its distinct style creates visual contrast while supporting the core system.

Use with Restraint

Designed for emphasis, not body text—best applied as a highlight.

Brightwall

Aa Bc Cc Dd Ee Ff Gg Hh Ii

Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww Xx Yy Zz

Exhibitions that are *good*
for the planet

Email Font: Segoe UI

Reliable & Accessible

Segoe UI ensures clear communication across all devices and platforms.

Professional Tone

Its clean, modern style supports a polished, approachable voice.

System Compatibility

231F20

As a web-safe font, it guarantees consistency in email templates and system use.

Everyday Utility

Ideal for subject lines, body text, and essential communications.

Segoe UI

Aa Bc Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Designed to be read anywhere.

04

Graphic Elements

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Iconography

Styling

Outstanding Displays' icon set follows a clean, modern design system designed for clarity and ease of recognition. Each icon is purpose-built to reflect the brand's focus on creativity, presentation, and display—projecting a professional yet approachable tone. The icons highlight core themes such as innovation, service, quality, and reliability.

Colours

Icons are styled in Fresh Mint and Forest Green, placed on light backgrounds to ensure maximum contrast and legibility. This approach guarantees the icons remain crisp and recognisable across both digital and print applications, strengthening brand consistency and supporting a clear visual hierarchy.



Iconography

Styling

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Call-To-Action (CTA) Buttons

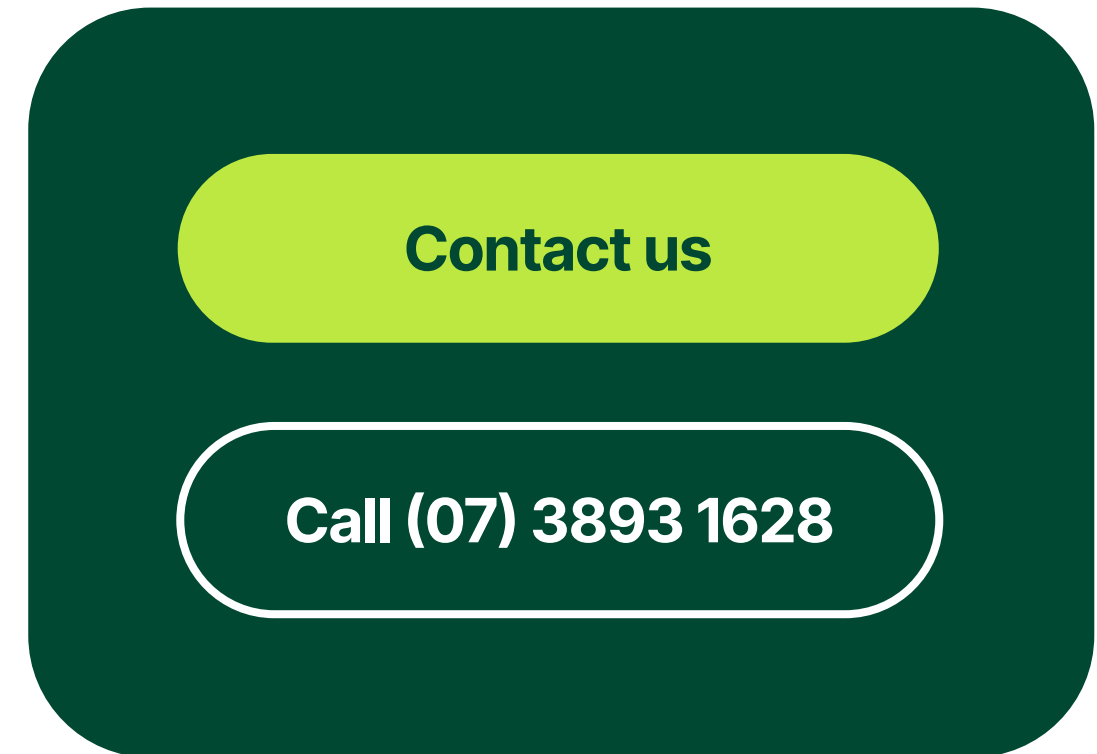
Primary Button

Filled in Fresh Mint with Forest Green text. This button style is reserved for the most important actions such as "Contact us" and should be used sparingly to draw attention.

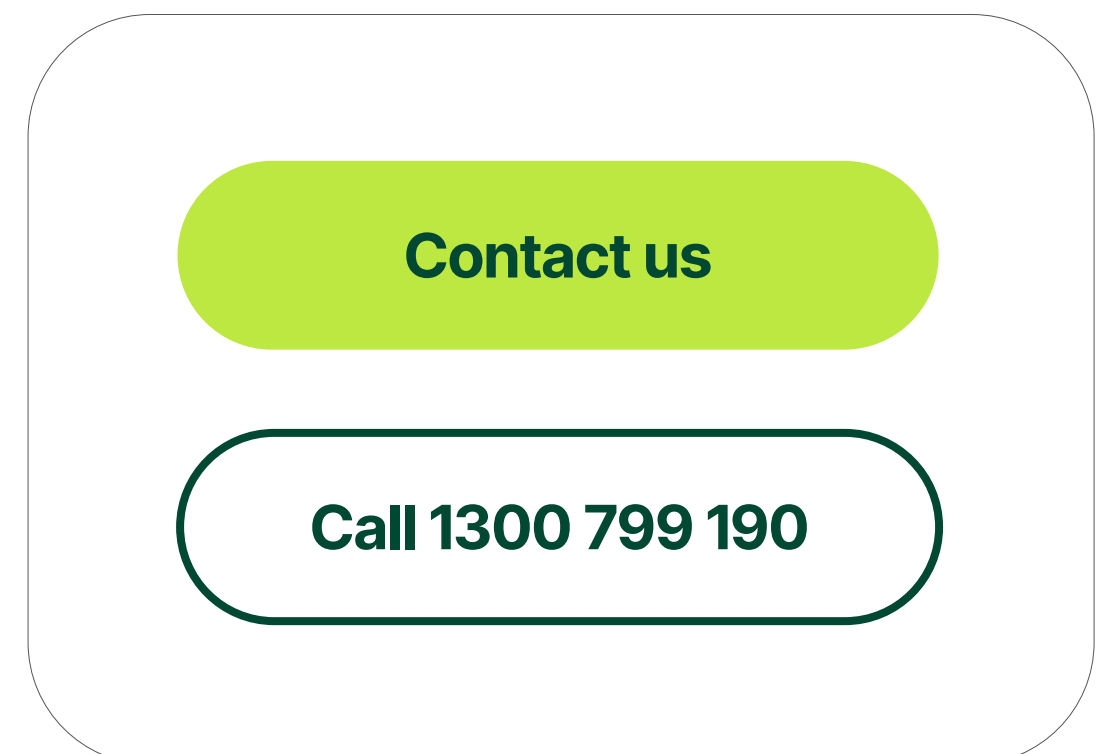
Secondary Button

Outlined in Forest Green, with text in Forest Green or white depending on the background. Secondary buttons support the primary call-to-action and are often used for actions like "Call now" or secondary navigation.

Primary button and light secondary button on Forest Green background



Primary button and dark secondary button on Paper background



05

Imagery

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Exhibition Environments

Realistic, Unedited Style

Shots retain a natural look and feel, avoiding heavy filters or staged edits. This reinforces authenticity and trust in the quality of the work.

Scale & Immersion

Angles are chosen to convey the size and impact of displays within the exhibition hall, drawing attention to how they stand out in busy event environments.

Brand in Context

Photography shows client branding integrated seamlessly into the stands, reinforcing the role of Outstanding Displays in elevating their clients' presence.



Sustainability Imagery

Tree Planting & Regeneration

Photography shows seedlings being planted and landscapes restored, capturing growth, renewal, and a direct commitment to the environment.

Recycling & Materials

Close-up shots of recyclable items like glass, cardboard, and plastics highlight reuse and the importance of responsible material choices.

People & Community Action

Volunteers planting trees, cleaning spaces, and working together showcase teamwork, care, and the collective impact of community action.

Clean Energy & Future Generations

Images of solar panels, wind turbines, and children in nature symbolise renewable energy, innovation, and building a cleaner future.



Image Treatments

Image treatments create a consistent link between photography and the brand identity.

Corner Elements

Rounded square accents are applied to image corners, acting as subtle brand markers.

Brand Palette Colours

Any colour from the palette may be used, chosen to best complement the image.

Flexible Application

Treatments can be applied in single or multiple corners, depending on layout and balance.

Consistency

Use treatments sparingly and consistently to avoid clutter while maintaining a strong brand presence.



Image Treatments

When photography sits on dark or muted backdrops, image treatments add contrast and ensure brand elements remain visible and consistent.

Light Accents

Apply lighter tones from the brand palette to corner elements for balance and visibility.



06

Mockups

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Mockups

Brand Versatility

Whether featured on digital platforms or applied to workwear and signage, Outstanding Display's branding consistently reflects its core values of reliability, integrity, and partnership.

