

# Brand Guidelines





# Our Vision

Our vision is to fuel the future of digital innovation. A new world unbounded by traditional software and systems, where the creative potential in every organization is unleashed.

**A Future with No Limits.**





# Our Name

Besides our logo, our name is one of the key brand elements and needs to be treated carefully. Here are the rules you need to follow when using our name:



When writing OutSystems in plain text, **always capitalize the O and S.**

Example:

At OutSystems we focus on simplifying application development so you can create enterprise-grade applications with no limits.




Don't bold parts of the name, change capitalization, or use the logo inside text blocks. Below are examples of wrong usage of our name:

× **OutSystems**

× OUTSystems

× outsystems\*

× OUTSYSTEMS

× Reference customers rate  outsystems product capabilities among the highest expressed for any vendor in the MXDP Magic Quadrant.



\* OutSystems in all lower case is a special case, exclusively used in our logo

external.2020-1.0

# Our Logo

Our logo is at the forefront of our brand. This means the OutSystems logo is the simplest way to identify our company, and should be used on all company related assets whenever possible.

## What does this mean?

Whenever you are not sure how to use our brand, remember the words "light" and "elegance". With a white background, our logo always works well.

Only when it's impossible to use the logo with the red ring, should you fall back to the monochrome version

[Download our Logo Here](#)



**Minimum clear space:**  
Space around logo is  $\frac{1}{4}$  of the ring size.



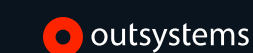
**Minimum size**  
**For Digital:** Ring height is 15px  
**For Print:** Ring height is 4 mm/0.15"



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Space around logo is  $\frac{1}{4}$  of the ring size.



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**For Digital:** Ring height is 15px  
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Our Logo

# Applications

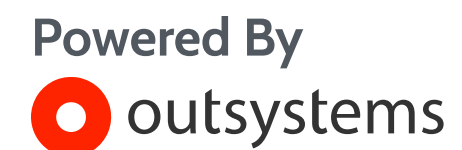




Our Logo

# Wrong Uses

× Do not add any text or image



× Do not add effects of any kind



× Do not use a different font



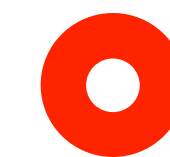
× Do not alter the proportions



× Do not alter the font weight



× Do not use the ring by itself\*



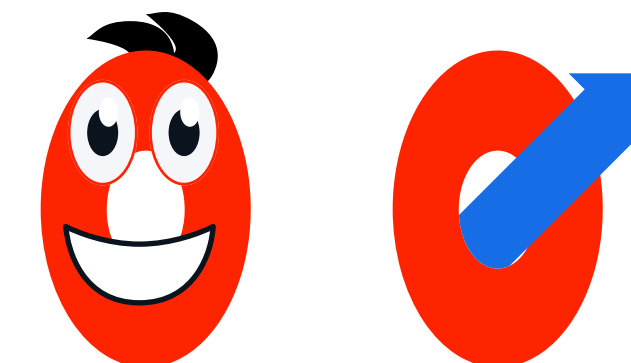
× Do not alter the logo color



× Do not distort



× Do not add any text or image to the ring



× Do not use main logo on red background



× Do not use main logo on dark background



\* OutSystems ring can exclusively be used by itself on Product icons and some pre-approved

external.2020-1.0



# Typography

Fonts are an essential aspect of any brand identity.

We've selected **Cabin** and **Noto Sans** which are well aligned with our brand values when it comes to written content. They are modern, high-impact but elegant, and are scalable and global, ensuring we can continue using them in regions that don't use the Latin Alphabet.

On top of that, these are free fonts available on Google Fonts, that makes it easy to share the font globally.

[Download Cabin Here](#)

[Download Noto Sans Here](#)



## Cabin

for Titles, Slides, Ads and Social assets

ABCDEFGHIJK  
LMNOPQRST  
UVWXYZ

АБВГДЕЖЗИЙК  
ЛМНОПРСТУФ  
ХЦЧШЩЫЭЮЯ

人々が読むこと  
ができるとき、  
言葉は楽しい

사람  
있는  
있다

## Noto Sans

for long format content

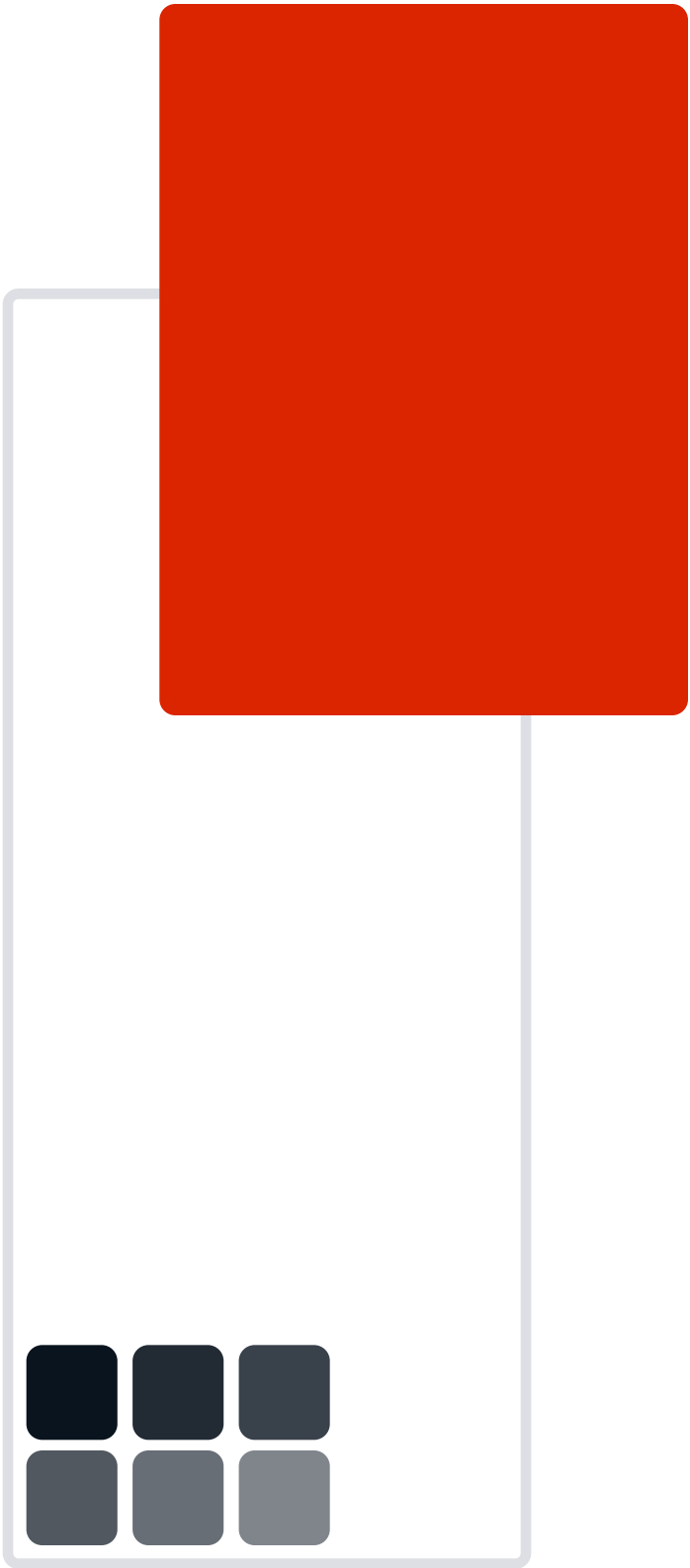
Noto Sans has great readability online and supports all language we require. It also performs incredibly in text blocks.



# Color

Following the CLEAR framework, our colors convey a strong identity, but maintain a Lighter feel, we have an expanded use of white as our main background color, while contrasting it with our red tint.

As complementary tones we developed a space blue tint as a replacement for the dullness of the black, and matched it with our yellow tint to create a dark palette that can be used to contrast with the white and red but keeping the Light and Elegant attributes.



Red should be used on Titles and CTAs

You can use any Grey Scale tone with an accessibility rate over AA when matched with a white background.

Call To Action Example



Yellow should be used on Titles and CTAs

You can use any Grey Scale tone with an accessibility rate over AA when matched with a space blue background.

Call to Action Example



# Our Visual Brand

## Colors

When defining our brand colours, special attention was paid to the color accessibility.

To ensure consistent usage of our brand colors, we created these color cards that contain all the required information.



Main Tones. To be used when applying brand colors to assets

### GREY SCALE

Background and Text

White	AAA	X
#ffffff	AAA	X
Grey	AAA	AA
#80858C	AA	X
Dark Grey	X	AAA
#39414A	X	AAA
Space Blue	X	AAA
#0A141E	X	AAA

### RED TONES

Main Hue

Light Red	AAA	X
#F85E40	AA	X
Bright Red	AAA	AA
#F22800	AA	X
Red	X	AAA
#db2400	X	AAA
Dark Red	X	AAA
#BB1F00	X	AAA

### YELLOW TONES

Secondary Hue

Light Yellow	AAA	X
#FEDA8A	AAA	X
Yellow	AAA	X
#FDB515	AA	X
Dark Yellow	AAA	X
#D99B11	AAA	X

Complementary Tones. To be used if in need of more versatile colors

### TURQUOISE AND BLUE TONES

Complementary Hues

Light Turquoise	AAA	X
#51F1D9	AA	X
Light Blue	AAA	AA
#448BEF	AA	X

Turquoise	AAA	X
#2DD2B9	AAA	X
Blue	AA	AAA
#176DE5	X	AA

Dark Turquoise	AAA	X
#1BAA94	AAA	X
Dark Blue	AA	AAA
#1055B4	X	AA

What it means:

a	colorname	c	AAA	d	X	e
b	#000000		AA		X	f

- a. Technical color name/code
- b. Color hex code
- c. Color contrast rating for black text or background over color text or background
- d. Color contrast rating for white text or background over color text or background
- e. Color contrast rating for font over 18px
- f. Color contrast rating for font under 18px

### Contrast Rating Scale:

- AAA — Perfect contrast
- AA - High contrast
- X - Not enough contrast



Our Visual Brand

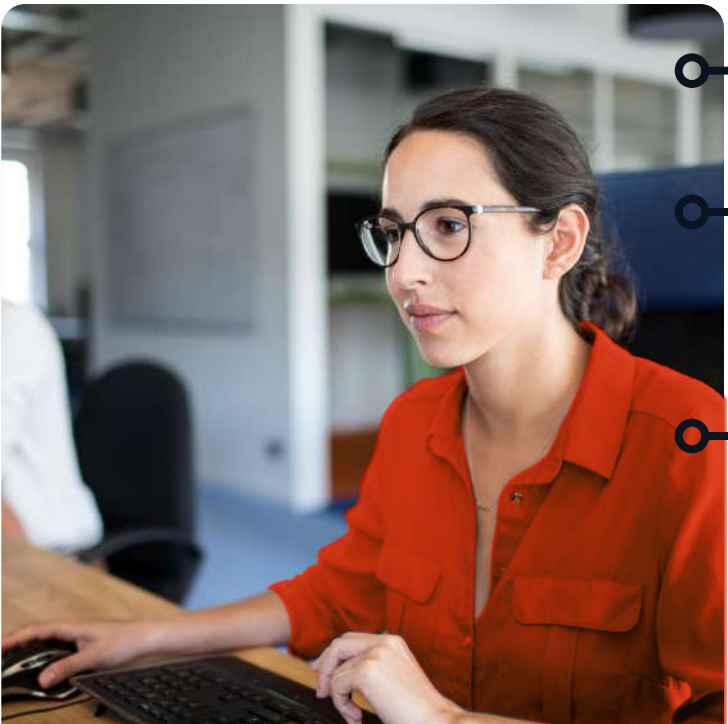
# Photography

Excellent photography is one of our core assets and should be a weapon of choice in our brand toolkit. A photography style that feels ownable is hard to achieve, but not impossible.

Our photos should be the best images possible, matching our customer stories, use cases and solutions. They should tell stories, be impactful and remarkable. **Last but not least, if possible, they should have elements in them that can carry our brand colors.**

For this effect, and applying to the correct contexts and use cases, we're looking at photography in 2 ways:

- **Scenarios**
  - Level 1: High Impact, Epic, Inspirational, Birds'eye view
  - Level 2: Macro, Detail, Contextual
- **People/ Portraits**
  - Real, Storytelling, Human, Life, Product





# Scenarios

## Level 1: High Impact and Epic

Customers should be at the forefront of our brand. Their stories help tell our story.

Think of it as summarizing the customer story with a comprehensive shot that can represent their business and their core values.



## Level 2: Zoomed In, Macro

When we're talking about a specific story or subject, and want to make people understand the depth of our Platform capabilities, we want to zoom in on the detail and see the customer's world through a macro lens.

Zoomed In and Macro photography helps us convey the details of the business, the craftsmanship, the freshness, the subtleties... of a story or use case.



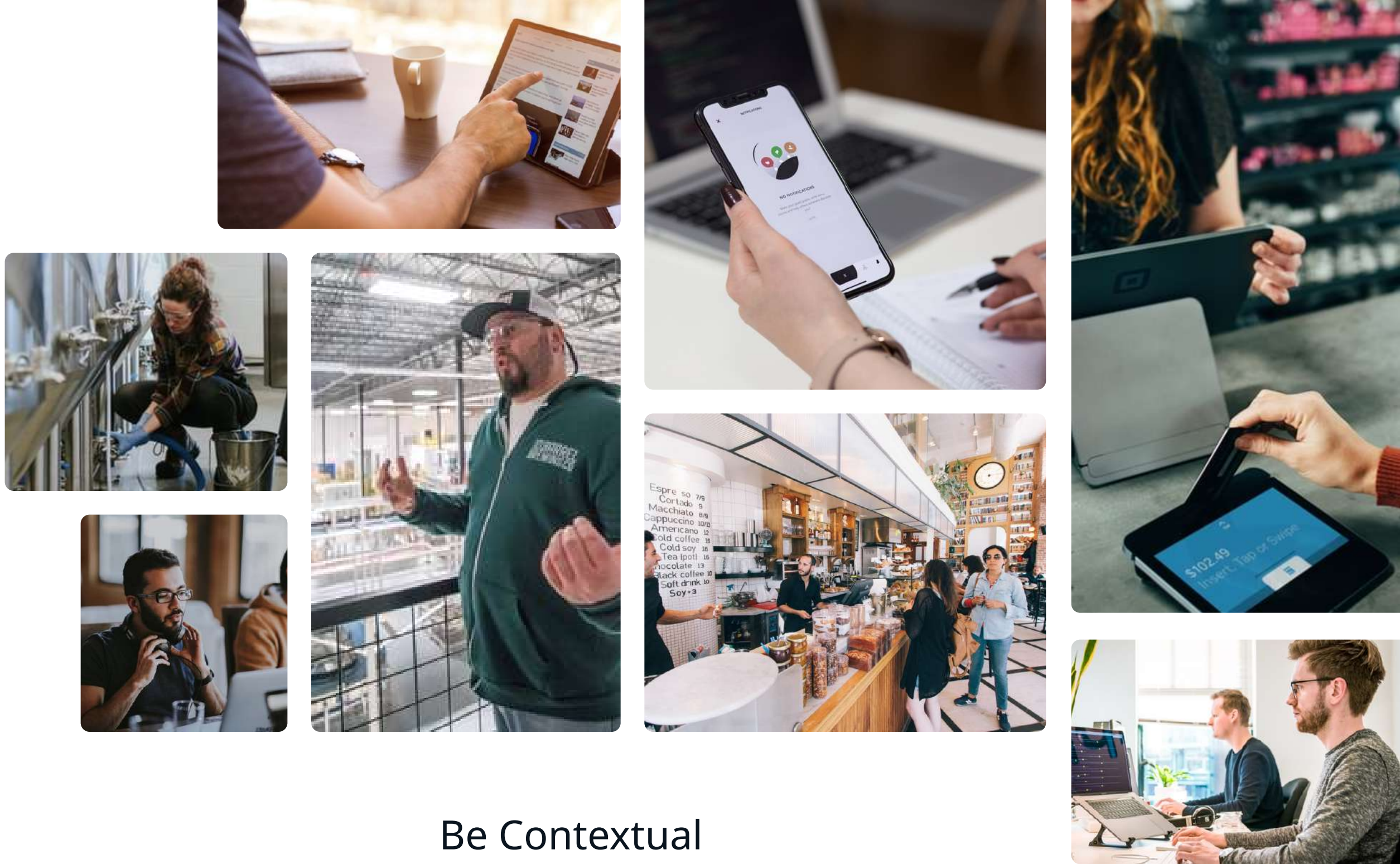


Our Photos

# People

## Be Real and Personal

We want to get up close and personal, showcasing real people and allowing for customers, partners and users to be at the center of our visual narrative.



## Be Contextual

Showing our customers and their users in context of their real experiences adds a trust layer to our content. Contextual means showing real people using apps developed with OutSystems in their work environments, or customers using products or interacting with companies in their daily life.



# Contact us

For any brand related question or resources  
please reach out to the Brand and Creative  
Services here at OutSystems:

[design@outsystems.com](mailto:design@outsystems.com)

