Style Guide

MAY 2025

operation8utbreak

PRIMARY LOGO

FULL LOCKUP

operation8utbreak

operation8utbreak
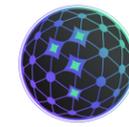
SECONDARY MARKS

WORDMARK

operation8utbreak

ICON

APP ICON

USAGE

CLEAR SPACE

Always maintain clear space around the Operation Outbreak logo. Clear space is defined by the width of the O in Operation.

operation8utbreak

MINIMUM SCALE

The primary logo lockup should never be smaller than 126px or 1.75" wide.

operation8utbreak

126px | 1.75in

PROPER USE

Approved logos can be accessed as part of the suite of Operation Outbreak brand assets. **Do not modify, recolor, or replace any elements within the logo.**

COLOR

PRIMARY

RGB 11.9.10 **CMYK** 73.68.66.86 **HEX** #0B090A	**RGB** 252.252.252 **CMYK** 0.0.0.0 **HEX** #FCFCFC

RGB 58.62.63 **CMYK** 71.61.59.48 **HEX** #3A3E3F	**RGB** 31.37.40 **CMYK** 77.66.62.69 **HEX** #1F2528	**RGB** 239.239.239 **CMYK** 5.3.3.0 **HEX** #EFEFEF	**RGB** 211.211.211 **CMYK** 16.12.13.0 **HEX** #D3D3D3

SECONDARY

RGB 134.90.255 **CMYK** 64.69.0.0 **HEX** #865AFF	**RGB** 88.219.166 **CMYK** 57.0.49.0 **HEX** #58DBA6

RGB 58.62.63 **CMYK** 71.61.59.48 **HEX** #3A3E3F	**RGB** 31.37.40 **CMYK** 77.66.62.69 **HEX** #1F2528	**RGB** 134.247.185 **CMYK** 41.0.41.0 **HEX** #86F7B9	**RGB** 42.173.154 **CMYK** 75.7.49.0 **HEX** #2AAD9A

TERTIARY

RGB 90.101.229 **CMYK** 72.65.0.0 **HEX** #5A65E5	**RGB** 237.93.93 **CMYK** 1.79.59.0 **HEX** #ED5D5D

RGB 115.135.249 **CMYK** 58.48.0.0 **HEX** #7387F9	**RGB** 63.74.209 **CMYK** 82.75.0.0 **HEX** #3F4AD1	**RGB** 255.113.113 **CMYK** 0.71.46.0 **HEX** #FF7171	**RGB** 219.58.58 **CMYK** 8.92.83.1 **HEX** #DB3A3A

GRADIENT

OPTIONS

Gradient application of the palette should be limited to these combinations.

TYPOGRAPHY

TYPEFACES

Manrope

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 .,;/!?'"

Geist Mono

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
0123456789 .,;/!?'"

TYPE SCALE

LOREM IPSUM   LOREM IPSUM

Lorem ipsum dolor sit amet

Consectetur adipiscing elit

SED DO EIUSMOD

Tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo.

"CONSEQUAT DUIS AUTE IRURE DOLOR IN REPREHENDERIT."

In voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Eyebrow
Geist Mono Regular

Headline
Manrope Light

Subhead
Manrope Regular

Section Head
Geist Mono Bold

Body
Manrope Regular

Pull Quote
Geist Mono Regular

Micro
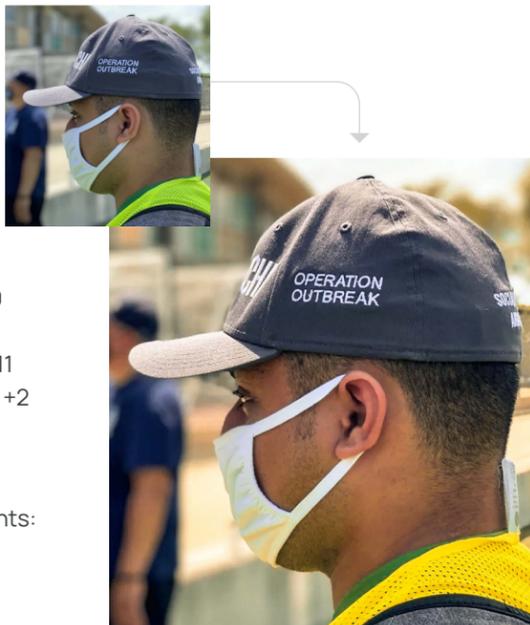Manrope Regular

PHOTOGRAPHY

CURATION

Brand photography should be used whenever possible. Select photos that showcase the diversity of our user base and the authenticity of the experience.

Apply consistent color and tonal treatments to enhance photos and ensure consistency.

Exposure: +0.08
Contrast: +6
White Balance: Adjust as needed

Highlights: -15
Shadows: +18
Whites: +8
Blacks: -16

Texture: -10
Clarity: +30
Vibrance: +11
Saturation: +2

Color
HSL:
Orange: -50
Yellow: -50
Green: -100

Grading
Midtones:
H: 56
S: 23
L: 0

Shadows:
H: 13
S: 0
L: +15
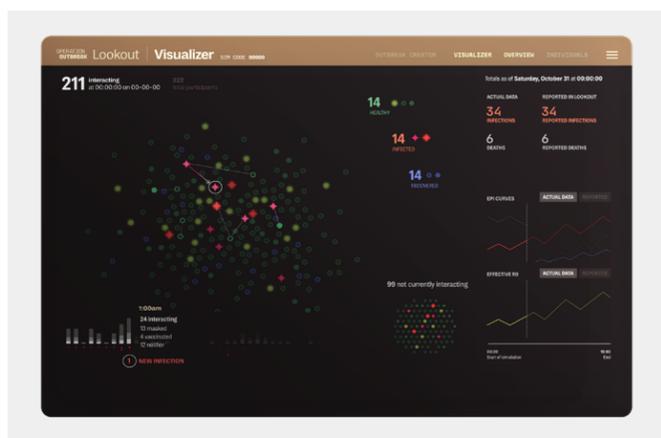
Highlights:
H: 47
S: 51
L: +20

FRAMES

Brand shapes can be used as photo frames for special moments of emphasis. Frames can contain the image background or be filled with gradient color. When using these frames, the main subjects in the photo should break the frame.

PRODUCT IMAGERY

When presenting product screens, display them using pared-down visual tiles to maximize visibility.

When showcasing product screens on devices, ensure device models are current.

ICONOGRAPHY

Icons should follow a cohesive linear style as seen above. Graphic elements should embrace universal communication. Ensure line weights are consistent at scale.

BRAND SAMPLES

Refer to these applications to see the brand suite in practical use, along with examples of brand-approved layouts.