



Using ONLYOFFICE brand

Welcome to our brand manual. Our wish is to help partners, content creators, media outlets, and our own project truly benefit from all forms of ONLYOFFICE brand communication.

Here, we explain how to use our logos, product names, brand colors, and other elements correctly, as well as help you create informative content in harmony with our branding.

Useful assets, including ONLYOFFICE logos, screenshots, bios, and other items are available via [Press Downloads](#).

Using ONLYOFFICE brand elements in communication

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Using ONLYOFFICE brand elements in business and product branding

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1. Brand name

You can use ONLYOFFICE brand name without any attributions in content including web page content, articles, blogs, social media posts, etc.

Our brand name is always stylized in all caps: ONLYOFFICE. You should always mention our brand and products using the official stylization. Other versions are not correct ways to style ONLYOFFICE and must not be used unless absolutely necessary (e.g. according to the publishing guidelines of the resource where the content is to be used).

Do: ONLYOFFICE

Don't: OnlyOffice

Don't: Only Office

Don't: ONLYoffice

Official product names include the ONLYOFFICE brand name, the name of the solution, and often the name of the specific edition. Example: ONLYOFFICE Docs Enterprise Edition.

Such stylization must be applied to all the mentions of the product in graphic items, and the first mention of the product in text content.

Do: ONLYOFFICE Docs Enterprise Edition

Do: ONLYOFFICE Docs

Don't: ONLYOFFICE Docs Enterprise

Don't: ONLYOFFICE Enterprise Edition

Use of full product names in texts with multiple mentions of the product is desirable, but not mandatory if there is no chance of confusing the products between each other or with other developer's products.

Do: *This article is about ONLYOFFICE Docs. We will explain how Docs works.*

Do: *This article is about ONLYOFFICE Docs. We will explain how ONLYOFFICE works.*

Don't: *This article is about ONLYOFFICE. We will explain how ONLYOFFICE works.*

It is important to define the products in your message to avoid confusion, whether the text mentions one or multiple solutions.

Do: *This article is about ONLYOFFICE Docs. We will explain how the suite works alone and within ONLYOFFICE Workspace.*

Don't: *This article is about ONLYOFFICE. We will explain how it works alone and within ONLYOFFICE Workspace.*

2. Brand logo

2.1 Brand logo. Basic logo.

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The ONLYOFFICE logo is the basis of brand identity. ONLYOFFICE logo combines the sign and the lettering.

We provide variants of ONLYOFFICE logos for all possible use cases, including full-color and monochrome logos, versions for dark and light backgrounds, and different variations of logo styles.



2.2 Brand logo. Logo variations.

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We provide additional logo variations to allow flexibility in different visual communications.

On the right, there are all existing options with corresponding usage guidelines.



Basic logo. This universal variation is a preferred option in all communications.



Basic logo with a product name. This variation is used in marketing communications related to particular ONLYOFFICE products.



Secondary logo. This variation is used in concepts that don't allow using the basic logo due to limited space. Examples: promotional materials, merchandise.materials, merchandise.



Secondary logo with a product name. This variation is used in concepts that don't allow using the basic logo with a product name due to limited space. Example: promotional materials for a particular product.



Label. This is a limited version of the logo in a form of an icon. It is used in the web and product interfaces.

2.2 Brand logo. Logo variations.

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Here are some examples of possible logo variations featuring the product names.



2.3 Brand logo. Specification.

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This is the modular construction of ONLYOFFICE logos with relative measurements of each element. These specifications are important to keep in mind when reproducing the logo.



2.4 Brand logo. Clear space.

Necessary amount of clear space should surround the logo to separate it from other design elements, such as headlines, imagery, and the outside edges of the graphic materials. The space indicated by the blue line is the minimum clear space.



2.5 Brand logo. Logo colors.

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Use only official logos in provided colorways. Original colors should not be altered to differ from the available logo versions. If the full-color version does not fit in your design concept, you must use one of the monochrome versions.



White background



Grey background no more than 7% black



Dark background

2.5 Brand logo. Logo colors.

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Monochrome logos are used in cases where the logo needs to be placed against a colored background, or it is impossible to reproduce the logo in the original colors.

Color density

White

100%

70%

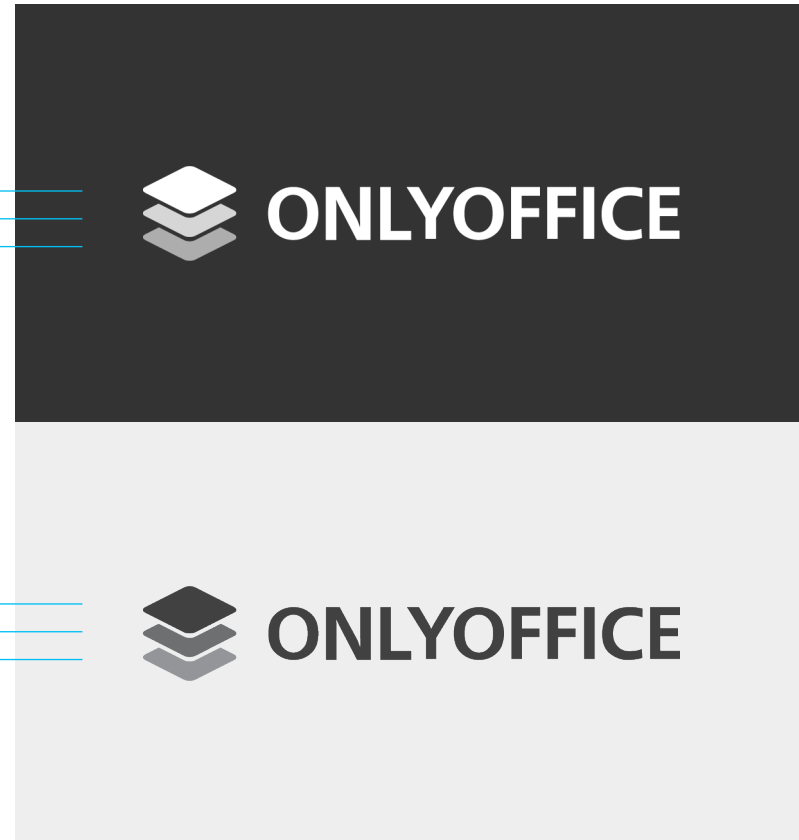
50%

Black

90%

70%

50%

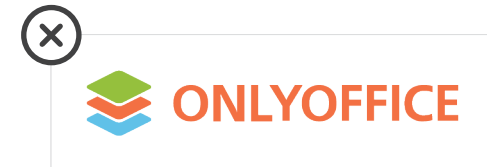


2.5 Brand logo. Logo colors.

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You can change the transparency of the logo and its elements, when necessary, unless the new setting negatively affects the recognition.

It is also possible to change the tint of the logo to fit the specific color palette if you are using a monochrome version.



2.6 Brand logo. Cropping and deformation.

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Cropping is possible unless it goes beyond the borders of the logo elements in any dimension.

You should not fully or partially deform the logo when the available dimensions do not fit within your design concept. You must use only the official variations of the logo and keep the integral elements intact. Do not use parts of the logos or customize their elements unless authorized.



3. Brand colors

3.1 Brand colors. Basic colors.

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The main colors of the ONLYOFFICE logo are the displayed shades of blue, green, and orange.

#5DC0E8
CMYK: 60.3.2.0
RGB: 93.192.232
Pantone 2985C

Blue

#95C038
CMYK: 50.5.100.0
RGB: 149.192.56
Pantone 368 C

Green

#FF6F3D
CMYK: 0.70.80.0
RGB: 255.111.61
Pantone 1645 C

Orange

#333333
CMYK: 0.0.0.90
RGB: 51.51.51
Pantone Neutral Black C

Dark Grey

3.2 Brand colors. Other available colors.

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We use diversified approach for visual communication throughout our own resources, however, we prefer to stick to five essential colors for mainline communication. We advise third parties who integrate our brand elements into their content, products, and marketing materials to stick to these colors.

#BBE9F9
CMYK: 25.0.0.0
RGB: 187.233.249
Pantone 115-3 C

Secondary Blue

#4F698E
CMYK: 75.55.25.5
RGB: 79.105.142
Pantone P 108-14 C

Muted Blue

#FF6F3D
CMYK: 0.70.80.0
RGB: 255.111.61
Pantone 1645 C

Accent Orange

#FFFFFF
CMYK: 0.0.0.0
RGB: 255.255.255
Pantone P 1-1 C

Filler White

#F9F9F9
CMYK: 0.0.0.3
RGB: 249.249.249
Pantone P 179-1 C

Filler Grey

#333333
CMYK: 0.0.0.90
RGB: 51.51.51
Pantone Neutral Black C

Main Grey

3.3 Brand colors. Alternative palette.

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For some purposes, such as social posts, you may use an alternative palette.

#FBFBF4
CMYK: 0.2.6.0
RGB: 255.255.244
Pantone P 1-9 C

Filler Beige

#FBD3BC
CMYK: 0.22.27.0
RGB: 251.211.188
Pantone P 30-2 C

Main Beige

#FF6F3D
CMYK: 0.70.80.0
RGB: 255.111.61
Pantone 1645 C

Accent Orange

#BBE9F9
CMYK: 25.0.0.0
RGB: 187.233.249
Pantone 115-3 C

Secondary Blue

4. Typography

We use the Open Sans font family for textual communication on our resources such as website and blog.

Headlines: **Open Sans Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Headlines (secondary): **Open Sans Semibold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Body copy: **Open Sans Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

We use the Montserrat font family for illustrations for articles and social media posts.

Headlines: **Montserrat Semibold**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Captions and body: Montserrat Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

5. Tone of Voice

Depending on the purpose, we use the following Tones of Voice in communications:

Social media: Friendly, Encouraging, Informative

Example: Jump to our Help Center to learn all about using this new feature!

Articles, newsletters: Informative, Neutral, Inspirational

Example: Find out more about the new feature in our Help Center.

Technical documentation and white papers: Formal, Informative, Professional

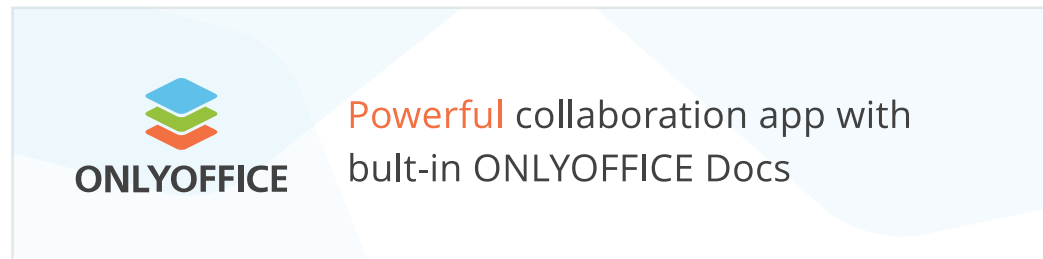
Example: The feature is described in more detail in the dedicated Help Center documentation.

6. Business and product branding

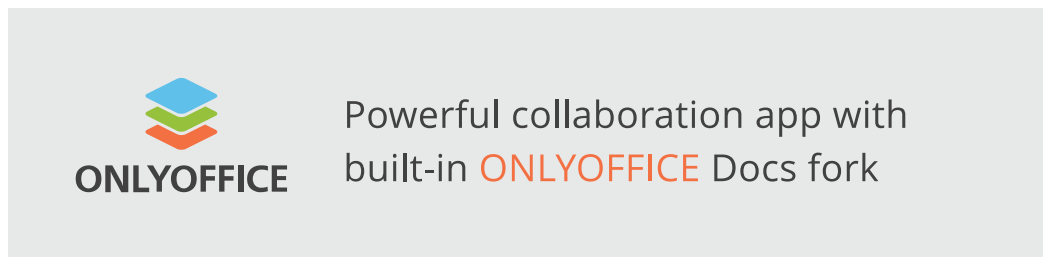
You are free to use ONLYOFFICE logos in your visual communications if ONLYOFFICE solutions are used in production of your solution or work with our API, or if your business is in partnership with ONLYOFFICE. Specific terms regarding product branding are described in the license for each ONLYOFFICE solution, or in the partner contract.

You cannot use our logo in any variation, partly or completely, in any communication related to your product or service if it doesn't have direct relationship with ONLYOFFICE or our official solutions.

Do:

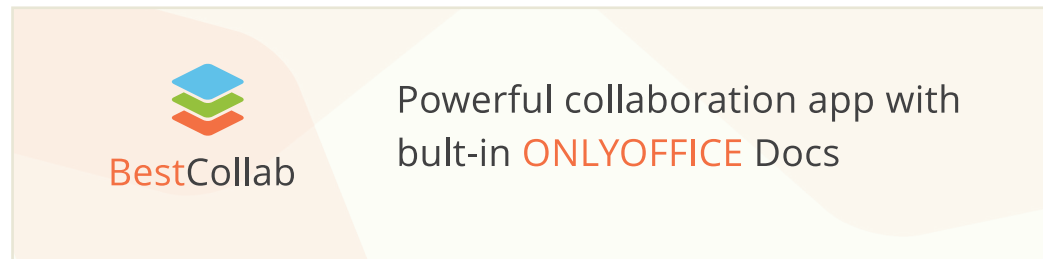


Don't:

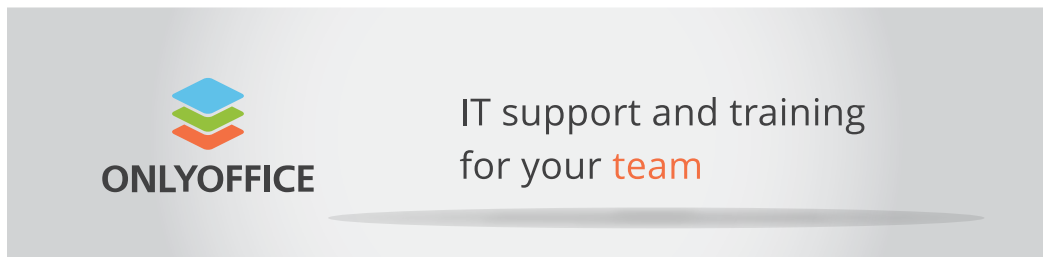


Manner of use of ONLYOFFICE logo should not be misleading. It cannot be visually dominate your own branding, replace it, or in any other way lead the audience to misunderstanding of origin and role of your business.

Don't:

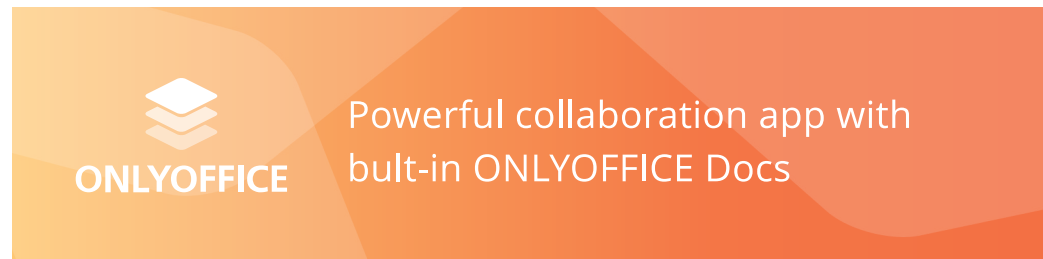


Don't:

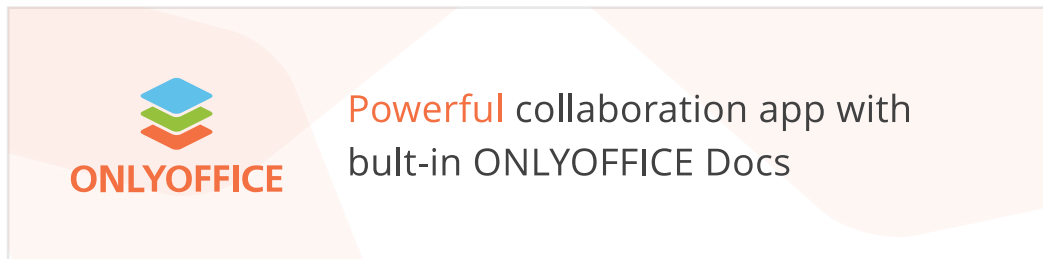


ONLYOFFICE logos should not be altered beyond the available official variations to be used in your communication.

Do:



Don't:



You must always retain the original stylization of ONLYOFFICE brand and product names when using them.

Do: ONLYOFFICE support and training for your team

Don't: OnlyOffice support and training for your team

Do: ONLYOFFICE Workspace support and training for your team

Don't: ONLYOFFICE Cloud support and training for your team

If you use ONLYOFFICE brand and product names within your communication, you must clearly state the role of ONLYOFFICE within your product or service.

Do:



Don't:



6.2 Business and product branding. Brand and product names.

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Do not use elements of ONLYOFFICE branding as a part of the name of your product unless the product's core function is interaction with ONLYOFFICE API (e.g. plugins or connectors).

Do:



Don't:



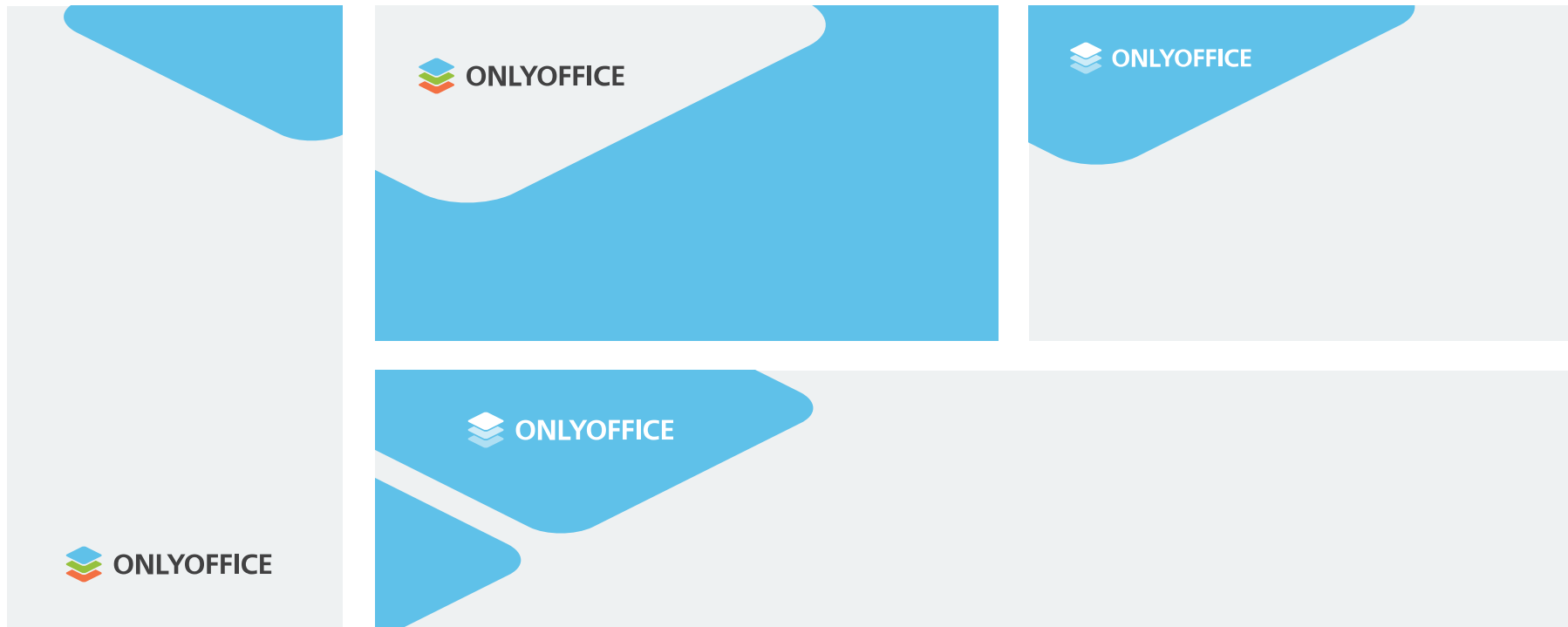
Do not imitate the names of ONLYOFFICE products in your product branding.

Don't:



7. Brand elements

The ONLYOFFICE logo is based on a rhombus with rounded corners. Whenever possible, diamond-shaped objects should be used and emphasized in advertising and business communications. Sharp corners should also be avoided. This style-forming element will keep the



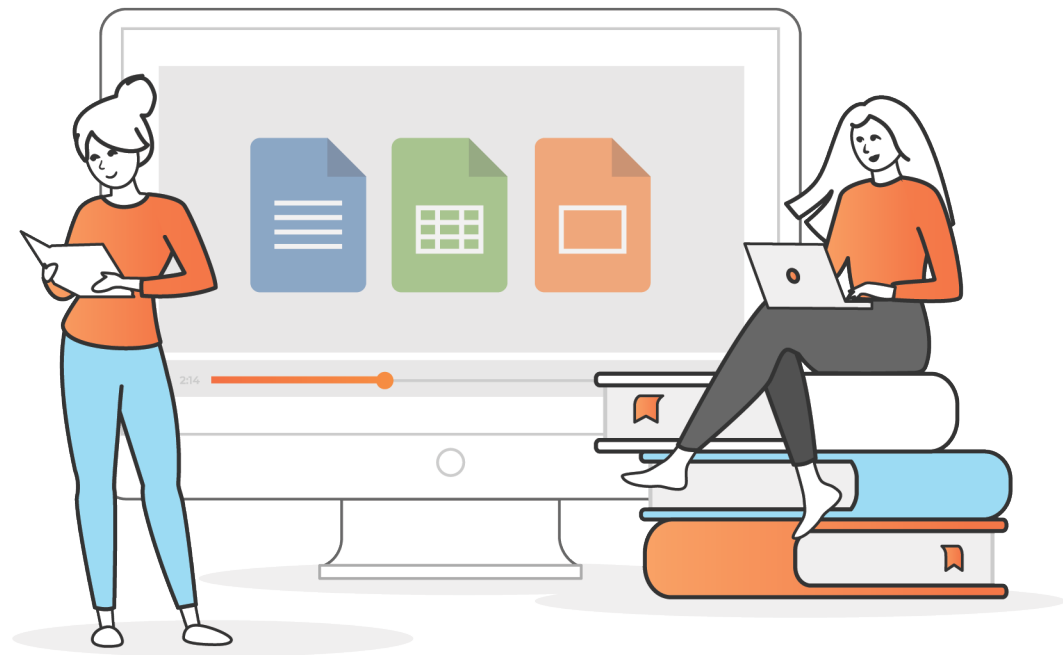
The main style-forming element of the ONLYOFFICE brand is rhombus graphics. By applying different transparency and arrangement of elements relative to each other, several variations of the pattern are obtained.

An additional style-forming element of the ONLYOFFICE brand is a wavy geometric pattern created on the basis of a rhombus.



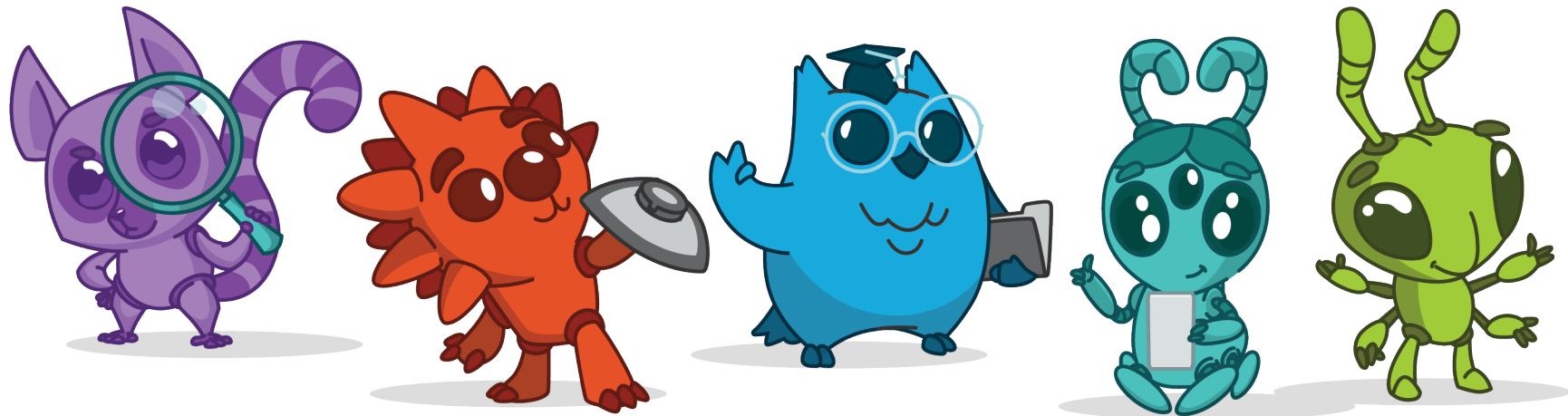
You should refrain from using photos and background images in any materials for decorative purposes. As decorative elements, it is recommended to use illustrations in provided brand colors against blank or minimalistic background.

Characters used in illustrations should express friendliness and openness. The content of the illustrations should clearly visualize the topics included in the illustrated materials.



The ONLYOFFICE brand incorporates brand characters (mascots) often used for marketing purposes. We encourage you to use the mascots in promotional materials and merchandise when applicable. You are free to adapt the character design for a particular plot.

Should you need ready images of mascots to use in your materials, please contact our team.





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onlyoffice.com

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