

# Visual Brand Guidelines



# Our Symbol

The OutSystems Ring has been our key brand element since 2010, back in the days of the Agile Platform. A perfect shape that represents a perfect system, but with space open for innovation.

It's our core visual element, the most recognizable symbol and it helps us communicate OutSystems with one single shape. It can be used as an icon or as a visual element depending on the application.

**It is our most important visual signifier as a brand, side by side with our Developer Studio for product.**



# How to apply

Our logo is at the forefront of our visual brand.

This means the OutSystems logo is the simplest way to identify our company, and should be used on company related assets whenever necessary, and relevant.

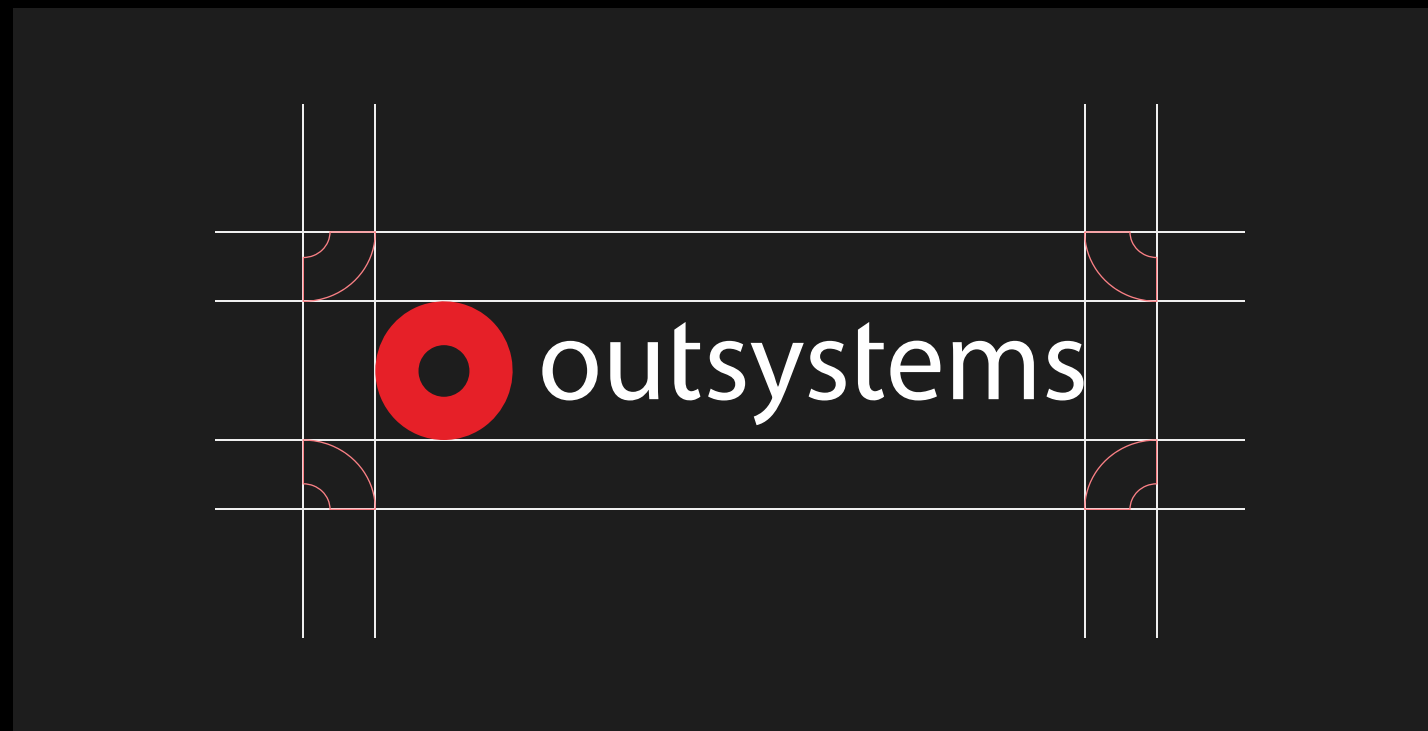
To correctly apply it we need to make sure we understand the use of it, be it through material, color or placement.



[Download logo files](#) 

# Ground rules

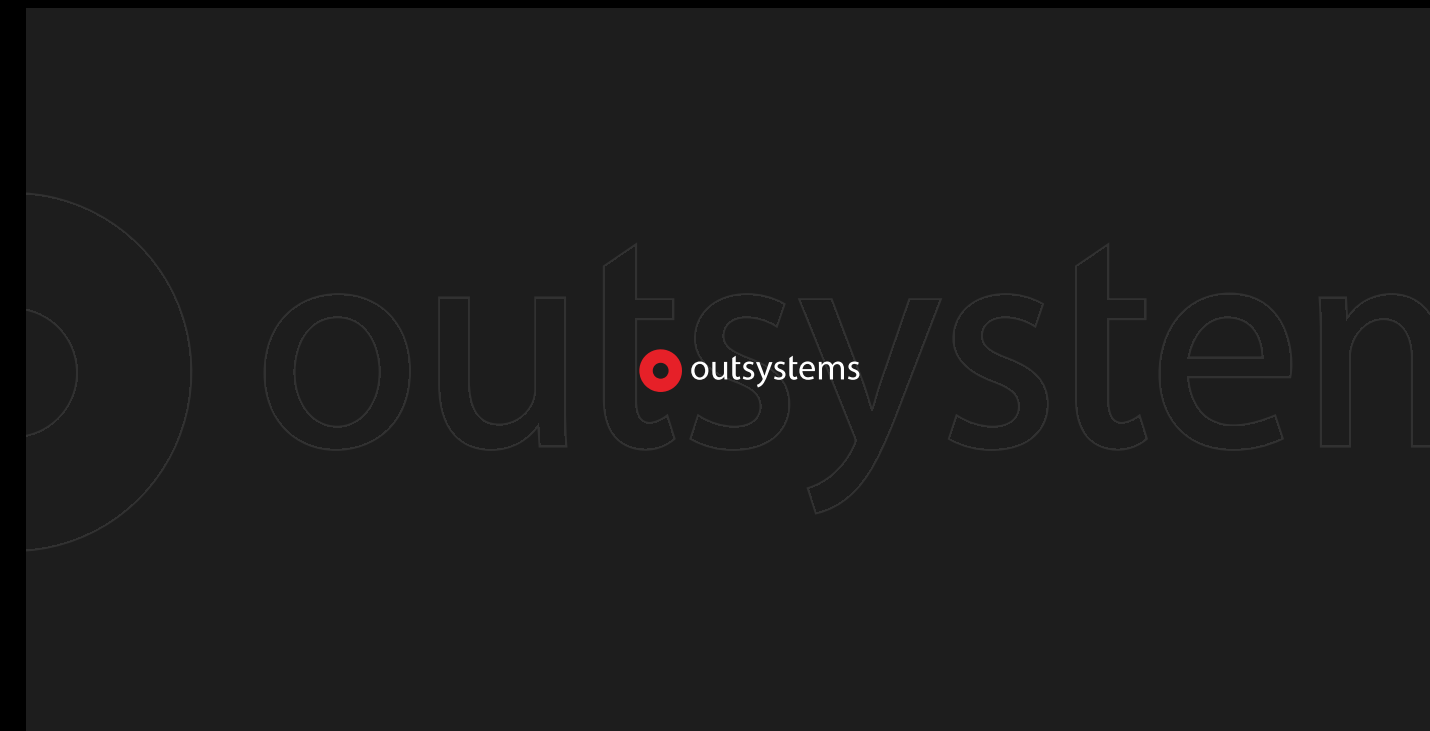
## Spacing



At any point, there should be a Minimum clear space around logo:

- 1/4 of the ring size.

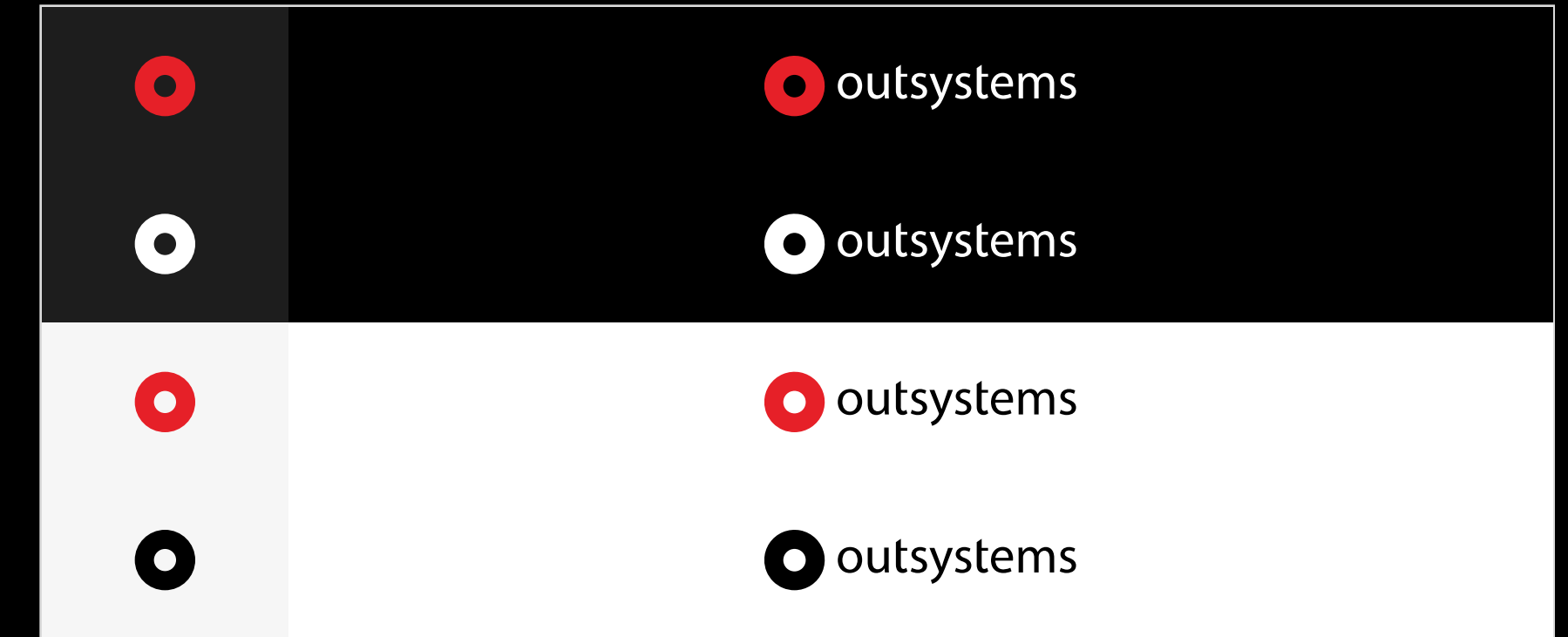
## Size



There's a minimum size required to apply our logo:

- For Digital: Ring height is 16px
- For Print: Ring height is 4 mm/0.15"

## Colors



There are specific colors codes used on our logo:

### Logo-Ring:

#E62028 RGB (230, 032, 040) CMYK (000, 100, 095, 000)

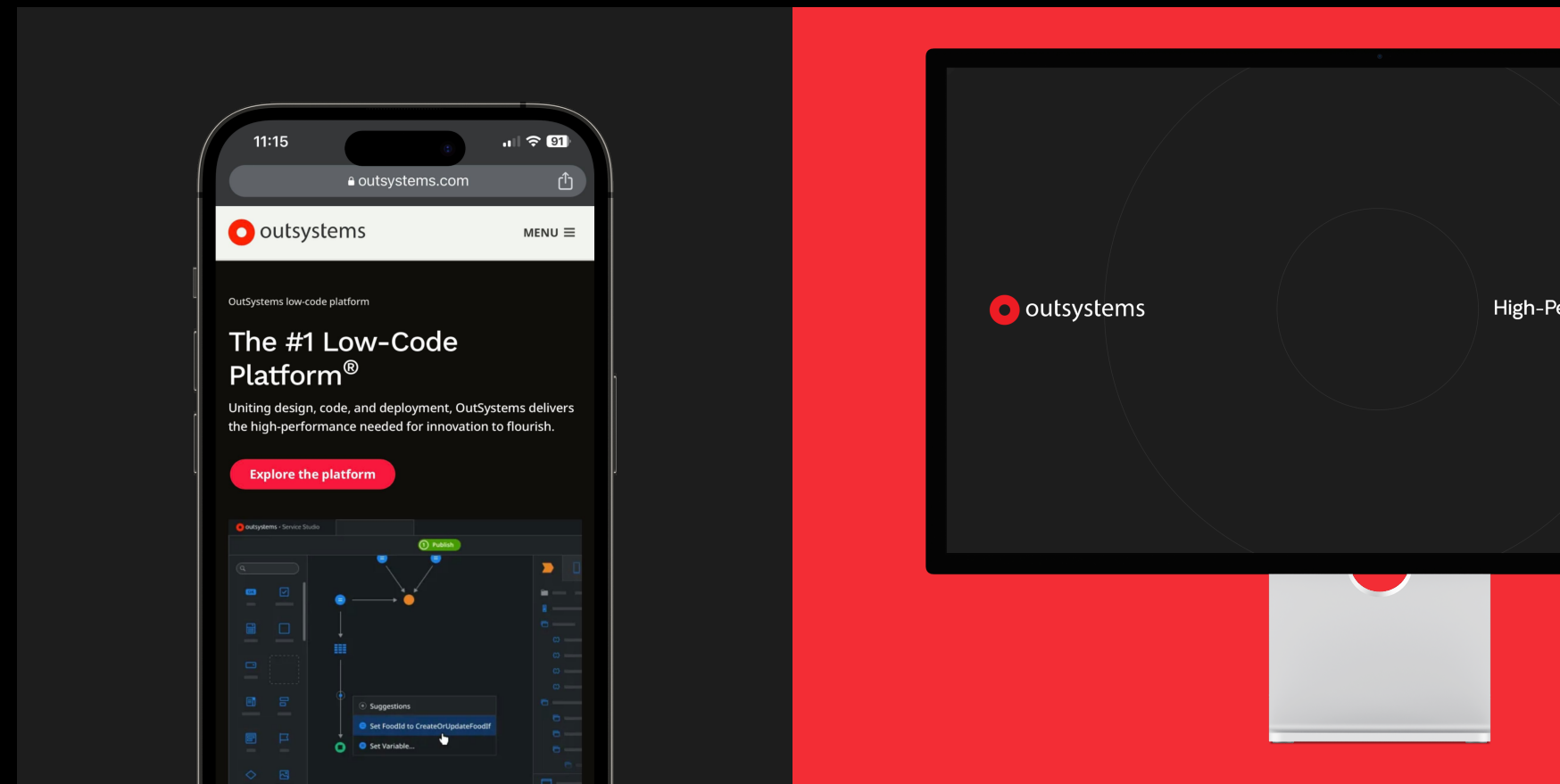
### Logo-Text:

Black or White #000000 or #FFFFFF



# Based on material

## On digital assets



When applying the logo in digital assets we want to use the files specifically developed for this mean, that use RGB colors so the brand is correctly translated on screens.

[Download screen ready logo files](#)

## On printed assets



When applying the logo in printed assets we want to use the files specifically developed for this mean, that use CMYK colors so the brand is correctly translated on paper, cloth, ...

[Download print ready logo files](#)

## Notes:

### RGB Color Model

An additive color model in which the red, green and blue primary colors of light are added together in various ways to reproduce a broad array of colors.

### CMYK color model

A subtractive color model, based on the CMY color model, used in color printing, and is also used to describe the printing process itself.

# Based on color

## On light backgrounds



On light backgrounds we apply the main logo with a red ring and black text.

This allows for both great contrast and presence of our core brand color.

Best version for digital [↗](#)

Best version for print [↗](#)

## On dark backgrounds



On dark backgrounds we apply the alternative logo with a red ring and white text.

This allows for both great contrast and presence of our core brand color.

Best version for digital [↗](#)

Best version for print [↗](#)

## Monochrome



Should only be used in 2 cases:

1- Lack of multicolor printing; 2- To benefit a visual brand (ex.: a logo wall, a laser engraved asset,...);

Best versions for digital [↗](#)

Best versions for print [↗](#)

# Based on placement

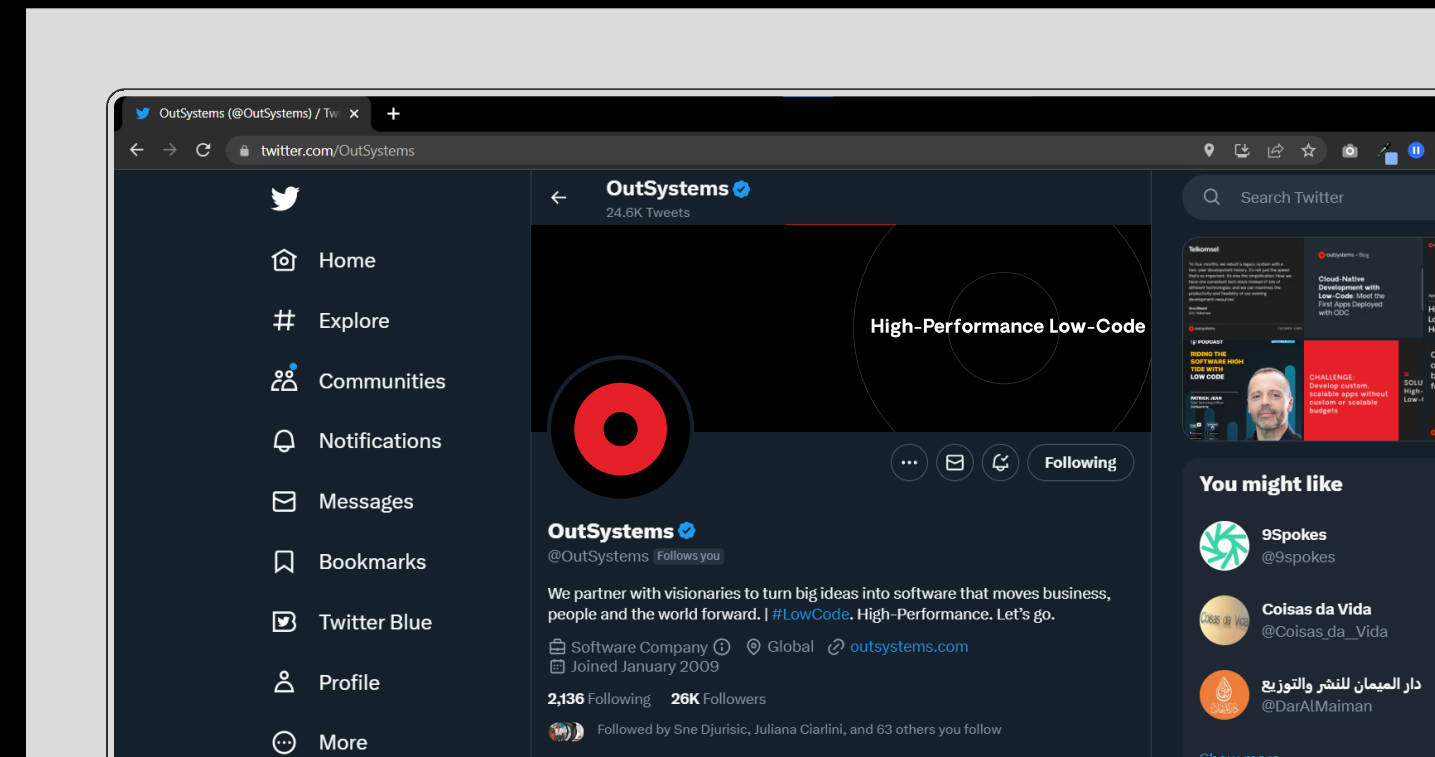
**Full logo for 80% of applications**



Most of the logo applications will be done using the full OutSystems logo. This means that most elements we produce with the OutSystems logo must have it complete.

Ex.: Slides, Website, eBooks,...

**Just ring when it makes sense...**



Only when either the size is too small or there's an alternative to have the name OutSystems written on the piece, can we then use the Ring by itself as a representation of OutSystems.

Ex.: Social Profiles, App Icons,...

**... & sometimes, ring is enough.**



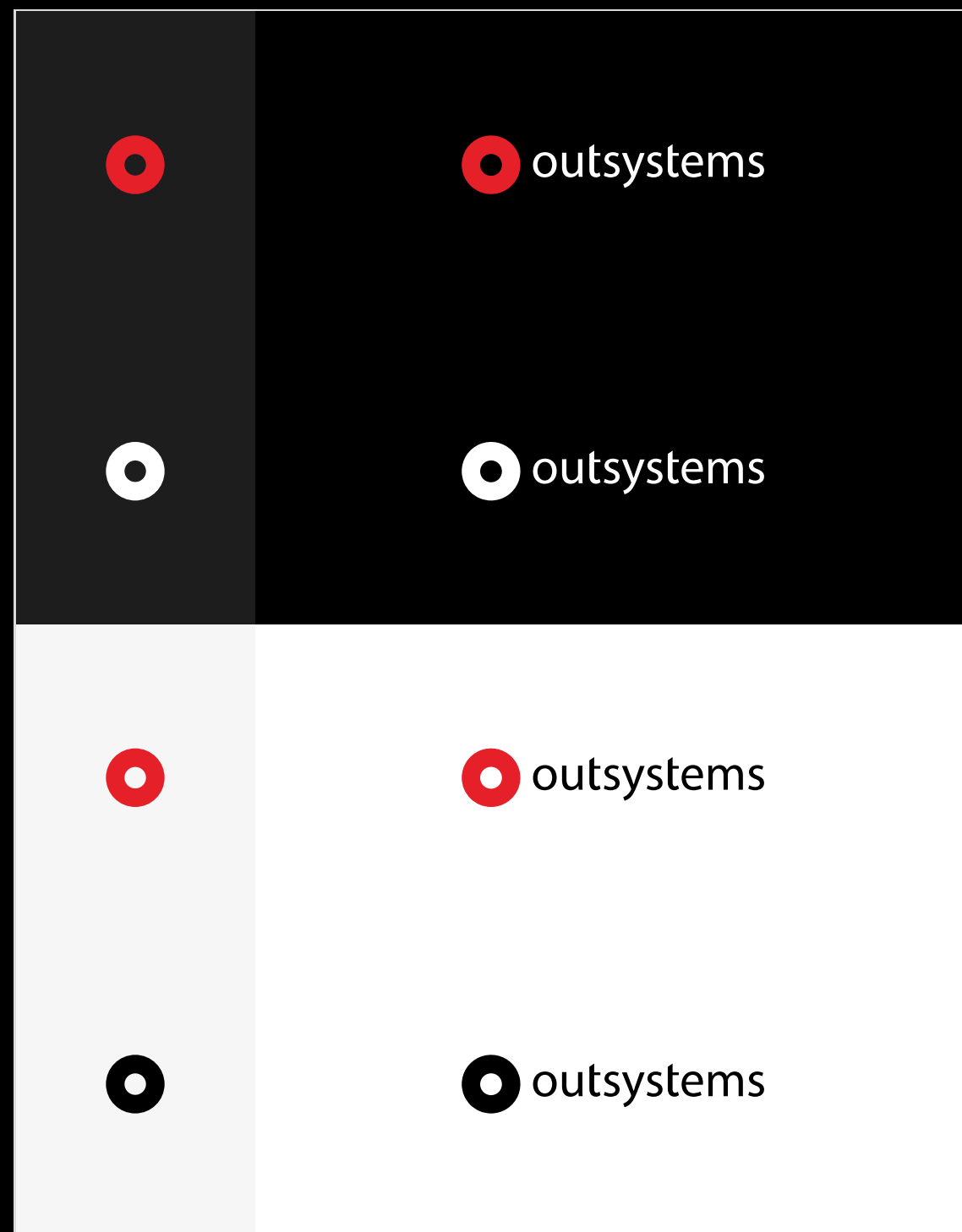
There are some exceptions to the rule as always, but those are reserved to special pieces.

You'll see it on work developed by the brand team like swag pieces that benefit from the use of the ring as a visual asset.

# The dos

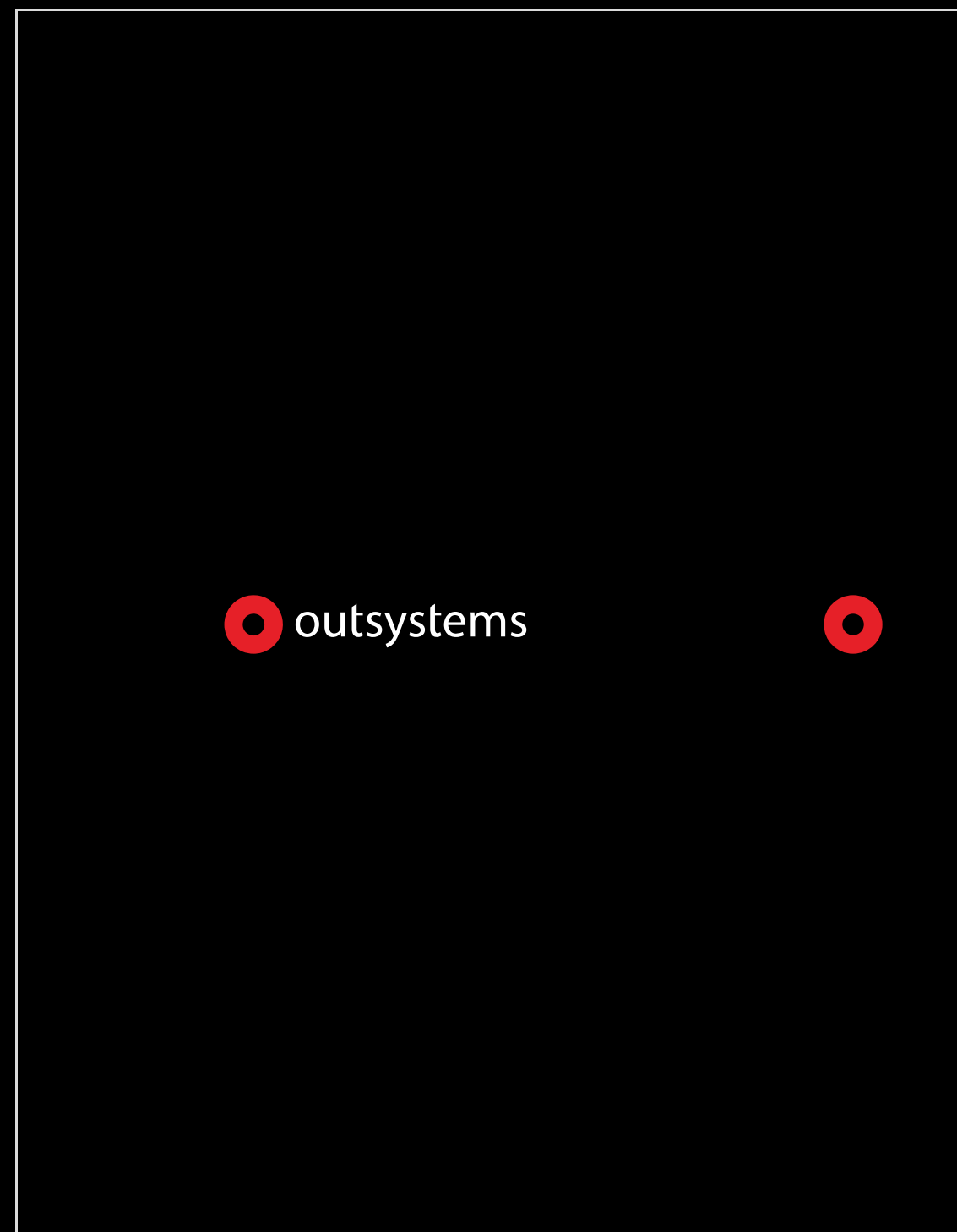
## Do

Use our logos as they're provided by the brand team



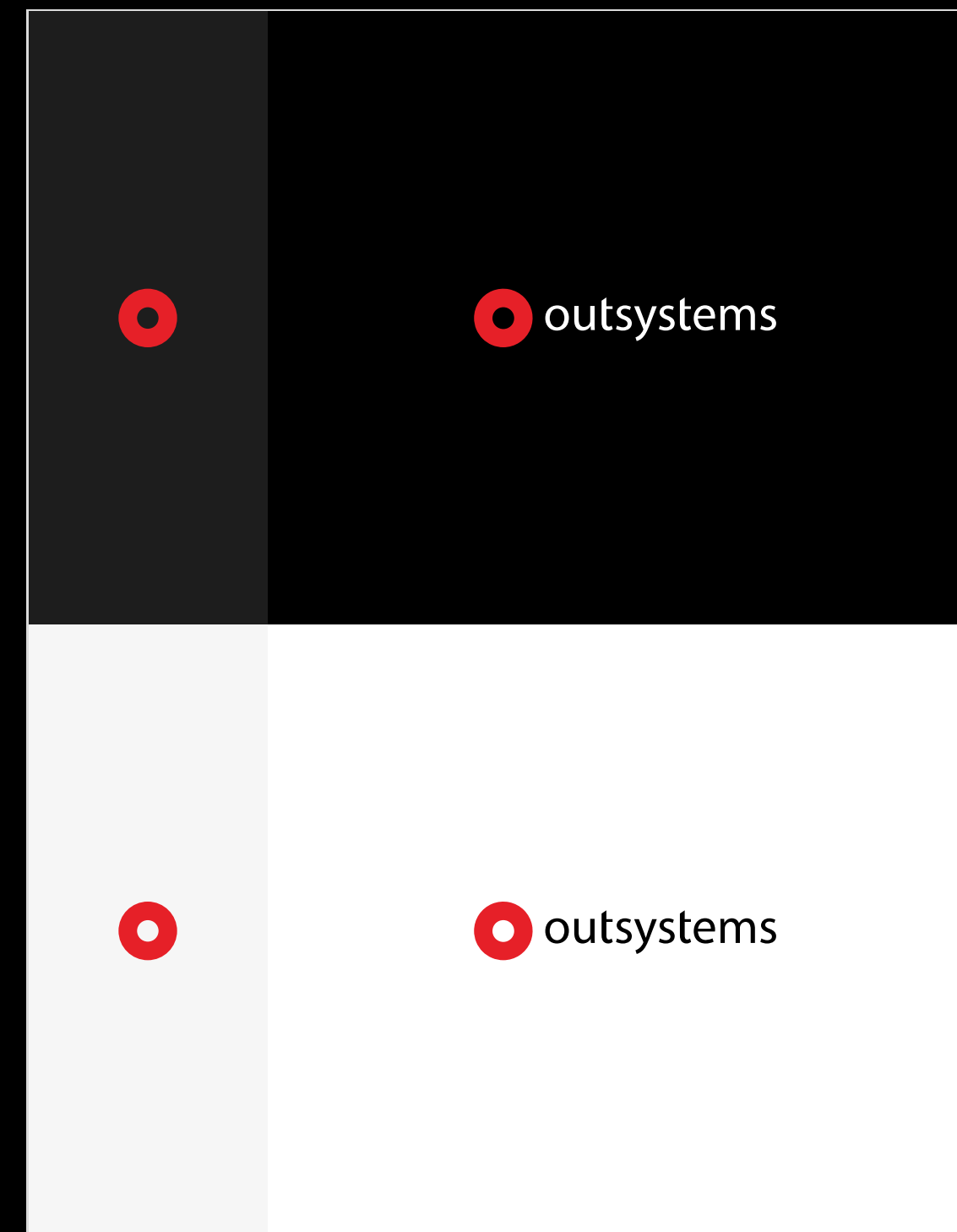
## Do

Use the logo by itself, and the ring by itself only when necessary



## Do

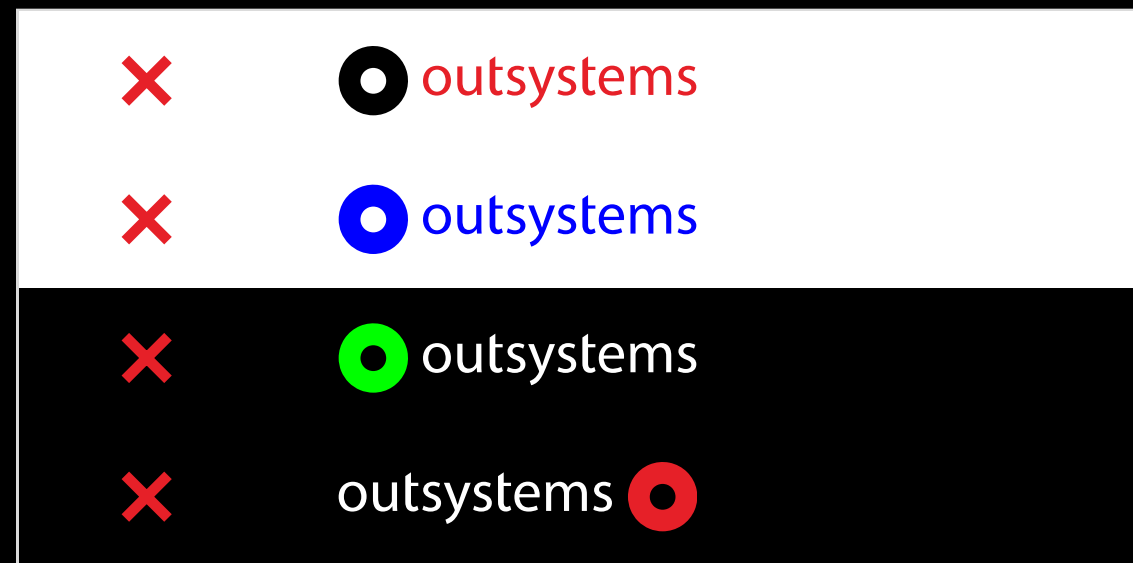
Use the correct logo or icon version for the designated background



# The don'ts

## Don't

Alter color/order of the elements.



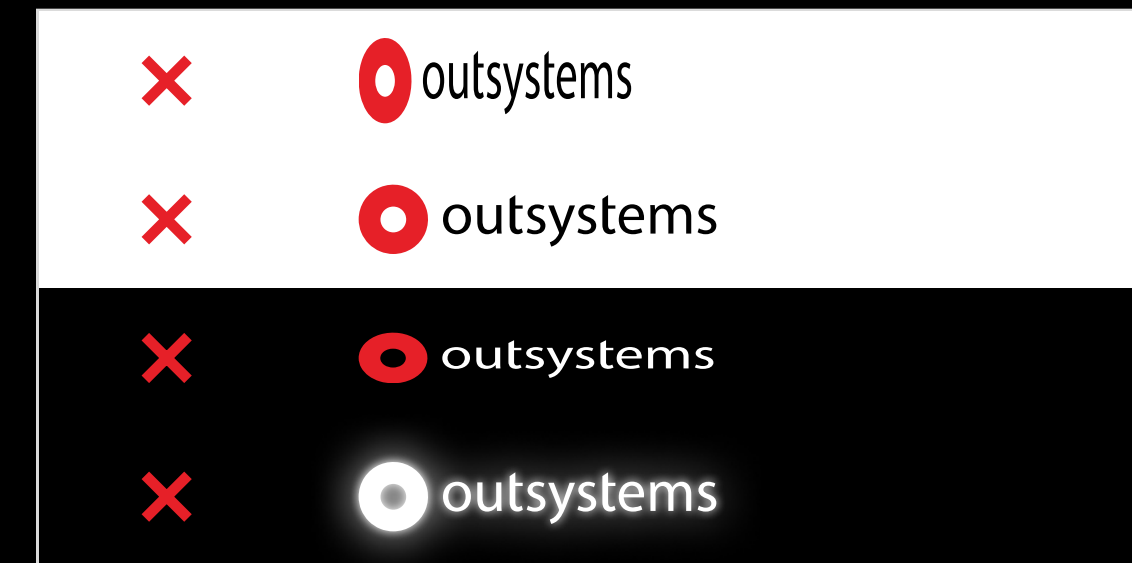
## Don't

Change shape/weight of elements



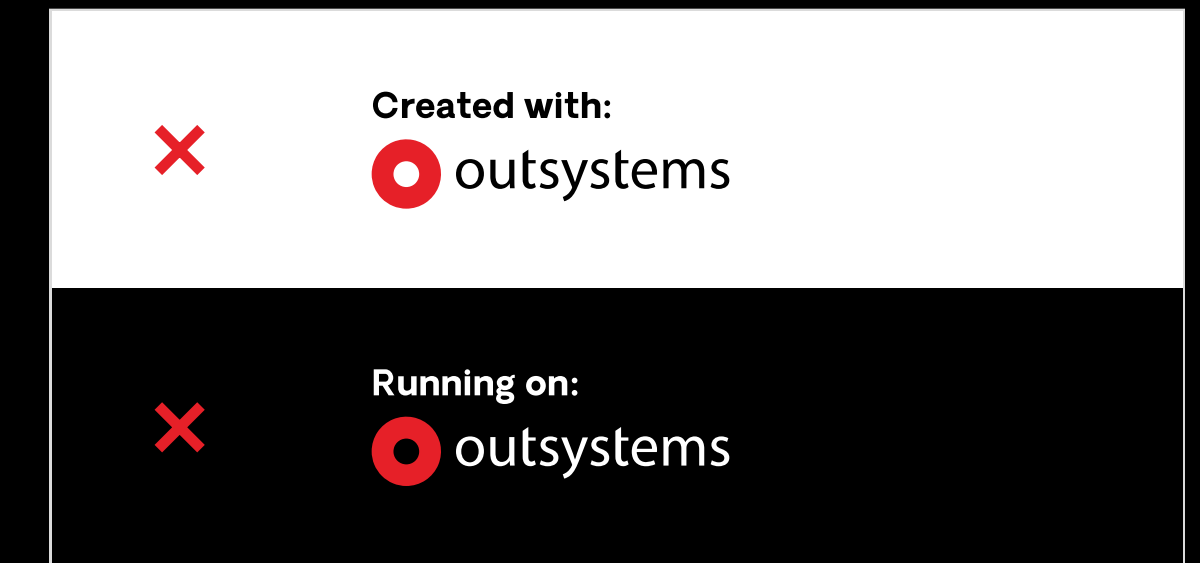
## Don't

Distort or add any effects



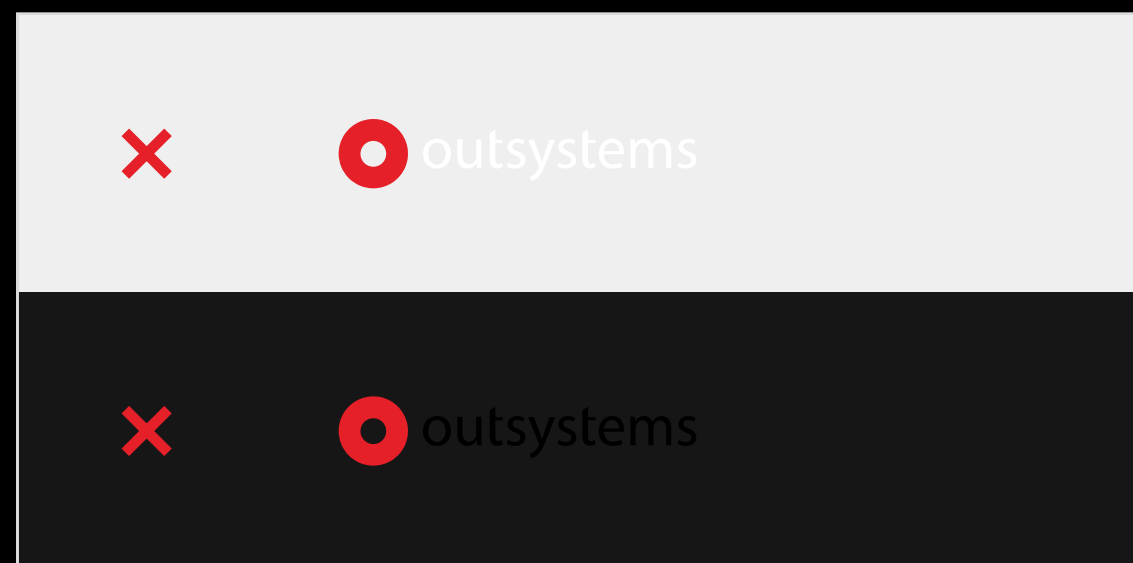
## Don't

Add any text labels unless approved



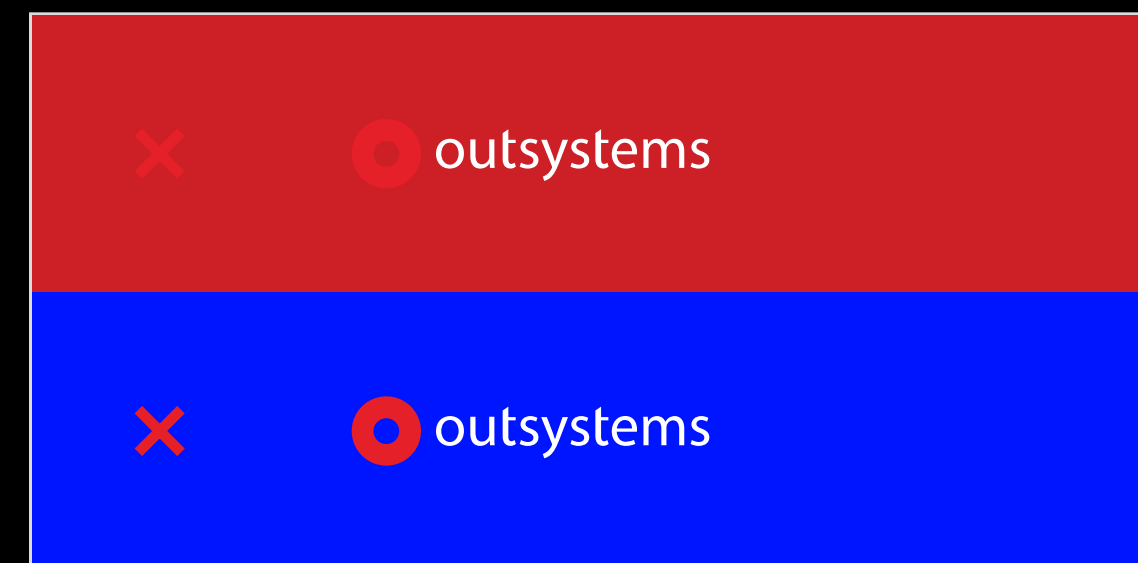
## Don't

Apply over color matching backgrounds



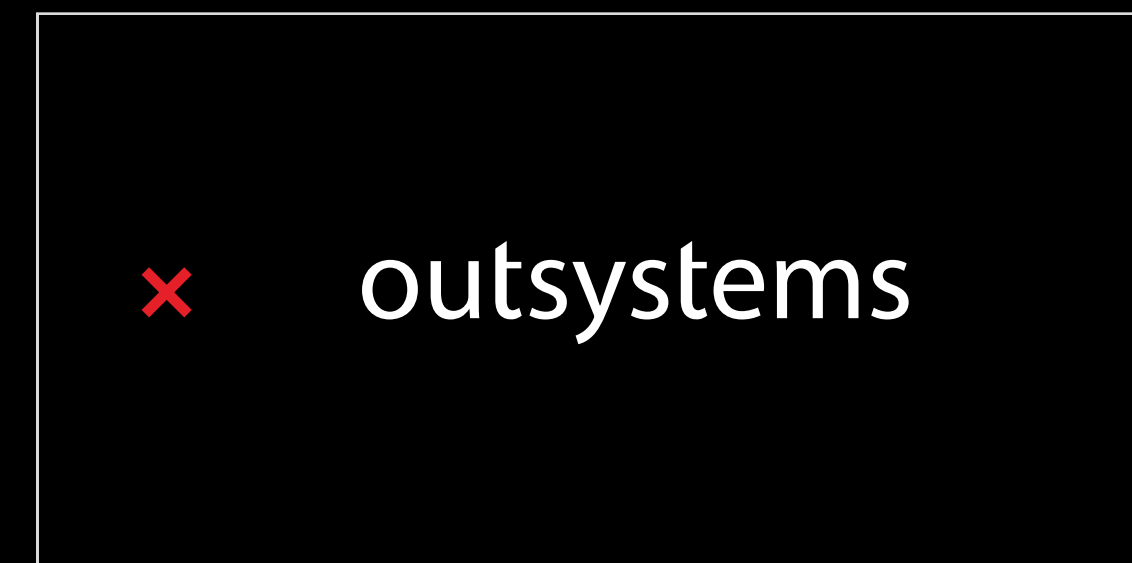
## Don't

Use colored logos over colored backgrounds



## Don't

Use the wordmark by itself



## Don't

Apply the ring on top of the company name





Brand systems/

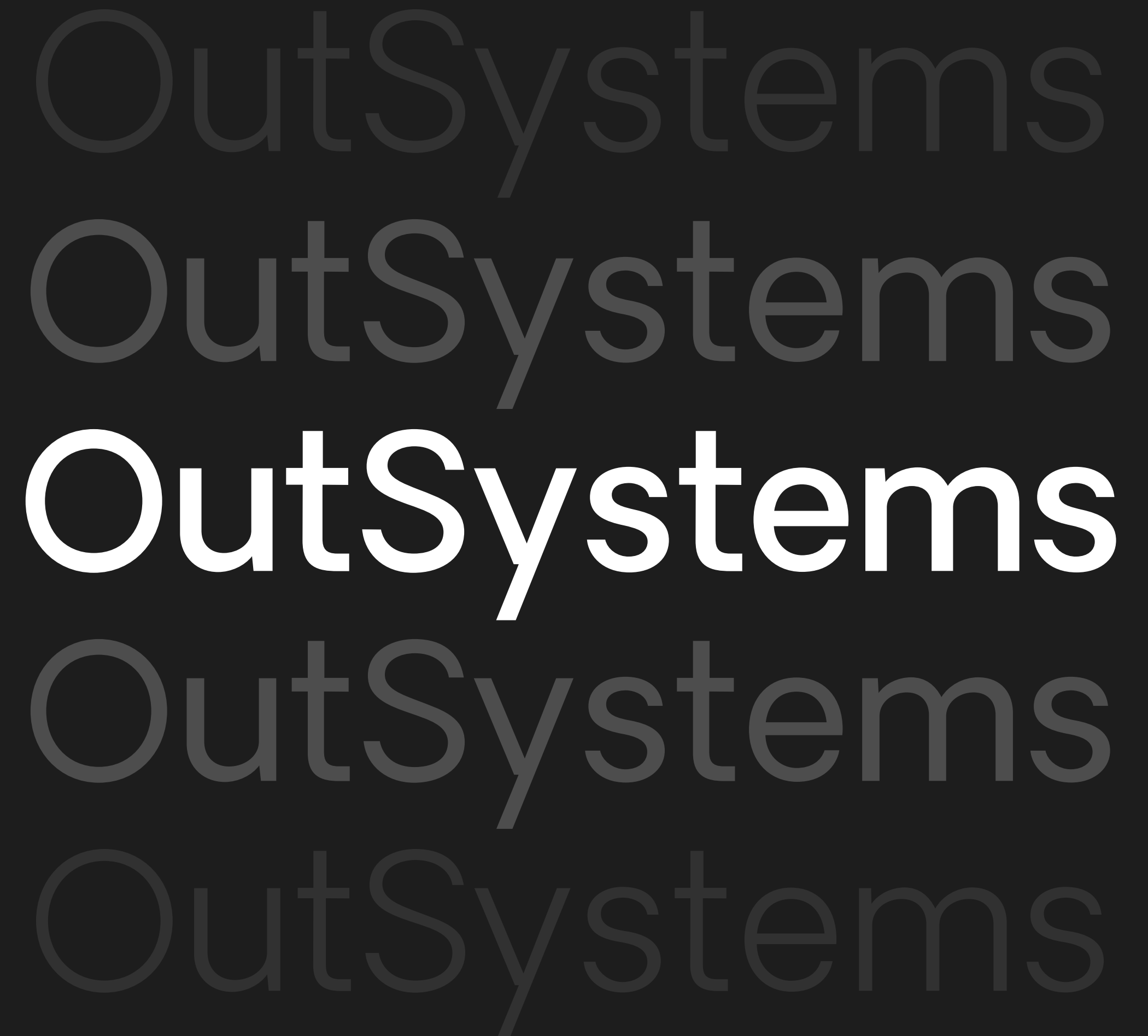
# Our name

OutSystems means outside the systems. When it was imagined as our company name it loosely translated into what we now call the cloud.

There's only one correct way to spell out our company name. **OutSystems.**

## Do not write our name as:

- Outsystems
- Out Systems
- outsystems (unless you're typing a web address like outsystems.com)



OutSystems  
OutSystems  
**OutSystems**  
OutSystems  
OutSystems

# Values, Voice, Visuals

The OutSystems Brand System is a collaboration of content (Voice) and its presentation (Visual), both guided by a set of pillars (Values).

The system is based around tokens that detail how a single concept is presented across different media. From there the system evolves into rules, guidelines, and templates.

Ultimately the system aims to:

Help the OutSystems workforce to feel enabled, united, and organized

— system guides, templates, tutorials

Help the OutSystems customers to feel knowledgeable, and empowered

— corporate website, eBooks, events

Make the industry feels inspired, and trusting

— analysts reports, customer reviews

## Notes:

### Brand values

The foundation of a brand's identity. Values guide behaviour and decision-making.

### Brand voice

All verbal expression, written or spoken. It defines the tone, and language style of the messaging.

### Brand visual

The graphical expression of the voice. It defines the visual elements that prospects, and customers will use to recognize the brand.

Brand system/

# Our values

## The OutSystems Brand is

### **Focused**

Communication guides the audience. The most important idea is always front and center, explained unambiguously.

### **Precise**

Content is created to be quickly and easily understood, and is efficiently presented, by removing the superfluous.

### **Connected**

OutSystems recognizes, and celebrates the people behind its success: the workforce, the partners, and the customers.

### **Optimistic**

Communication is imbued with a sense of possibility: OutSystems enables organizations to overcome any business challenge.

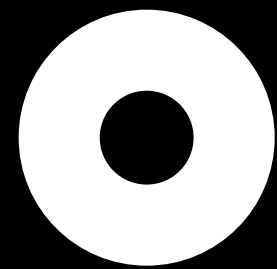


# Graphic core elements

Aa

Typography

Layouts are typography-driven.  
Written content is the most important element of any layout and should be treated as such.



Ring

The Optimistic shape.  
It is the most recognizable visual element of the brand.  
The Ring represents all brand promises.



Rectangle

The Precise shape.  
It is primarily used to define layout areas.  
The Rectangle can also be used as a graphic window.



Pill

The Focused shape.  
It is primarily used as a graphic window.  
The Pill can also be used to highlight content.



Line

The Connected shape.  
It is primarily used to create relationships between different sections of content on a layout.  
The Line can also be used to define layout areas.

# Typography

Layouts are driven by typography.

We want our designs to feel precise, and connected so we have a few rules for typography:

- We only use one font-family at all times.
- We should use as little text styles as possible.
- We should make sure text hierarchy is always clear.

Text styles quick guide:

Titles

Font-weight: Medium  
Sentence case

Title example

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Subtitles

Font-weight: Medium  
Sentence case

Subtitle example

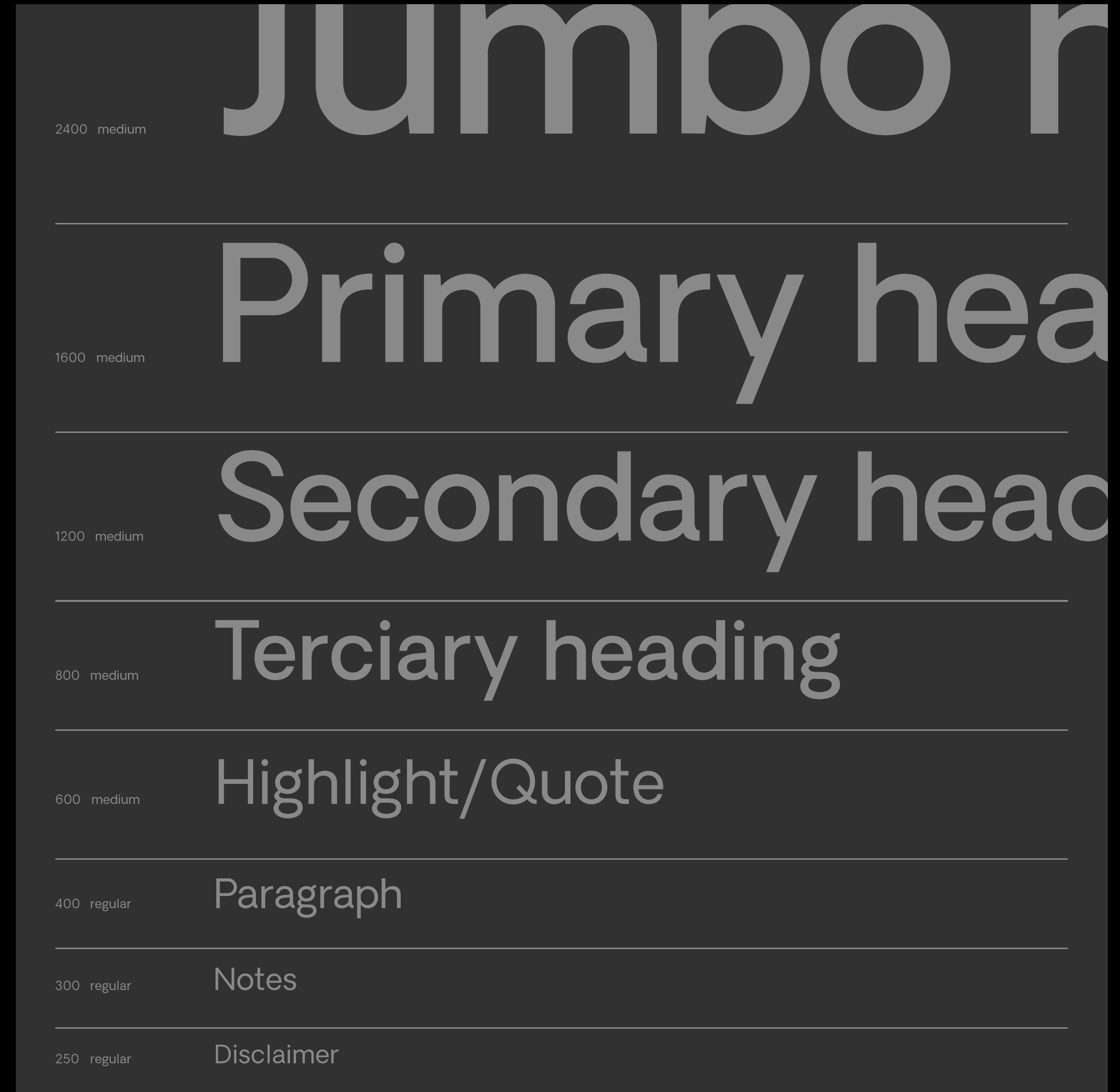
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Body

Font-weight: Regular  
Sentence case

Body copy example

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# Oakes Grotesk

Our official brand font is Oakes Grotesk.

For every instance outside of GSuite products, use Oakes Grotesk sentence-case.

This neo-grotesque style font that has the best features of a sans serif font, mixed with a somewhat irregular form. This gives us a modern yet natural appearance that, when matched with other brand elements makes our brand easily recognizable and ownable.

[Download Oakes Grotesk](#) 



# Alternatives

## Google Suite alternative - DM Sans

Low-Code Morpheus AI Security NEO Devs Fast  
Experience Scalable MVP Architect

Due to a technical limitation, on all GSuite products we don't have access to the Oakes Grotesk font.

All templates and default systems from GSuite come pre-loaded with DM Sans, the alternative font we chose to work on GSuite Products and maintain a similar look and feel to Oakes Grotesk. This way you don't have to select any font by hand, everything is taken care for you.

## Non-latin alternative - Noto Sans

Low-Code モーフィアス AI 安全 NEO 安全 速い 開発者  
スケーラブル MVP 建築家 テクノロジー

For non-latin languages like Japanese, we use a backup font called Noto Sans. This font has support for virtually any language and/or alphabet on the planet and it allows us to have a standardized brand application

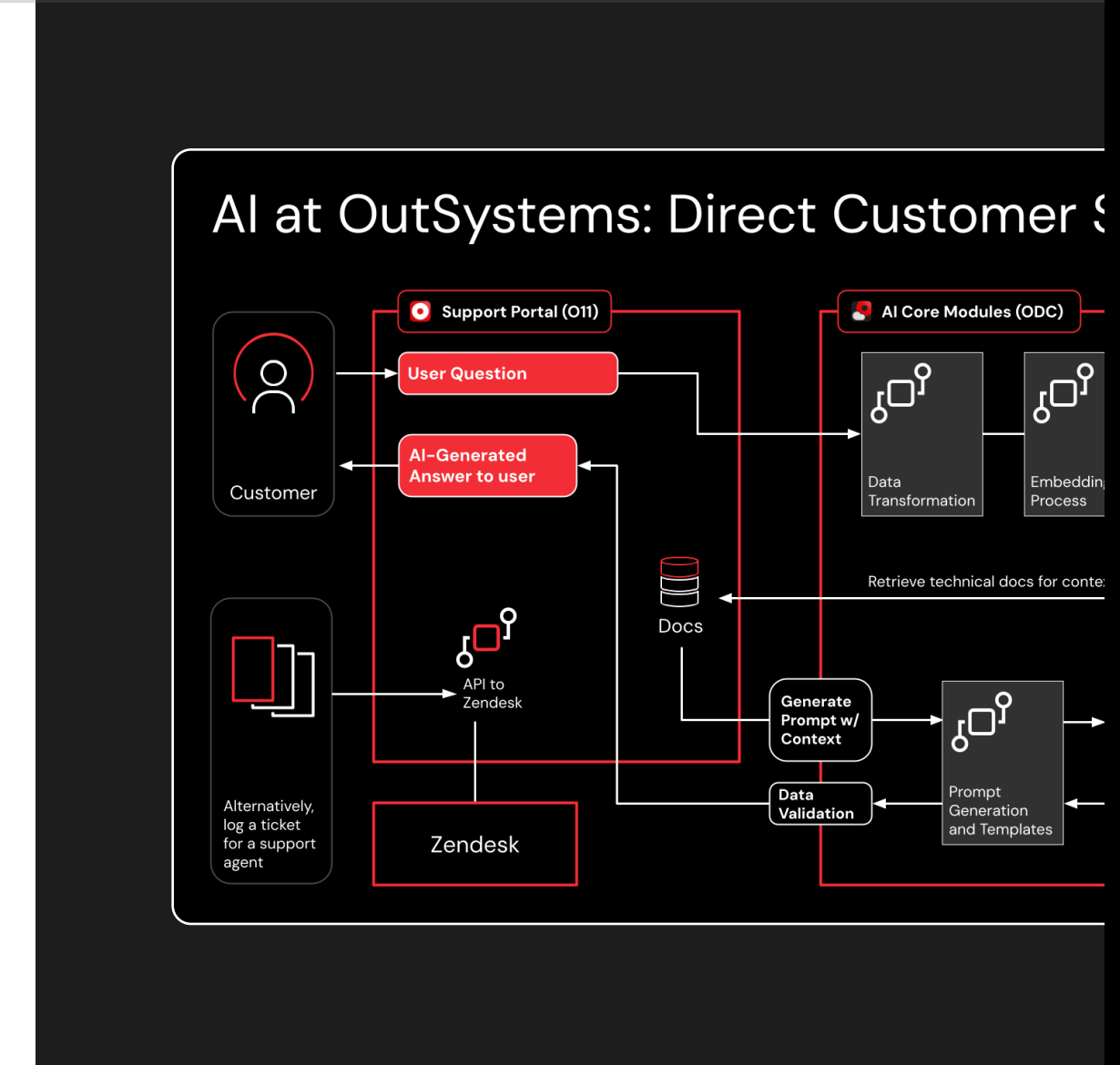
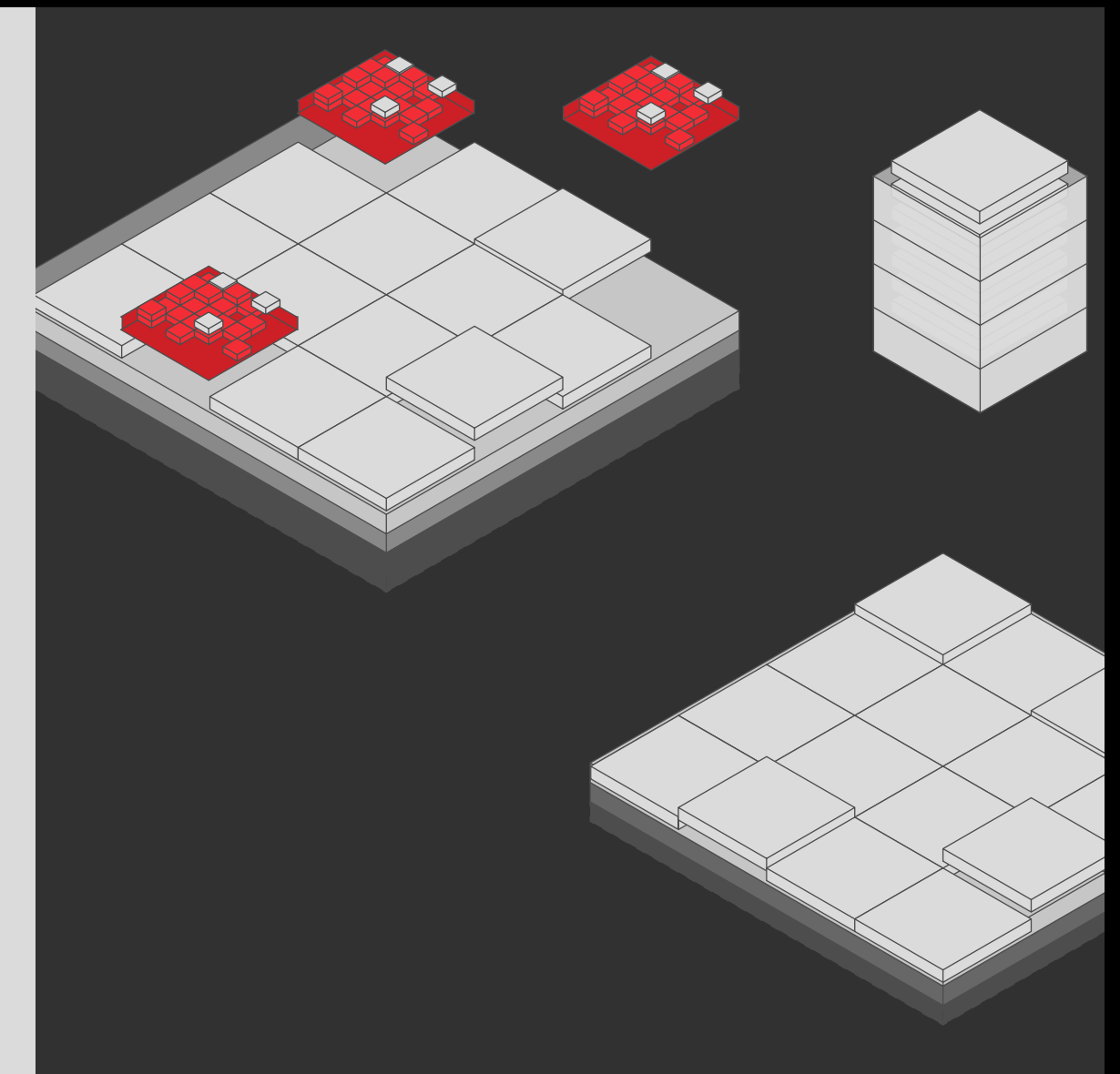
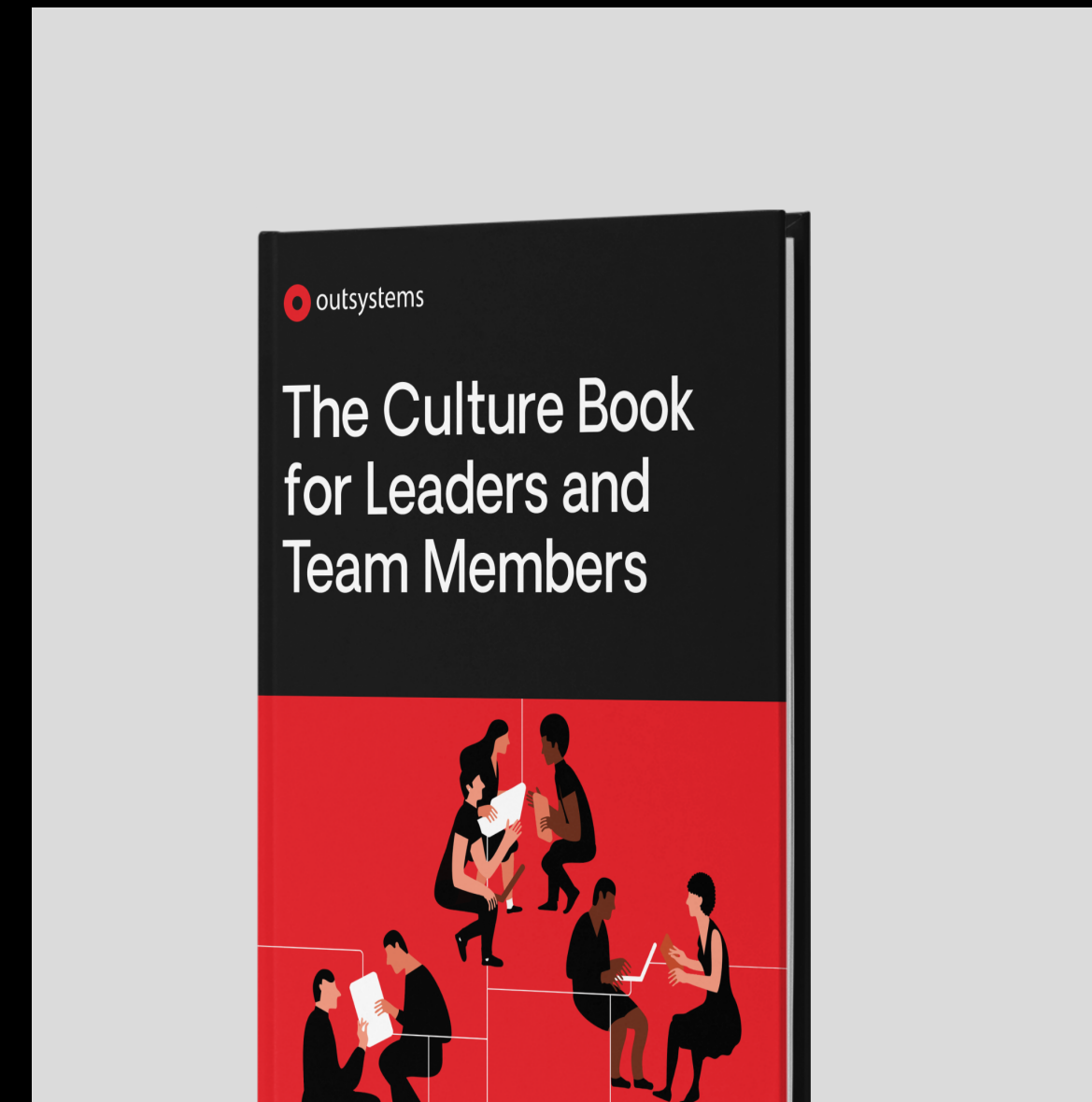
[Download Noto Sans JP \(for Japanese\) ↗](#)

# Color

When applying color, we defined our brand colors to be as clean and simple as our layouts.

80% of the color application should be clean, neutral tones with dark backgrounds and light text, and the remaining 20% should be intentional application of colored tones or good branded visuals. By default our brand tones are red, but we do reserve space for special brand applications w/ more colors, only when necessary.

For internal documentation, and print, we also use light backgrounds for simplicity, and distinction. It also helps with our carbon footprint as we reduce the amount of ink on documents.



# Primary

## Red

Historically, red has been the primary brand color of OutSystems and will continue to be.

This will retain existing brand equity while also distinguishing OutSystems from its main competitors who use cooler hues of color, like blue and purple

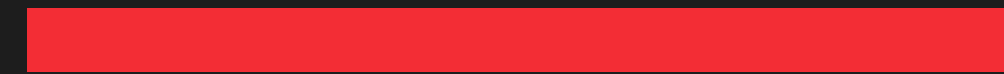
All developed templates come pre-loaded with the correct color codes by theme.

### Dark Theme



#### light-red

#F98085 RGB (249, 128, 133)  
CMYK (000, 060, 034, 000)



#### main-red

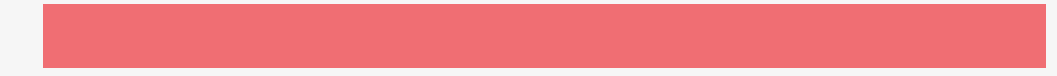
#F32D35 RGB (243, 045, 053)  
CMYK (000, 095, 085, 000)



#### dark-red

#A81D22 RGB (168, 029, 034)  
CMYK (024, 100, 100, 025)

### Light Theme



#### light-red

#F06E73 RGB (240, 110, 115)  
CMYK (0, 60, 34, 0)



#### main-red

#E62028 RGB (230, 032, 040)  
CMYK (000, 100, 095, 000)



#### dark-red

#A1161B RGB (161, 022, 027)  
CMYK (024, 100, 100, 025)

# Secondary

## Neutral Tones

To create a strong visual impact, the primary color will solely be paired with neutral tones.

Red color accents will be used strategically to emphasize key elements and direct Focus. The color palette was reduced to better convey a sense of Precision.

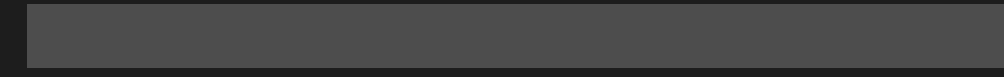
All developed templates come pre-loaded with the correct color codes by theme.

### Dark Theme



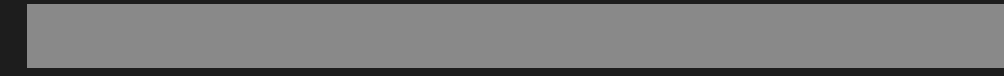
#### black

#000000 RGB (000, 000, 000)  
CMYK (000, 000, 000, 100)



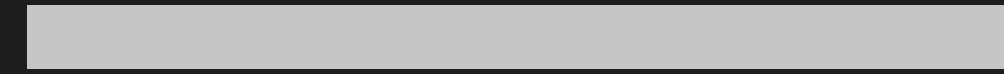
#### dark-grey

#4D4D4D RGB (077, 077, 077)  
CMYK (000, 000, 000, 085)



#### grey

#898989 RGB (137, 137, 137)  
CMYK (000, 000, 000, 060)



#### light-grey

#C6C6C6 RGB (198, 198, 198)  
CMYK (000, 000, 000, 030)



#### white

#FFFFFF RGB (256, 256, 256)  
CMYK (000, 000, 000, 000)

### Light Theme



#### black

#000000 RGB (000, 000, 000)  
CMYK (000, 000, 000, 100)



#### dark-grey

#454545 RGB (069, 069, 069)  
CMYK (000, 000, 000, 085)



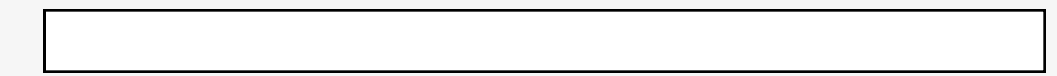
#### grey

#898989 RGB (137, 137, 137)  
CMYK (000, 000, 000, 060)



#### light-grey

#C6C6C6 RGB (198, 198, 198)  
CMYK (000, 000, 000, 030)



#### white

#FFFFFF RGB (256, 256, 256)  
CMYK (000, 000, 000, 000)



# Need more help?

Let us know. Email the Creatives team:  
[marketing@outsystems.com](mailto:marketing@outsystems.com)

