INTRODUCTION

THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent ODYSSEY’s corporate identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

The ODYSSEY brand, including the logo, name, colors and identifying elements, are valuable company assets.

Please consult the following guidelines to prevent any unauthorized or incorrect use of the ODYSSEY name and marks.

These guidelines reflect ODYSSEY’s commitment to quality, consistency and style.
OUR BRAND STORY.

ODYSSEY, AN EPIC JOURNEY WHERE EVERYONE DISCOVERS THE FUTURE BY ACTUALLY BUILDING IT.

Complex 21st-century challenges faced by humanity today cannot be solved by any single organisation alone. They can be solved only by interconnected collaborative ecosystems, where everyone is enabled to contribute to a successful outcome as effectively as possible.

Odyssey is where this happens. It’s where a unique global ecosystem comes together to turn complex challenges into solutions. We are here to discover the future by actually building it. Ourselves.

Ever since the ancient novel, the word Odyssey has meant the ultimate epic journey. For us, it’s the journey that more and more people are taking to create alternative systems to organise society in a more collaborative and enabling way.

These people know the status quo will not last much longer and have started searching for new ways of thinking and doing things to move forward.

Despite not knowing what’s ahead, these modern heroes venture on.

Once the people are on this journey, they never quit or go back. It’s a personal, entrepreneurial quest, where the outcome depends as much on your own actions as on the way you cooperate with others. Just like Odysseus, you will encounter other characters along the way. They will become part of your story too. This journey to new breakthroughs might take you really far out of your comfort zone and away from the familiar. But fear not, because we will provide you with guidance and direction. Hence, the symbol: the compass with a moving needle.

The compass won’t lead you to a place already discovered by other voyagers and maybe not even to existing places. It will help you determine where to create your own new place.

Onward, Odysseus.
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Our Logo is the key building block of our identity, the primary visual element that identifies us.

The complete logo is a combination of the symbol itself and our company name—they have a fixed relationship that should never be changed in any way.
THE CORPORATE LOGO

THE FULL LOGOTYPE

The Odyssey Masterbrand or Corporate Logo comprises two elements: the Logo Symbol and Logo Type.

1) Logo Symbol
The Logo Symbol of Odyssey is a compass, with the diagonal strike-through as a moving needle. The compass is the ultimate symbol of an adventure and has a strong relationship with the Odyssey name.

2) Logo Type
The Logo Type has been carefully chosen for its modern yet refined, highly legible style, which has been further enhanced by the use of upper case letters. The typeface Modified Azo Sans Bold compliments and balances perfectly the Logo Symbol.

Colors
The corporate logo is presented through the use of color as well as shape and form.

The two corporate colors are Black and White, which are particularly strong in their combination: modern - classic - timeless.

The colors have been selected according to international standards and are easily implemented.

LOGO DARK VERSION

LOGO LIGHT VERSION

The general Logo
The main logo is the dark logo used on white or colored background. For darker backgrounds you will find an alternative below.

Odyssey does not permit substituting the Logo Symbol in its Corporate Logo with a letter O.

2) The Logo Dark Version
will be used on the light background.

3) The Logo Light Version
will be used on the dark background.

Recommended formats are:

Attention:
Use of any stylized, animated, hand drawn or other versions of a unofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with Odyssey.org if you have any questions or need further help.
LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark of the symbol itself and our company name—they have a fixed relationship that should never be changed in any way.

**LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION**

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### CLEARSPACE

**Logo Symbol**

**Full Logo**

**Definition**

- Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

**Computation**

- To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2).
**APPLICATION ON A BACKGROUND**

*Remember:* Always ensure that the logo is readable when used over a photo or any background. There should always be adequate contrast.

<table>
<thead>
<tr>
<th>LOGO A</th>
<th>LOGO B</th>
<th>LOGO C</th>
<th>LOGO D</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black Version</td>
<td>White Version</td>
<td>Colored Background Version</td>
<td>Colored Version</td>
</tr>
</tbody>
</table>

**MINIMUM LOGO SIZES**

<table>
<thead>
<tr>
<th>Full Logo</th>
<th>Logo Symbol</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum Size: 20mm x 3.33 mm</td>
<td>Minimum Size: 5 mm x 5 mm</td>
</tr>
</tbody>
</table>
ICON
Odyssey style v.1.0

A stylized compass with the strikethrough as its moving needle.
Like wineglasses—which we don’t appreciate as much as the wine that they contain—the printed letter is at the service of the text and the reader; the design of each typeface can improve, moderate and even complicate in the most unexpected way the experience of reading.

<table>
<thead>
<tr>
<th>The Corporate Fonts</th>
<th>Montserrat</th>
<th>Source Sans Pro</th>
</tr>
</thead>
</table>

There are two corporate fonts used by ODYSSEY: Montserrat and Source Sans Pro, both of which are openly available to everyone.
THE CORPORATE FONTS AND TYPOGRAPHY

THE FONT

The old posters and signs in the traditional Montserrat neighborhood of Buenos Aires inspired Julieta Ulanovsky to design this typeface and rescue the beauty of urban typography that emerged in the first half of the twentieth century. Ulanovsky’s goal is to rescue what is in Montserrat and set it free, under a free, libre and open source license, the SIL Open Font License.

PRIMARY FONT
MONTSERRAT

DESIGNER:
JULIETA ULANOVSKY

MONT SERRAT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9

Special Characters

! "$ % & / ( ) = ? ` ; : _ \ | | {} \  \ í ' « \ € © † Ω " / φ π ± ' æ oe @ Δ ° © f θ , å ¥ ÷ ç
THE CORPORATE FONTS AND TYPOGRAPHY

THE FONT

Source Sans Pro is a sans serif typeface created by Paul D. Hunt for Adobe Systems. It is the first open source font family from Adobe, distributed under the SIL Open Font License. The typeface is inspired by the forms of the American Type Founders’ gothics by Morris Fuller Benton with both a larger x-height and character width. It is available in six weights in upright and italic styles.

SECONDARY FONT
SOURCE SANS PRO

DESIGNER:
PAUL D. HUNT

SOURCE SANS PRO

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TYPE EXAMPLES
SOURCE SANS PRO

Figures

01234567890

Special Characters

! “ § $ % & / ( ) = ? ` ; : i “ ¶ ¥ [ ] | { } ≠ ÷ ‘ « Σ € ® † Ω ° / φ π • ± ′ æ œ @ Δ ° © f ø , å ¥ ≈ ç
Typographic hierarchy presents lettering so that the most relevant words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements.

There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for Odyssey layouts.
Your Epic Journey
- Source Sans Pro Regular
  6 pt Type / 9 pt Leading

Your Epic Journey
- Source Sans Pro Regular
  8 pt Type / 11 pt Leading

YOUR EPIC JOURNEY
- Montserrat Regular - Capital Letters
  10 pt Type / 10 pt Leading

YOUR EPIC JOURNEY
- Montserrat Bold - Capital Letters
  16 pt Type / 16 pt Leading

YOUR EPIC JOURNEY
- Montserrat Bold - Capital Letters
  34 pt Type / 30 pt Leading

YOUR EPIC JOURNEY
- Montserrat Bold - Capital Letters
  48 pt Type / 48 pt Leading
YOUR EPIC JOURNEY

- Montserrat Bold - Capital Letters
  48pt Type / 48 pt Leading
Color plays an important role in the Odyssey corporate identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the “One Voice” color scheme. Consistent use of these colors will contribute to the cohesive and harmonious look of the Odyssey brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.

The Corporate Colors
Primary Color System
Secondary Color System
PRIMARY COLOR SYSTEM

Explanation:
Odyssey Company has two official colors: White & Black. These colors have become a recognizable identifier for the company.

Usage:
Use them as the dominant color palette for all internal and external visual presentations of the company.

PRIMARY COLOR

BLACK

COLOR CODES
CMYK : C50 50 50 100
RGB : R000 G000 B000
Web : #000000

WHITE

COLOR CODES
CMYK : 0 0 0 0
RGB : 225 225 225
Web : #ffffff

COLOR TONES

100 % 80 % 60 % 40 % 20 %

THE GRADIENT
Black Gradient
SECONDARY COLOR SYSTEM

Explanation: The Secondary colors are complementary to our official colors, but are not recognizable identifiers for our company. Secondary colors should be used sparingly (less than 10% of the palette in one piece).

Usage: Use them to accent and support the primary color palette.

<table>
<thead>
<tr>
<th>COLOR CODES</th>
<th>RGB</th>
<th>CMYK</th>
<th>Web</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japanese Violet</td>
<td>78 45 91</td>
<td>14 51 0 64</td>
<td>#4e2d5b</td>
</tr>
<tr>
<td>Turquoise Surf</td>
<td>1 188 212</td>
<td>100 11 0 17</td>
<td>#01bcd4</td>
</tr>
<tr>
<td>Eerie Black</td>
<td>24 24 40</td>
<td>40 40 0 84</td>
<td>#181828</td>
</tr>
<tr>
<td>Gray (X11 Gray)</td>
<td>184 186 200</td>
<td>8 7 0 22</td>
<td>#b8bac8</td>
</tr>
<tr>
<td>Arsenic</td>
<td>60 57 80</td>
<td>25 29 0 69</td>
<td>#3c3950</td>
</tr>
</tbody>
</table>
On the photo:
the Odyssey logo and icon used in
the Odyssey Hackathon 2019 banner.
THE CORRECT LOGO PLACEMENT
CORRECT
LOGO PLACEMENT & USE

THE USE OF THE LOGO SYMBOL WITHOUT THE LOGO TYPE

The Logo Symbol (the compass) is a cornerstone element of the Odyssey Corporate Logo. Only in specified cases, the Logo Symbol can be used independently and without the Logo Type.

if you have any questions about the use of the logo symbol, please contact Odyssey to discuss the specific case. We will be glad to help you.

EXAMPLE A

a) In an undoubtedly-Odyssey context

Example: Logo Symbol on drink tokens at the Odyssey Hackathon. These tokens cannot be found or used outside of the Odyssey event; the Symbol is self-explanatory because of the context.

EXAMPLE B

b) When prefaced by the full Corporate Logo

Example: in videos, the Logo Symbol is used in pop-ups throughout the video, only after the full Corporate Logo has been shown in the introduction. The viewer has seen the Logo in its entirety first.

EXAMPLE C

c) Due to space limitations

When the minimum logo size of 20 mm cannot be met, use the Logo Symbol alone (minimum size 5 mm x 5 mm)
THE ODYSSEY CORPORATE IMAGE: GUIDELINES FOR PHOTOGRAPHERS AND VIDEOGRAPHERS.

Corporate Images are responsible to transfer the values of Odyssey to our customers or our potential customers. It is a composite psychological impression that continually changes with the firm’s circumstances, media coverage, performance, pronouncements, etc. Odyssey use various corporate advertising techniques to enhance their public image in order to improve their desirability as a supplier, employer, customer, partner, etc.

IMPORTANT

Make sure that the logo is always complete and present.
THE ODYSSEY CORPORATE IMAGE: GUIDELINES FOR PHOTOGRAPHERS AND VIDEOGRAPHERS.

IMPORTANT
Avoid the following mistakes.
GUIDELINES FOR ODYSSEY SUPPLIERS

LOGO APPLICATION IN VIDEO

LOGO APPLICATION IN PHOTOGRAPHY

A) 1. Additional information, such as names and titles, must be in Odyssey Corporate Fonts and presented with the Odyssey Logo Symbol, always in the top right corner. 2. Only use the Logo Symbol if the full Odyssey Logo was shown before.

B) Official photos made at an Odyssey event and designated for online sharing must be watermarked. Display the logo at the top right corner, with 50% transparency.
The Odyssey Brand underpins the program’s strategic mission to enable everyone to discover the future by building it. Brand consistency is part of our efforts to provide every voyager with an unparalleled experience, where utmost attention is paid to detail and quality.

We encourage you to use the following guidelines to make sure the Odyssey brand is correctly presented within our ecosystem and beyond.

Specifications

This is the current and latest version of the Odyssey Brand and Design Guidelines, released in July 2019. These guidelines may be updated without notice. For the latest version, please always check our website: www.odyssey.org/our-brand
DESIGN AND BRAND GUIDELINES

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