

Brand Guidelines

LOGO



For light backgrounds, use the full color logo as seen on the left. For darker backgrounds, use the all-white logo on the right. In both instances, be sure to leave the optimal amount of space around the logo, as illustrated by the blue box. Never distort or stretch the logo or add any visual effects (drop shadow, outline, etc.) to the logo.

TYPOGRAPHY

Heading: Montserrat Extra Bold

Sub-Heading: Montserrat Medium

For body copy for printed items, use the typeface **Proxima Nova**. The ideal font size is 9 with leading of 14. To add emphasis, use **Proxima Nova Bold**. This typeface should be used for printed items only.

For body copy for digital items, use the typeface **Roboto**. The ideal font size is 9 with leading of 14. To add emphasis, use **Roboto Bold**. If an item will be both printed and consumed digitally, use Roboto.

If the above typefaces are not available, you may use Tahoma Regular. This typeface can be used for emails and other internal-use communication. This typeface is not ideal for collateral or the website.

COLORS

PRIMARY

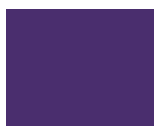


#2B8FC4



#58CBF5

SECONDARY



#4A2E6D



#22418A



#A8244C



#8AC240



#EB652A

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The logo consists of the word "ONGEN" in a sans-serif font. The letter "O" is a grey power button symbol. The letters "N", "G", "E", and "N" are in a light green color, while the letter "G" is in a darker green.The logo is identical to the one above, but set against a dark grey rectangular background.

For both light and dark backgrounds, use the logo pictured above. In both instances, be sure to leave the optimal amount of space around the logo, as illustrated by the gray box. Never distort or stretch the logo or add any visual effects (drop shadow, outline, etc.) to the logo.

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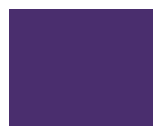
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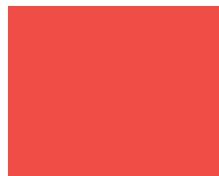
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