



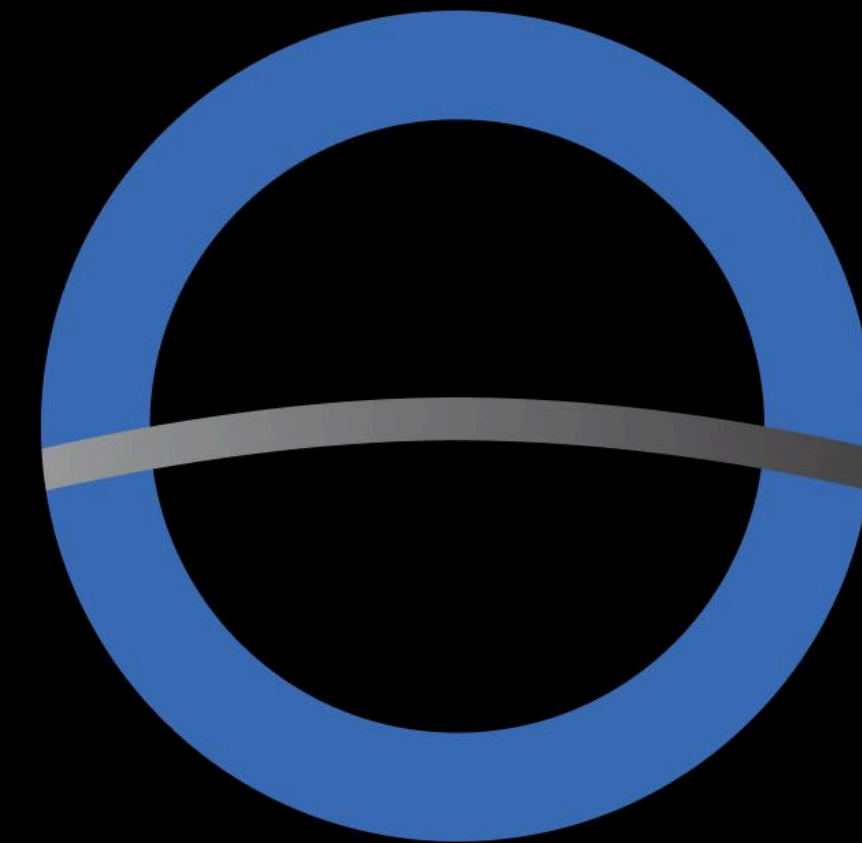
Brand Guideline

INTRODUCTION

Welcome to OpenReal

At OpenReal, we believe in the power of **transparency** to build trust and drive progress. Our brand is built on a foundation of clarity, innovation, and authenticity.

We provide a clear view into complex systems, empowering our partners and customers to make informed decisions with confidence. This document serves as the blueprint for our identity.



OpenReal

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SECTION

The Brand

Brand Definition

OpenReal is a technology brand dedicated to bringing clarity and authenticity to complex data environments. Our name itself is a promise: we are **Open** in our methods and **Real** in our results.

We build platforms and tools that foster transparency, enabling our clients to navigate their industries with greater insight and integrity. The OpenReal identity is a symbol of trust, innovation, and the forward-thinking vision that guides everything we do.



— OUR VISION

To create a world where every critical decision is informed by clear, verifiable, and accessible information.



— OUR MISSION

To empower organizations by providing transparent, data-driven solutions that demystify complexity and build stakeholder trust.

We are committed to developing technology that is not only powerful but also intuitive and accessible, ensuring our partners can operate with complete confidence.



UPON

Our Core Values

Transparency

WHAT IT MEANS

We believe in open communication and clear processes. There are no black boxes with OpenReal.

IN PRACTICE

We provide clear documentation, auditable data trails, and straightforward pricing.

Innovation

WHAT IT MEANS

We are constantly seeking better ways to solve problems and create value.

IN PRACTICE

We invest in research and development, embrace new technologies, and encourage creative thinking.

Integrity

WHAT IT MEANS

We are committed to honesty and strong moral principles. Our solutions are built to be reliable.

IN PRACTICE

We prioritize data security, respect user privacy, and deliver on our promises.

Clarity

WHAT IT MEANS

We strive to make the complex simple. Our goal is to provide intuitive solutions.

IN PRACTICE

We design user-centric interfaces, write clear copy, and present data in digestible formats.

Tone of Voice

Our tone is confident, clear, and professional, yet always approachable. We communicate with purpose and respect, ensuring our message is understood and our audience feels empowered.

✓ Do

- ✓ Be confident and direct in your messaging.
- ✓ Use clear and simple language that is easy to understand.
- ✓ Be professional and respectful at all times.
- ✓ Focus on empowerment and offering solutions.

✗ Don't

- ✗ Be arrogant, dismissive, or overly aggressive.
- ✗ Use jargon or technical terms without explanation.
- ✗ Be overly casual, colloquial, or slang-heavy.
- ✗ Dwell on problems without providing a path forward.

SAMPLE PHRASES

"Unlock a clearer perspective on your data."

"Built on a foundation of trust and transparency."

"Navigate complexity with confidence."

SECTION

Logo

Primary Logo

The OpenReal logo consists of two main elements: the Symbol (the blue ring with the gradient bar) and the Wordmark. These elements should always appear together in the primary configuration.



● Symbol ● Wordmark

PRIMARY USAGE (LIGHT BACKGROUND)



REVERSED USAGE (DARK BACKGROUND)

Clear Space & Minimum Size

Clear Space

To ensure visibility and impact, a minimum clear space must be maintained around the logo. This area is defined by the height of the letter "O" in the wordmark (denoted as **x**).



x = Height of the "O" in OpenReal

Minimum Size

To maintain legibility, the logo should never be reproduced smaller than the specifications below.

Print

25mm width



Digital

100px width



Logo Variations



Full Color on White (Primary)



White on Deep Charcoal



White on OpenReal Blue



Full Color on Light Gray

Brandmark

The standalone brandmark (the symbol without the wordmark) may be used in specific applications where space is limited or brand recognition is already established.

Social Media

Profile pictures and avatars where the full logo would be illegible.

App Icons

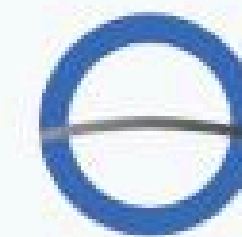
Mobile application icons and favicons.

Merchandise

Branded items where a subtle or graphic approach is desired.



Social Profile

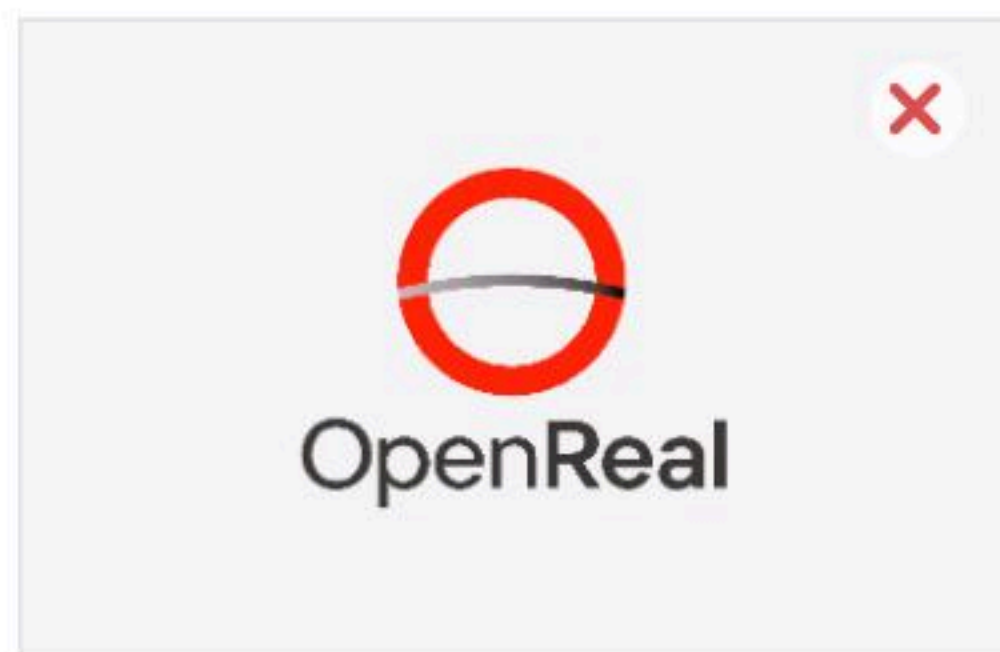


App Icon



Favicon

Incorrect Usage



Do not change colors



Do not stretch or distort



Do not rotate



Do not add effects



Do not place on patterns



Do not use on low contrast



Do not outline



Do not reduce opacity

SECTION

Typography

Primary Typeface

Inter

Inter is our primary typeface, chosen for its exceptional legibility and modern aesthetic. It features a tall x-height which aids in readability of mixed-case and lower-case text, making it ideal for both digital and print applications.

Primary Usage

Headlines & Titles

Subheadings

UI Elements & Buttons

Short Body Text

Aa

Inter Light

Light 300

Inter Regular

Regular 400

Inter SemiBold

SemiBold 600

Inter Bold

Bold 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Secondary Typeface

Roboto

Body Text & UI

Roboto balances a mechanical structure with open, friendly curves, making it ideal for readable body copy across interfaces.

Aa

Light

Roboto Light

Regular

Roboto Regular

Medium

Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&*()_

Body Text Example

OpenReal brings clarity to complex data, ensuring decisions are backed by verifiable information and clear communication.

Typography Hierarchy

<div>Main Headline (H1)</div>	<div>Font</div> <div>Inter Bold</div> <div>Size</div> <div>64px</div> <div>Line Height</div> <div>110%</div>	<div>Section Title (H2)</div>	<div>Font</div> <div>Inter SemiBold</div> <div>Size</div> <div>48px</div> <div>Line Height</div> <div>120%</div>
<div>Subheading (H3)</div>	<div>Font</div> <div>Inter Medium</div> <div>Size</div> <div>32px</div> <div>Line Height</div> <div>130%</div>	<div>Body Copy</div>	<div>Font</div> <div>Roboto Regular</div> <div>Size</div> <div>18px</div> <div>Line Height</div> <div>160%</div>
<div>Label / Caption</div>	<div>Font</div> <div>Inter Bold</div> <div>Size</div> <div>14px</div> <div>Tracking</div>	<div>OpenReal empowers organizations with transparent data solutions. We believe in clarity above all else.</div>	

Figure 1.1 Data Overview

SECTION

Color Palette

Primary Colors

OpenReal Blue

Primary Brand Color

PMS 660 C

HEX

#4A7FC1

RGB

74 127 193

CMYK

68 44 0 0

USAGE

Logo, Accents

Deep Charcoal

Primary Text Color

PMS Neutral Black C

HEX

#3D3D3D

RGB

61 61 61

CMYK

0 0 0 85

USAGE

Headings, Body

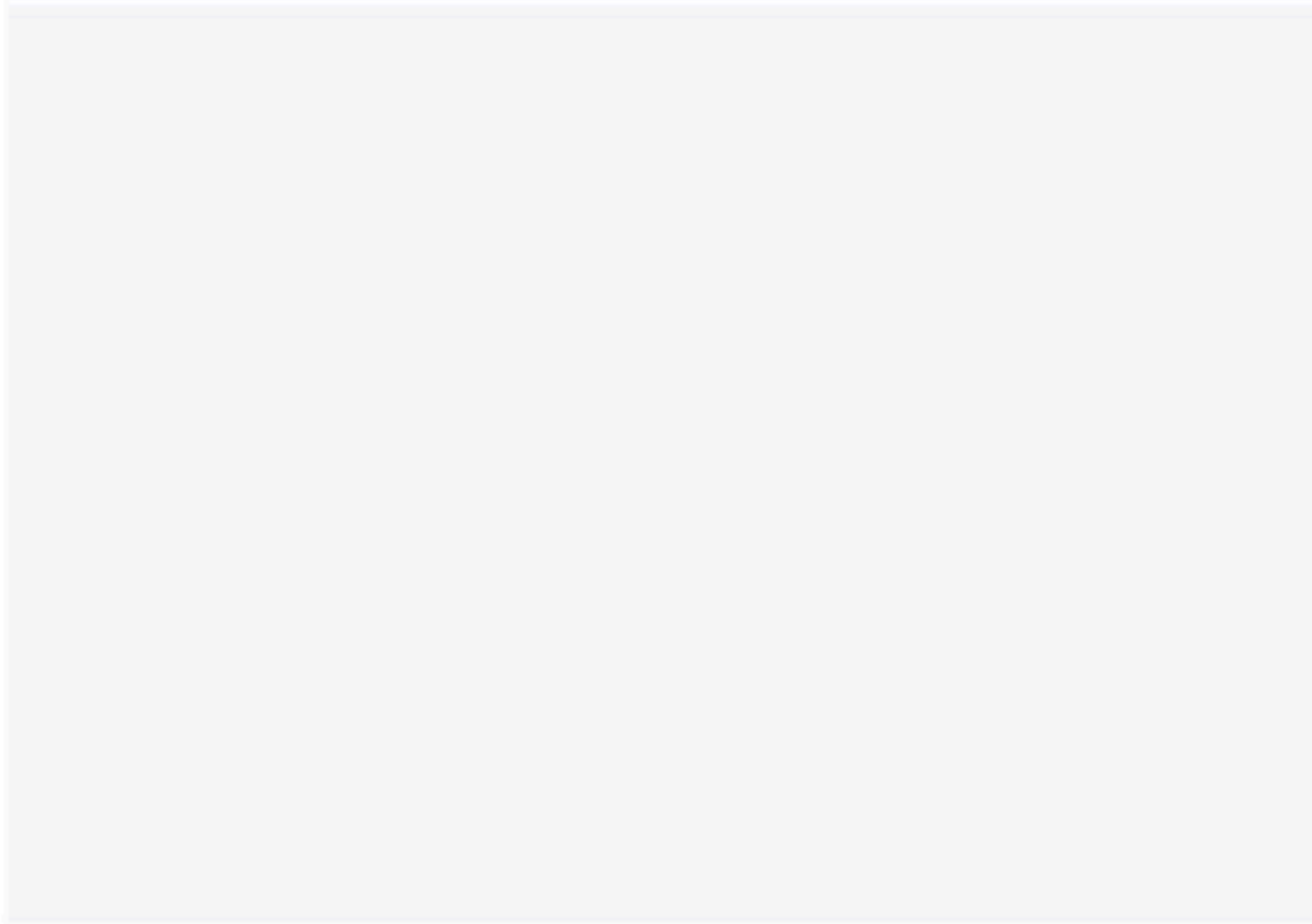
Secondary Color Palette



Silver

Accents, Dividers, Secondary Text

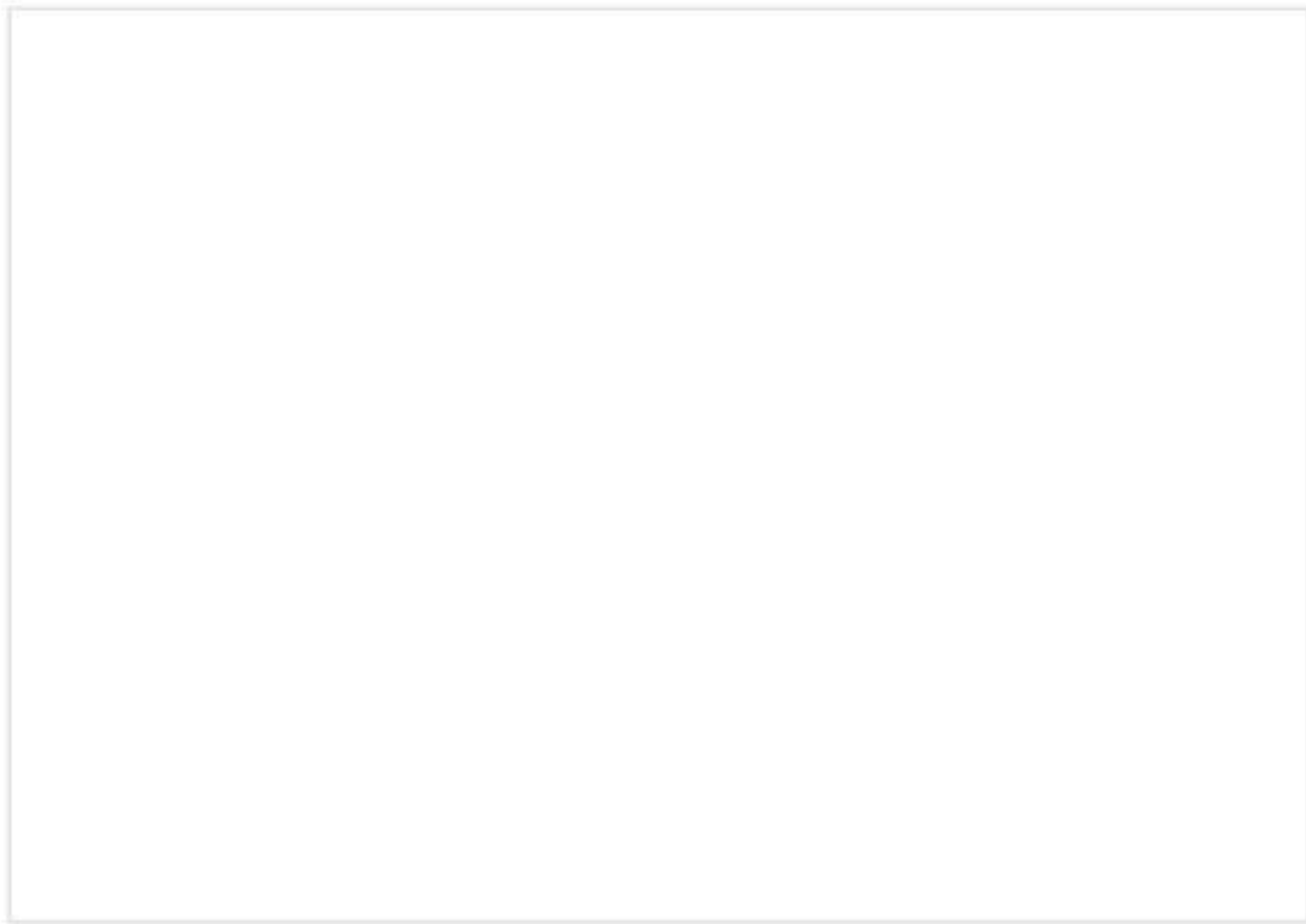
HEX	#B8B8B8
RGB	184, 184, 184
CMYK	0, 0, 0, 28



Light Gray

Backgrounds, UI Panels

HEX	#F5F5F7
RGB	245, 245, 247
CMYK	1, 1, 0, 3



White

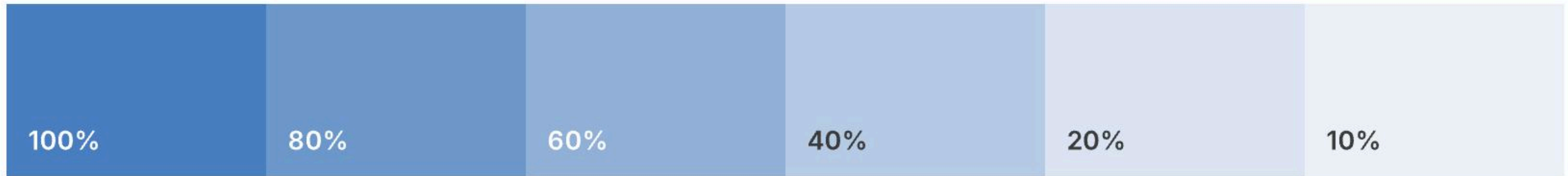
Primary Backgrounds, Text on Dark

HEX	#FFFFFF
RGB	255, 255, 255
CMYK	0, 0, 0, 0

Using Tints

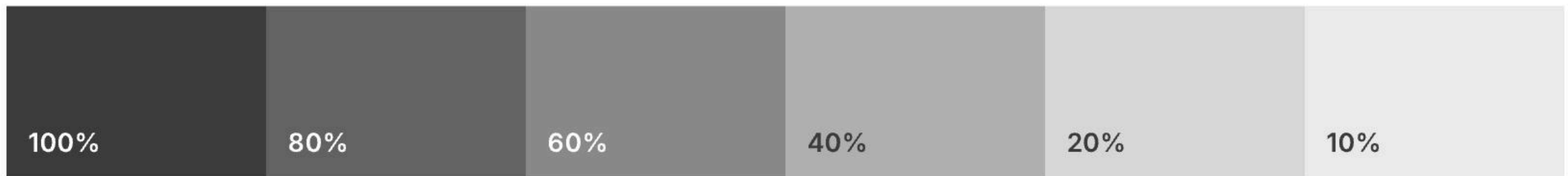
OpenReal Blue Scale

Use for UI states, charts, and secondary accents.



Deep Charcoal Scale

Use for text hierarchy, borders, and dividers.



Accessibility

To ensure our communications are inclusive, we adhere to WCAG 2.1 AA standards. Always maintain sufficient contrast between text and background colors to ensure readability for all users.

Primary Text

Ratio 12.8:1

PASS AA

Inverse Text

Ratio 12.8:1

PASS AA

UI Text

Ratio 11.5:1

PASS AA

Low Contrast

Ratio 2.1:1

FAIL

Vibration

Ratio 2.8:1

FAIL

Too Light

Ratio 1.9:1

FAIL

05

Graphic Elements

Iconography

Linear & Open

Icons should be constructed using clean strokes rather than solid fills. Open shapes communicate transparency and approachability, aligning with our brand values.

Friendly Geometry

Avoid sharp, aggressive angles. Use rounded corners and geometric bases to maintain a professional yet human tone.

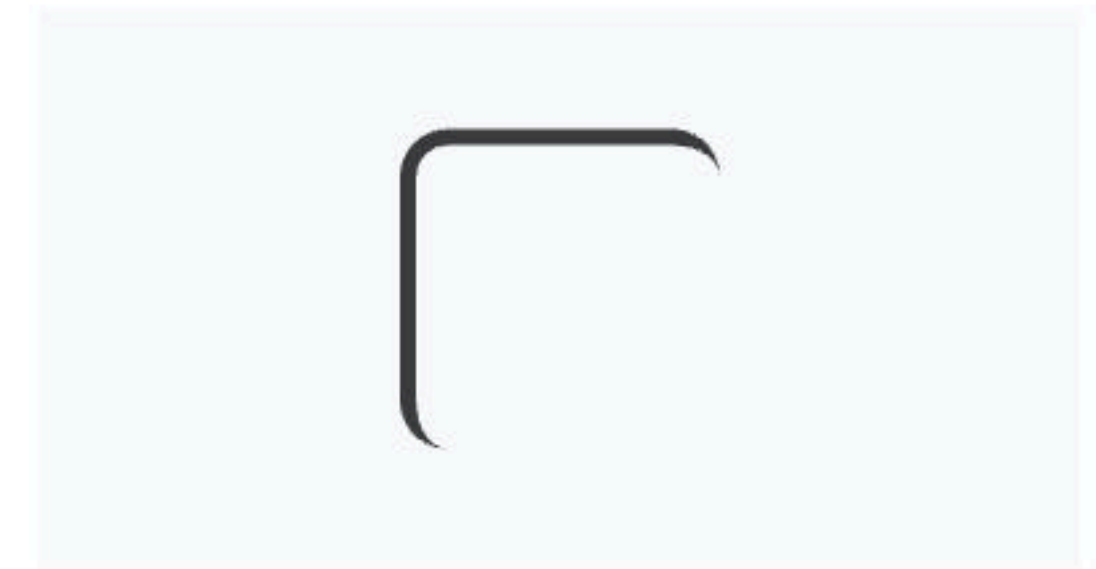
Functional Clarity

Icons are functional tools, not decorations. Reduce details to the absolute minimum required for recognition.



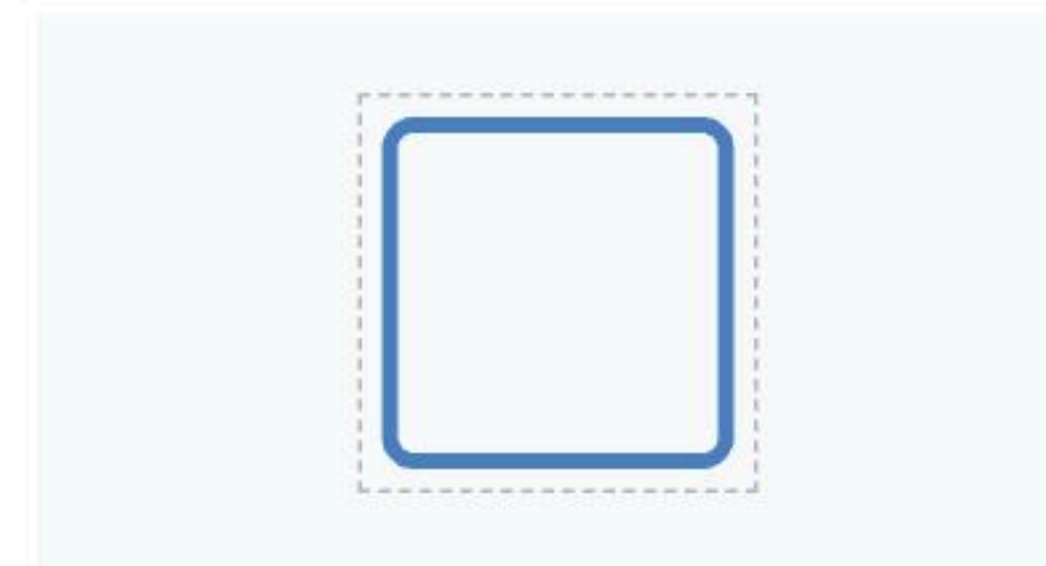
Stroke Weight

2px on 24px Grid



Corner Radius

Rounded (2px - 4px)



Grid System

24px Base Grid



Open Terminals

Gap for "Open" feel

Photography Style

Authentic & Human

Show real people collaborating in genuine work settings.

CANDID INTERACTION

Natural Lighting

Prefer bright, airy scenes using available light.

BRIGHT OFFICE SPACE

Cool Tones

Apply a subtle cool tint to align with brand blue.

BLUE-TINTED TECH

DO

- Use diverse representation of people.
- Show technology in real context.
- Keep backgrounds clean and simple.

DON'T

- Use obvious, staged stock photos.
- Apply heavy filters or vintage effects.
- Include cluttered, chaotic scenes.

Visual Moodboard



Modern Glass Architecture
(Transparency & Structure)

STRUCTURAL CLARITY



Abstract Data Visualization
(Precision & Insight)

DATA PRECISION



Professional Collaboration
(Trust)

HUMAN CONNECTION

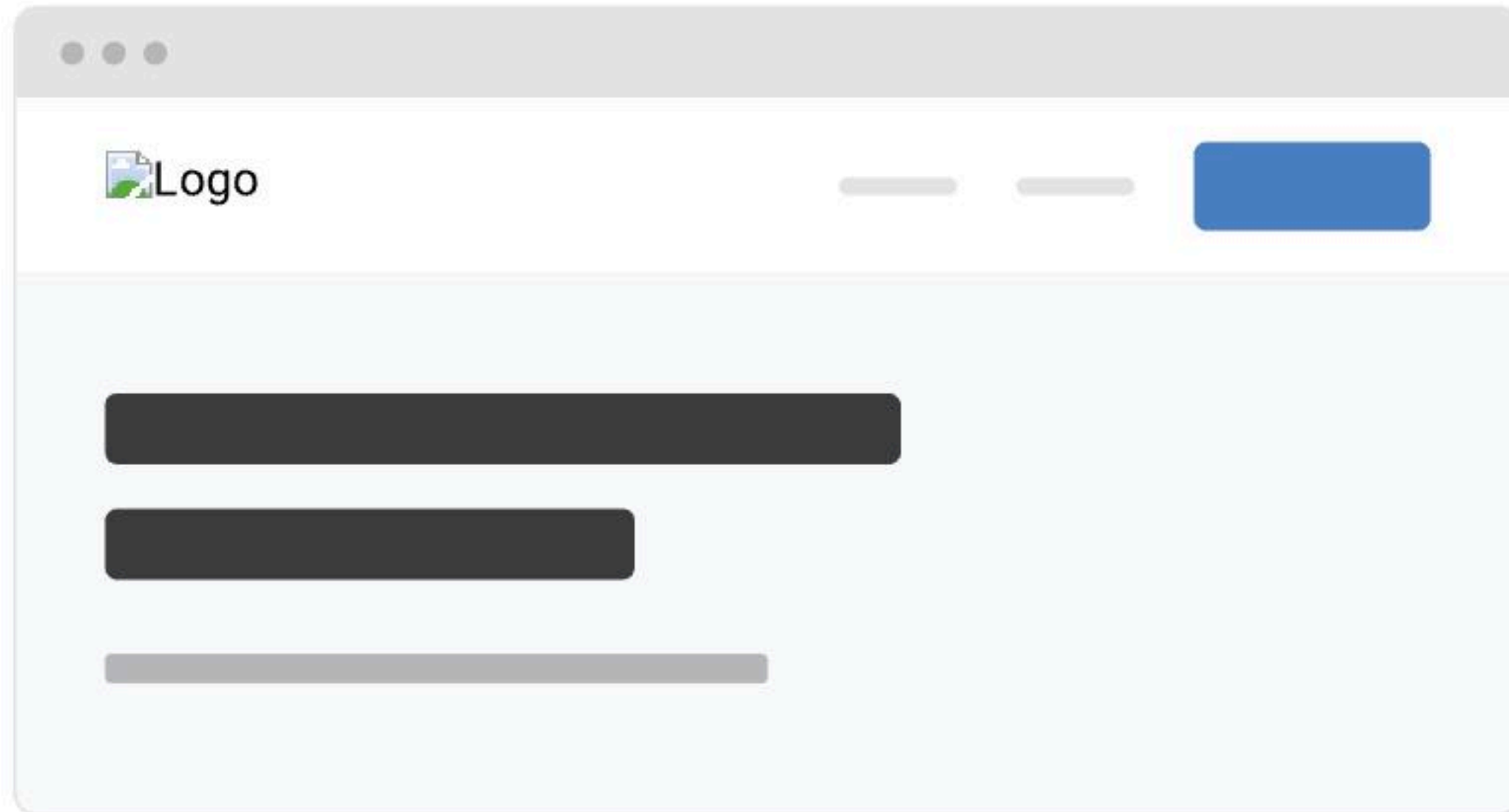


Clean Minimalist Texture
(Simplicity)

SIMPLICITY

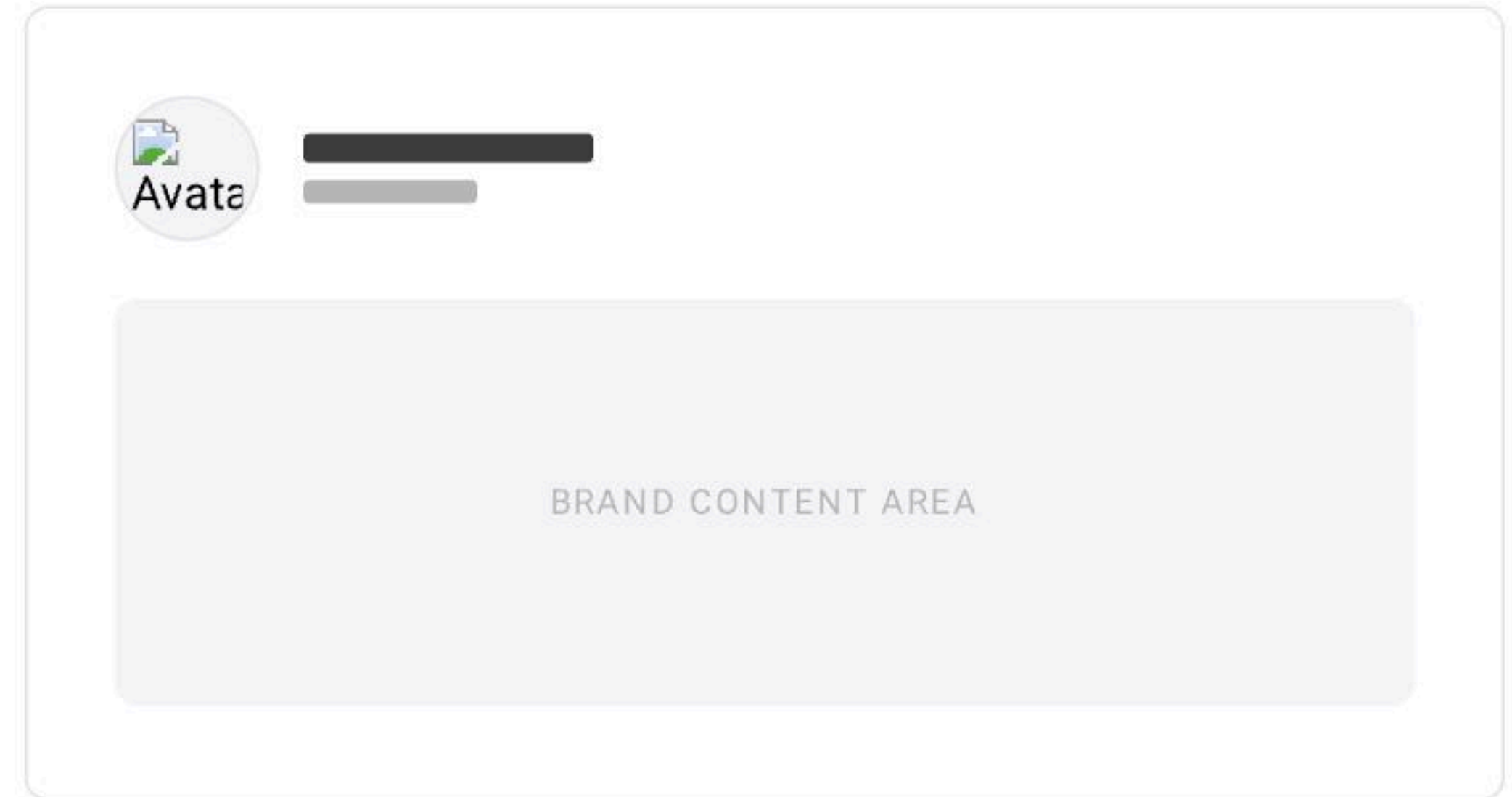
06 Applications

Digital Applications



Website Guidelines

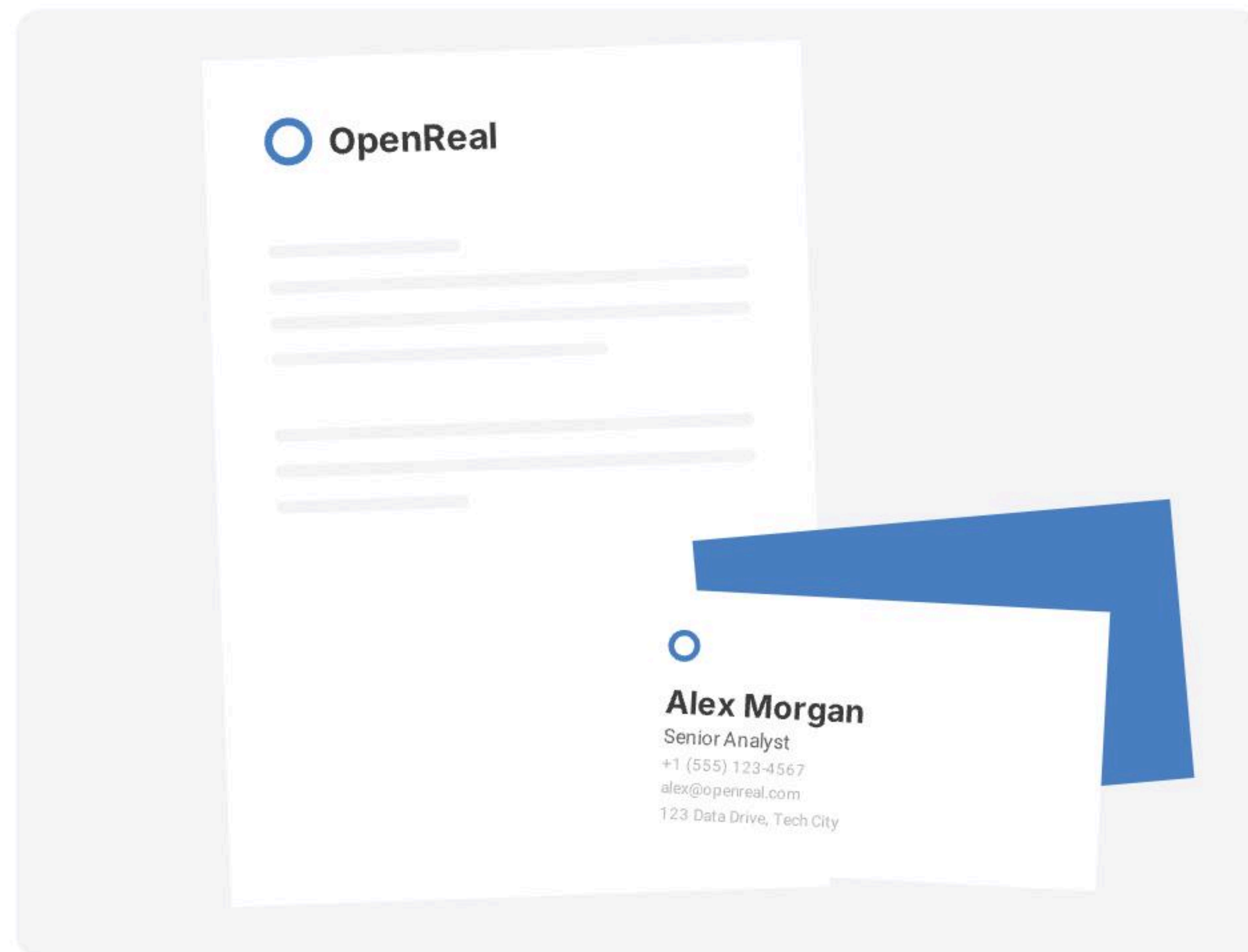
- Logo always placed top-left.
- Primary CTA buttons use OpenReal Blue.
- Maintain generous whitespace for clarity.



Social Media

- Use the icon-only mark for avatars when possible.
- Keep handle consistent (@OpenReal).
- Use brand templates for posts.

Print Applications



PAPER STOCK

- **Stationery:** Bright white, uncoated, 100gsm minimum.
- **Business Cards:** Matte finish, 350gsm or heavier.
- Avoid glossy finishes to maintain a modern, tactile feel.

PRINT SPECIFICATIONS

- **Color Mode:** Always convert to CMYK.
- **Spot Color:** Use Pantone 660 C for the brand blue.
- **Bleed:** Ensure 3mm bleed on all full-color edges.

TYPOGRAPHY

- Body text minimum: 9pt.
- Legal/Footer text minimum: 6pt.
- Ensure high contrast for legibility.

Do's & Don'ts

Do



- ✓ Always use the provided master logo files without modification.
- ✓ Maintain the minimum clear space around the logo to ensure visibility.
- ✓ Use the official brand typeface (Inter) for all headlines and primary messaging.
- ✓ Keep layouts clean, using white space to create focus and hierarchy.
- ✓ Use photography that feels authentic, natural, and professional.

Don't



- ✗ Do not stretch, squeeze, or distort the logo proportions in any way.
- ✗ Do not add drop shadows, gradients, or outlines to the logo.
- ✗ Do not use unapproved colors or tints outside the official palette.
- ✗ Do not place the logo on busy backgrounds that compromise legibility.
- ✗ Do not use generic or staged stock photography that lacks authenticity.



Thank You

Together we build a transparent future.
Please ensure all brand assets are used with care.

Brand Team: brand@openreal.com

Website: www.openreal.com