OXFORD COMPUTER GROUP

Logos

Primary logo

OXFORD COMPUTER GROUP

This is the main OCG logo and should be used over any other versions.

Minimum clear space

OXFORD COMPUTER GROUP
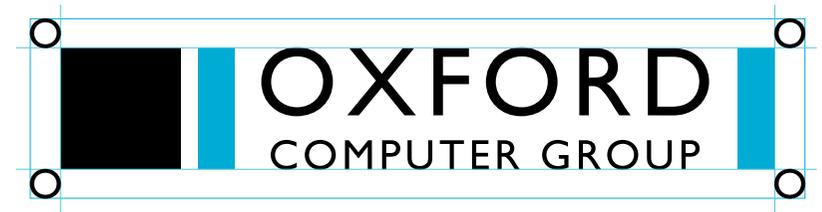
It is important that there is enough space maintained around the logo to clearly convey the logo without visual distractions. Use the 'O' of Computer as a guide.

Secondary logo

OXFORD COMPUTER GROUP

If you feel you need to use the secondary logo, please discuss this with the Group Marketing Team.

Minimum sizes

OXFORD COMPUTER GROUP

Print
42 mm wide

OXFORD COMPUTER GROUP

Screen
130 pixels wide

Minimum sizes - Horizontal

OXFORD COMPUTER GROUP

Print
22 mm wide

OXFORD COMPUTER GROUP

Screen
70 pixels wide

Logos

Single color logo versions

OXFORD
COMPUTER GROUP

OXFORD
COMPUTER GROUP

These versions should only be used only if the main logo is not suitable.

Reversed logo versions

OXFORD
COMPUTER GROUP

OXFORD
COMPUTER GROUP
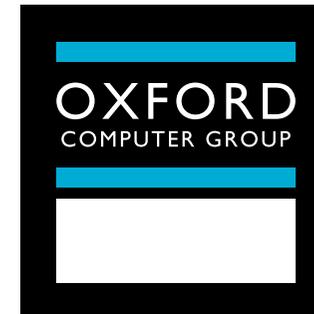
The logos on this page should only be used if the main logo is not suitable. You must discuss using the reversed square logo with the Group Marketing Team.

Social media logo versions

1.

48px x 48px

2.

32px x 32px

3.

16px x 16px

1. Social media icon
2. Fav icon/social media icon
3. Fav icon

OXFORD
COMPUTER GROUP

Colors

Primary colors

	CMYK	RGB	HEX	Pantone
	0 / 0 / 0 / 100	0 / 0 / 0	#000000	Black
	CMYK 100 / 0 / 15 / 0	RGB 0 / 158 / 204	HEX #009DCC	Pantone 312

Collateral

Please note that all pieces of collateral need to conform to the primary brand color Pantones. This includes shirts and other merchandise. Group marketing reserves the right to remove collateral if it doesn't conform to brand guidelines, including color.

Note: These colors have been chosen to work well with the Microsoft color palette.

Secondary colors

	CMYK	RGB	HEX	Pantone
	50 / 0 / 100 / 0	127 / 186 / 0	#7FBA00	376
	0 / 25 / 100 / 0	255 / 185 / 0	#FFB900	124
	0 / 100 / 100 / 0	232 / 17 / 35	#E81123	185
	0 / 78 / 92 / 0	241 / 95 / 45	#f15f2d	1645

These are for use on the website only. If you want to use these colors for any other purposes, you must discuss this with the Group Marketing Team.