

Ouishare Brand Guidelines

ouishare

About us

Ouishare connects people and accelerates projects for systemic change. We question and experiment with social models based on collaboration, openness, and fairness.

The heart of our community: our five values

Do-ocracy

Permanent Beta

Care

Collaboration

Openness

Check out ouishare.net/our-dna to see how these values come to life

Our name

From uppercase to lowercase

Because using lowercase is more humble and modern
Think of airbnb, drivy vs UBER, TOTAL...

Because using uppercase on the web means that you are screaming! (for real)

From two words to one

Because we do not want to be strongly associated with the "share" movement like we used to.

Because Ouishare is now very well known as a brand, and the origins of the brand don't have to be explained.

It's not Oui + Share anymore, it's Ouishare. **No capital S.**

Our logo

Logotype versus Monogram

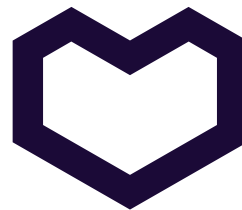
Logotype

We use it all the time. Online and print.
This is how outsiders can identify us.

ouishare

Monogram

This our symbol. Our community
symbol. It is for insiders. It is Ouishare
without naming it.



Do's and don'ts

Logos are brand flags. And flags shouldn't be mistreated!

1 & 2 - Never Use both together

Use the logotype to be known and the monogram to be recognized. But never both as one *Ouishare* logo.

1 /



2 /



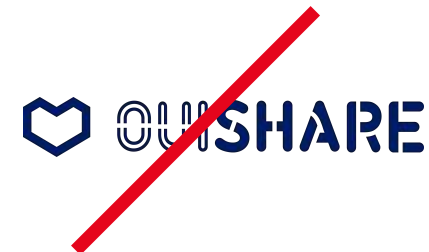
3 - Do not distort the logo

Always resize it keeping the right ratio.

3 /



4 /



4 - Do not use older versions

It goes without saying, but you never know ;)

Minimum spacing

Be gentle with our logo. It's good for Karma.

It must breathe

Our logo is easy to mix and match in a myriad of contexts. But if you don't treat it right, it can become a designer's nightmare.

To make it work harmoniously with the rest of the content on a page, and be sure it remains legible, we have to keep a 30% margin of the logo's height as spacing.



Typography

“One for all and all for one” — the Four Musketeers

Complex but not complicated

Each typeface has its specific use and helps us communicate consistently.

Cera Stencil Pro for standalone sentences like statements.

Cera Pro for Headlines and titles.

Interstate for Ouishare user interface elements

Atlas Grotesk for body copy / paragraphs.

Statement
Headlines
Interface
Body

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Statement

Aa

Cera Stencil Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Interface

Aa

Interstate Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Headlines

Aa

Cera Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body

Aa

Atlas Grotesk Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Ouishare Brand Guidelines
In statements we trust

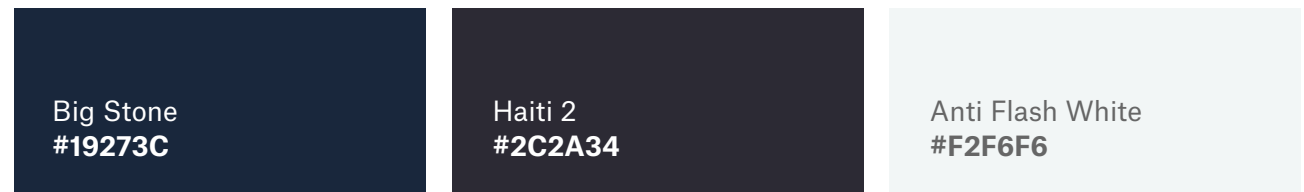
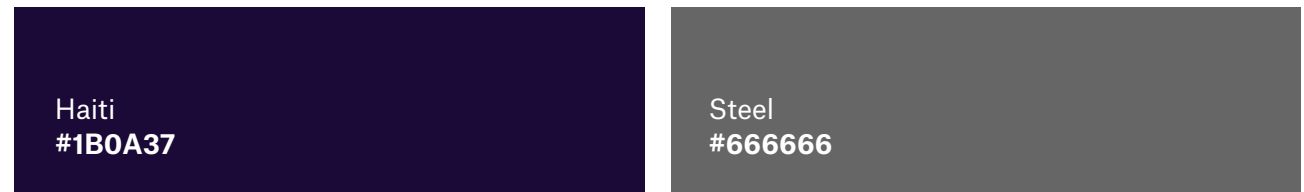
**Exploring
the edges**

Colour palette

Primary and secondary colors — for the Website

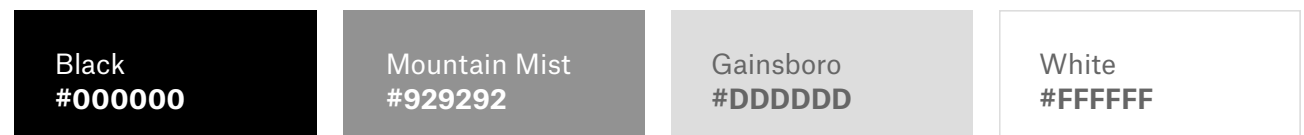
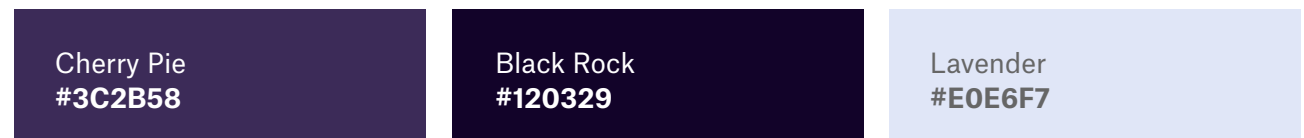
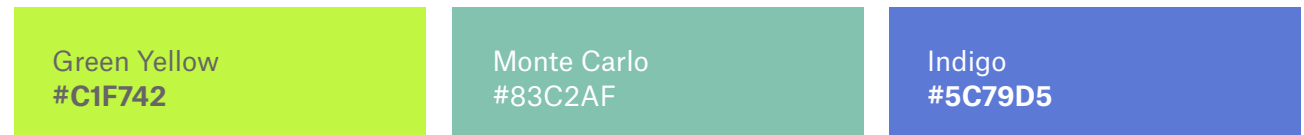
Primary colors

Primary colors are used for Headlines, body and backgrounds



Secondary colors

Secondary colors are used for underlines, quotes and links



Photography

Everyone has their own « best photo angle » ;)

Choose wisely

When we communicate on the behalf of our community, we must be very careful in the choice of our pictures. Two rules to follow : 1 — High Definition and « Professional » pictures first • 2 — Pick pictures that represent one of the following six elements : **Community Atmosphere** / **Humans** / Landscape / Work / Fest / Close-up



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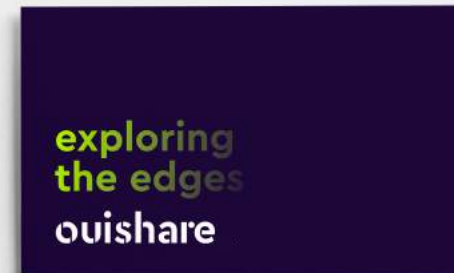


Ouishare Brand Guidelines
Brand applications

Brand applications

Business Cards

Clean Corporate Version



Miscellaneous

From stage design for events to merchandising



Website

Desktop and Mobile website

Seven become one

Ouishare's branding evolution is most noticeable on the website. It has been reimagined from the ground-up to reunite the former 7 sites under one clear banner where all of the community's information and news can be found.



Social Media

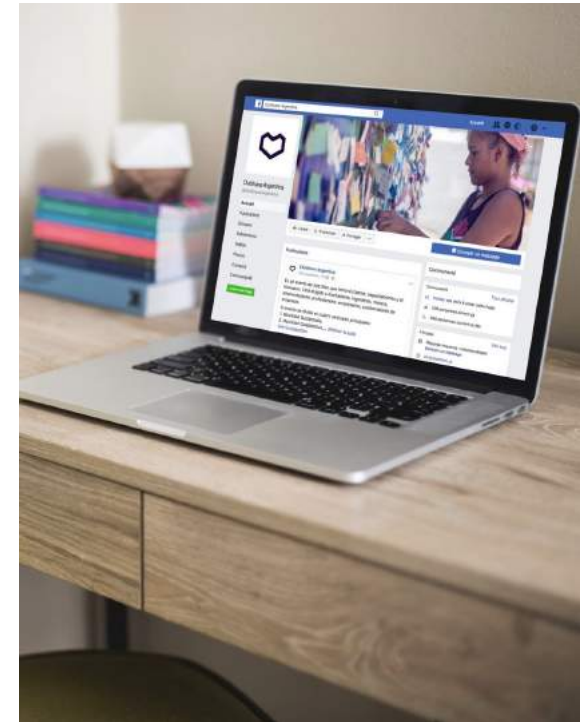
All under the same banner

New (best) practices

What sets Ouishare München, Ouishare Paris and Ouishare Rio apart ? Many things !

But why make it harder for people to know that we are all part of the same powerful brand and community?

From now on, let's unite our social networks under the same banner !



Ouishare Global page is the only one allowed to use a different color for their pic

Event promotion

A small event promotion guide for social media

Ingredients

You have an announcement to make online or something to celebrate ? You want to create a Facebook event to reach the most interested attendees as possible ?

Here's a small tutorial on how to craft a nice Ouishare « cover »

First of all, you have to focus on only two elements : the event title and the event picture.

The adulthood of bottom-up organizations

Your event's title should stand out and be a key component in the design.



Choose a photo that represents the atmosphere of your event. It can be anything that doesn't have any type of words on it.

The adulthood of bottom-up organizations

Always use the Green Yellow color #C1F742 for the last word



Then add the Ouishare Filter on it to make it unique and special

Events promotion

A small event promotion guide for social media

The simpler, the better.

No logo on the cover, please !

Keep it clear and give all the information in the description.

Here are a few examples of how we should do it. (Pretty cool and professional right?)



Ouishare Brand Guidelines

The end.

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