



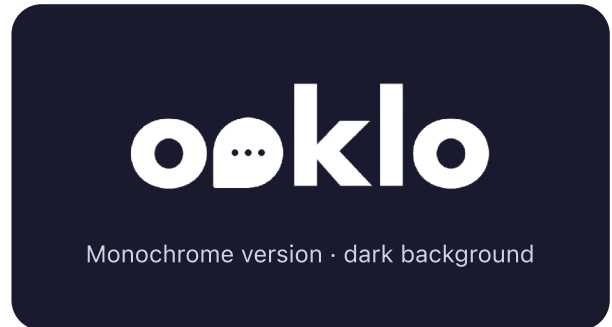
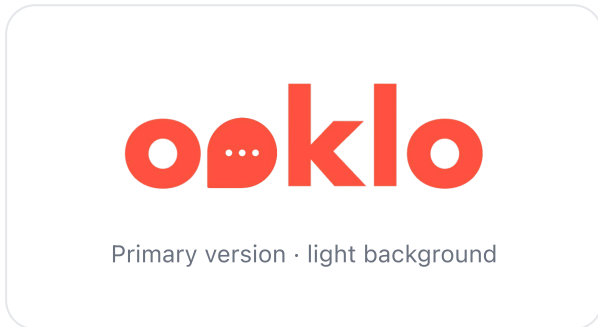
Brand Guidelines

Everything you need to use the Ooklo brand correctly in press coverage, editorial publications and partner communications.

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1. Logo

The official Ooklo logo is available in colour (light background) and white monochrome (dark background). Only use the official files provided in this press kit.



Clear space and minimum size

- Leave clear space around the logo equal to the height of the "o" in Ooklo.
- Minimum display size: 80 px wide on screen, 20 mm in print.
- The logo must always remain legible. Avoid busy or low-contrast backgrounds.

Usage rules

DO

Use the official files without modification.

DO

Respect the clear space around the logo.

DO

Use the white monochrome version on dark backgrounds.

DON'T

Distort, rotate, stretch or recolour the logo.

DON'T


Add shadows, outlines or emboss effects.

DON'T

Place the logo on a background without sufficient contrast.

2. Colours


Ooklo's official palette is built on five core colours. Coral is the brand's signature colour, used for action elements and accents.



Coral

#FF5440 · RGB 255, 84, 64


Primary colour, accents, CTAs.



Blue

#3A6EA5 · RGB 58, 110, 165

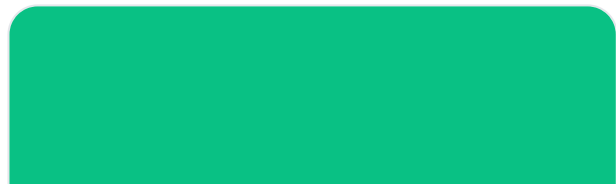
Secondary colour, links, navigation.



AI Purple

#A16EFF · RGB 161, 110, 255


AI accents, editorial highlights.



Success

#09C184 · RGB 9, 193, 132

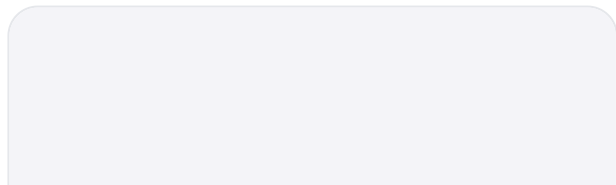
Confirmations, positive states.



Dark

#1A1A2E · RGB 26, 26, 46

Primary text, dark backgrounds.



Off-White

#F4F4F8 · RGB 244, 244, 248

Soft backgrounds, neutral surfaces.

3. Typography

Ooklo's official typeface is **Inter** (open source, Google Fonts). If unavailable, use a system sans-serif (San Francisco, Segoe UI, Roboto).

Local marketing, powered by AI.

Inter · ExtraBold 800 · letter-spacing -0.02em

Subheadings and editorial taglines.

Inter · SemiBold 600 · letter-spacing -0.01em

Body text, articles, paragraphs. Optimal readability at 10–12 pt in print, 16–18 px on screen.

Inter · Regular 400 · line-height 1.55

4. Brand tone of voice

Ooklo speaks to independent retailers. The tone is:

- **Direct:** short sentences, no unnecessary marketing jargon.
- **Pragmatic:** concrete benefits, real-world examples.
- **European:** GDPR compliance, EU hosting, and sovereign AI (Mistral) are core values.
- **Optimistic but honest:** we speak plainly without overselling.

5. Press contact

For press enquiries, interviews or commercial logo use:

- contact@ooklo.com

- ooklo.com