

Otoy

Visual Identity

Agenda

- 01 Presentation goals
- 02 Design principles
- 03 Logotype
- 04 Color palette
- 05 Typography
- 07 Secondary graphics
- 08 Images
- 09 Next steps

Presentation goals

Explain the rational behind the Otoy design system elements

We will analyze together the small elements that will form the whole Otoy picture.

Picture the Otoy brand as a building. In this presentation we will review the small elements –bricks, mortar, glass– that will let that building be functional, strong and cohesive.

**Approve new brand elements
leading into the UI design phase**

Definitive logotype and its iterations
Color palette
Paragraph typography
Secondary graphics

Presentation Goals

Start the conversation about
WIP elements

Iconography
Image style
Create the framework for the next weeks

Design principles

Digital –design system– first

The focus of the brand identity is to provide the UI team a bulletproof, attractive, easy-to-use design system.

Creator content + Corporate character

Creator content is an important part of the Otoy brand, so the guidelines will ease the curation and categorization of the material in a cohesive way.

Although creator content is crucial, we can't forget that Otoy has to look amazing by itself.

85% information
15% experience

Corporate websites are mostly informative, but we will give Otoy a bit of WOW factor with the use of:

- Page to page transitions
- Animations
- Click to learn (unveiling elements)

Logotype

Main version

**Secondary
versions**

Lock-ups

Logotype



Main Version



Main Version



Main Version



Main Version



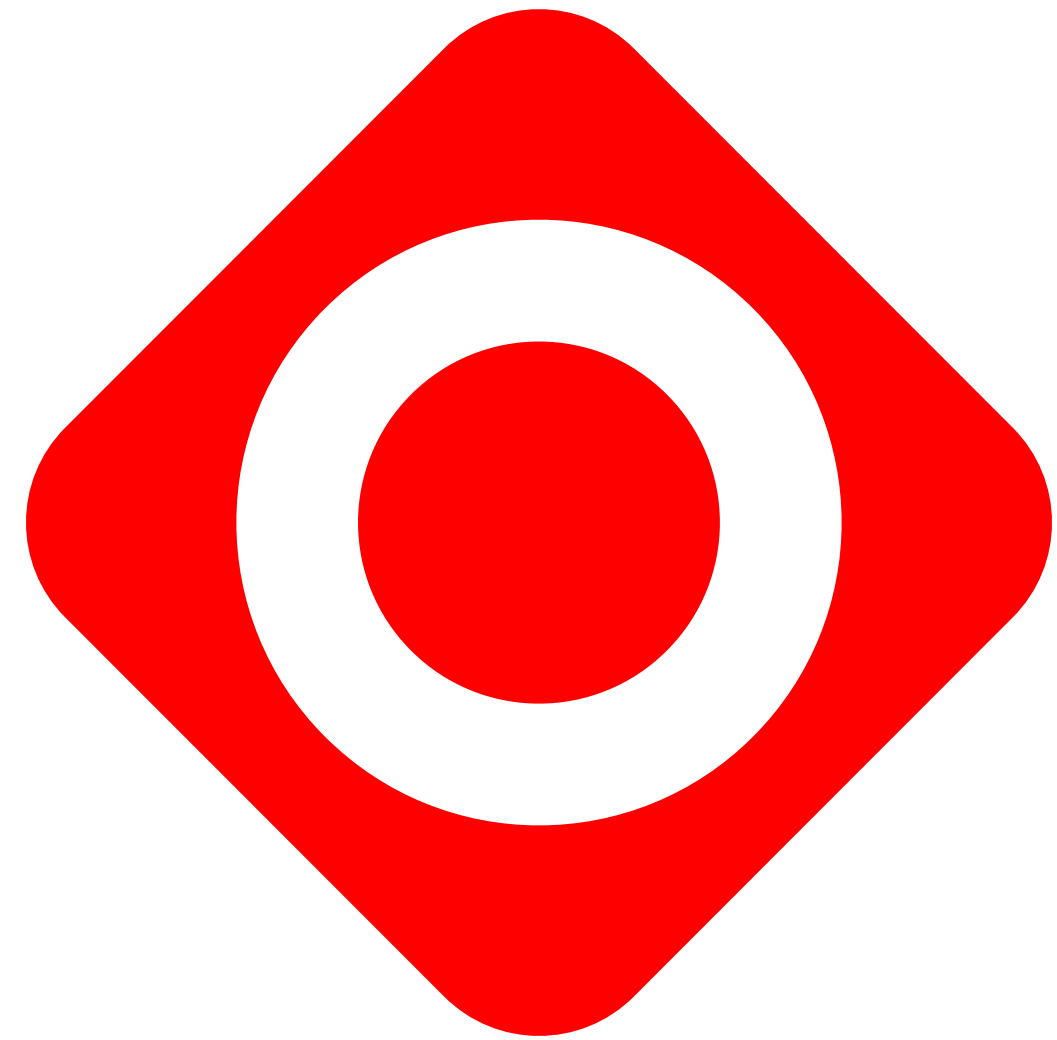
Main Version



Main Version

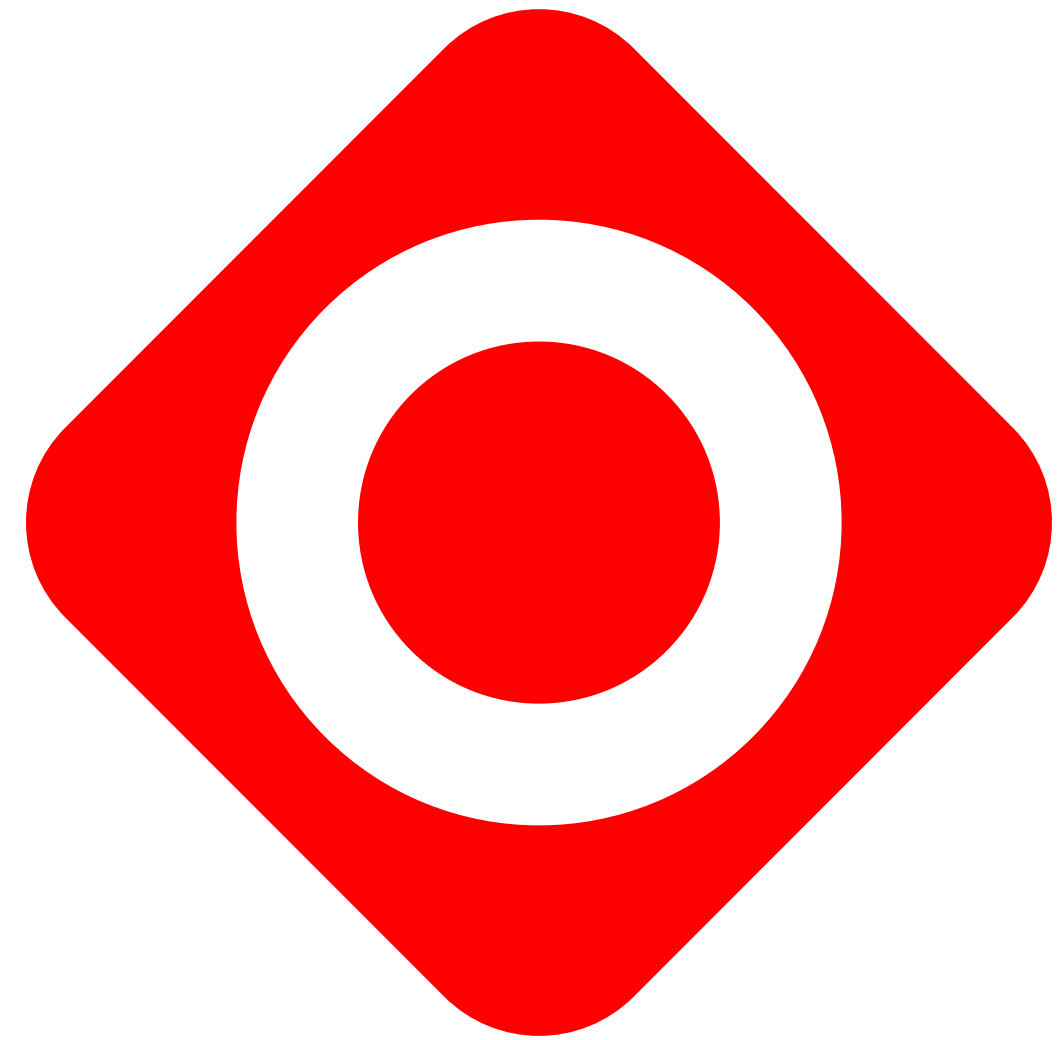


Secondary Versions
Vertical



otoy

Secondary Versions
Vertical



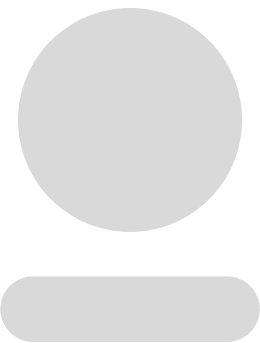
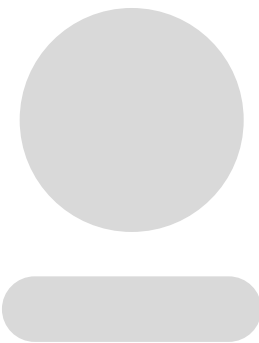
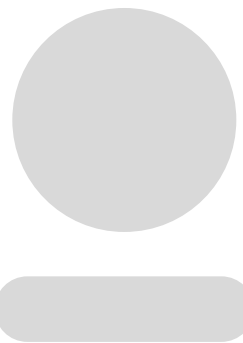
otoy

Secondary Versions
Vertical

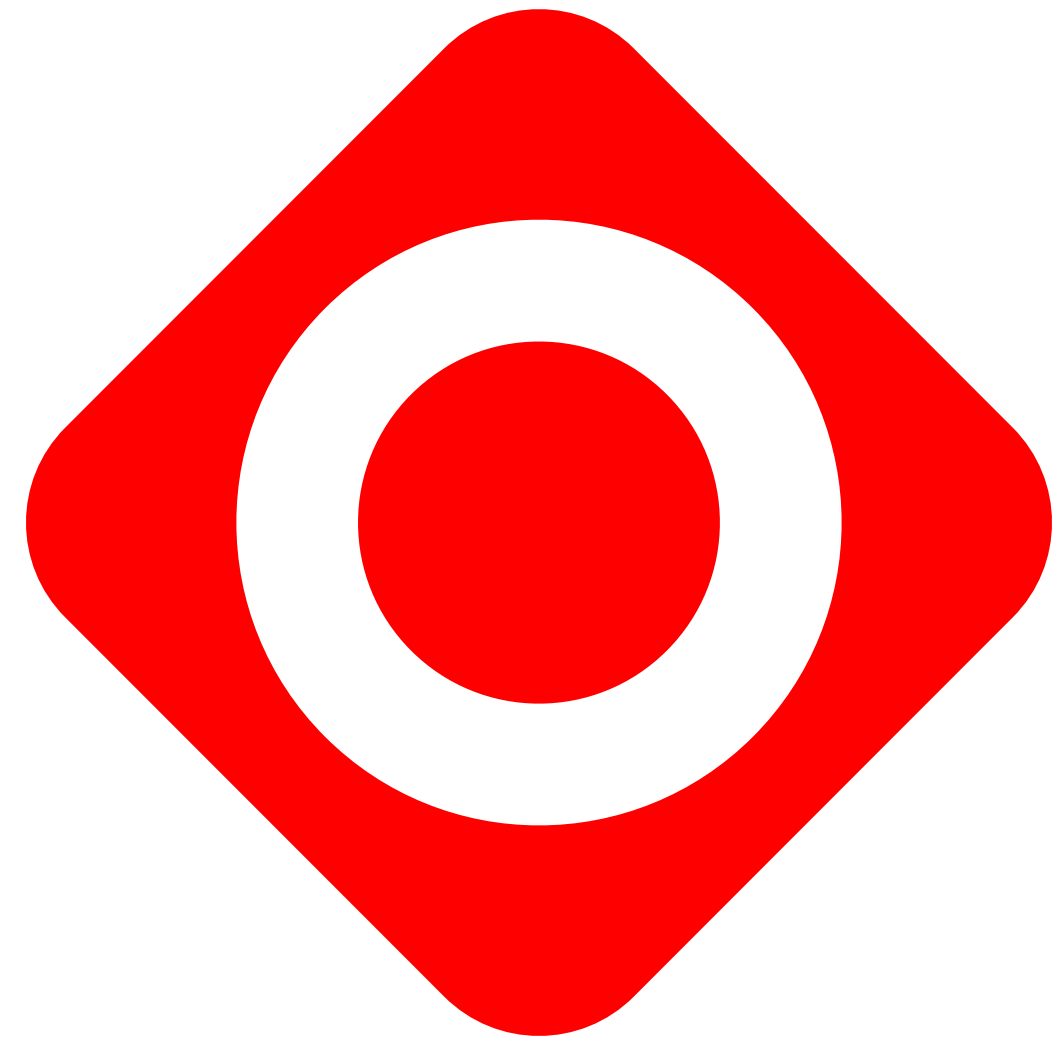
Sponsored by



otoy

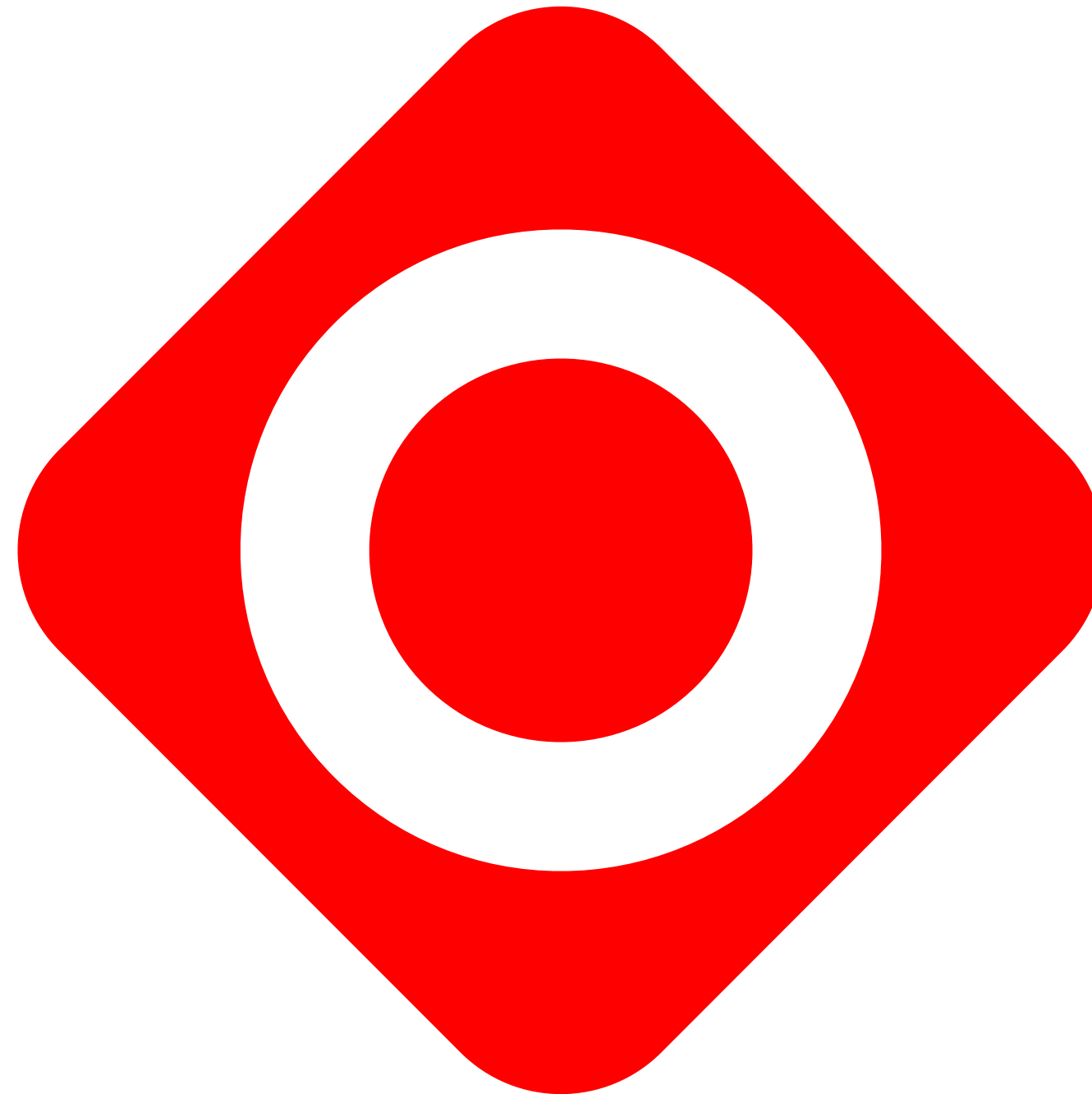


Secondary Versions
Vertical

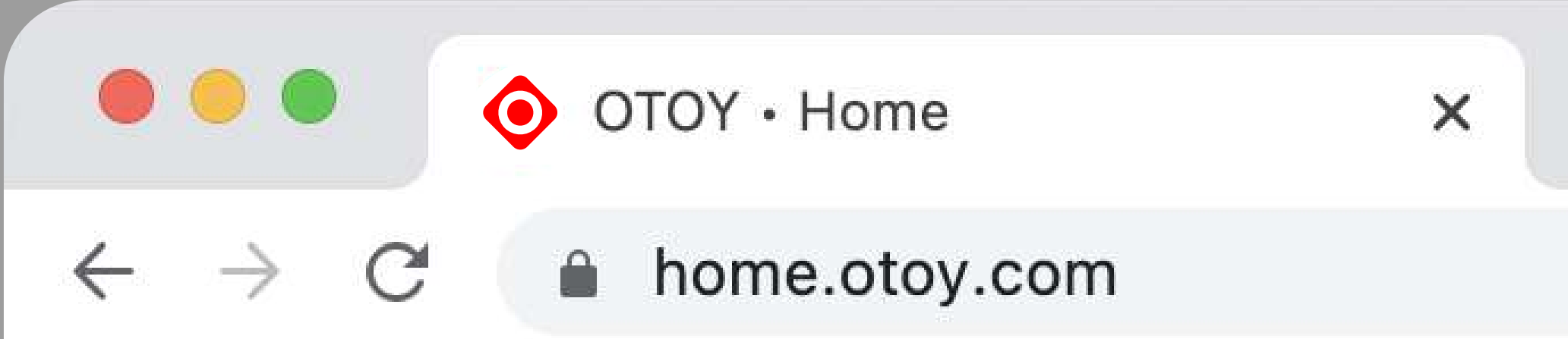


otoy

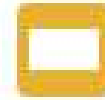
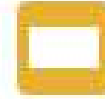
Secondary Versions
Standalone symbol



Secondary Versions
Standalone symbol



Hoy - martes, 16 de mayo de 2023

☐	18:37		OTOY • Home	home.otoy.com
☐	18:36		otoy - Google Search	www.google
☐	18:36		[INT] R2 OTOY Brand Strategy - Go	
☐	18:36		[INT] R2 OTOY Brand Strategy - Go	
☐	18:29		Roddenberry	www.rodnenberry.co
☐	18:29		Star Trek fantasy: step aboard every	
☐	18:28		rodenberry archive star trek - Google	
☐	18:28		'Star Trek' Immersive Virtual Experie	

Secondary Versions
Standalone symbol



Secondary Versions Standalone symbol



Lock-ups

Divisions



Emblem



Lock-ups
Divisions





Lock-ups
Emblem

RENDERED WITH  **otoy**

Lock-ups
Emblem



Lock-ups
Emblem

PART OF  **otoy**

Color palette

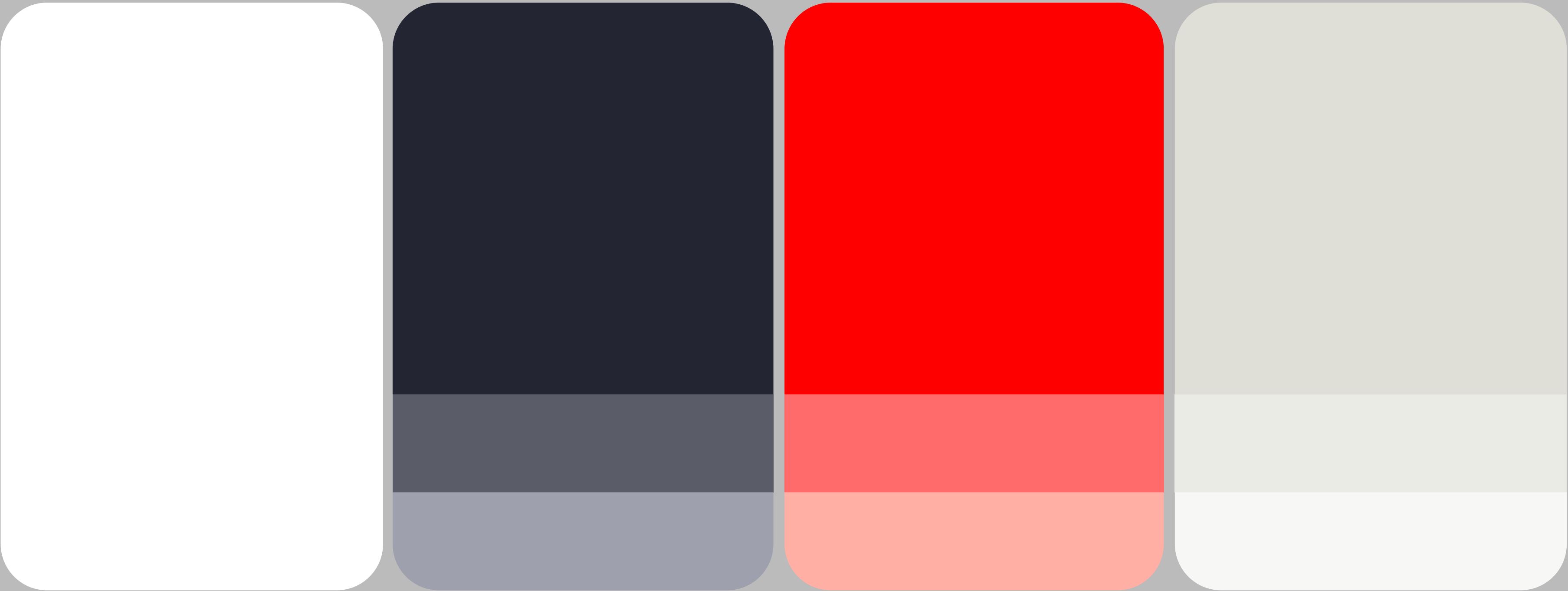
Main

Secondary

Functional

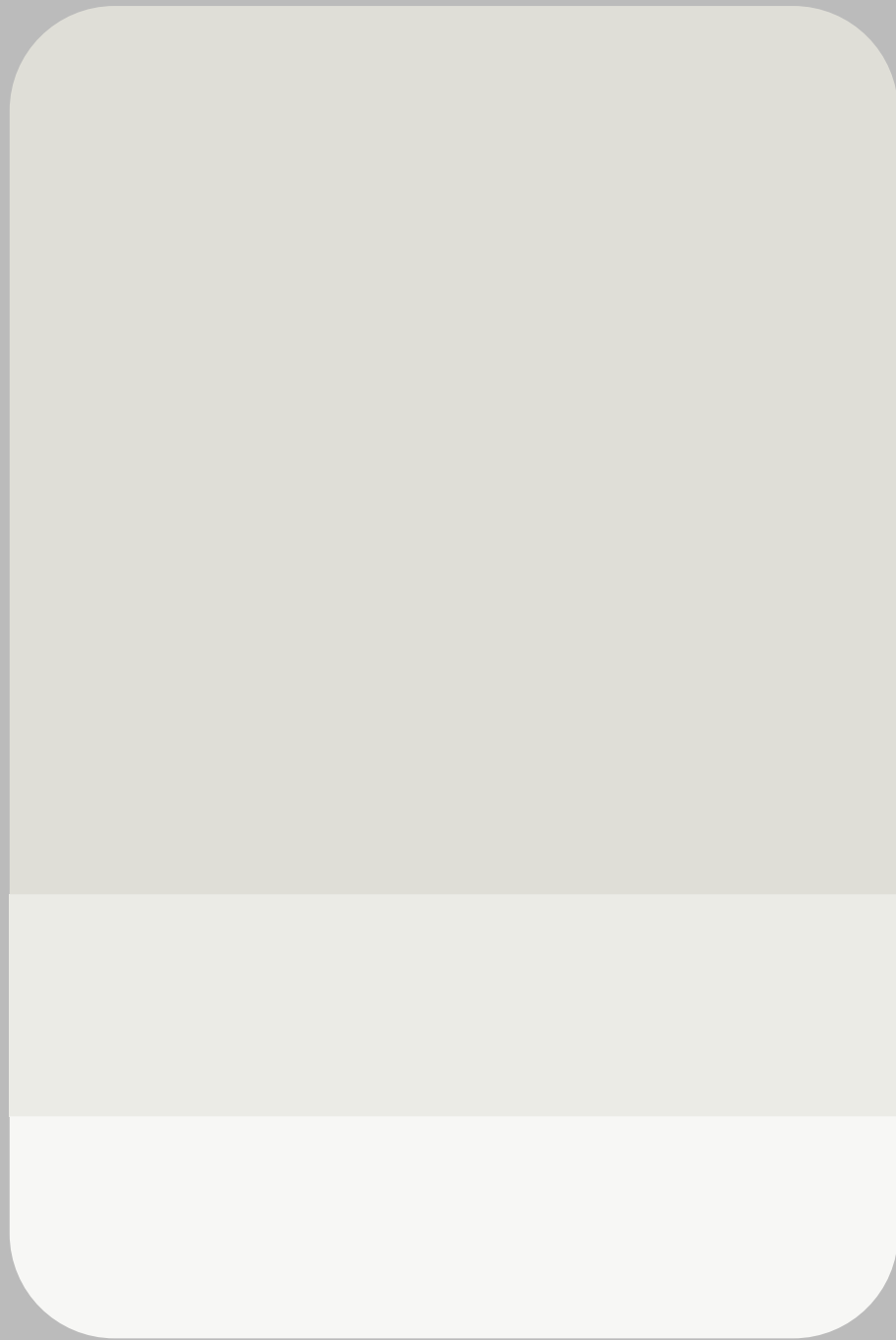
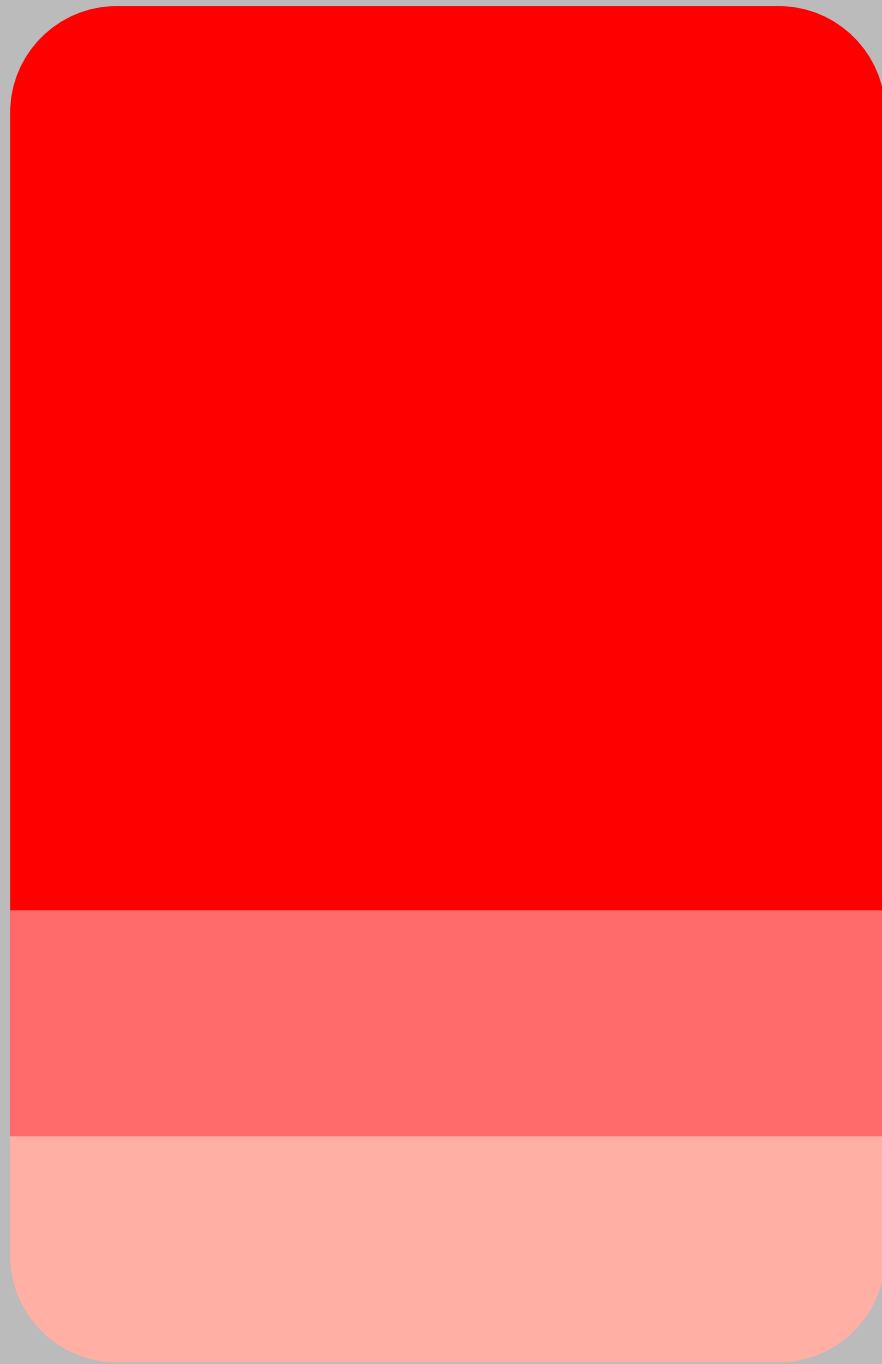
Color palette
Main

Main

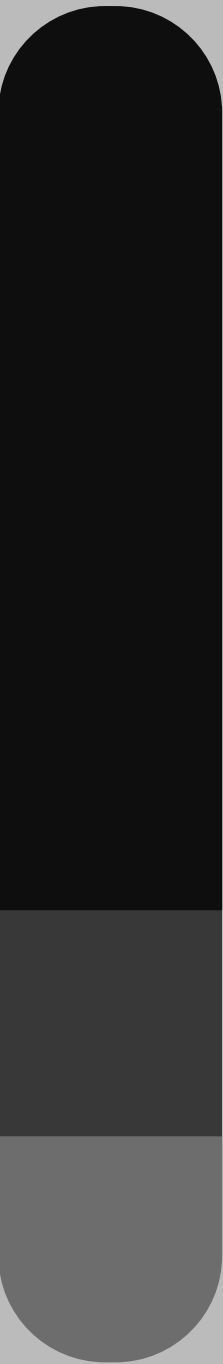
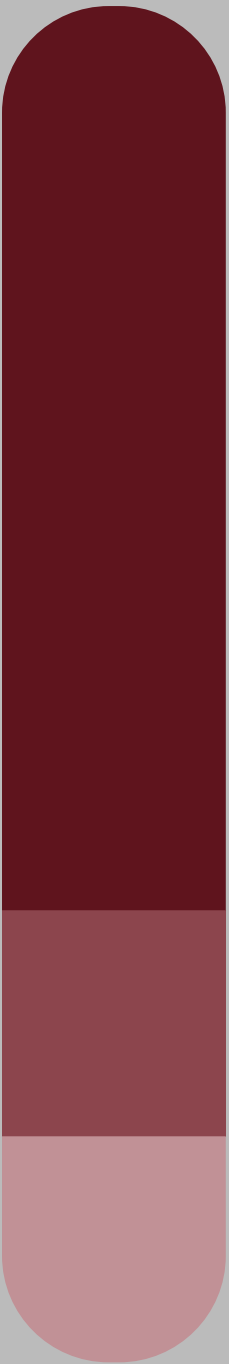


Color palette
Secondary

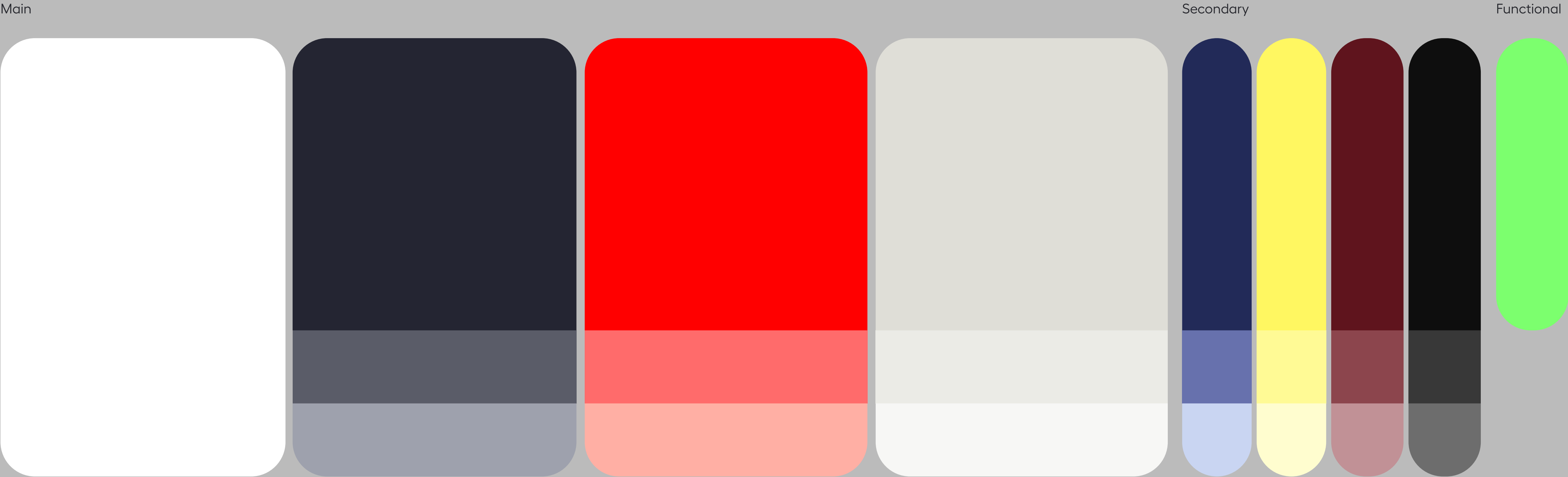
Main



Secondary



Color palette
Functional



Color palette
Color usage



Color palette
Color usage















Typography

Titles

Paragraphs

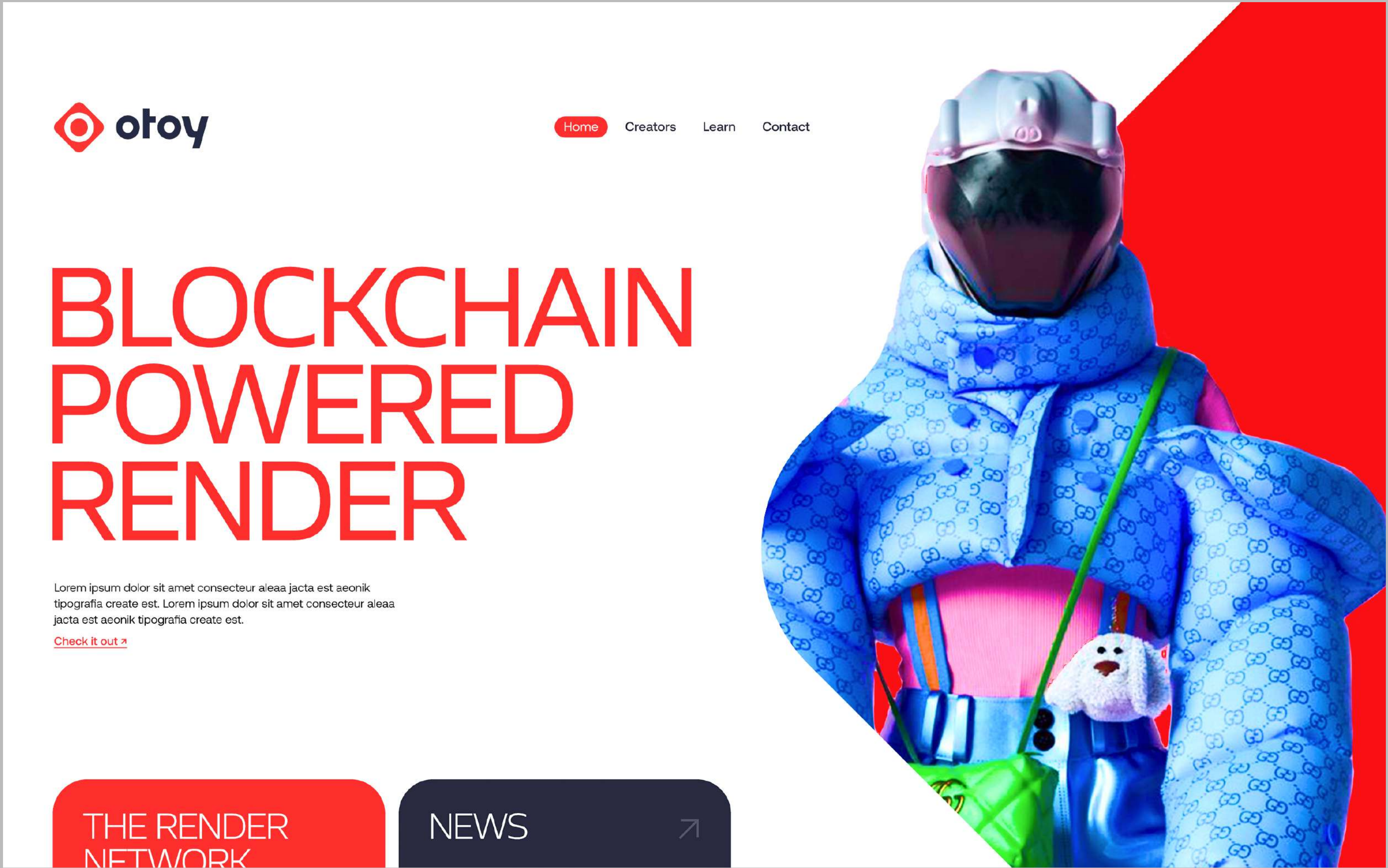
SCANDIUM
IS OUR TITLE TYPE

AaBbCcDdEeFf
GgHhIiJjKkLlMm
NnOoPpQqRrSs
TtUuVvWwXxYyZz

AaBbCcDdEeFf
GgHhIiJjKkLlMm
NnOoPpQqRrSs
TtUuVvWwXxYyZz

Typography
Titles



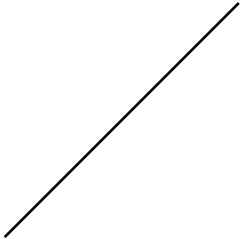


Typography
Paragraphs

Roobert

Typography
Paragraphs

You may know me from
the previous episode



Roobert

AaBbCcDc

u v w X x Y y z

AaBbCcDdEeFf
GgHhIiJjKkLlMm
NnOoPpQqRrSs
TtUuVvWwXxYyZz

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Light
Regular
Medium

Semibold
Bold
Heavy

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[Check it out ↗](#)

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Date
15. 23

Author
Trevor Harries-Jones

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RENDER THE FUTURE

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Secondary graphics

Modules

Modules are shapes that can store other elements.

Diamonds

Tiles

Blocks

Elements

The elements are pieces that can fit in the modules. They are divided in 2 groups: static and interactive.

Static:

Icons

Lines
Bullets

Tags
Badges

Interactive:

Text fields

Button
Tabs

Sliders
Scroll bars

Data visualization

Visual assets that can represent data

Loaders

Accordions

Tables

Graphs

Modules

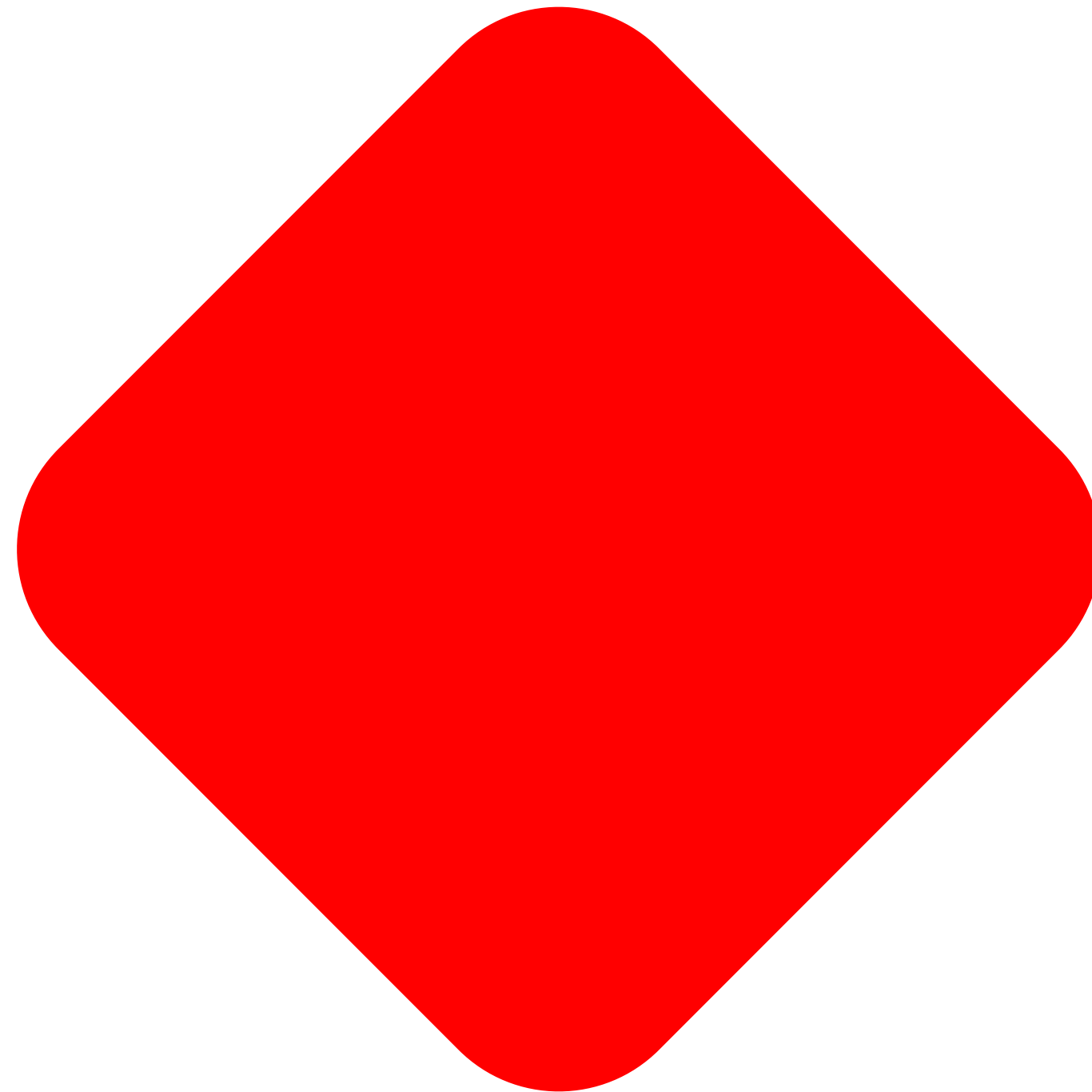
Modules are shapes that can store other elements.

Diamonds	Tiles	Blocks
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Secondary graphics
Modules: Diamonds



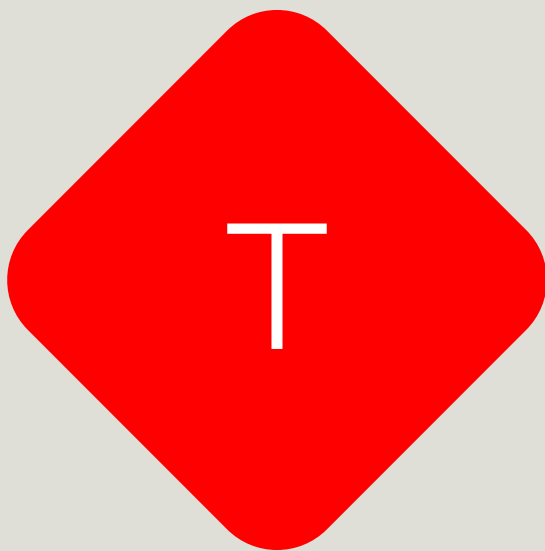
Secondary graphics
Modules: Diamonds



Secondary graphics
Modules: Diamonds



Secondary graphics
Modules: Diamonds



RENDER
THE
FUTURE

Secondary graphics
Modules: Diamonds





HomeCreatorsLearnContact

BLOCKCHAIN POWERED RENDER

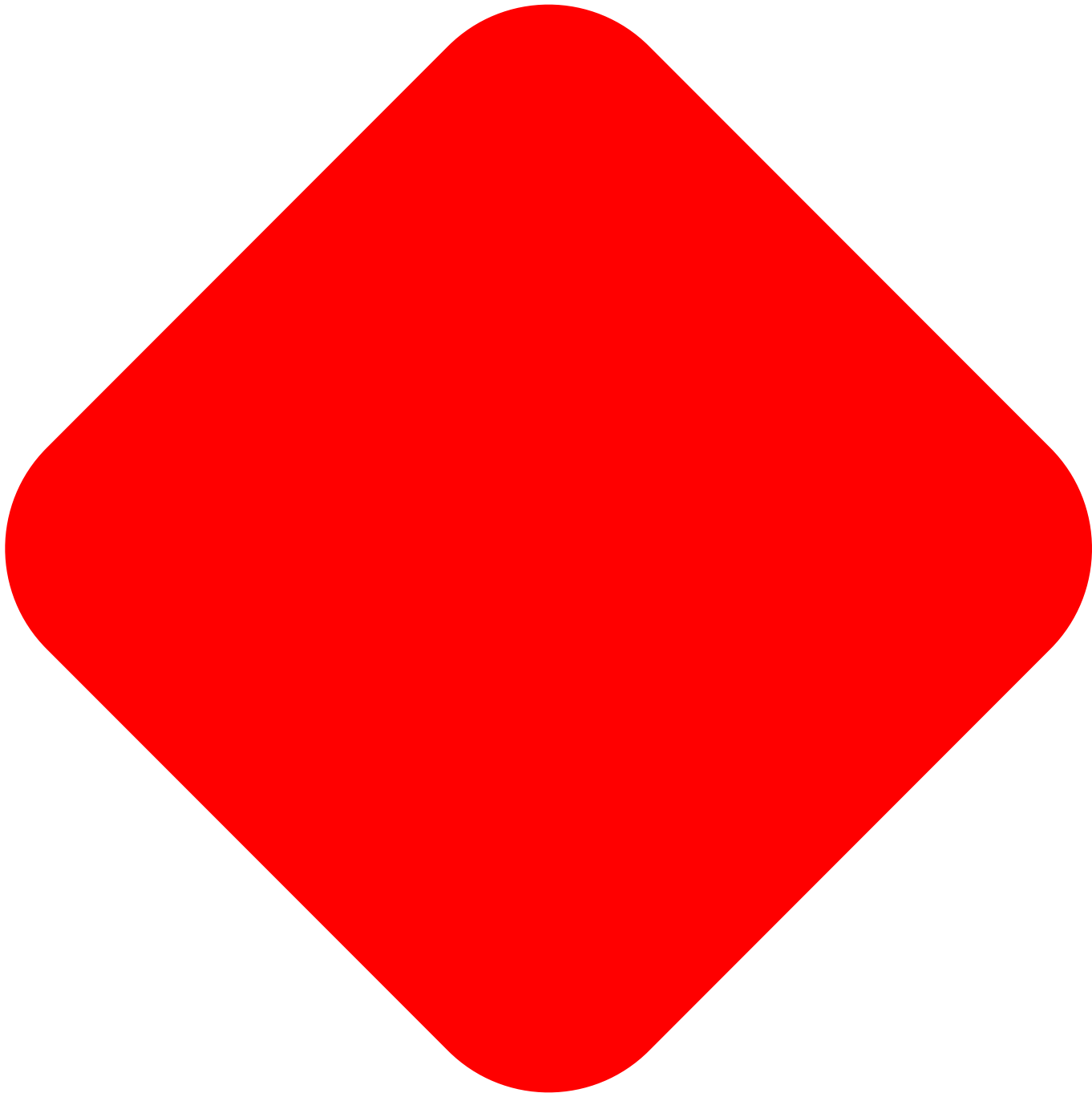
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THE RENDER
NETWORK

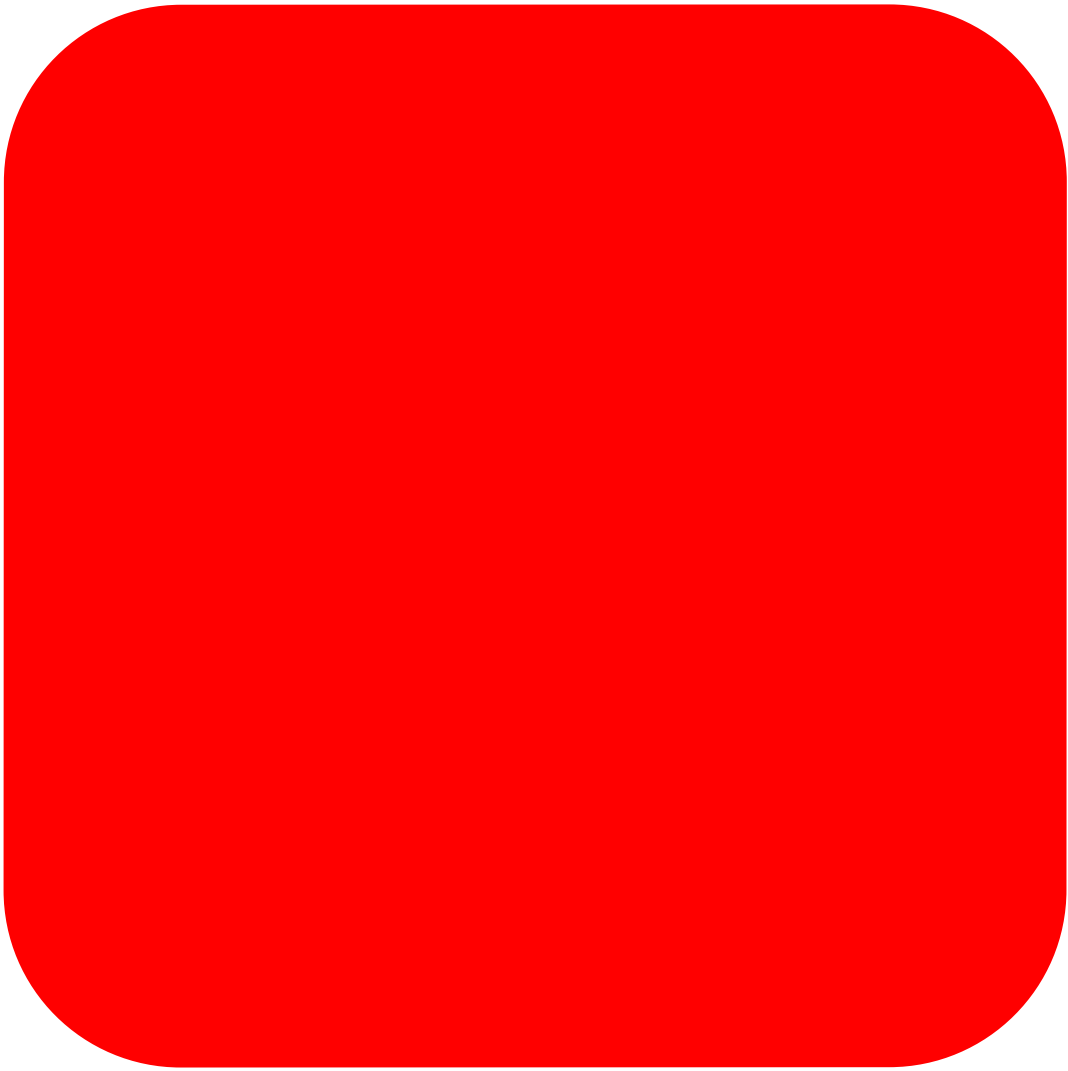
NEWS↗



Secondary graphics
Modules: Tiles



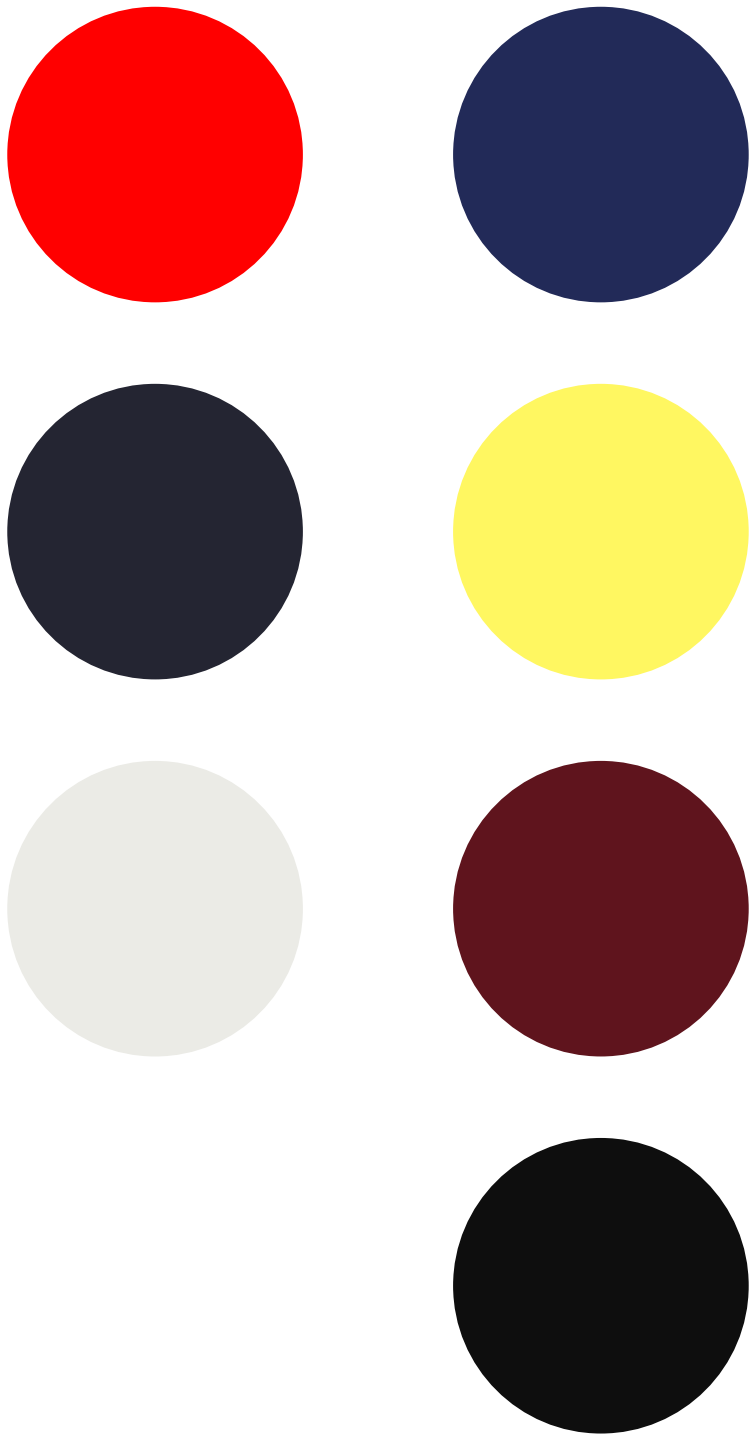
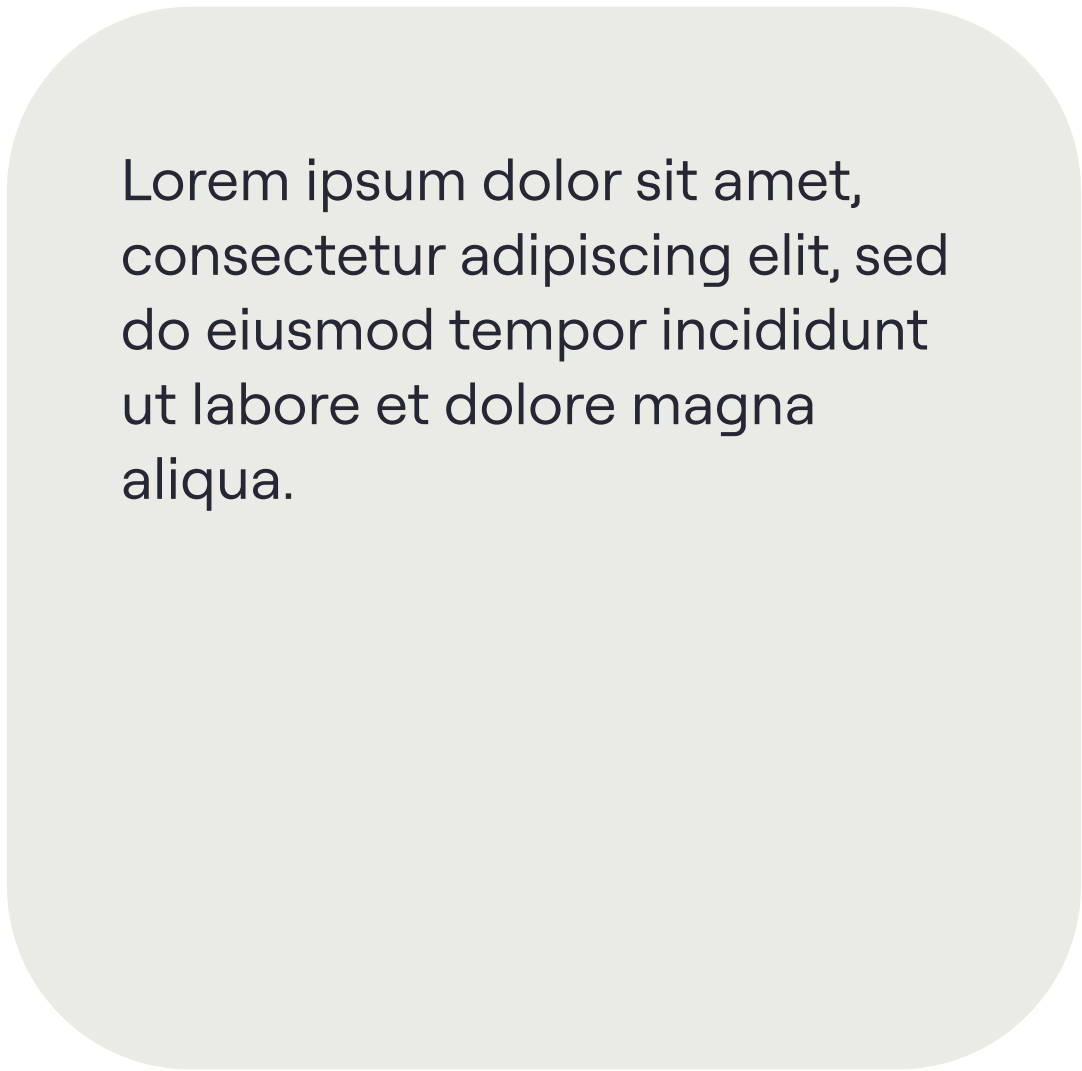
Secondary graphics
Modules: Tiles



TITLES

Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed
do eiusmod tempor incididunt
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aliqua. Ut enim ad minim
veniam, quis nostrud
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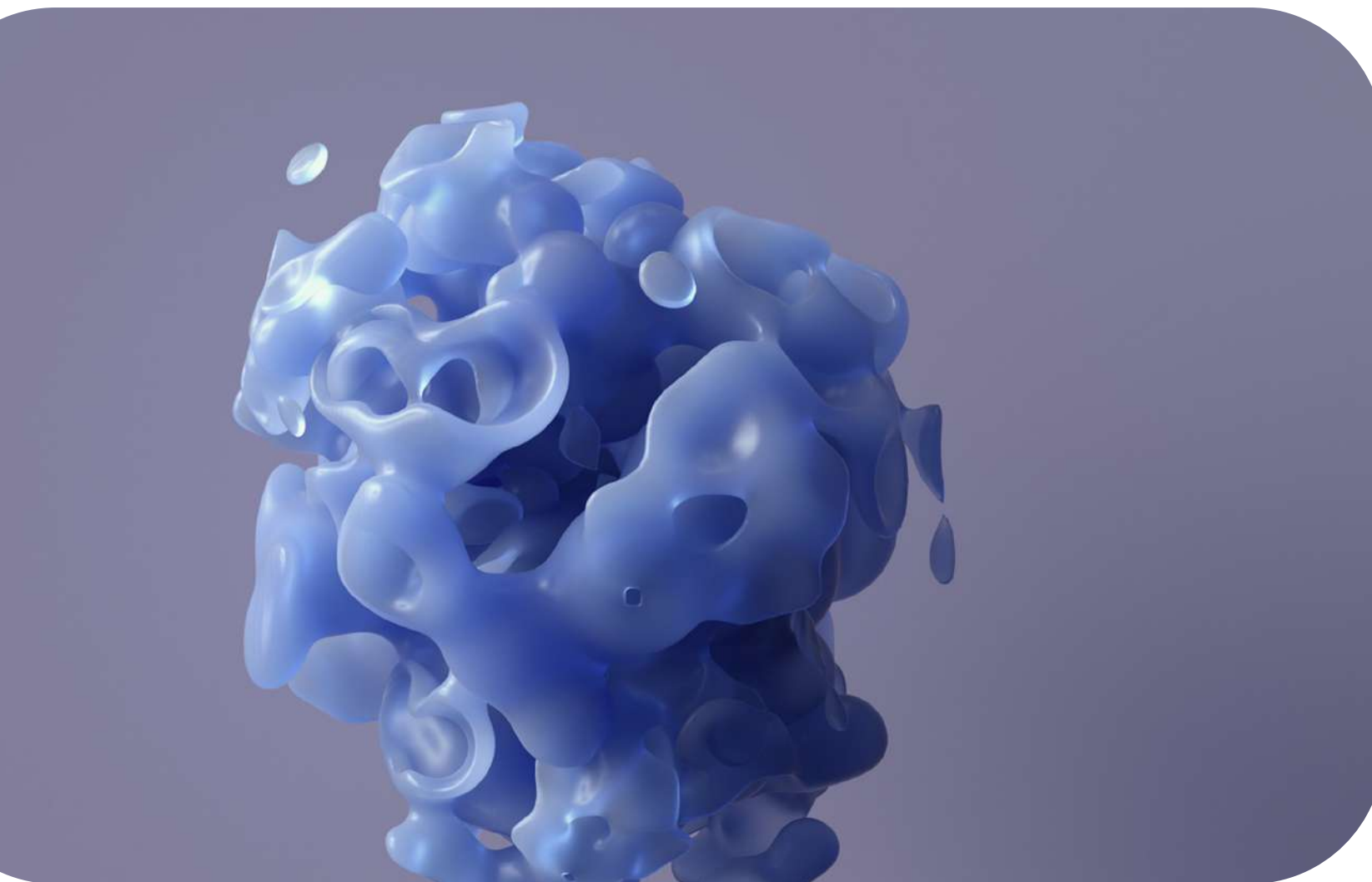
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Elements

The elements are pieces that can fit in the modules. They are divided in 2 groups: static and interactive.

Static:

Icons

Lines
Bullets

Tags
Badges

Interactive:

Text fields

Button
Tabs

Sliders
Scroll bars

Secondary graphics
Elements: Icons

Industries

Features

Secondary graphics
Elements: Icons



Media



Industry



Augmented Reality



Mixed Reality



Gaming



Medical



Virtual Reality

Secondary graphics

Elements: Icons



Images

Style
guide

Featured
creators

Images Style guide



Creator content



Team & Advisory board

Images Style guide



Creator content



Team & Advisory board

Who could work with our team on the image
curation and the rights licensing?

Images Style guide



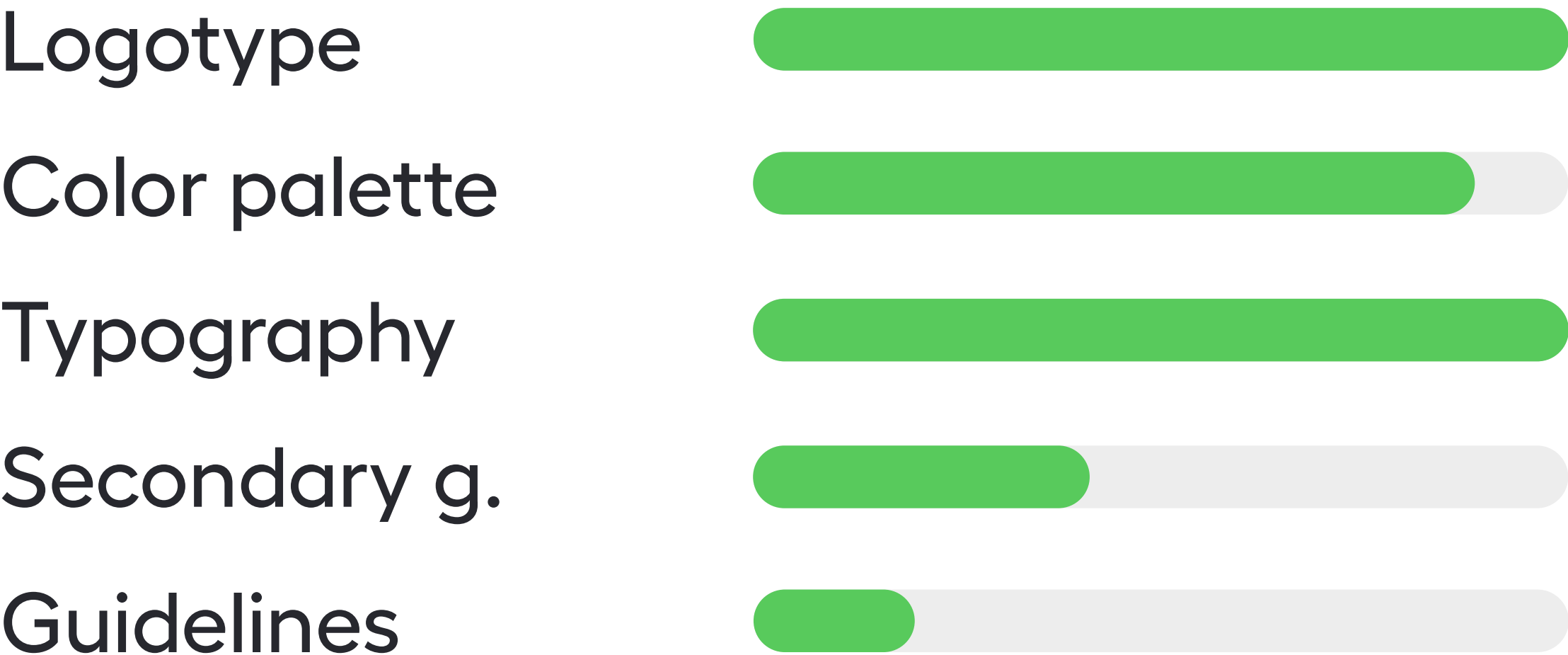
Creator content



Team & Advisory board

Next steps

Brand identity



Art direction



Thank you
for your attention!