

OOMA IDENTITY

## Logo Mark

Our name is our most valued asset of who we are and should be treated as such. It does, however, almost always live within and in relation to our vibrant and expressive branding. To give balance and contrast to the rest of the system, the logo mark is set in type that is contemporary, restrained, and clean. The capitalized 'O' brings maturity and confidence to a warm and friendly tone.



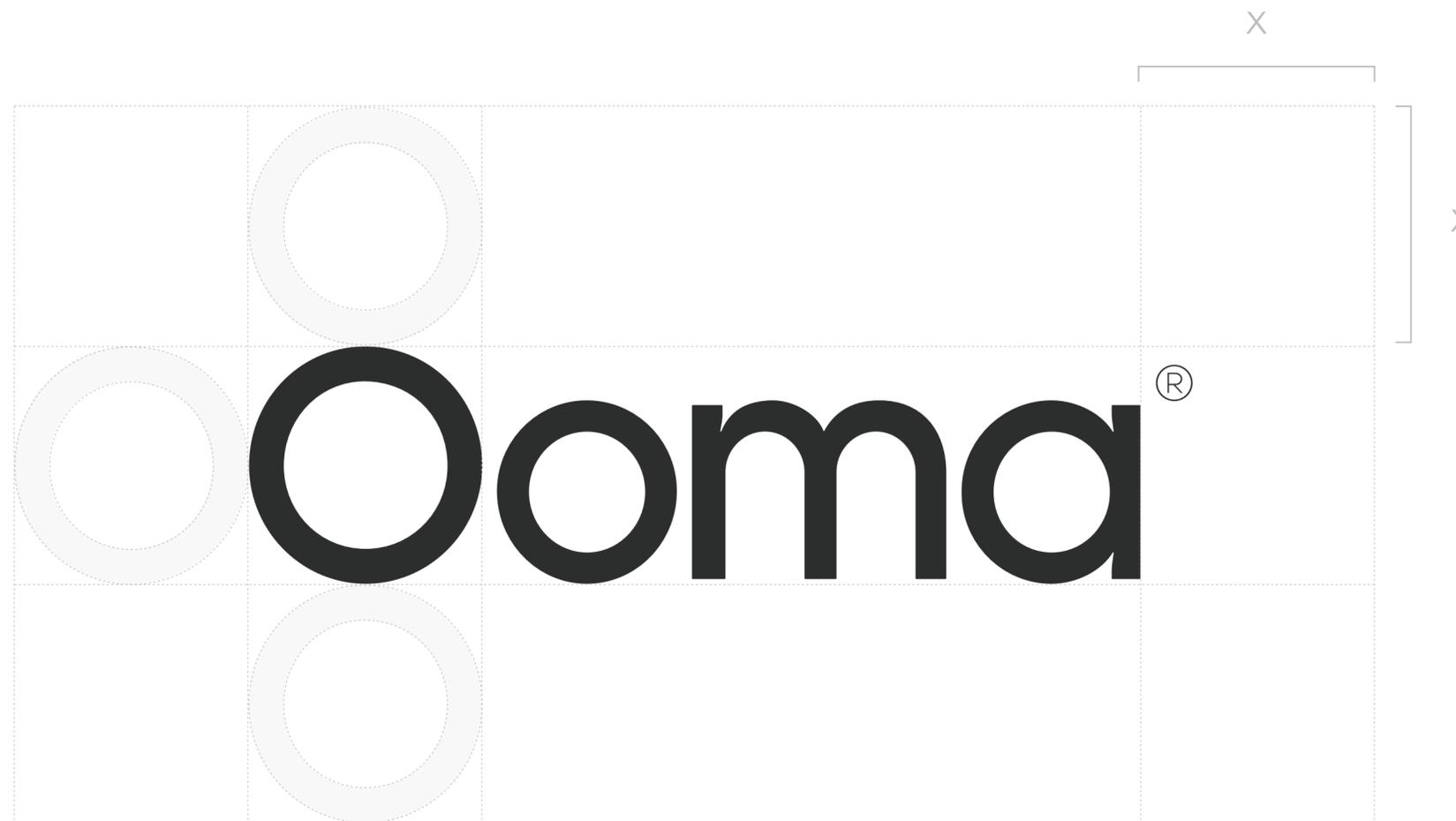
Ooma®

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## Logo Clear Space

A minimum area of clear space must always surround our logo. This area of isolation allows the logo to stand out by ensuring that any copy, additional identities, or other visual elements are kept clear from the logo.

The clear space is defined by the height and width of the capital letter 'O' and is to be maintained around the perimeter of the logo. The space is relative to the size of the logo and applies to all variations.



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## Logo Lockup

When appropriate and necessary the logo mark can be locked up together with our other product or service names. To retain consistency and clarity the lockups should all be executed in the same way.

The cap height (the height of the capital letters measured from the baseline) and the x-height (the height of the lower case letters measured from the baseline) should match with the logo mark. The weight of the type should be half the weight of the letters in the logo mark, and letters should be spaced equal throughout. There should always be a space between each word.

Ooma<sup>®</sup> Smart Cam

Ooma<sup>®</sup> Office

OOMA IDENTITY

## Logo Color Usage

Logo lock-ups must be used in the appropriate and approved primary color for that product or service category.

They can be used in 1 color Graphite OR in knock-out variations for both reproductive reasons or at the discretion of the designer.

Note, do NOT apply brand colors to the type itself (when type is on a white background for instance). Only apply product/service colors when reversing-out logo lockups as shown.

Ooma<sup>®</sup> Office

Ooma<sup>®</sup> Enterprise

Ooma<sup>®</sup> SmartCam<sup>™</sup>

Ooma<sup>®</sup> Smart Security

Ooma<sup>®</sup> Telo

Ooma<sup>®</sup> Office

Ooma<sup>®</sup> Enterprise

Ooma<sup>®</sup> SmartCam<sup>™</sup>

Ooma<sup>®</sup> Smart Security

Ooma<sup>®</sup> Telo

Ooma<sup>®</sup> Office

Ooma<sup>®</sup> Enterprise

Ooma<sup>®</sup> SmartCam<sup>™</sup>

Ooma<sup>®</sup> Smart Security

Ooma<sup>®</sup> Telo

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## Logo Usage

### Minimum Size

Our logo should never be hard to read or recognize. Minimum sizes for print and digital are shown to retain legibility in all communications.

### Incorrect Usage

The success of the brand depends on our logo maintaining a consistent appearance in all communications. In order to preserve the integrity of the logo, the following examples illustrate how it should not be used.

## Minimum Size

PRINT

Ooma® ] 7mm

DIGITAL

Ooma® ] 20px

## Incorrect Usage

- Do not alter the typeface in any way.
- Do not change the logo colors.
- Do not change the logo's angles.
- Do not alter the composition of our lockup.
- Do not use the logomark as a container.
- Do not add any effects to the logo.
- Do not warp the logo or change its proportions.
- Do not place the logo on complex backgrounds.