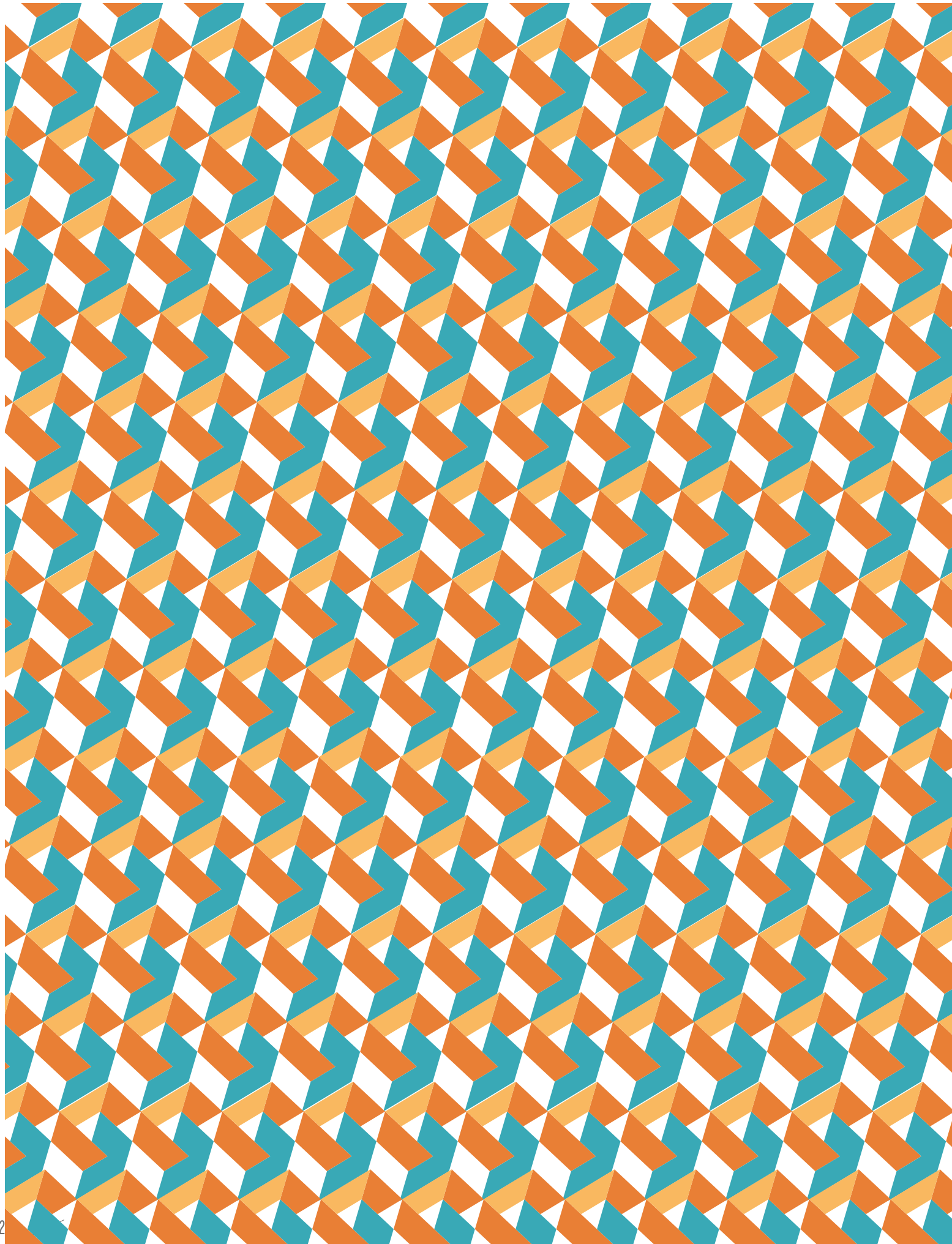


# OneSpace

BRAND VISUAL GUIDELINES





OneSpace

BRAND VISUAL IDENTITY

est. 2105

# SECTION ONE THE BRAND

1.1	Strategic Positioning	1.1.1	Who We Are	P#
		1.1.2	What We Do	P#
		1.1.3	How We Do It	P#
		1.1.4	Mission Statement	P#
		1.1.5	Elevator Pitch	P#
<hr/>				
1.2	Core Values	1.2.1	Brand Values	P#
		1.2.2	Brand Traits	P#
		1.2.3	We Are This	P#
		1.2.4	We Are Not This	P#
<hr/>				
1.3	Tone of Voice	1.3.1	Our Attitude	P#
		1.3.2	Tonality Spectrum	P#
		1.3.3	Key Positioning	P#
		1.3.4	Words We Use	P#
		1.3.5	Words We Don't Use	P#
		1.3.6	Internal Expectations	P#
<hr/>				
1.4	Audience	1.4.1	Our Target	P#
		1.4.2	Target Wants	P#
		1.4.1	Persona: Business	P#
		1.4.2	Persona: Freelancer	P#
		1.4.3	Persona: OneSpace	P#

### 1.1.1

#### WHO WE ARE

OneSpace is an innovative, resourceful and collaborative community of real people developing real solutions in real time.

Leaders at OneSpace value employees and freelancers who possess a passion for innovation and excellence. We encourage all members of our team to freely share ideas for improvement without fear of ridicule or apathy; all ideas, regardless of where they come from, are given equal consideration.

OneSpace strives to operate as a consultant, providing both businesses and freelancers not only a user-friendly, comprehensive, virtual work environment, but the preparation, support and encouragement necessary to succeed in this new era of high-tech labor distribution.

If OneSpace were a person, he would be approachable, genuine and confident. He would dress in dark blue jeans, a sharp blazer and trendy dress shoes. He would smile easily, constantly be looking for new ways to solve problems, and enthusiastically share his ideas while doodling visual aids on napkins. He would ask a lot of questions. He would promise results and mean it. In his free time, he would read non-fiction, generally books about productivity hacks and advances in digital capabilities, as well as blogs by modern leadership experts and team-building coaches.

An individual considering investing in or purchasing OneSpace would see a company that is perched on the edge of the future. A company that is intelligent, innovative and engaging.

### 1.1.2

#### WHAT WE DO

CREATE WORKFORCE  
SOLUTIONS THAT  
REDEFINE  
TRADITIONAL  
WORK MODELS.

### 1.1.3

#### HOW WE DO IT

*Via* a robust digital platform designed as a community hub with the tools to connect, educate and make flexible workforces a viable reality.

1.1.4  
MISSION STATEMENT

WE LIBERATE THE  
WORLD FROM THE  
CONFINES  
OF A TRADITIONAL  
WORK MODEL.

1.1.5  
ELEVATOR PITCH

*OneSpace is a virtual workforce platform that brings businesses in need of flexible, scalable talent together with freelancers seeking assignments that match their skillsets. We've helped companies like Staples, eBay and Intuit rapidly scale their operations by giving them instant access to talent where and when they needed it most.*

1.2.1  
CORE BRAND VALUES

INNOVATION  
INTELLIGENCE  
AUTHENTICITY  
ADAPTABILITY  
QUALITY  
PASSION  
COLLABORATION

1.2.2

BRAND TRAITS

**FLEXIBLE**  
**HUMAN**  
**TECH DRIVEN**  
**BOLD**  
**INTELLIGENT**

**NUTSHELL: ENERGY.**

1.2.3

**WE  
ARE**

APPROACHABLE

BOLD

COLLABORATIVE

CONFIDENT

CUSTOMIZED

ENERGETIC

ENGAGING

FRIENDLY

INNOVATIVE

INSPIRATIONAL

INTELLIGENT

PRACTICAL

QUALITY-DRIVEN

PROACTIVE

TARGETED

1.2.4

**WE  
ARE  
NOT**

ARROGANT  
BORING  
CLOWNISH  
COMPLICATED  
CONFUSING  
DETACHED  
DRY  
FLASHY  
ALOOF  
JUVENILE  
ONE-SIZE-FITS-ALL  
SARCASTIC  
UNPROFESSIONAL  
SNARKY  
UNRELIABLE

1.3.1

ATTITUDE

ONESPACE  
IS A "WE" BRAND.  
AND "WE" ARE  
SMART AND  
FORWARD THINKING.

WE ARE ABOUT PURPOSE AND PEOPLE.

WE CREATE SOLUTIONS THAT BETTER LIVES.

WE LEAD AND ARE PRO-ACTIVE EXPERTS.

WE DEMAND AUTHENTICITY AND COMPEL RESPECT.

WE BELIEVE IN BEING PASSIONATE, SPIRITED AND DIRECT.

1.3.2

TONALITY SPECTRUM

*More casual than formal*  
*More practical than "pie in the sky"*  
*More genuine than sarcastic*  
*More friendly than saucy or corporate*  
*More logical than emotional*  
*More modern than traditional*  
*More cutting edge than established*  
*More upscale than accessible-to-all*  
*More positive than negative*  
*More proactive than reactive*

1.3.3

KEY POSITIONING POINTS

**ON DEMAND TALENT = FLEXIBILITY**

**VIRTUAL WORK SPACE = TECHNOLOGY**

**DEEP ANALYTICS = HONEST FACTS**

1.3.4

WORDS WE USE

Bold  
Collaboration  
Connected  
Contributors  
Cost-effective  
Customization  
Efficiency  
Elastic  
Empower  
Engagement  
Flexible  
Free agent  
Freedom  
Freelancer  
Friendly  
Game-changing  
Human  
Independent professionals  
Individualism  
Integrated  
Liberate  
Manage like a boss  
On-demand

1.3.5

WORDS WE DON'T USE

Awesome  
Giggers  
Head count  
Offshoring  
Outsource (sometimes)  
People management  
Processes  
Service(s)  
Talent pool  
Tasks  
Worker  
Can't  
Won't  
Couldn't



### 1.3.6

#### INTERNAL ATTITUDE EXPECTATIONS

##### **Be a Brand Ambassador**

This is More than “Just a Job”. We are on a mission to liberate the world from the confines of a traditional work model, which is no small task. Work here because you love our vision and you’re inspired by the opportunity to change the world. Commit to achieving our goals.

##### **Be Results-Oriented**

Autonomy, flexibility, accountability and trust are key ingredients to our success. Stay focused on our mission and deliver on your commitments.

##### **Be Approachable**

Maintain an open-door policy. Welcome conversations, ideas and knowledge sharing. Initiate discussions with your teammates.

##### **Be an Expert**

Stretching yourself is the status quo. Become an expert in communicating our vision, products and services. Share your expertise with teammates.

##### **Be a Positive Force**

In the face of adversity, be an example of positivity. Identify teammates who could use a lift and provide them with inspiration.

##### **Be Respectful**

Respect each others' ideas and opinions. Ensure our freelancers, clients and partners feel valued and respected. Respect (but destroy) our competition.

##### **Be a Team Player**

As a team, we recognize individual contributions and achievements. However, this is not a solo performance. When making decisions and celebrating successes, always put the team first.

### 1.4.1

#### OUR TARGET AUDIENCE

*OneSpace is designed to most effectively provide solutions for:*

*The largest publishers and retailers in the world*

*Agencies that need the best talent at a moment's notice*

*New players in the on-demand economy*

*Medium to large enterprises*

*Freelancers who need a reliable, legitimate source of assignments*

1.4.2  
TARGET NEEDS

EMPLOY A FLEXIBLE WORKFORCE  
ADAPT EFFORTLESSLY TO ADJUSTMENTS IN WORKLOAD  
ADD CAPACITY WHENEVER AND WHEREVER NEEDED  
ADD ELASTICITY TO THEIR WORKFORCES  
INTEGRATE INTERNAL AND EXTERNAL RESOURCES  
ACCESS THE EXACT TALENT REQUIRED TO MEET THEIR GOALS  
RECRUIT TALENT ON A LEVEL PLAYING FIELD  
PINPOINT EXPERTISE ON THE FLY  
DEVELOP BLENDED TEAMS

1.4.3

PERSONAS : BUSINESS/CORPORATE

**PERSONA 1 : BUSINESS : THE HR DIRECTOR**

NAME: JAN AGE: 45 WORKSPACE: CORPORATE OFFICE MAIN DRIVING FACTOR: EASE OF USE & REACH

JAN SPENDS MOST OF HER DAYS POSTING JOBS, ARRANGING INTERVIEWS AND STALKING LINKEDIN FOR POTENTIAL CANDIDATES. SHE IS ALWAYS LOOKING FOR TOOLS TO MAKE HER JOB FINDING CANDIDATES EASIER AND MORE DIRECTED. SHE IS PARTICULARLY INTERESTED IN LARGE TALENT POOLS THAT ARE CONTINUALLY BRINGING ON MORE PEOPLE BECAUSE SHE CAN TAP INTO THIS AS A TRUSTED RESOURCE WITHOUT FEAR OF EXHAUSTING THE POSSIBILITIES.

**PERSONA 2 : BUSINESS : THE DO-ER**

NAME: MATT AGE: 33 WORKSPACE: BUSINESS OFFICE MAIN DRIVING FACTOR: GET PROJECTS DONE

MATT IS A MANAGER AND HE IS WELL AWARE THAT NOT ONLY IS HE ONLY AS GOOD AS THE TEAM UNDER HIM, BUT HE'S DIRECTLY RESPONSIBLE FOR THE BUDGET THAT KEEPS THIS TEAM PAID. HE'S A BIG BELIEVER IN STAFFING TO GET THE JOB DONE SO HE REGULARLY PULLS IN FREELANCE AND CONTRACT WORKERS TO SPECIFICALLY ADDRESS SKILLS ON A PROJECT OR SHORE UP A TEAM NEEDS TO BE MORE ROBUST TO HIT A DEADLINE.

**PERSONA 3 : BUSINESS : THE GAP FILLER**

NAME: KEVIN AGE: 39 WORKSPACE: HOME OFFICE MAIN DRIVING FACTOR: SHORT TERM TALENT NEEDS

KEVIN OWNS A LARGE BOATING COMPANY AND DOESN'T HAVE THE WORKLOAD LEVEL TO SUPPORT A FULL TIME CREATIVE TEAM. HE APPRECIATES BEING ABLE TO TAP INTO A PROFESSIONAL NETWORK THAT WILL MAKE FINDING PEOPLE WITH THE SKILLS HE NEEDS TEMPORARILY A POSSIBILITY AND LOVES THE FACT HE CAN WORK WITH THEM ANYWHERE ANYTIME AND EVEN CONTINUE TO TAP INTO THE SAME CREATIVE FOR FUTURE PROJECTS THROUGH AN ONLINE PRESENCE.

#### 1.4.4

### PERSONAS : FREELANCER

#### PERSONA 1: FREELANCER : THE MASTER OF THEIR DOMAIN

NAME: JOSH AGE: 32 WORKSPACE: HOME OFFICE MAIN DRIVING FACTOR: CONTROL

JOSH FREELANCES AS HIS PRIMARY SOURCE OF INCOME BECAUSE IT PROVIDES HIM CONTROL OF HIS CAREER AND INCOME. HE PREFERS TO BE DIRECTLY GUIDING WHAT JOBS FIT HIS SCHEDULE, MONETARY NEEDS, SKILLS AND HIS CAREER PATH.

--

#### PERSONA 2: FREELANCER : THE EXPLORER

NAME: CHRISTINA AGE: 26 WORKSPACE: REMOTE OFFICE MAIN DRIVING FACTOR: ENGAGEMENT

CHRISTINA IS VIBRANT AND ALWAYS LOOKING FOR CHANGE. BEING A CONTRACT WORKER ALLOWS HER TO HAVE A GOOD INCOME BUT WITH A LIMITED TIME COMMITMENT SO THAT SHE HAS THE FREEDOM TO WORK FOR A WIDE VARIETY OF BRANDS AND ALWAYS BE TRANSITIONING.

#### PERSONA 3: FREELANCER : THE SIDE PROJECT

NAME: NOAH AGE: 41 WORKSPACE: HOME OFFICE MAIN DRIVING FACTOR: PERSONAL FULFILLMENT

NOAH IS DIRECTOR LEVEL AT HIS CURRENT DAY JOB BUT SPENDS MOST OF HIS DAY IN MEETINGS. HE FREELANCES AS A PASSION PROJECTS TO KEEP HIS CREATIVE SKILL SHARP AND TO FIND MENTAL FULFILLMENT AND A LITTLE EXTRA MONEY.

--

#### PERSONA 4: FREELANCER : ROCK PAPER SCISSORS

NAME: KARA AGE: 37 WORKSPACE: HOME OFFICE MAIN DRIVING FACTOR: FINANCIAL

KARA'S A SUPER TALENTED PERSON AND BETWEEN FULL TIME JOBS. SHE HAS BILLS TO PAY SO IT'S IMPORTANT TO HER TO KEEP HER PIPELINE FULL. SHE CARES ABOUT THE PROJECTS SHE WORKS ON IN TERMS OF QUALITY BUT IT'S MORE FINANCIAL THAN PASSION BASED.

#### 1.4.3

### PERSONA: ONESPACE

If OneSpace were a person, he would be approachable, genuine and confident. He would dress in dark blue jeans, a sharp blazer and trendy dress shoes. He would smile easily, constantly be looking for new ways to solve problems, and enthusiastically share his ideas while doodling visual aids on napkins. He would ask a lot of questions. He would promise results and mean it. In his free time, he would read non-fiction, generally books about productivity hacks and advances in digital capabilities, as well as blogs by modern leadership experts and team-building coaches.

# SECTION TWO

## VISUAL IDENTITY

2.1	The Logo	2.1.1	Full Color Logo	P#
		2.1.2	Minimum/Maximum Size	P#
		2.1.3	Duo- Color Logo	P#
		2.1.4	Logo with Subhead	P#
		2.1.5	Single Color Logo	P#
		2.1.6	Greyscale Logo	P#
		2.1.7	Positioning the Logo	P#
		2.1.8	Incorrect Logo Usage	P#
<hr/>				
2.2	The Mark	2.2.1	Stand Alone Mark	P#
		2.2.2	Positioning the Mark	P#
		2.2.3	Alt Usages	P#
		2.2.4	Cropping the Mark	P#
		2.2.5	Incorrect Mark Usage	P#
<hr/>				
2.3	The Color Palette	2.3.1	Color Palette Overview	P#
		2.3.2	Spectrum Matches	P#
<hr/>				
2.4	The Typeface	2.4.1	Core	P#
		2.4.2	Character Spacing	P#
		2.4.3	Line Spacing	P#
<hr/>				
2.5	The Patterns	2.5.1	Brand Pattern Heavy	P#
		2.5.2	Brand Pattern Alt	P#

THIS LOGO WAS  
DESIGNED TO BE A  
DYNAMIC MODERN  
C O N C E P T U A L  
INTERPRETATION OF A  
"FLEXIBLE WORKSPACE".

THE MARK HAS A MODULAR,  
ORIGAMI-LIKE QUALITY THAT  
IS REMNISCENT OF  
MOVEABLE CUBICAL WALLS  
THESE WILL REPEAT  
AND FORM OTHER SHAPES  
THROUGHOUT THE SITE.

COLORS WILL BE PREDOMINATELY BLUE AND ORANGE.

### 2.1.1

#### FULL COLOR LOGO

THE FULL COLOR ONESPACE LOGO IS CHARACTERIZED BY THE USAGE OF TWO ORANGE TONES AND ONE BLUE TONE WITHIN IT'S MARK. THE MARK IS ALWAYS PAIRED TO THE LEFT OF THE TYPOGRAPHIC PORTION OF THE LOGO.

THIS IS THE PRIMARY LOGO AND SHOULD BE USED IN ALL INSTANCES WHERE BRANDING IS NEEDED AND CAN BE ACHIEVED ON A WHITE OR LIGHT GREY BACKGROUND.



### 2.1.2

#### MINIMUM MAXIMUM SIZING

LOGO IS DESIGNED TO BE VERY SCALEABLE.



TYPE IS IN GREY  
 WHILE MARK IS ALMOST  
 EXCLUSIVELY SEEN  
 IN COLOR



# OneSpace

INTERSTATE  
 EXTRA  
 LIGHT FORMS TYPE BASIS

Typeface is characterized  
 by cuts in certain letters  
 and very oval letters.



THIS MARK IS DESIGNED TO BE A LIVING ICON THAT  
 CONTAINS VARIOUS SHAPES THAT CAN BE REARRANGED  
 INDIVIDUALLY OR AS A GROUP OR EXPANDED UPON TO SPEAK  
 TO THE IDEA THAT A WORKFORCE IS HOW YOU REDINE IT.

THESE SHAPES AND OUTLINES CAN ALSO BE  
 USED TO MAKE PATTERNS.



2.1.2  
DUO-COLOR LOGO

FOR EXECUTIONS THAT ONLY ALLOW FOR 2 COLOR PRINTING



2.1.3  
DUO-COLOR LOGO W/TAG

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. DONEC PULVINAR.



2.1.4  
SINGLE COLOR LOGO

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. DONEC PULVINAR RUTRUM LIBERO ID GRAVIDA. DONEC MAXIMUS, MI SED CONGUE ULLAMCORPER, NUNC EST CURSUS.





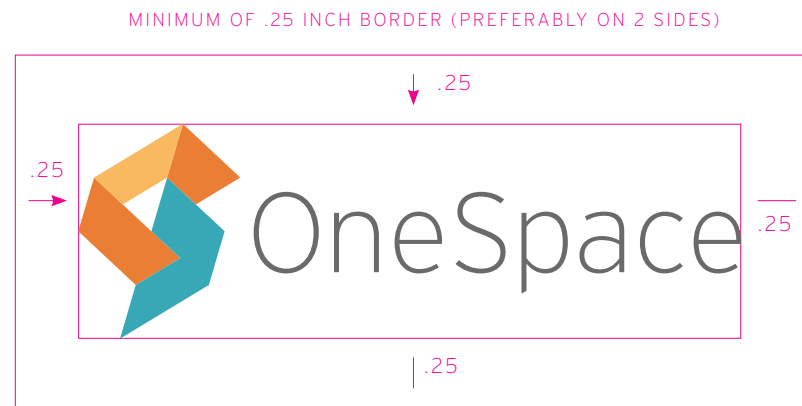
2.1.6  
GREYSCALE LOGO





2.1.7  
POSITIONING THE LOGO

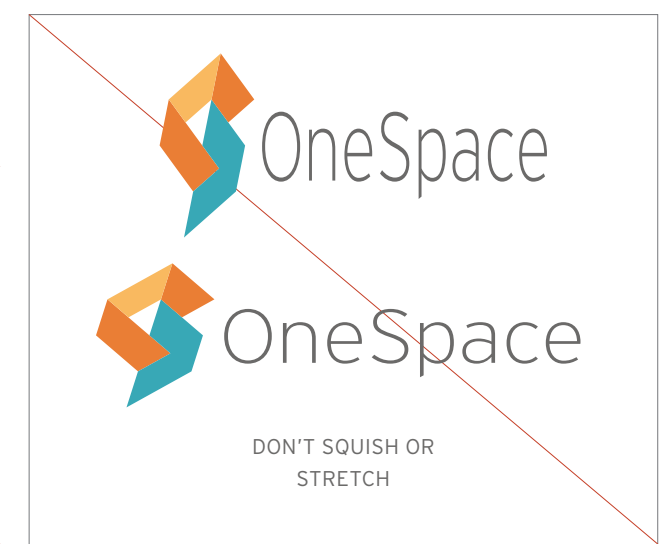
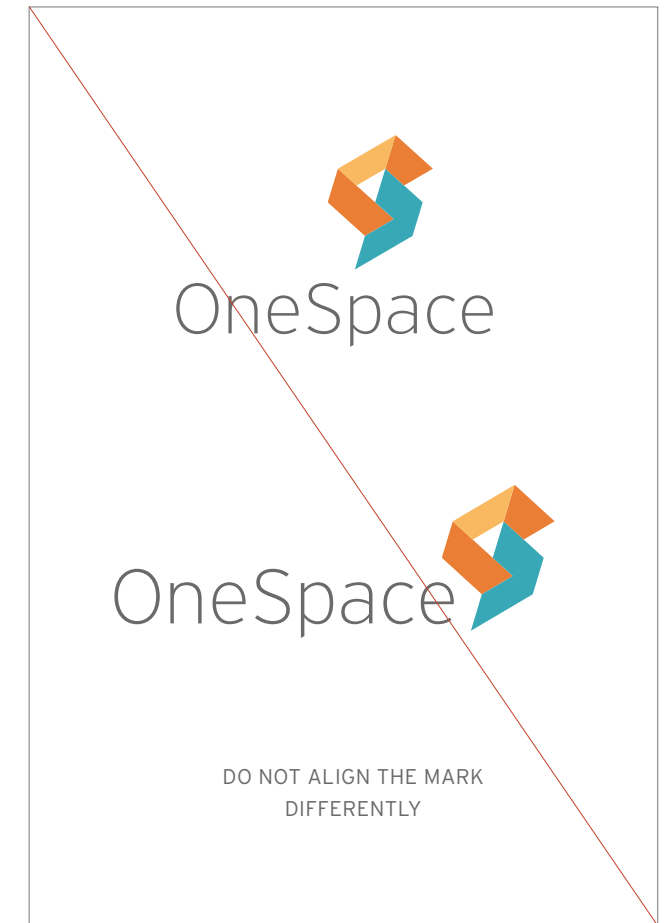
PROPER SPACING AROUND THE LOGO ENSURES PROPER READABILITY



SUB TYPE ALIGNMENT POINTS



2.1.8  
INCORRECT LOGO USAGE



### 2.2.1

#### STAND ALONE MARK

THIS MARK IS ALWAYS USED IN EITHER FULL COLOR OR OUTLINE FORMS AND IT SHOULD BE SEEN AS PLAYFUL, LIKE BUILDING BLOCKS. IT OFTEN REASSEMBLES ITSELF AND CAN BE USED FOR ANIMATIONS.

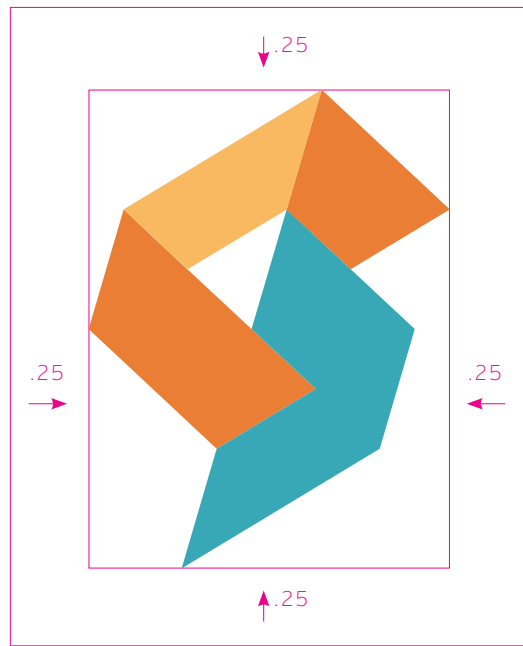


THIS MARK IS DESIGNED TO STAND ALONE OR BE USED WITH THE TYPEFACE FOR THE LOGO IDENTITY.

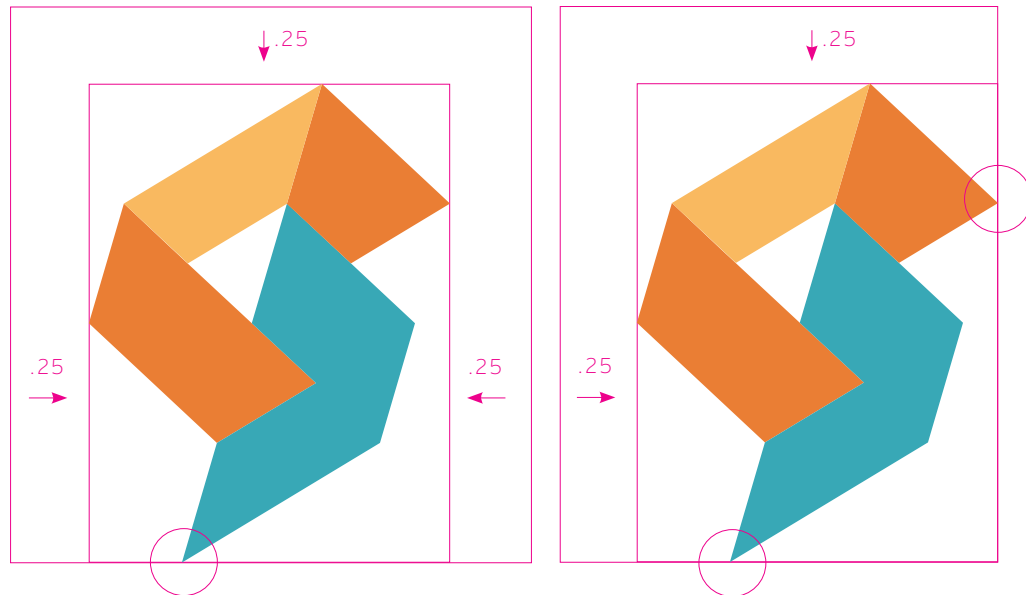
IT'S FORMED OF 4 PIECES WHICH INTERCONNECT TO MAKE A FORM.

THIS FORM CAN VARY FROM CHANNEL TO CHANNEL, CREAT PATTERNING, BUILD ITSELF WITH ANIMATION... ETC.

2.2.2  
POSITIONING THE MARK

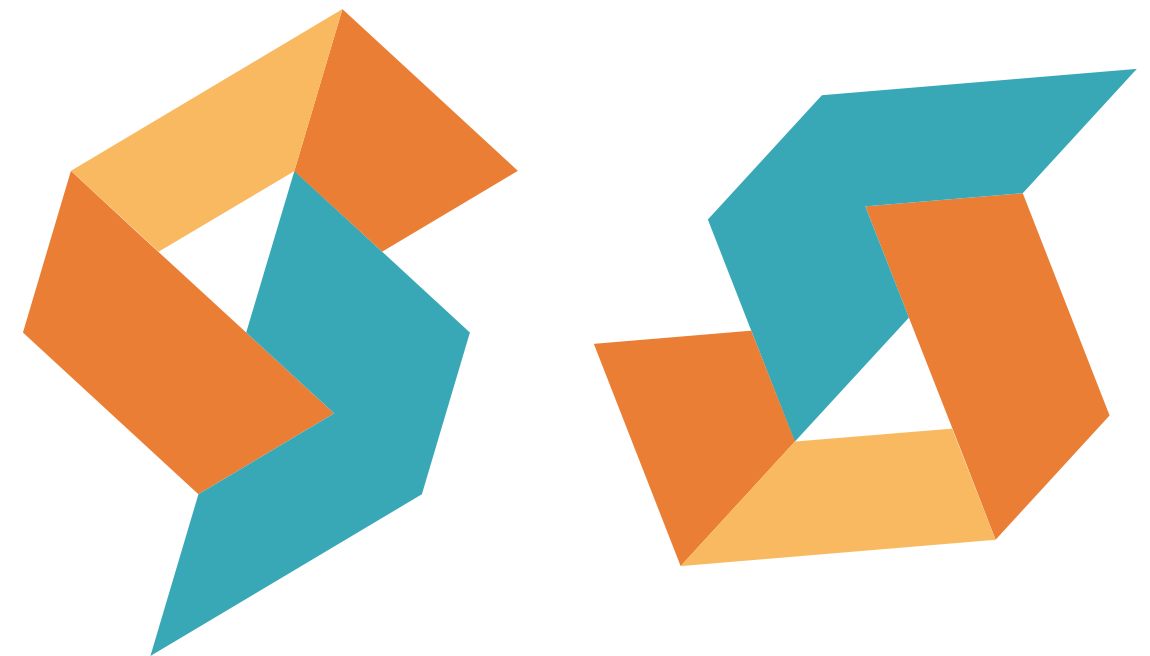


LOGO SHOULD HAVE .25" TO BREATH  
ON AT LEAST 2 SIDES



MARK MAY TOUCH THE EDGE OF A PAGE WITH  
IT'S BOTTOM AND/OR RIGHT SIDE POINTS

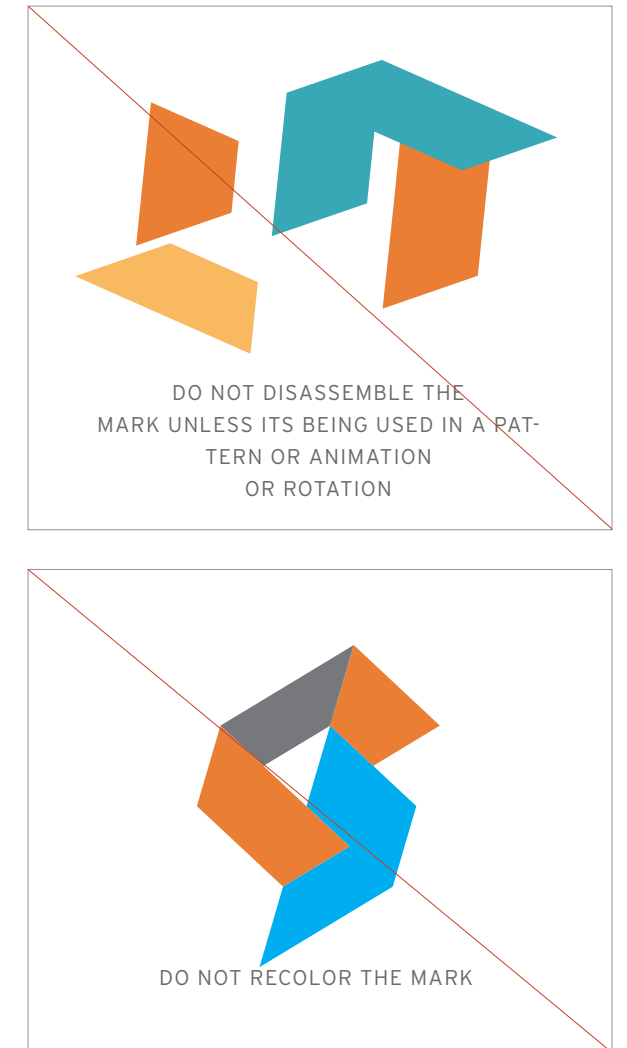
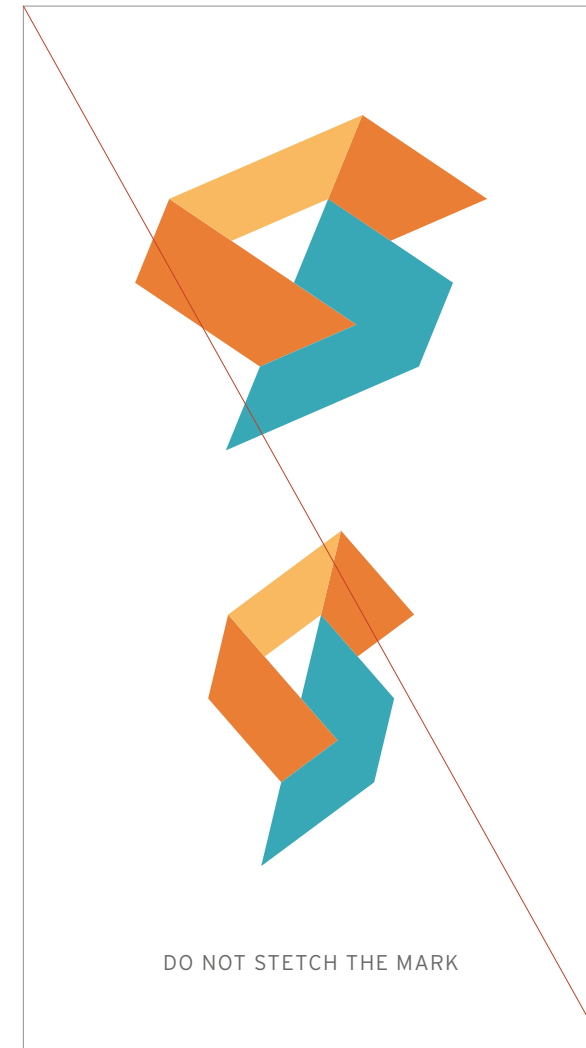
2.2.3  
MARK CAN BE ROTATED OR BUILT UPON IN  
ANIMATION OR CREATION OF GRAPHIC ELEMENTS LIKE PATTERNS



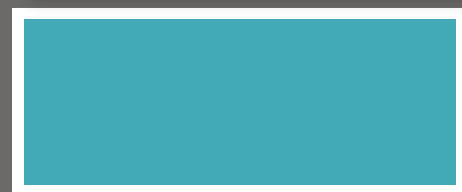
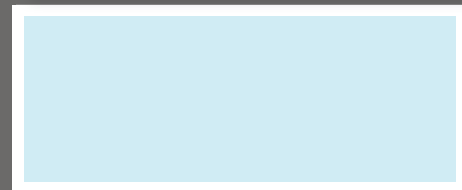
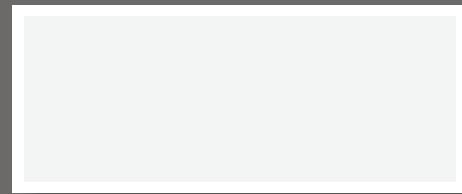
2.2.4  
CROPPING THE  
MARK IS  
PERMITTED

IT MAKES IT  
VERY GEOMETRIC

2.2.5  
INCORRECT MARK USAGE



2.3.1  
THE COLOR PALETTE



2.3.2  
SPECTRUM MATCHES

HEX <b>F2F2F2</b>	PMS <b>7541</b>	RGB R= 242 G= 242 B= 242	CMYK C = 4 M = 3 Y = 3 K = 0
HEX <b>B4B4B5</b>	PMS <b>438</b>	RGB R= 180 G= 180 B= 181	CMYK C = 30 M = 24 Y = 24 K = 0
HEX <b>515654</b>	PMS <b>431</b>	RGB R= 81 G= 86 B= 84	CMYK C = 66 M = 54 Y = 57 K = 31
HEX <b>E87F35</b>	PMS <b>144</b>	RGB R= 232 G= 127 B= 53	CMYK C = 5 M = 61 Y = 90 K = 0
HEX <b>F9B860</b>	PMS <b>123</b>	RGB R= 249 G= 184 B= 96	CMYK C = 1 M = 31 Y = 71 K = 0
HEX <b>DOECF3</b>	PMS <b>7457</b>	RGB R= 208 G= 236 B= 243	CMYK C = 17 M = 0 Y = 3 K = 0
HEX <b>3CA9B7</b>	PMS <b>3125</b>	RGB R= 60 G= 169 B= 183	CMYK C = 71 M = 14 Y = 27 K = 0

2.4.1  
CORE TYPEFACE

INTERSTATE  
EXTRA LIGHT

---

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 0

---

2.4.2  
LETTERSPACING

The quick brown fox jumped over the lazy dog.

INTERSTATE EXTRA LIGHT - 18 PT TYPE 20 PT LETTERSPACE

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.

INTERSTATE EXTRA LIGHT - 18 PT TYPE 40 PT LETTERSPACE

---

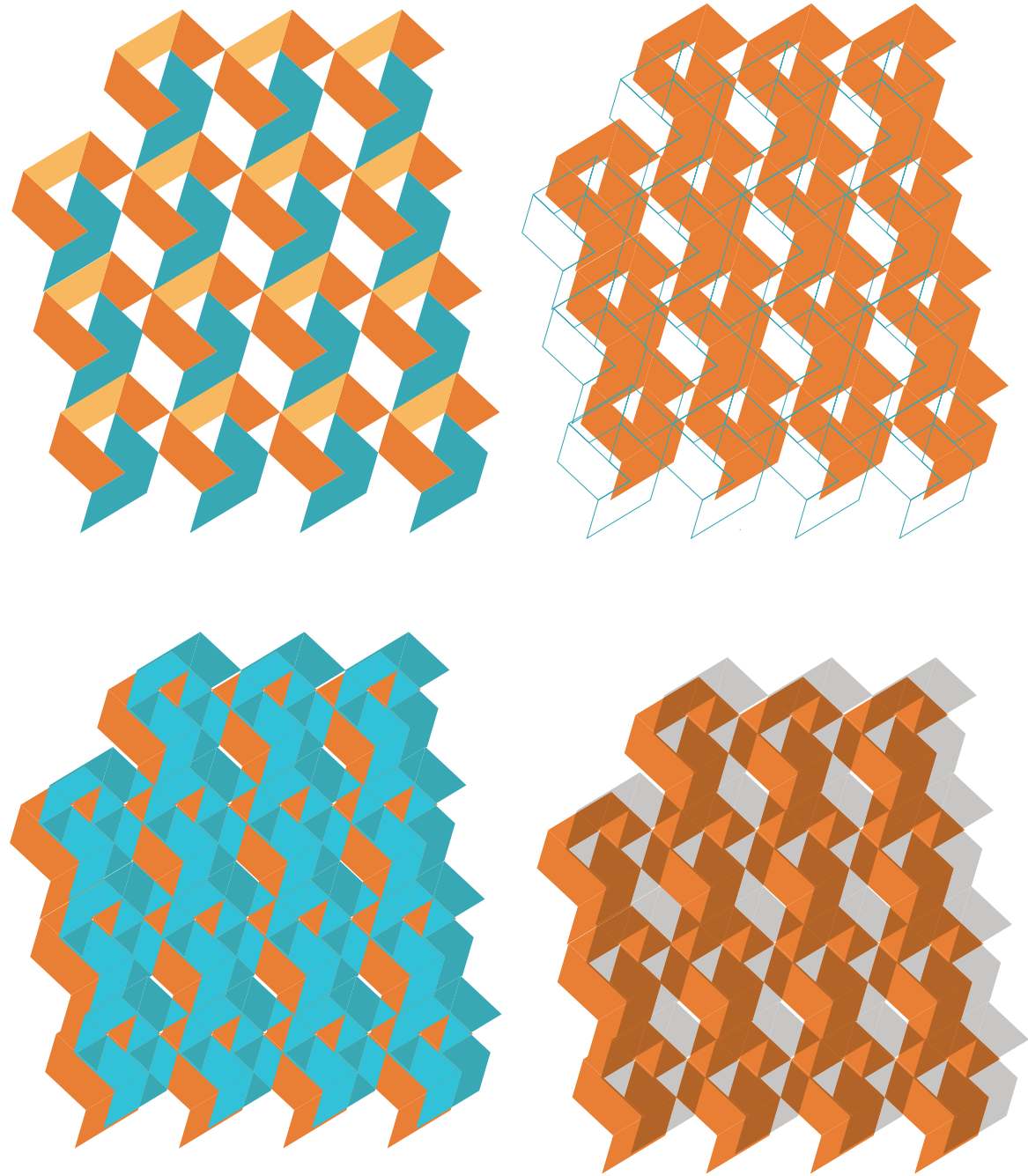
2.4.3  
LINE SPACING

The quick brown fox jumped  
over the lazy dog. Quick run  
and catch him!

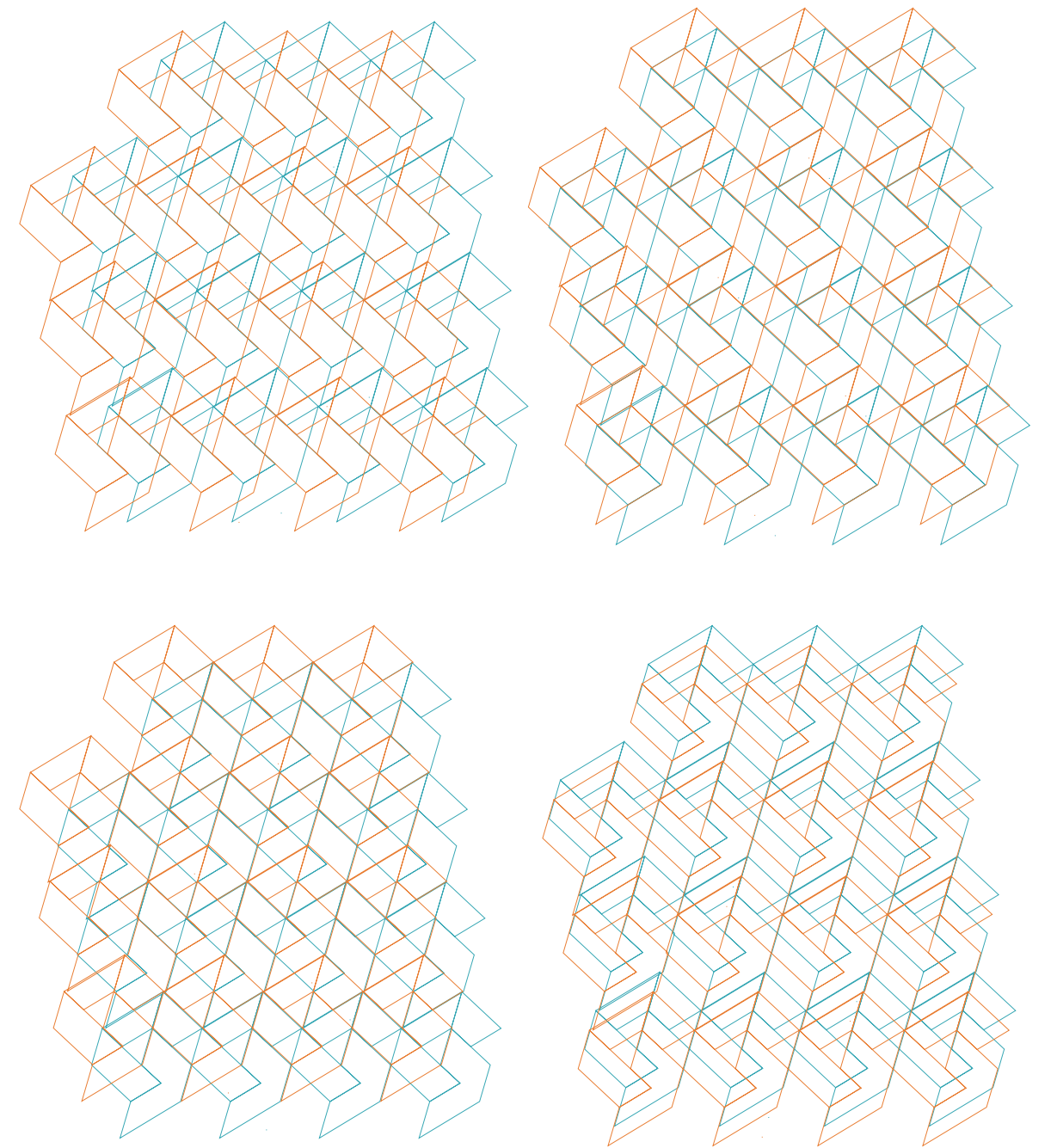
INTERSTATE EXTRA LIGHT - 18 PT TYPE 40 PT LINESPACING

---

2.5.1  
PATTERN 1 HEAVY



2.5.2  
PATTERN 2 LIGHT



# SECTION THREE

## GRAPHIC PERSONALITY

3.1	Design Principles	3.1.1	First Impressions	P#
		3.1.2	Geometric Roots	P#
		3.1.3	Simplicity is Key	P#
		3.1.4	Modular is Magnificent	P#
		3.1.5	The Human Element	P#
		3.1.6	Wide Open Spaces	P#
		3.1.7	Premium Accountability	P#
		3.1.8	Selling Exclusivity	P#
		3.1.9	We're Worth It	P#
<hr/>				
3.2	Color Proportions	3.2.1	Jane Plain and Tall	P#
		3.2.2	Lifetime Original Movie	P#
<hr/>				
3.3	Typography Style	3.3.1	Style Overview	P#
		3.3.2	Alignment	P#
		3.3.4	Paragraph Format	P#
		3.3.5	Expressive Type Style	P#
		3.3.6	Expressive Paragraph Format	P#
		<hr/>		
3.4	Design Elements	3.4.1	Breaker Lines, Boxes & Rules	P#
		3.4.2	Infographic Style	P#
		3.4.3	Icon Style	P#
<hr/>				
3.5	Web Elements <i>(additional)</i>	3.5.1	Button Style	P#
		3.5.2	Form Style	P#
		3.5.3	Typography Example	P#
<hr/>				
3.6	Communication	3.6.1	Impression Points	P#
		3.6.2	Messaging	P#
		3.6.3	Storytelling	P#
<hr/>				
3.7	Design Example	3.7.1	Stationery	P#
		3.7.2	Swag	P#
		3.7.3	Web	P#
		3.7.4	Trade Show	P#
		3.7.5	Direct mail Program	P#
		3.7.6	Power Up Program	P#