

# ONE SPACE

BRANDING IDENTITY PHASE I  
8.4.15



# LIBERATING THE WORLD FROM THE CONFINES OF TRADITIONAL WORK.

**WE DO THIS THROUGH...**

A robust platform/community designed  
with the tools to make flexible workforces a viable reality.

ZIG WHEN THEY ZAG.

COMPETITOR STUDY

# COMPETITORS

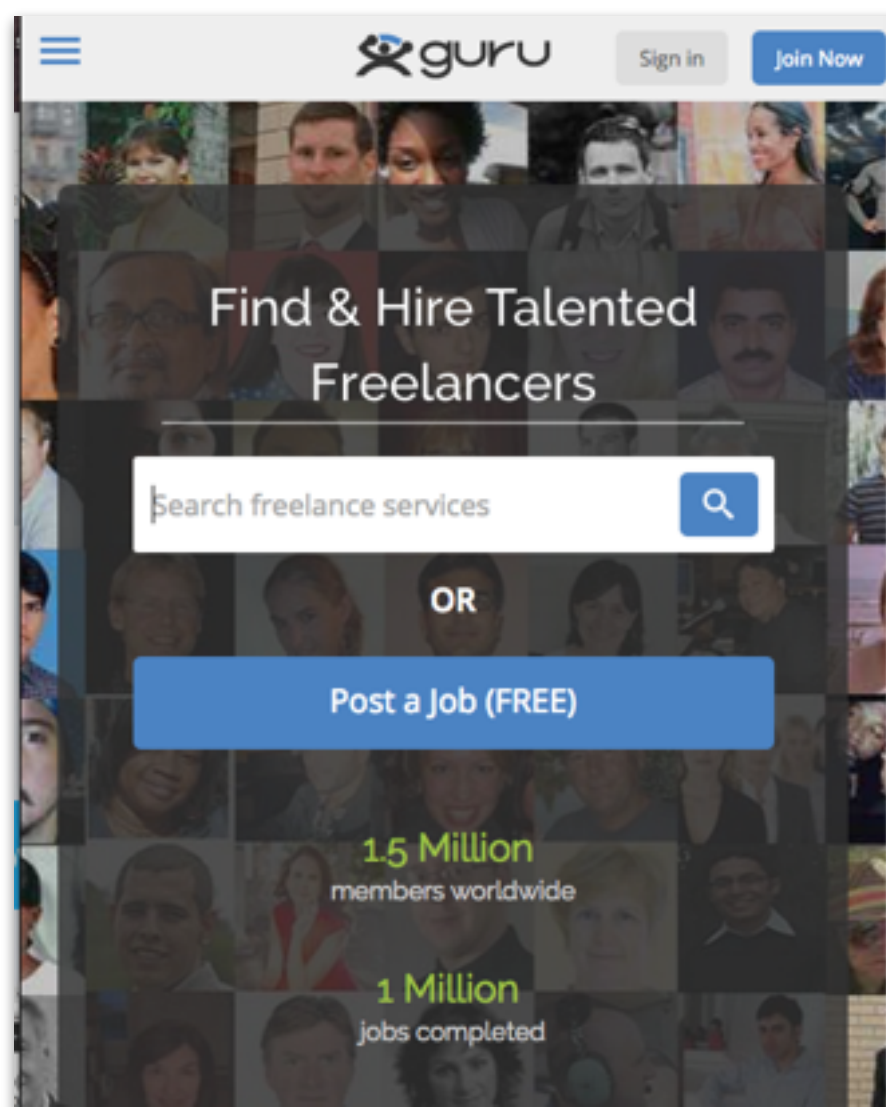


COLORS: BLUE. BLACK

CORE LOOK: PEOPLE DRIVEN,  
COMPLICATED, VARIETY  
*WE HAVE LOTS OF PEOPLE!*

PRIMARY TARGET : EMPLOYER

MESSAGE: DIRECT/FACTS

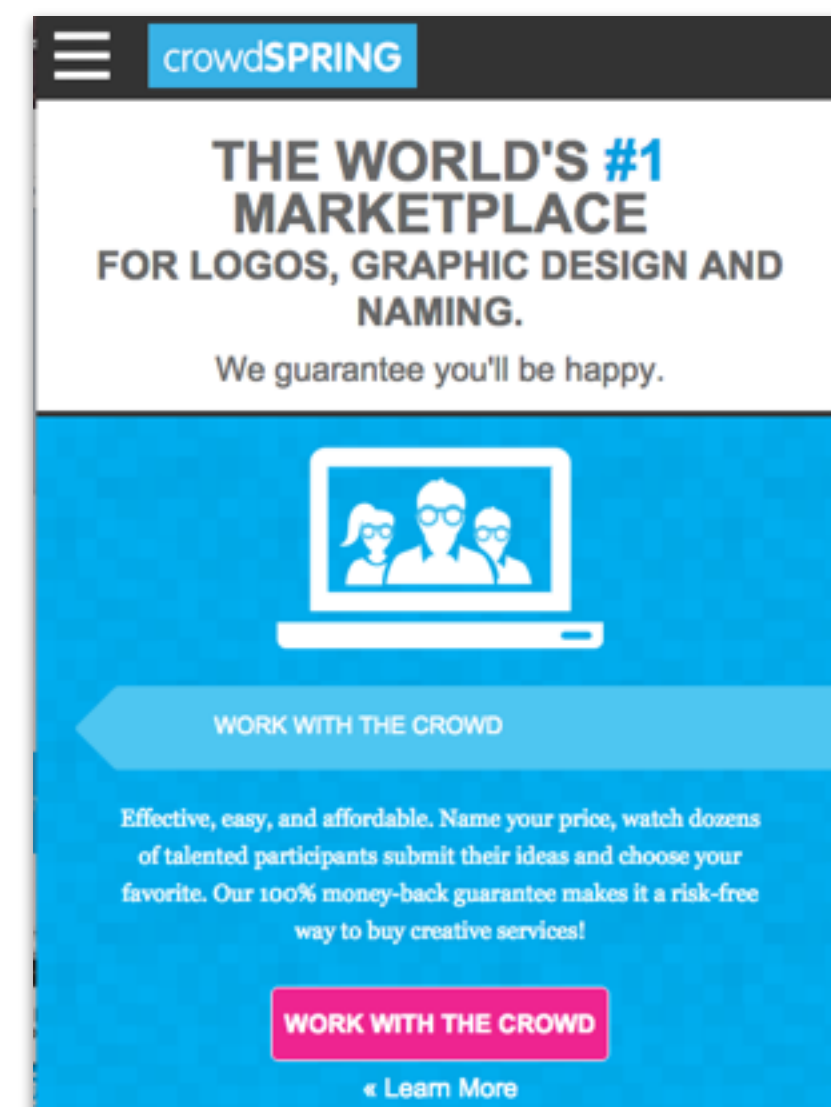


COLORS: CYAN, MAGENTA

CORE LOOK: INFOGRAPHIC DRIVEN,  
BRIGHT  
*CHEAPLY DONE MINIMALISM*

PRIMARY TARGET : EMPLOYER

MESSAGE: LIMITED, INFO DRIVEN



COLORS: BLUE, ORANGE

CORE LOOK: TEXT DRIVEN  
UNFINISHED, NOT POLISHED  
*LETS ADD MORE LOGOS AND TEXT!*

PRIMARY TARGET : EMPLOYER

MESSAGE: SO MUCH INFORMATION

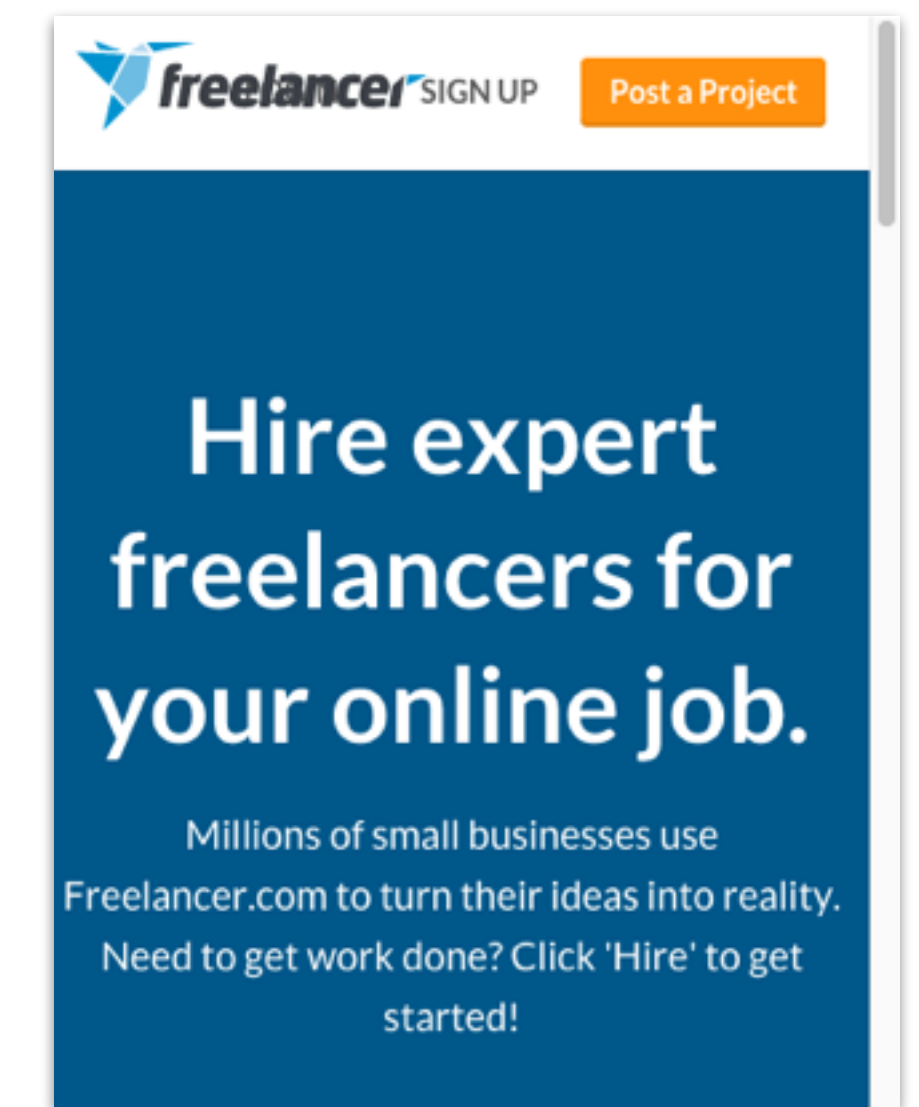


COLORS: BLUE, MONOCHROMATIC  
ACCENT IN ORANGE

CORE LOOK: FOCUSED, TARGETED  
USES ACTUAL ART/PROJECTS/IMAGERY

PRIMARY TARGET : EMPLOYER

MESSAGE: DIRECTED, SIMPLE





COMPETITORS (CONTINUED)

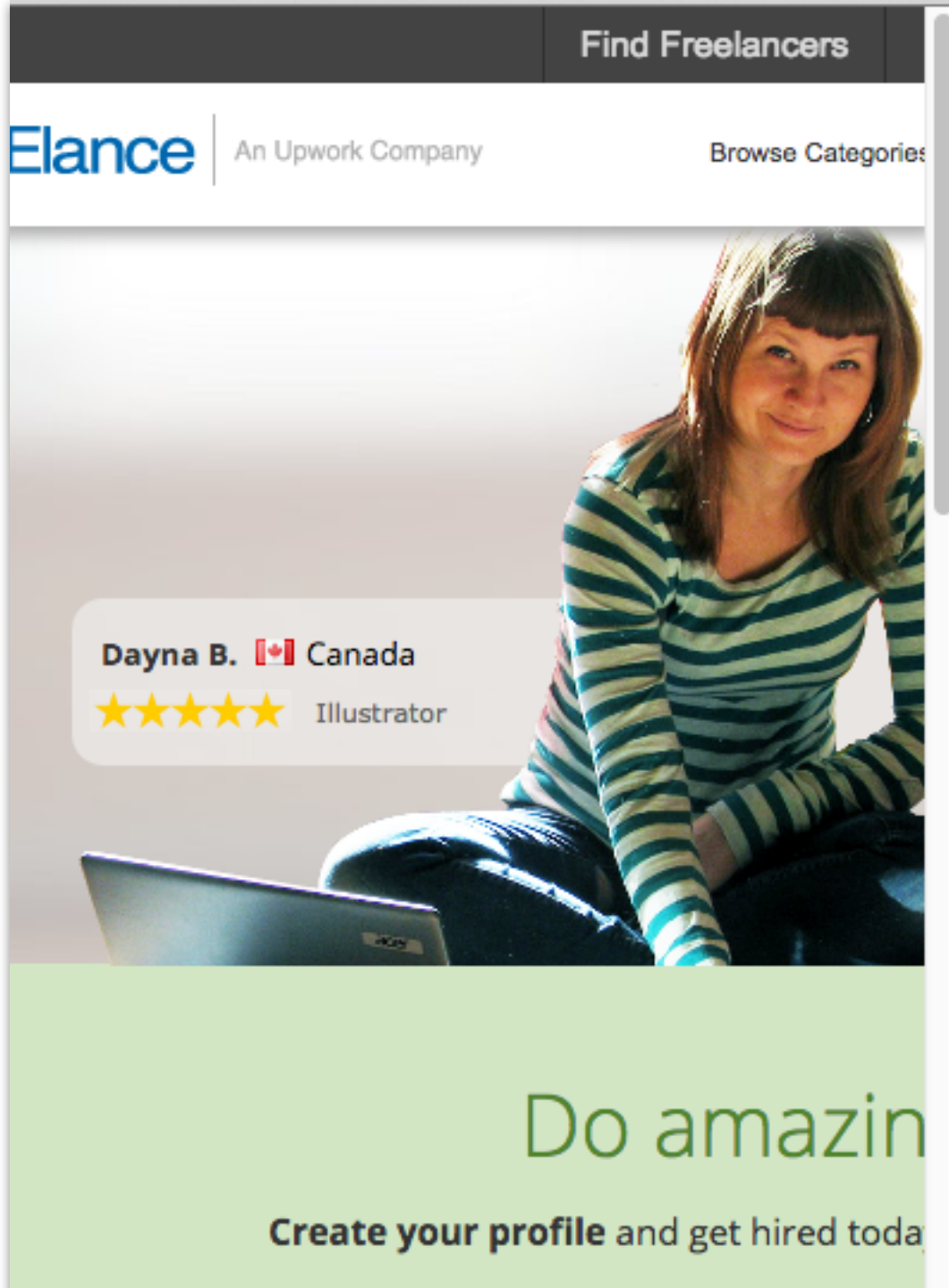
# Elance®

COLORS: CHARCOAL, BLUE, GREEN ACCENTS

CORE LOOK: HUMAN, STRAIGHTFORWARD, CLEAR.

PRIMARY TARGET : FREELANCER

MESSAGE: POSITIVE,ASPIRATIONAL



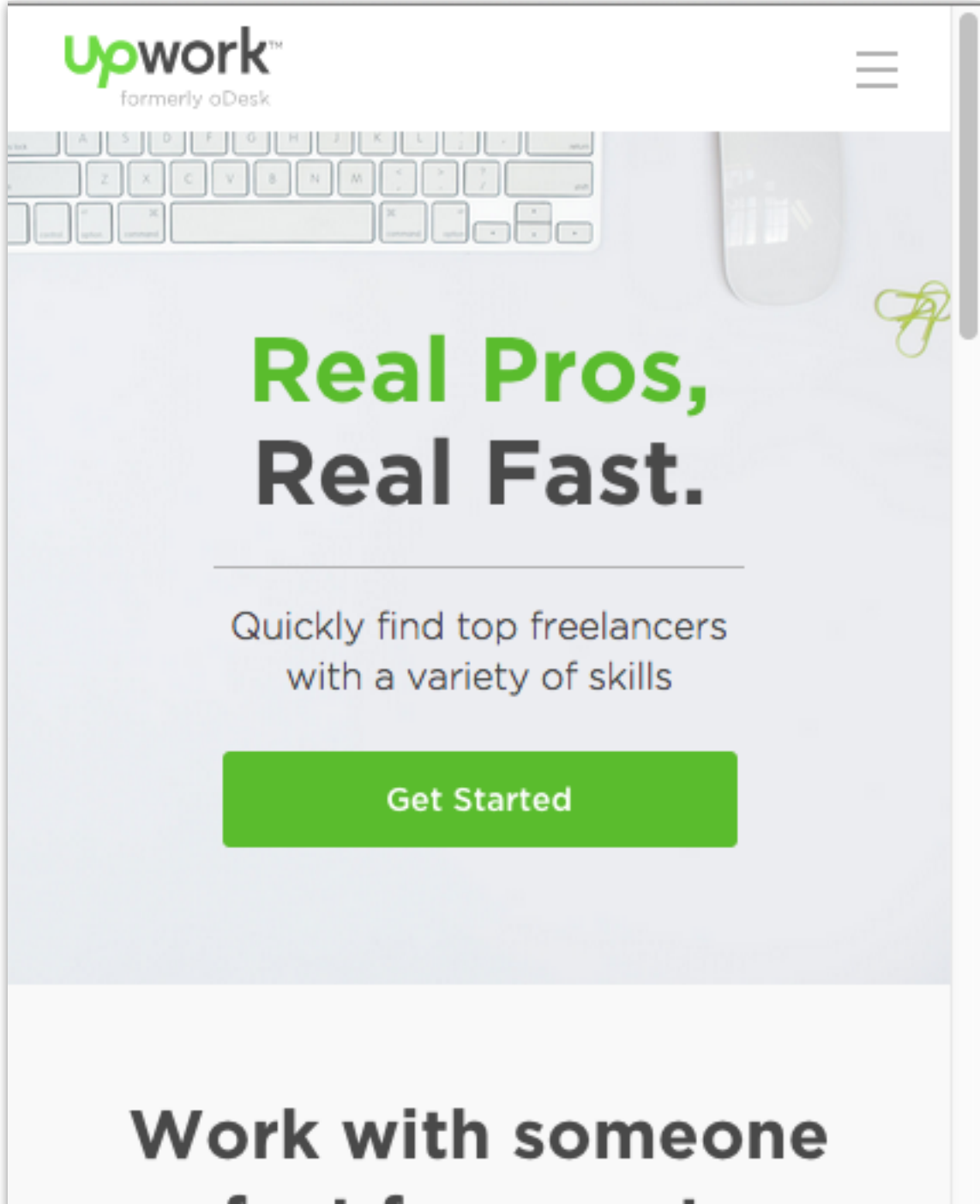
# Upwork™

COLORS: CHARCOAL, BRIGHT GREEN

CORE LOOK: CLEAN , SIMPLE, PROFESSIONAL

PRIMARY TARGET : EMPLOYER

MESSAGE: TARGETED, EASY TO GRASP  
JOB DRIVEN



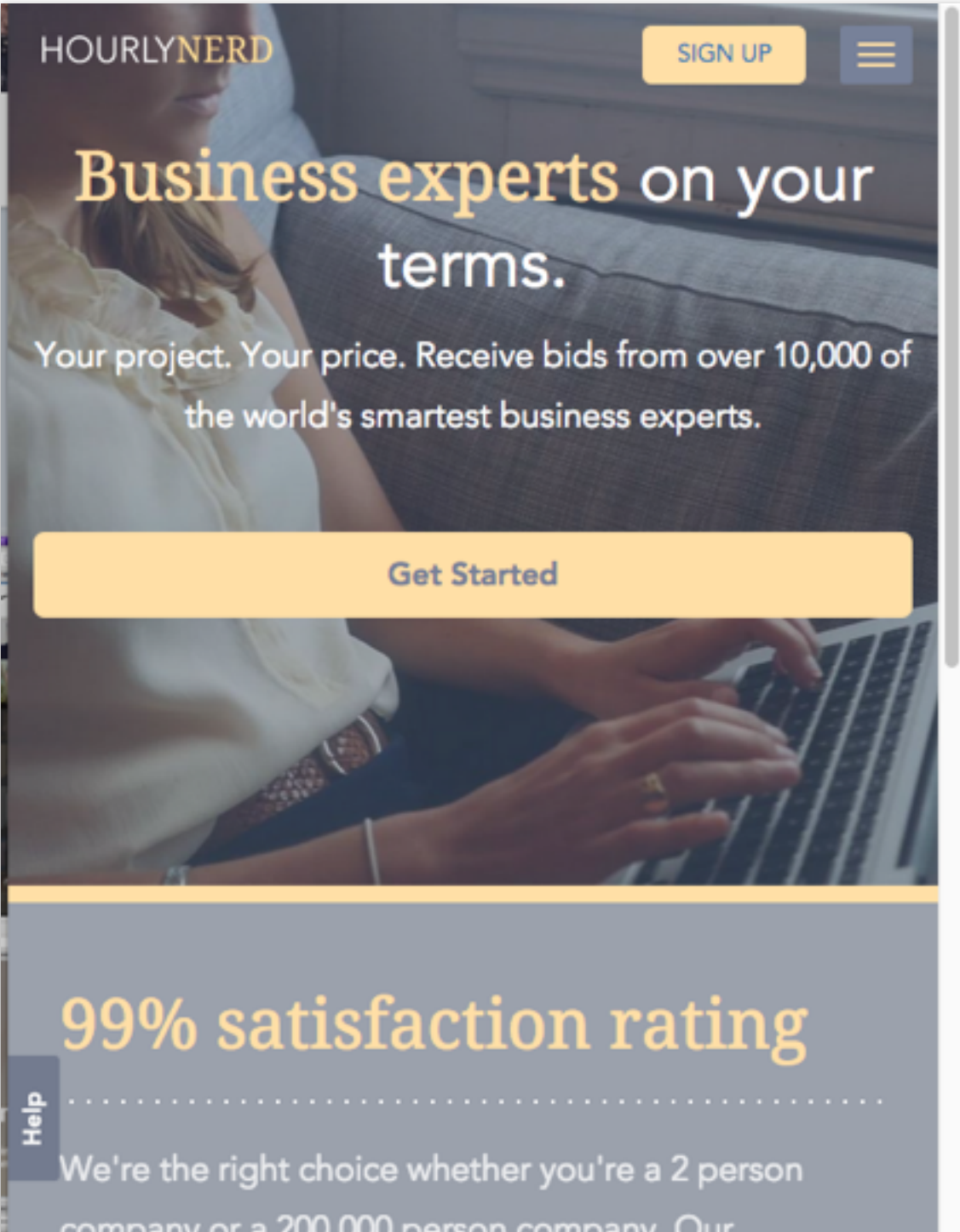
# HourlyNerd

COLORS: CHARCOAL, BUTTERCREAM

CORE LOOK: WASHED OUT, SOFT

PRIMARY TARGET : EMPLOYER

MESSAGE: PROFESSIONAL, FACT DRIVEN



## KEY TAKEAWAYS

**5 of 7**  
BRANDS USE  
**BLUE**  
AS A CORE  
COLOR

**1**  
FOCUSED ON  
EMPLOYERS

—  
**6**  
FOCUSED ON  
EMPLOYERS

**5**  
HAD CLEAR  
**MESSAGING**  
**NAVIGATION**  
**AND CALL TO**  
**ACTION**  
& *LOOKED*  
*PROFESSIONAL*

**1**  
SEEMED  
EXPERT-DRIVEN

**4**  
SEEMED  
APPROACHABLE  
AND MULTI  
LEVELED

BRAND TRUTHS

**WE ARE:**

**Intelligent, Intuitive, Nimble, High-Caliber,**

Comprehensive, Proven, Finely-Tuned

Collaborative, Confident, Pro-Active,

Transparent, Human and Customized



## BRAND TRUTHS

WE ARE NOT:

**Cold, Complicated, Confusing**

Simplistic, Fluffy, Flashy, Pedestrian,  
Over-Promising, Unreliable or Limited



KEY POSITIONING POINTS

ON DEMAND TALENT = FLEXIBILITY

VIRTUAL WORK ENVIRONMENT = TECHNOLOGY

DEEP ANALYTICS = BOLD FACTS



BRAND TRUTHS

INNOVATION  
INTELLIGENCE  
AUTHENTICITY  
ADAPTABILITY  
QUALITY  
PASSION  
COLLABORATION



COLOR

# COLOR PALETTE

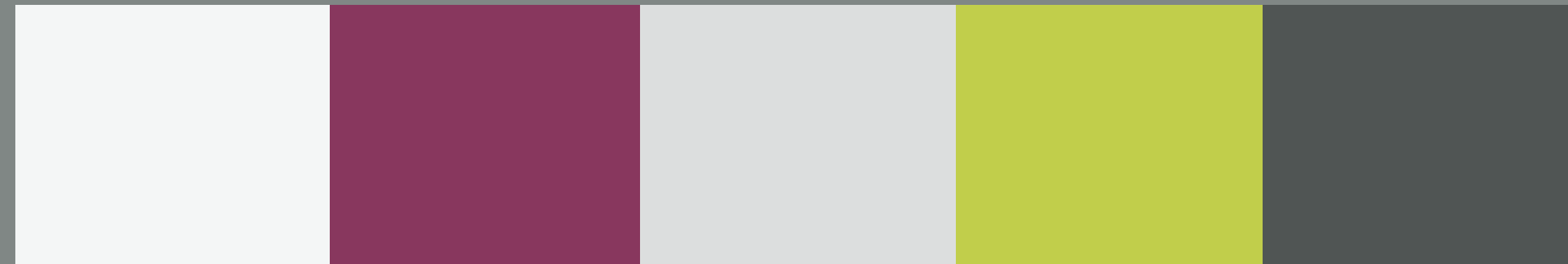
CHOSEN



ALT.  
1.



ALT.  
2.



ALT.  
3.



ONESPACE

## BENEFITS

APPROACHABLE  
FUN  
FRIENDLY  
POSITIVE  
COMFORTABLE  
WARM  
INVITING  
AUTHENTIC

## CONSIDERATIONS

SOFT  
INDIRECT  
PASTEL

LACKS  
CONTRAST

\*ONLY ONE COLOR

#4D5253

FITS WCAG  
ACCESSIBILITY  
STANDARDS  
FOR WEBSITES  
(RECCO IS  
TWO COLORS)

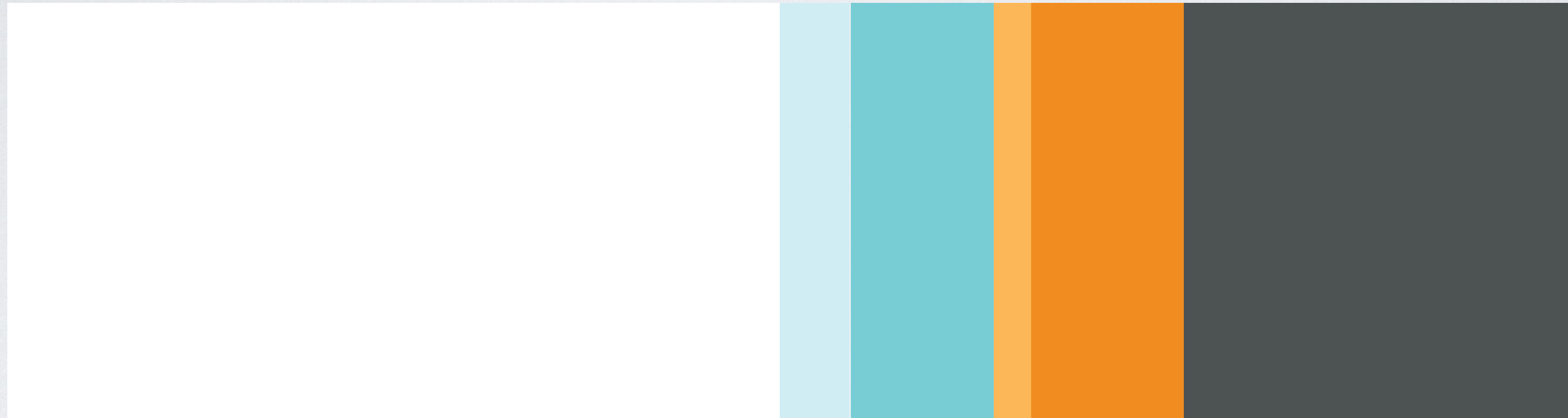


**MAKE BLUE**  
*DARKER & MORE*  
*CONTRAST*  
*DRIVEN AGAINST*  
*OTHER COLORS*

**MAKE ORANGE**  
*DARKER & MORE*  
*CONTRAST*  
*DRIVEN AGAINST*  
*OTHER COLORS*

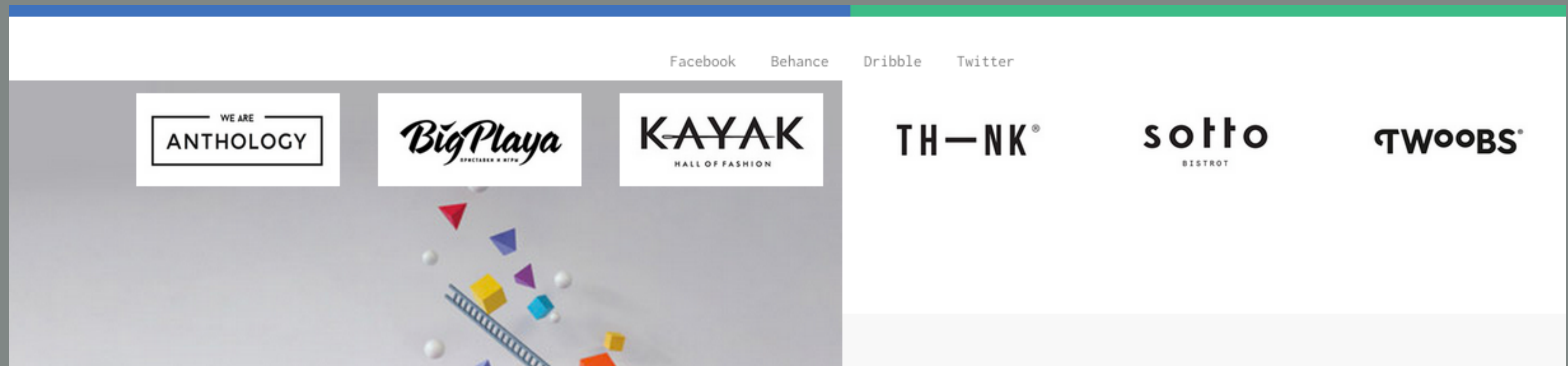
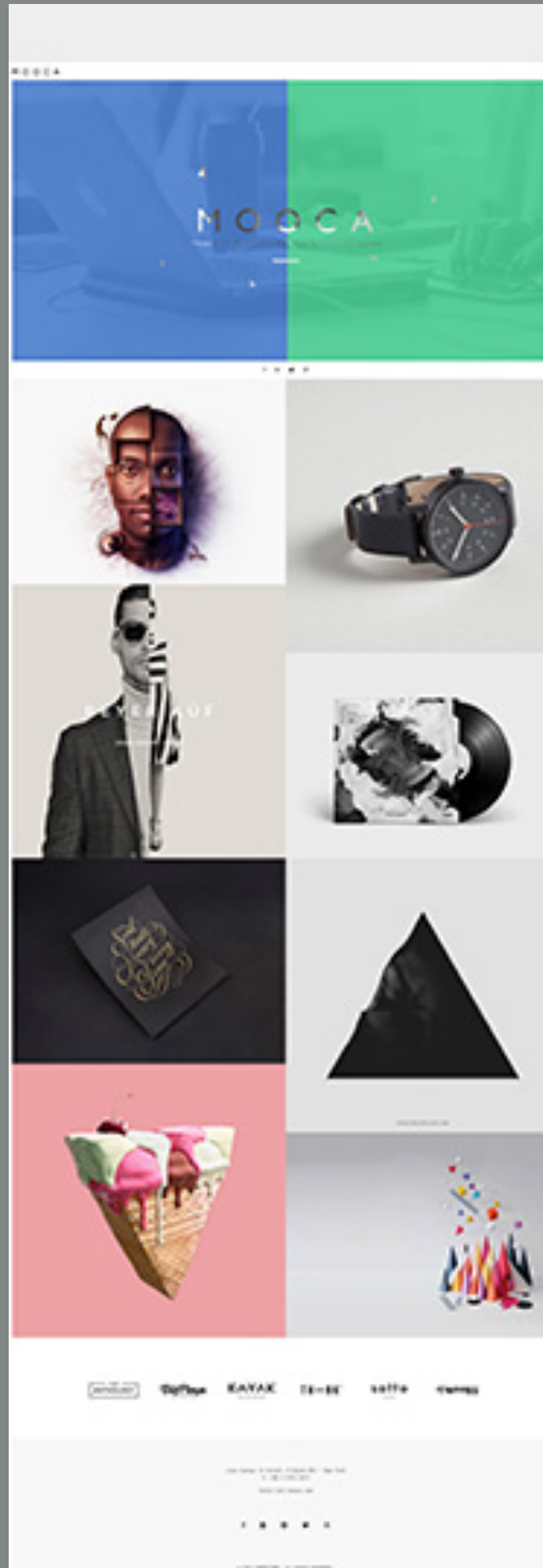
COLOR PALETTE

COLOR USAGE BREAKDOWN (AS IS)





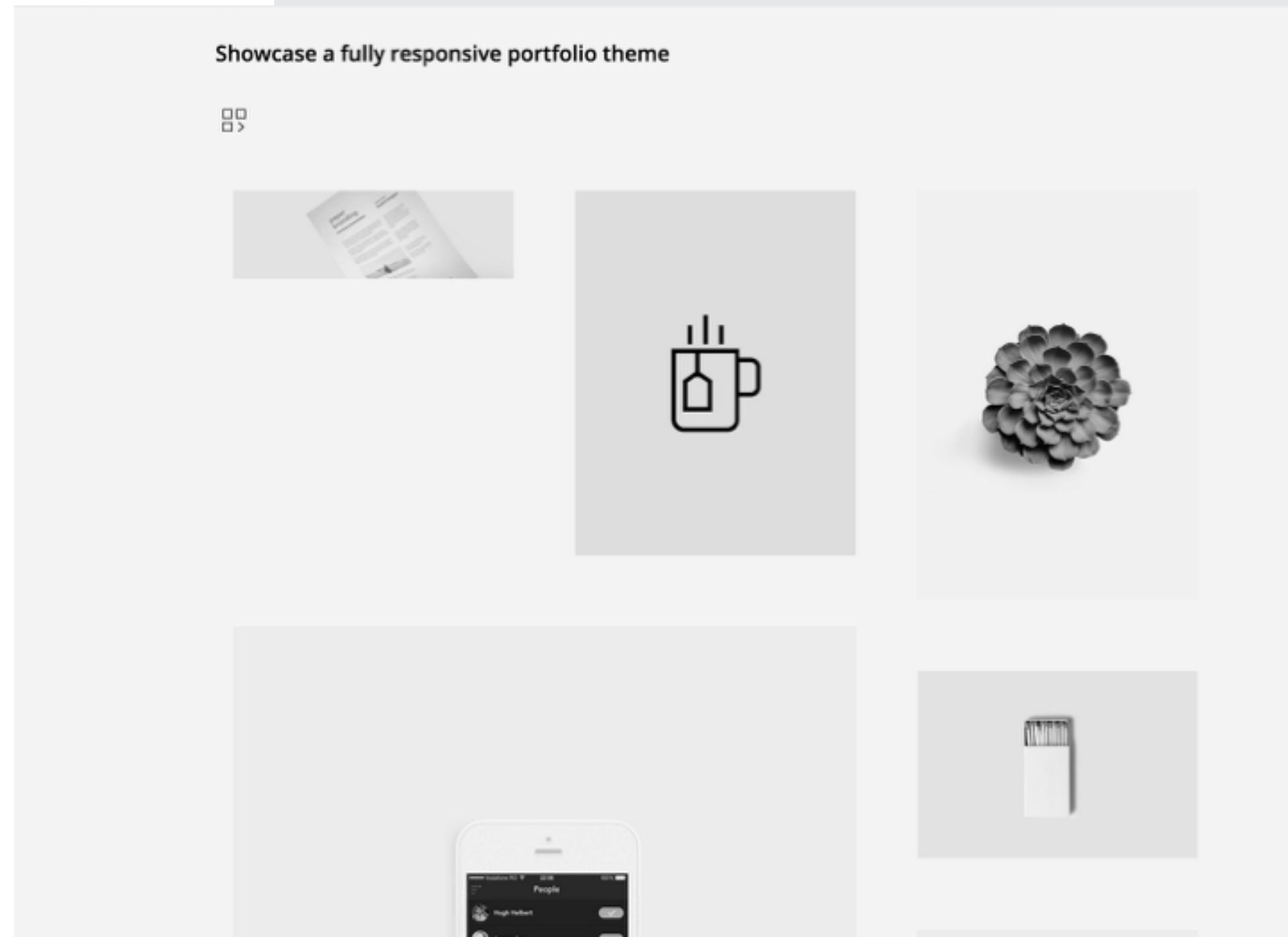
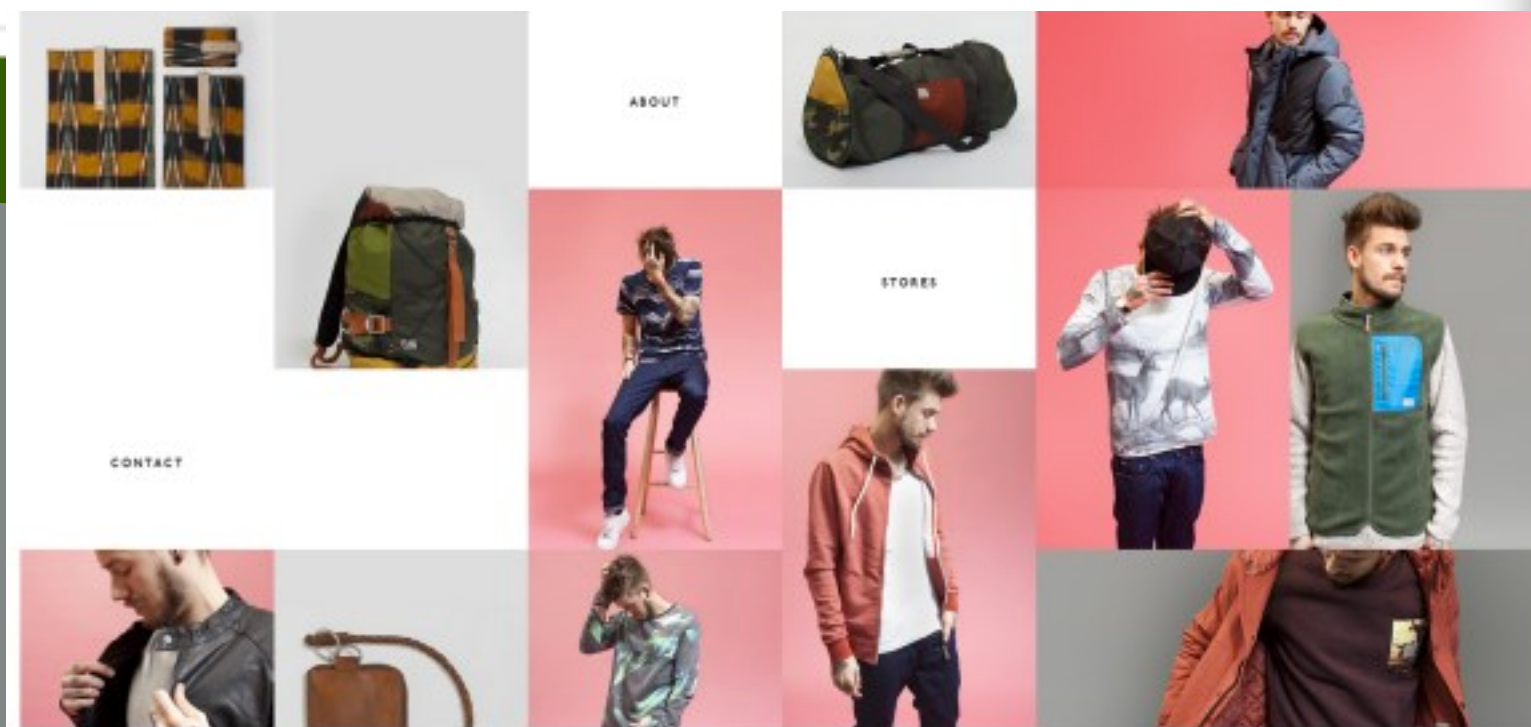
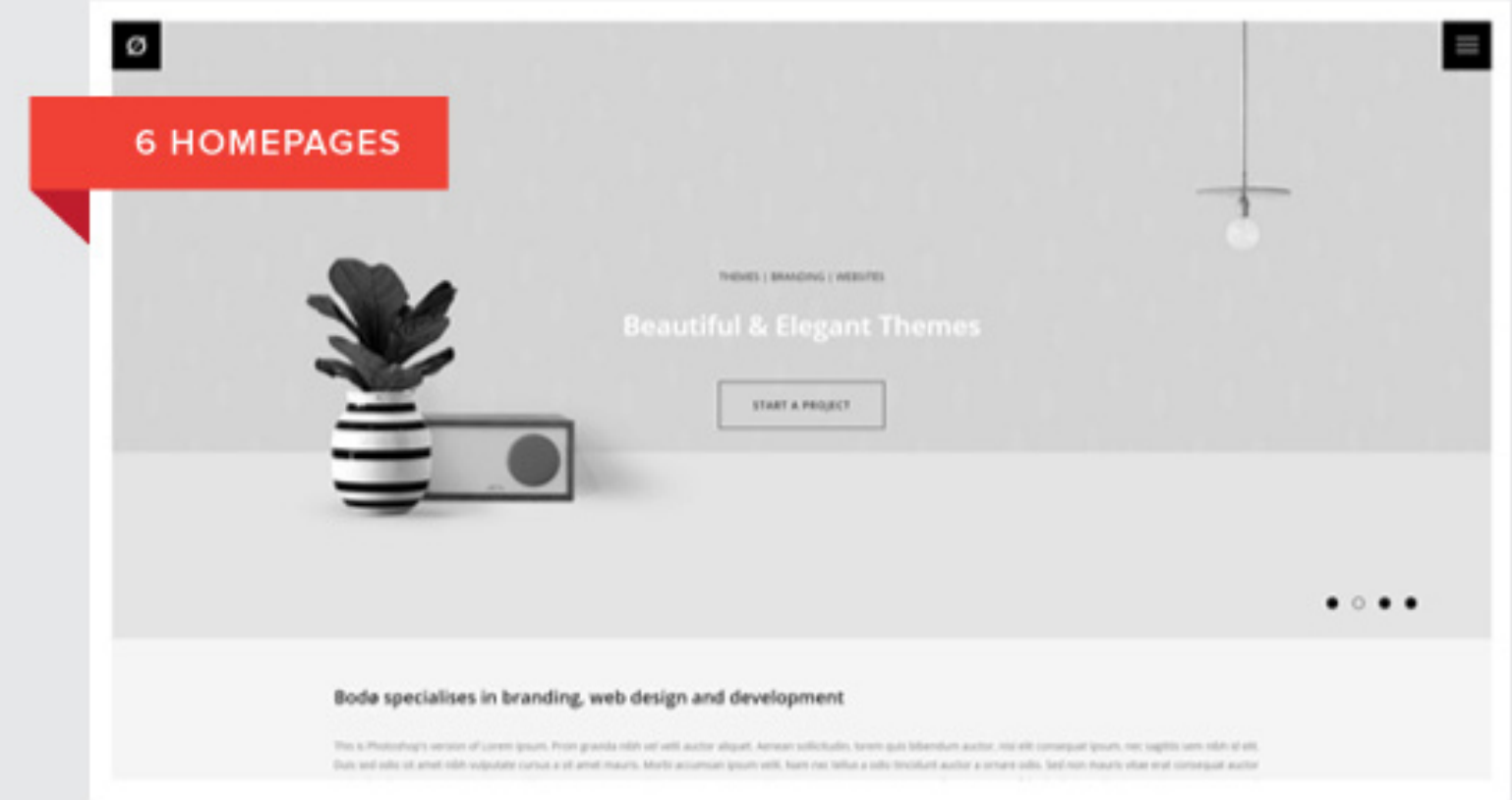
APPENDIX: COLOR USAGE / STYLE / A.



COLOR IS IN DESIGN NOT LOGO



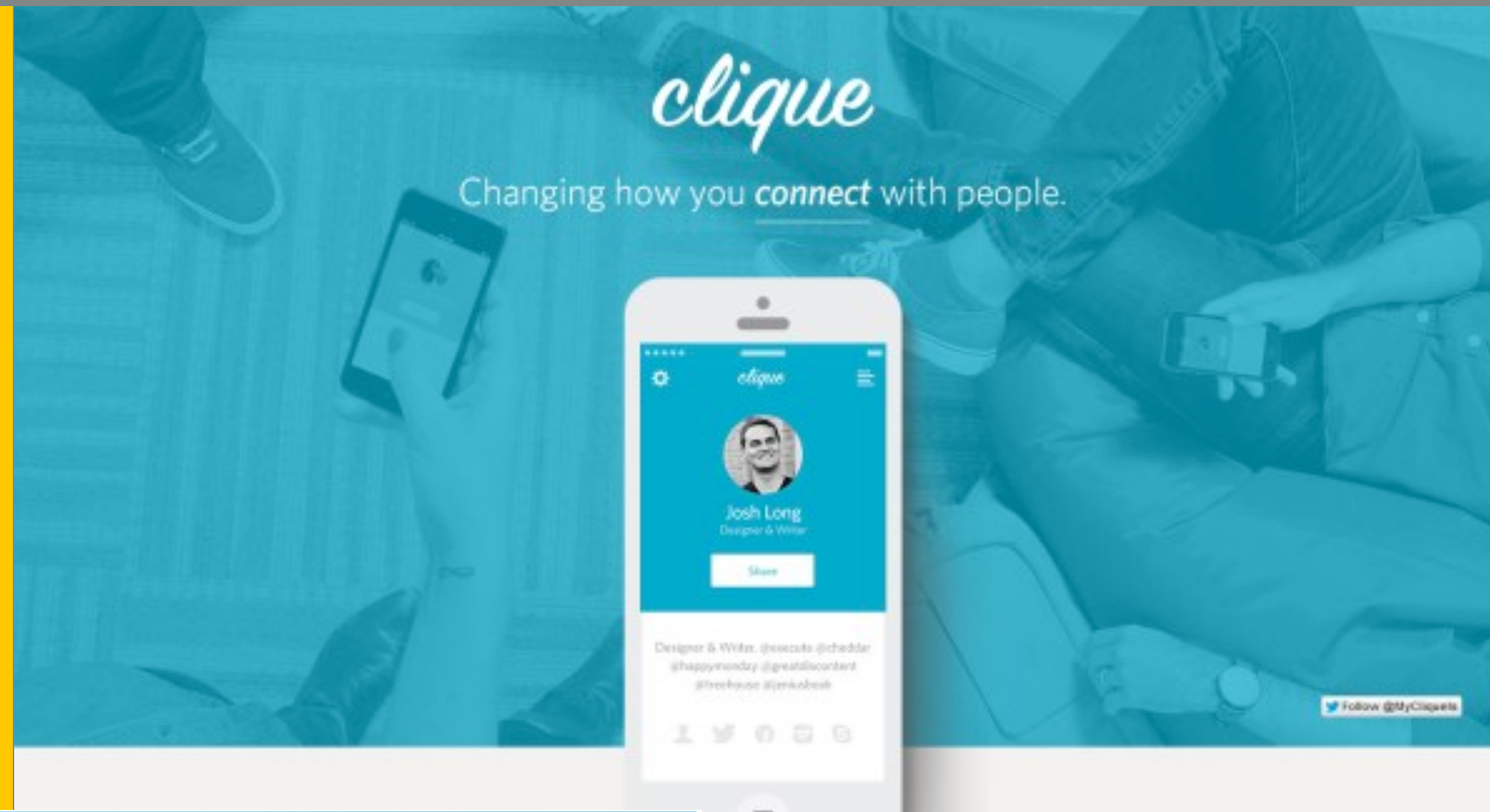
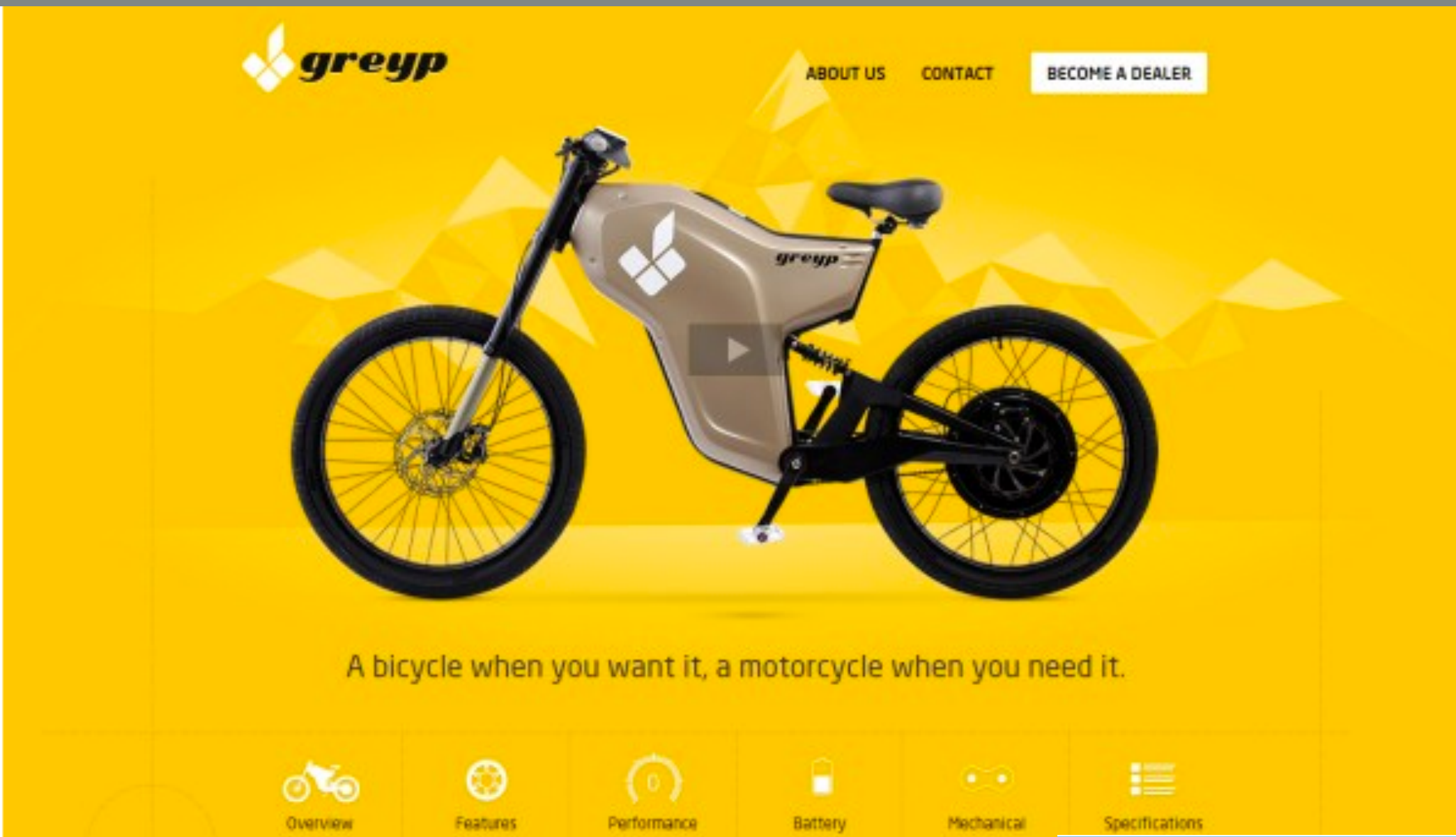
# APPENDIX: COLOR USAGE / STYLE / B.



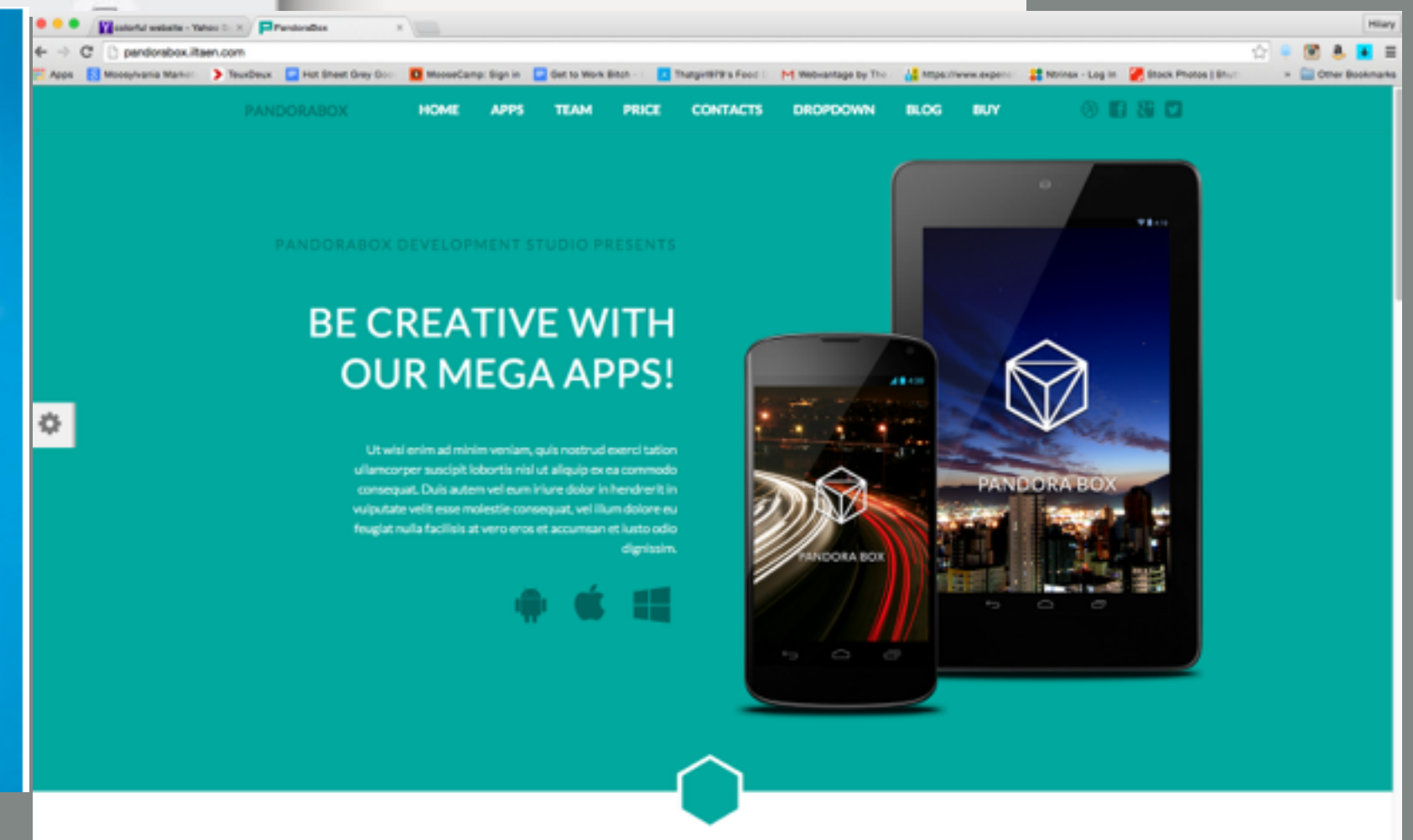
LOGO ADAPTS TO INCORPORATE COLOR - SITE HAS HIGH LEVEL OF NEUTRAL



# APPENDIX: COLOR USAGE / STYLE C.



OWN A SINGULAR COLOR  
LOGO IS WHITE OR BLACK.



MARKS



BRAND MARK - WHERE WE WERE

OneSpace™

OPTION A

ONE  
SPACE™

ONESPACE

ONE  
SPACE™

ONE  
SPACE™

ONE  
SPACE™

O  
S



OPTION B

1SPACE™

ONSPACE

OPTION B

1SPACE™

1SPACE™

1SPACE™

1S

OPTION C

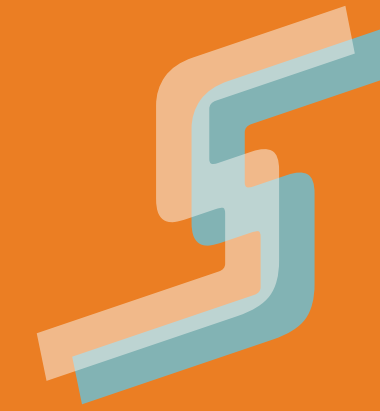


OneSpace.

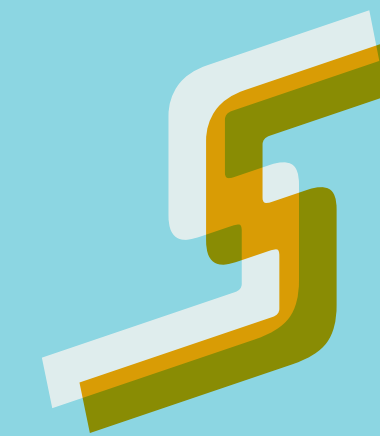




OneSpace.



OneSpace.



OneSpace.



OPTION D

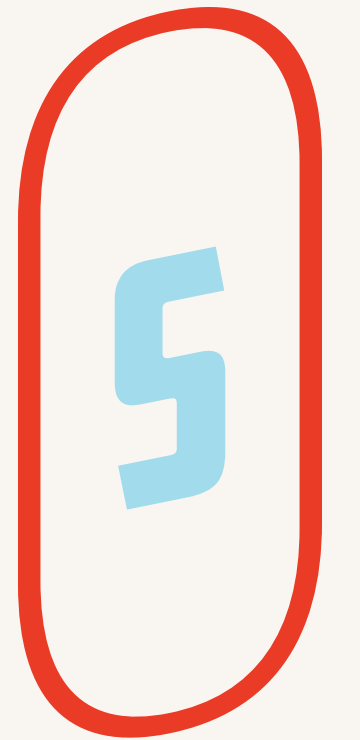
ONESPACE

ONESPACE

ONESPACE

ONESPACE

ONESPACE





OPTION E

ONESPACE™

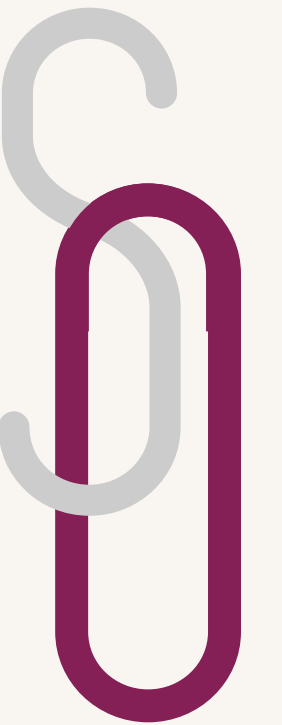
ONESPACE

OPTION E

ONESPACE™

ONESPACE™

ONESPACE™



OPTION F



one space™

ONSPACE

OPTION F





OPTION G

one  
space™

ONSPACE

one  
space™

one  
space™

one  
space™

one  
space

OPTION H

ONE SPACE

ONESPACE

ONE SPACE

ONE SPACE

ONE SPACE

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