

Redwood Brand Style Guide

Experience Design Marketing

Work in progress. Expect document to be updated regularly.

Table of Contents

Redwood Design System	Photography
Logos	Marketing icons
O-tag	Infographics
Colors	Product tours
Typography	Motion
Voice and tone	Merchandise
Data texture	Digital banner ads
Illustration	

Related sites

[Oracle Design](#)
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[JET cookbook](#)

Learning

[OTube Brand Academy](#)

Help & Support

[Confluence page](#)
[Operational Status](#)

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[Office hours](#)
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Logos

Our iconic logo remains essentially unchanged, but we have new guidance on treatment and usage to signal a more modern and premium brand.



Oracle logo

[Visit Figma Logo Lock-up](#)

[Download the Oracle Logo](#)

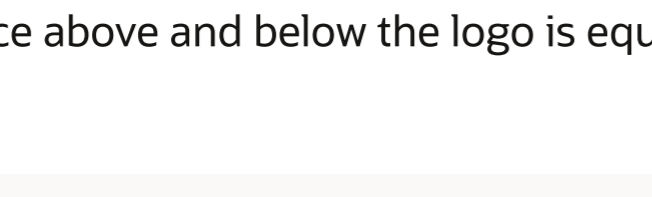
Overview

The Oracle logotype has been liberated from the red rectangle and its default usage is white text reversed out of a field of color. By reducing the number of separate elements and the amount of red, we hope to reduce visual noise and up-level the overall tone of our brand mark.

Minimum size: 17.5 mm / 0.696 inches / 57 pixels



The Red logo is the primary choice and to be used when possible (depending on ADA)

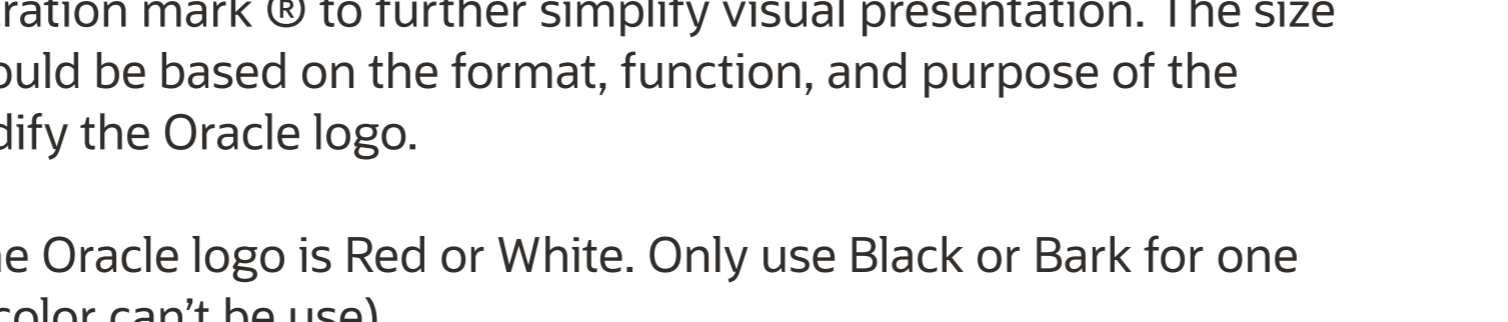


The reverse/white logo can be used on red or darker backgrounds (depending on ADA)

Clear space

The minimum clear space to the left and right of the logo is equal to the cap height of the letter O.

The clear space above and below the logo is equal to the height of the O.



Usage

We've also removed the registration mark ® to further simplify visual presentation. The size and placement of the logo should be based on the format, function, and purpose of the layout. Do not recreate or modify the Oracle logo.

The default color choice for the Oracle logo is Red or White. Only use Black or Bark for one color print applications (that color can't be use)



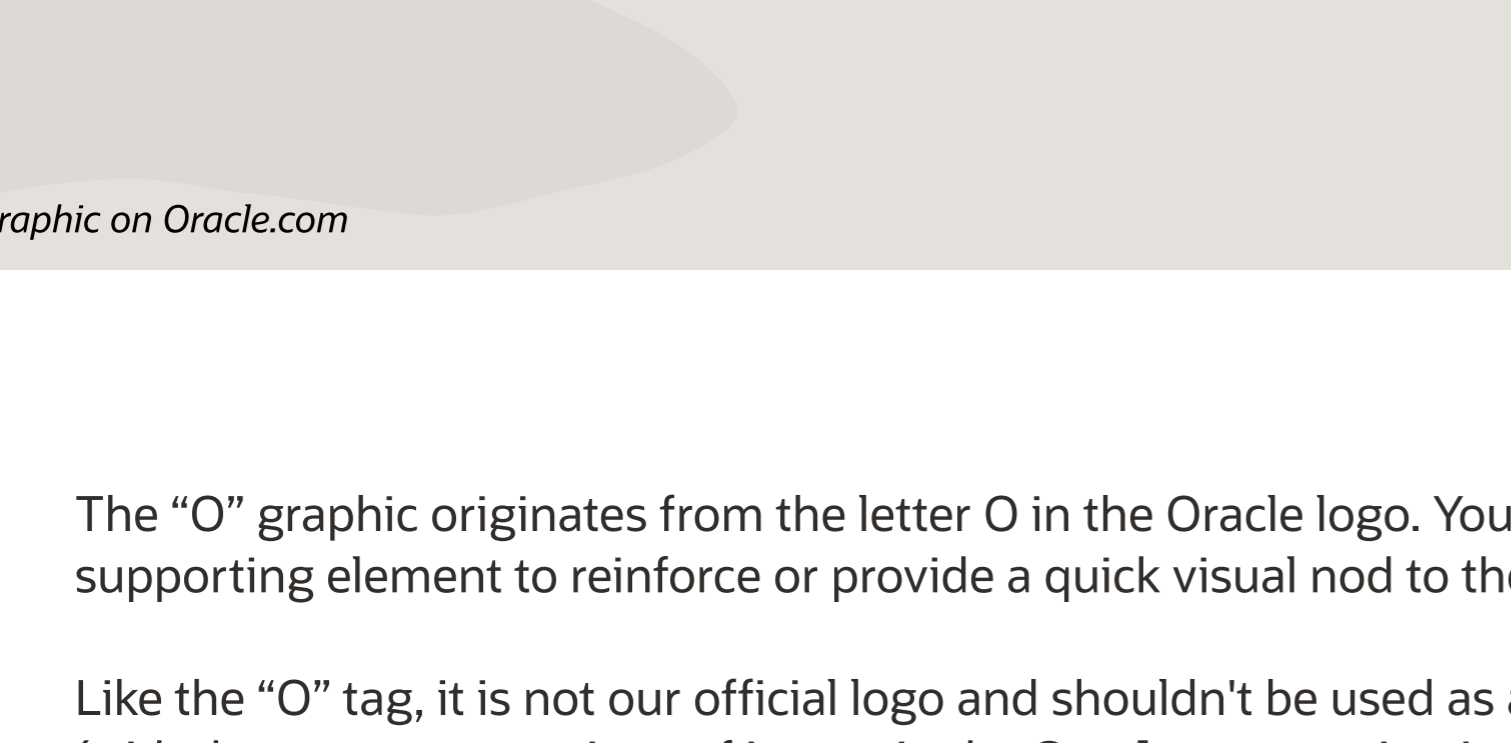
Do
Use **Oracle Red** logo as the primary choice
Use the **Black** or **Bark** when limited to one color printing application



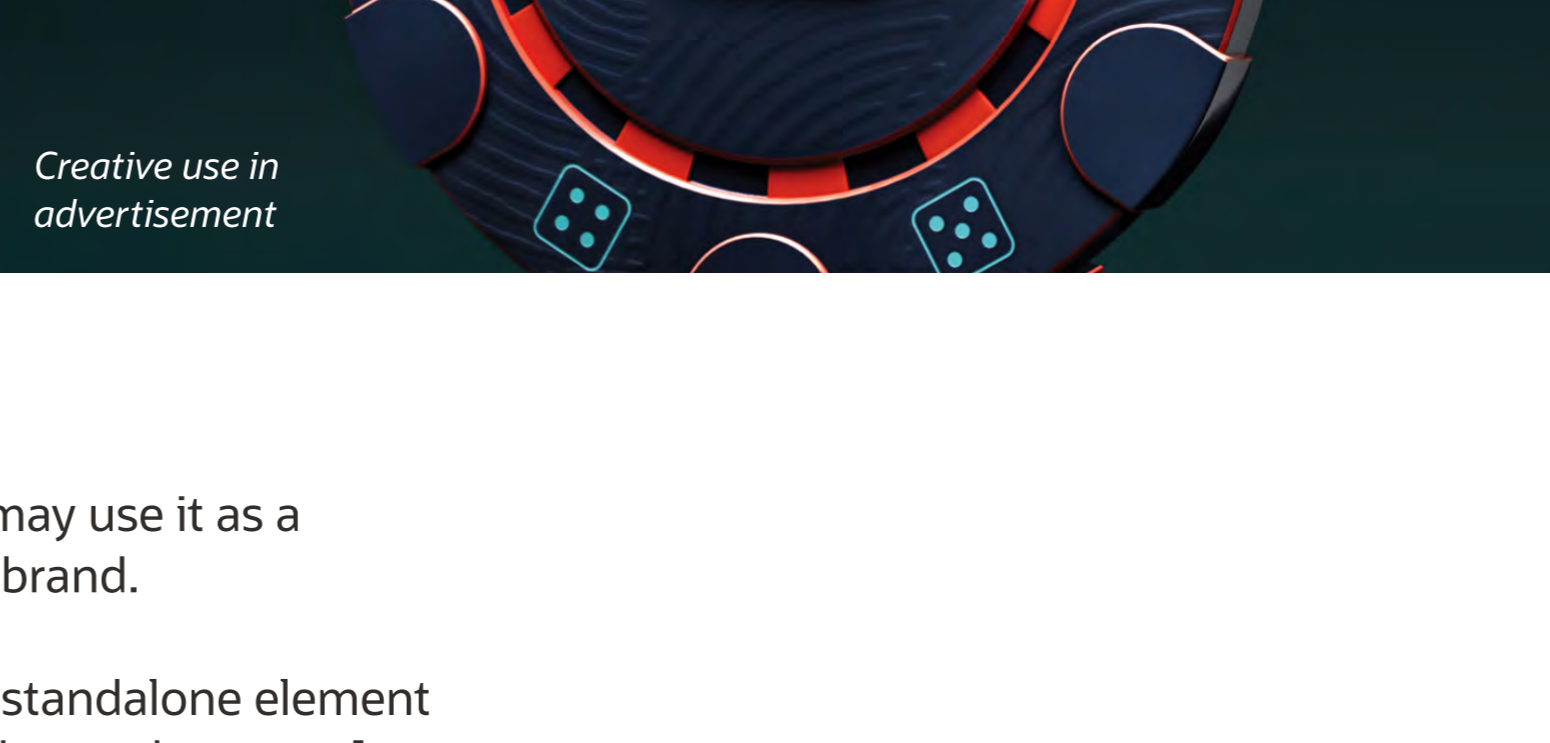
Don't
Don't put the logo in any shape or confined block of color
Don't use the (R) mark

The "O"

[Download the "O"](#)



"O" graphic on Oracle.com



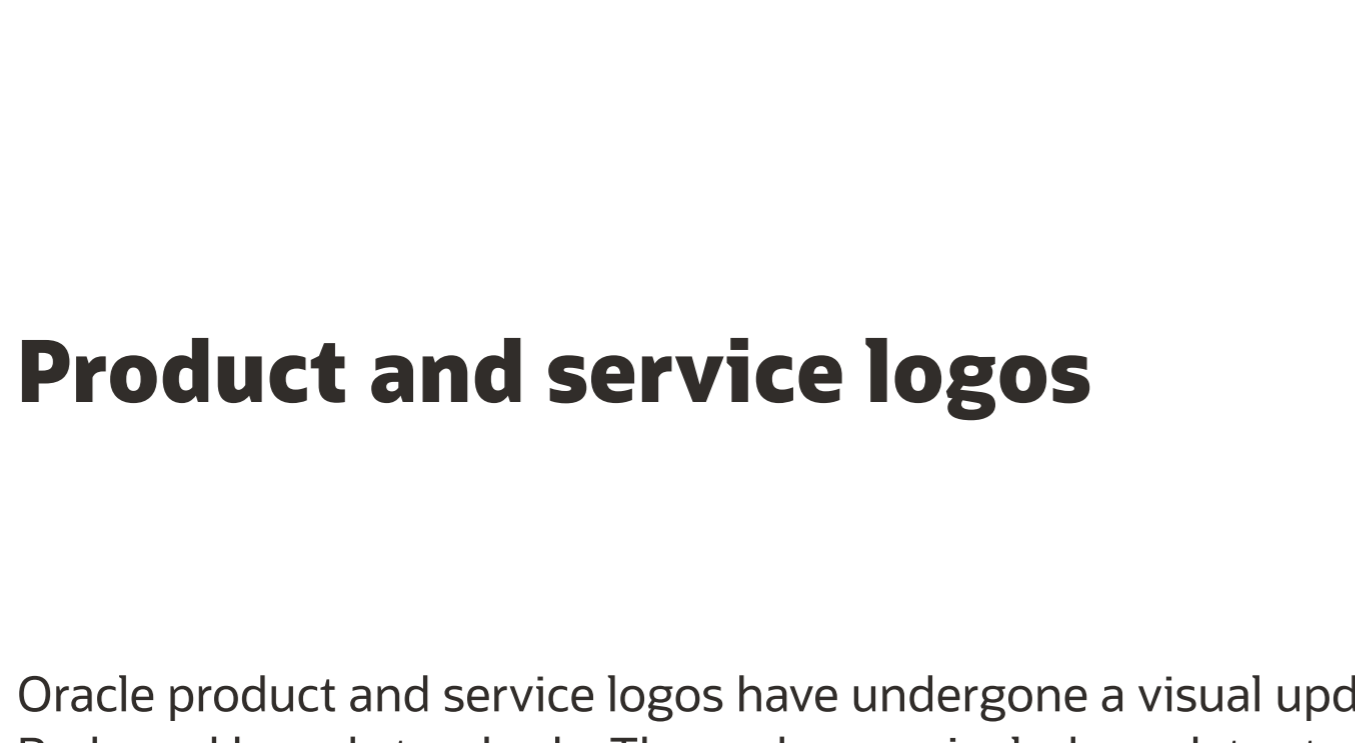
Creative use in advertisement

The "O" graphic originates from the letter O in the Oracle logo. You may use it as a supporting element to reinforce or provide a quick visual nod to the brand.

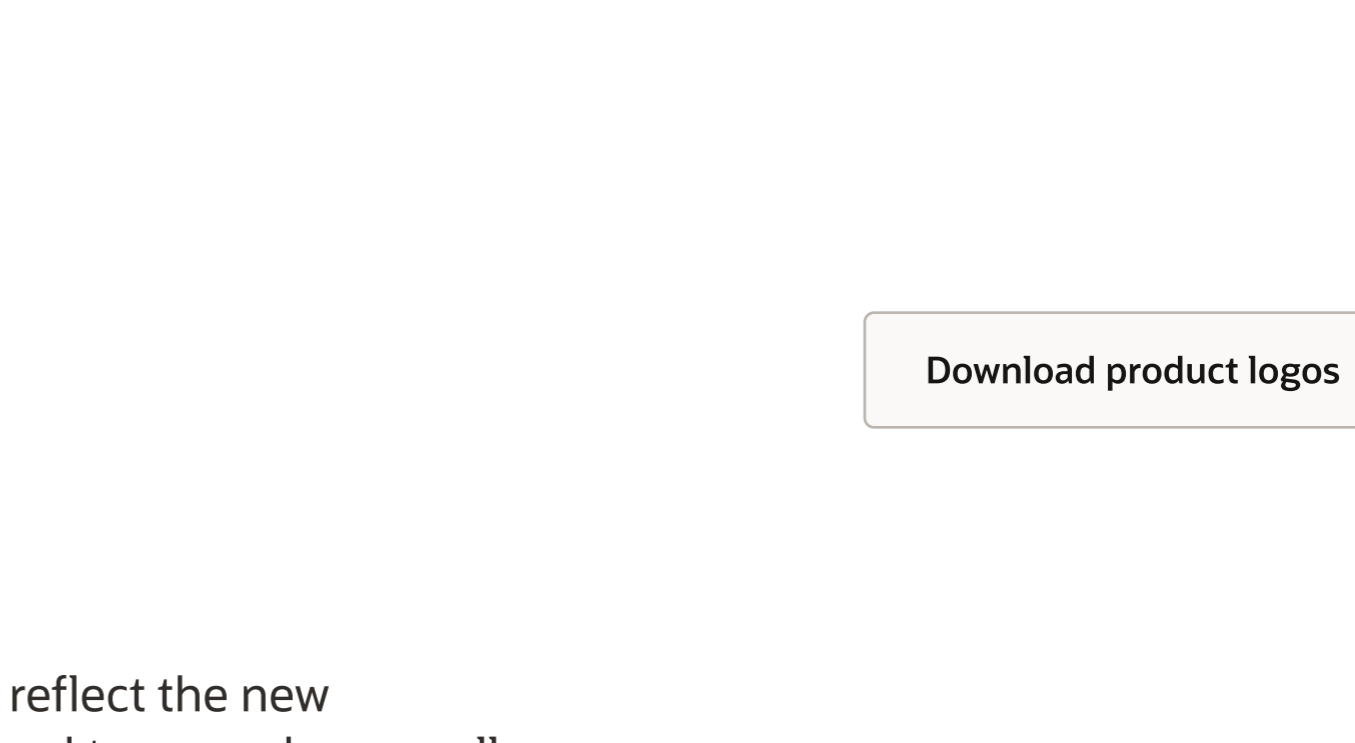
Like the "O" tag, it is not our official logo and shouldn't be used as a standalone element (with the current exceptions of its use in the [Oracle.com](#) navigation bar and [my.oracle.com](#) landing page). Whenever you use the "O" graphic, either the Oracle logo or the word "Oracle" should appear within the same experience.

As a component of the Oracle brand, the "O" should be used in a consistent, mindful, and respectful manner. Always consider where, how, and why you're using it, as well as its relationship to other visual elements in your layout. Never embellish, modify, or treat the "O" as a graphic novelty.

Review the guidelines below for examples of things to consider and avoid when using the "O." Please use the "O" file provided on Media Manager to ensure you're using the correct graphic.



Do
Use the official "O" from the design library to create compositions (e.g., the top navigation placement on Oracle.com)



Don't
Stretch, angle, fill, break, repurpose for an icon, frame, fill with textures, add decorative elements, overuse, make infographics chart, etc

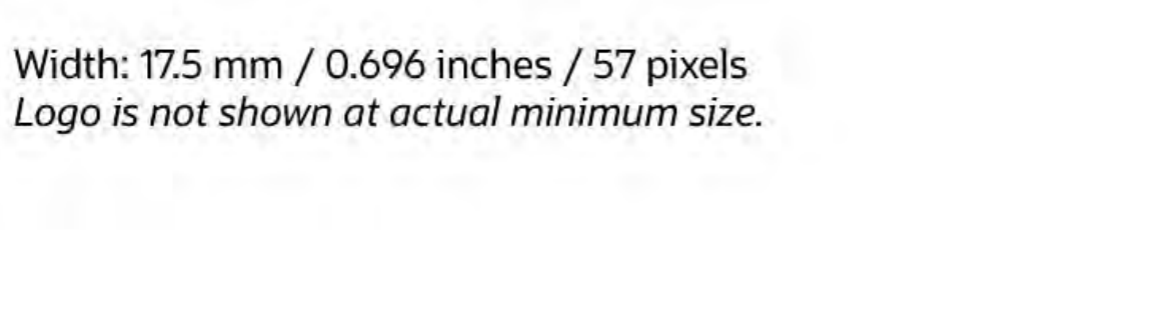
Product and service logos

[Download product logos](#)

Oracle product and service logos have undergone a visual update to reflect the new Redwood brand standards. These changes include updates to color and typography, as well as removing the registration mark ®.

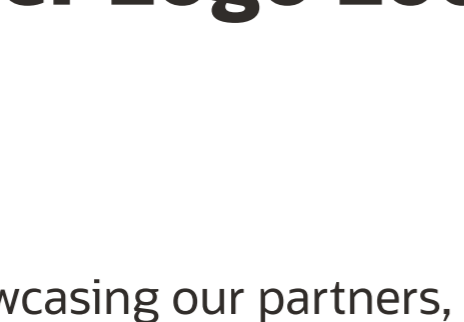
This is a visual update only. Existing use cases still apply. Please refer to your corresponding product and service logo guidelines for usage.

The list of logos will grow as we continue to make updates.



Oracle Red PMS 180 C Hex #C74634 CMYK 3/91/86/12
Typography: Oracle Sans Regular

Oracle Bark PMS 2479 C Hex #312D2A CMYK 55/64/62/70
No registration mark



Minimum size remains the same and is based on the width of the Oracle signature logo.
Width: 17.5 mm / 0.696 inches / 57 pixels
Logo is not shown at actual minimum size.

Partner Logo Lock-up

[Download product logos](#)

When showcasing our partners, we've adopted a pattern of Oracle + [Partner]. Keep in mind that the plus sign is a constant visual element that should not be scaled, distorted, or altered independently of the rest of the lockup. When creating the lockup, the "racetrack" logo will serve as your main guide for spacing.

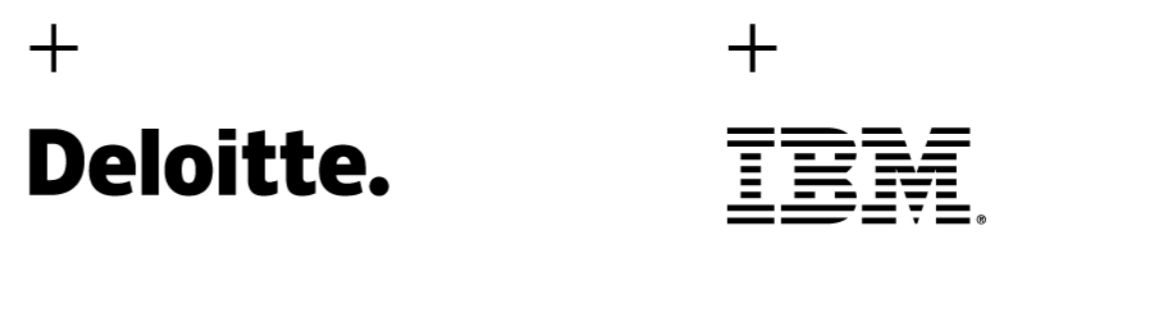
Use the instructions below for guidance on exact specifications of creating Partner Logo Lockups.

Horizontal Partner Lockup

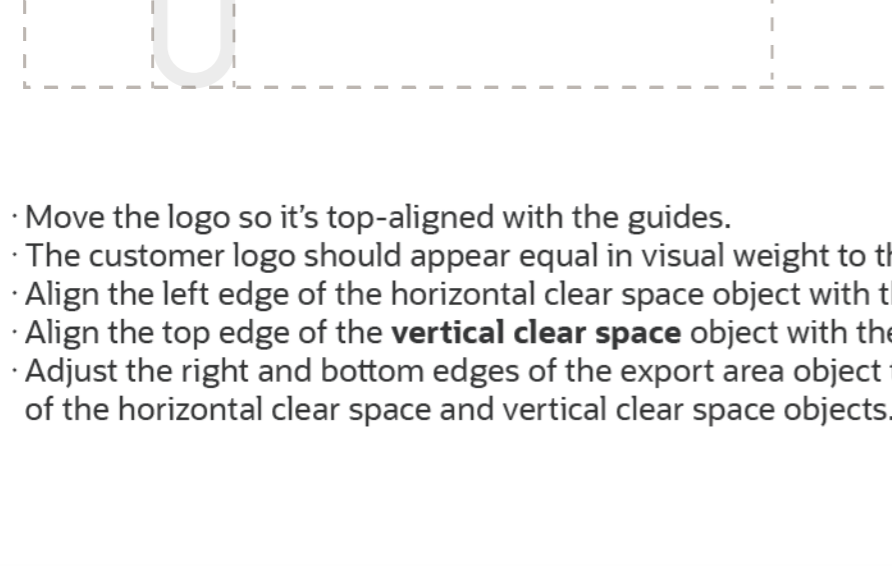


Move the logo so it's left-aligned with the guides.
The customer logo should appear equal in visual weight to the **Oracle logo**.
Align the left edge of the **horizontal clear space** object with the right edge of the logo.
Adjust the right edge of the export area object to align with the outer edge of the horizontal clear space object.

Horizontal Partner Lockup examples



Vertical Partner Lockup



Move the logo so it's top-aligned with the guides.
The customer logo should appear equal in visual weight to the **Oracle logo**.
Align the top edge of the **horizontal clear space** object with the right edge of the logo.
Adjust the right and bottom edges of the export area object to align with the outer edges of the horizontal clear space and vertical clear space objects.

Vertical Partner Lockup examples



Customer Logo Lock-up

[Download product logos](#)

Customer Logo Lockups are all about highlighting our customers, which is why unlike the Partner Logo Lockups, customer logos appear before the Oracle logo. Keep in mind that the plus sign is a constant visual element that should not be scaled, distorted, or altered independently of the rest of the lockup. When creating the lockup, the "racetrack" logo will serve as your main guide for spacing.

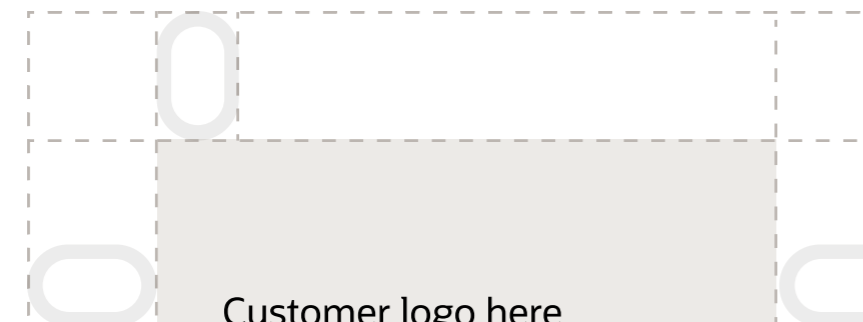
Use the instructions below for guidance on exact specifications of creating Customer Logo Lockups.

Horizontal Customer Lockup

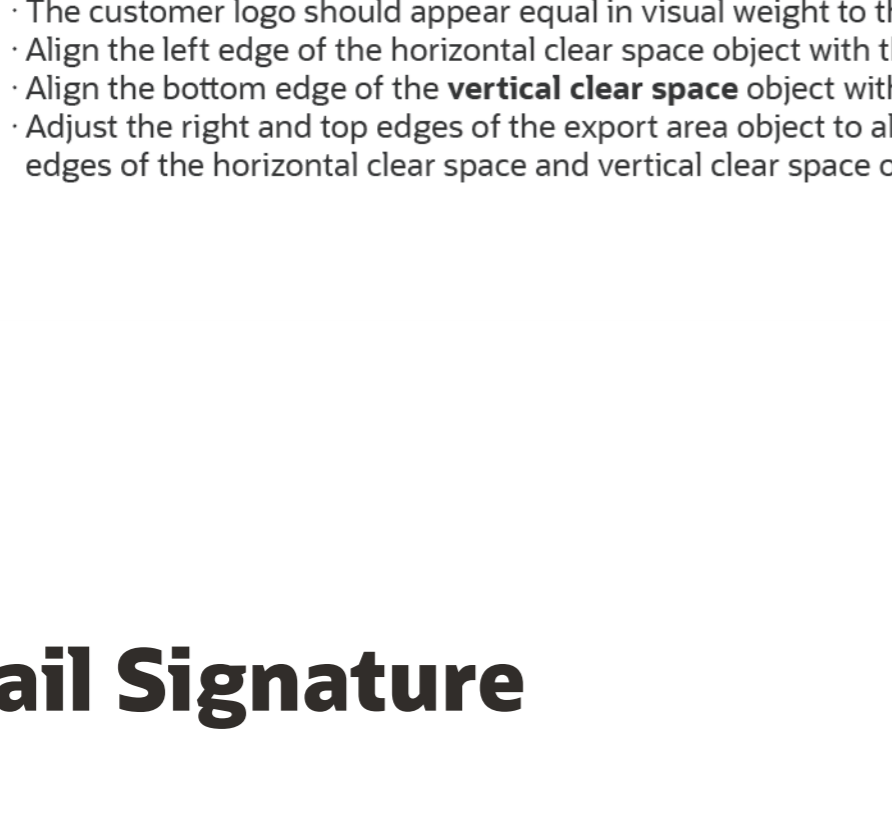


Move the logo so it's right-aligned with the guides.
The customer logo should appear equal in visual weight to the **Oracle logo**.
Align the right edge of the **horizontal clear space** object with the left edge of the logo.
Adjust the left edge of the export area object to align with the left edge of the horizontal clear space object.

Horizontal Customer Lockup examples

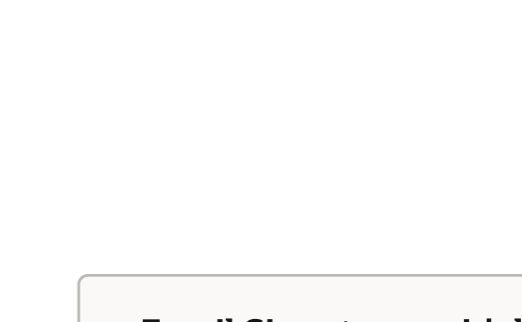


Vertical Customer Lockup



Move the logo so it's bottom and left-aligned with the guides.
The customer logo should appear equal in visual weight to the **Oracle logo**.
Align the left edge of the horizontal clear space object with the right edge of the logo.
Adjust the bottom edge of the **vertical clear space** object with the top edge of the logo.
Adjust the right and top edges of the export area object to align with the outer edges of the horizontal clear space and vertical clear space objects.

Vertical Customer Lockup examples



Email Signature

[Email Signature guidelines](#)

Please reference these guidelines to build an HTML version of an email signature. Image-based email signatures are not brand compliant and add file size to emails threads. They also have a high probability of not displaying properly when viewed on our customers' servers or email clients.

Related sites

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[Oracle Recruiting](#)
[Media Manager](#)
[Brand Digital Assets](#)
[Oracle.com components](#)
[JET cookbook](#)

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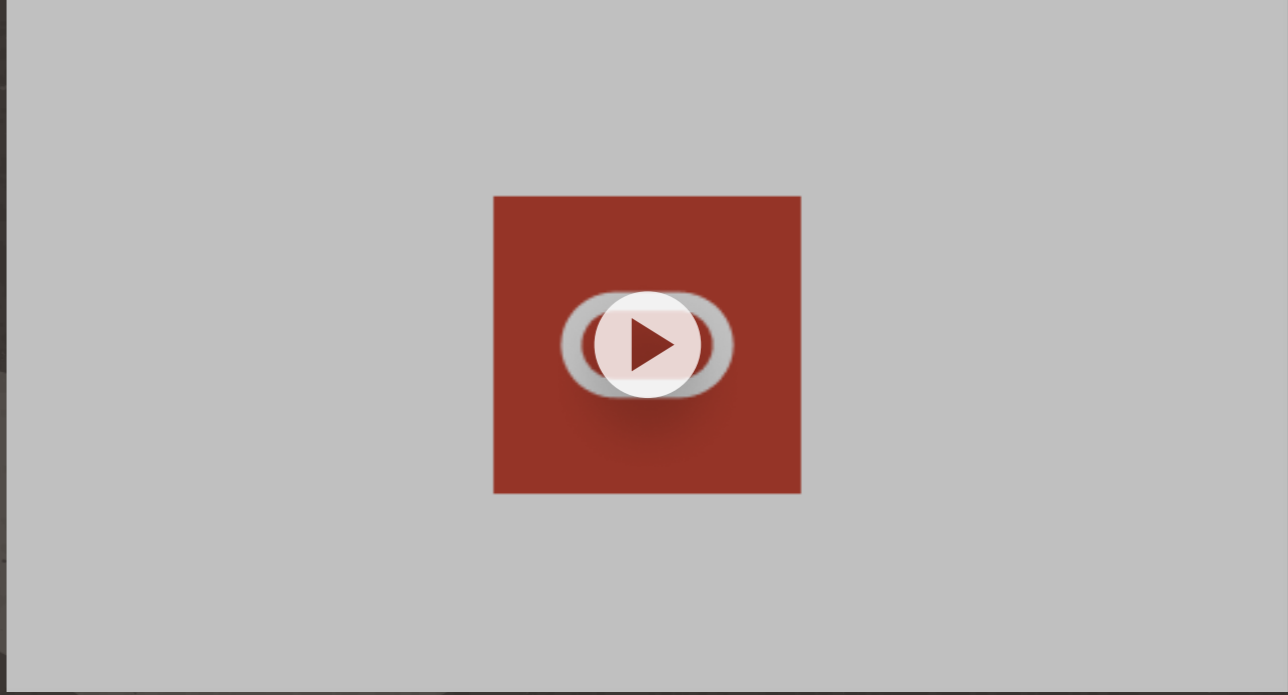
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“O” tag

The “O” tag is a signature element in the Oracle Design Language that may be leveraged in digital and analog marketing, as well as in our next-generation product user experiences.



Usage

[Download the “O” tag](#)

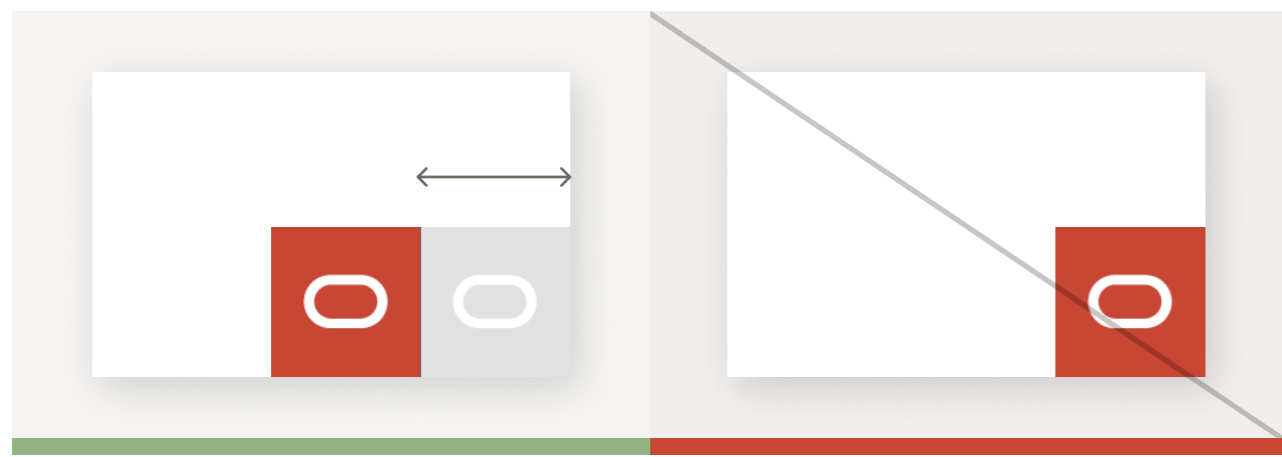
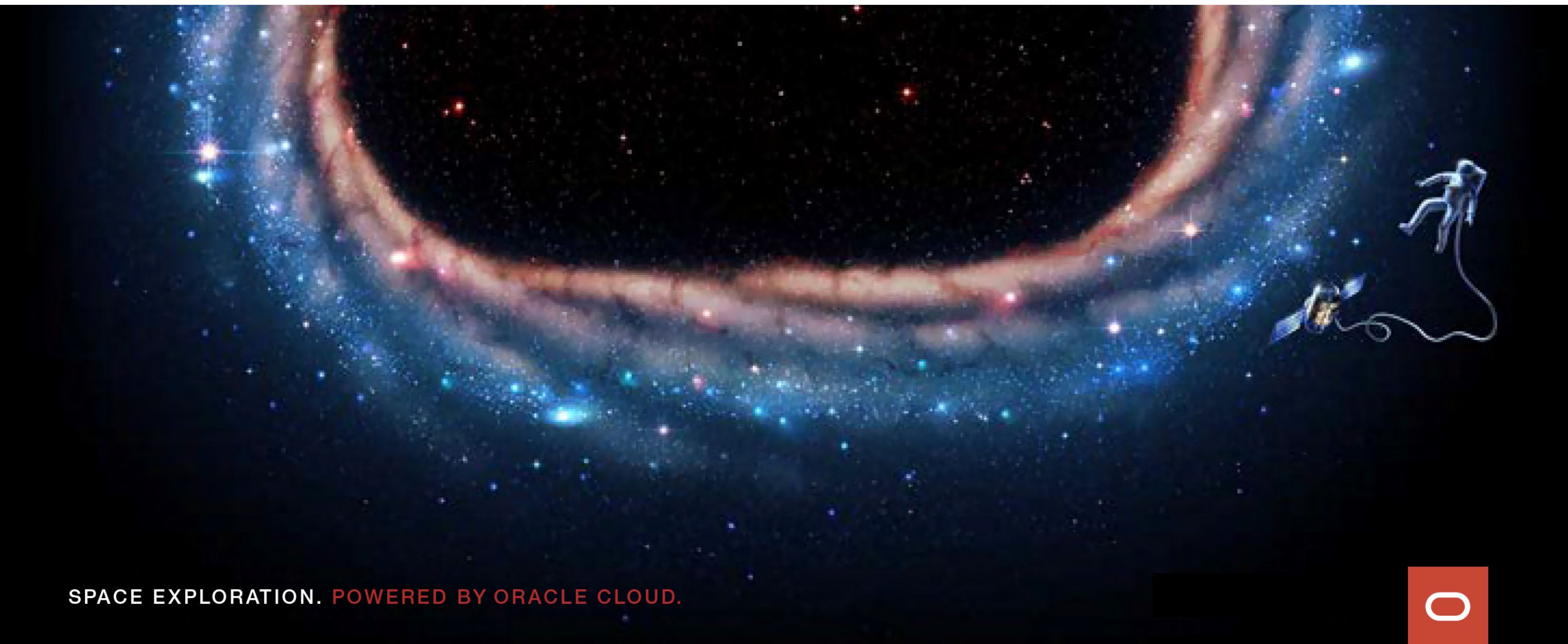
Always position the “O” tag in the bottom right corner of the collateral asset or experience. Refer to the width of the tag to create a margin or padding between the right of the tag and the outer right edge.

There may be times when it’s not possible to place the tag in the bottom right position. In those cases, you may place it in the top right corner with a padding/margin between the tag and right edge that matches the width of the tag.

The “O” tag is not a replacement for the official Oracle logo.

Always use at first instance with the full Oracle logo.

There is an exception for the O-tag guidelines for Social media assets that exists on Oracle’s own channel/site. The O-tag can exist by itself without any additional Oracle Logo to avoid redundancy.



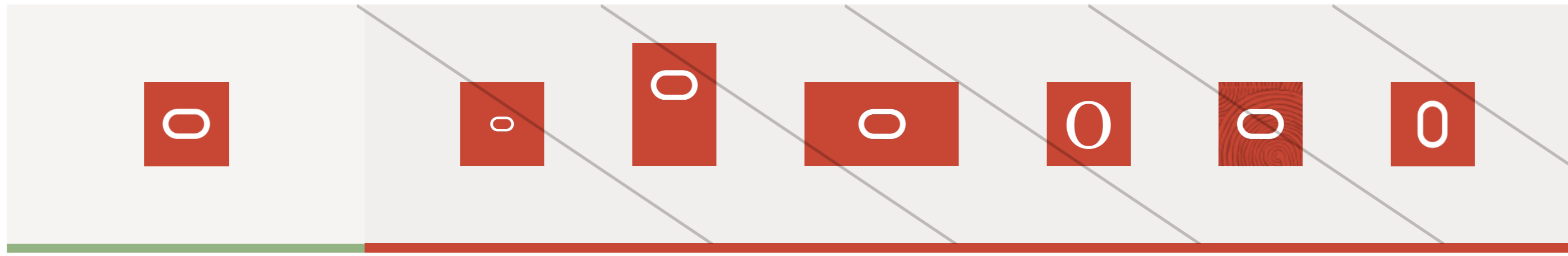
Do
Use correct clear space, which is equal to the tag width from the right edge.

Don't
Use incorrect clear space for any reason.



Do
Use only Oracle Red: PMS 180C, Hex #C74634, CMYK 3/91/86/12.

Don't
Use any other color than Oracle Red.



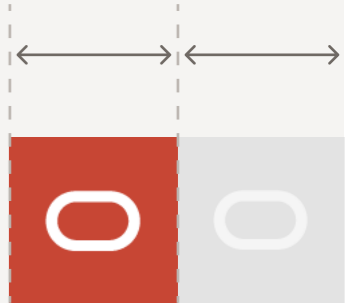
Do
Keep O-tag exactly as it was designed. Use official files from Media Manager.

Don't
Alter the O-tag in any way including scaling, warping or creating new versions.

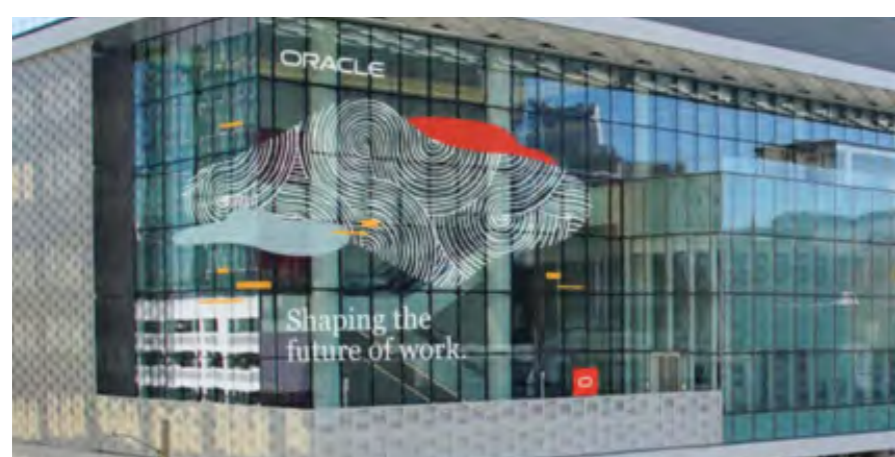
Oracle “O” tag placement



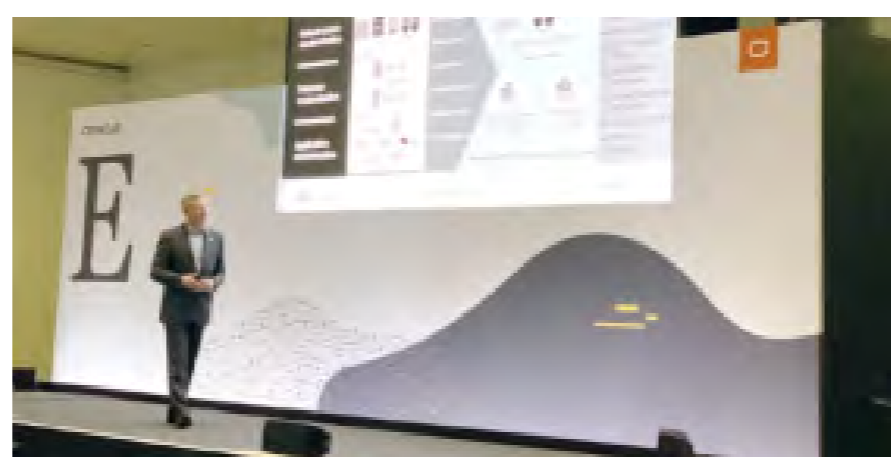
The O in the O-tag should never be larger than the O in the Oracle logo.



The clear space from the O-tag to the right edge of a placement should be equal to the width of the O-tag.



Avoid using the “O” tag alone. Include the full Oracle logo or “Oracle” spelled out in the accompanying content within the design layout or collateral asset.



If placing the tag in the bottom right placement is not feasible, position the tag in the upper right corner.

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