

Using the Octa Cultures brand

One page for the press. The full rules are in the Octa Cultures Brand Guidelines.

THE MARK

A ring cut into eight equal segments, one for each of the eight cultures of life, in this order from 12 o'clock, clockwise: Human, Animal, Plant, Insect, Fungi, Algae, Aquatic, Bacteria. It turns clockwise, one turn every 20 seconds. The wordmark beside it is set in Playfair Display.

DO

- Use the files in *logos/* as they are: the Night lock-up on dark, the Day lock-up on light.
- Keep clear space of one mark height on every side.
- Write the name as Octa Cultures: two words, capital O and C.

DON'T

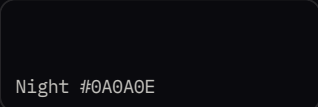
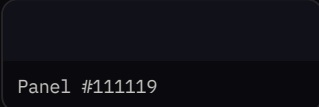
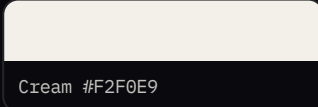
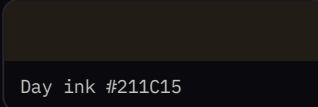
- Recolour the ring, fill its centre, add an outline or a shadow.
- Reorder the segments or change their size.
- Use the mark below 24 px.
- Write "OctaCultures" or "the Octa Cultures".

Colour

THE EIGHT CULTURES · COLOUR AND LIGHT SHADE

 Human #505679 light #C7CBB5	 Animal #D6826C light #F4B6A5	 Plant #96C27B light #C9E6B5	 Insect #F3D99C light #FFE9B8
 Fungi #BC896A light #E6CBB5	 Algae #43B7AB light #9FE3DA	 Aquatic #3C94B1 light #9CCFE3	 Bacteria #A495C1 light #D6CCEB

THE BASE

 Night #0A0A0E	 Panel #111119	 Cream #F2F0E9	 Day ink #211C15
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Type

Playfair Display

Titles, the wordmark

Plus Jakarta Sans

Text

IBM Plex Mono

Labels, numbers

The living symbols



52 line drawings of the eight cultures, in *symbols/*. Drawn for dark backgrounds, in each culture's light shade. Use them whole and unchanged, as decoration beside our name or story; never inside the ring or the lock-up, and never in another colour.