



DEFINING STABILITY

Brand Guidelines

VERSION 1.0 DECEMBER 2024

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01

PART 01 - NARRATIVE

■ PART 01 : NARRATIVE

PASSION IGNITES, AN IDEA TAKES ROOT

In the year 2003, a spark ignites... Driven by a devouring passion for optimization, Adrien Mercier, then on a university exchange in Oklahoma, USA, embarks on a quest for performance.

His goal? Pushing the components of his computer to their ultimate limits. Unfortunately, no existing software solution manages to meet his expectations.

After fruitless searches, a bold idea emerges: to design the future standard in stability testing software. An idea that will become the cornerstone of innovation in the market.

PART 01 : NARRATIVE

THE BIRTH OF THE OVERCLOCKING TOOL

In this dorm room, hours of development unfold, and nights are marked by the excitement of creation.

Optimize, refine, build, deconstruct these are Adrien's guiding principles in forging the ultimate tool, combining reliability and performance. Thus, the Overclocking Checking Tool, better known as OCCT, is born.

Proud to have filled a gaping void in the overclocking domain, Adrien releases the first version of OCCT on specialized forums. The community, also eager for performance, is captivated from the outset. In the blink of an eye, the software's popularity reaches unexpected heights, propelling OCCT to the status of stability testing reference.

■ PART 01 : NARRATIVE

THE RISE OF STABILITY

OCCT's reputation is at its zenith. Beyond overclocking circles and millions of downloads later, even professionals recognize OCCT as the market benchmark in stability testing and desire their own version of the software.

To meet these growing expectations, Adrien realizes that continuing development as a mere hobby is inconceivable. This leads to the founding of OCBASE, the company that will proudly carry the OCCT banner, dedicating itself entirely to the development and smooth operation of the software.

From this dedication arise revolutionary features such as personalized scheduling, 3D adaptive, and GPU compute, placing OCCT at the forefront of technological innovation.

■ PART 01 : NARRATIVE

WORKING TOGETHER

What could be worse for a manufacturer of computer components than releasing a new processor with a design flaw that could render it unstable?

OCCT has set out on a mission to address these issues quickly, safely, and efficiently, thus eliminating the uncertainty factor from the computer equation.

By joining forces, we aim to build a barrier against unforeseen events, providing unwavering stability to every link in the computing chain.

RELIABILITY EFFICIENCY LIGHTSPEED

- OCCT reflects values of robustness and confidence. Every detail, from performance tools to diagnostic tests, embodies a constant quest for precision and stability. Reliability is at the heart of our identity, guiding all our solutions and our visual communication.
- OCCT embodies an approach focused on optimisation and speed. Our tools and visuals are designed to convey a sense of fluidity and control, where every element is designed to achieve its objectives without compromise. Efficiency guides our identity, reflecting a constant quest for simple, precise and high-performance solutions.
- OCCT stands for speed of execution and responsiveness of analysis. Our solutions and visual identity reflect a fluid and instantaneous dynamic where every detail reflects an ability to deliver precise results without delay. Speed is a fundamental value, guiding every aspect of our design and communication.

PART 02 - LOGO

02

■ PART 02 : LOGO

LOGOTYPE & LOGOMARK

OCCT has a strong, consistent visual identity that reflects its core values of reliability, efficiency and performance.

- **LOGOTYPE** : The OCCT logotype is the complete typographic representation of the brand. Combining modernity and simplicity, it expresses stability and technological innovation, while ensuring optimum legibility. Every typographic detail is designed to inspire confidence and professionalism.

- **LOGOMARK** : The logomark is the symbolic element of OCCT's visual identity. Minimalist and striking, it captures the essence of the brand in a sharp, recognisable shape. It is designed to adapt to a variety of uses, from digital media to print, while conveying the values of performance and reliability.

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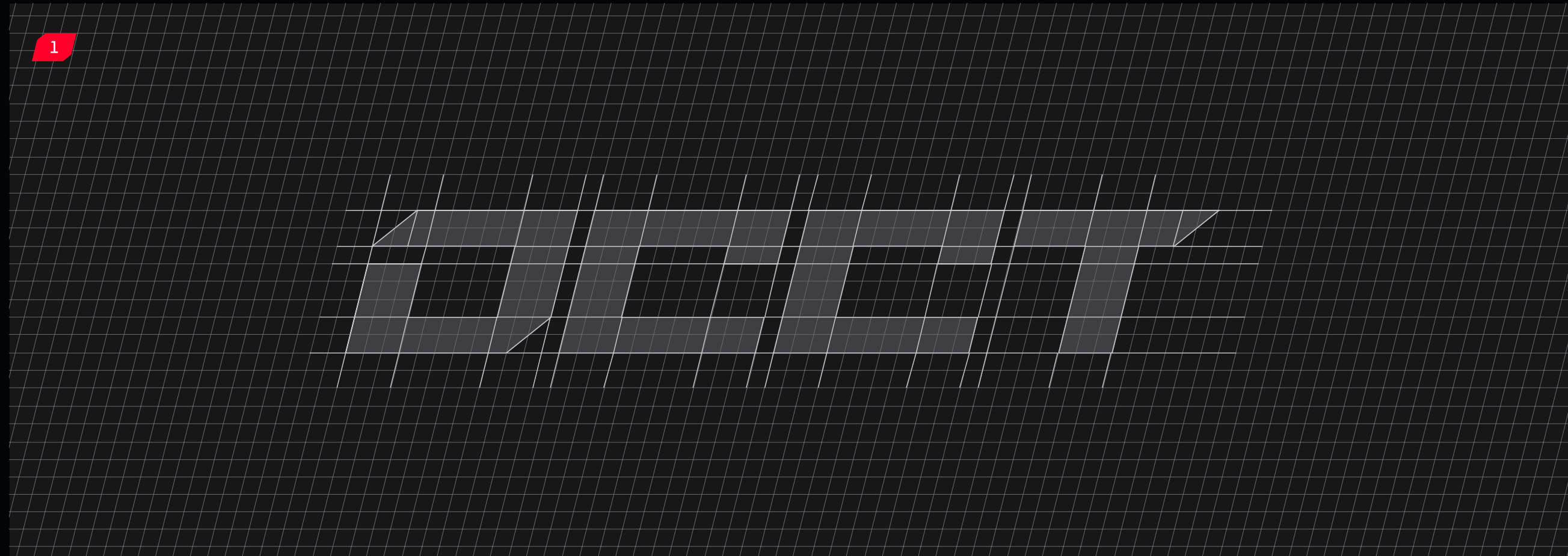


PART 02 : LOGO

LOGOTYPE DESIGN & MARGIN

The OCCT logo has been carefully designed to combine aesthetics and functionality, while reflecting the brand's core values.

- **DESIGN** : The logotype is based on an isometric grid, giving a dynamic effect that evokes speed and fluidity. The sharp, angular cuts in the letters add a cutting edge, symbolising precision and performance. This balanced, technical design reflects OCCT's commitment to innovation and efficiency.
- **MARGIN** : The margins around the logotype follow strict proportions, ensuring maximum visibility and impact in all formats. These standardised margins ensure a harmonious presentation of the logotype, whether used on its own or integrated into graphic compositions.



PART 02 : LOGO

LOGOMARK CONCEPTION & MARGIN

The OCCT logomark was designed to be a powerful visual representation of the brand's values.

- **DESIGN** : The logomark takes the emblematic 'O' of the OCCT logotype, surrounded by a frame with sharp contours. This shape accentuates a sense of speed and performance, in keeping with the brand's identity. The whole design is based on an isometric grid, providing a precise visual balance and reinforcing the impression of dynamism and modernity.

- **MARGIN** : The margins of the logomark are defined to ensure optimum visual presence in all formats. They respect harmonious proportions that highlight its sharp details and geometric structure, while ensuring legibility and graphic impact in all applications.



■ PART 02 : LOGO

LOGOTYPE & LOGOMARK MIN SIZE

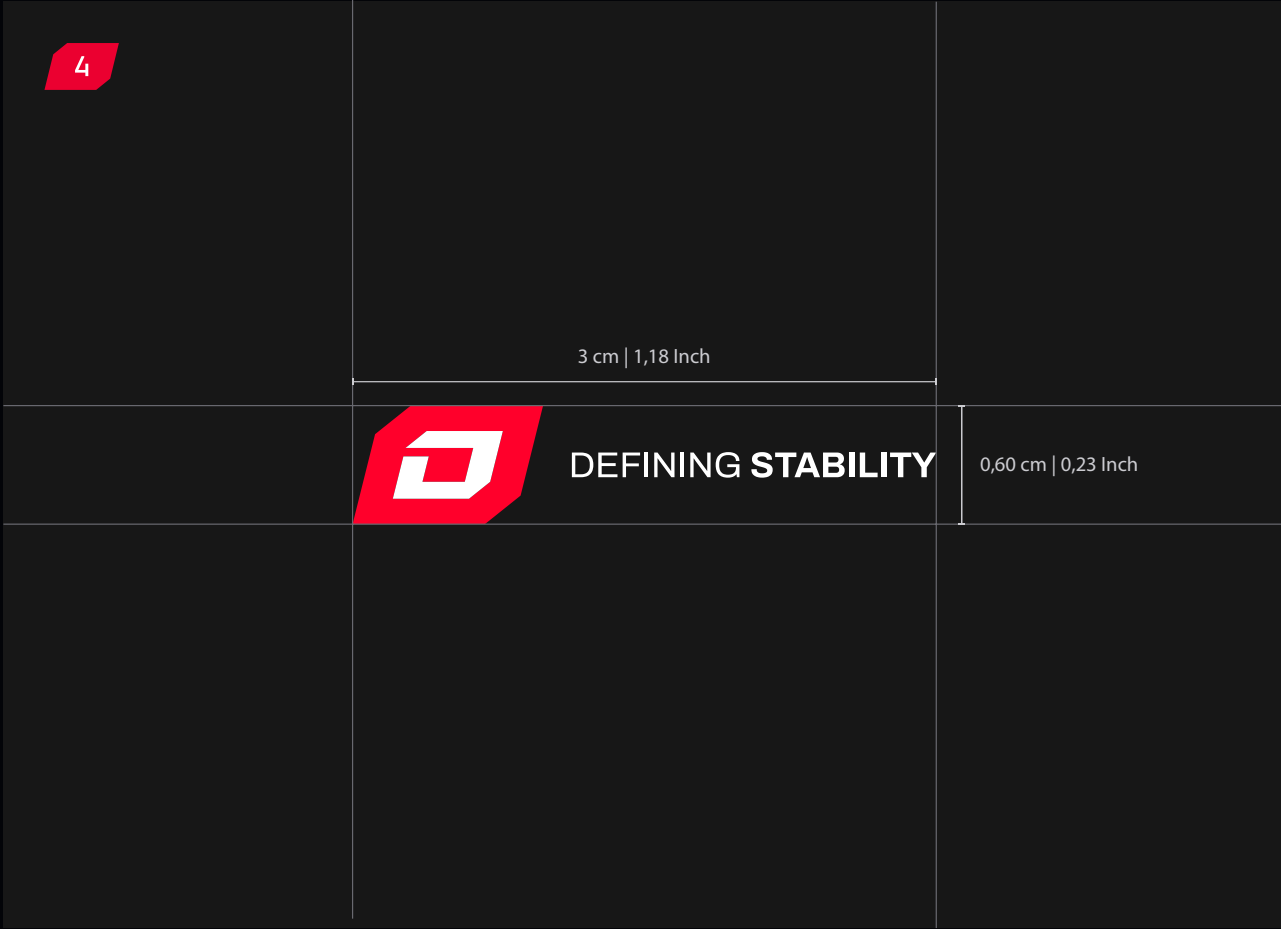
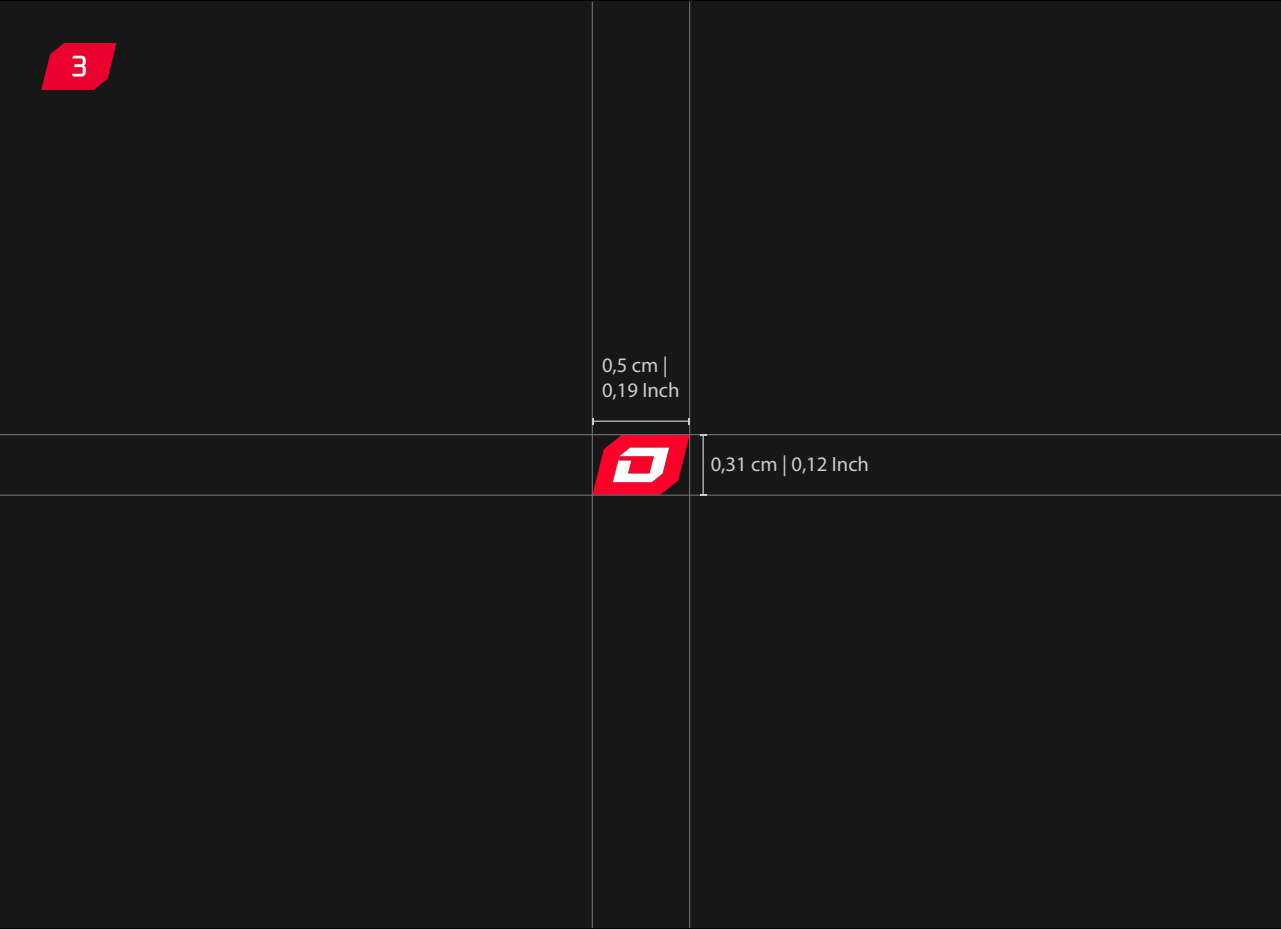
To ensure optimum legibility and preserve visual integrity, the logotype and logomark must comply with specific minimum sizes depending on their use.

■ LOGOTYPE :

- With slogan: 0.73 cm high and 3 cm wide.
- Without the slogan: 0.24 cm high and 1.5 cm wide.

■ LOGOMARK :

- With slogan: 0.60 cm high and 3 cm wide.
- Without slogan: 0.31 cm high and 0.5 cm wide.



■ PART 02 : LOGO

LOGOTYPE MONOCHROME, SINGLE COLOR & BACKGROUND

The OCCT logo needs to be adaptable to different contexts and media while retaining its visual impact and legibility. Three main variations are envisaged to ensure maximum flexibility.

- MONOCHROME & SINGLE COLOR : The logotype can be used on a uniform dark or light background, while maintaining legibility and visual balance.
- IMAGE BACKGROUND : When the logotype is used on an image background, it is essential to ensure that the background image does not overpower the graphic element.

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OCCT®
DEFINING STABILITY

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OCCT®
DEFINING STABILITY

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OCCT®
DEFINING STABILITY

4

OCCT®
DEFINING STABILITY

PART 02 : LOGO

LOGOTYPE IN SHADES OF GREY

The OCCT logotype also needs to adapt to shades of grey while retaining its legibility and visual impact.

The use of the logotype on shades of grey is ideal for contexts where a more sober and elegant approach is sought. It is crucial that the contrast between the logotype and the grey background is sufficiently marked to preserve the visibility of the graphic element, without altering the overall harmony of the design.

Shades of grey allow you to play with depth effects while maintaining optimum clarity and reinforcing the modern, professional look of the OCCT brand.

1

OCCT®
DEFINING STABILITY

2

OCCT®
DEFINING STABILITY

■ PART 02 : LOGO

LOGOMARK DON'T

To ensure the integrity of the OCCT brand, it is essential to follow certain rules when using the logo:

Never distort the logo or change its colours. The logo must be used in its original orientation, without rotating or rearranging the elements.

The spacing around the logo must be respected and no shadows should be applied. Avoid framing the logo or using it on a low-contrast background.

Finally, make sure that the logo remains legible and is not compressed.



Avoid distorting our logo



Avod changing logo colors



Avoid rotating our logo



Avoid rearranging our logo



Don't tamper with the logo spacing



Never apply shadow effect to our logo



Avoid boxing in our logo



Avoid a poor contrast in our logo



Don't choke our logo

■ PART 02 : LOGO

LOGOMARK MONOCHROME, SINGLE COLOR & BACKGROUND

The OCCT logomark, like the logotype, must adapt to various contexts while preserving its legibility and visual impact.

- **MONOCHROME & SINGLE COLOR** : The logomark can be used on light or dark backgrounds. The contrast must be sufficient to ensure the clarity of the logomark. The logomark must be adjusted to ensure optimum contrast while respecting the brand's colour palette.

- **IMAGE BACKGROUND** : The logomark should be positioned so that it is not lost in the background image. If necessary, a semi-transparent background can be added to improve legibility without detracting from the aesthetics of the image.

1



DEFINING STABILITY

2



DEFINING STABILITY

3



DEFINING STABILITY

4



DEFINING STABILITY

PART 02 : LOGO

LOGOMARK ON SHADES OF GREY

The OCCT logomark can be used on different shades of grey, offering a sober and elegant approach while preserving its legibility.

It must be sufficiently contrasted with the background to ensure visibility. Depending on the intensity of the grey, the logomark can appear in black or white, or in an adapted monochrome version.

The aim is to maintain a good visual balance while preserving the clarity of the graphic element, even on more subtle shades of grey.

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PART 02 : LOGO
LOGOMARK DON'T

To ensure the integrity of the OCCT logomark, it is essential to observe the following rules:

Never distort the logomark or alter its proportions. The colours defined in the graphic charter must never be altered.

The logomark must not be used on a low-contrast background or on a background that overloads the graphic element. It is also forbidden to apply special effects such as shadows or gradients.

The logomark must never be framed or used in compositions that alter its visibility. Finally, never compress or reduce the protective space around the logomark.

✗  DEFINING STABILITY Avoid distorting our logo	✗  DEFINING STABILITY Avod changing logo colors	✗  DEFINING STABILITY Avoid rotating our logo
✗ DEFINING STABILITY  Avoid rearranging our logo	✗  DEFINING STABILITY Don't tamper with the logo spacing	✗  DEFINING STABILITY Never apply shadow effect to our logo
✗  DEFINING STABILITY Avoid boxing in our logo	✗  DEFINING STABILITY Avoid a poor contrast in our logo	✗  DEFINING STABILITY Don't choke our logo

PART 03 - TYPOGRAPHY

03

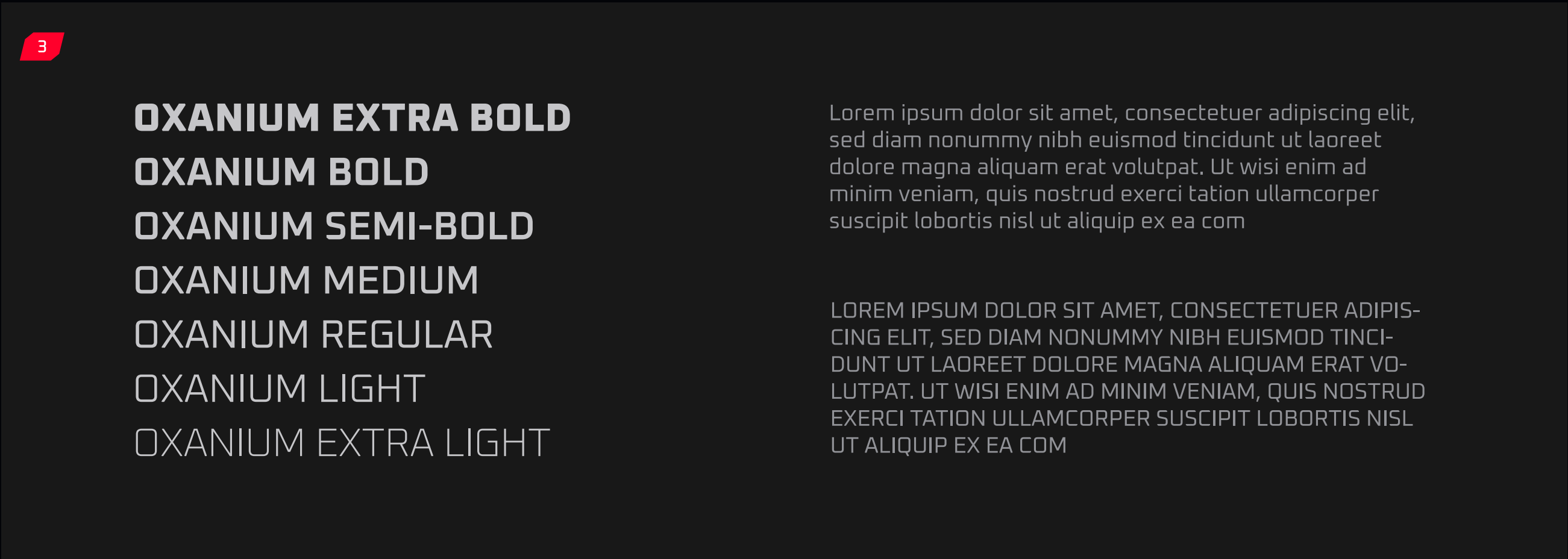
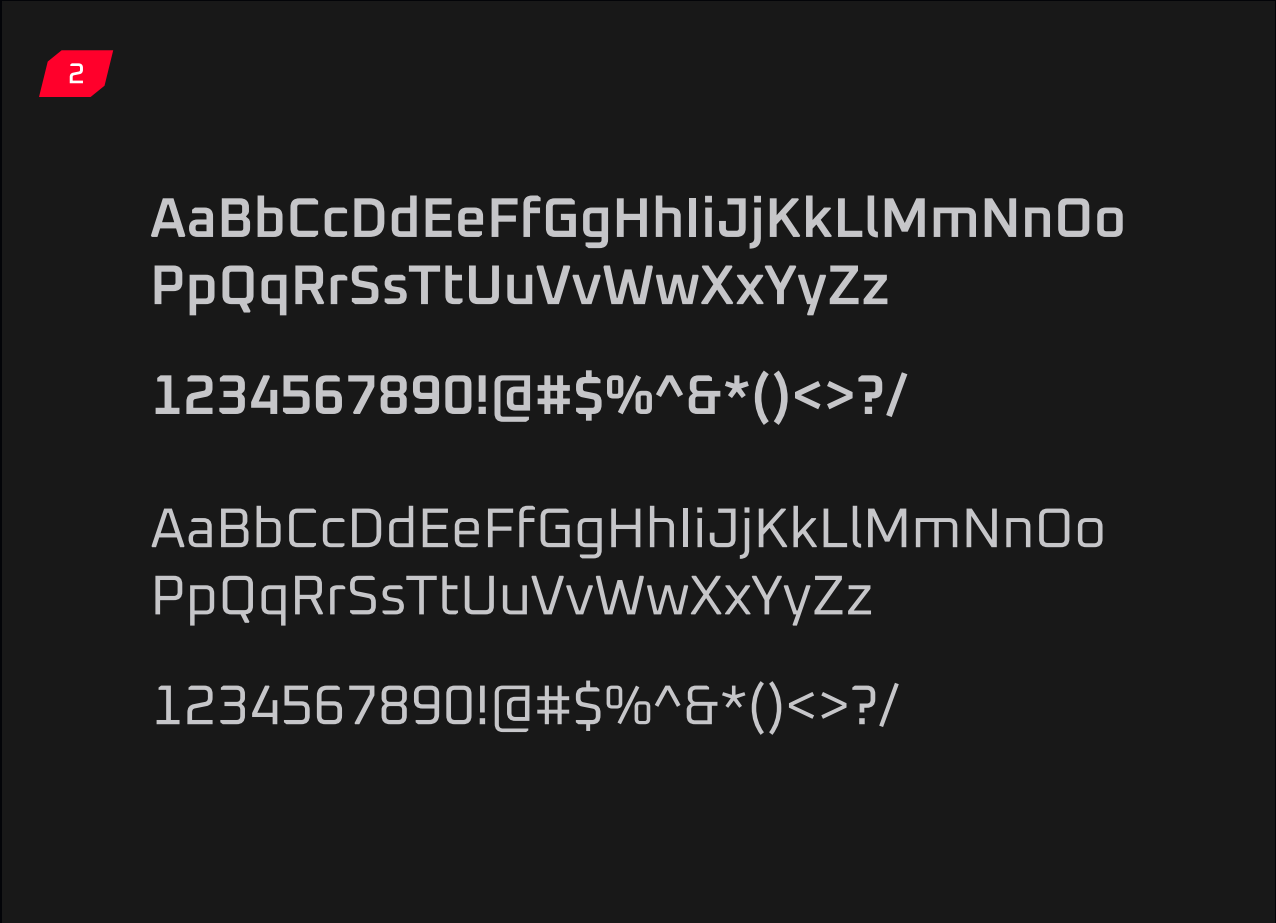
PART 03 : TYPOGRAPHY

MAIN TYPEFACE : OXANIUM

Oxanium is used as the main typeface for the OCCT brand. Its modern, technical design perfectly reflects the values of performance and stability associated with the software.

Oxanium is mainly used for headlines and text elements requiring a strong visual impact. It ensures optimum legibility while adding a touch of character to the graphic identity.

To ensure perfect consistency, we recommend that you respect the sizes and spacing defined in the charter, and avoid any modifications to the style of the typography (such as effects or distortions). Oxanium is a central pillar of OCCT’s visual identity.

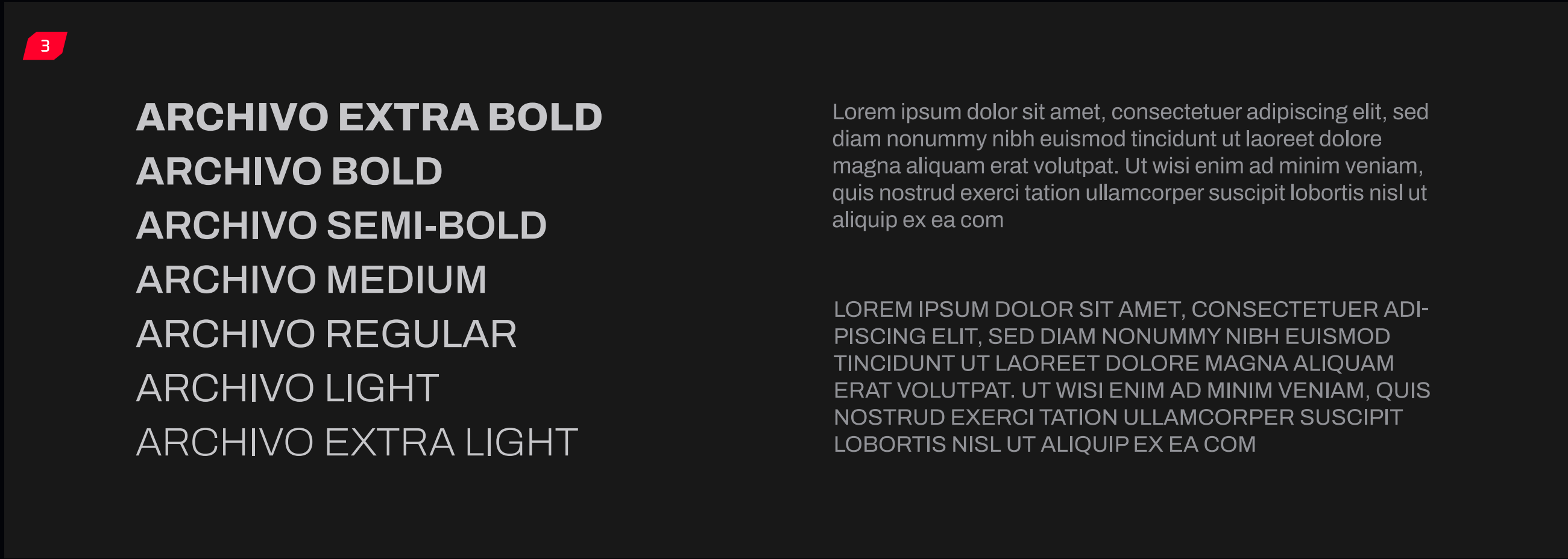
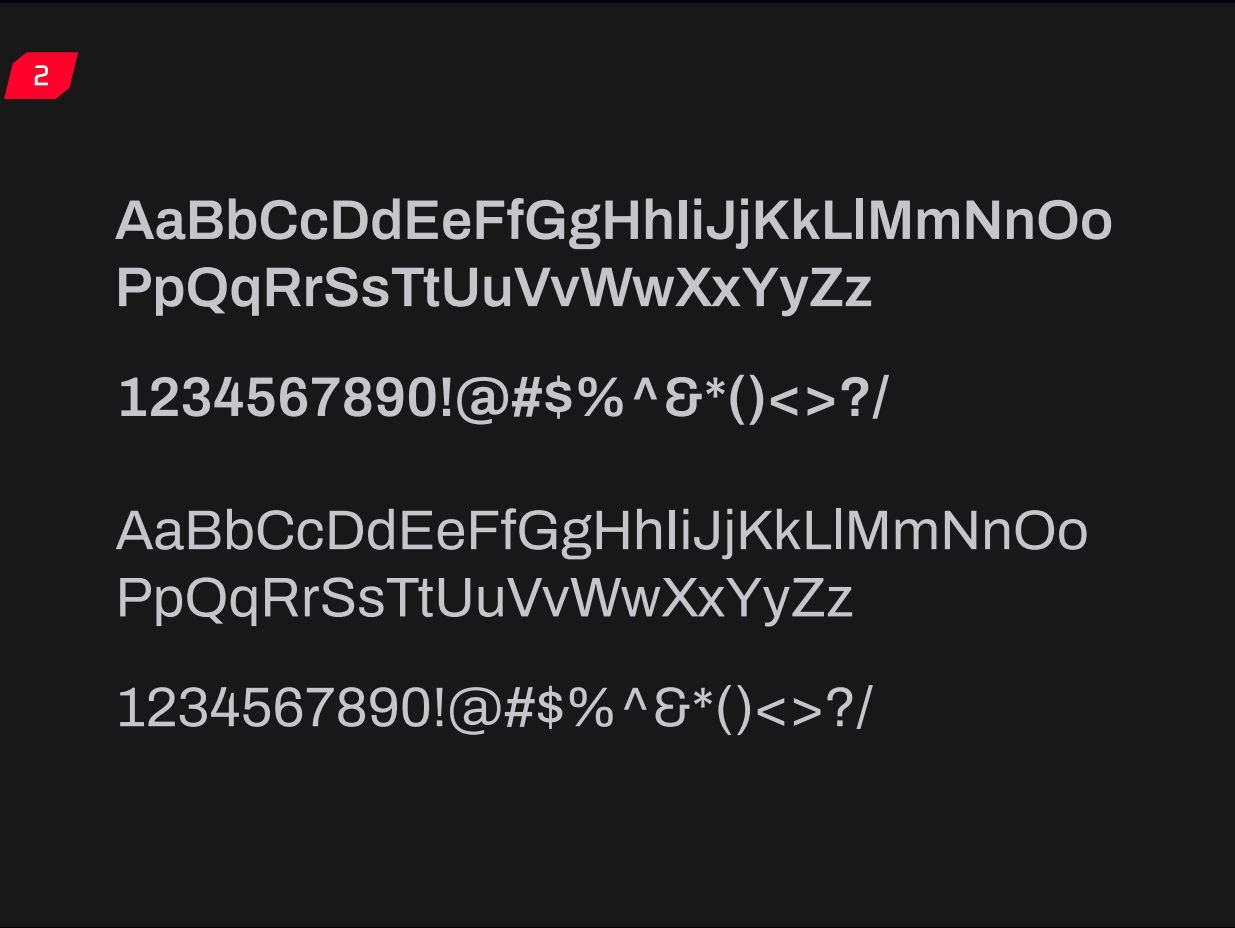


SECONDARY TYPEFACE : ARCHIVO

Archivo is used as a secondary typeface for the OCCT brand. It is dedicated to everyday text, such as paragraphs and main content, thanks to its clear, modern and perfectly legible design.

Archivo offers excellent reading comfort, even for longer blocks of text, while harmoniously complementing the main Oxanium typeface. To ensure a consistent presentation, Archivo should be used in its regular or semi-bold styles, depending on the needs of the design, while respecting the defined hierarchies.

It is a versatile and reliable choice for structuring textual information in a professional and accessible way.



 PART 03 : TYPOGRAPHY

MONOCHROME, SINGLE COLOR & BACKGROUND

Typography is a key element of OCCT’s visual identity. It structures content while reinforcing graphic harmony and the hierarchy of information.

Main headings (H1): Use Oxanium Medium, for a strong impact and to highlight key information.

Level 2 sub-headings (H2): Use Oxanium Regular, for a slight contrast with the main headings.

Level 3 subtitles (H3): Use Archivo Regular for secondary subtitles.

Higher subtitles (H4): Use Archivo Regular, always with the red bullet point reminiscent of the logomark.

Main texts (body) are written in Archivo Light.

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H1 - MAIN TITLE | 40 PX | OXANIUM(MEDIUM)

H2 - SECTION TITLE | 25 PX | OXANIUM(REGULAR)

H3 - SUBTITLE | 15 PX | ARCHIVO(REGULAR)

 H4 - UP TITLE | 16 PX | ARCHIVO(REGULAR)

2

BODY 1 :

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

BODY 2 :

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

A large, bold, white number '04' is centered on a vibrant red background. The background features several overlapping geometric shapes, including a large parallelogram and a trapezoid, all in a slightly darker shade of red. The number '0' is rounded and the '4' is a simple, clean sans-serif style.

PART 04 - COLOURS

PART 04 : COLOURS
CORPORATE COLOURS

OCCT’s corporate colours embody the brand’s core values: performance, reliability and modernity. They define the visual identity and must be used consistently on all media.

QUICK RED : A bold and dynamic colour, symbolising performance and energy, used to draw attention to key elements.

PURE WHITE : A pure colour, representing clarity and legibility, ideal for balancing graphic compositions.

DEEP CARBON : A deep, technical shade, reflecting the brand’s stability and modernity, often used for backgrounds and subtle contrasts.

These three colours combine harmoniously to create a strong, recognisable visual identity, suitable for all media.

QUICK RED
#FF002B
CMYK
C : 0 | M : 100 | Y : 83 | K : 0
RGB
R : 255 | G : 0 | B : 43
CSS
rgba(255, 0, 43, 1)

PURE WHITE
#FFFFFF
CMYK
C : 0 | M : 0 | Y : 0 | K : 0
RGB
R : 255 | G : 255 | B : 255
CSS
rgba(255, 255, 255, 1)

DEEP CARBON
#0F1417
CMYK
C : 35 | M : 13 | Y : 0 | K : 91
RGB
C : 15 | Y : 20 | K : 23
CSS
rgba(15, 20, 23, 1)

PART 04 : COLOURS
INDICATOR COLOURS

The colours of the OCCT indicators are designed to convey information clearly and intuitively. They make it easier to quickly understand the status or actions to be taken.

- **INFORMATIVE** : A bright blue hue used to signal important information or neutral, non-critical notifications.
- **SUCCESSFUL** : An assertive green that indicates validation or correct operation, conveying an impression of reliability and satisfaction.
- **PROBLEM** : A warm but striking orange, used to signal errors or warnings requiring immediate attention.

INFORMATIVE
#00BFFF
CMYK :
C : 100 | M : 25.1 | Y : 0 | K : 0



SUCCESSFUL
#29BF21
CMYK :
C : 78.53 | M : 0 | Y : 82.72 | K : 25.1



PROBLEM
#FFB000
CMYK :
C : 0 | M : 30.98 | Y : 100 | K : 0



PART 04 : COLOURS
GRAPH COLOURS

The OCCT graphs use a palette of 10 colours ranging from a vibrant blue (#00C5FF) to an intense red (#FF0029), designed to illustrate the data in a progressive and intuitive way.

This range of colours enables variations, thresholds and trends to be represented clearly and legibly.

These colours are intended exclusively for use against a dark background, ensuring optimum contrast and better legibility of the graphical information.

The use of this palette ensures visual consistency with the other elements of the graphic charter, while reinforcing the technical and professional appearance of the graphs.



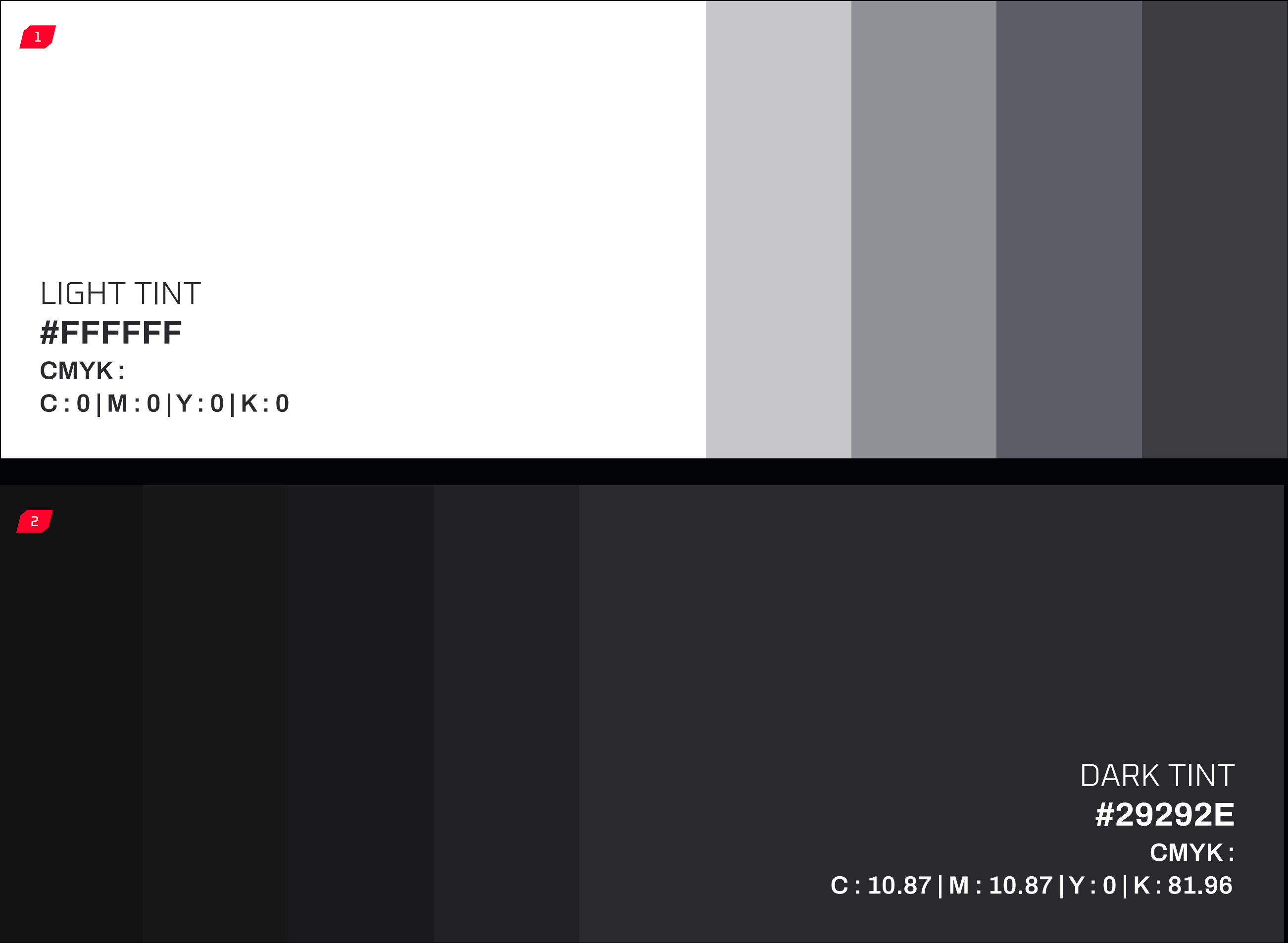
■ PART 04 : COLOURS

TINT & SHADES OF GREY

OCCT uses two distinct greyscale palettes to meet different graphic needs while ensuring optimum legibility and visual consistency.

- LIGHT TINT : This palette, made up of five light shades, is ideal for subtle backgrounds, separators or graphic elements requiring discretion and lightness.
- DARK TINT : Made up of five dark shades, this palette is used for contrasting backgrounds, content areas or elements that require a stronger presence.

These shades of grey offer optimum flexibility for structuring interfaces and maintaining a harmonious visual hierarchy. They also enhance the contrast with corporate colours and graphics, while respecting OCCT’s clean, technical aesthetic.



PART 04 : COLOURS

WEB COLORS VS SOFTWARE COLORS

OCCT adapts its colour palette according to the media, differentiating the use of colours for the web and for software.

On the web, corporate red (#FF002B) dominates to reinforce the visual identity and capture attention. The colours are more saturated and vivid, reflecting the dynamics and energy of the brand.

In the software, the main red is softened for a more pleasant user experience that is less aggressive during prolonged use. In general, all the colours in the software are slightly less saturated to ensure better legibility and reduce visual fatigue. The backgrounds, meanwhile, take on a subtle bluish hue, offering a more technical and modern ambience while harmonising all the visual elements.

This distinction guarantees a consistent and optimised visual experience, adapted to the specific characteristics of each medium.



PART 05 - ICONOGRAPHY

05

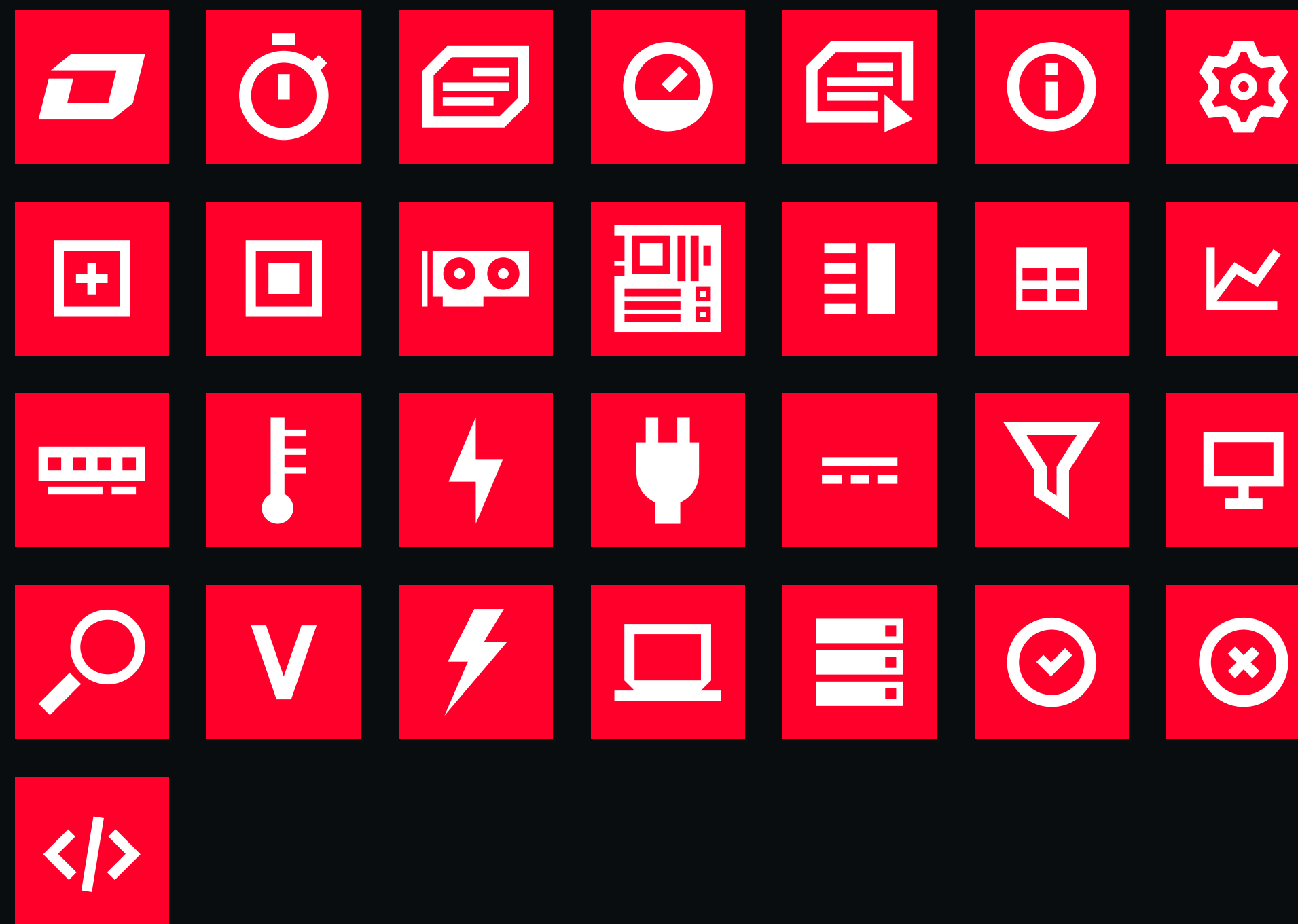
PART 05 : ICONOGRAPHY

USABLES ICONS

OCCT offers a range of icons that reflect the brand's graphic style, adapted to both the website and the software. They cover the main functions (tests, monitoring, alerts), navigation (settings, dashboard, help) and actions (start, stop, save).

The icons for the web are slightly more detailed, while those for the software are simplified and harmonised with its softened colours. They can be used in colour or monochrome, while respecting the rules of contrast and legibility.

1



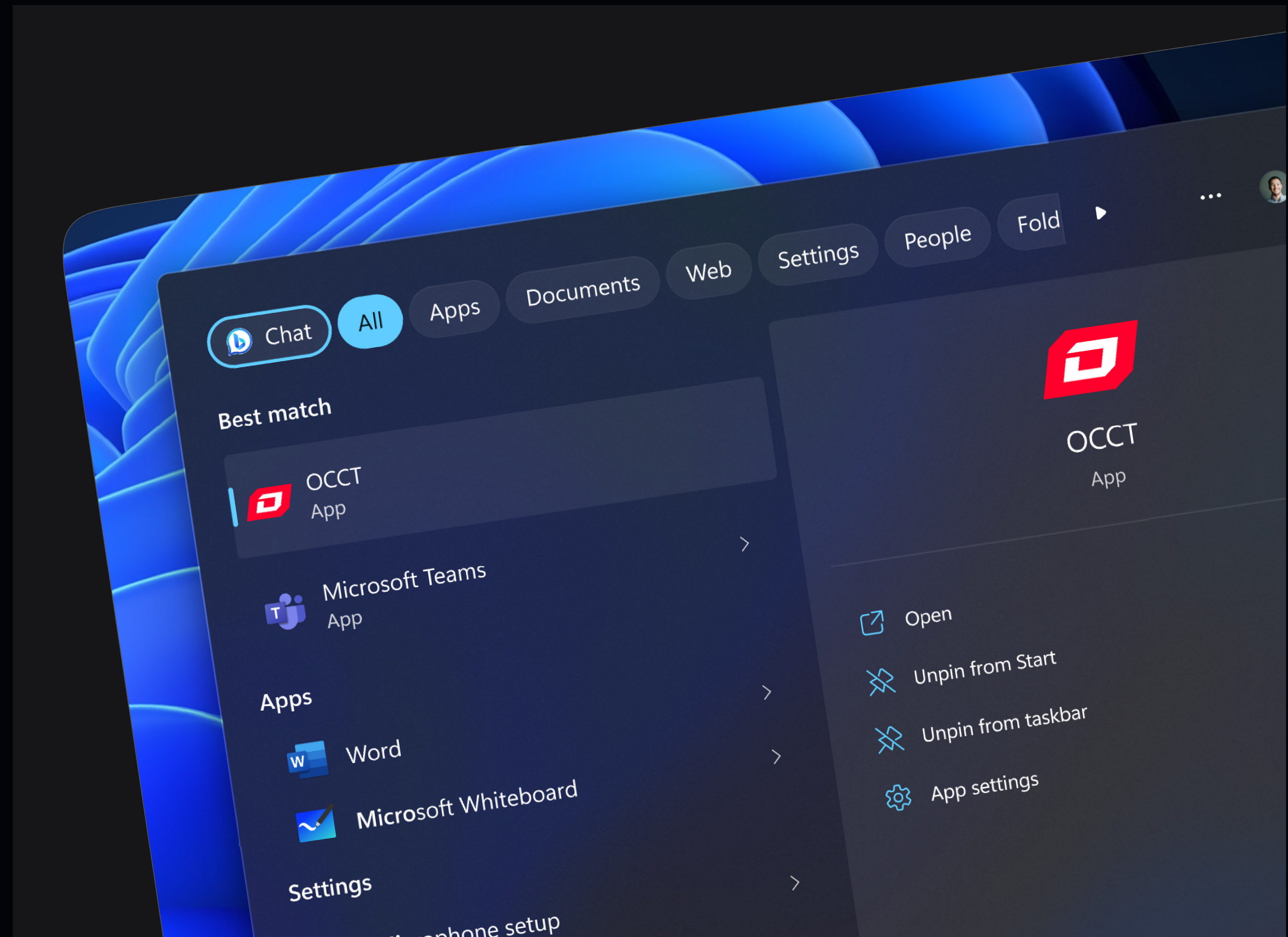
■ PART 05 : ICONOGRAPHY

SOFTWARE ICON ON WINDOWS

The OCCT software icon on Windows is based on the brand's logomark. It uses the elements of the logomark, simplified to adapt to the constraints of Windows interfaces.

The icon is designed to be perfectly legible at all sizes, from small formats (taskbar, Start menu) to larger displays. The colours have been softened slightly to harmonise with the dark and light environments of Windows, while remaining faithful to the corporate palette.

It is optimised for standard icon formats (.ico) and the necessary resolutions, guaranteeing a clean, professional appearance on all versions of Windows.

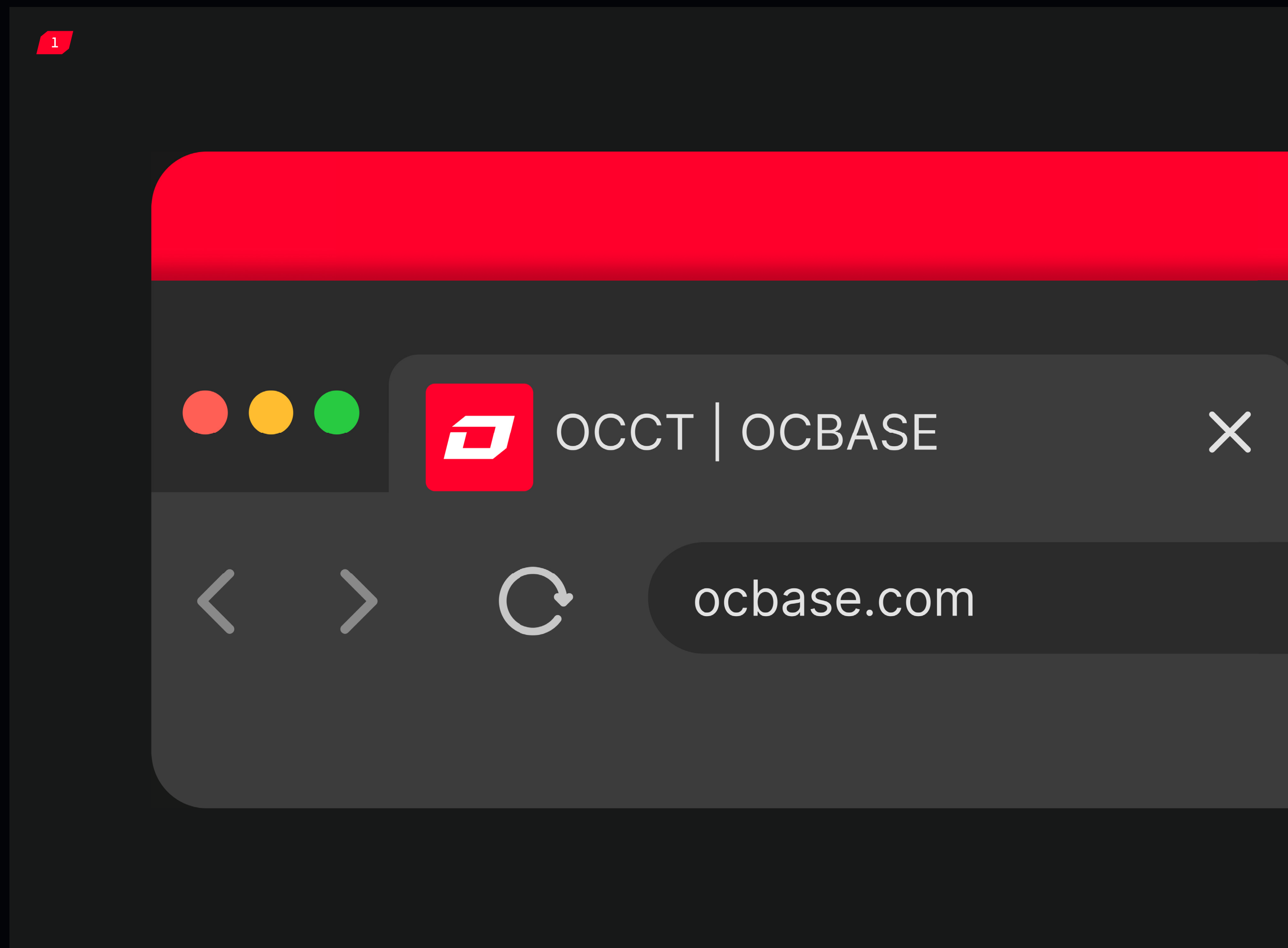


PART 05 : ICONOGRAPHY OCCT WEBSITE ICON

The OCCT website icon is an essential part of the online visual identity. It appears in browser tabs, favourites and sometimes search results, contributing to immediate brand recognition.

This icon uses the OCCT logomark in its most refined form, guaranteeing perfect legibility even at a small size (16x16 px). The corporate colours, in particular the corporate red #FF002B, are highlighted to ensure consistency with the overall visual identity.

Optimised for standard web formats (including .ico, .png and .svg), the icon is adapted to high-resolution screens (HiDPI/Retina) for maximum quality on all browsers and devices.



PART 05 : ICONOGRAPHY

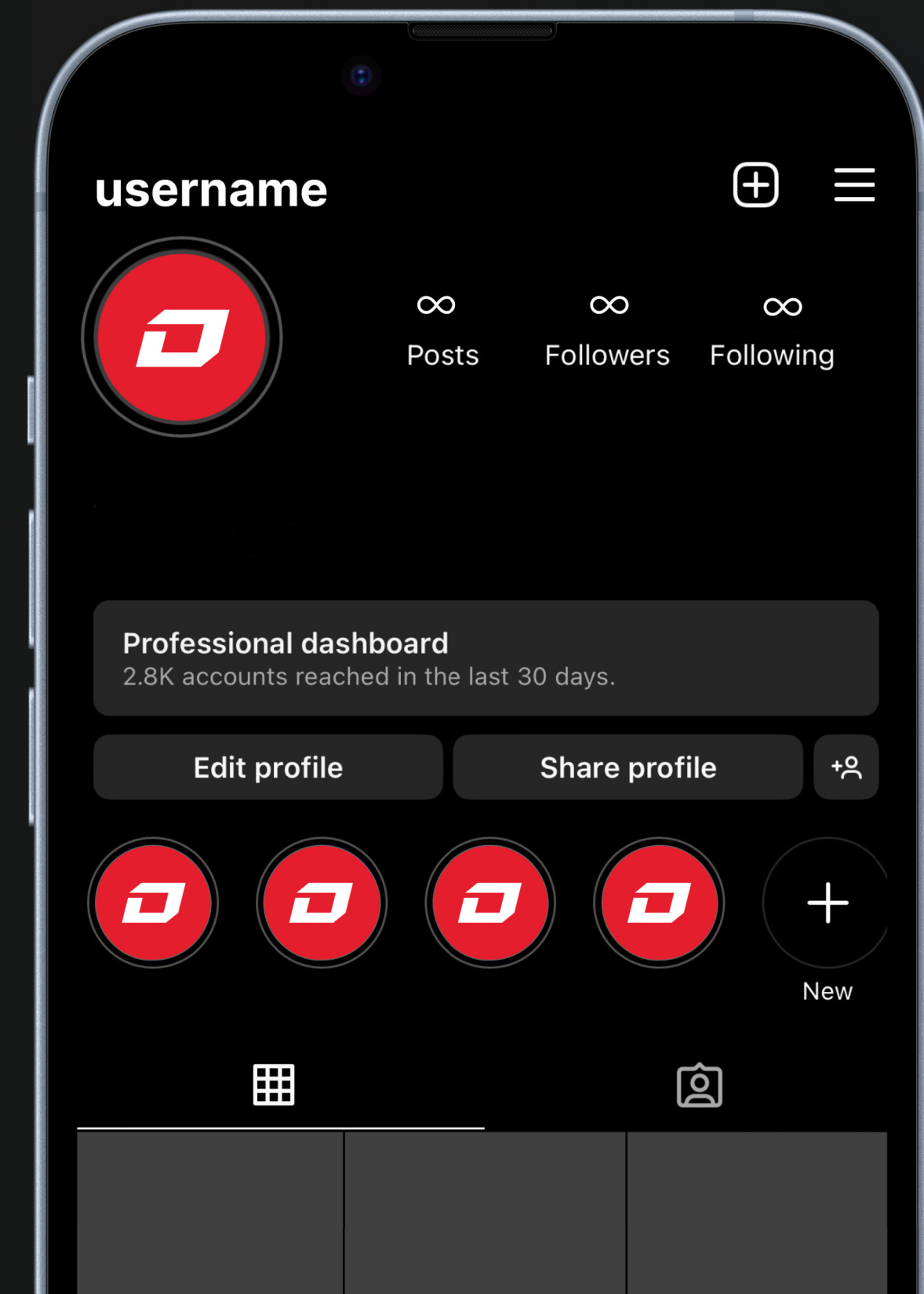
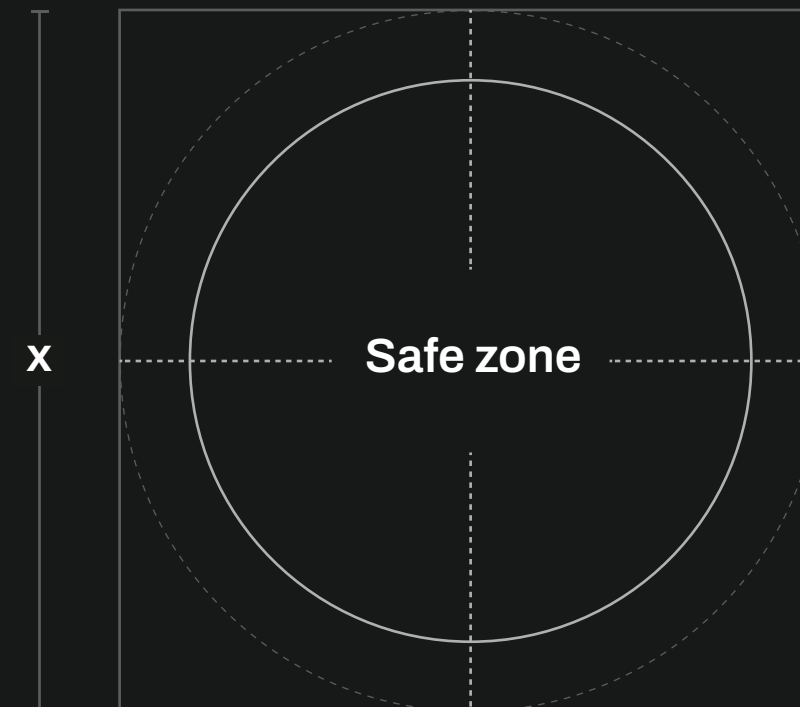
ICON FOR SOCIAL NETWORK PROFILES

For profile photos on social networks, the OCCT icon is a simplified and striking version of the logomark. It is designed to maximise visual impact in the circular or square format commonly used by social platforms.

The red #FF002B dominates, reinforcing the visual identity and guaranteeing immediate recognition. The graphic elements are centred and adjusted to remain legible, even at reduced sizes.

This version of the icon has been optimised to blend harmoniously into the light and dark environments of social network interfaces, while complying with quality standards for high-resolution displays.

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06

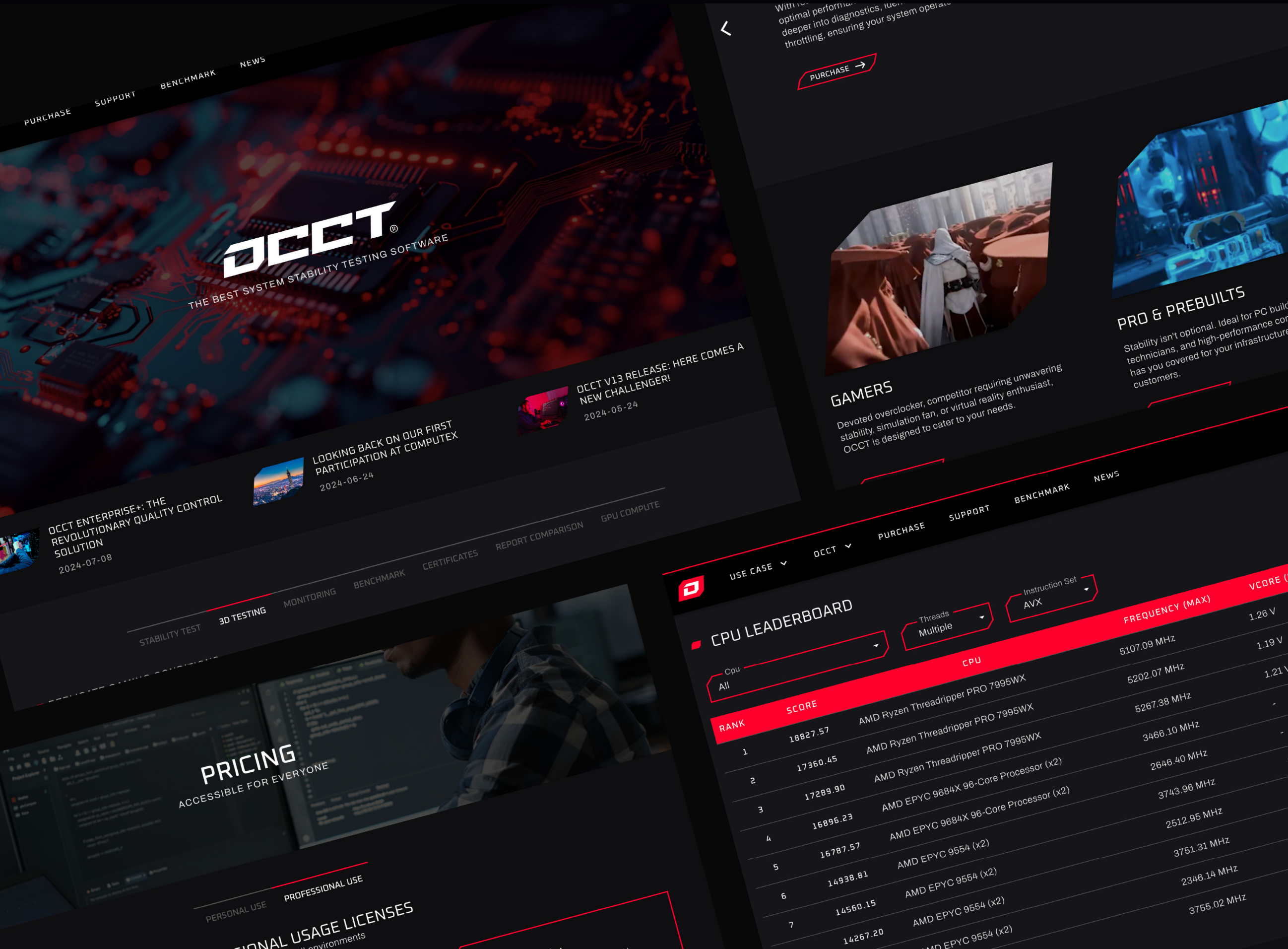
PART 06 - DIGITAL SUPPORT

PART 06 : DIGITAL SUPPORT
OCCT WEBSITE : OCBASE.COM

The OCCT website reflects the brand’s visual identity with a clear, modern and intuitive interface. It uses the colours, typography and graphic elements defined in the charter to provide a consistent and professional experience.

Corporate red #FF002B is used to highlight key actions and important sections, while dark backgrounds provide optimum contrast for legibility. Oxanium and Archivo typography structure the content in a fluid way, with punchy headlines and light, legible body text.

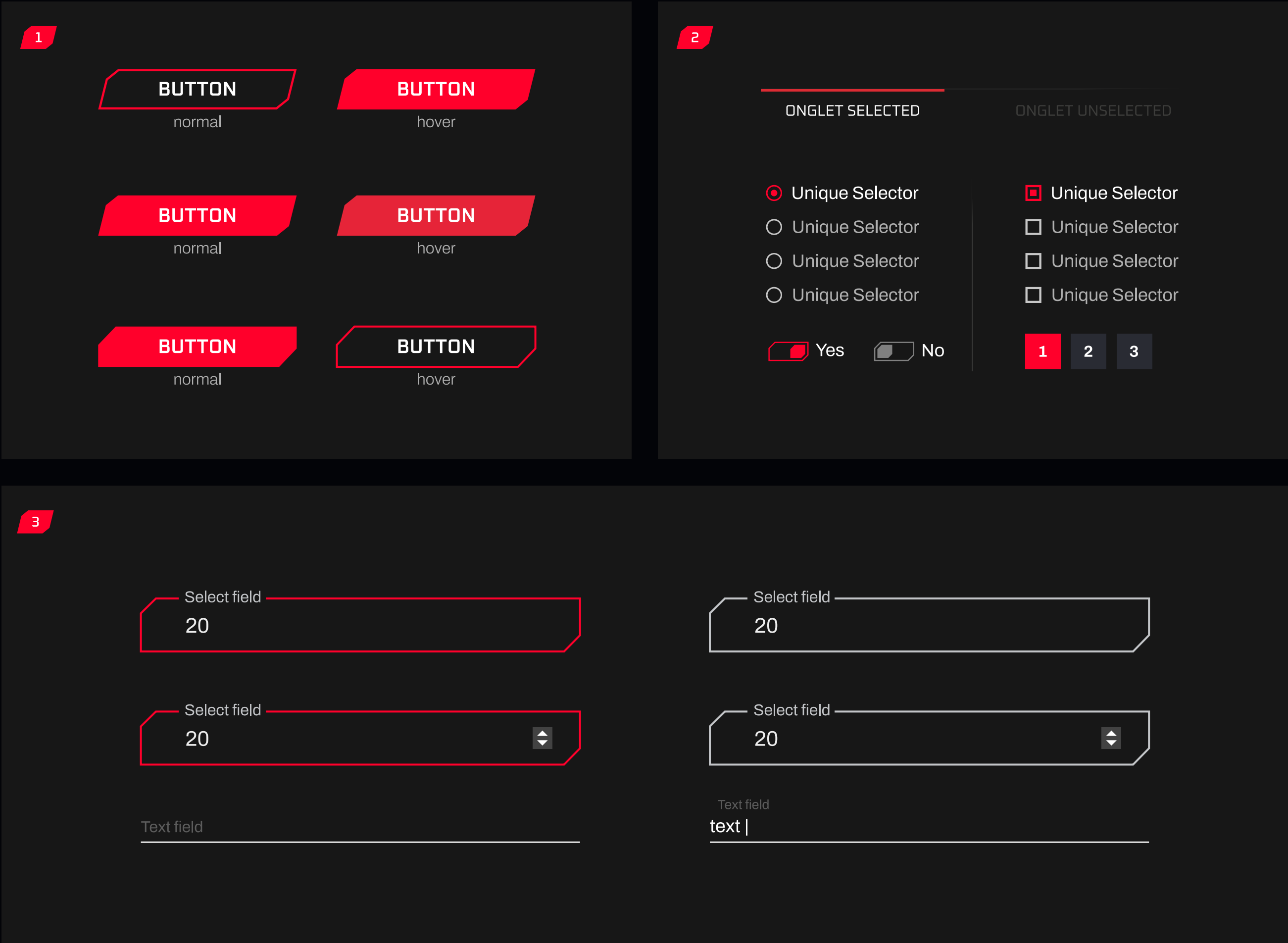
The icons and graphic elements are optimised for high-resolution screens, guaranteeing a pleasant, fluid visual experience on all devices. The site is designed to be responsive, adapting perfectly to different screen formats, from desktop to mobile.



MAIN COMPONEMENT OF THE WEBSITE

The main components of the OCCT site are designed to offer an interface that is both functional and aesthetically pleasing, in keeping with the brand’s visual identity.

- **BUTTONS** : There are three types of buttons on the site. Two slanted buttons, inspired by the logomark. The right-hand button retains the geometric cut-outs of the logo.
- **SELECTORS** : The selectors allow you to choose options while respecting the visual hierarchy of the site.
- **FORM FIELDS** : The input fields are reminiscent of the rigour and stability of OCCT. The elements are designed to be intuitive, guaranteeing a fluid and pleasant user experience when entering information.



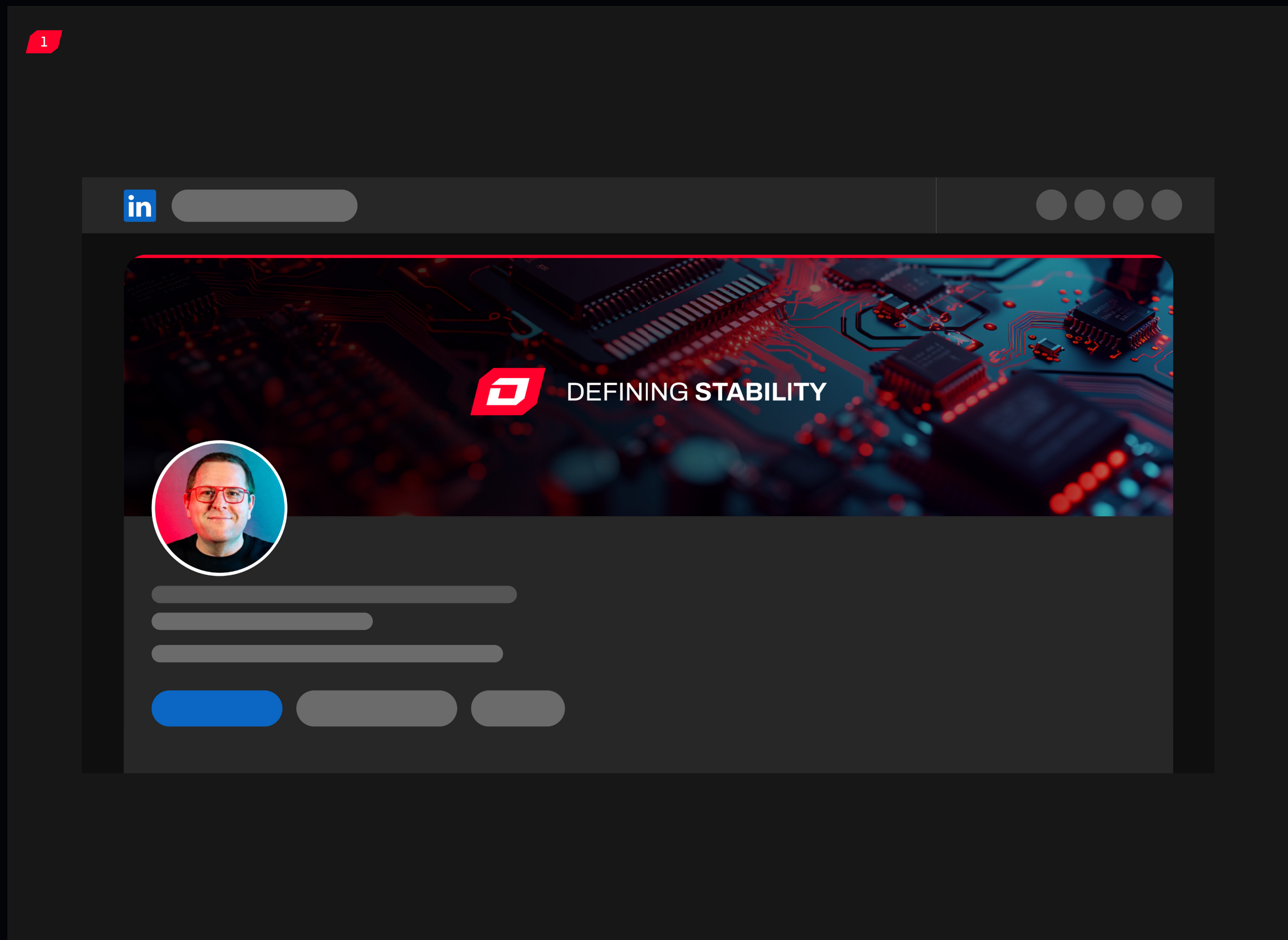
PART 06 : DIGITAL SUPPORT

LINKEDIN PROFILE

OCCT's LinkedIn profile reflects the brand's professional and modern image.

Each OCCT employee has a profile photo that embodies this visual identity, using the brand's logomark and colours for optimum consistency. The profile icon is clean and recognisable, highlighting the corporate red (#FF002B).

The profile banner is simple but striking, with a background representing a processor, and the OCCT logomark placed front and centre. This graphic composition reinforces the brand's visual identity, while maintaining a clear and professional presentation for each employee.

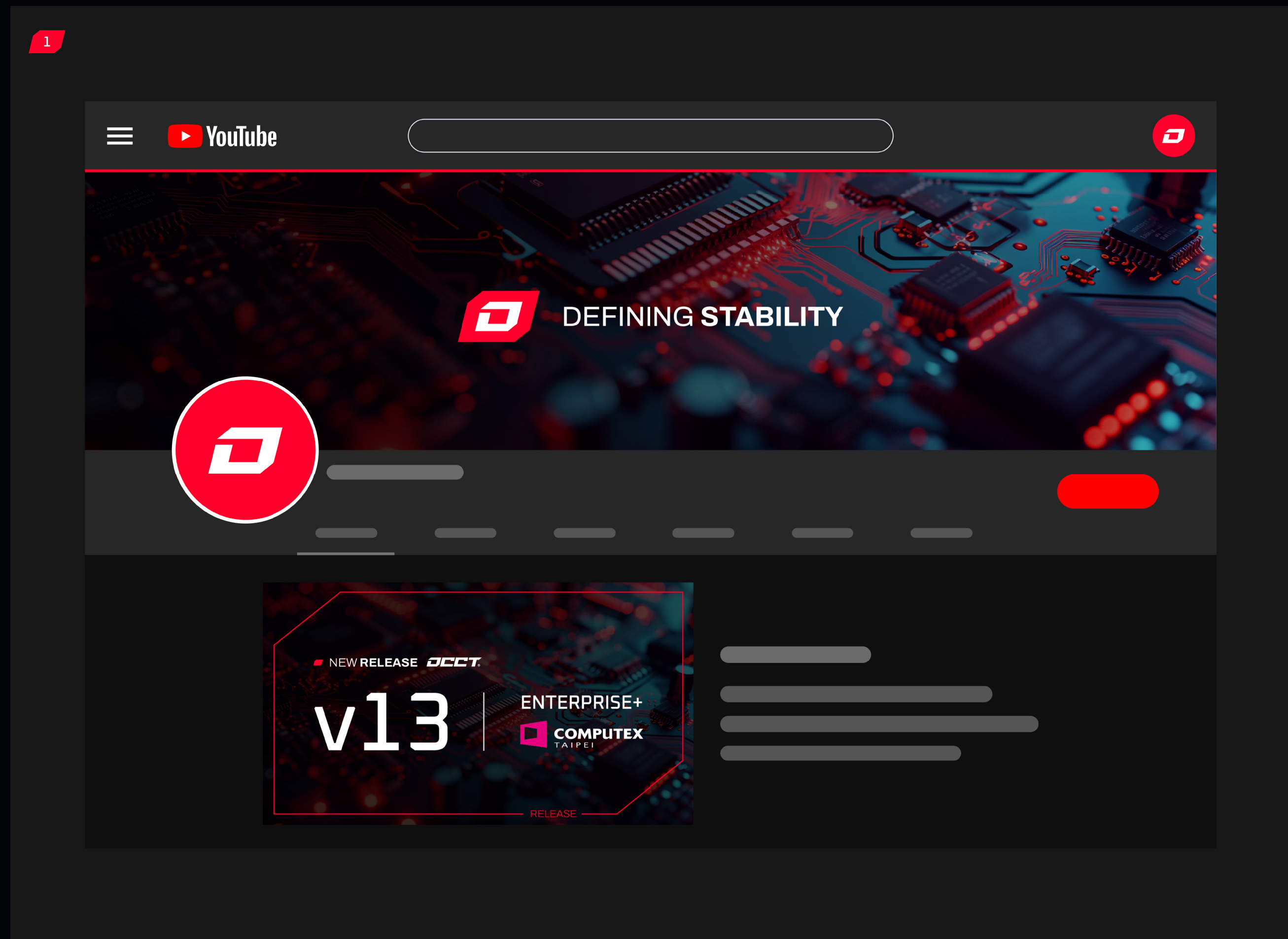


PART 06 : DIGITAL SUPPORT
OCCT YOUTBE CHANNEL

OCCT's YouTube page serves as a showcase for brand-related video content, such as tutorials, product demonstrations and updates. The profile icon incorporates OCCT's visual identity, with a simplified version of the logo-mark and corporate colours, ensuring instant recognition.

The profile banner is designed to reflect the technical and dynamic aspect of the brand. It features a graphic background inspired by the world of hardware, with a processor and the logo-mark superimposed, reinforcing OCCT's professional and innovative image while remaining faithful to its visual identity.

The channel's design respects the harmony of the graphic charter, guaranteeing a consistent visual experience for subscribers.



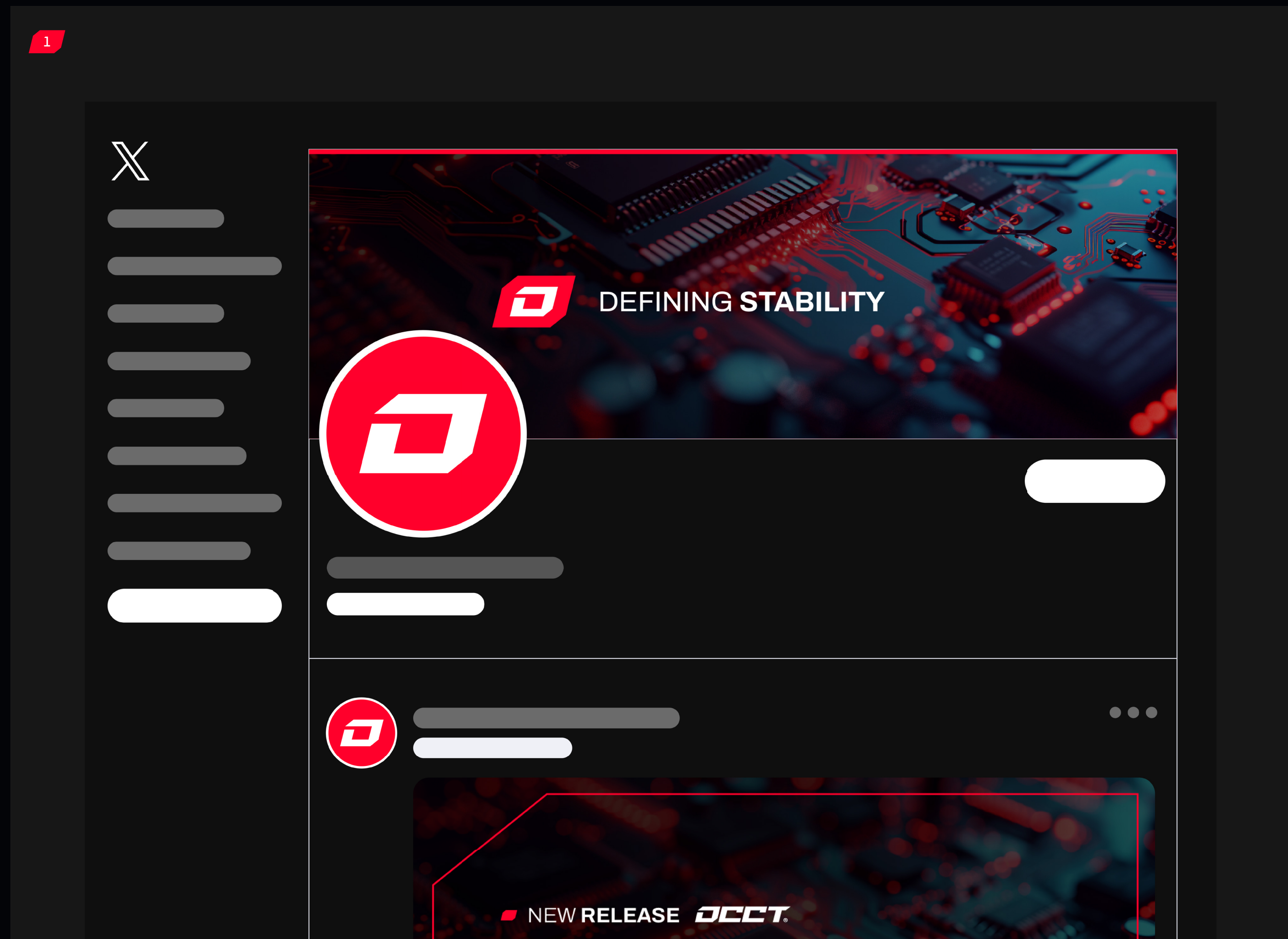
PART 06 : DIGITAL SUPPORT

OCCT X PAGE

The OCCT X page is a space dedicated to the rapid exchange of information, updates and interaction with the community. The profile icon adopts a simplified version of the logomark, using corporate red (#FF002B), guaranteeing strong visual recognition.

The profile banner is in keeping with OCCT's visual identity, with a sober background representing a processor and the logomark placed in front. This clean, professional design underlines the brand's technical and innovative aspect, while ensuring consistency with other social platforms.

The entire X page follows the guidelines of the graphic charter to maintain a consistent and professional experience.



PART 06 : DIGITAL SUPPORT

OCCT REDDIT PAGE

The OCCT Reddit page is a meeting point for the community, where users can share experiences, ask questions and follow the latest news.

The profile icon reflects the brand's visual identity, with the simplified logomark and corporate red (#FF002B) for immediate recognition. The profile banner remains simple but striking, with a graphic background evoking the world of hardware, accompanied by the OCCT logomark. This design respects the brand's modern, technical approach, while being adapted to the Reddit format.

All visual elements on the Reddit page follow the graphic charter, ensuring a consistent and professional user experience across the platform.



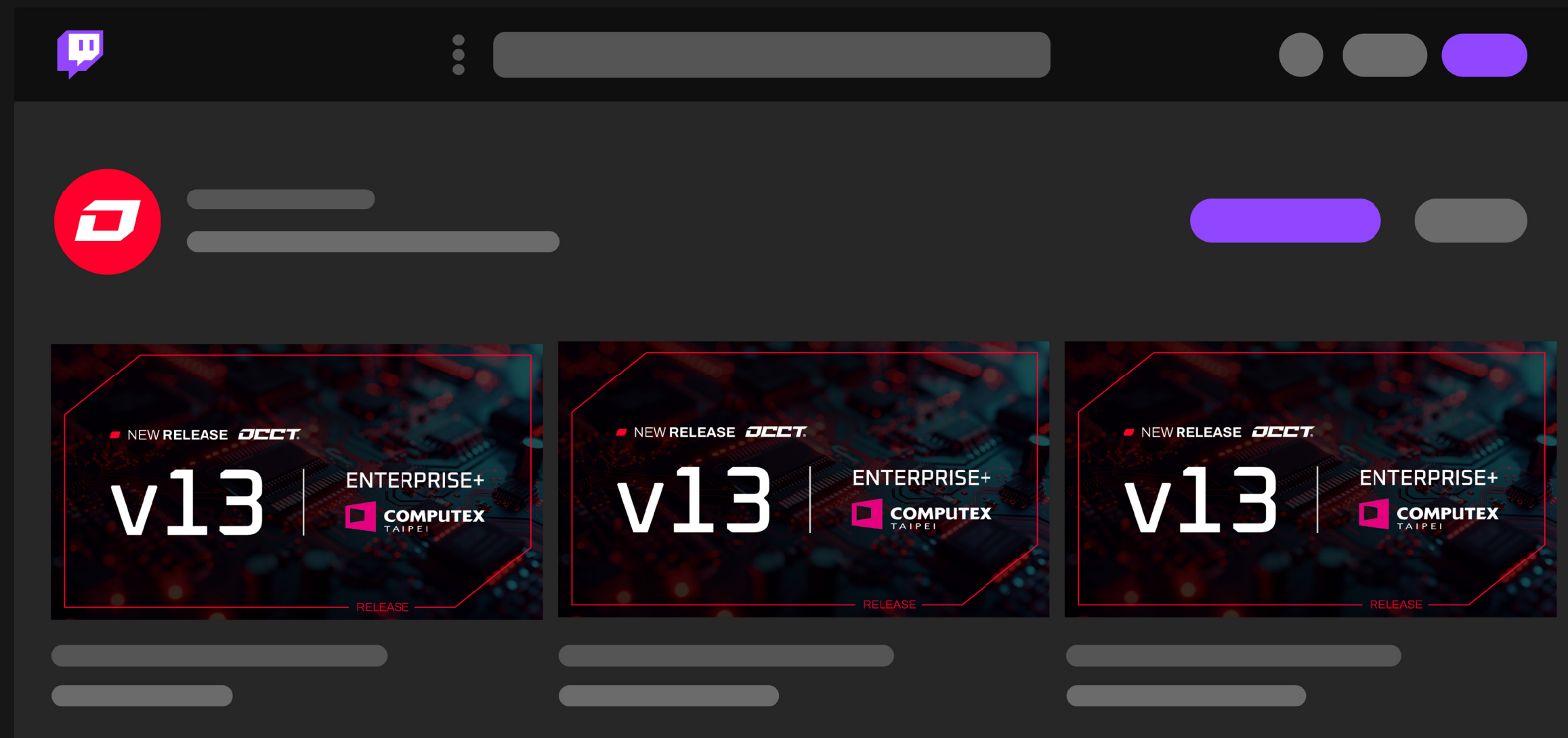
PART 06 : DIGITAL SUPPORT

OCCT TWITCH CHANNEL

OCCT's Twitch page is designed to interact live with the community through streams, product demos and real-time events. The profile icon uses the simplified logomark, with corporate red (#FF002B), ensuring strong visual identification of the brand, even at a small size.

The profile banner reflects the dynamic and technical aspect of OCCT. It features a background with a processor, and the OCCT logomark superimposed, creating a professional and modern atmosphere that fits in perfectly with the Twitch universe.

All the visual elements are designed to ensure a consistent and immersive experience on the platform, while respecting OCCT's graphic charter.

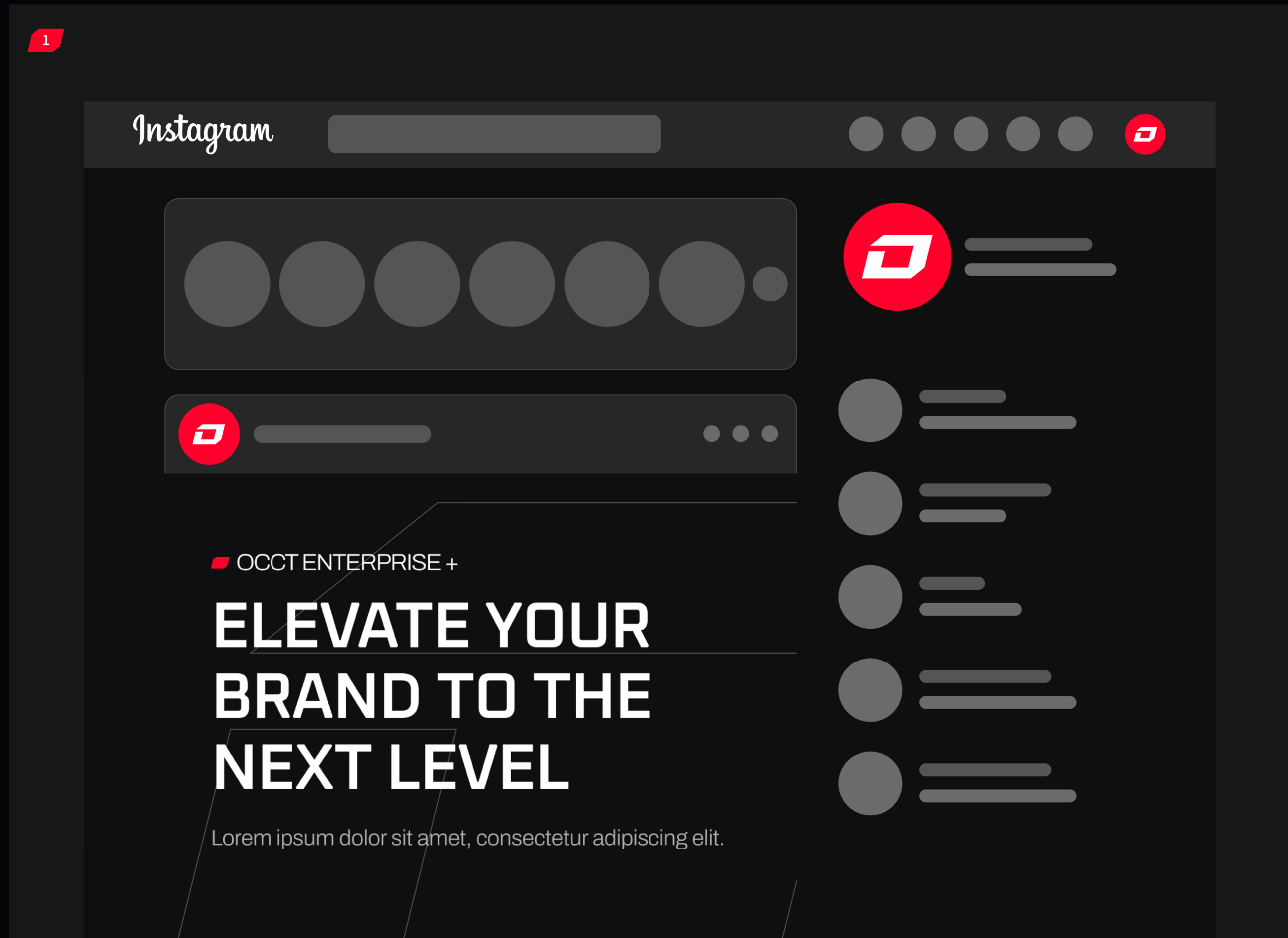


PART 06 : DIGITAL SUPPORT
OCCT INSTAGRAM PAGE

OCCT's Instagram page is a visual space where the brand shares updates, news and inspirational content. The profile icon uses the simplified logomark, with corporate red (#FF002B) for immediate recognition and a strong visual presence.

The profile banner is in line with OCCT's visual identity, with a streamlined design featuring a processor and the brand logomark. This graphic composition reflects OCCT's innovative and technological aspect while integrating harmoniously with Instagram's visual aesthetic.

The entire page follows the guidelines of the graphic charter, ensuring a consistent, dynamic and visually appealing experience for subscribers.



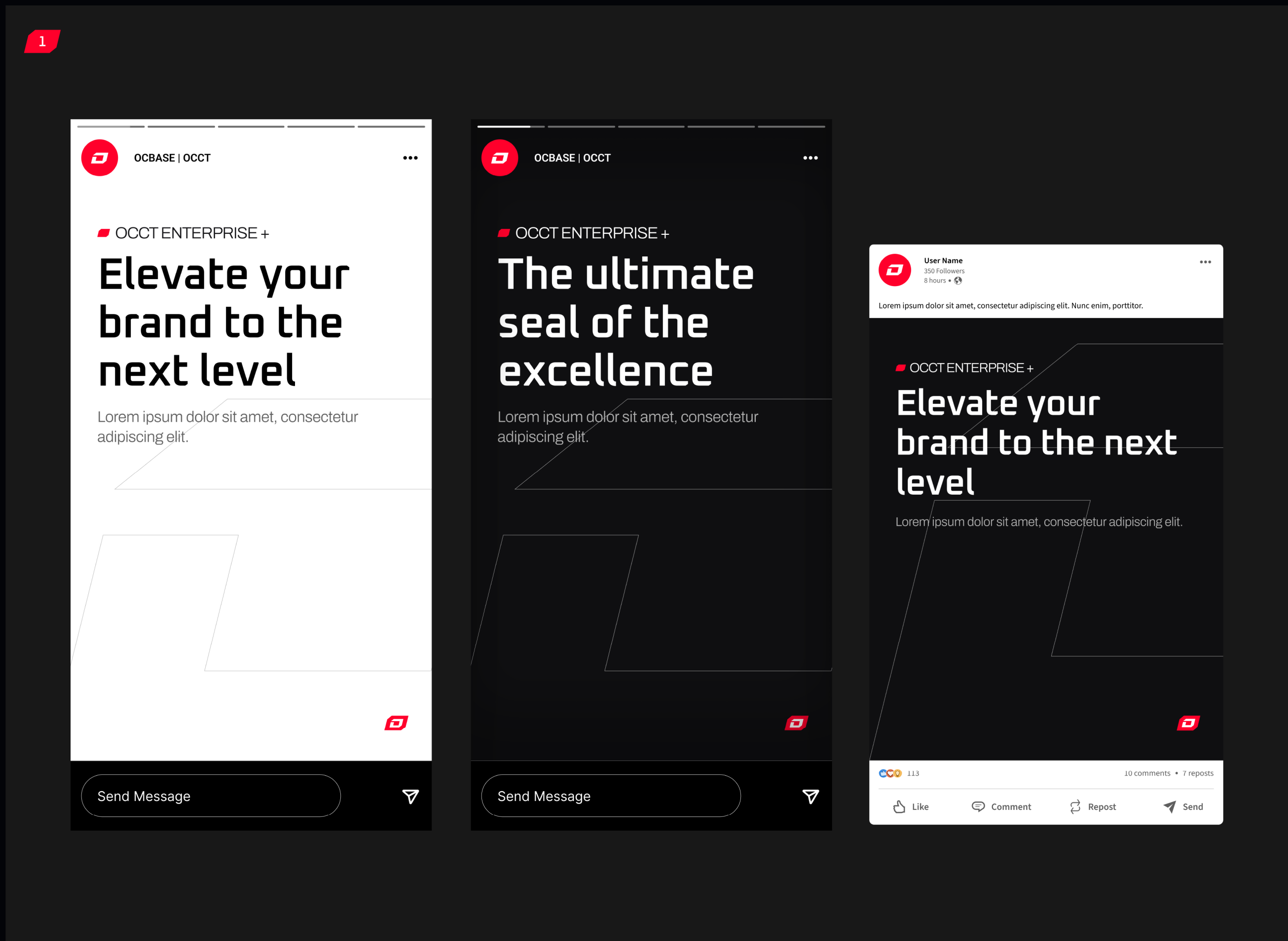
PART 06 : DIGITAL SUPPORT OCCT INSTAGRAM PAGE

OCCT's templates for social networks are designed to ensure consistent, professional visual communication on all platforms.

They are based on the key elements of the graphic charter: typography, colour palette and logomark.

Each template can be adapted to suit the content: important announcements, tutorials, product updates or interaction with the community. Corporate red (#FF002B) is used for key messages, while shades of grey or dark backgrounds enhance legibility and highlight graphic elements.

The visuals subtly incorporate hardware-inspired icons and graphic elements, with modern, dynamic layouts adapted to the specific formats of each platform (square for Instagram, banners for X, thumbnails for YouTube, etc.).





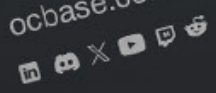
PART 07 - APPLICATION

 **Adrien MERCIER**
FOUNDER OF OCCT

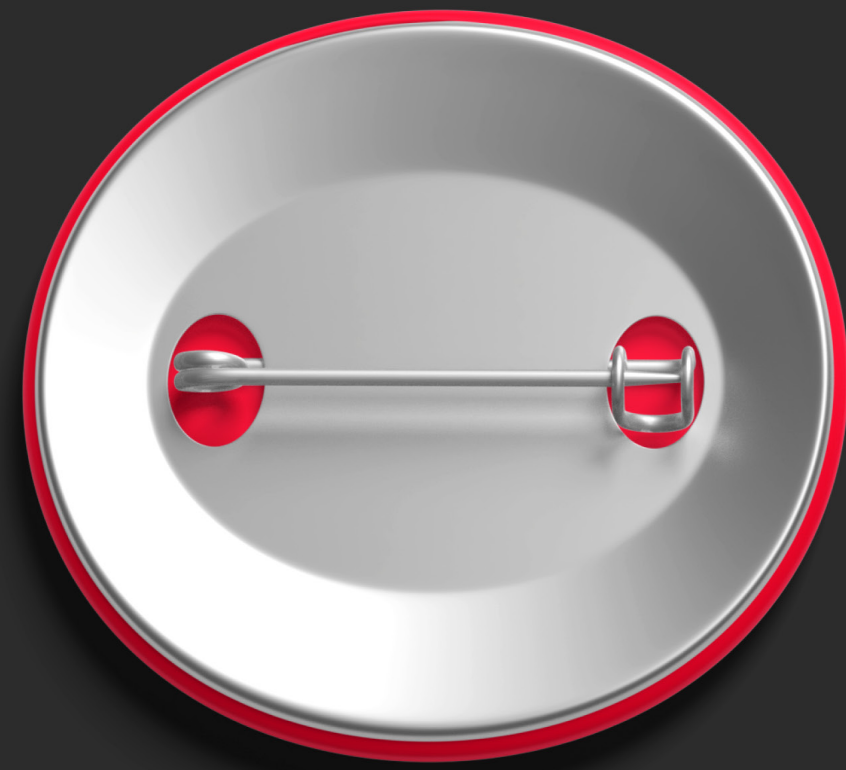
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Brand Guidelines

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