ODYSSEY

Brand Bible

IDENTITY GUIDELINES · VERSION 1.0 · DRAFT FOR APPROVAL · OCTOBER 2026

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HOW TO READ THIS DOCUMENT

This bible separates what is fixed from what is suggested. Every section carries one of three labels:

APPROVED	Supplied source artwork: the ODC monogram, sail, colours and ODYSSEY wordmark as rebuilt in the vector master. Use exactly as provided.
PROPOSED	Recommendations written for this document: strategy, messaging, layouts, extensions and provisional sizes. Review before adopting.
CONFIRM	Items that need a decision or information from ODYSSEY.

OPEN ITEMS FOR CONFIRMATION

- What the letters **ODC** stand for, if anything. This document does not define them.
- Mission, vision, values and positioning wording (pages 03–05).
- Whether to adopt any of the optional taglines (page 19).
- The simplified favicon and horizontal lockup (pages 08 and 22).
- Print minimum sizes and CMYK values, after a printer proof.

01 · BRAND FOUNDATION

Who ODYSSEY is

ODYSSEY is a digital solutions brand. It designs and builds custom websites, applications and business management systems for organisations that want technology to work the way they do.

PURPOSE PROPOSED

Help businesses move forward with technology that fits how they actually work.

MISSION PROPOSED

Design and build reliable, well-crafted websites, applications and business systems around each client's goals, and stay alongside clients as their needs grow.

VISION PROPOSED

Growing businesses everywhere running on software made for them, rather than workarounds borrowed from someone else.

WHAT ODYSSEY OFFERS

- **Custom websites** that present a business clearly and are easy to manage.
- **Applications** for web and mobile, built around specific workflows.
- **Business management systems** that replace scattered tools and manual processes.

ABOUT THE NAME CONFIRM

The monogram shows the letters **O D C**. Their meaning has not been supplied, so this document treats the monogram as a mark only. Confirm whether ODC is an abbreviation before using it in copy.

Strategy and messaging in sections 01 and 07 are recommendations, not established company statements.

01 · BRAND FOUNDATION

Values and personality

PROPOSED

VALUE	WHAT IT MEANS IN PRACTICE	CUSTOMER BENEFIT
Thoughtful innovation	We adopt new technology when it solves a real problem.	→ Modern tools without needless risk or cost.
Reliability	Clear scopes, honest timelines, systems that keep working.	→ Clients can plan around us with confidence.
Craftsmanship	Careful interface design and clean, documented code.	→ Products that are easier to use, maintain and extend.
Forward progress	We build for the next stage of the business, not just launch day.	→ Systems that grow instead of needing replacement.
Clear partnership	Plain-language updates and shared decisions.	→ Clients stay informed and in control.

BRAND PERSONALITY

If ODYSSEY were a person, it would be the experienced guide who explains the route clearly, plans for weather and gets everyone there.

Confident	not boastful
Approachable	not casual or jokey
Technically credible	not jargon-heavy
Precise	not cold
Modern	not trend-chasing

01 · BRAND FOUNDATION

Audiences, positioning and story PROPOSED

TARGET AUDIENCES

- **Small and mid-sized businesses** that need a professional website or stronger online presence.
- **Operations-heavy organisations** replacing spreadsheets and manual processes with a business management system.
- **Founders and teams** who need a custom web or mobile application built.
- **Non-technical decision makers** (owners, managers) who need clear advice and dependable delivery.

POSITIONING STATEMENT

For growing businesses that need dependable digital tools, ODYSSEY is the digital solutions partner that designs and builds custom websites, applications and business systems, combining careful craftsmanship with practical technology choices so clients can move forward with confidence.

Differentiators to validate with real client feedback before publishing: custom-built rather than templated; plain-language process; ongoing support after launch.

BRAND STORY

Every business is on a journey, from the first idea to the systems that carry it through growth. Odysseus's voyage is remembered not because it was easy, but because it was steered with purpose through changing conditions.

ODYSSEY brings the same mindset to technology. We help clients choose a clear direction, build the vessel properly, and keep it sailing as their needs change. The sail inside our mark is a reminder: progress comes from careful construction and a steady hand, not hype.

02 · LOGO MEANING AND CONSTRUCTION

The mark APPROVED

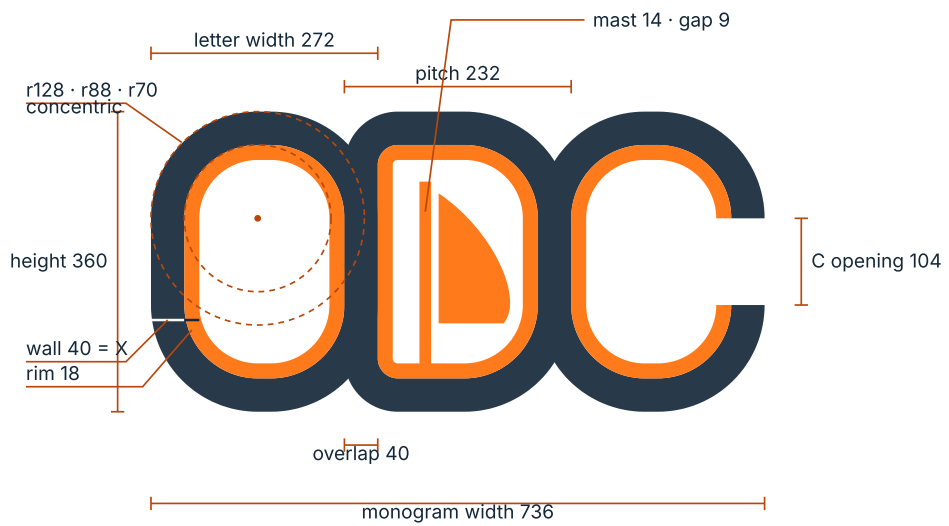


1. **Connected monogram.** The letters O, D and C share walls, so no letter stands alone. It suggests separate parts working as one system. Letter meaning: CONFIRM
2. **The sail.** A single sail inside the D stands for exploration and purposeful progress, a quiet nod to Odysseus's voyage. Its mast stands on the D's base: progress built on a solid foundation.
3. **Navy structure, orange energy.** Deep navy forms the dependable outer structure; vivid orange lines the inside and fills the sail: energy and craft held within a reliable frame.
4. **Wordmark.** ODYSSEY in wide-spaced uppercase, drawn from Poppins Bold outlines with custom spacing. Always use the artwork; never retype it.

The logo is used flat: no dot inside the O, no shadows, gradients or added mythology symbols.

02 · LOGO MEANING AND CONSTRUCTION

Measured geometry



MEASUREMENT (MASTER UNITS)	VALUE
Letter height	**360 u**
Letter width (all three)	**272 u**
Navy wall = clear-space unit X	**40 u**
Orange inner rim	**18 u**
Outer / counter / rim corner radii	**128 · 88 · 70 u, concentric**
D stem-side corners (outer / counter)	**64 · 24 u**
Letter pitch · overlap	**232 u · 40 u (one wall)**
C terminals	**horizontal, where corner arcs end · opening 104 u**
Mast · mast-to-sail gap	**14 u · 9 u**
Wordmark cap height · gap to monogram	**66 u · 84 u**
Wordmark width	**618 u (84% of monogram)**

1 u = 1/360 of the monogram height. Values are measured from the rebuilt vector master. They describe how the master is drawn; they are not a grid the original raster artwork was created on, and no golden-ratio system is implied. The original JPG has been superseded by the vector master.

02 · LOGO MEANING AND CONSTRUCTION

Logo versions

PRIMARY · STACKED **APPROVED**



Default for covers, signage, profiles and any space close to square.

HORIZONTAL **PROPOSED**



For headers, email signatures and wide, short spaces. Wordmark cap height = 0.30 × monogram height, gap = 2X, wordmark centred vertically. Letterforms and sail unchanged.

MONOGRAM ONLY **PROPOSED**



Approved element, proposed for standalone use: avatars, app icons, merchandise and places where ODYSSEY is already named nearby.

02 · LOGO MEANING AND CONSTRUCTION

Colour versions

Every version keeps the same letterforms and sail. Choose by background, not by taste.



Full colour APPROVED
Default on Warm White, White and light neutrals.



Reversed PROPOSED
On Odyssey Navy. Letters Warm White, rim and sail orange.



Single colour navy PROPOSED
One-colour print, embossing, fax/forms, orange backgrounds.



Single colour white PROPOSED
On dark photography or colours where orange would clash.



Single colour black PROPOSED
Newspaper, laser engraving, legal documents.

IN SINGLE-COLOUR VERSIONS

The orange rim merges into the wall, so the counters become smaller. This is intended: the sail remains as a separate shape inside the D.

NEVER

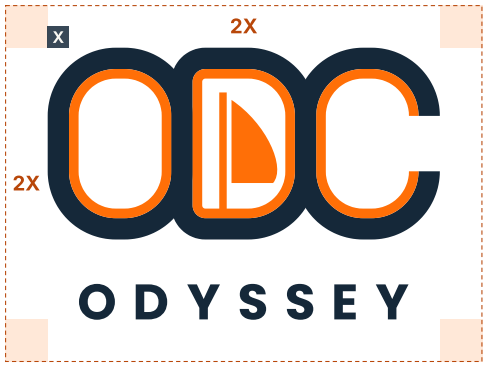
Make an all-orange logo, or swap navy and orange. Orange belongs inside the structure.

MONOGRAM AND HORIZONTAL

The same five colourways exist for every layout. File names are listed on page 23.

03 · LOGO USAGE

Clear space and minimum sizes



X = the thickness of the monogram's navy wall (1/9 of the monogram height). Keep at least **2X** clear on every side of every version, including the monogram alone.

MINIMUM SIZES PROPOSED

VERSION	DIGITAL	PRINT
Stacked logo	**56 px tall**	**22 mm tall**
Horizontal logo	**24 px tall**	**9 mm tall**
Monogram	**32 px tall**	**12 mm tall**
Favicon (proposed)	**16 px**	n/a

Provisional. Digital values were checked on 1× screen renders (right). Print values are calculated so the 9 u mast gap stays above 0.3 mm; confirm them with a printer proof.

SMALL-SIZE LEGIBILITY · ACTUAL PIXELS, ENLARGED


16 px


24 px


32 px


40 px

- **40 px and up:** mast and sail read as two separate shapes.
- **32 px:** the sail is still clear; the mast gap starts to close. Accept as the minimum.
- **24 px and below:** the sail becomes a blur. Use the proposed favicon (page 22).



Stacked at 56 px: wordmark still legible.

03 · LOGO USAGE

Backgrounds and contrast



USE
Full colour on Warm White · navy 14.2 : 1



USE
Full colour on White · navy 15.1 : 1



USE
Reversed on Odyssey Navy · 14.2 : 1, orange 5.4 : 1



USE
Full colour on Mist · navy 11.5 : 1



USE
Single colour navy on Voyage Orange · 5.4 : 1



USE
Single colour white on dark, calm photo areas



AVOID
Mid-tone backgrounds: navy only 2.9 : 1 against them



AVOID
Busy patterns or photo detail behind the mark

CONTRAST REQUIREMENT PROPOSED

The logo's outer colour must reach at least **3 : 1** against its background (the WCAG 2.x threshold for meaningful graphics). The approved pairings above all exceed it; ratios are calculated with the WCAG relative-luminance formula.

ON PHOTOGRAPHY

Place the logo only on calm, low-detail areas. If you cannot find one that meets 3 : 1, put the logo on a solid Warm White or Navy panel with 2X clear space instead of fighting the image.

03 · LOGO USAGE

Incorrect use

Use only the supplied files. If a layout seems to need a change to the logo, change the layout.



Do not stretch or squash.



Do not rotate or set on an angle.



Do not recolour, even with brand-adjacent colours.



Do not add shadows, glows or 3D depth.



Do not change the spacing between monogram and wordmark.



Do not move, resize or remove the sail.



Do not place on busy backgrounds.



Do not add the old dot, gradients or extra symbols.

04 · COLOUR SYSTEM

Palette

Odyssey Navy

HEX #152839
RGB 21 40 57
CMYK ≈ 63 30 0 78

Structure. Logo, headlines, body text, dark surfaces.

Voyage Orange

HEX #FF6F07
RGB 255 111 7
CMYK ≈ 0 56 97 0

Energy. Accents, highlights, the sail. Never body text on light backgrounds.

Warm White

HEX #F9F8F3
RGB 249 248 243
CMYK ≈ 0 0 2 2

Space. The default page and screen background.

Primary colours were sampled from the supplied logo artwork. APPROVED CMYK values are straight mathematical conversions and are approximate; ask your printer for profile-based values. No Pantone match is specified: approve spot colours from a physical drawdown.

SUPPORTING COLOURS PROPOSED

Ember · #B8470A
RGB 184 71 10 · CMYK ≈ 0 61 95 28
Orange for text and links on light backgrounds.

Slate · #45546A
RGB 69 84 106 · CMYK ≈ 35 21 0 58
Secondary text, captions.

Harbor Grey · #5F6A7C
RGB 95 106 124 · CMYK ≈ 23 15 0 51
Meta text, borders on dark.

Mist · #DCE1E8
RGB 220 225 232 · CMYK ≈ 5 3 0 9
Dividers, input borders, cool panels.

Sand · #ECE7DE
RGB 236 231 222 · CMYK ≈ 0 2 6 7
Warm panels, cards, callouts.

White · #FFFFFF
RGB 255 255 255 · CMYK ≈ 0 0 0 0
Cards and documents.

RECOMMENDED BALANCE PROPOSED



Warm White / White 60% · Navy 25% · Neutrals 10% · Orange 5%

04 · COLOUR SYSTEM

Accessible combinations

	PAIRING	CONTRAST	WCAG 2.X RESULT	USE FOR
Aa	**Odyssey Navy** on Warm White #152839 / #F9F8F3	14.16 : 1	AAA · all text	Default text
Aa	**Odyssey Navy** on White #152839 / #FFFFFF	15.06 : 1	AAA · all text	Documents, cards
Aa	**Warm White** on Odyssey Navy #F9F8F3 / #152839	14.16 : 1	AAA · all text	Reversed text, footers
Aa	**Slate** on Warm White #45546A / #F9F8F3	7.24 : 1	AAA · all text	Secondary text
Aa	**Harbor Grey** on Warm White #5F6A7C / #F9F8F3	5.14 : 1	AA · all text	Captions, meta
Aa	**Ember** on Warm White #B8470A / #F9F8F3	5.01 : 1	AA · all text	Links, orange text
Aa	**Odyssey Navy** on Voyage Orange #152839 / #FF6F07	5.40 : 1	AA · all text	Accent buttons
Aa	**Voyage Orange** on Odyssey Navy #FF6F07 / #152839	5.40 : 1	AA · all text	Highlights on dark
Aa	**Odyssey Navy** on Sand #152839 / #ECE7DE	12.23 : 1	AAA · all text	Callout panels
Aa	**Voyage Orange** on Warm White #FF6F07 / #F9F8F3	2.62 : 1	Fails · decoration only	Shapes, icons accents only
Aa	**White** on Voyage Orange #FFFFFF / #FF6F07	2.79 : 1	Fails · decoration only	Do not use for text

HOW THESE WERE CHECKED

Ratios are calculated from the HEX values with the WCAG 2.x relative-luminance formula. Thresholds: 4.5 : 1 for normal text (AA), 3 : 1 for large text (18 pt, or 14 pt bold) and meaningful graphics, 7 : 1 for AAA.

Calculated contrast is one part of accessibility. Test the finished website or app (focus states, font sizes, screen readers) before claiming compliance.

KEY RULE

Voyage Orange is too light for text on light backgrounds (2.6 : 1). Use **Ember** for orange text, and put **navy** text on orange buttons, never white.

05 · TYPOGRAPHY

Typefaces and hierarchy PROPOSED

Aa

HEADINGS · POPPINS

Medium 500 · Bold 700

Geometric and rounded, echoing the monogram. SIL Open Font License: free for commercial use, including web embedding.

Aa

BODY & INTERFACE · INTER

Regular 400 · Medium 500 · SemiBold 600

Built for screens and very readable at small sizes. SIL Open Font License. Fallback: system-ui, Arial.

LOGO LETTERING VS BRAND TYPOGRAPHY

The ODYSSEY wordmark in the vector master was constructed from Poppins Bold outlines with custom letter spacing, so it matches the heading family by construction. It is artwork: always place the logo file, never type "ODYSSEY" in Poppins to recreate it. Poppins and Inter are recommendations for everything else.

STYLE	FONT	SIZE / LINE	TRACKING	USE
Display	Poppins Bold 700	**44 / 52 px**	−1%	Website hero, covers
H1	Poppins Bold 700	**34 / 42 px**	−0.5%	Page titles
H2	Poppins Medium 500	**26 / 34 px**	0	Section titles
H3	Poppins Medium 500	**20 / 28 px**	0	Sub-sections, card titles
Eyebrow	Inter SemiBold 600, caps	**12 / 16 px**	+12%	Labels above headings
Body L	Inter Regular 400	**18 / 29 px**	0	Intros, lead paragraphs
Body	Inter Regular 400	**16 / 26 px**	0	Default copy
Small	Inter Regular 400	**14 / 22 px**	0	Captions, tables
Button	Inter SemiBold 600	**15 / 20 px**	+1%	Buttons, navigation

Documents: body 10–11 pt, line height 1.5. Presentations: titles 36–44 pt, text no smaller than 18 pt.

05 · TYPOGRAPHY

Typography in use

WEBSITE HEADING

Software that fits how your business works.

We design and build websites, applications and business systems around your processes, so your team spends less time on workarounds and more time on customers.

Start a project | See our work | Contact us

Primary: navy / Warm White (14.2 : 1). Accent: orange / navy (5.4 : 1). Secondary: navy outline.

ODYSSEY

Project roadmap

Discovery, design and build: weeks 1–12

Presentation title slide

DOCUMENT

2. Scope of work

The system will replace the current booking spreadsheet with a shared calendar, automated reminders and a monthly report for managers.

H2 Poppins Medium 13 pt · Body Inter 10 pt / 1.5

06 · SUPPORTING VISUAL LANGUAGE

Graphic elements and imagery

PROPOSED

Counter frame
Navy edge, thin orange inner line, concentric corners.

Frames for cards, screenshots and key facts.



Sail curve: the sail's leech as a corner accent. One per layout.

Mast rule
A vertical orange line marks a key point, quote or step.

From the mast inside the D.



Linked steps: rounded shapes sharing one wall, for processes. Last step in orange.

ICON STYLE



24 px grid, 2 px stroke, round caps and joins, 2–3 px corners. Navy line with at most one orange detail.

ILLUSTRATION

- Flat shapes in navy, orange and neutrals; no gradients.
- Rounded rectangles from the monogram's geometry.
- Diagrams of real workflows and interfaces, not mascots.

PHOTOGRAPHY

- Real people working, natural light, uncluttered spaces.
- Screens show genuine product interfaces.
- Avoid: handshakes, glowing code, ships, sea, temples, statues.

LAYOUT PRINCIPLES

- Generous margins; left-aligned text on a 12-column grid.
- One orange accent per view; orange ≤ 5% of the area.
- Mythology stays conceptual, never literal.

07 · BRAND VOICE

How ODYSSEY sounds

PROPOSED

CLEAR

Short sentences, plain words, the point first. Explain technical terms the first time.

CONFIDENT

Make recommendations and stand behind them. No hedging, no hype.

APPROACHABLE

Warm and direct, as if talking across a table. "We" and "you".

TECHNICALLY CREDIBLE

Specific about scope, timelines and trade-offs. Show the reasoning.

SAY THIS	AVOID THIS
We'll map how your team works today, then design the system around it.	We leverage cutting-edge solutions to revolutionise your workflow.
Launch is planned for 12 weeks after sign-off.	Lightning-fast delivery, guaranteed.
This option costs more upfront but removes most manual data entry.	The best value on the market.
Your bookings, invoices and reports in one place.	A seamless, synergistic, end-to-end ecosystem.
We recommend starting with the booking module.	Our platform does it all.
Something went wrong saving your changes. Try again or contact us.	Oops! Our bad.

WORDS TO USE

build, plan, clear, reliable, support, simple, grow, together, step by step

WORDS TO AVOID

revolutionary, disruptive, world-class, cutting-edge, next-gen, synergy, seamless, guaranteed, unrivalled, any claim we cannot prove

07 · BRAND VOICE

Voice in practice PROPOSED

HOMEPAGE

Software that fits how your business works.

Custom websites, applications and business systems, planned with you and built to last.

Websites · Clear, fast sites your team can update.
Applications · Web and mobile apps built around your workflow.
Business systems · One place for the work spreadsheets can't keep up with.

Button: Start a project

COMPANY INTRODUCTION

ODYSSEY designs and builds custom websites, applications and business management systems. We start by understanding how you work, recommend the right approach in plain language, and stay involved after launch.

SOCIAL CAPTION

Still running bookings from three spreadsheets and a group chat? A simple system can bring it into one place. Here's how we'd approach it →

PROPOSAL INTRODUCTION

Thank you for the opportunity to propose a solution for [Client name]. This document sets out our understanding of [project goal], the approach we recommend, a timeline and the investment involved. Where we've made assumptions, we say so, so you can correct them early.

OPTIONAL TAGLINES CONFIRM

Built for the journey ahead.

Technology that moves you forward.

Thoughtfully built. Ready to grow.

For consideration only; none is approved. Check availability before use.

08 · BRAND APPLICATIONS

Print

PROPOSED

ODYSSEY

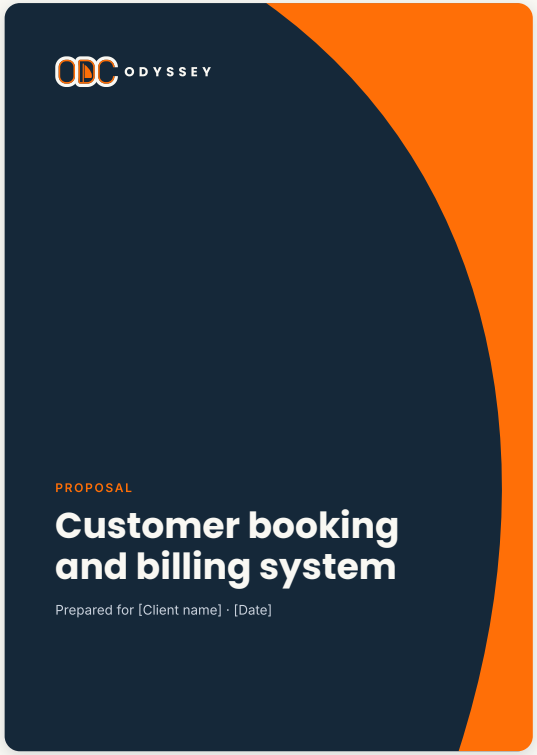
[Full name]
[JOB TITLE]

[phone]
[email@yourdomain]
[website]

Business card, 85 × 55 mm. Front: stacked logo. Back: details with monogram.



Letterhead, A4.



Proposal cover, A4.

NOTES

- Placeholders in [brackets] are for ODYSSEY's real details.
- Logo at or above minimum size, with 2X clear space.
- Navy surfaces use the reversed logo; at most one sail curve per page.
- Use print CMYK values only after a printer proof.

08 · BRAND APPLICATIONS

Digital

PROPOSED



Presentation cover, 16:9.



Social post, 1:1.



Profile avatar: monogram, reversed, ≈ 66% of the circle.



App icon: monogram on navy, 70% of tile width.

SOCIAL

One message per post, Poppins headline, a mast rule or sail curve, monogram signature bottom left.

AVATARS AND ICONS

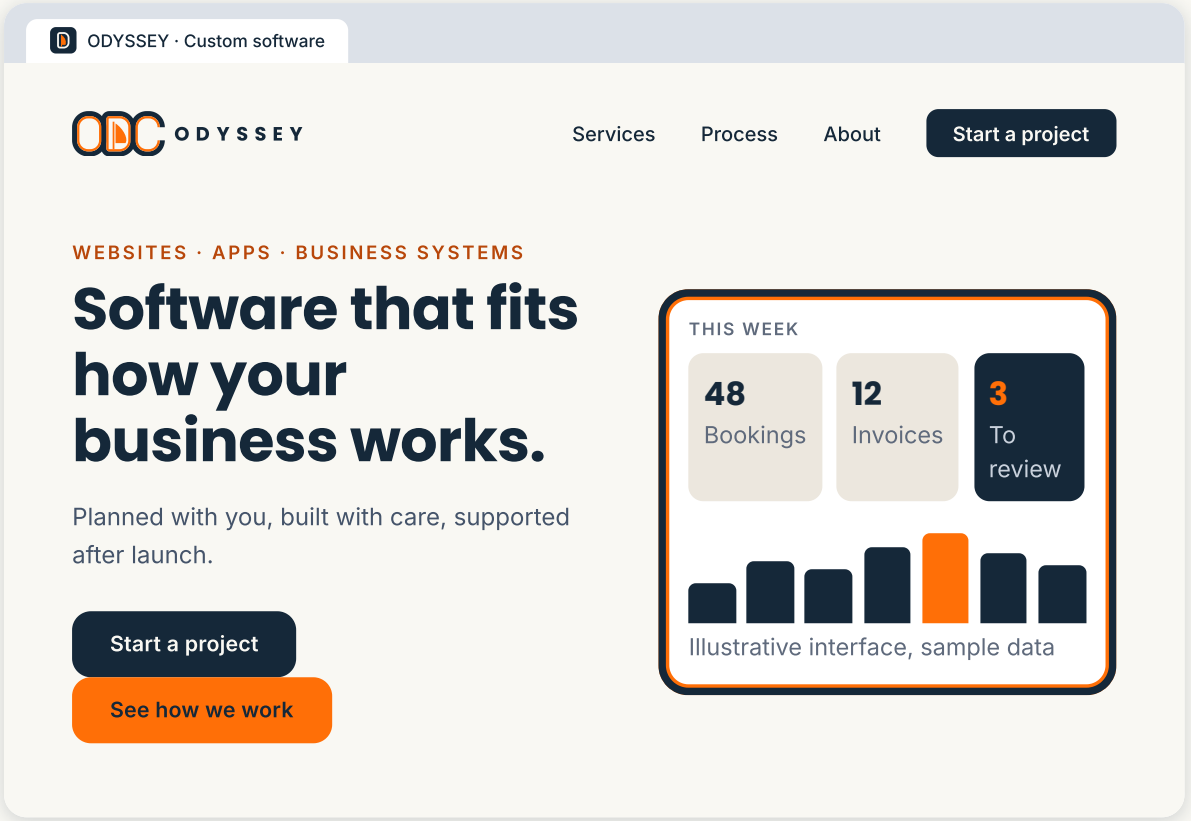
Use the reversed monogram on navy. The full stacked logo is too detailed for circles under 64 px.

PRESENTATIONS

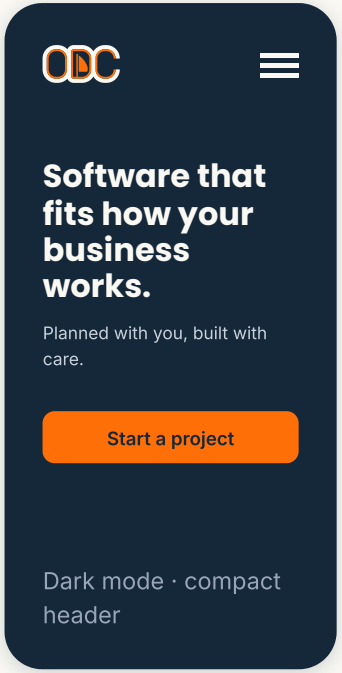
Warm White title slides with horizontal logo; navy section dividers with reversed logo.

08 · BRAND APPLICATIONS

Website and adaptation PROPOSED



Website hero, desktop. Horizontal logo in the header; one orange accent.



Small screen, dark mode.

SMALL SCREENS

Switch to the monogram in headers under 360 px wide or 48 px tall. Keep 2X clear space.

DARK BACKGROUNDS

Use the reversed logo; orange text on navy passes AA (5.4 : 1).

COMPACT LAYOUTS

Horizontal logo at ≥ 24 px tall, or monogram at ≥ 32 px.

FAVICON PROPOSED



A simplified D-and-sail tile for 16–32 px. It drops the O and C, the rim and the mast gap. Requires approval before use.

09 · ASSET AND HANDOFF GUIDELINES

Files, formats and checklist

DELIVERED WITH THIS BIBLE

```
odyssey-brand-assets/
├─ svg/   vector masters, all versions
├─ pdf/   vector, for print suppliers
├─ png/   transparent, 1× and 2×
│  ├─ light/ (color, navy, black)
│  └─ dark/  (reverse, white)
└─ icons/ app icon, favicon (proposed)
```

FILE NAMING

`odyssey-logo-[layout]-[colourway].[ext]`

layout: stacked · horizontal · monogram
colourway: color · reverse · navy · white · black
e.g. `odyssey-logo-horizontal-reverse@2x.png`

FORMATS AND COLOUR MODES

SVG	Master. Web, apps, editing. sRGB.
PDF	Print and suppliers. Vector, sRGB; printer converts to CMYK from the approximate values on page 13.
PNG	Office documents, email, social. Transparent background.

SOURCE NOTE APPROVED

The original logo was a raster JPG. It has been rebuilt as a true vector master: letterforms, sail and wordmark are paths, with no embedded image and no live text. All files are generated from that master.

EXPORT GUIDANCE

- Never embed a PNG inside an SVG or PDF and call it vector.
- Export PNGs from the SVG, not by resizing another PNG.
- Keep exports at their exact proportions, with 2X clear space when cropping.

BRAND CHECKLIST

- ☐ Right version for the background?
- ☐ At or above minimum size, 2X clear space?
- ☐ Supplied file, unaltered?
- ☐ Body text navy or Slate; orange text in Ember only?
- ☐ Poppins headings, Inter body?
- ☐ Orange used sparingly, one accent per view?
- ☐ Plain-language copy, no unprovable claims?
- ☐ Placeholders replaced with real details?

QUICK REFERENCE

ODYSSEY at a glance

LOGO



- Stacked is primary; horizontal and monogram for tight spaces.
- Clear space 2X (X = navy wall).
- Minimum: stacked 56 px / 22 mm · horizontal 24 px / 9 mm · monogram 32 px / 12 mm (provisional).
- No stretching, rotating, recolouring, shadows, moved sail or added dot.

COLOUR

Odyssey Navy
#152839

Voyage Orange
#FF6F07

Warm White
#F9F8F3

Ember (text)
#B8470A

Slate
#45546A

Balance: 60 light · 25 navy · 10 neutral · 5 orange. Orange is never text on light backgrounds.

TYPOGRAPHY

Poppins

Headings · Medium 500, Bold 700

Inter

Body & UI · 400, 500, 600

Body 16/26 px web, 10–11 pt documents. Left-aligned. Never retype the wordmark.

VOICE

Clear · Confident · Approachable · Technically credible

SAY "Launch is planned for 12 weeks after sign-off."

AVOID "Lightning-fast delivery, guaranteed."

Specific over superlative. Plain words over buzzwords. Recommend, then explain why.

Labels: APPROVED supplied artwork · PROPOSED recommendation · CONFIRM needs ODYSSEY's decision. Open items are listed on page 02.