



OCONSOLE

A clear way into your ERP.

A practical guide to the mark, colour, typography, imagery and voice of
OConsole.

Identity & mark

OConsole brings Odoo Community instances, tools and connected workflows into one calm workspace. The identity pairs a distinctive enclosed O with plain language and generous space.

Clear

Make the next step obvious, especially when the work is technical.

Grounded

Show real product context and specific outcomes.

Considered

Use restraint, readable contrast and room to breathe.



Primary / light surface



Reverse / dark surface

Keep the O enclosed

The rounded square is part of the mark. Keep it square, leave at least half its width as clear space and use the original vector. Do not stretch, rotate, recolour or add effects.

Colour & typography

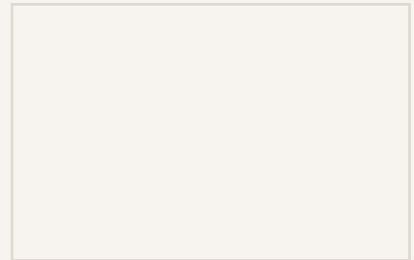
Plum identifies the brand. Cream and olive carry information; teal is a restrained utility accent. Use solid, readable surfaces for long copy.



Plum
#714b67



Deep plum
#5d3d55



Cream
#f7f4ef



Olive ink
#2b3324



Muted olive
#5f6a58



Teal
#4b7171

Newsreader Italic / display emphasis

Room to think.

Outfit / interface and body

Clear enough to work in.

Imagery & voice

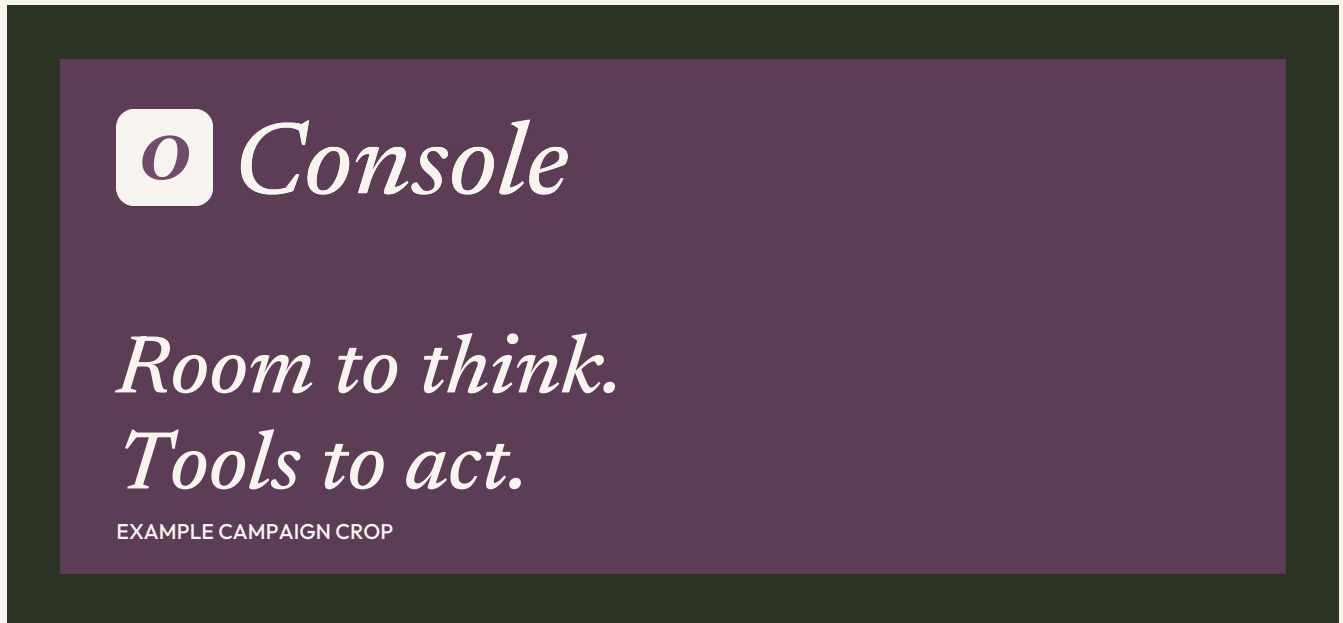


Image direction

Lead with genuine product screens when explaining the interface. For campaign surfaces, use simple brand compositions and quiet space for copy. Avoid generic technology stock art, clutter and unreadable UI crops.

Voice

Speak plainly and confidently. Name the action, tool or result. Use familiar words, short sentences and specific product context. Write OConsole as one word and identify Odoo as the platform it works with.

Example: Connect your Odoo instance, then manage it from one workspace.

Applications & handoff

The same mark, colour and voice should hold together across a website, a social crop and a simple document.



Asset handoff

Use the vector artwork for crisp output, transparent PNGs where raster files are required and the exact colour values in this guide. The full package includes marks, wordmarks, the palette and fonts.

Download

odooconsole.com/brand

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