



Brand Guidelines | 2016

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01 Guidelines

Submissions and Timelines

All submissions must be sent to Oculus (media@oculus.com) for approval at least (2) two weeks in advance of the announcement date or use date. Requests received within (2) two weeks of any use may be declined immediately.

All submissions that do not adhere to the branding guidelines below will be immediately declined.

If you have any questions regarding the use of Oculus brands or submission policies, please email media@oculus.com.

Joint Press Release

It is Oculus' standing policy to let third parties make their own announcements. We will not issue joint announcements.

Oculus Brand Usage in Press Releases and Media Alerts

Name of Company and Product

The name of the company is Oculus. The name of the product is Oculus Rift or Rift.

The first use of the company name should include the trademark symbol: Oculus®. Subsequent usage within the same document does not require the trademark symbol.

The first use of the product name should include the trademark symbol: Oculus Rift® or Rift™. Subsequent usage within the same document does not require the trademark symbol.

Example of proper use: “We created X for the Oculus® platform...”

Example of improper use: “We created X for the Oculus® platform headset...”

Oculus Brand Usage in Press Releases and Media Alerts

Oculus Store

When referencing this location where content can be downloaded, it should be referred to as ‘Oculus Store’ or the particular section of the ‘Oculus Store’

- eg. ‘Our title X is now available on Oculus Store’ or ‘You can download X now from Oculus Store’ or ‘X can now be found in the Early Access section of the Oculus Store’

Use of Oculus Name in Conjunction with Other Products

If your content or product is compatible with or related to Oculus, you may describe how your application or product relates to Oculus or Rift. Remember not to use the Oculus or Rift brands in a way that implies partnership, sponsorship or endorsement. This includes combining any part of the Oculus or Rift brands with your company name, marks or with other generic terms, or making Oculus the most distinctive or prominent feature of your design.

For example, you may not use “RiftSoccer”, “RiftFlight”, or “Oculus Roller Coaster” etc. Try using “[Your App Name] for Oculus” to indicate that your product is compatible with Oculus.

Oculus Brand Usage in Press Releases and Media Alerts

Press Release Boilerplate

All press releases that include a mention of Oculus must include the following boilerplate, which can be the last boilerplate at the end of an announcement:

About Oculus VR, LLC.

Oculus VR, LLC, a member of the Facebook family, is revolutionizing the way people experience video games and other digital content. The company's first consumer product, the Oculus Rift, is a virtual reality headset that allows players to step inside the game. It provides an immersive, stereoscopic 3D experience with an ultra-wide field of view and super low latency head tracking. For more information, visit: www.oculus.com.

Use of logos

All approved uses must include the trademark symbol:



02 Identity

The Stadium Logo

The Stadium logo is a simple, recognizable, and unique mark that represents Oculus.

While it could be perceived as a rifted "O", an abstracted eye, or an infinite loop, we let people form their own opinions and apply their own meanings.

The iconic mark and restrained logotype will make our brand as memorable as the experiences we create.

[Download Press Kit](#)



The Oculus Wordmark

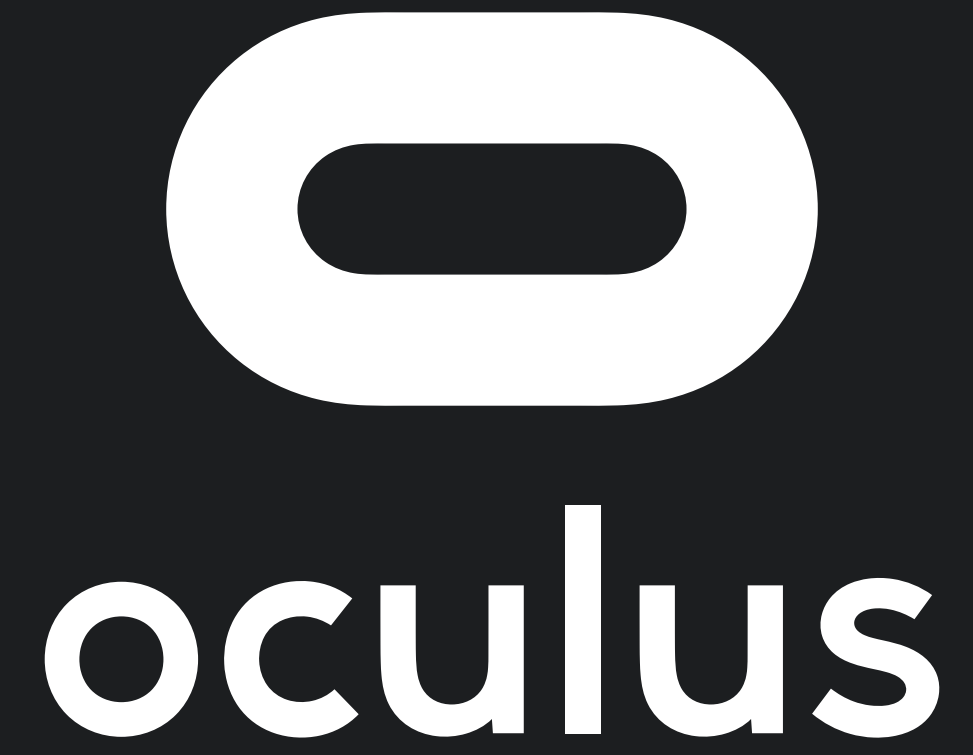
The Oculus wordmark is a subtle derivative of the letterforms of our typeface, Oculus Sans.

It appears humbly in all lower case yet is always strong enough to stand alone and represent the brand.

oculus

Vertical Lock-Up

Primary Usage



Horizontal Lock-Up

Primary Usage



Powered by : A

Tertiary Usage



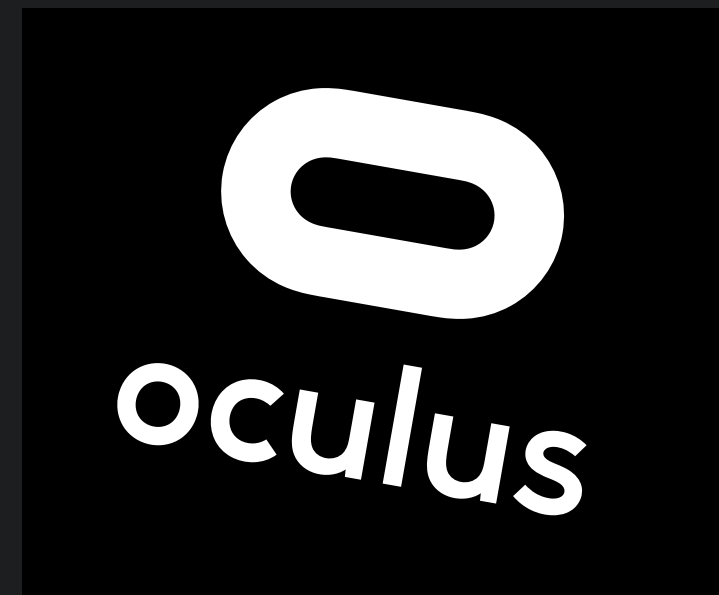
Powered by : B

Tertiary Usage

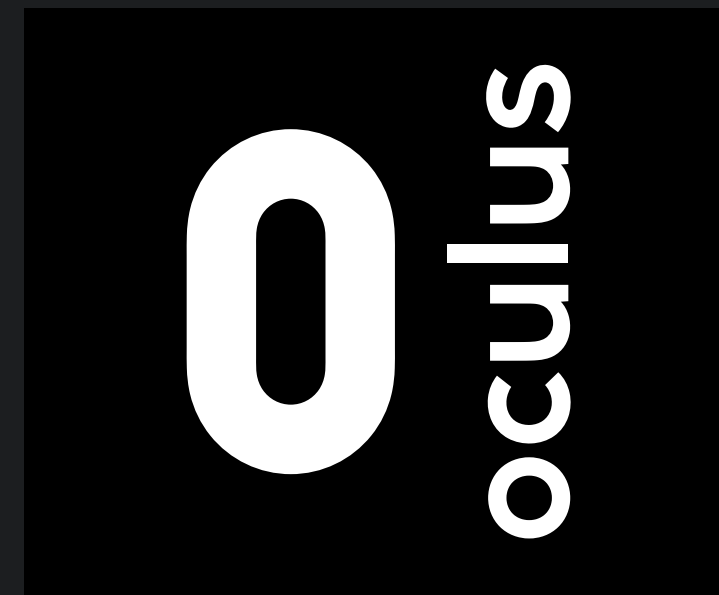
Powered by  **oculus**

Improper Useage

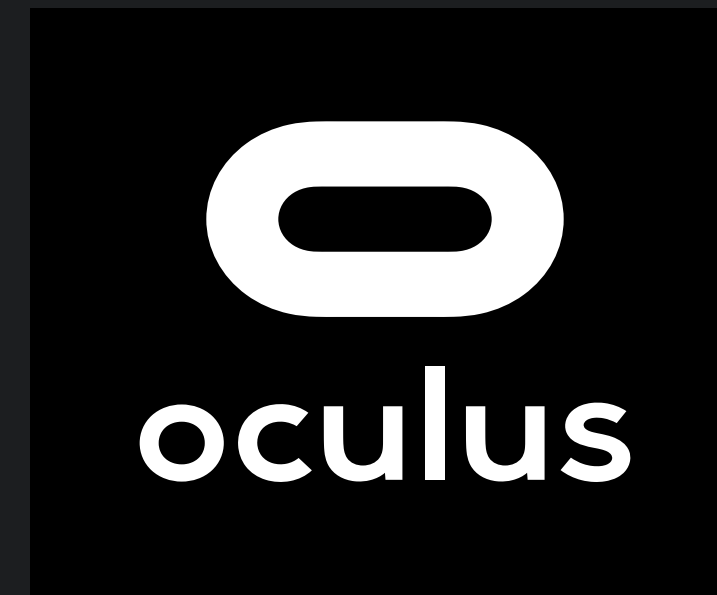
Do not Tilt, skew, pull, pinch, recreate, change the color, add effects, or do anything other than what you see in this guideline document. The following pages will familiarize you with how to properly implement and use the Oculus brand marks and lock-ups.



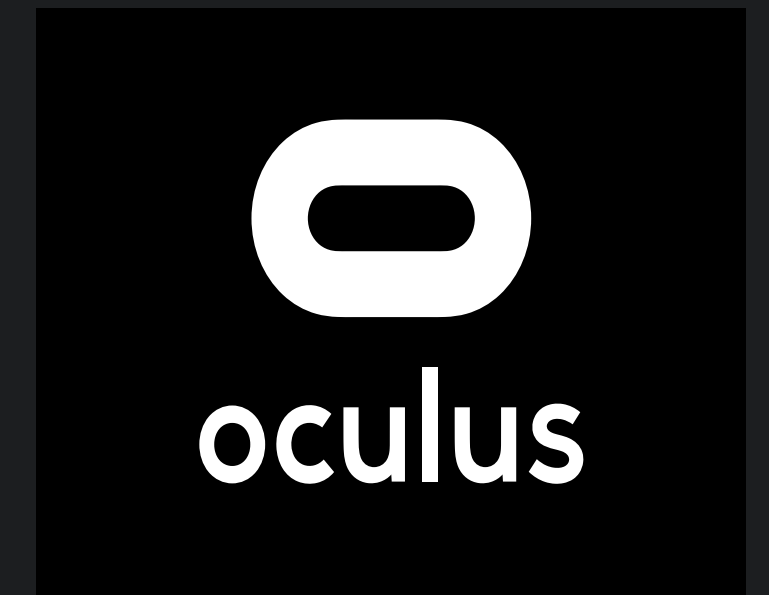
Do Not Tilt



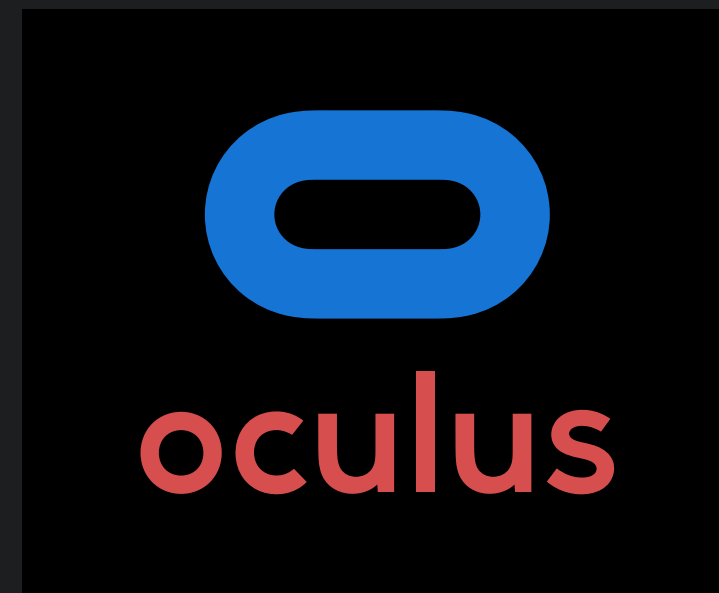
Do Not Turn



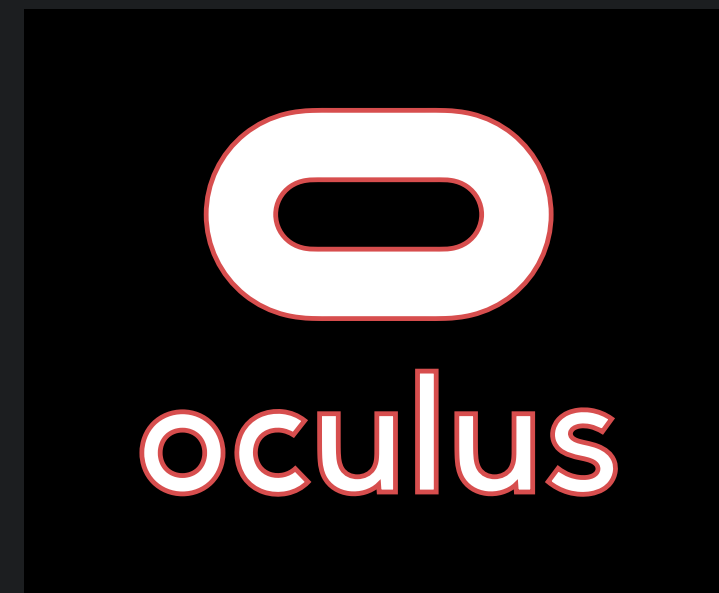
Do Not Pull



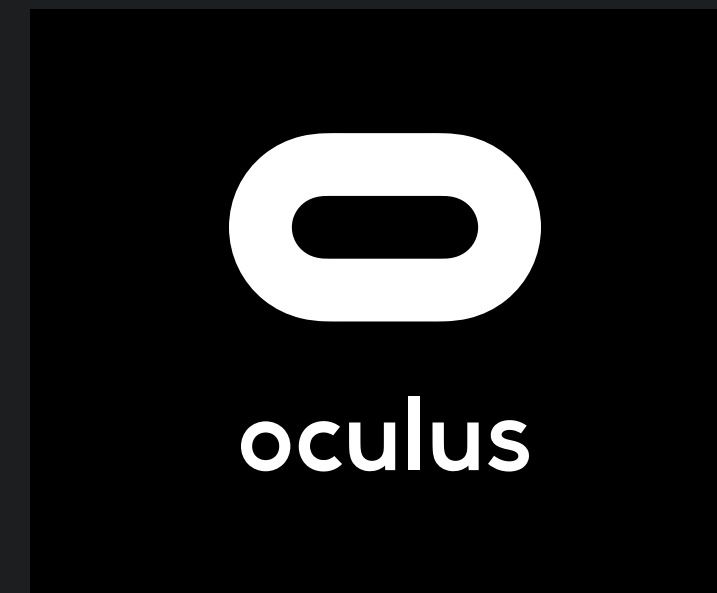
Do Not Pinch



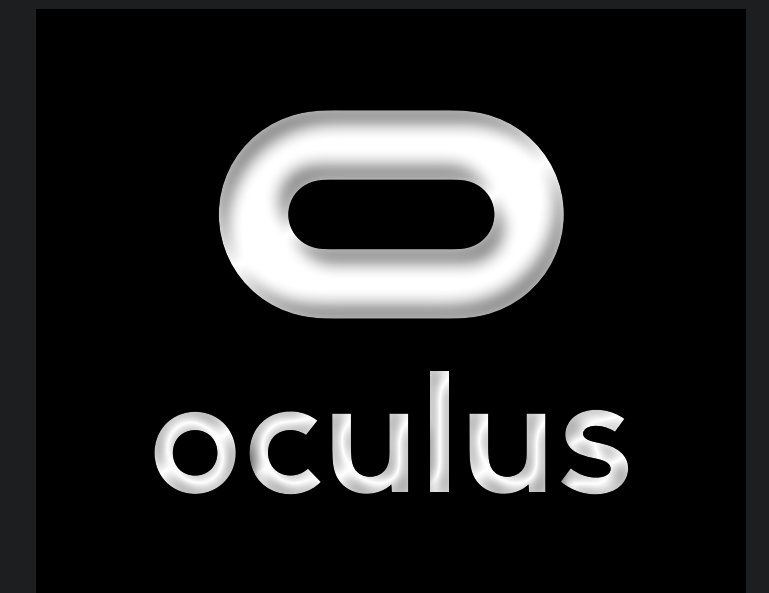
Do Not Recolor



Do Not Stroke



Do Not Recreate



Do Not Add Effects

From Facebook

Primary Usage

Isolated Logos

The two logos should rarely be joined together. Instead, the logos should be presented separately.

Example Applications: Websites, Videos, Software, Packaging, Apparel, etc...



From Facebook

Limited Usage

Logos Locked Up

In rare occasions the logos can be joined together. The lock up shown here is the only approved combination of these logos.

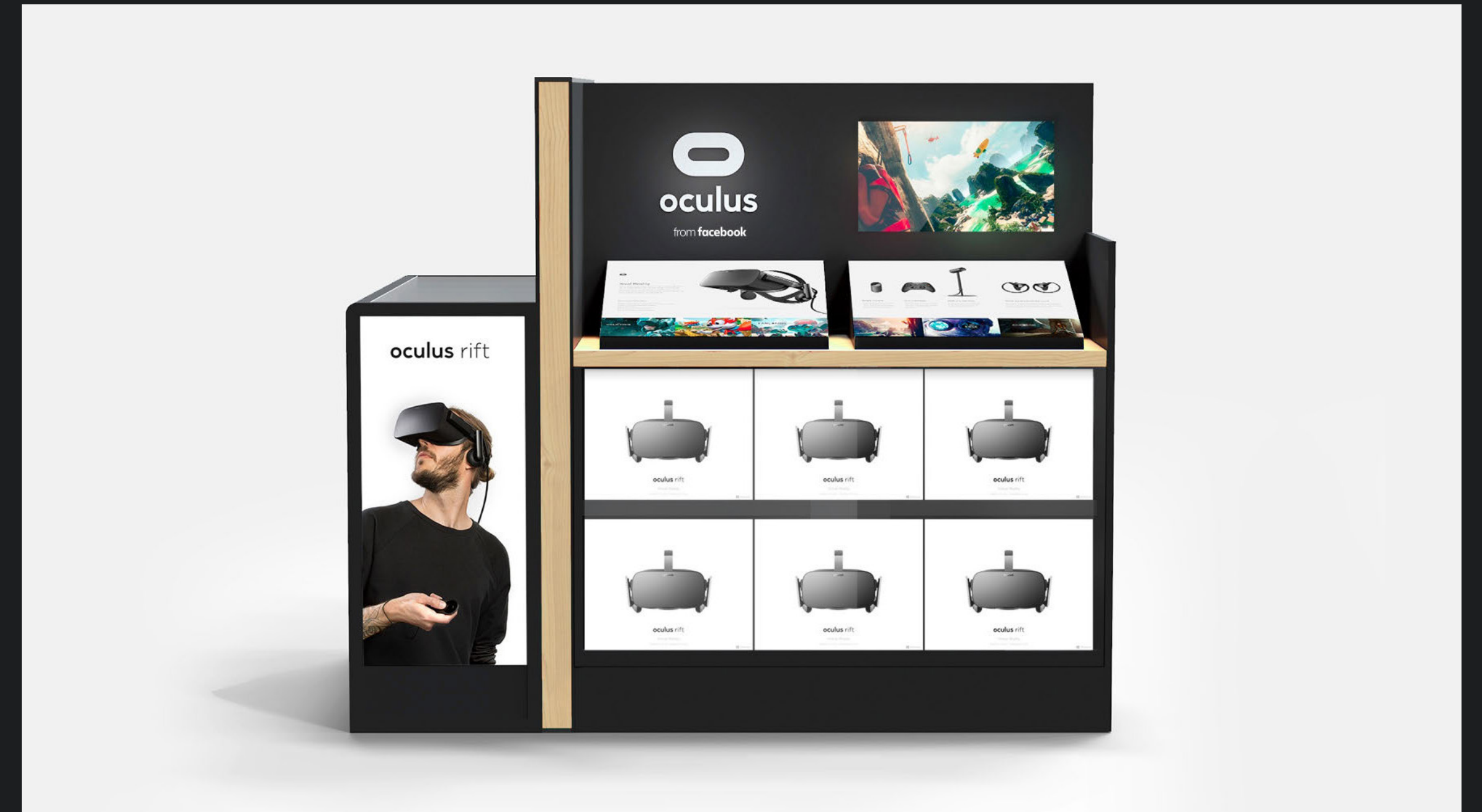


From Facebook

Example Activations



Isolated Logos



Joined Logos

Improper Usage

Never rearrange the logos or lock them up together other than the approved joined logo lockup (previous page).



Clear Space

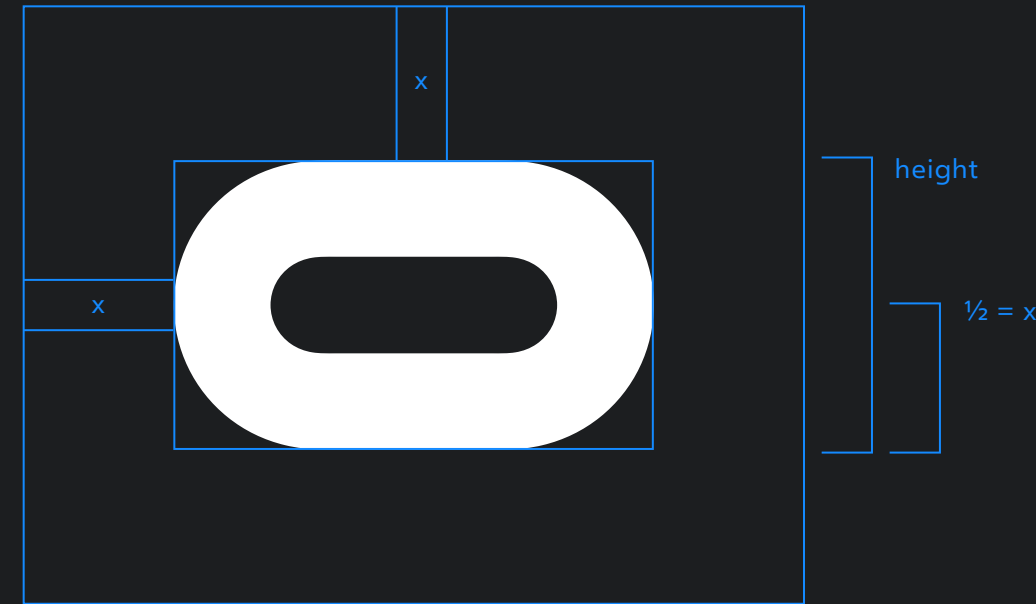
To ensure integrity and visibility, the Oculus logo and wordmarks—including lockups—should be kept clear of competing text, images, and graphics. They must always be surrounded on all sides by adequate clear space.

For the logo, wordmark and lock-ups that space is equal to “x” which is half their total height.

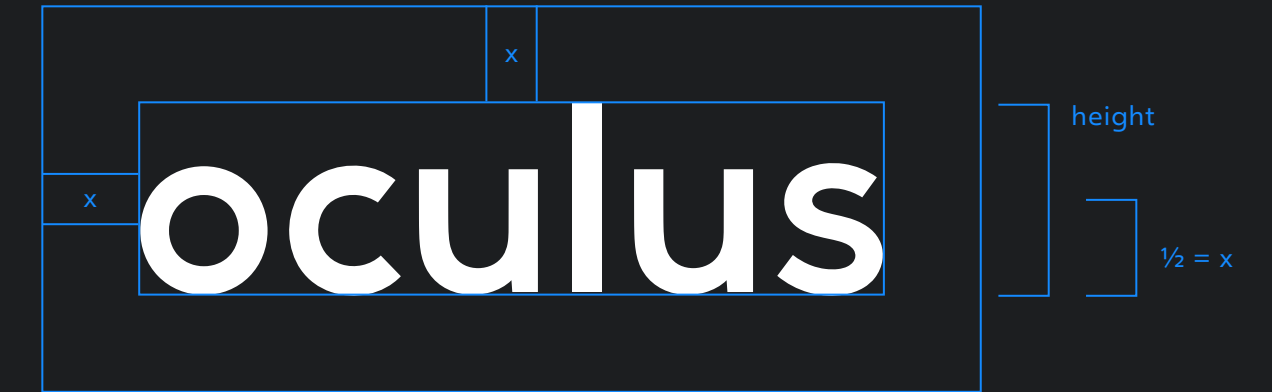
For all other iterations of the logo, that space is equal to at least a minimum of 1x the height of that particular mark.

Please follow the examples on the following pages carefully.

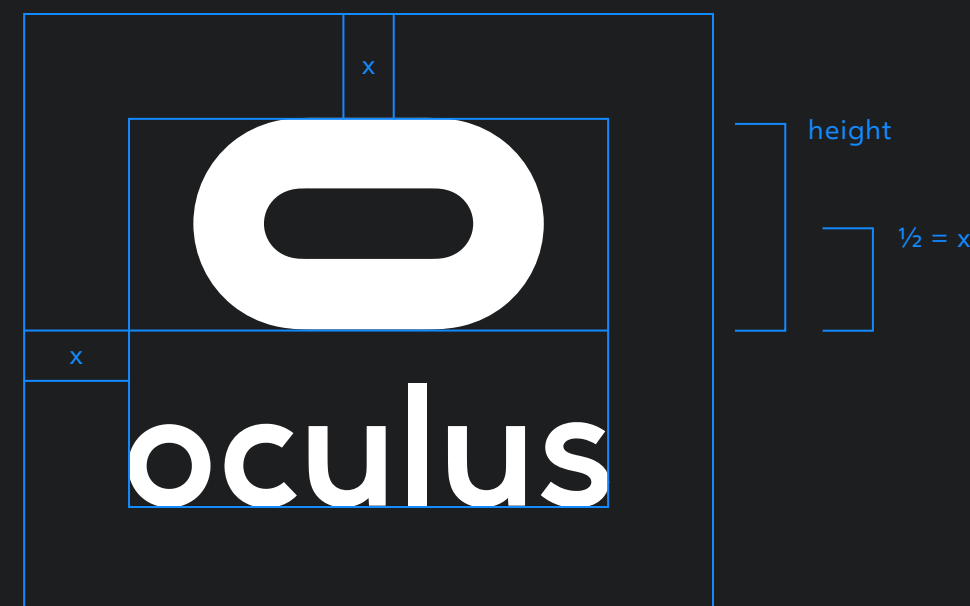
Stadium Logo



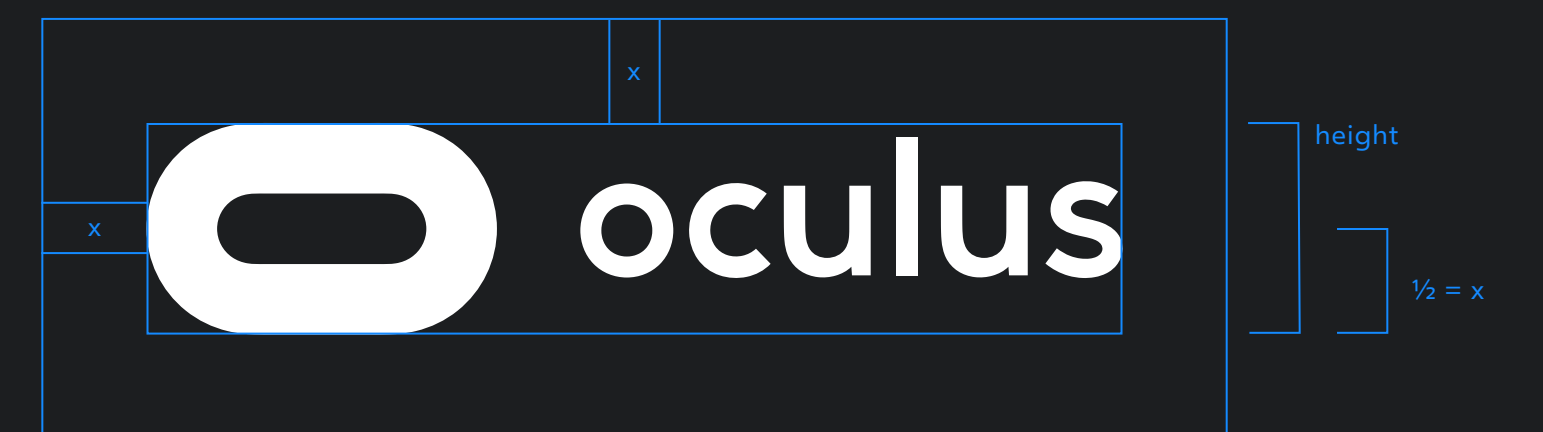
Wordmark



Vertical Locked



Horizontal Locked



Clear Space

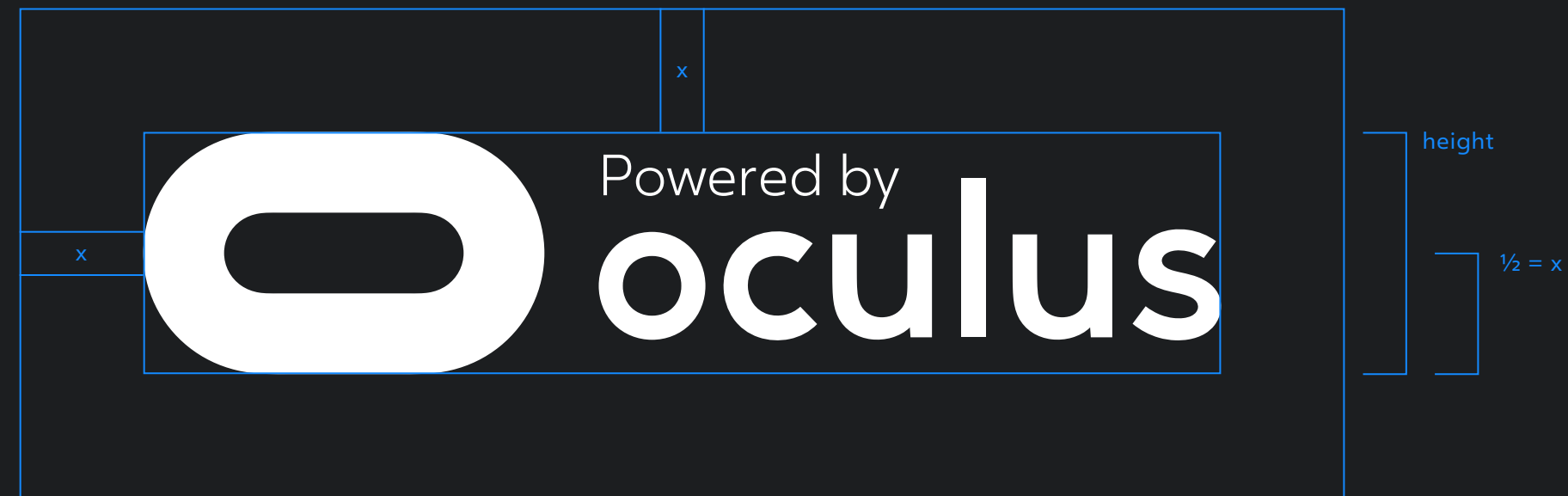
To ensure integrity and visibility, the Oculus logo and wordmarks—including lockups—should be kept clear of competing text, images, and graphics. They must always be surrounded on all sides by adequate clear space.

For the logo, wordmark and lock-ups that space is equal to “x” which is half their total height.

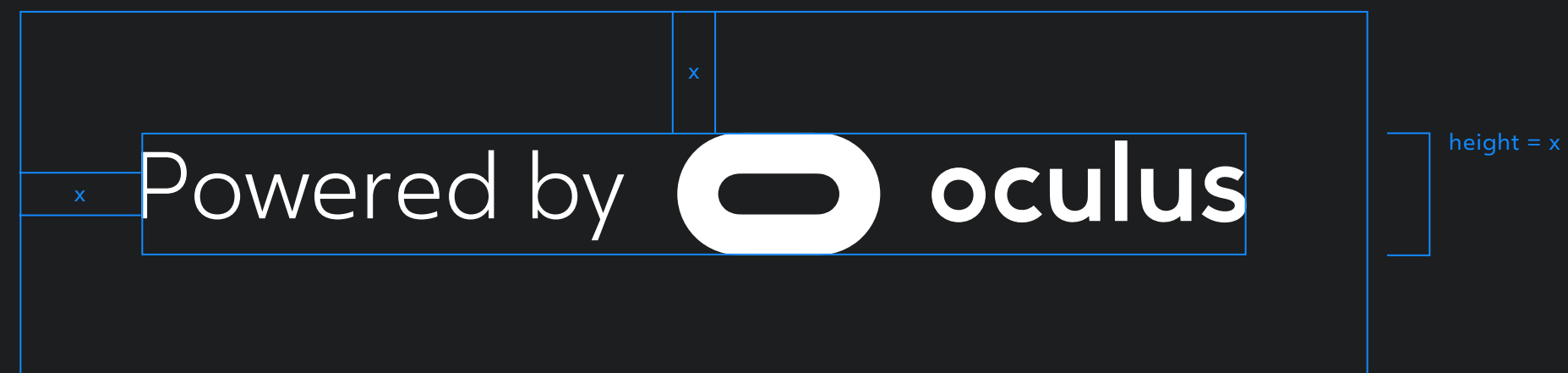
For all other iterations of the logo, that space is equal to at least a minimum of 1x the height of that particular mark.

Please follow the examples on the following pages carefully.

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Powered by : B



Color Palette

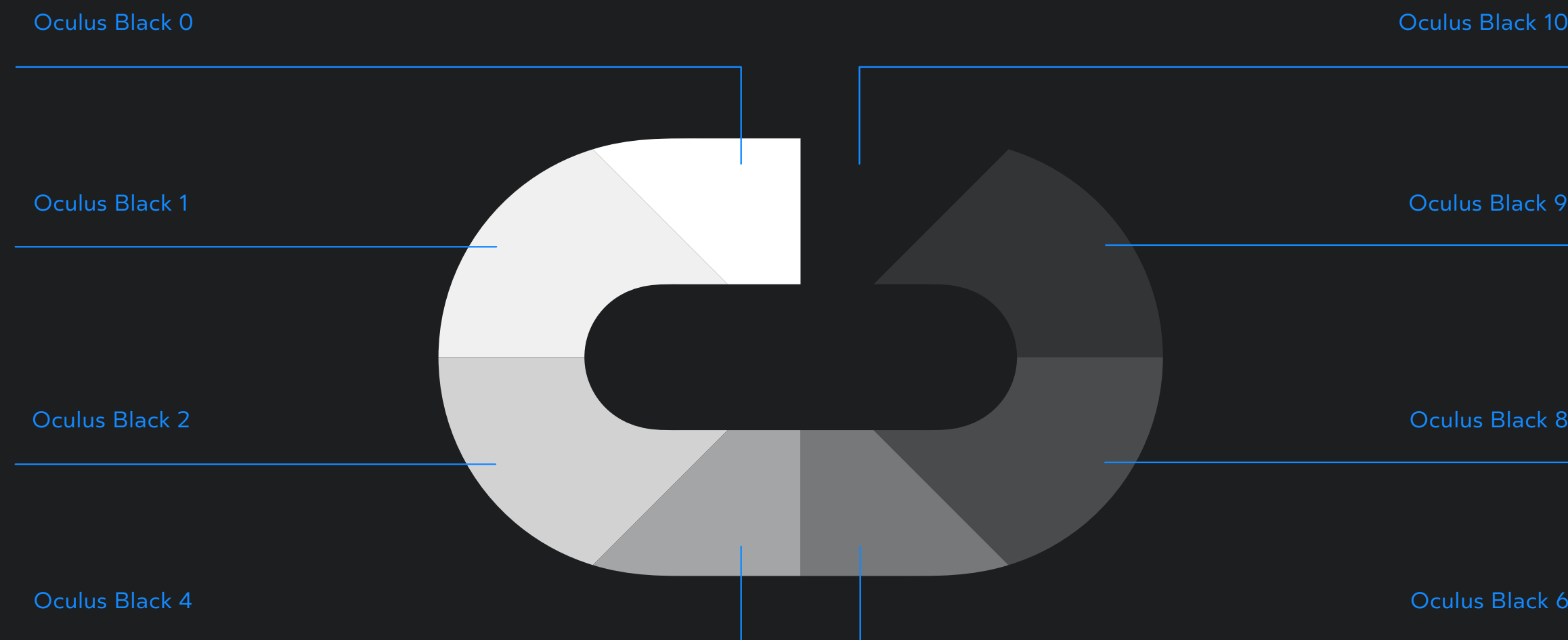
The Oculus color palette is composed of a migrating scale of pure black to pure white, lending itself to multiple uses within the limited color space.

Color usage within the print, product and environment spaces should predominantly be low contrast and understated (e.g Black on Black). With respect to varying printing processes and changing substrates a sliding scale of black or white may need to be used to achieve branding with proper legibility.

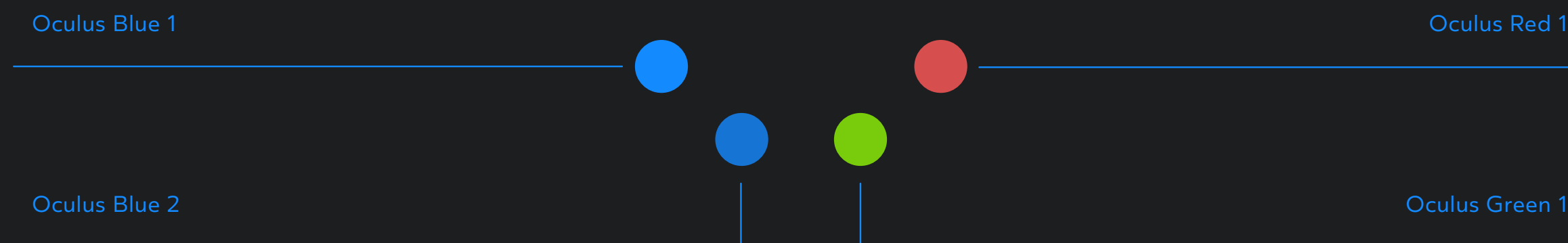
For on-screen spaces, a high contrast (e.g White on Black) usage is best applied for visibility and brand recognition.

Please use the following color guide with regard for the specific activation of the branding need.

Primary



Secondary



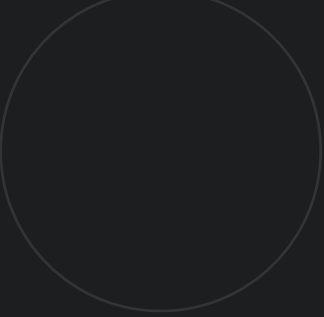







Color Specifications

The family of Oculus brand colors have been clearly specified to ensure accurate representation across all media.





For print applications, use Spot or CMYK.

For digital applications, use RGB.

Primary

	Oculus Black 10		Oculus Black 9		Oculus Black 8		Oculus Black 6	
RGB	28 · 30 · 32		50 · 52 · 54		73 · 75 · 77		119 · 120 · 121	
CMYK	75 · 67 · 63 · 75		71 · 64 · 60 · 56		67 · 59 · 56 · 37		55 · 46 · 45 · 11	
Spot	Black U/C		Cool Gray 11 U/C		Cool Gray 9 U/C		Cool Gray 6 U/C	
	Oculus Black 4		Oculus Black 2		Oculus Black 1		Oculus Black 0	
RGB	164 · 165 · 166		210 · 210 · 210		240 · 240 · 240		255 · 255 · 255	
CMYK	38 · 30 · 30 · 0		17 · 13 · 13 · 0		4 · 3 · 3 · 0		0 · 0 · 0 · 0	
Spot	Cool Gray 4 U/C		Cool Gray 2 U/C		Cool Gray 1 U/C		White U/C	

Secondary

	Oculus Blue 1		Oculus Blue 2		Oculus Green 1		Oculus Red 1	
RGB	20 · 138 · 255		21 · 116 · 212		120 · 204 · 11		215 · 78 · 78	
CMYK	74 · 44 · 0 · 0		82 · 53 · 0 · 0		56 · 0 · 100 · 0		11 · 84 · 69 · 1	
Spot	2193 U/C		3005 U/C		2293 U/C		1797 U/C	

Typography

Oculus Sans

Typography plays a critical role in establishing a unified personality, and because of this, we developed our very own custom typeface called Oculus Sans.

Much like the Stadium logo, it's simple, recognizable, yet extremely unique with it's combination of humanistic and geometric characteristics.

Oculus Sans has a large family of 10 weights, ranging from light to ultra bold, each with its own italic, and can be used freely with proper respect to heirarchy within design.

Type Weights

Oculus Sans comes in a large family of ten weights. Each weight can be used to provide visual emphasis in text and headlines when required.

Oculus Sans

Oculus Sans Light

Oculus Sans Thin

Oculus Sans Normal

Oculus Sans Regular

Oculus Sans Medium

Oculus Sans Demi Bold

Oculus Sans Semi Bold

Oculus Sans Bold

Oculus Sans Black

Oculus Sans Ultra

Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%&*()_+=<>/;:'''
Thin	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%&*()_+=<>/;:'''
Normal	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%&*()_+=<>/;:'''
Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%&*()_+=<>/;:'''
Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%&*()_+=<>/;:'''
Demi Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%&*()_+=<>/;:'''
Semi Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%&*()_+=<>/;:'''
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%&*()_+=<>/;:'''
Black	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%&*()_+=<>/;:'''
Ultra	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%&*()_+=<>/;:'''

Typography

Heirarchy

The various weights of Oculus Sans allow for easily building heirarchy with type. (see example)

Kerning

All characters must be optically adjusted, especially at large point sizes (i.e. large print headlines).

Leading

Leading varies depending on font size and form factor. Leading should never be so tight that ascenders and descenders touch

Type Weights

Oculus Sans comes in a large family of ten weights. Each weight can be used to provide visual emphasis in text and headlines when required.

Large Headlines, 14pt and over

Step into Rift

Sub Headlines, 14pt and under

Next Generation Virtual Reality

Body Text, 13pt and under

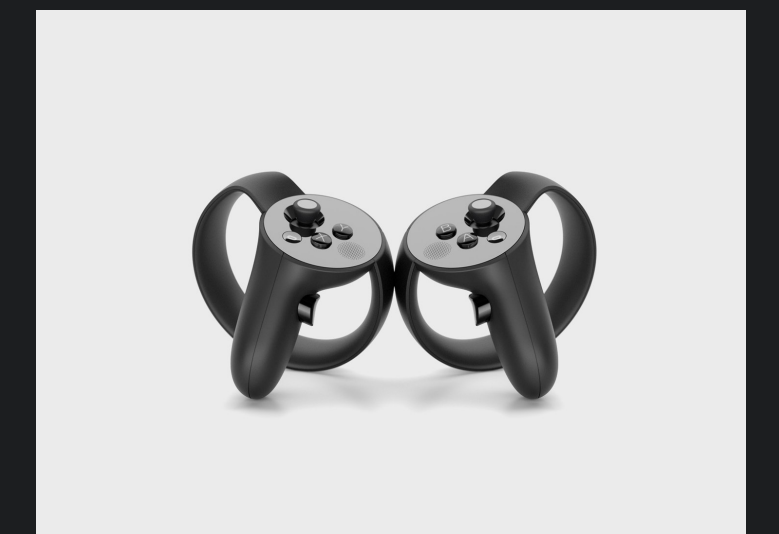
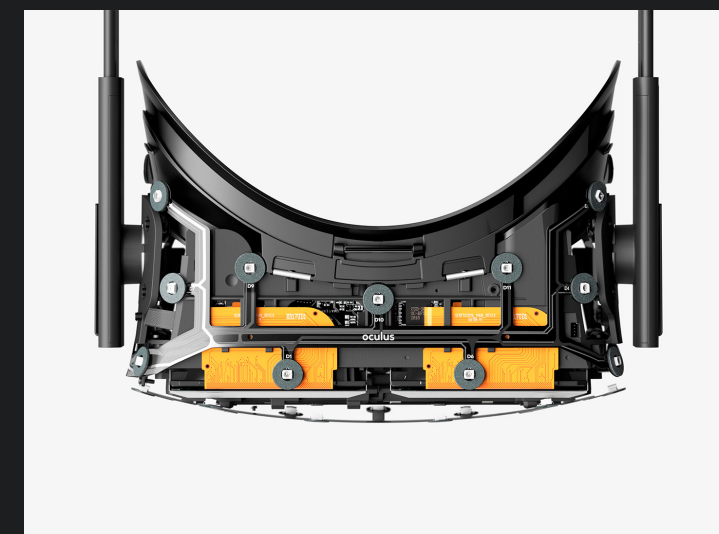
The Rift is unlike anything you've ever experienced. Whether you're stepping into your favorite game, watching an immersive VR movie, jumping to a destination on the other side of the world, or just spending time with friends in VR, you'll feel like you're really

Oculus Sans - Thin

Oculus Sans - Medium

Oculus Sans - Regular

Photography







Improper Useage

Do not alter, cut-out, apply filters, create montages, or change the backgrounds of any of the photography.



Do Not cut images out



Do Not apply filters



Do Not mask the images



Do not group, cluster or overlay images



Do Not mask the images



Do not change background color, add gradients or remove shadows



Thank you