

# Our logo

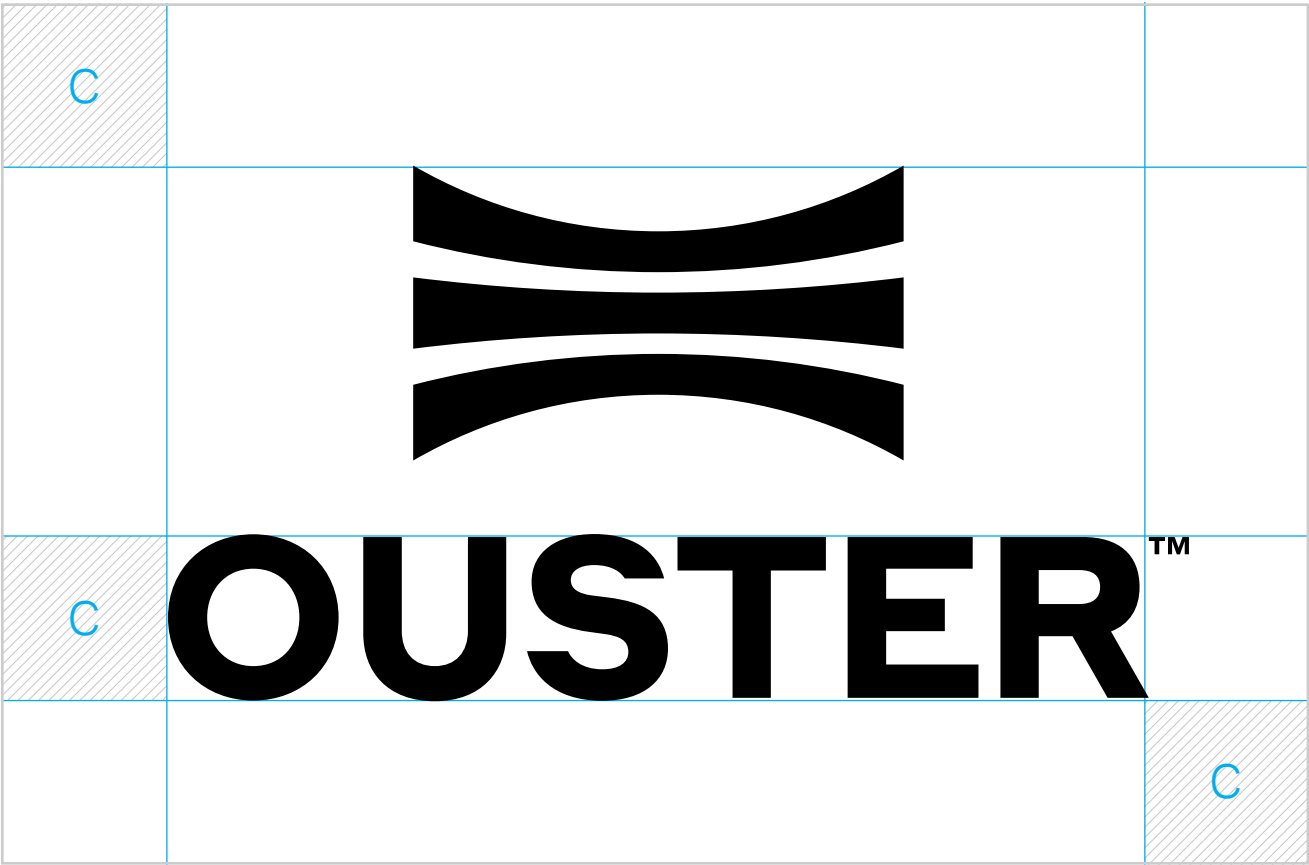
This is the symbol of who we are and the core of our system. Our Stacked logo appears on this page, but there are four total options in our logo system.

Stacked or Horizontal versions can be used interchangeably in any application. They are equal in importance and should be chosen based upon the space available.

Stacked or Horizontal versions should be used for any application where the logo is on its own or where it's the hero of Ouster materials.

**Clear space** for the logo and logotype is equal to the logotype cap height ("C" in the diagram). No other type, logos, graphic elements, or edges of pages should ever appear within the clear space.

**Minimum size** restrictions make sure the logo stays legible in smaller applications.



Minimum height  
25 px / 0.25" / 6.4 mm

# Options

The Ouster logo system is adaptable, with variations that work well in different formats across all media and devices. Consider spacing and context as you choose the logo best suited for your project, whether it's Stacked, Horizontal, Logotype, or Logomark.

When space is at a premium—in deck footers, minimized website headers, and other places—we can use the Logotype or Logomark. Clear space for the Logotype and Logomark is ¼ its overall width.

We can display any of our logo options in black or white. The logo should always feel impactful and clear wherever it's applied.

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For rare instances that require the logo to fit a narrow vertical space (vertical banners, sides of event walls, brochure spines) you can rotate our logo and Logotype by 90° only, but do not display it upside down.



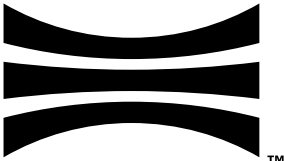
Stacked



Horizontal



Logotype

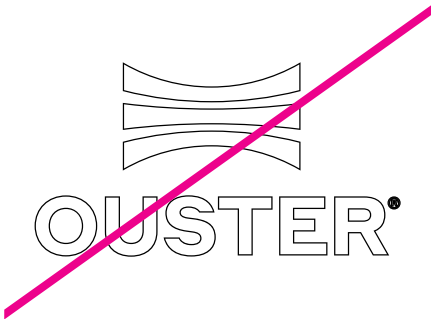


Logomark

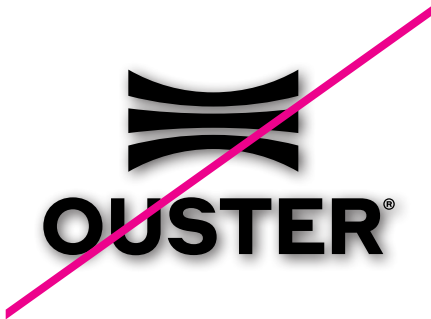
# Violations

These examples illustrate some incorrect ways to use our logo.

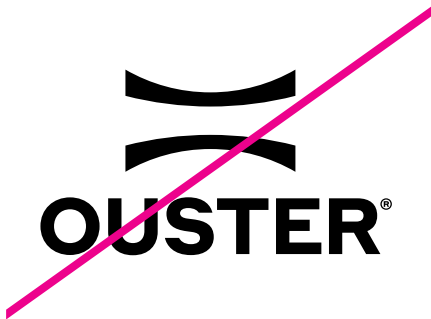
Do not alter the Ouster logo in any way, only use it as provided.



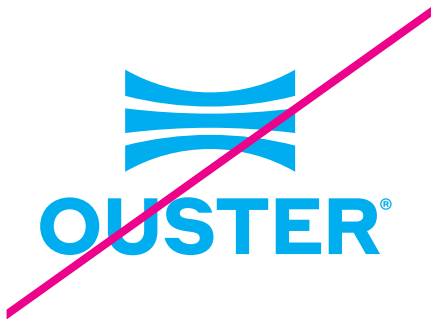
DO NOT outline.



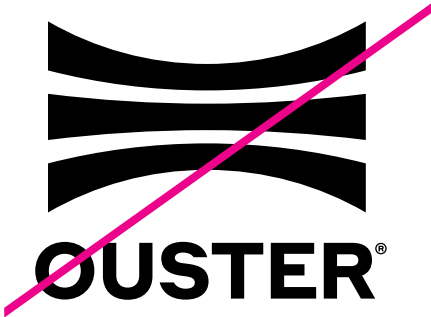
DO NOT use drop shadow.



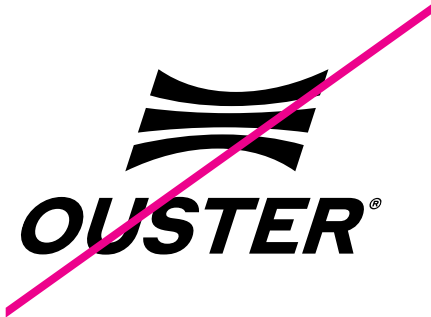
DO NOT add or subtract any element.



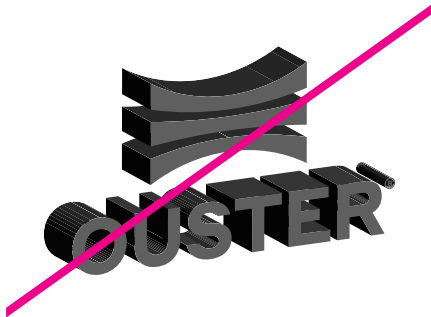
DO NOT use any colors other than black or white.



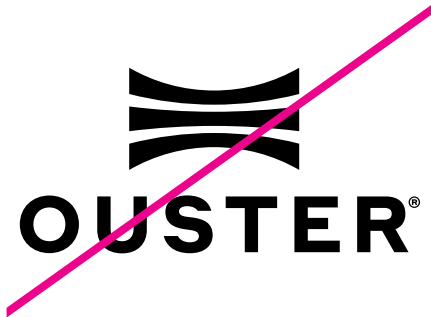
DO NOT distort proportions.



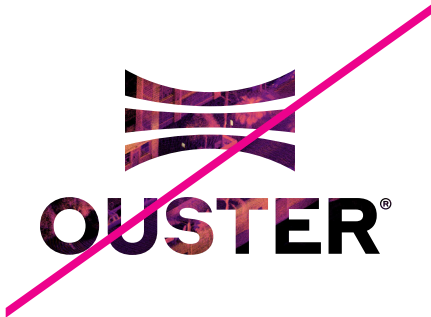
DO NOT shear or skew.



DO NOT apply effects or graphic filters.



DO NOT alter letter spacing.



DO NOT use as a container shape for imagery or patterns.

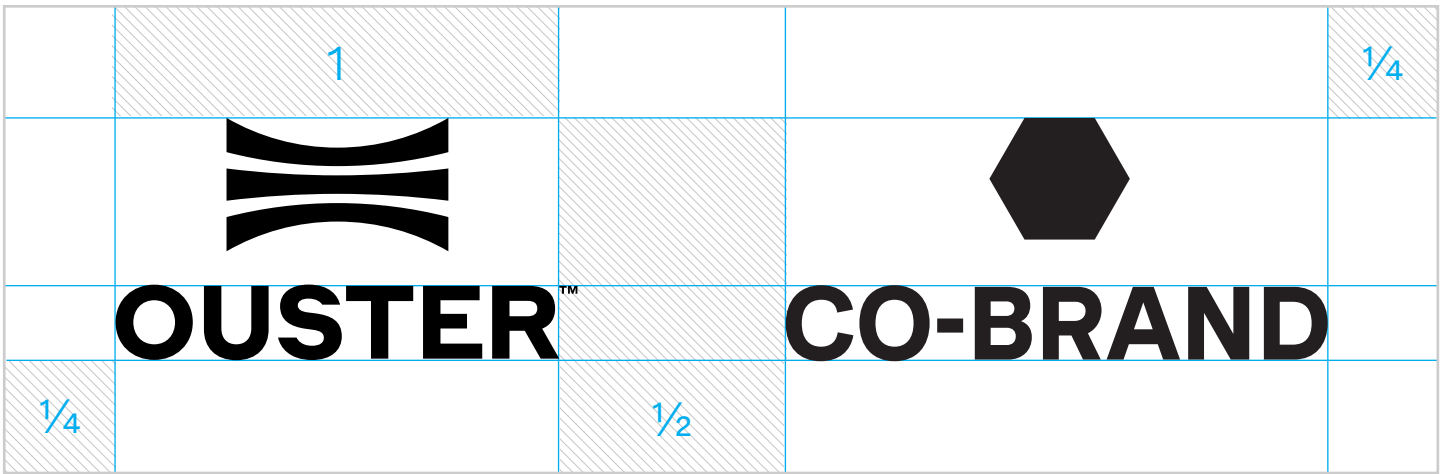


DO NOT place on a background that is busy or lacks sufficient contrast.

# Co-brand

At times, our partnership with other companies is highlighted in marketing and advertising materials. In instances that Ouster and the other company are equal partners, please ensure the logo lock-ups are equal size.

Pay attention to the clear space between and surrounding the two co-branded logos.

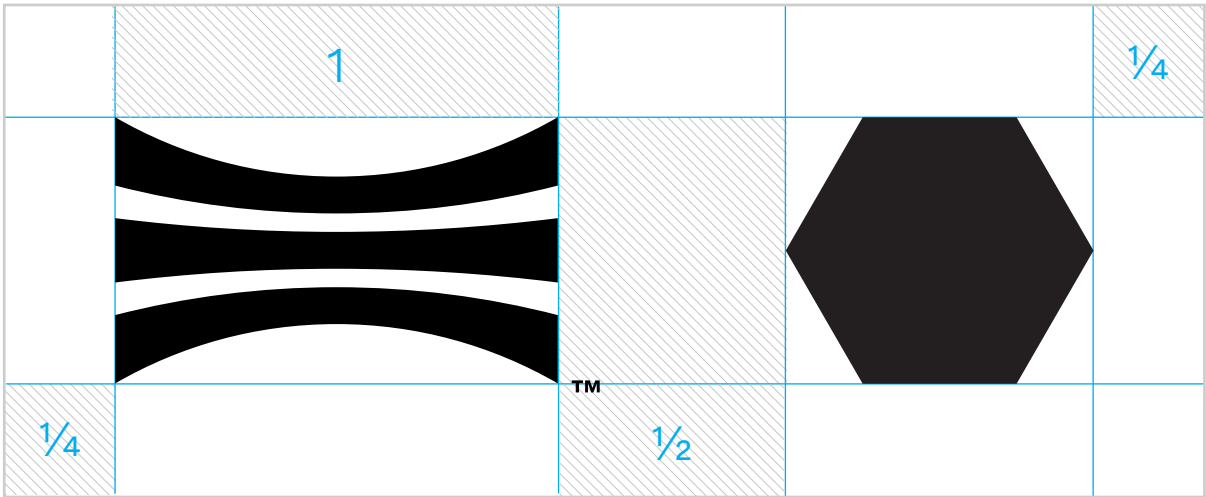


**Logo lock-up**  
Use the stacked version of the logo in black or white depending on the background color.

**Co-brand mark**  
Same height and alignment as Ouster Logomark.

**Spacing**  
Clearspace is 1/4 the width of the Ouster Logomark.

Space between the logos is 1/2 the width of the Ouster Logomark.



**Logomark or Logotype Lock-up**  
Use the Logomark version in black or white depending on the background color.

**Co-brand Mark**  
Same height and alignment as Ouster Logomark.

**Spacing**  
Clearspace is 1/4 the width of the Ouster Logomark.

Space between the logos is 1/2 the width of the Ouster Logomark.

# Endorsement

Outside of co-branding, when our role in another company’s offering is secondary but essential, we use the lines and lock-ups at right.

These endorsement lines express and help clarify Ouster’s involvement in that relationship.

Type-only treatment

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Enabled by Ouster

Built with Ouster

Powered by Ouster

Ouster logotype horizontal

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Type and Ouster Logotype used at the same height capitial letter height.

Enabled by **OUSTER**<sup>™</sup>

Built with **OUSTER**<sup>™</sup>

Powered by **OUSTER**<sup>™</sup>

Ouster logotype stacked

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Type is smaller than and placed above the Ouster Logotype

Enabled by  
**OUSTER**<sup>™</sup>

Built with  
**OUSTER**<sup>™</sup>

Powered by  
**OUSTER**<sup>™</sup>

# Primary

Our primary brand colors are black, white, and three shades of gray. These are the visual foundations of our brand.

We use grays as a neutral color to enhance understanding and clarity in backgrounds and graphs, as well as for chart and graph lines.

Consistently applying a color palette this focused across all materials creates a strong brand presence in the minds of our customers.

**Milky way**

HEX     FFFFFFFF  
RGB    255, 255, 255  
CMYK   0, 0, 0, 0

**Black hole**

HEX     000000  
RGB    0, 0, 0  
CMYK   0, 0, 0, 100  
Spot    Process Black c

**Crater gray**

HEX     E3E3E3  
RGB    227, 227, 227  
CMYK   4, 2, 4, 8  
Spot    Cool Gray 1c

**Gravity gray**

HEX     C6C6C6  
RGB    198, 198, 198  
CMYK   12, 8, 9, 23  
Spot    Cool Gray 4c

**Galaxy gray**

HEX     3C3C3C  
RGB    60, 60, 60  
CMYK   44, 34, 22, 77  
Spot    Cool Gray 11c

# Secondary

Our secondary palette is made up of interstellar indigo, aurora blue and meteor magenta.

We use these colors minimally—to help illustrate more complex information or direct attention towards a specific item—and to offer a pause or break in our otherwise black and white system.

Depending on application, our secondary colors may sometimes take up a full page (i.e. presentation cover pages or web module backgrounds), but mostly appear in charts, diagrams, infographics, and gradients.



Interstellar indigo

HEX 031F50  
RGB 3, 31, 80  
CMYK 100, 100, 6, 60  
Spot 2766c

Aurora blue

HEX 35459C  
RGB 53, 69, 156  
CMYK 90, 64, 0, 0  
Spot 7685c

Meteor magenta

HEX B43996  
RGB 180, 57, 150  
CMYK 30, 100, 2, 2  
Spot 241c

# Tertiary

We use this broader palette of colors to grab attention and highlight details.

Please be selective when applying this set of supporting colors, saving them for things like data in charts or distinguishing one icon from others. They can also be used create a brighter presence in gradient lines.

## Color Spaces

**RGB** (Red, Green, Blue) is the color space used for all on-screen applications: websites, apps, desktop programs, etc. RGB colors are created by combining red, green, and blue values together.

**CMYK** (Cyan, Magenta, Yellow, Black) is used for commercial print applications, as well as many desktop printers. Never use CMYK for onscreen applications, as colors may shift and display inaccurately. As with RGB, CMYK colors are created through blending colors. The CMYK color range is more limited, but is used in almost all print situations.

**Pantone** (PMS or Spot Color) is used for commercial print applications. Unlike CMYK color, which is composed of a dot pattern, PMS colors are solid, consistent inks that yield smooth, even tones.

Nebula yellow

HEX	FC9E21
RGB	252, 158, 33
CMYK	0, 45, 100, 0
Spot	2012c

Orbital orange

HEX	FF3D45
RGB	255, 61, 69
CMYK	0, 83, 80, 0
Spot	Warm Red c

Rocket red

HEX	D50032
RGB	213, 0, 50
CMYK	2, 100, 85, 6
Spot	199c

Magnetic magenta

HEX	C724B0
RGB	199, 36, 176
CMYK	20, 89, 0, 0
Spot	240c

Blast-off blue

HEX	5E79FB
RGB	94, 121, 251
CMYK	69, 35, 0, 0
Spot	2129c



The background of the slide is a 3D point cloud visualization of a tunnel. The points are colored in a gradient from blue to red, representing depth or distance. The tunnel structure is clearly visible, with a central opening and surrounding walls and floor.

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# OUSTER™

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Thank you for reading.  
Please forward any questions to **[anna.han@ouster.io](mailto:anna.han@ouster.io)**