



Brand guide

Manifesto

Brands are the face of human creativity.

They make the complex, simple.

And give the world reason to trust.

Brands have never mattered more.

An oath is a choice to do the hard things in life.

Our oath is to build brands people love, ours and yours.

We are a team of artists, coders, dreamers and doers.

A generation of alphas, forever in beta.

Storytellers and truth yellers.

We are change agents, team players, idea sprinters
and future breakers.

And we will never give up.

We are Oath.

Values

:For the people

Consumers are the only judges of our success, period.

:Own the change

We ignited the Internet revolution, and we will do it again and again.

:Figure it out

We're empowered to act and find a way.

:How we roll

We roll we, not me. Teams built our company and will build our future.

:Keep it real

This is simple. Behave in ways we are proud of.

:Spread the love

Give back.

:Be all in

Scaled ambition demands bold development and innovation.



Brand persona



Brand target

32-year-old digital taste maker

- Hyper-tuned bullshit radar
- Stylish, cosmopolitan & urban
- Gentrified (but won't admit it)





Brand style



3-word oaths

Rule1

Ambitious and contagious

We don't just talk at people. We **invite collaboration**. Our clear standards show we're focused on making things better and simpler for everyone.

Do:

The data that grows **your** brand is what's important to us.

Don't:

With our most intelligent algorithm to date, we've figured out how to streamline data for better efficiency.

Rule 2

Confident not cocky

We evoke the confidence of a 30-year-old and the wisdom of someone even more wise and experienced. But, **we are never arrogant or come across as superior.**

Do:

We study how consumers enjoy content.

Don't:

We've been doing content for decades, so we know everything about our consumers.



Visual style



Old

AOLers -

As an industry leader, we want the world's best talent and the greatest diversity to win the game. Women are still grossly underrepresented in leadership across industries - only 23% in tech - we are proud to lead in making change here.

Today on stage at the MAKERS Conference I announced that AOL is setting a goal of being 50/50 in terms of gender diversity by 2020 across the organization's top four levels - not just my directs or our most senior execs - but across all emerging leaders. At every level, we are committed to your growth and development, diversity and inclusion. The closing comment by one of the women executives was "We aren't looking for quotas, we want this to be talent based". This is important - our goal is the best talent anywhere, and a community rich in diversity and innovation.

We have a lot of ideas of how to get there and we are starting to test them. We'll figure out what the best approach is, the same we figured out how to launch MAKERS.

This is just the beginning of 50/50 - look for us to do something similar to what Lady Gaga did during the Super Bowl halftime - come off the roof onto the field and lead on gender diversity in leadership.

-TA

New

Oath team—

Today we announced that Oath is committed to achieving 50/50 gender parity across our top four levels by 2020. That means not just among my directs or our most senior execs, but across all emerging leaders.

We want the world's best talent and the greatest diversity to win the game. Women are still grossly underrepresented in leadership across industries—only 23% in tech. We're proud to lead the change here.

This is just the beginning of 50/50. At every level, we are committed to your growth and development, diversity and inclusion.

Look for us to do something like Lady Gaga during the Super Bowl halftime. Leap off the roof, land on the field and take the lead on gender diversity in leadership.

-TA

**Clear
and direct**

**Simplify
sentences**

**Ambitious
and contagious**

**Confident
not cocky**

The colon



The isolated colon isn't a mark. It's our **abbreviated logo. It should only be used on its own in limited cases: Where space is limited, to complement a minimalistic design scheme, or where it visibly departs from the full logo (e.g., in mediums where motion is a factor). Avoid using the isolated colon within sight of the full logo. **Don't treat the isolated colon as an independent mark.****



Embrace white space

Our visual language allows brands to flourish.
We use a strong logotype, a limited palette,
distinctive photography and minimal typography.



Color

70% White

20% black

10% blue



Black for pop

Use black to pop what's important off of white. Our swag and covers should be black. About 20% of your design should be black.



The moment when

We depict the **moment of commitment.**





Motion

We shoot to **capture the motion**. Still renderings may imply motion as well.





Focus clarity action

The whole figure should be in focus. Minimize depth of field and use fast shutter speeds to stop motion.





Color to highlight

Use color to highlight areas of important in the photograph.

Keep it minimal.





Brand relationships

What brand is speaking?

Oath speaking

Oath speaking
about 1 brand

Oath speaking
about 2 brands

Brand speaking

Oath logo

Oath tone

Oath copyright



Brand relationship examples

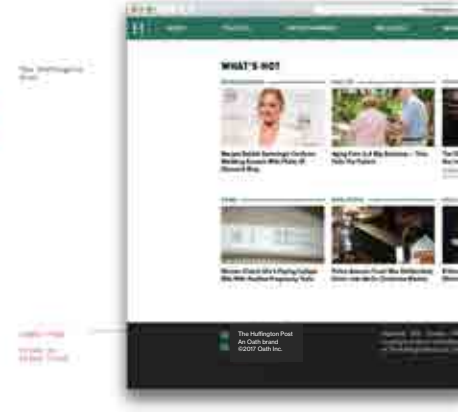
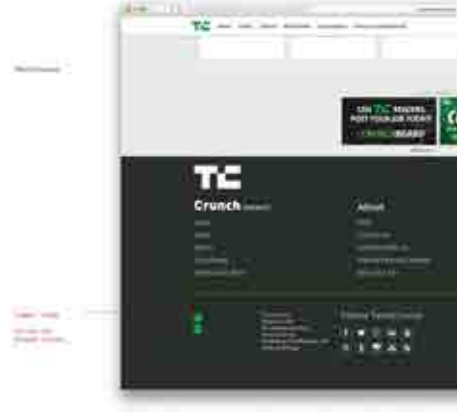
Office



1sheet



Web



What brand is speaking?

Oath speaking

Oath speaking
about 1 brand

Oath speaking
about 2 brands

Brand speaking

Colon is Oathblue

TC engadget

Brand logos
in black

Oath tone

Get a good
feelin' with
FloRida

Ready for a breather from CES?
Join Esth, TechCrunch and Engadget
as FloRida hits the stage.

Friday, January 6
6:30 - 8:30 pm

The Sayer's Club
2535 S Las Vegas Blvd
Las Vegas, NV

Brands' copyright

TechCrunch and Engadget
Oath brands
©2017 Oath, Inc.

What brand is speaking?

Oath speaking

Oath speaking
about 1 brand

Oath speaking
about 2 brands

Brand speaking

Use brand style

Brand tone

Colon in brand
color, copyright

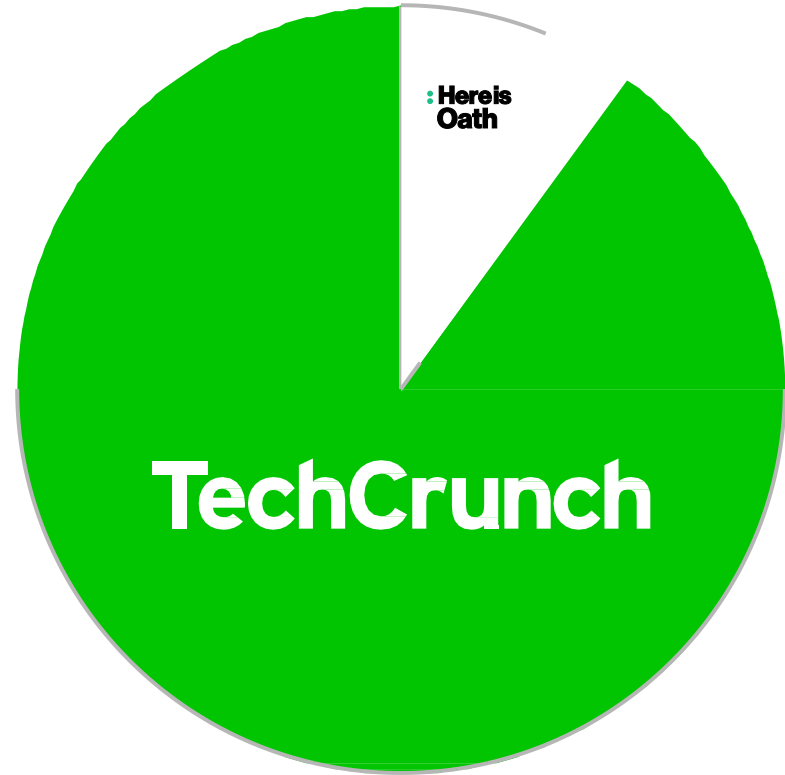




Sub-brand activation branding

10% Oath: brand value

90% brand





Event style

AOL was all about black.



Embrace white space

We embrace the tone and space of white. Just because it's white doesn't mean it needs to be filled.





Pop of black

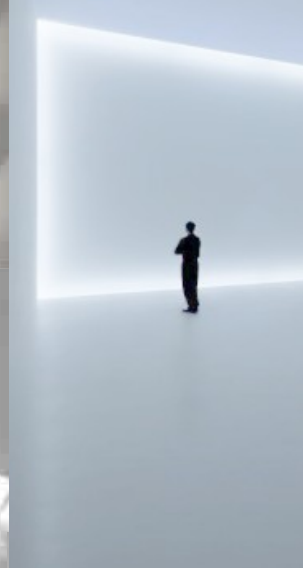
We use black to highlight
path messaging
and activations
Brand ambassador attire
Way finding signage





Clever visual elements

We love to use basic elements like light, shadows and reflections displayed in a smart execution.





Bolder the better

We get straight to the point
with large visuals on
clean surfaces.





Hint of nature

To provide a human atmosphere of living and growth, we minimally place natural elements in our spaces.

Finished walnut or teak wood

Leafy plants





External entrance

- Lead with black
- Purposeful branding

Logo

Used at far distance visibility
size in top left corner for way
finding discovery

Event value

Used at purposefully to
mark the point of making a
commitment to enter our event





Swag style



Basic principles

Our approach to swag is different. We're breathing fresh air into our items by lifting them out of the cookie-cutter corporate norm.

No shitty pens.

No cookie-cutter corporate.

Quality over quantity.

Stylish and minimal.

Oath embraces clean, white spaces with pops of black. Our events are open environments. They create a “brand canvas” that reflects rather than absorbs. We use black to highlight the main elements: messaging, activations as well as brand ambassador attire.

Placement

Oath logo over the heart.

Colon on the right arm, must be in visible sight line.



Oath

Logo over heart

Use the logo with endorsement line as much as possible. Minimum width = 1.75"

On smaller items, use the logo without endorsement line (minimum width = 0.5")



Colon on right arm
in visible sight line



3-word oath

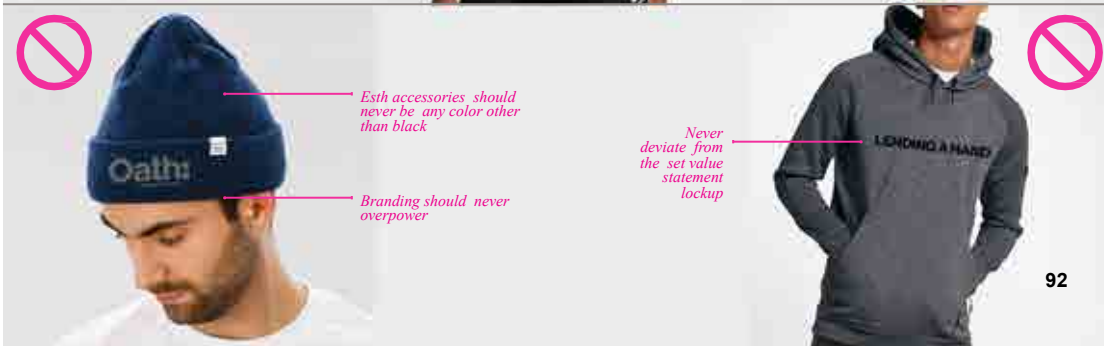
3-word oaths represent each employee's commitment to the brand, to their community and to themselves.

They should be placed prominently on items.





What not to do





What not to do



Esth accessories should never be any color other than black (or white for ultra premium items)

Both the item and packaging must be branded, never just the packaging



Never brand multicolored accessories

Only brand premium items



Only brand premium items



Never brand items with patterns



Never skew or rotate the logo

Only brand premium items



NO SHITTY PENS





#1s



Next steps

- Week of 4/3: Lockdown #1 list
- Week of 4/10: V1 creative
- Week of 4/17: Launch activation



**Thank
you**

**Build Brands
People Love**