



Recommendations by corporate identity



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Logotype

Logotype

Full version

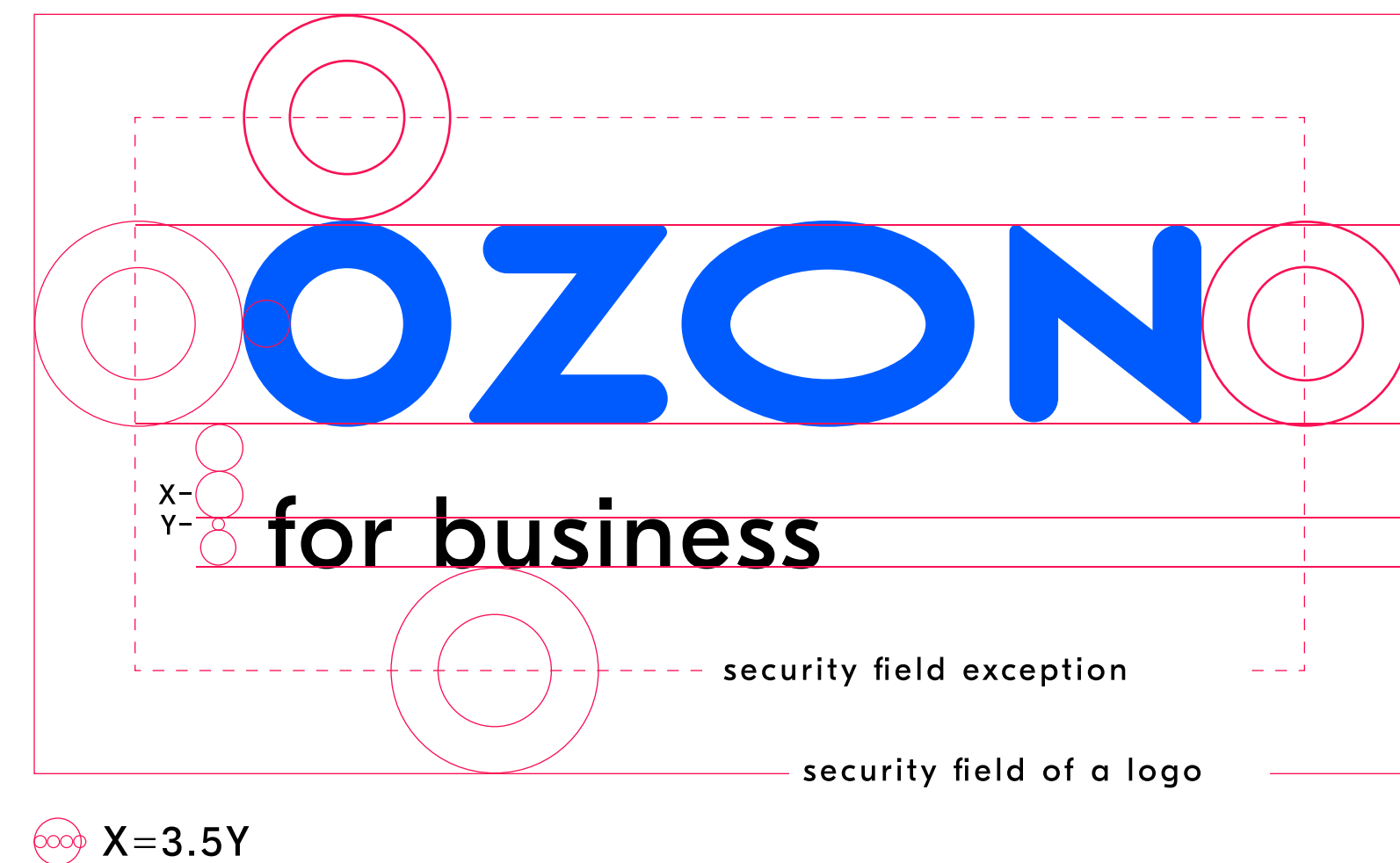
OZON
for business

Abridged version

 **For business**

Full version of the logo

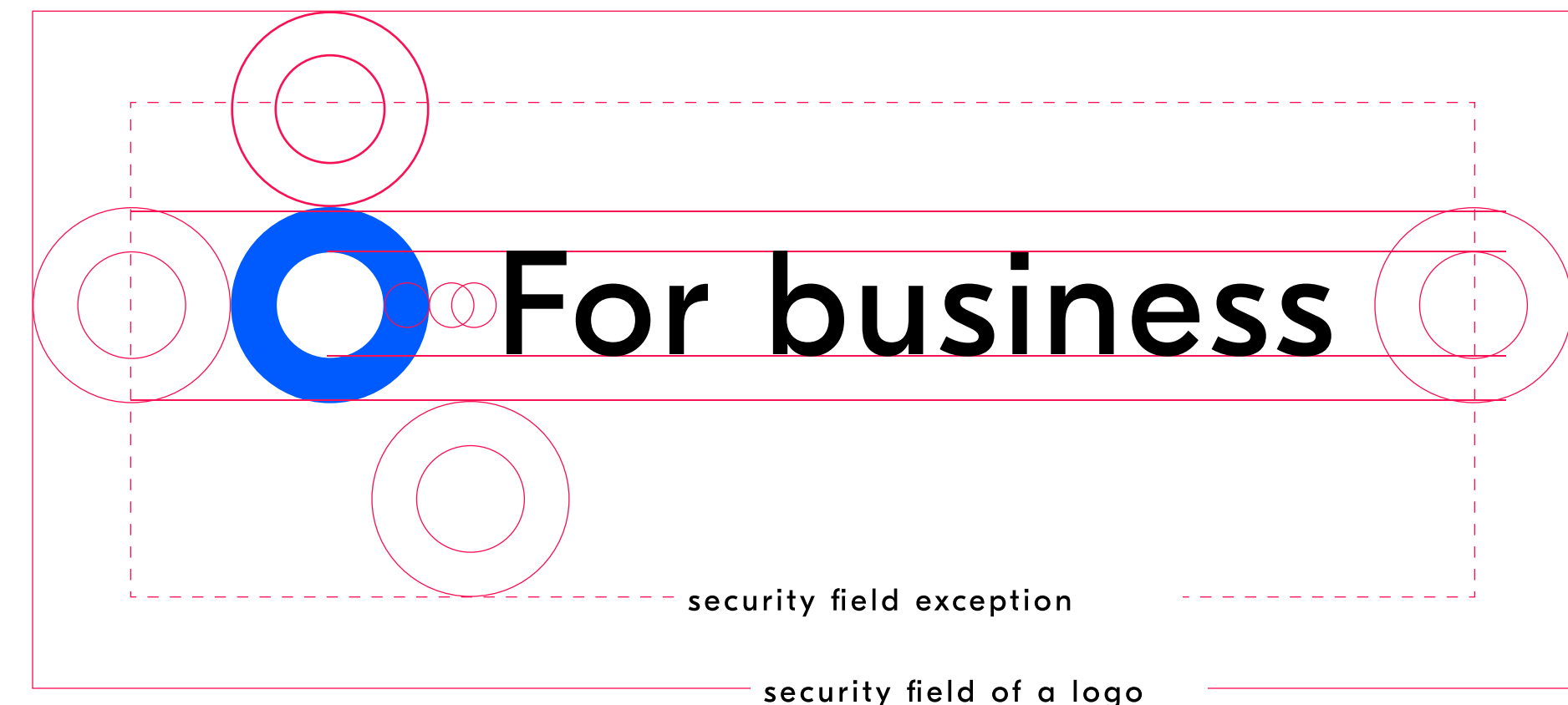
The diagram shows the principle of building a logo and security field. The full version of the logo uses a combination of the main Ozon logo and the name of the service. The name is written in lowercase letters in GT Eesti Pro font Display Regular. The security field of the logo is based on the diameter of the first letter of the main Ozon logo, while the minimum allowable security field is equal to its radius. Exception: when the logo needs to be embedded into a specific container in a web component (for example, a header), alignment is allowed according to the grid of the site or application.



Shortened version of the logo

The diagram shows the principle of building a logo and security field. The abbreviated version of the logo is from the letter O, the main Ozon logo and the name of the service. The title is capitalized in GT Eesti Pro Display Regular font. The security field of the logo is based on the diameter of the first letter of the main Ozon logo, while the minimum allowable security field is equal to its radius.

Exception: when the logo needs to be embedded into a specific container in a web component (for example, a header), alignment is allowed according to the grid of the site or application.



Logo color

The Ozon logo is almost always reproduced in the corporate color Digital blue on a light background or reversed - white on a dark blue Business Night sky.



The monochrome version of the logo is used when color printing is not possible. In this case, recommendations for choosing the color of the sign, depending on the saturation of the background, apply.



100%



70%



50%



10%

Неправильное использование



You cannot align substrings on a single tangent to the first letter "O" of the Ozon logo.



The name of the service in the full version is always written in lowercase letters.



You cannot reduce or increase the distance from the substring to the main logo.



It is unacceptable to recolor logo elements.



Do not stretch the name of the service to the full width of the Ozon logo and do not change the building proportions.



Font distortion is not allowed.

Font

Font

GT Eesti Pro Display

Скачать

Ozon's signature font is GT Eesti Pro.
Available in two styles: GT Eesti Pro Display and GT Eesti Pro Text.

For the display set, the style GT Eesti Pro Display is used.
For typesetting small text of large volumes - GT Eesti Pro Text.

GT Eesti Pro Display

Aa

GT Eesti Pro Display
Light

Aa

GT Eesti Pro Display
Regular

Aa

GT Eesti Pro Display
Medium

Aa

GT Eesti Pro Display
Bold

GT Eesti Pro Text

Aa

GT Eesti Pro Display
Light

Aa

GT Eesti Pro Display
Regular

Aa

GT Eesti Pro Display
Medium

Aa

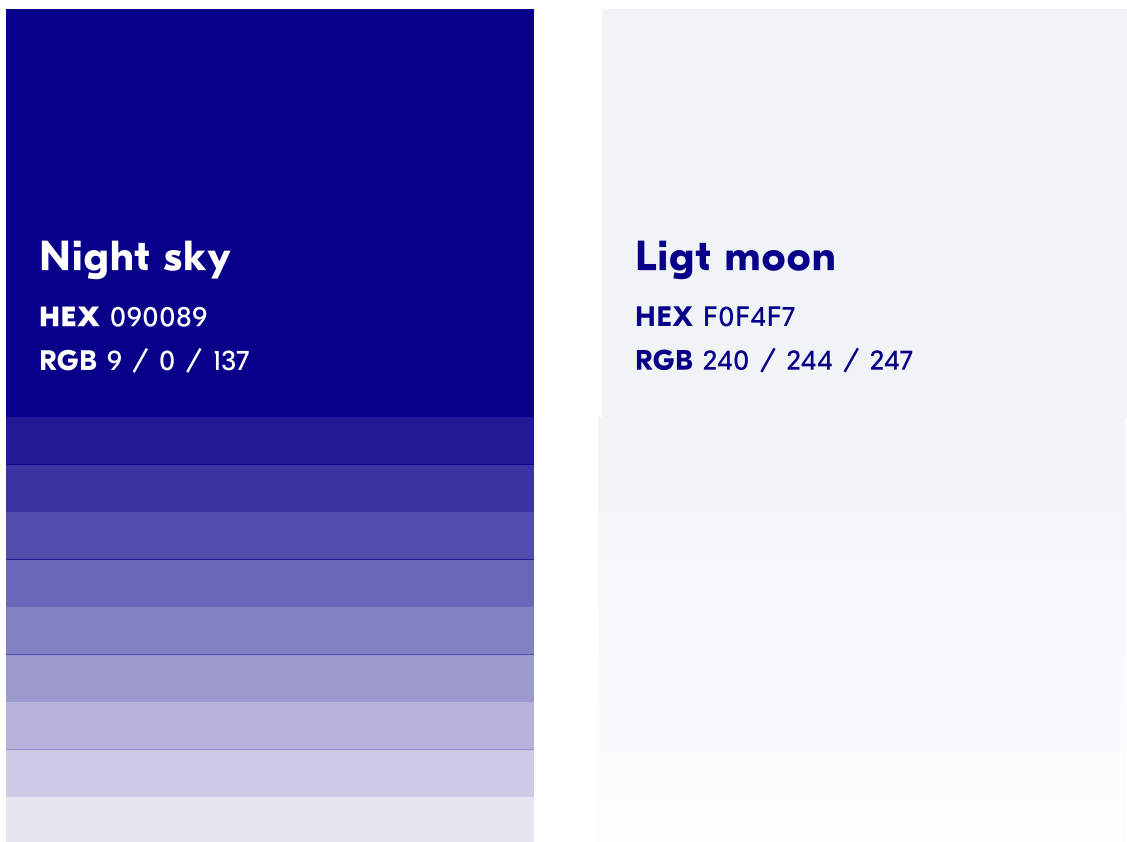
GT Eesti Pro Display
Bold

Color palette

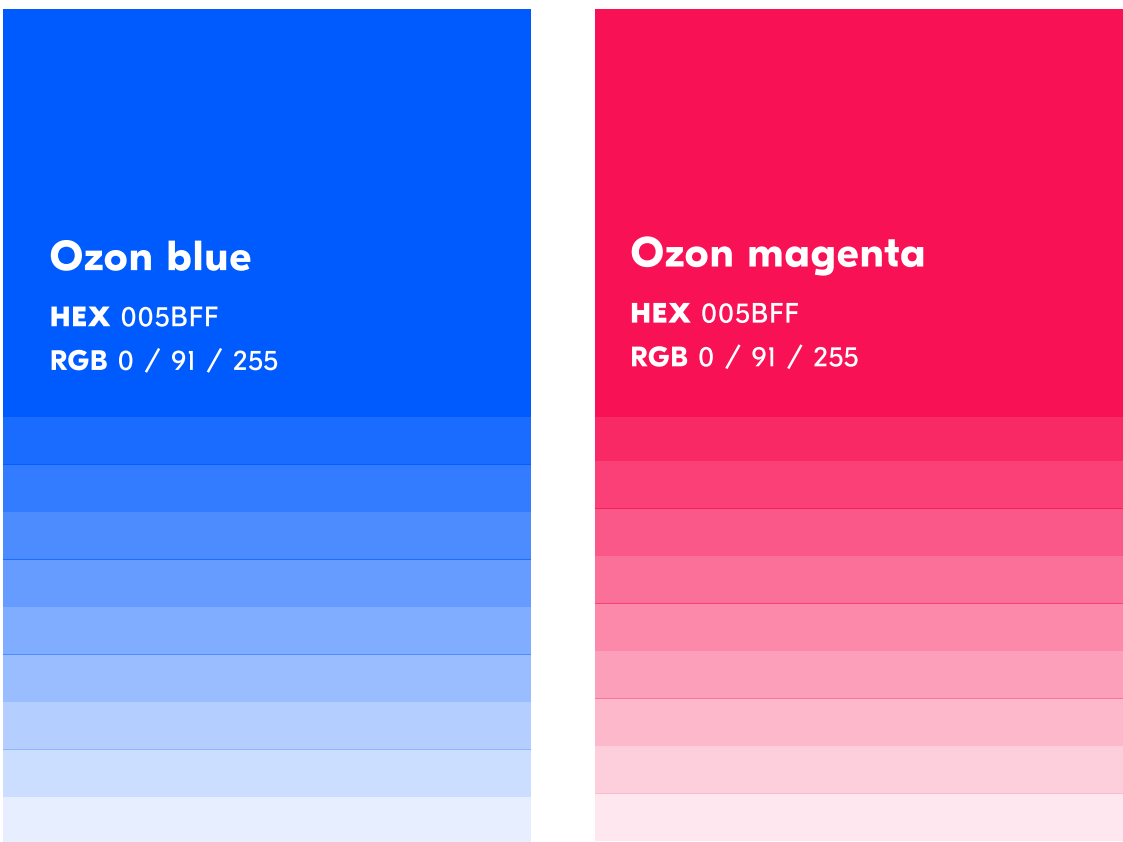
Corporate colors

Primary colors of Ozon Business - Dark blue, gray, identifying Ozon Business.

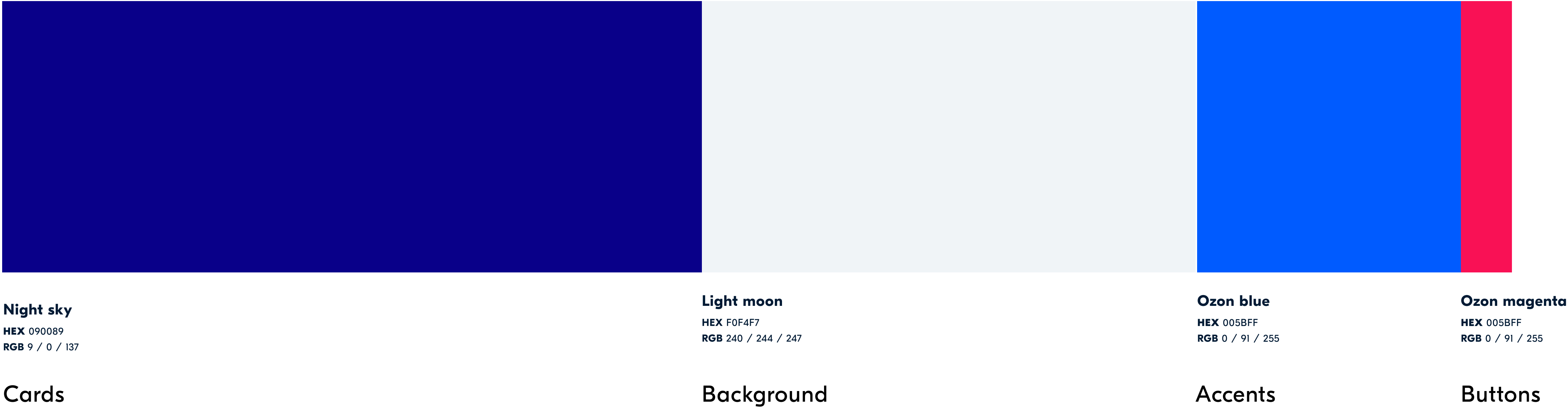
Primary colors are used in a ratio of 70 to 30 to additional ones.



Blue, magenta - accent colors. Used in graphic elements. Magenta is used only on buttons and dies.



Color ratio



Gradients

For gradients, 2 brand colors Night Sky and Ozon Blue are used in 70/30 proportions.



Vertical Format



Horizontal format

gradient settings

Night Sky 70%

Ozon Blue 30%

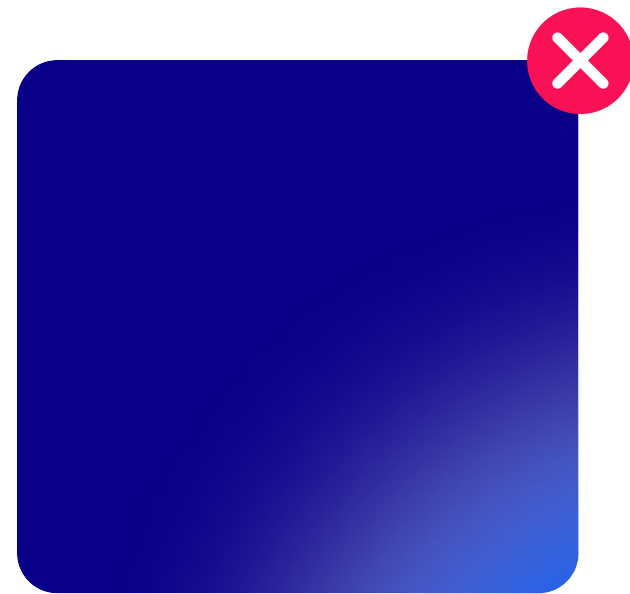
Tilt 45%



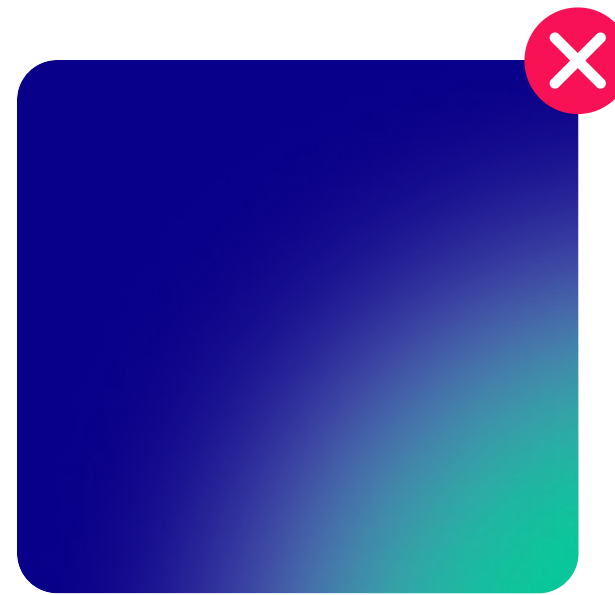
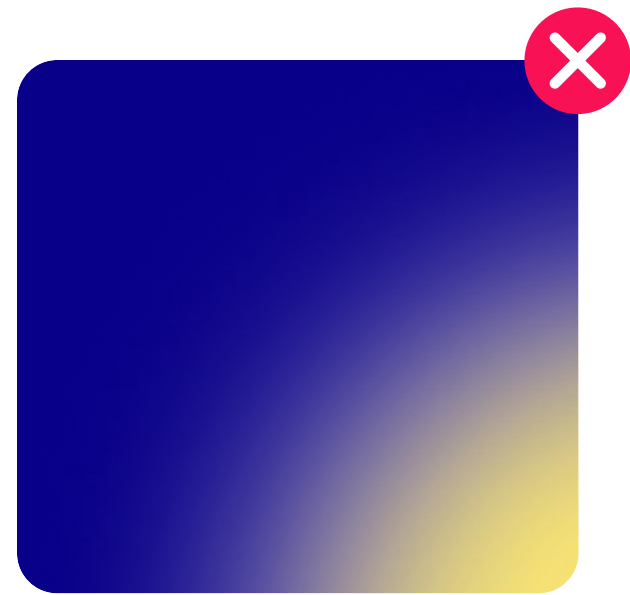
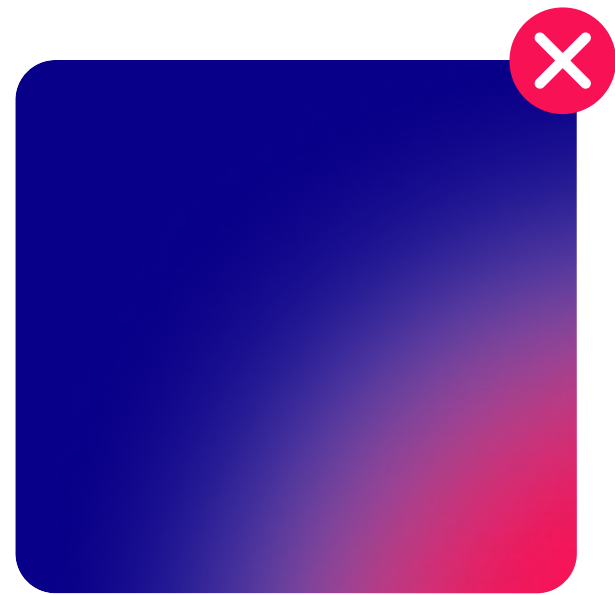
Square

Gradients

Not allowed



Ratio change
color quantity



Changing colors

Graphic elements

Category icons

General principles

As the main background color, a gradient of Night Sky and Ozon blue brand colors is used. To create an official style, Night Sky is used in priority.

The gradient is located on the right in the corner.

Graphic elements are always located in the lower right corner, with overhangs. It is not allowed to make changes to the background fill.

As icons, 3D elements of corporate gray color with highlighted details or cropped photographs are used.

3D icons



Alternative option



Photos



Alternative option



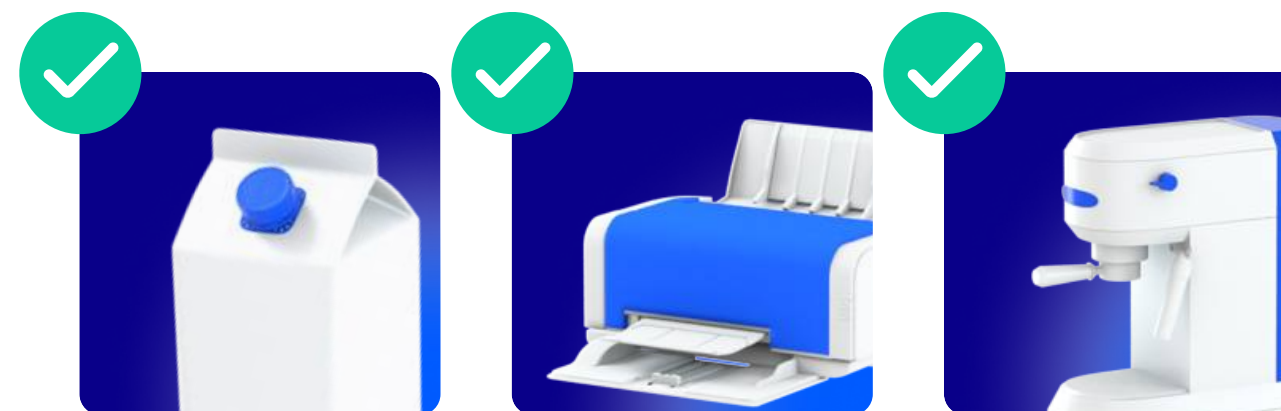
Category icons

Example 1

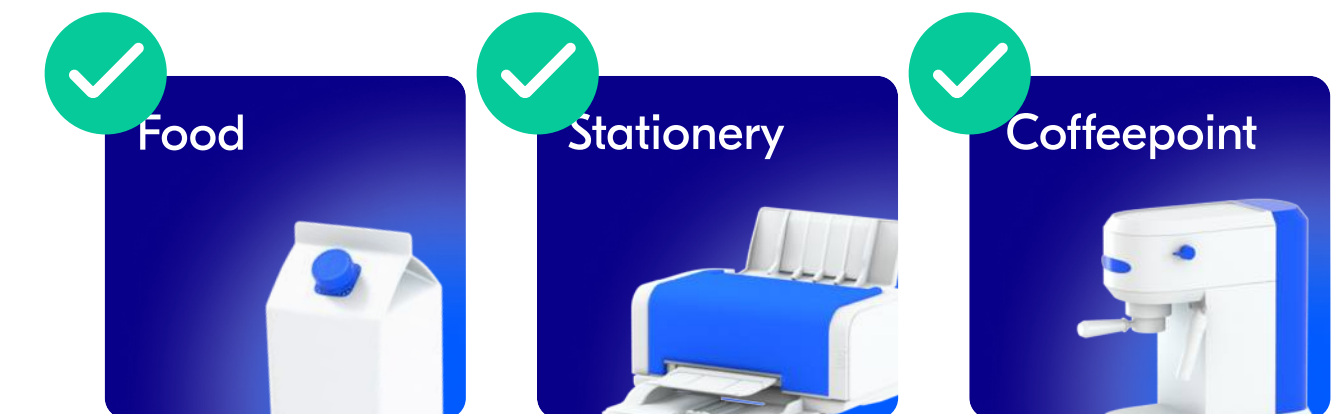
3D icons

Graphic elements must not be placed in the center, from the left edge, in violation of the composition. It is necessary to observe the proportionality of the elements.

3D icons



Alternative option

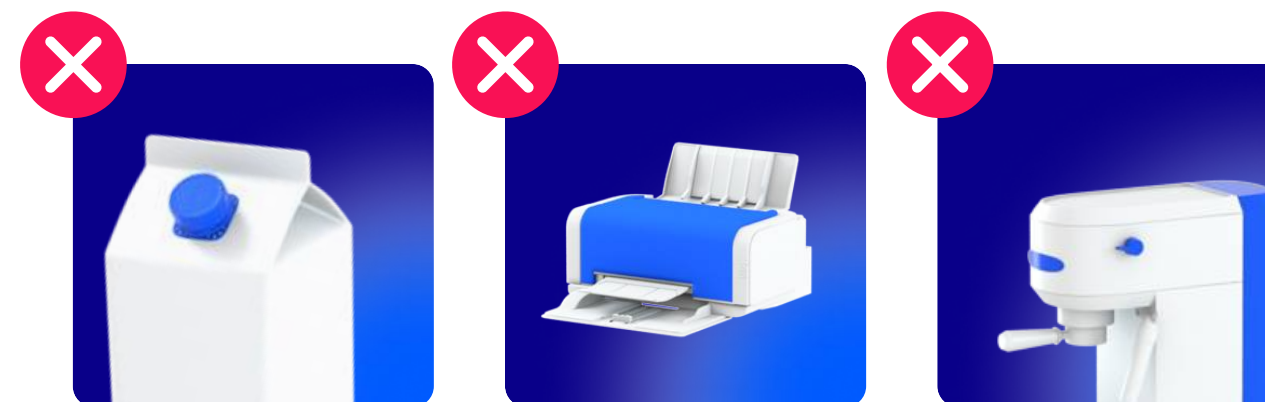


Alternative option

The icon title is left-aligned, at the top of the icon. It is not allowed to overlap the text with graphic elements, the arrangement of elements right next to the text.

Not allowed

Change the arrangement of elements. Place text out of outline



Category icons

Example 2

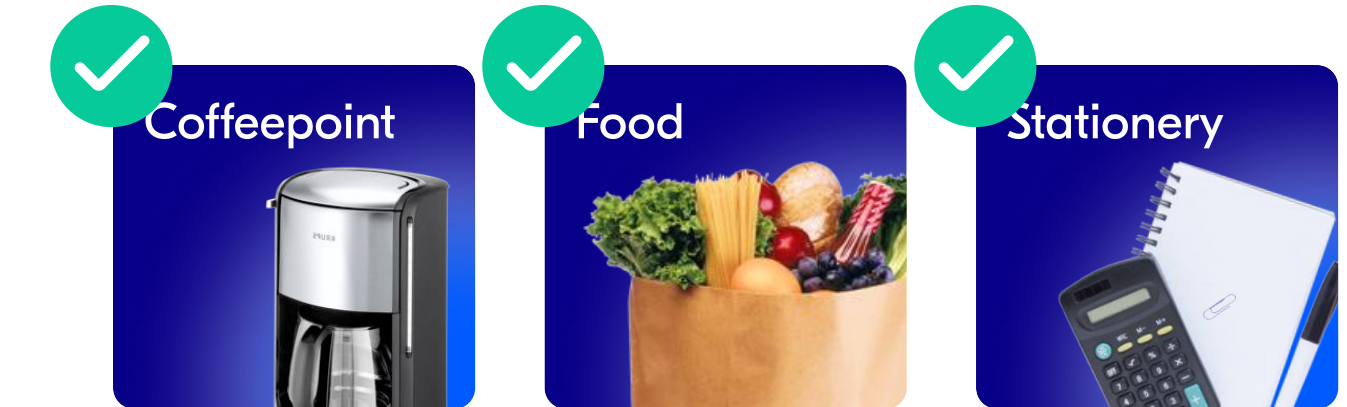
Photos

Graphic elements must not be placed in the center, on the left edge, in violation of the composition. It is necessary to observe the proportionality of the elements.

Photos



Alternative option

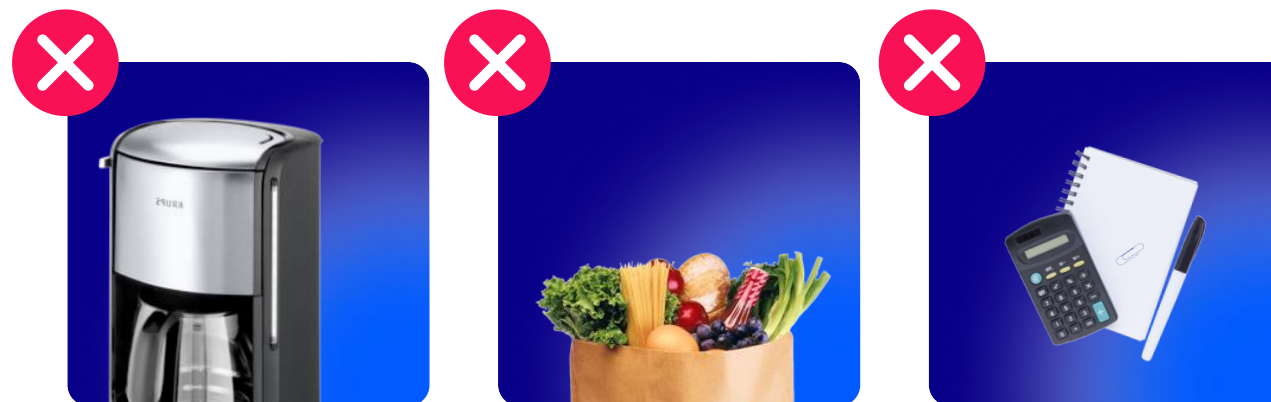


Alternative option

The icon title is left-aligned, at the top of the icon. It is unacceptable to overlap the text with graphic elements, the arrangement of elements right next to the text.

Not allowed

Change the arrangement of elements. Place text out of outline



Photographic materials

Photo types

It is preferable to use simple and clean high quality photographs with careful clipping.



Not allowed to use

Too dark objects on which details are poorly read. Photos of poor quality. Photos with irregular geometry



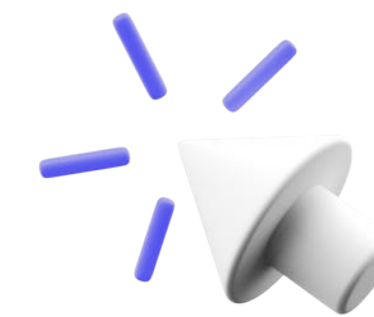
3D icons

Usage

The style is used to reinforce the thesis, illustrate thoughts and visually enhance textual information. For example, on landing pages, leaflets, guides, promos.

Distinctive features

The main color for creating the compositional center is Light Moon, and Ozon Blue is used for accents - this is how the priorities of the composition are distributed, and the corporate identity is also emphasized. Simple and clear 3D illustrations with a percentage ratio of 70/30 - 70% gray, 30% blue, complete the composition, thereby reflecting not only the category itself, but also related products. Therefore, only 1-3 items in the icon are enough to show what is in this category.



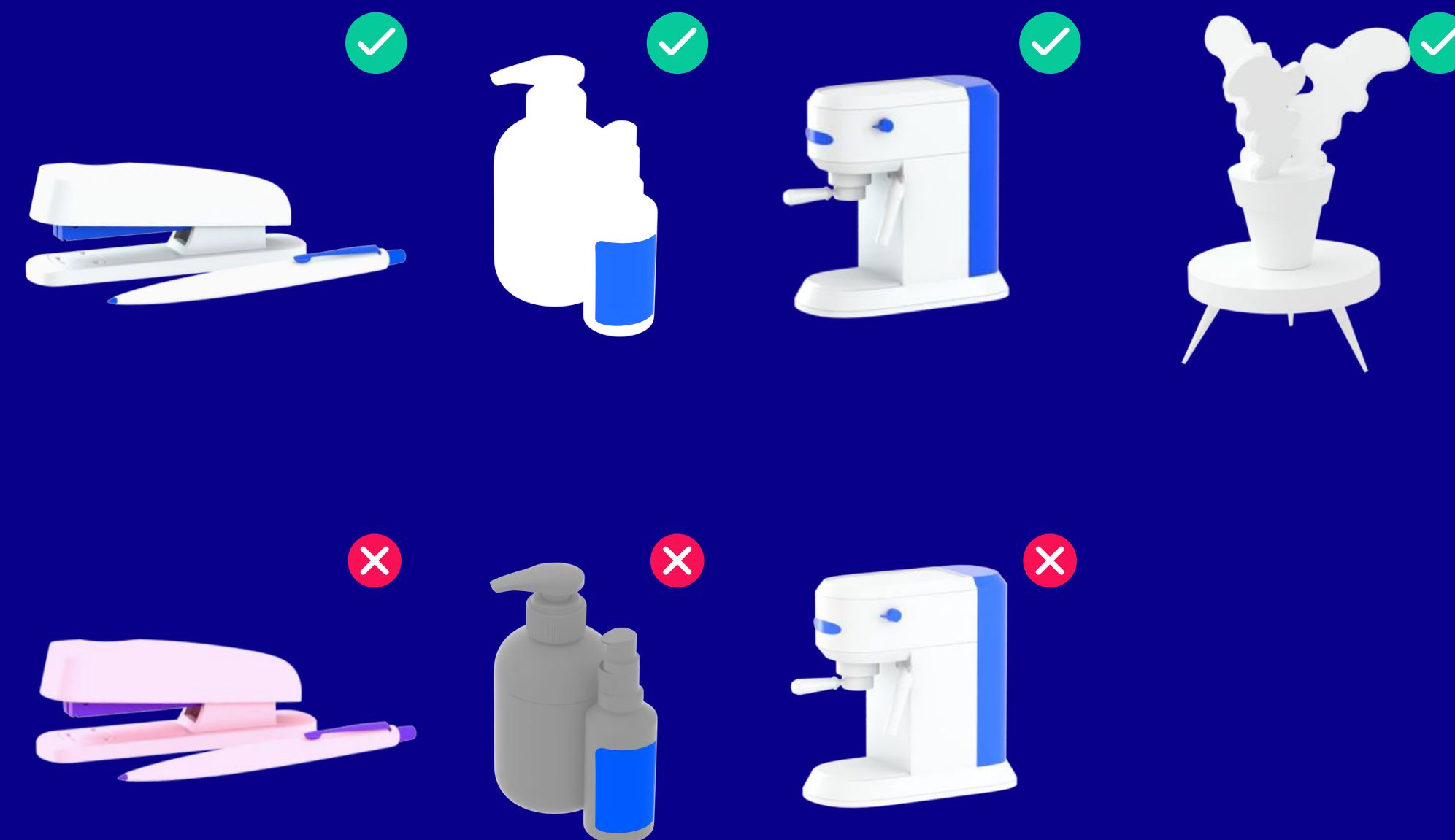
3D icons

Icon types

It is preferable to use neat 3D models in Ozon Blue and White, high quality with soft lighting.

Not allowed

White with shades of other colors.
Insufficient render lighting.
Render overlay.



3D icons

[Download](#)

Category icons



3D icons

[Download](#)

Additional materials



3D characters

Characters

This is the key figure of the service - the personification of this direction. He should always radiate positive emotions and be associated with business direction.

Distinctive features

The characters must be open to the viewer, depict any action, stiffness and a gloomy expression are not allowed.

Clothing is used in Ozon's signature colors. Overly revealing or informal clothing should not be worn.



[Download](#)

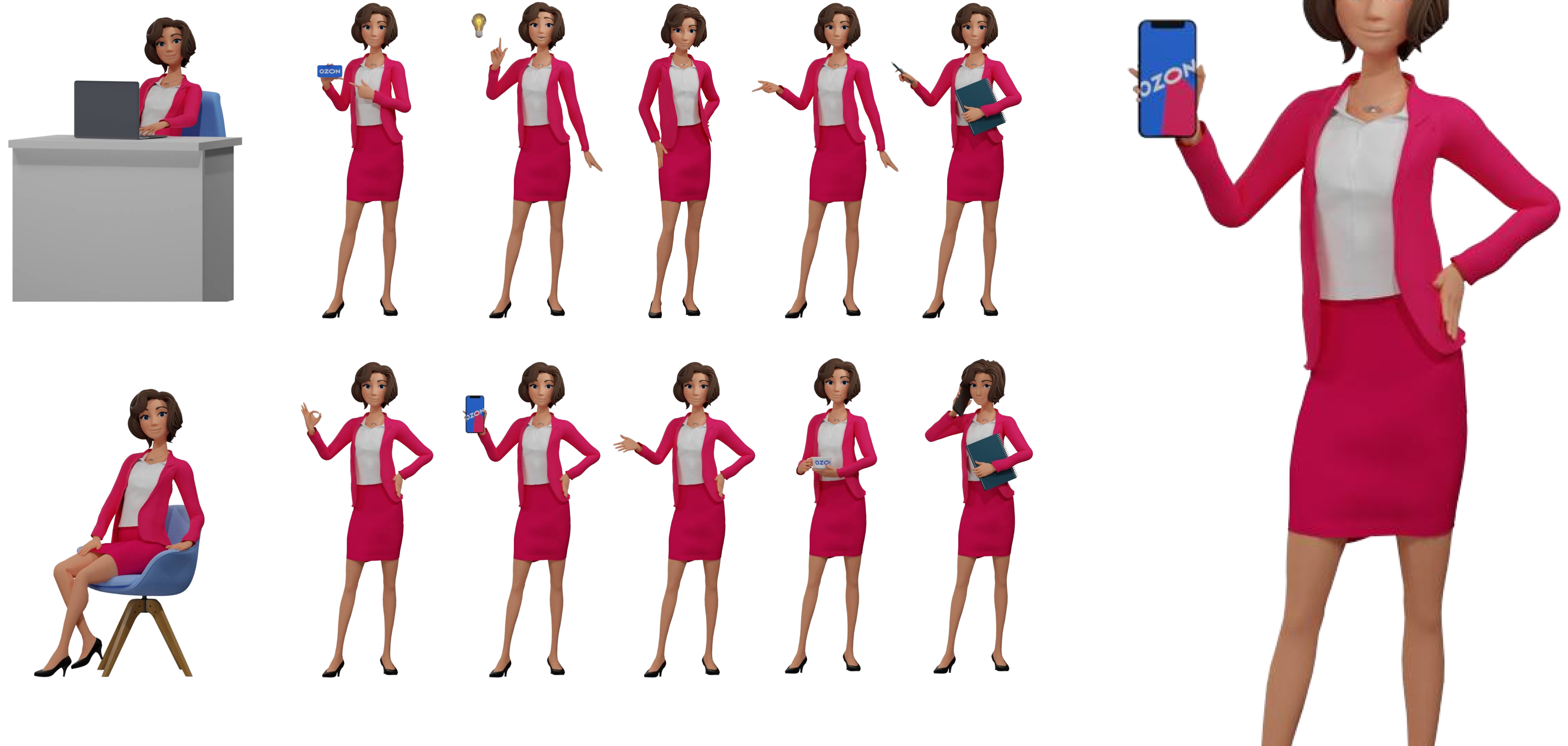
3D characters

Business style. Male character.



3D characters

Business style. Female character.



3D characters

Emotions. Female character.



Emotions. Male character.



Building the scene

Building the scene

Beginning of work

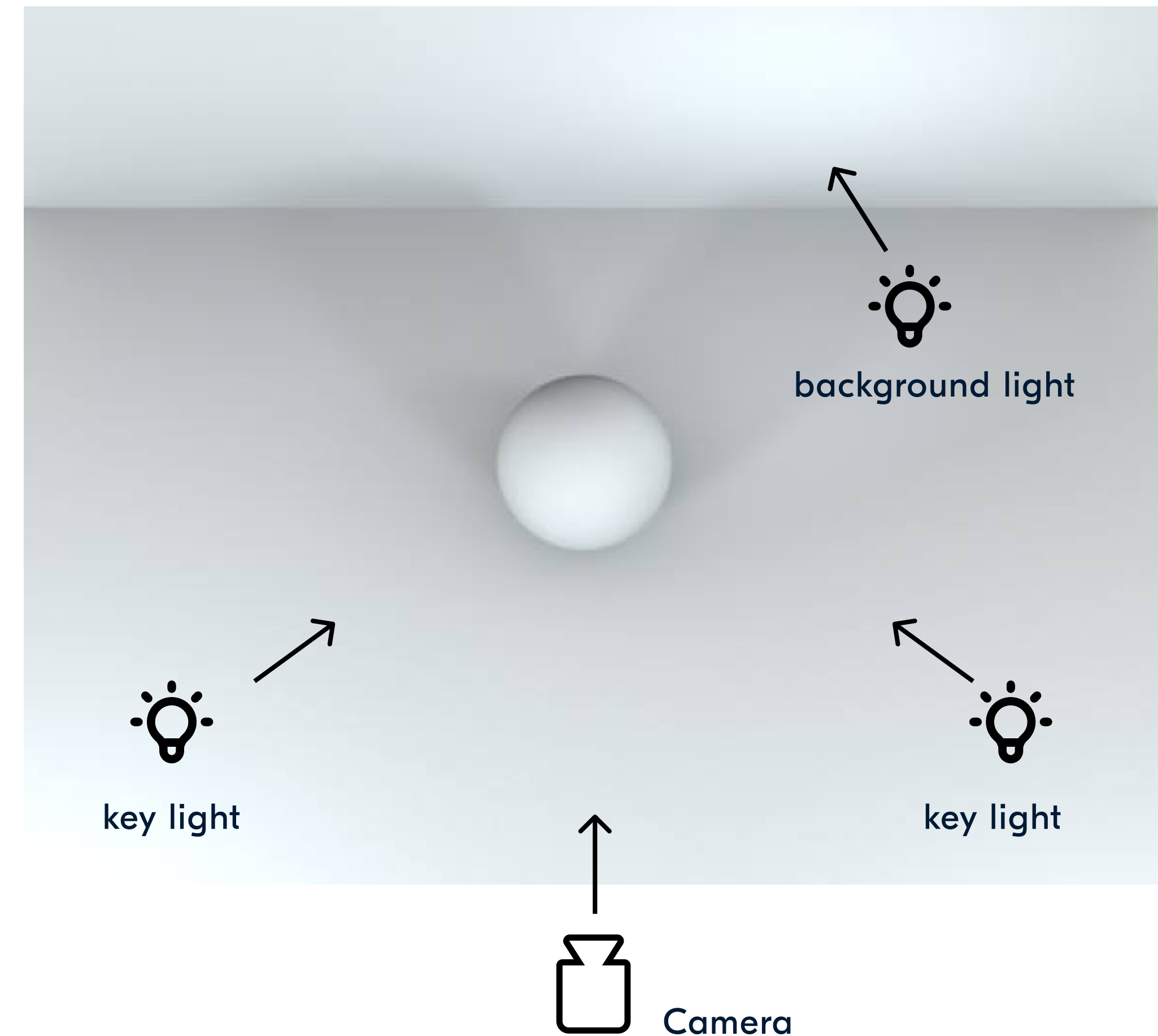
Start

When working with 3D, the illustration style is applied.

Building

Creating a scene starts with adding a camera, setting up a lens, and then adding a light source. To navigate the scene, any primitive is created (cube, sphere, pyramid).

If it's not about realism with architecture, a cyclorama is optionally added.



150 mm lens allows you to achieve a dense arrangement of objects with minimal distortion

Building the scene

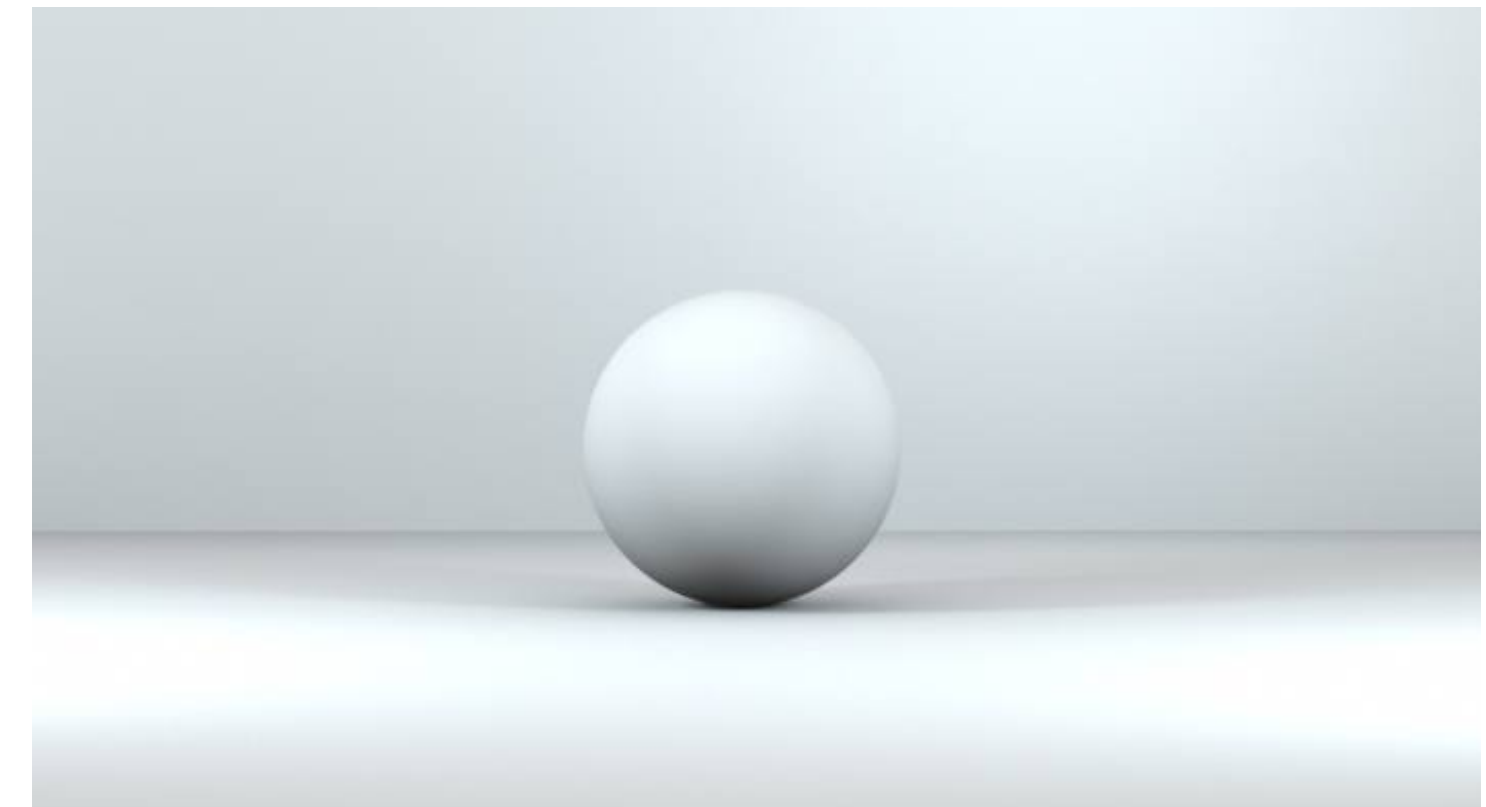
Camera

Start

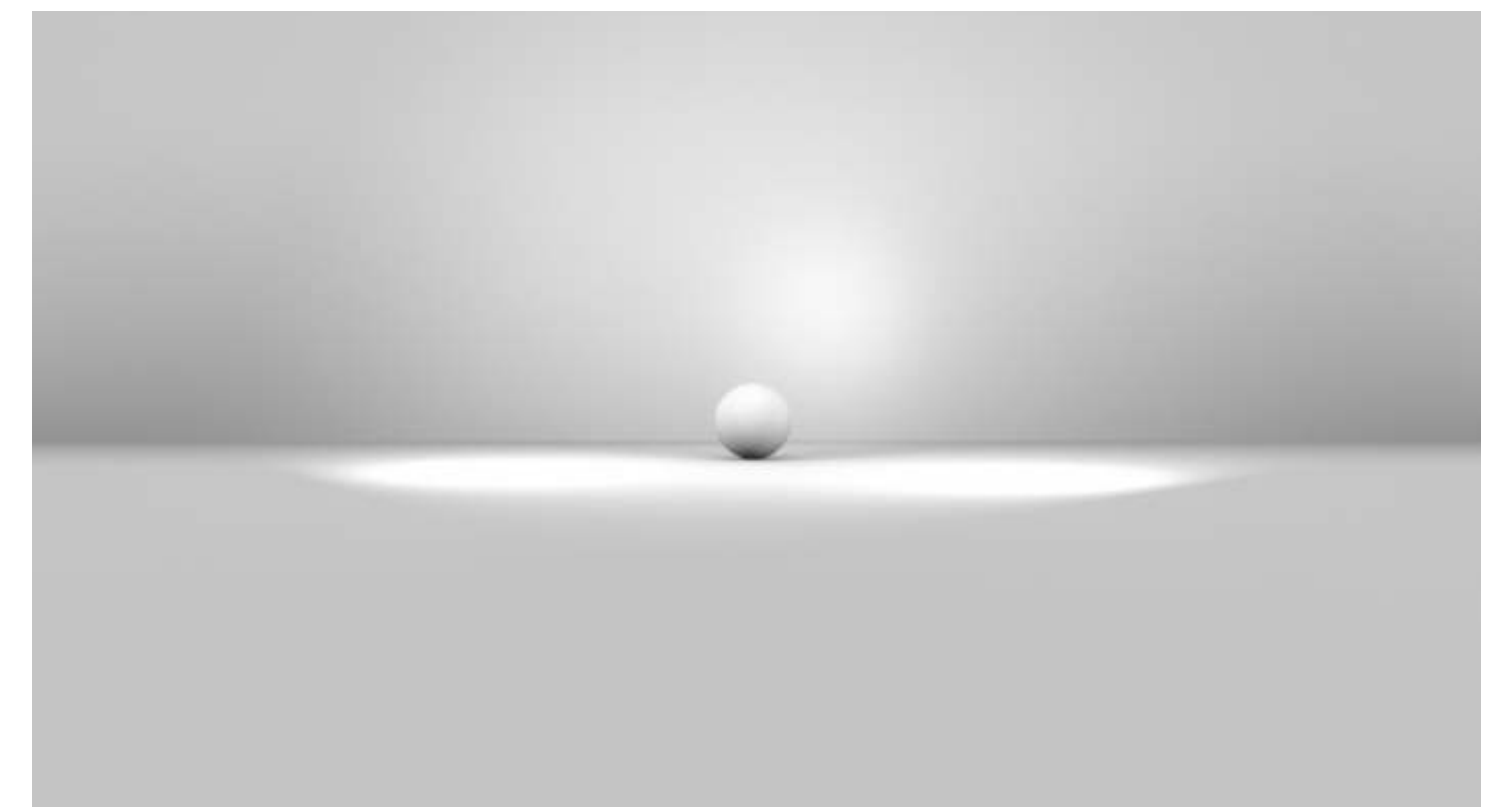
It is recommended to use a 150 mm lens, which allows you to achieve a dense arrangement of objects with minimal geometry distortion. The difference between different lenses is shown on the right. It is allowed to change the focal length, depending on the scene and composition, not less than 50 mm.

Additional settings

Depth of field and exposure change are recommended not to be used in static scenes. It is better to select more flexible color settings on the finished render in Photoshop.



150 mm



36 mm

Building the scene

Filling

Process

After creating the scene, it is filled with models, the construction of elements (objects). It is possible to assemble the required model, as well as download models from websites or stores.

Models must comply with general recommendations and be associated with the theme of the selected category.

Recommendations

sketchfab.com, archive3d.net ,
free3d.com, turbosquid.com,
cgtrader.com, 3ddd.ru



Lighting

Lighting

General principles

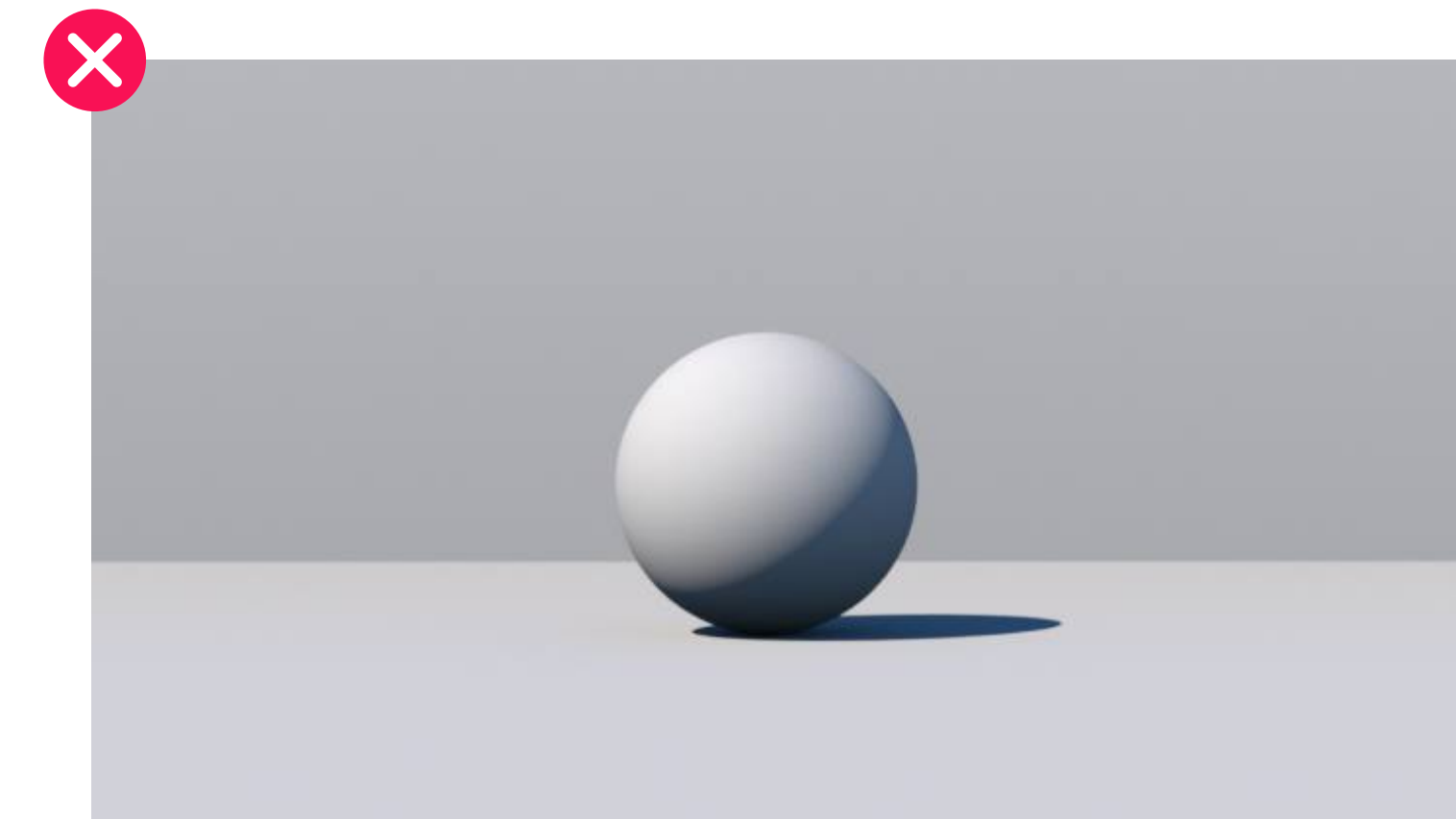
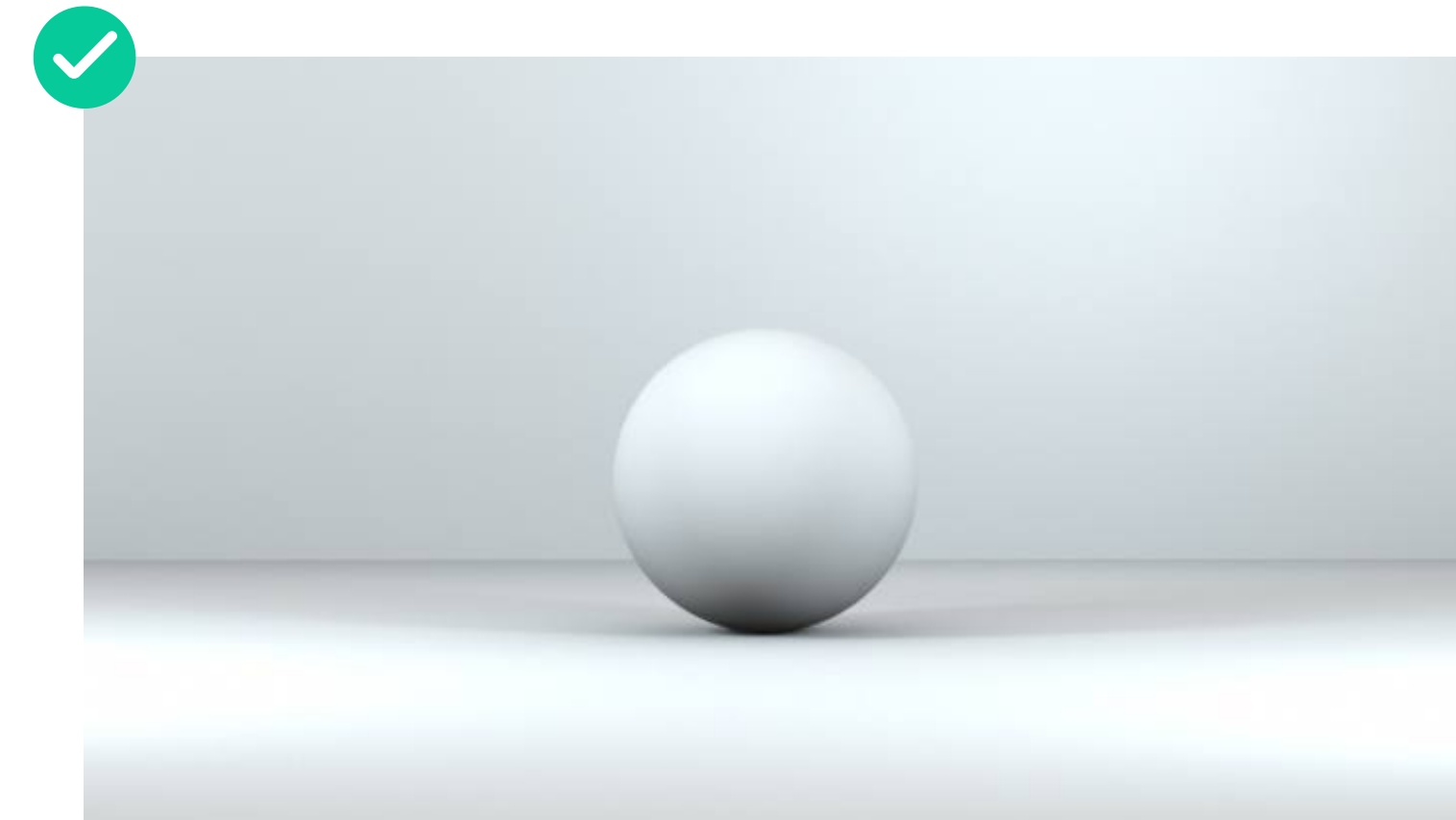
Process

The illustrations use soft fill light without harsh shadows or highlights.

Light sources and logic

Uses large-sized, low-intensity key lights to soften shadows and create light gradients on surfaces to emphasize the geometry of objects.

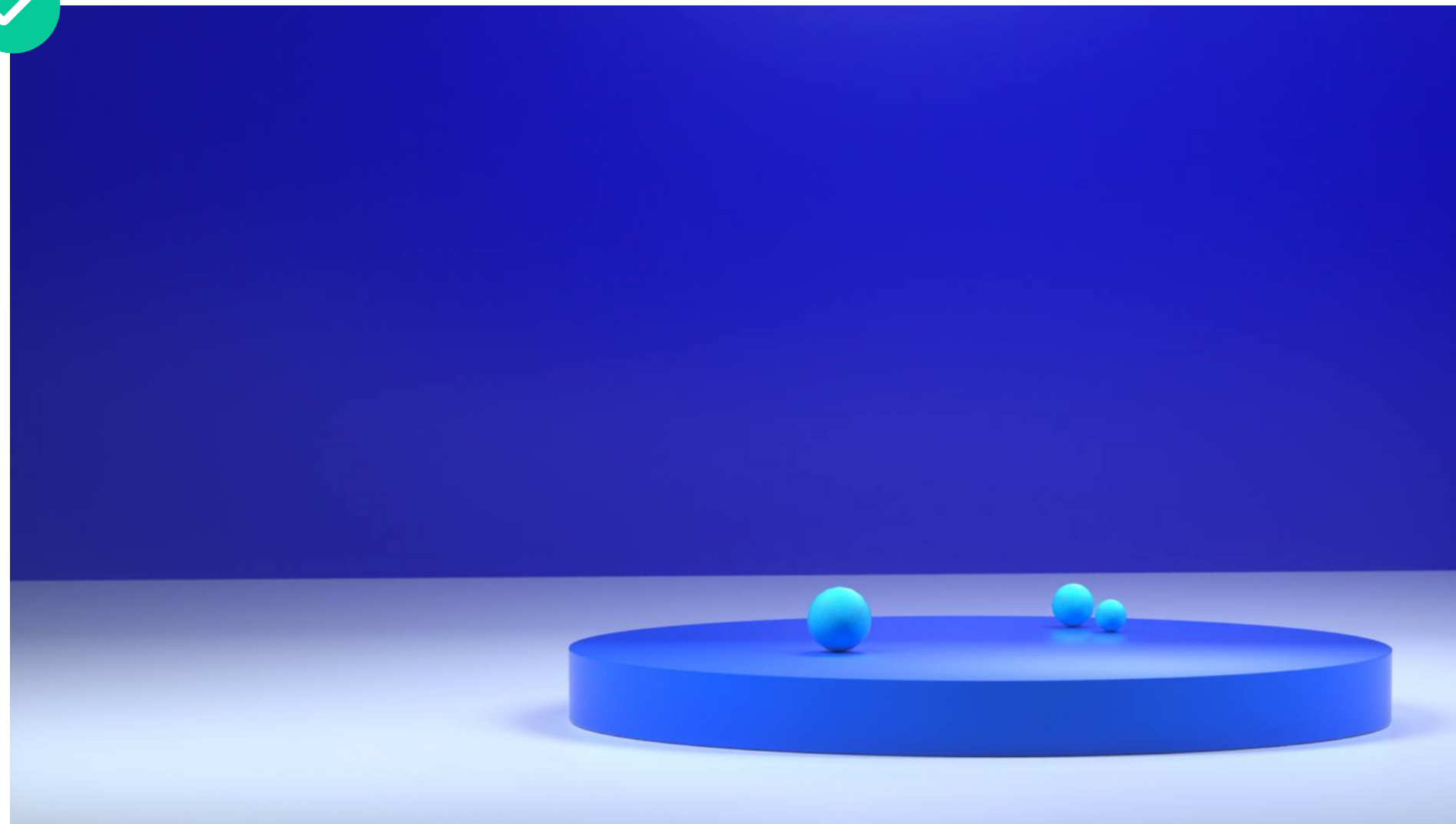
As an alternative or in addition to the main light sources, HDRI maps can be used. These are ready-made panoramic maps of the environment, collected from photos of the real environment, for example: street, interior, studio lighting. Most often used in object renderings or when you need to fit some object into the real environment.



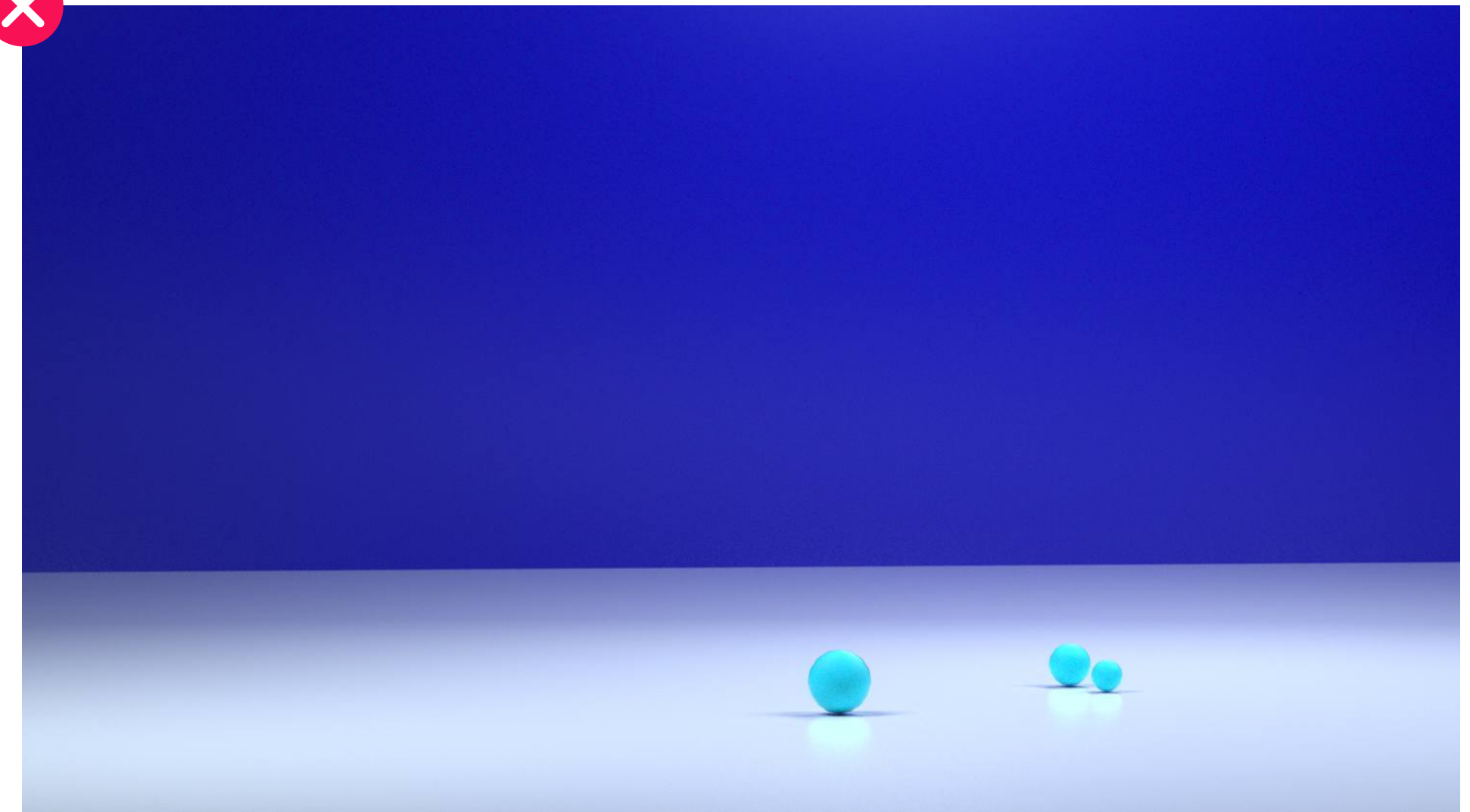
General recommendations for building scenes

General recommendations

Example #1



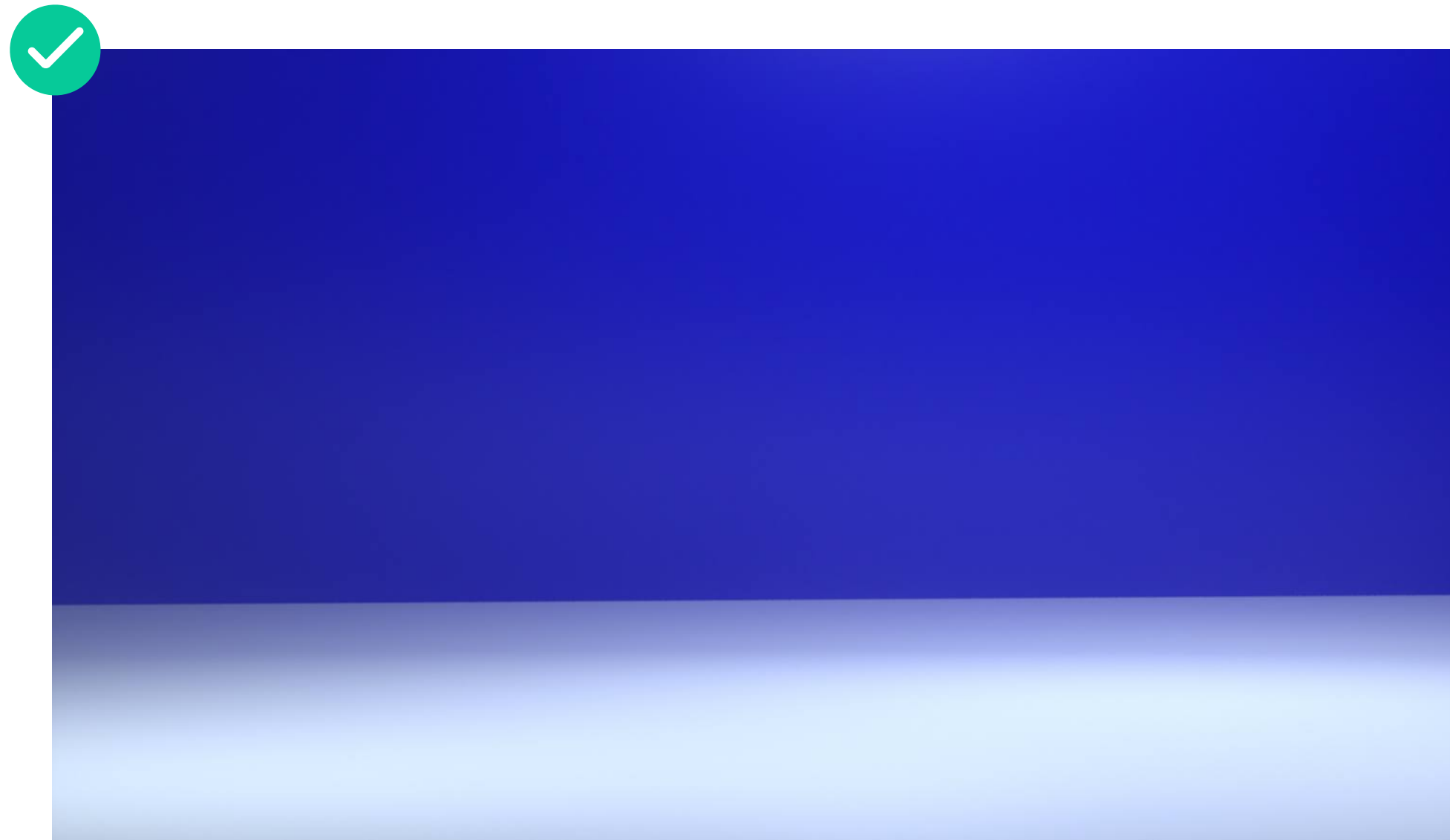
When preparing scenes, use a podium (stage) to highlight key objects, compositions, abstractions, create a premium, as well as to separate objects from the floor.



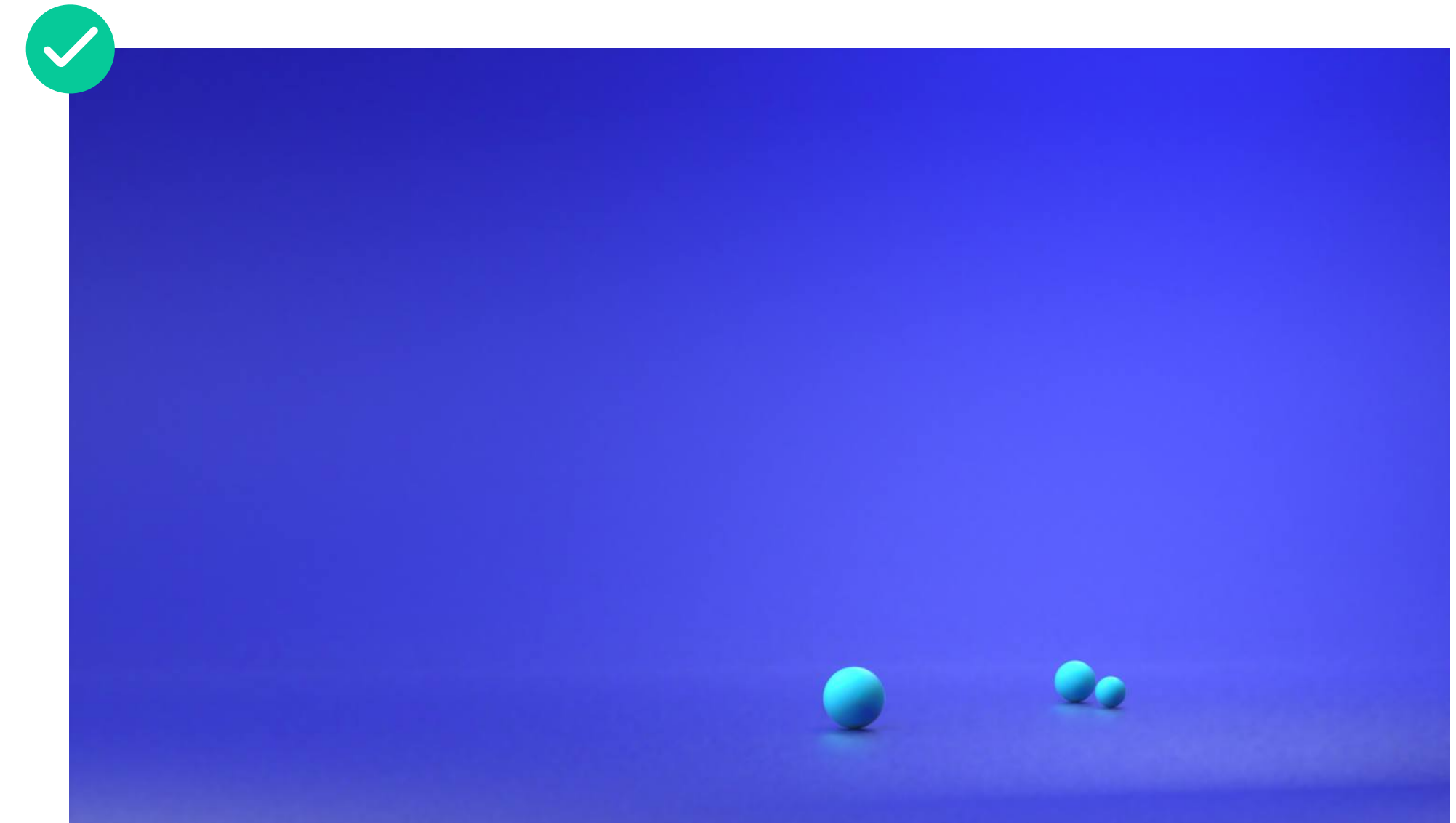
It is not recommended to place objects on an empty floor to avoid excess air and a feeling of emptiness.

General recommendations

Example #2



As a background, 2 planes in the corporate color are used. The back can change color depending on the composition and arrangement of objects



It is allowed to use a cyclogram based on from the scene requirements.

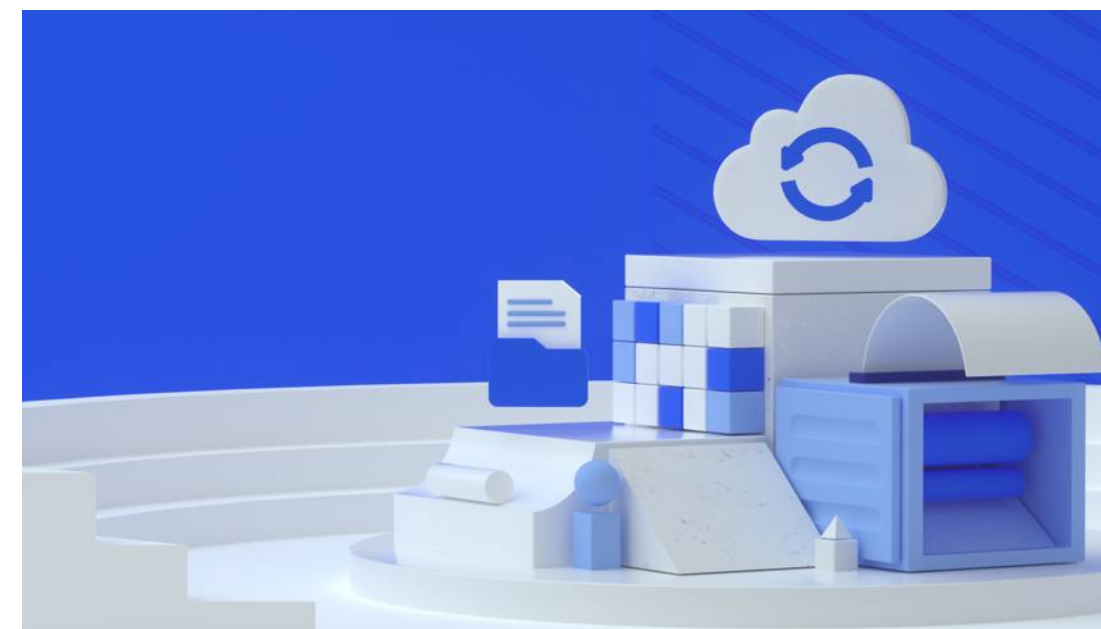
General recommendations

Scene work examples

The composition is located in the lower right part of the workspace. The USP is located at the top left.

3D scenes that visually display the USP or the theme of the category. The scenes use themed 3D assets, decorated into abstract compositions.

It is possible to assemble the necessary models or use pre-made ones.



Example for EDI. Thematic elements, corporate colors are used



Millions of products



Cashback



Quick purchases

How not to do



No key light



Very glossy texture is used



No HDRI light

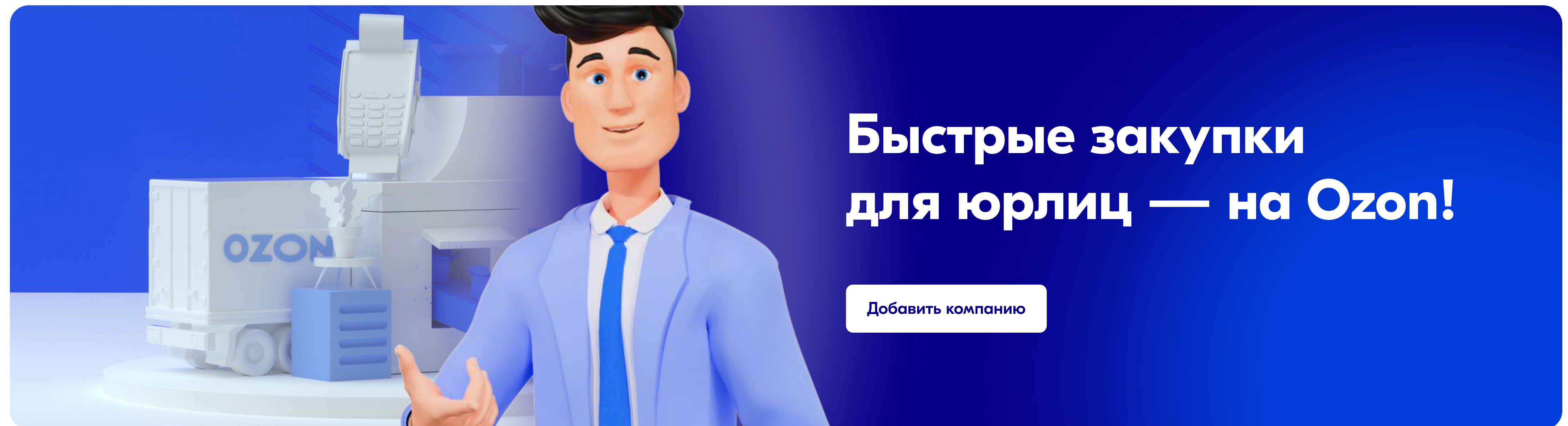


The scene is overloaded with colors, invalid colors are used

Promo materials

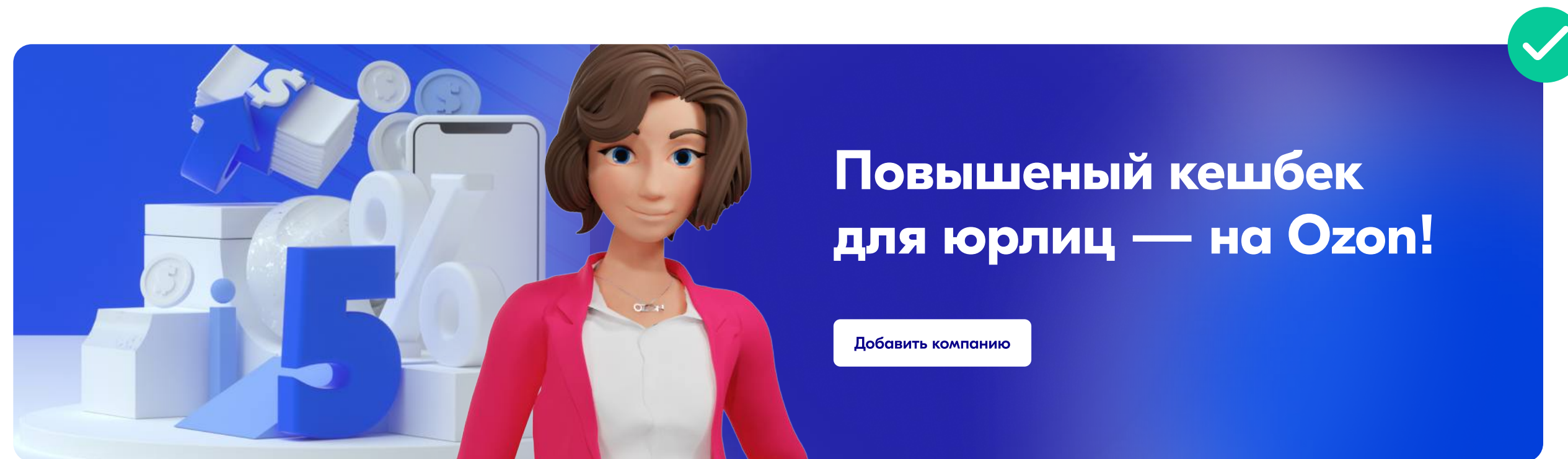
Promo materials

Banner on the main page



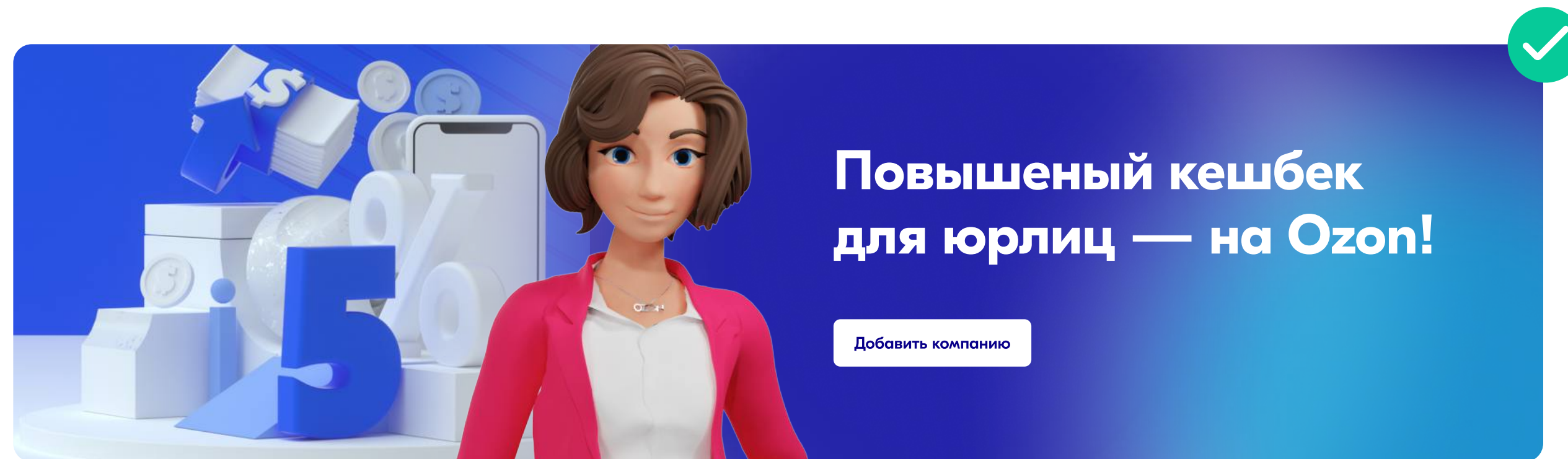
The promo layout consists of three parts: a 3D scene, a character, and a text part. The character in the layout should be located large, right through on at least two sides.

Promo materials



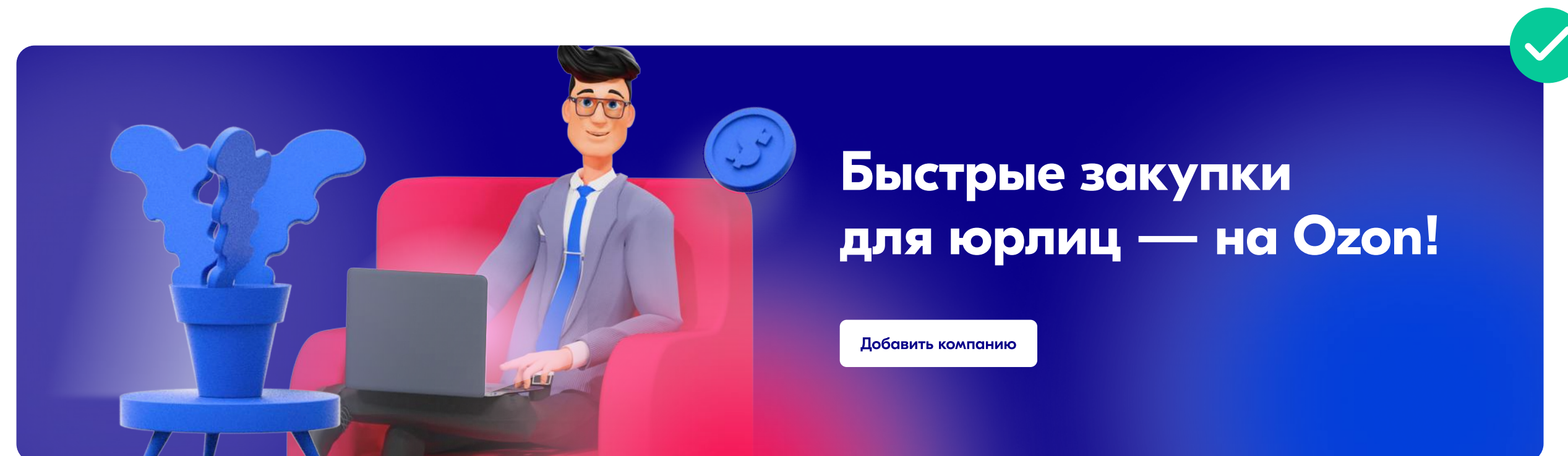
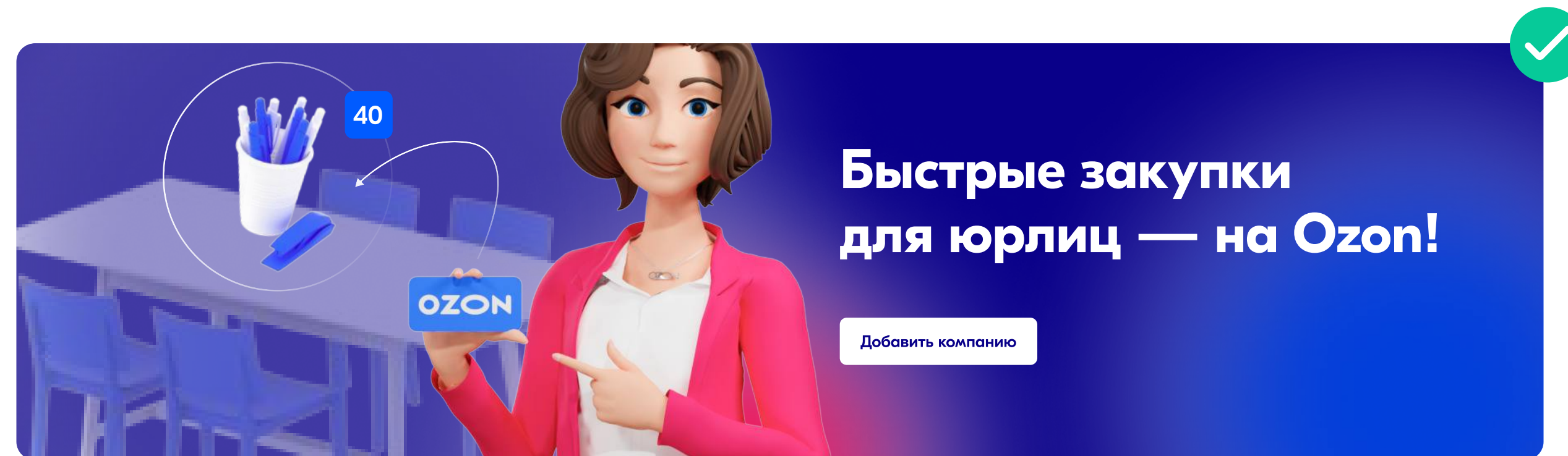
Banners can consist of both 3D scenes together with the character, and alone.

Promo materials



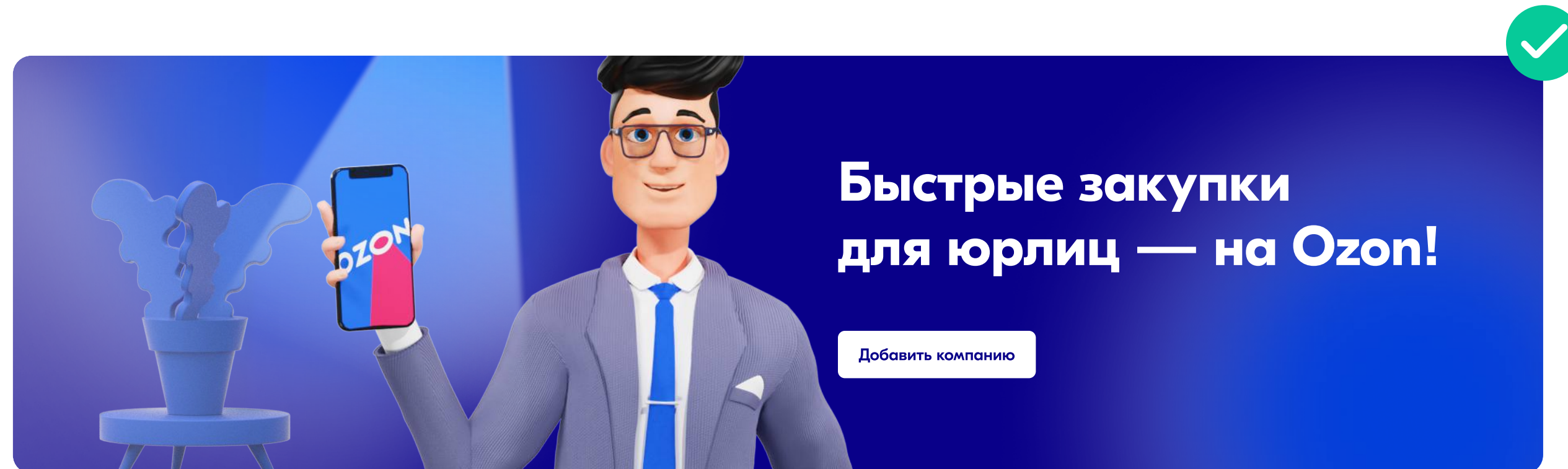
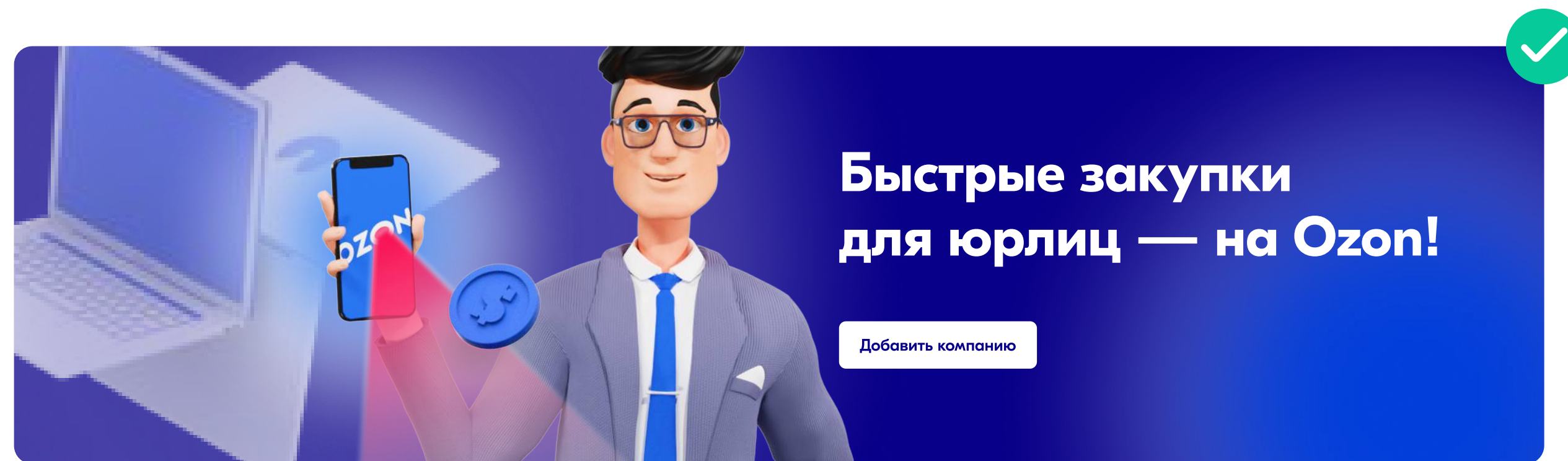
Variant layouts with complementary color.

Промо материалы



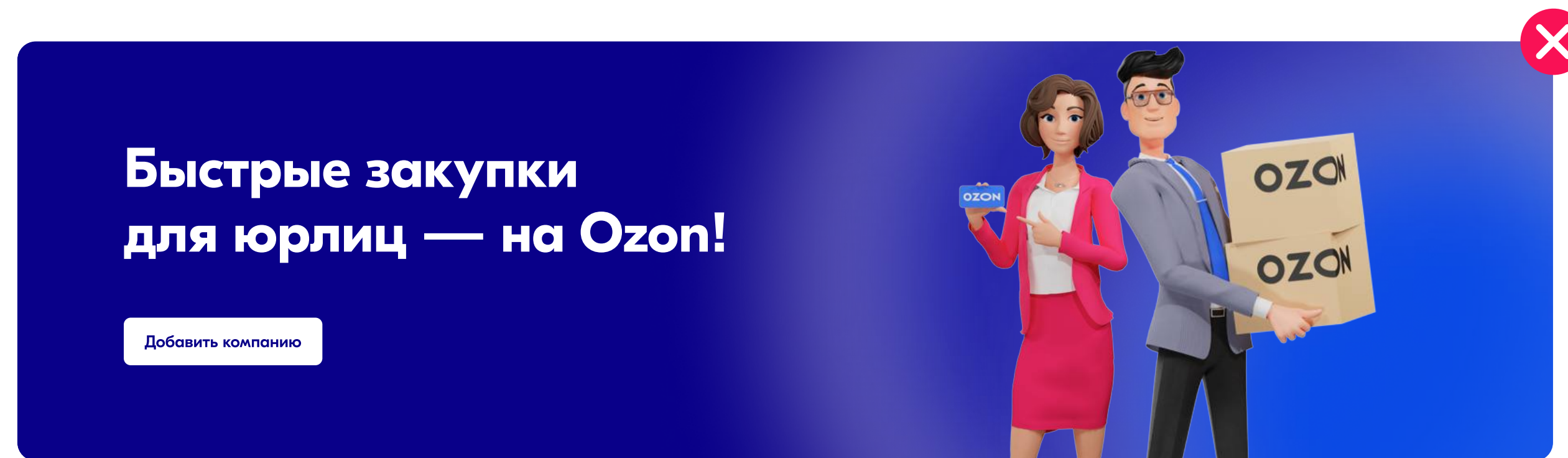
При использовании отдельных 3D-объектов вместе с персонажем необходимо выстраивать композицию в пространстве, добавляя полупрозрачный градиент между объектами, чтобы создать воздушную среду. Также стоит добавить рефлекс от красных объектов. Не стоит использовать больше 5 3D-фигур.

Промо материалы



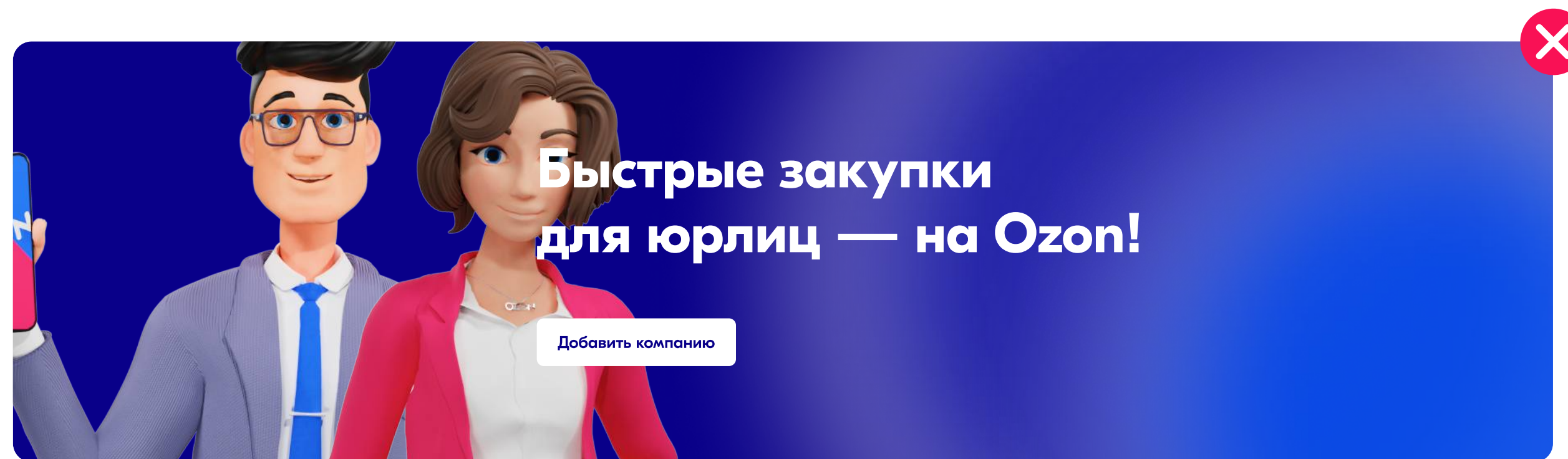
Для дополнительного смыслового акцента можно использовать эффект «софит».

Промо материалы

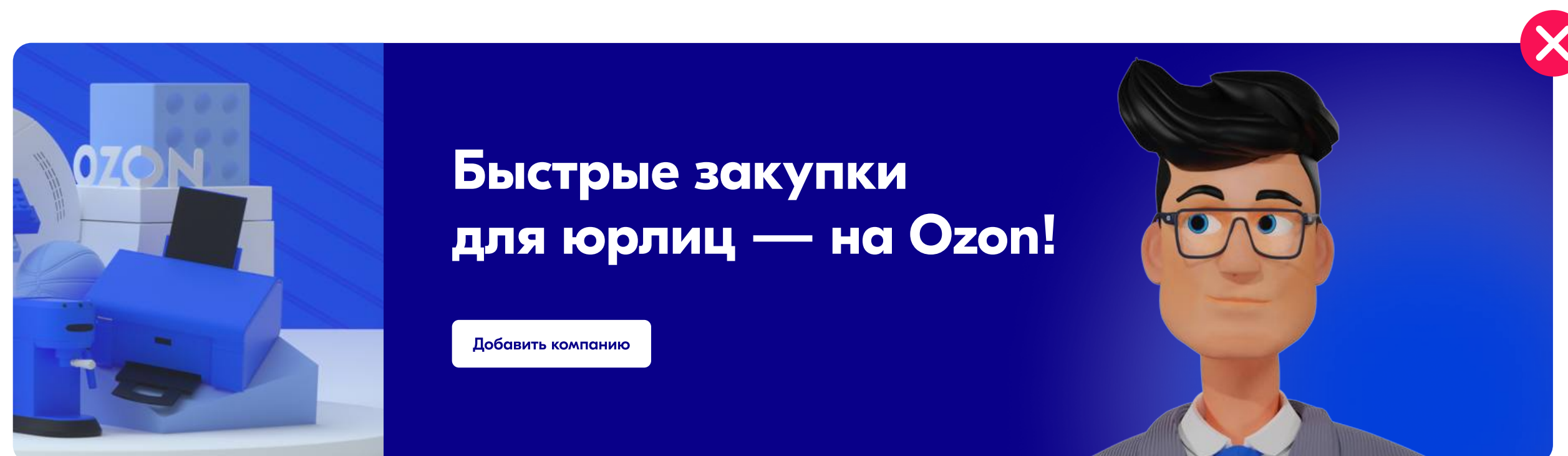


При размещении героя на баннере стоит следить за масштабом фигуры. Персонажа лучше всего размещать по пояс и соблюдать правила кадрирования человеческой фигуры.

Как делать нельзя

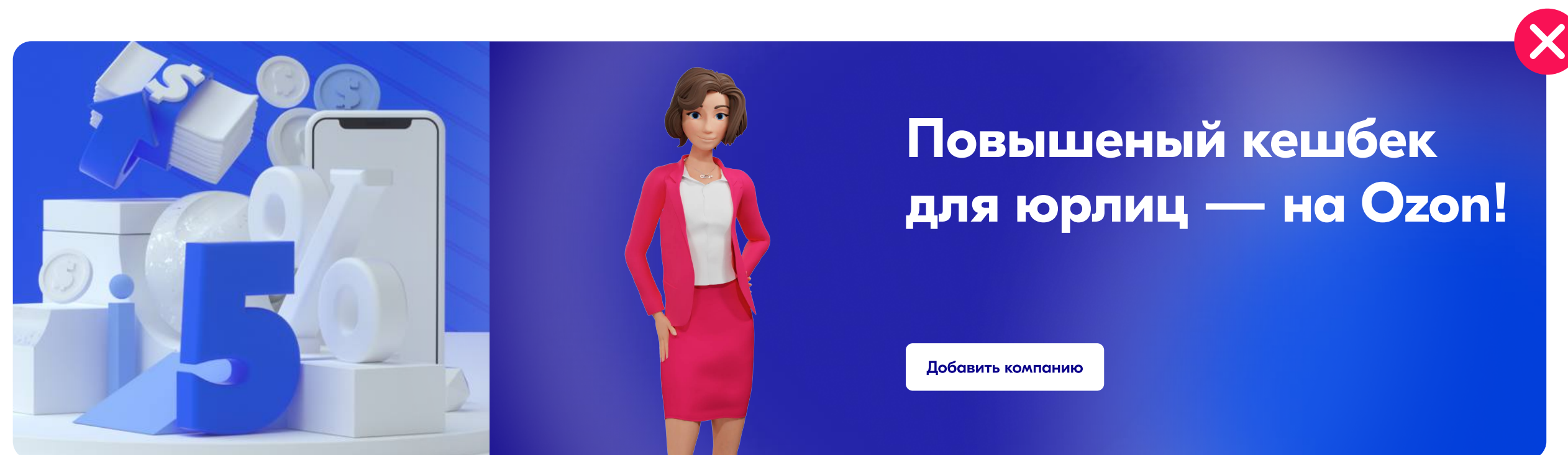


Не допускается размещать текст непосредственно на объектах сцены.



Не допускается кадрирование сцены за край.

Как делать нельзя




Рекомендуется избегать излишнего негативного воздуха. Не игнорировать правила композиции.

Landing

Landing Widgets

Распродажа месяца



...
48

-15%

606 Р 718 Р


505 Р цена без НДС

Кофе в зернах Jardin Crema, 1 кг, средняя обжарка,...

★★★★★

В корзину

За час или обычная доставка



...
48

ЯВЛЯЕТСЯ МЕДИЗДЕЛИЕМ
ПРОДАНО БОЛЕЕ 70 000 ШТ
3 РЕЖИМА РАБОТЫ

-10%

890 Р 990 Р

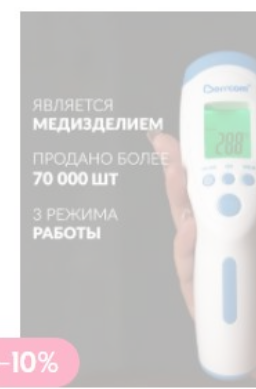
890 Р цена без НДС

Термометр медицинский бесконтактный Bergcom JX...

★★★★★

В корзину

Сегодня доставит Ozon



...
48

ЯВЛЯЕТСЯ МЕДИЗДЕЛИЕМ
ПРОДАНО БОЛЕЕ 70 000 ШТ
3 РЕЖИМА РАБОТЫ

-10%

850 Р 945 Р


850 Р цена без НДС

Термометр медицинский бесконтактный Bergcom JX...

★★★★★

В корзину

Сегодня доставит Ozon



...
30

-78%

609 Р 2 800 Р


Без НДС

Увлажнитель воздуха Gamber GXZ-1630, белый

★★★★★

В корзину

Сегодня доставит Ozon



...
8

109 Р


90.83 Р цена без НДС

Шоколад Nature's own Factory Гречишный, с...

★★★★★

В корзину

За час курьером Ozon Express



...
9

134 Р

111.67 Р цена без НДС

Schogetten Trilogia Белый шоколад с грильяжем и...

★★★★★

В корзину

Сегодня доставит Ozon

КЕШБЭК
ДО 5%




БЫСТРЫЕ
ЗАКУПКИ
ДЛЯ ЮРЛИЦ



Чайники и кофемашины [смотреть всё](#)

Часто покупаете?



...
106

-16%


2 144 Р 2 580 Р

1 786.67 Р цена без НДС

Бестселлер

Электрический чайник Bosch TWK3A011, белый

Часто покупаете?



...
76

-22%


1 545 Р 1 999 Р

1 287.5 Р цена без НДС

Бестселлер

Электрический чайник Scarlett SC-EK27G-07

Часто покупаете?



...
64

-27%


1 290 Р 1 770 Р

1 075 Р цена без НДС

Бестселлер

Кофеварка капельная GAI AXV GL 0709, черный

Часто покупаете?



...
64

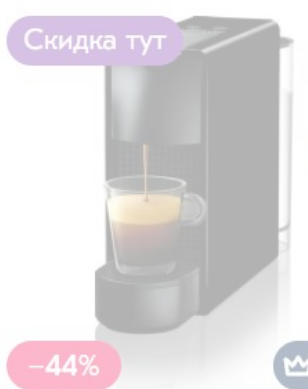
-16%

1 300 Р 1 549 Р

1 083.33 Р цена без НДС

Кофеварка капельная Maxwell MW-1657(ВК),...

Скидка тут



...
278

-44%


5 592 Р 9 990 Р

4 660 Р цена без НДС

Бестселлер

Капсульная кофемашина Nespresso Essenza Mini C3

Скидка 2000 руб



...
Express

-70%

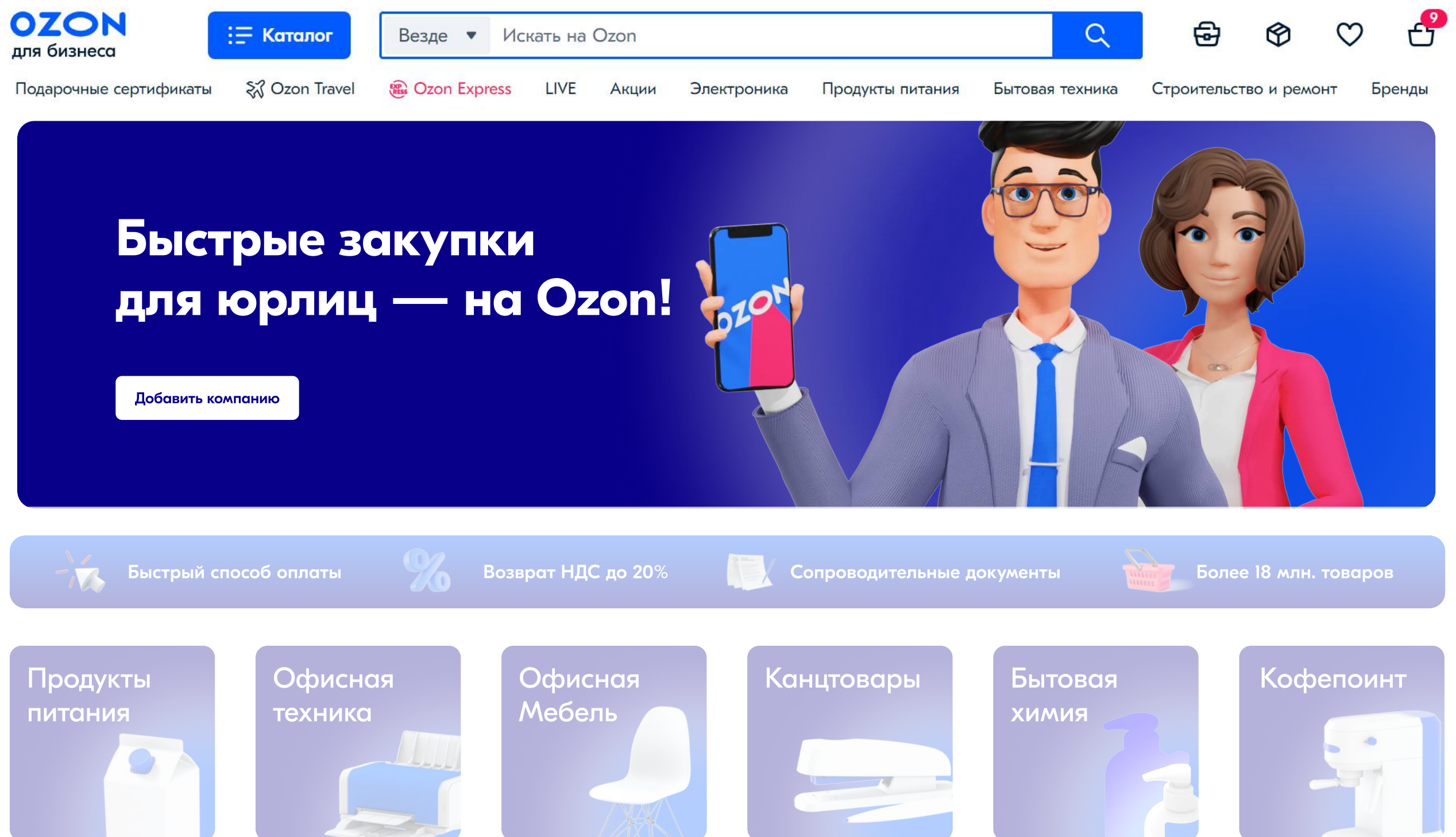
1 490 Р 4 990 Р

НДС не возмещается

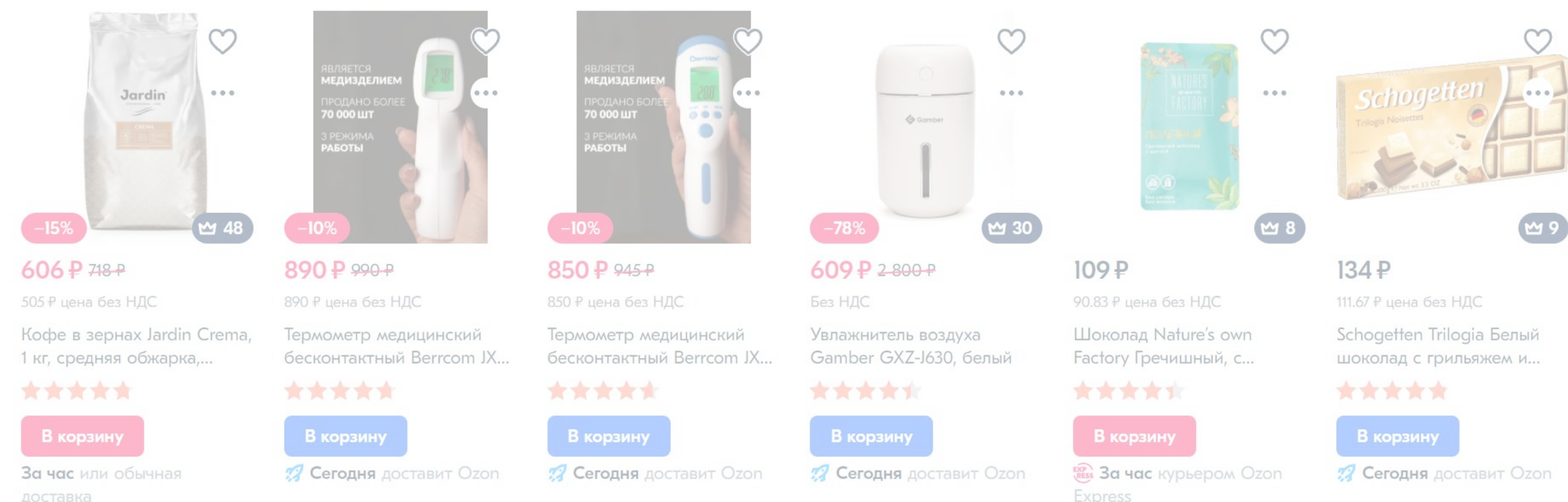
Бестселлер

Электрический чайник Pioneer 2 в 1 из

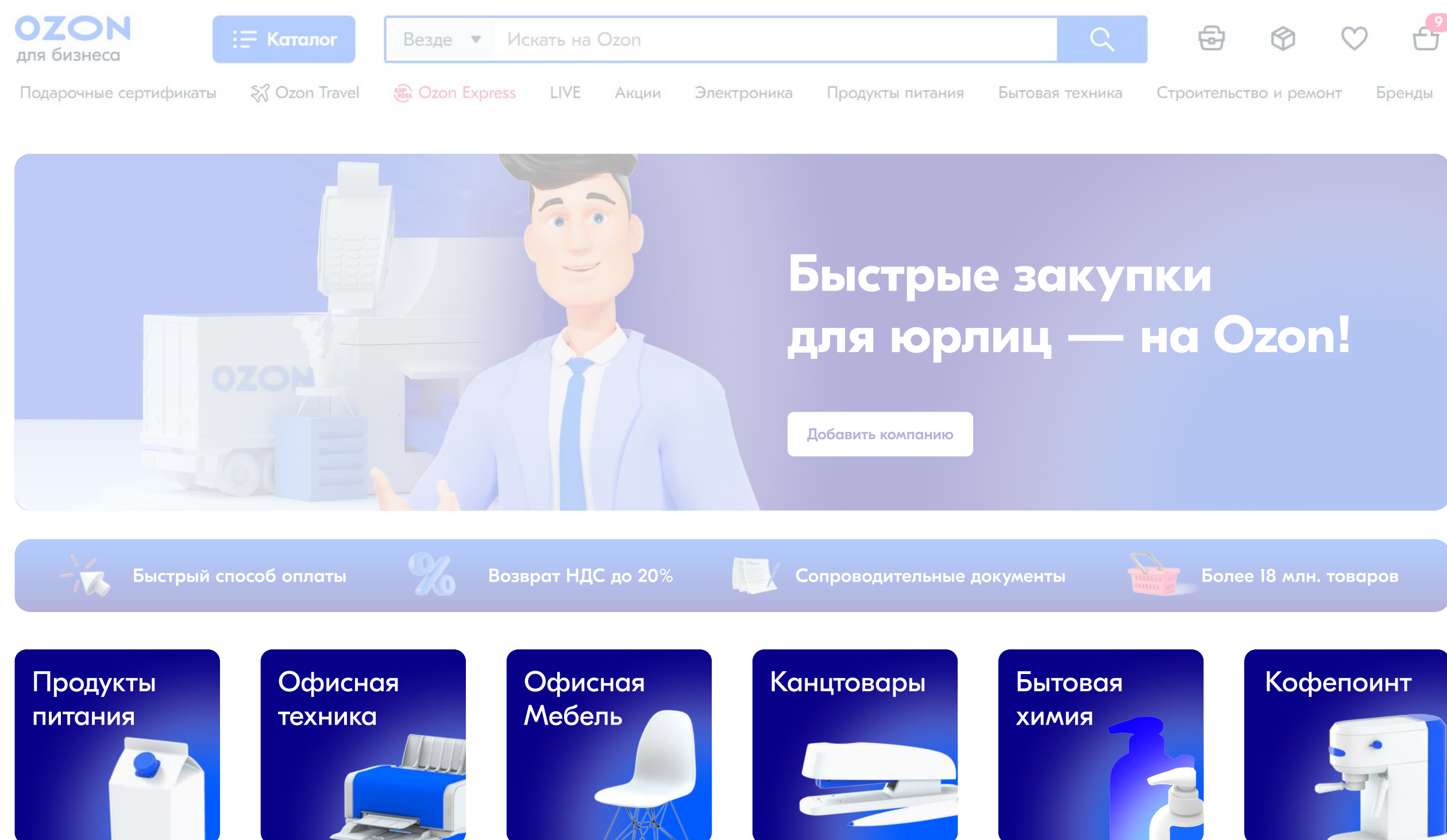
Landing Banners



Распродажа месяца



Landing Categories



Распродажа месяца

