

Brand guidelines

Ocado 2023

(a sample)

Rise and shine, sugar. It's showtime.



Logo

Logo

Typography

Colour

Motion

Brand devices

Illustration

Iconography

Voice

Photo (people)

Photo (food)

Video (studio)

Video (location)

Logo mark

Meet swirl.

Swirl is our symbol. It's seamless, organic and instantly recognisable, just like us.

Swirl effortlessly spirals outward, signifying continuous growth and endless possibilities. Its shape shares similarities with the "O" of Ocado.

Swirl is optimised for digital applications; its distinctness and scalability make it perfect for space-restricted places (eg, social profiles, favicons, product stickers, and the like).

Most of the time, swirl is accompanied by our wordmark.

Word mark

Our wordmark is "ocado" (no surprises there) with a lowercase 'o'. It's always found alongside swirl. There may be the odd occasion where it appears alone, but please check with the Brand Design & Identity team before letting it loose like this.

When swirl meets the wordmark, the Ocado logo is born.



ocado

Clearspace & minimum size

Please mind the gap

You know when you're parking the car, and the only spot left is the one next to the brand-new Porsche? Apply the same thought process here; stay nice and wide. The clearspace around the logo is a no-go zone, which means no text, graphics, or anything else should go within it. This helps keep our logo looking clean, slick, and recognisable. Dimensions below.

For individual logo elements:

For swirl, the clearspace size is equal to swirl at 25% size.

For the wordmark, the clearspace size is equal to the Ocado 'o' at 100% size.

For the lock up:

For the horizontal lockup, clearspace size is equal to swirl at 100% size.

For the vertical lockup, clearspace size is equal to swirl at 50% size.



✓ Minimum print size - 40mm
Minimum pixel height - 25px



✓ Minimum print size - 40mm
Minimum pixel height - 50px

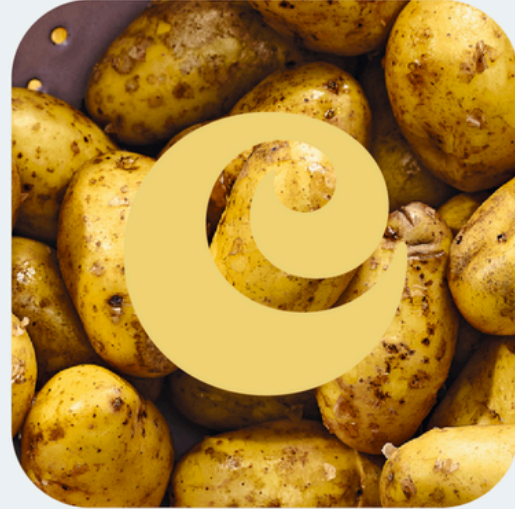


Logos & photos

Our logo loves food. It'd be weird if it didn't. So feel free to include it in product photos and videos.

Here's the method if you're going to cook with our logo:

- Make sure the logo is clear and legible on top of all photography
- Sit it in clear space
- Don't let photos overlap or hide the logo
- The logo can't be used as a holding device for photography [Note: some older versions of the Ocado van do this - old habits and all that]
- Be careful of colourways that impact the visibility of the logo
- Don't position products as if moving through the logo



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Full fig

Ocado Full Fig is our primary font. It's custom-made and super-friendly.

Full Fig is inspired by the personality of swirl served up with a portion of practicality so that it always performs well, even at small sizes. It comes in light, regular and bold. We also have a condensed version (Fig Roll) for times when we're short on space eg, packaging and roundels.

Headlines should be in Full Fig bold, subheadings and body copy should be in Full Fig regular.

Ocado Full Fig Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0123456789
£ & % @ ! #

Ocado Full Fig Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Ocado Full Fig Light Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0123456789
£ & % @ ! #

Ocado Full Fig Regular Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0123456789



Alternative fonts

Sadly, some platforms don't support custom fonts. In these cases, we need a figststitute. For headlines and body copy, our backup font is Poppins. Poppins is a freely available Google font that has the same warm, welcoming feel as Full Fig. For condensed copy (roundels and packaging only), we use Barlow Condensed.

Poppins Light

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
0123456789
£ & % @ ! #

Poppins Regular

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
0123456789
£ & % @ ! #

Poppins Bold

**Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0123456789
£ & % @ ! #**



Alignment

To the left to the left, everything we write typeset to the left. Our preference is left-aligned type. It's natural and easy to read. Saying that, some assets work better with centred copy, which can be used as an alternative if needed. For further guidance on styling text, please speak to a member of the Brand Design & Identity team.

Backgrounds

Block backgrounds

When it comes to writing great copy, it doesn't matter what we've written if the customer can't actually read it. Good legibility on every device is a top priority. When paired with White, Grape and Charcoal both have strong contrast ratios of 11.97 and 12.75, respectively.

Therefore, you can use the following font colours on the following background colours:

- Grape on White
- Charcoal on White
- White on Grape
- White on Charcoal

Please don't ever mix Charcoal and Grape (as you can imagine, it's a bit gritty). For more guidance, please see the colour section.



✓ Clear space for type and a high contrast colour.



✓ Clear space for type and a high contrast colour.



✗ Poor type contrast and a busy image background.

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Core palette

Purple is our jam. Grape jam.

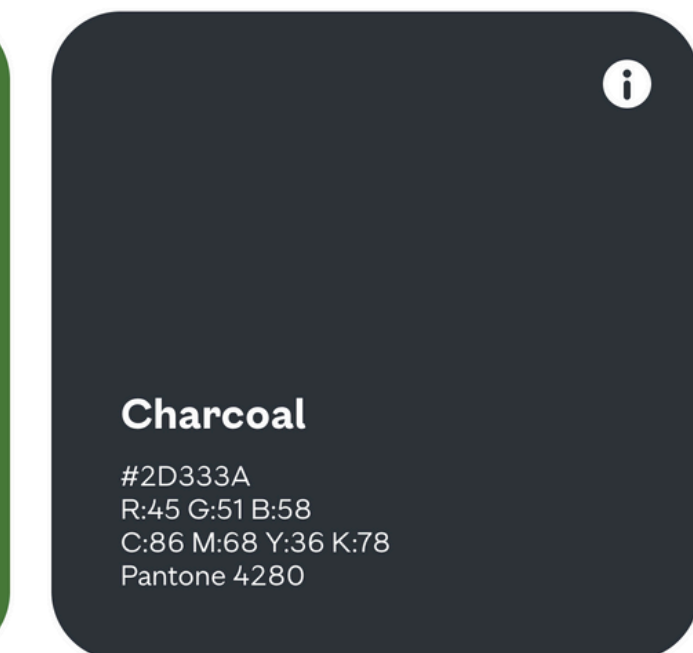
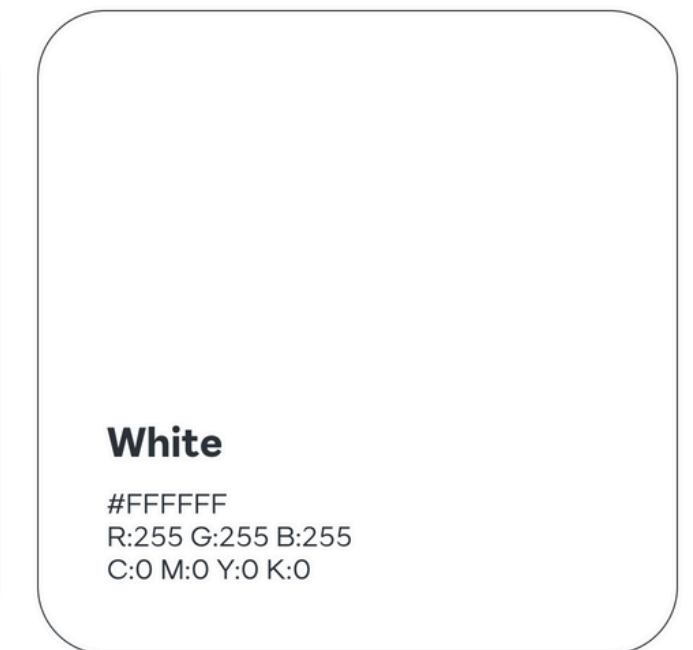
We chose this specific colour because it's rich, juicy, bursting with flavour and wonderfully vibrant. It works really hard to set us apart from the rest, packing a seriously fruity punch.

From our online shop to our new door drop, delivery vans to chickpea cans, we splash a little Grape everywhere.

You know what makes Grape pick of the bunch? Its incredible contrast rating when paired with White; a whopping 11.97 (that's AAA standard, making it highly legible in all font weights and sizes).

That's why Grape and White make up our Core palette.

Pair these with dashes of Courgette and Charcoal.



Extended palette

Our extended palettes are Peel and Zest. Peel has six soft colours, Zest has ten slightly zingier colours. These colours are perfect for filling Windows.

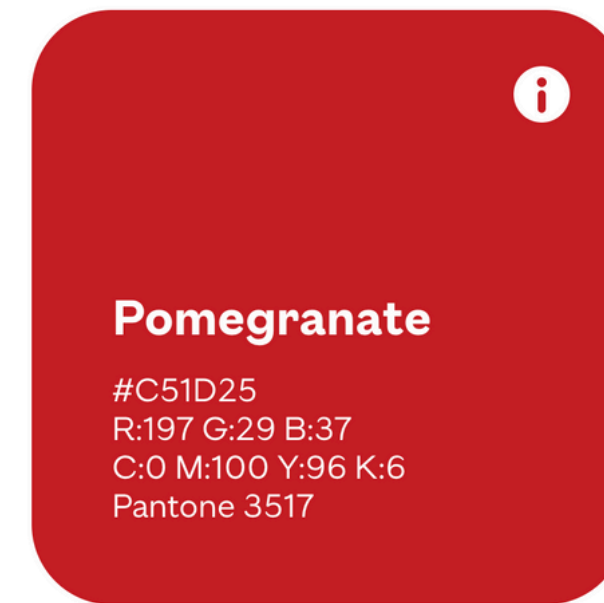
To keep the visual looking fresh, please only use one or two colours from this palette at any one time.

The colours in both palettes achieve a minimum of AA contrast ratio when paired with Grape or Charcoal. Please be careful pairing these colours with White, as text can become a little tricky toffee pudding to read.



Functional palette

This palette is made up of three bold colours. They're reserved for the serious stuff; the bits and pieces that help improve UX rather than make it look pretty. For example, the checkout button, value plectrum, or delivery status indicators. The action-evoking colours capture the customer's attention and ensure key information isn't missed (and shouldn't be used for any other reason).



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Personality

Simply put, Ocado is a hoot.

We're intelligent, kind, helpful and witty, the kind of person who shares their McVitie's. Our layers are joy, folded in with function, with a dash of decorum, whipped up to perfection. Top it all off with some cheek and style, we're the best friend on every speed dial. Serving suggestion: best taken with a good swig of fun.

(... Are we a trifle?!) [View more](#)

Get into the groove

You'll usually find us with a pair of fresh kicks on our feet, a comfy T on top, coffee in hand and a smile on our face. We love a good kitchen dance and a sing-along in the car, bopping about to Beyonce, chilling out with a little Coldplay, or taking it back with the Beatles. We're always looking to improve, and frequently think about how we can bring our best self to everything we do.

Our house is colourful and full of life; plants, pets, and loads of people. There's hustle and bustle, constantly creating, developing and discovering new things. There's always something delicious in the oven, filling the house with warm, inviting smells.

On the weekends, we're off for some fresh air, a walk or a jog with the dog before stopping by the little cafe on the corner to grab a freshly baked croissant. We're a sucker for a big Sunday roast or a Saturday night in with a group of friends (preferably, both). [View more](#)



Voice

Most of the time, we speak in a light, positive tone. We say it with a smile. However, there are times when we need to reign that in and dial it up. It's important that we're in tune with the situation at hand and send the appropriate message. When we write as Ocado, think of our character, bring out our personality and capture it down on paper each and every time. Just like a good custard, consistency is key.



Be useful

Every time we write, we should write with purpose. Each communication must provide something for the reader; whether that's a burst of humour, some functional information, or a little help and advice, make sure we're adding value.

Keep it simple

Choosing everyday words increases accessibility, ensures inclusivity and helps our audience relate. The only thing we like plain is our English.

Trim the fat

Short sentences are key for a crisp, clean message. Sprinkle this with a little love, and you're good to go. Ocado doesn't waffle (waffles, however ...).

Mix it up

We keep a lot of things in stock, but sentences aren't one of them. Hearing Ocado organic apples may still be on the tree when you add them to your trolley is much more exciting than simply hearing they're fresh. Use your imagination to keep things wild.

Don't beat around the red bush

Keep it short and sweet. If it's not needed, don't include it. We add joy, not junk. Find the main message and say it with style.

Write as you would speak

Imagine you're speaking to the customer in person. Use conversational language that sounds natural when said out loud. Say 'let's' instead of 'let us' and 'we've got some good news to share' rather than 'we are pleased to inform you'.

Make it personal

Go the extra mile and let customers know we deliver more than just their weekly shop; we deliver the most personalised service around. Write as if you're speaking to just one person. Refer to Ocado as "us" and "we", and the customer as "you" (if you know their first name, use that instead).

Speak with integrity

Do what's right for the customer, our business and our brand. Be transparent and honest in your messages, avoid hiding behind overly complicated language.

Never forget to smile

We want to land in customers' inboxes and social media feeds like a great big dollop of sunshine. Highlight the positive wherever possible and get creative with your writing. Life's too short for boring copy.

Play with your words

Get imaginative and add some humour into the mix, particularly if there's a pun going. Dash with rhythm and a little bit of rhyme (but not so much it becomes cheesy or childish) and top with a great big grin.

Add a little spice

When it comes to facts and figures, make them enjoyable for the reader (not by making them up ... please don't do that). Use analogies and similes to liven up the stats.

End on a high

At times, you'll need to share bad news such as a late delivery or Smart Pass hiccup. Try to end on a positive note so we don't leave any bad feelings. Eg, 'We want to make sure you're happy, so here's £5 off your next shop. If you have any questions or would like to chat, please call our friendly customer service team'.

Volume

Think of volume as the gatekeeper of voice; it keeps our mood in check and ensures we don't over or under do it. Adjust the volume depending on how we think the customer might be feeling.

If a customer is likely to be in a bad mood (say, their delivery is late or payment hasn't gone through), they probably don't want to be met with humour. If the customer is likely to be in a good mood (maybe their delivery is en route or it's their birthday), we can be more playful.



Our three volumes

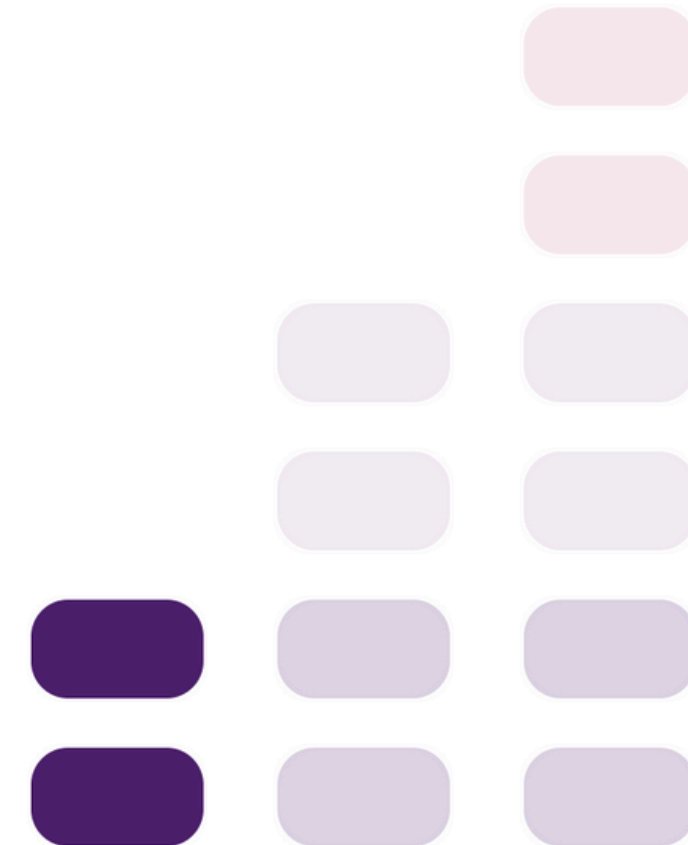
Low:

This is our most formal voice and is used to communicate more serious messages. When speaking like this, we don't use wordplay or humour; playfulness is toned right down.

When speaking to the customer, try to shed some light on the product or situation. Be informative, polite and helpful. Explain why this situation may have occurred and what we're doing to fix it. Remember, always sign off on a positive – don't leave a sour taste!

Examples of when we use this volume:

- Apology messages
- Product descriptions
- FAQ articles



Our three volumes

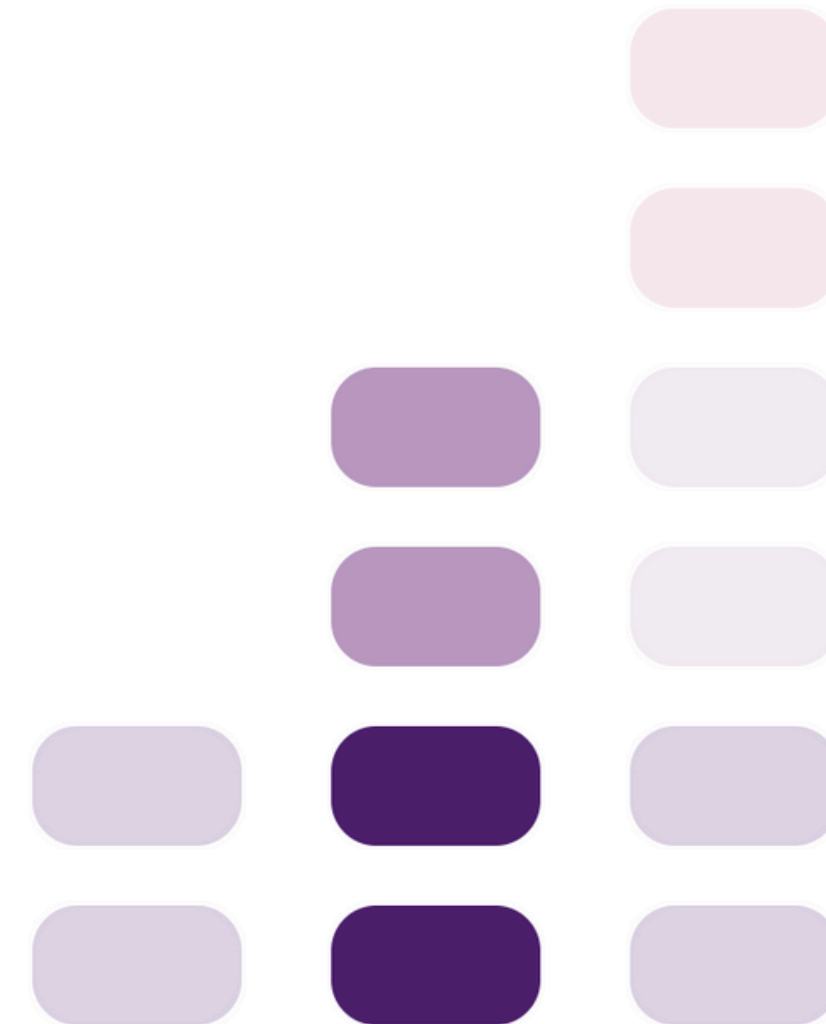
Medium:

The comfort zone. We've got our home clothes on and we're ready to brighten customers' days.

This is our day-to-day voice. It's conversational and used to communicate most of our messages. When speaking like this, you can use similes, puns, and nod to the odd joke, but remember to keep messages purposeful and to the point.

Examples of when we use this volume:

- Successful delivery messages
- Acquisition or new joiner emails
- Job descriptions
- Promotional door drops and digital equivalents



Our three volumes

High:

Get your party pants on; we're dancing. This is our shout-about-it voice; it's when we're happiest and want the whole world to know our news.

When speaking like this, feel free to let our personality shine with expressive language, wordplay, and lashings of laughter.

Examples of when we use this volume:

- Product announcements on social media
- Reply to a positive customer review
- Happy birthday email

