

Brand guidelines

Version 3
May 2016

Brand basics

Working with our logo

There are some simple rules you must follow when measuring and placing our logo:

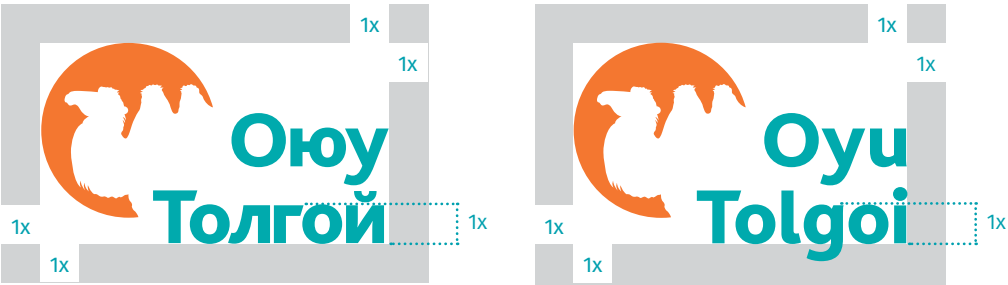
Clear space

There is an area of clear space that should be left free of any other graphics, text or other design elements. This is to ensure that our logo always has the prominence and visibility it deserves.

Minimum size

We have also set the smallest size the logo can go in print and on screen. This is to ensure that it always displays clearly and can be read properly.

Clear space



1. Measure the height of the lower case letters. We call this measurement '1x'
2. Measure a distance of 1x all around the Oyu Tolgoi logo
3. This is the area of clear space. Do not place any text, graphics or images in the clear space

Minimum size



Height is no smaller than 12mm in print or 54 pixels on screen

Brand basics

Common logo mistakes

Here are some of the most common mistakes you must avoid when using our logo.

DO NOT place anything within the area of clear space



DO NOT make the logo smaller than the minimum size



DO NOT show our logo at a poor quality resolution



DO NOT place our logo on a busy pattern or image



DO NOT reposition or resize any part of the logo



DO NOT bend or stretch the logo



DO NOT try to recreate the logo



DO NOT place a colour logo on a colour that is not white



DO NOT separate the camel icon from the name



DO NOT add any effects, e.g. gradient, emboss or drop shadow



DO NOT rotate, add perspective or any 3D effects to the logo



DO NOT create a reversed out version of a colour logo



DO NOT manually change the colour of the logo



DO NOT place the black logo on a dark background or image



DO NOT place the white logo on a light background or image



Brand basics

Our primary typeface

Our primary corporate font is Fira sans. We use this font in all our communications and it is available in a variety of styles in both Mongolian and English

Use the following styles of Fira sans for:

Headlines and titles

- Fira sans bold

Subheadlines and titles

- Fira sans light
- Fira sans regular

Body copy

- Fira sans light
- Fira sans regular

Body copy subheadings

- Fira sans bold

Emphasis in body copy

- Fira sans italic
- Fira sans bold.

Fira Sans light

АБВГДЕЁЖЗИЙКЛМНОӨПРСТУУФХЦЧШЩЪЫЬЭЮЯ
абвгдеёжзийклмноопрстууфхцчшщъыьэюя 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Fira Sans bold/heavy

АБВГДЕЁЖЗИЙКЛМНОӨПРСТУУФХЦЧШЩЪЫЬЭЮЯ
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Fira Sans regular/italic

АБВГДЕЁЖЗИЙКЛМНОӨПРСТУУФХЦЧШЩЪЫЬЭЮЯ
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Fira Sans bold/heavy/italic

АБВГДЕЁЖЗИЙКЛМНОӨПРСТУУФХЦЧШЩЪЫЬЭЮЯ
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abcdefghijklmnopqrstuvwxyz 1234567890

Calibri light

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abcdefghijklmnopqrstuvwxyz 1234567890

Calibri bold

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abcdefghijklmnopqrstuvwxyz 1234567890

Calibri regular

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abcdefghijklmnopqrstuvwxyz 1234567890

Calibri italic

АБВГДЕЁЖЗИЙКЛМНОӨПРСТУУФХЦЧШЩЪЫЬЭЮЯ
абвгдеёжзийклмноопрстууфхцчшщъыьэюя 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Brand basics

Our colour palette

Our primary colour palette is made up of one colour:

Oyu Tolgoi orange

This is our signature colour. It is the brightest colour in our logo, it's a colour that naturally occurs in the light and landscape of the South Gobi Desert, it features strongly in our safety clothing and equipment.

Oyu Tolgoi orange is one of the most recognisable parts of our brand. As you'll see in Section 2, we use orange in a very bold and confident way in our graphics and photography.



Pantone® 158
C: 0 M: 65 Y: 100 K: 0
R: 244 G: 121 B: 32

The PANTONE MATCHING SYSTEM® is universally acknowledged for specifying printing ink colours. The colours throughout these guidelines have not been evaluated by Pantone Inc. for accuracy and may not meet the PANTONE® colour standards.

Consult the current PANTONE® Colour Publications for accurate colour.

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Oyu Tolgoi Red
Pantone® 180
C: 15 M: 91 Y: 91 K: 0
R: 211 G: 63 B: 51



Oyu Tolgoi Dark Turquoise
Pantone® 322
C: 85 M: 20 Y: 35 K: 25
R: 0 G: 123 B: 133



Oyu Tolgoi Dark Grey
C: 0 M:0 Y:0 K: 100
R: 0 G: 0 B: 0



Oyu Tolgoi Orange
Pantone® 158
C: 0 M: 65 Y: 100 K: 0
R: 244 G: 121 B: 32



Oyu Tolgoi Turquoise
Pantone® 320
C: 85 M: 0 Y: 35 K: 0
R: 0 G: 179 B: 181



Oyu Tolgoi Grey
Pantone® Cool Gray 9
C: 4 M: 4 Y: 7 K: 60
R: 122 G: 122 B: 121



Oyu Tolgoi Yellow
Pantone® 136
C: 0 M: 25 Y: 100 K: 0
R: 255 G: 194 B: 14



Oyu Tolgoi Light Turquoise
Pantone® 319
C: 45 M: 0 Y: 20 K: 0
R: 136 G: 209 B: 209



Oyu Tolgoi Light Grey
Pantone® Cool Gray 1
C: 0 M: 2 Y: 5 K: 14
R: 222 G: 217 B: 210

Brand design

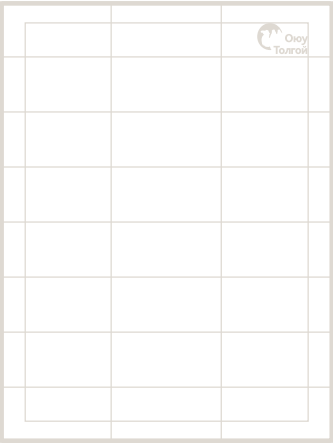
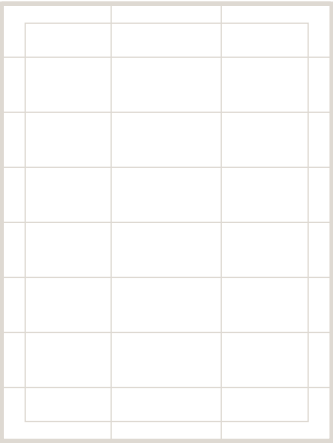
How to use a grid

Now that you have familiarised yourself with our basic design elements, find out how we assemble them together.

Use a template with a design grid

Every communication we produce works with the same square format grid. We measure and line up all our design elements on this grid.

A series of templates is available that already have this grid applied.



From time to time Oyu Tolgoi produces materials in partnership with other organisations.

For these materials all key elements of the Oyu Tolgoi brand should be maintained and supporting logos positioned at the bottom in a clear white area. Please make sure that any supporting logos are not larger than the Oyu Tolgoi logo.

Partner organisations may need to use our logo for endorsements of a programme, event or product. This is only permissible if we have been directly involved in the funding or share responsibility for delivery.

If a third party wishes to use our logo for partnerships or sponsorships, please seek permission from the Oyu Tolgoi External affairs & Comms team.

