

ŌURA

API
Brand
Guidelines

Identity

The Oura wordmark serves as the primary brand expression of our brand identity, and should be present in all internal and external brand communications.

In cases when the background color is too close in value or needs to live over photography, the Oura wordmark can be inverted to white for greater contrast.

Logo Colors

The word "ŌURA" is displayed in a dark blue, sans-serif font.

**Helsinki
Blue**

Use the Oura logo in Helsinki Blue in most instances.

The word "ŌURA" is displayed in a black, sans-serif font.

**Oura
Black**

Use the black Oura logo when sharing with partners.



White

When using the logo on dark backgrounds, always use the logo in white.

Logo Construction

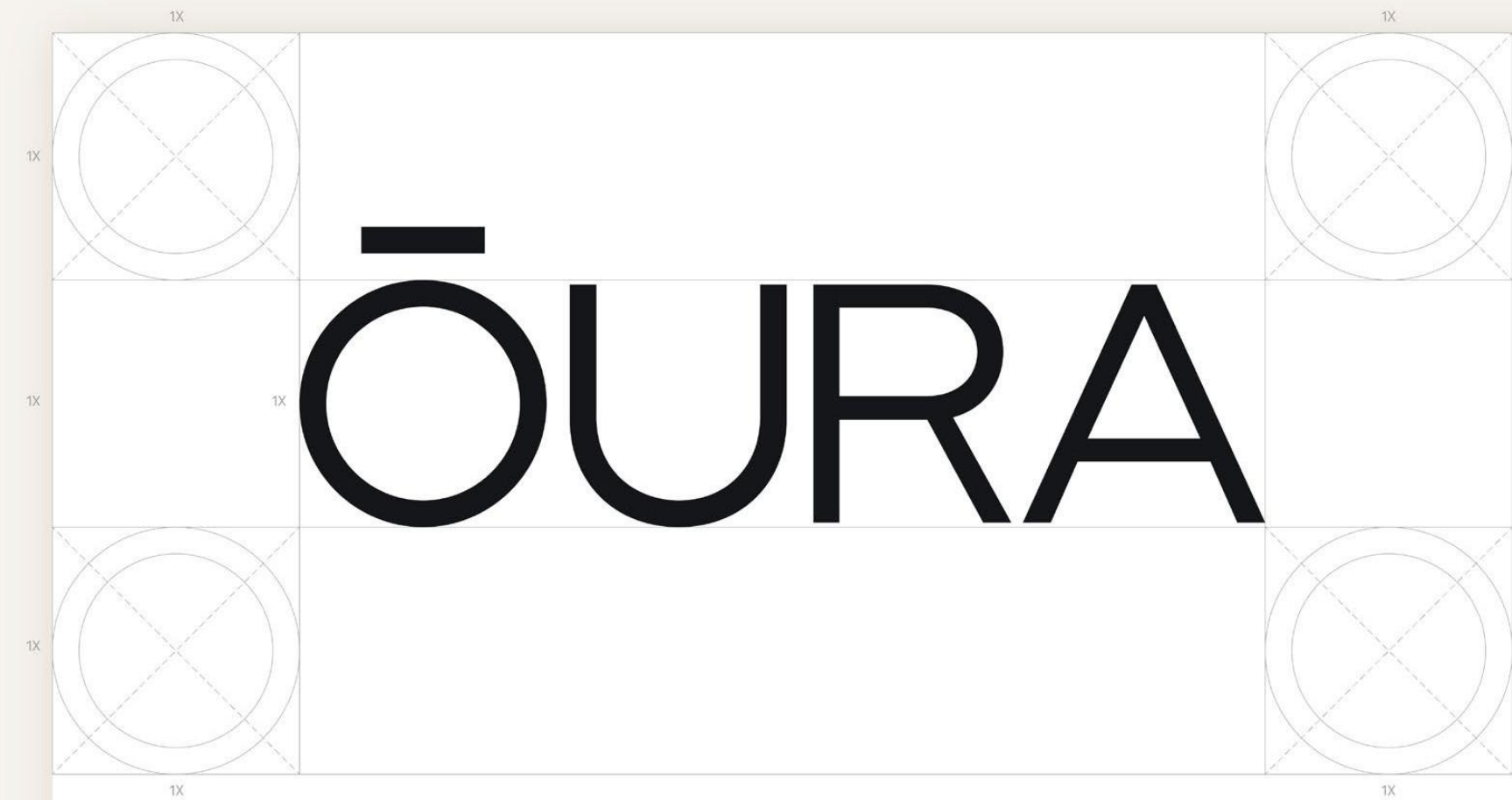
The Oura wordmark has been updated for improved balance, cleaner lines, and legibility at smaller scales.



Clear Space

To maintain the integrity of the Oura wordmark and prevent overcrowding in compositions, a minimum space around the wordmark should be kept clear from all other graphics.

Maintain proper spacing around the Oura wordmark at all times. Do not move the Oura wordmark too close to an edge or crowd it with elements that violate the clear space.



Minimum Size

A clean and legible wordmark requires a minimum reproduction size. When used on any collateral, both print and digital, the Oura wordmark must never appear smaller than the sizes specified here.

ŌURA



50 Pixels (Digital)
or
½ Inches (Print)

2.5 Logo Don'ts

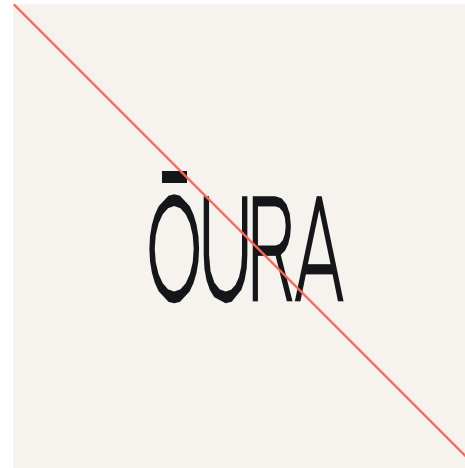
The success of the brand depends on maintaining a consistent appearance in all communications.

In order to preserve the integrity of the logo, the following examples illustrate how it should not be used.

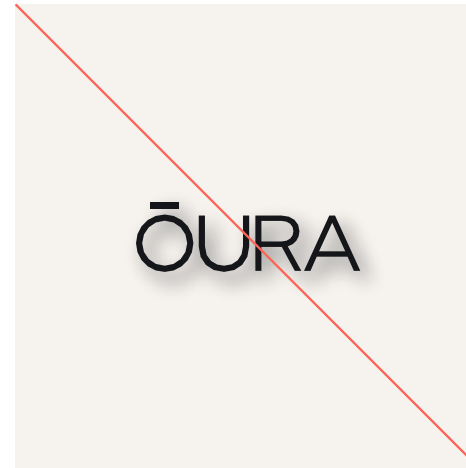
Do not change the color of the logo.



Do not stretch or distort the logo.



Do not apply effects to the logo.



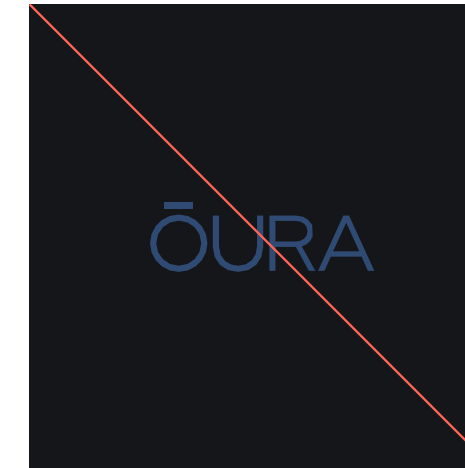
Do not add elements to the logo.



Do not outline the logo.



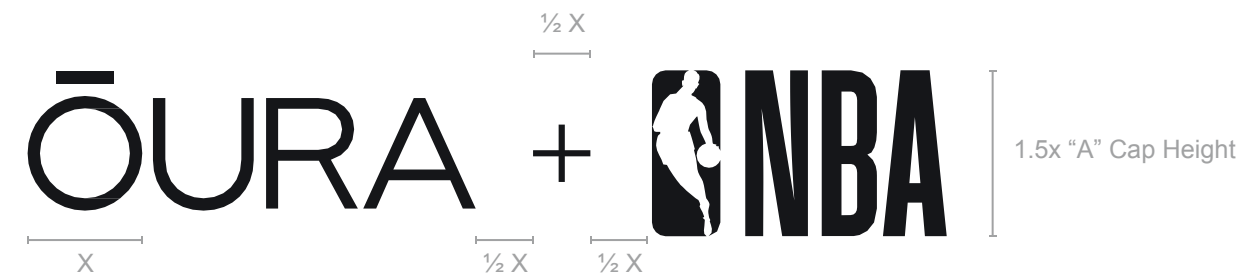
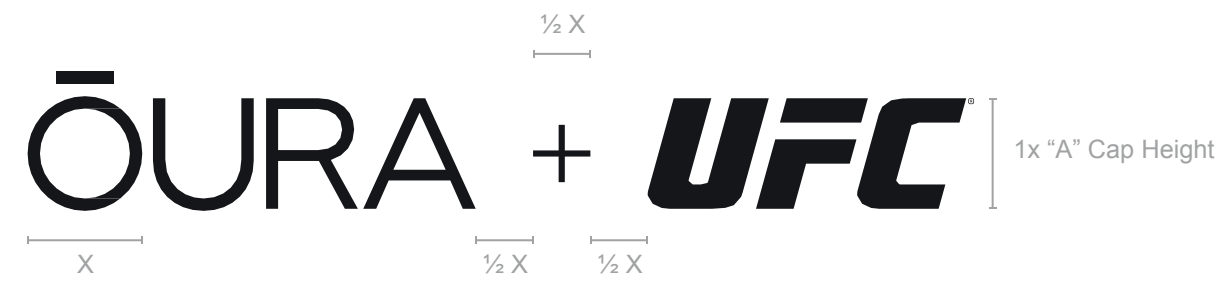
Do not use the Helsinki Blue logo on dark backgrounds.



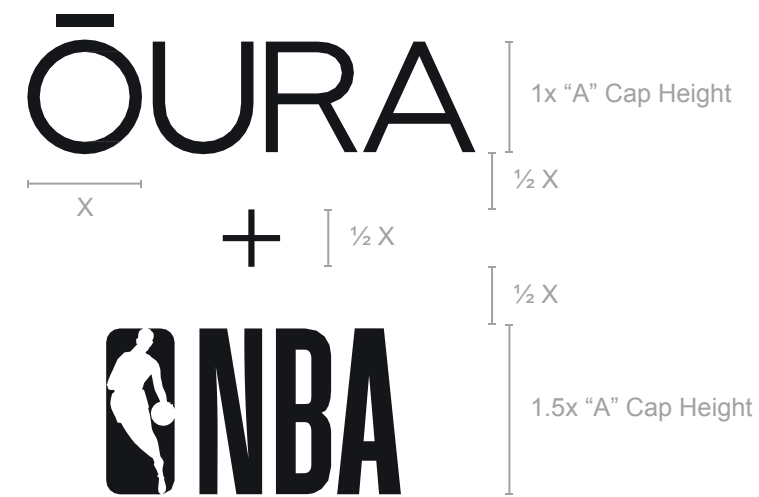
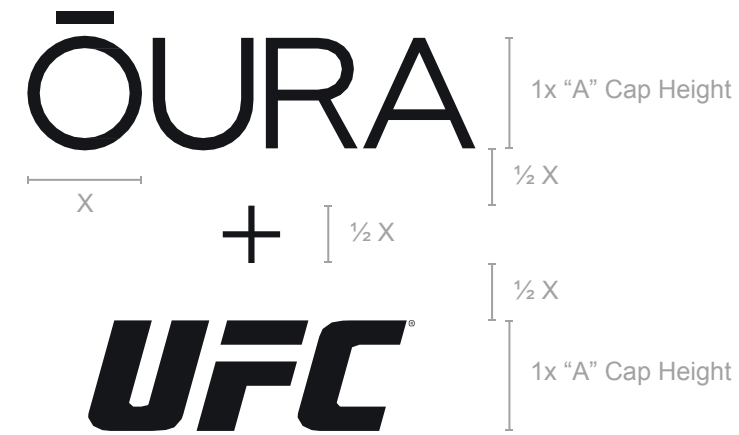
2.6 Partnership Lockups

When celebrating brand partnerships, we maintain Oura and our partner's brand integrities by using a lockup system.

Horizontal Lockup



Horizontal Lockup



In some instances such as when the partner logo is tall or condensed like with the NBA logo, we increase the partner logo to 1.5x of the letter "A" cap height to better optically match both logos.

Color

The Oura brand color palette comprises a primary and a secondary palette. These colors are derived from our brand principles and Nordic heritage.

Primary Color Palette

The primary palette is composed of these four colors. These colors are our important brand signifiers and should not be altered or changed. Oura Black and White serve as the functional foundation of our palette, while Helsinki Blue and Skin Tone are unique brand signifiers codifying the Oura Brand.

Helsinki Blue

PMS 294 U

HEX

#2F4A73

CMYK 100/60/0/20

Inspired by sea blue from the Finnish flag. Blue symbolizes honesty, confidence, intelligence, faith, and truth. It has a calming effect for the mind and body. Blue has associations with expertise, confidence, depth, and stability.

Skin Tone

PMS 467 U

HEX

#E6DED3

CMYK 9/18/28/1

Skin tone is a neutral color and has a calming affect that often feels recessive and quiet. Skin tone is highly adaptable, it can appear warm or cool, depending on what colors you pair with it.

Oura Black

PMS Black 3

U HEX

#151619

CMYK 60/40/50/60

Oura White

HEX

#FFFFFF

Secondary Color Palette

The secondary palette is composed of these three colors. These should be used in reserved amounts as an accent or to highlight important elements. They add clarity, warmth, and vibrancy to the Oura Brand.

Ensō Blue

PMS 290 U

HEX

#A2D3E8

CMYK 33/2/0/0

Blue is associated with health, healing, tranquility, understanding, inspiration and inner peace. In our's it communicates clarity, honesty, and serenity.

Skin Tone Light

HEX #F6F3EF

CMYK 6/12/20/0

Skin tone is a neutral color and has a calming affect that that often feels recessive and quiet. Skin tone is highly adaptable, it can appear warm or cool, depending on what colors you pair with it.

Living Coral

PMS 172 U

HEX

#FC6558

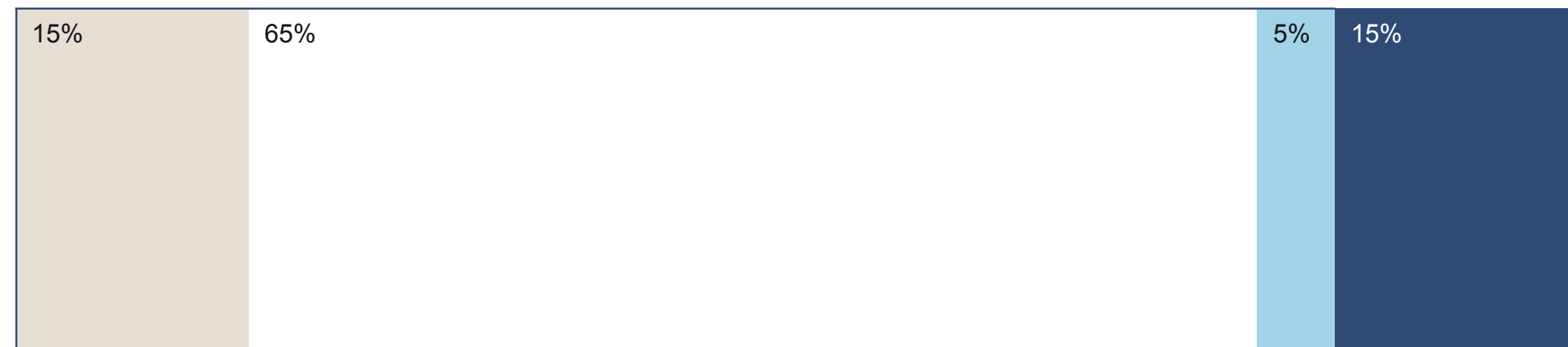
CMYK 0/72/96/0

Coral is a sensitive color. Coral is associated with feminine energy, gentleness, positivity, and friendliness. In Buddhism, coral symbolizes longevity and the energy of one's life-force (vitality).

Color Amounts

The color amounts below show a few examples how Oura colors can be expanded analogously to build harmonious color palettes for content and other graphic usage.

Light Palette



Dark Palette

