



Oircle Store

Identify Guidelines



The following community guidelines include information for using Oircle Store assets. Use the Oircle Store badges, text lockups, or icons whenever you promote content on Oircle Store, whether you're linking to magazines, News sources, or individual articles.

1. Oircle Store Badges
2. Oircle Store Lockups
3. Oircle Store Icon
4. Oircle Approval
5. Legal Requirements
6. Resources

1. Oircle Store Badges

1.1 Badge Artwork

There are two types of Oircle Store badges:

- Use the Oircle Store badge to promote a single article or any content that can be downloaded, viewed or purchased on the Oircle Store app.
- Use the Oircle Store Pre-order badge only to promote content that has not yet released on Oircle Store but is to be coming to the Oircle Store service.

The guidelines below apply to both the Oircle Store and Oircle Store Pre-order badges.

Use only badge artwork provided by Oircle. Never create your own badge or change the artwork in any way.

1.2 Badge Placement

- Use only one Oircle Store badge for each application or individual content.
- Place the artwork directly on, adjacent too, or immediately following the content. It must never in anyway obstruct the badge or or the content offering.
- It must be clear what content is offered on Oircle Store.



1.3 Minimum Clear Space

- Do not place photos, typography, or other graphic elements inside the minimum clear space. Display the Oircle Store asset at a size that is clearly legible and no smaller than the minimum size requirement.

1.4 Minimum Size

The minimum clear space is one-quarter the height of the Oircle Store badge. The minimum height is 30 pixels for onscreen use and 10 mm for printed materials.

1.5 Backgrounds

Artwork can be placed on:

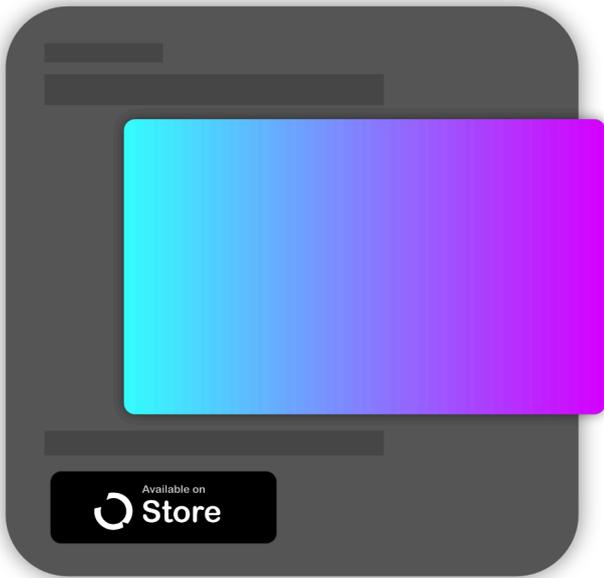
- A black or white background
- A solid-colour background
- A background image as long as legibility is not diminished.

The surrounding outline rule is part of the artwork and must be included.

1.5 Avoid Mistakes

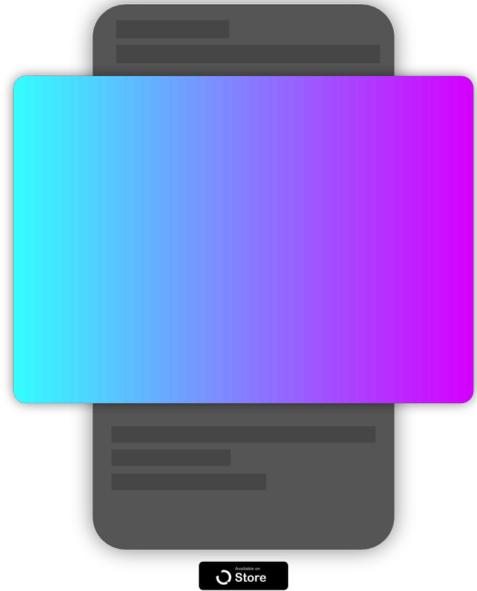
- Do not let the Oircle-provided asset dominate your layout as the primary message or main graphic. It must be secondary to your content, main message, product or company identity. Don't rely on it to sell itself
- Do not obstruct the badge with text, graphics, violators, or images.
- Do not use the Oircle logo.
- Do not rotate, tilt, or animate the assets.
- Do not add visual effects to the artwork such as shadows or glows.
- Do not alter the artwork in any way.
- Do not use graphics or images from Oircle's website.
- Do not imitate Oircle communications.
- Do not use the Oircle logo alone on any communication. Never create your own Oircle Store icon or alter the icon artwork.

1.7 Examples



Web Interface Page

- Place the Oircle Store badge directly within or near the content that is being offered on Oircle Store app. The badge must link to the applicable content.



App Interface Page

- Place the badge directly within or near the content that will be offered on Oircle Store. The badge must link to the applicable content.

2. Oircle Store Lockups

2.1 Lockups

- Oircle Store lockups are a combination of the Oircle Store icon and type with a call-to-action message — “Available On Oircle Store” or “Pre-order On Oircle Store” — set in specially designed type. Use only lockup artwork provided by Oircle and do not alter the artwork in any way.
- A lockup can be used in all marketing communications promoting content on Oircle Store service. Use the Oircle Store lockup to promote a single Application or any content that can be Viewed, Downloaded or Purchased on the Oircle Store. Use the Oircle Store Pre-order lockup only to promote a Apps or products that is not yet available on Oircle Store service. If badges from other services appear on your communication, do not use a lockup. Instead, use an Oircle Store badge.
- The lockup is designed for greater graphic versatility and can be used on layouts where the Oircle Store badge is either crowded by limited layout space or appears visually heavy in the layout.
- Lockup is especially suited to banner ads, print ads, and other forms of advertising. Whenever a lockup is used online, you must include a link to Oircle Store.
- The Oircle Store lockup is a promise to your audience of a high-quality entertainment experience. Follow these guidelines to make sure you’re using the lockup correctly. Marketing materials don’t usually require approval by Oircle, but there are a few exceptions. Written approval from Oircle is required for materials used in:
 - TV or print media
 - Any marketing format with high visibility
 - Custom photography or video in which Oircle products appear

Be sure to allow at least seven business days for review and approval. See the Oircle Approval section for details.

2.1 Lockups Artwork

- Use only the lockup artwork provided by Oircle. Do not change the Oircle-provided artwork in any way. Never build your own Oircle Store lockup.
- If you create marketing material for the web or onscreen communications, use the high-resolution scalable artwork in SVG format. For printed material, use the lockup artwork in EPS format in the colour profile (CMYK or RGB) that matches the colour profile of your print production mechanical.
- Colour lockups, preferred: Colour lockup, **black type**
- Use on light backgrounds.

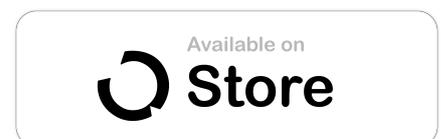
Colour lockup, **white type**

- Use on dark backgrounds.

Solid lockups, optional:

All-black lockup

- Use on layouts with minimal Colour or when the preferred Colour lockup does not appear clearly against the background. Use on light-Colour backgrounds. The background shows through the Oircle Store icon.
- All-white lockup
- Use on layouts with minimal Colour or when the preferred Colour lockup does not appear clearly against the background. Use on dark-Colour backgrounds. The background shows through the Oircle Store icon.



2.2 Localised Lockups

Oircle offers the Oircle Store lockup artwork with the call-to-action messages translated in English and French Canadian. “Oircle Store” always appears in English. Never translate “Oircle Store.”

2.3 Using the Lockup

Follow these requirements for using the Oircle Store lockup.

- Use only one Oircle Store lockup in your layout or video.
- A lockup cannot be combined with an Oircle Store badge. Use either a lockup or a badge, not both.
- Do not make the lockup the dominant artwork. Your content should carry the main graphics or message.
- Place the lockup below or to the right of your images and copy promoting your content. Keep the lockup smaller than the other images and main message.
- Do not use the Oircle Store lockup along with badges for other news services. Instead, use the Oircle Store badge and place the badge first in the lineup of badges.
- The option with a Colour Oircle Store icon is preferred; however, you can select the option that best suits your layout.

2.4 Minimum Clear Space

Follow these guidelines for print and digital material: Minimum clear space around the lockup should be at least one-quarter the height of the lockup. Do not place photos, typography, or other graphic elements inside the minimum clear space area. Allow more space whenever possible.

2.5 Minimum Size

Minimum lockup size is 6 mm for printed materials and 25 pixels for digital use. Do not make the lockup the dominant graphic.

2.6 Mobile Devices

If you have advertising with very limited layout space, such as banners for mobile devices, use a lockup size that's clearly readable on these devices. Minimum clear space around the lockup should be at least one-tenth the height of the lockup.

2.7 Backgrounds

You can place the lockup on these backgrounds:

- Black or white background, following the guidelines for each option
- Solid-Colour background
- A clean and uncluttered background that does not affect the readability of the type and the clarity of the Oircle Store icon

2.8 Avoid Mistakes

Avoid mistakes. Use artwork exactly as provided by Oircle.

- Do not use the lockup on a busy, patterned, or cluttered background. Instead, consider using the Oircle Store badge.
- Do not eliminate the call-to-action message.
- Do not modify, angle, animate, rotate, or tilt the lockup.
- Do not change the font.
- Do not change the Colour of the type.
- Do not apply special effects such as shadows or glows to a lockup.
- Do not replace the Oircle Store icon with the Oircle logo.
- Do not use the Oircle logo alone.
- Do not use icons, logos, or graphics from the Oircle website or from Oircle apps.

3. Oircle Store Icon

Only the versions of the Oircle Store icon shown here are approved by Oircle for display alongside social media icons that are a similar shape and size.

Artwork of the Oircle Store icon is provided as PSD layered artwork with Colour, white, and black icon artwork on separate layers.

Use the Oircle Store icon only when displaying an array of icons with similar shape and size. Do not use the Oircle Store icon instead of the Oircle Store badges in marketing communications, even when layout space is limited.

4. Oircle Approval

4.1 Requirements

Most marketing materials don't require approval by Oircle. However, we require that you obtain written approval from Oircle for any material created for:

- TV or print media
- Any high-visibility marketing format
- Custom photography or video in which Oircle products appear

4.2 Submission Instructions

Send your materials to our support help-desk. Give us at least seven working days to review your material.

Make sure you include:

- Contact name with email address and phone number
- Title of the featured Oircle Store content
- Details of media, such as TV or print
- Where and when the campaign will run
- Amount of your media spend
- How many impressions you expect

If your material is less than 20MB in size, attach it to your email. Attachments larger than 20MB should be provided by FTP server or another web-delivery service. Make sure you provide the link or the user name and password for the FTP server.

All email should be in English. Include an English translation of your materials if necessary.

If we don't respond within seven days, it doesn't mean that the content has been approved.

We can review materials that are in progress. However, all final materials must be approved by Oircle before publication.

Send your content in a standard format, such as PDF or JPEG for images and MP4 for videos. Submit only high-resolution layouts and images.

5.1 Credit Lines

Use the appropriate credit lines in all communications worldwide, listing all the Oircle trademarks used in your communication. List only the trademarks actually used in your materials.

For example:

- When you use an Oircle Store badge and mention Oircle, anyone of our services and Oircle Store in copy: The Oircle logo, Oircle Store, trademarks of Oircle LTD., registered in the UK. and other countries. Oircle Store Platinum is a service mark of Oircle LTD.
- When you use an Oircle Store badge, display an Oircle Store product image, and mention Oircle Store in copy: The Oircle logo, Oircle Store, Oircle Services are trademarks of Oircle LTD., registered in the UK. and other countries. Oircle Store Platinum is a service mark of Oircle UK.
- When you use only the Oircle Store badge: The Oircle logo and Oircle Store are trademarks of Oircle LTD., registered in the UK. and other countries. Oircle Store Platinum is a service mark of Oircle LTD.
Place the credit lines wherever you provide legal notification. Follow standard practices for the placement of legal copy, such as creating additional screens or providing interactive links. Include the credit lines only once in your communication or website.
For more information on using Oircle trademarks, visit [Guidelines for Using Oircle Trademarks and Copyrights](#).

Legal Requirements

5.2 Trademark Symbols

In communications distributed only in the United Kingdom, the appropriate symbol (TM, SM, or ®) must follow each Oircle trademark the first time it is mentioned in body copy.

For example: Oircle Store™,

Don't add a symbol to the Oircle Store badge artwork provided by Oircle and don't add symbols to headline copy.

For communications developed for mobile devices, follow standard practices for the placement of legal copy, such as creating additional screens or providing interactive links to legal copy.

For the correct trademark symbols, refer to the [Oircle Trademark List](#).

5.3 Association with Oircle

Images including your content within Oircle Store and your website, or photographs thereof cannot be used in any manner that falsely suggests an association with Oircle or is likely to reduce, diminish, or damage the goodwill, value, or reputation associated with Oircle Store, Oircle Services, or Oircle itself.

5.4 Translations

With an Oircle approval, a translation of the legal notice and credit lines (but not the trademarks) can be used in materials distributed outside the UK. Never translate an Oircle trademark

Recourses

We reserve the right to change any information within these guidelines, & is always subject to change.

Oircle Trademark List

www.oircle.co/information/trademarks/

Guidelines for using Oircle Trademarks & Copyrights

www.oircle.co/guidelines/trademarks