Oyster

BRAND
GUIDELINES 2023

Today is remote.
Tomorrow is global.

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Brand Values

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Introduction to the guidelines

Welcome to the official Brand Guidelines for Oyster. This document serves as a comprehensive guide to maintaining the integrity and consistency of the Oyster Brand across all brand materials.

1.

Defining our Brand

Mission
Brand Purpose
Brand Values

To create a more equal world by making it possible for companies everywhere to hire people anywhere.

Oyster believes the world would be a better place if access to great talent and the opportunity to have great jobs was not limited by geographic location.

Inclusive

We strive to create an inclusive space where everyone shares a feeling of belonging, regardless of who you are or where you live. Every time you interact with Oyster—whether it’s at an event, on LinkedIn, or on our website—our hope is that you feel uniquely seen, heard, and valued.

Real

We’re kinda tired of living in a land of cheesy stock photos, cartoons, and industry buzzwords. Nobody smiles at their laptop all day looking for turnkey solutions! We’re all real people with unique lifestyles, backgrounds, and passions—and we want to celebrate that in our brand.

Impactful

We believe by distributing work opportunities equally around the world, we can drive meaningful change for millions of people. But here’s the thing: there’s strength in numbers. To make the most impact, we must inspire, empower, and excite others to join us.

Trustworthy

We understand that global employment is new to many. Our top priority is to showcase our expertise, so you feel like you’re always in good hands. Consistent, committed, reliable, knowledgeable—these are the types of compliments that’ll make us blush!

2.

Messaging

Persona
Our Voice
Our Tone
Taglines

Our voice is the personality that our brand takes on in all of our communications. It focuses on the content.

Our tone is a subset of our brand's voice. It adds flavor to our voice and focuses on the context.

The creator

The Creator has a desire to create something new and exceptional, something that wasn’t previously there and that has enduring value.

Our Creator brand is impact-oriented, creating not out of a fear of mediocrity but out of a hunger for difference. What we create is an expression of our unique vision of the world we wish to inhabit.

As Creators, we’re innovators and help our customers create their vision for the future by providing tools and structure.

Supportive
Authentic
Inspiring
Knowledgeable

The above principles serve as a framework for us to
demonstrate consistency in our communication and conduct.

“These integrations allow you to connect Oyster to your favorite HR tools to eliminate manual work, reduce errors, and create a smooth-as-butter workflow.”

“Does remote work excite you, too? Sign up for the Global Employment Pass and find resources that’ll support your work-from-anywhere journey.”

Realistic

Visionary

The present is remote. The future is global.

People first, employees second.

Grow teams beyond borders.

Your world could be bigger.

Redefine your workplace.

Based on our tone and voice, we've compiled a selection of headlines that embody Oyster's brand and the possibilities of the future we aim to create.

3.

Brand Identity

Logo
Logo Usage
Partnerships
Best Practices

Logo Design

Our logo is a direct reflection of our brand values. It evokes a sense of trustworthiness and stability. The letterforms are slightly rounded with certain letterforms embracing curved versions of the letter, such as the “y” and the “t”.

This communicates we’re friendly, accessible, and optimistic. The logo is a key part of our brand DNA and should be treated with care.

Clearspace

There should be ample space around the logo to ensure it doesn’t appear cramped. The *minimum* amount of space around the logo should be equivalent to the height and width of the lowercase “e”.

Color

Our logo will primarily be displayed in white, #FFFFFF, and dark gray, #323232. Always ensure the logo has enough contrast with the background. When displaying the logo on color it can be either dark grey, white, or another color that’s a part of its family.

#FFE8EB
#BA4561

Oyster

#323232
#F6D051

Oyster

#0F3E4D
#A8D9E6

Oyster

#FEEDE2
#FF5F15

Oyster

#5EFF83
#1E4637

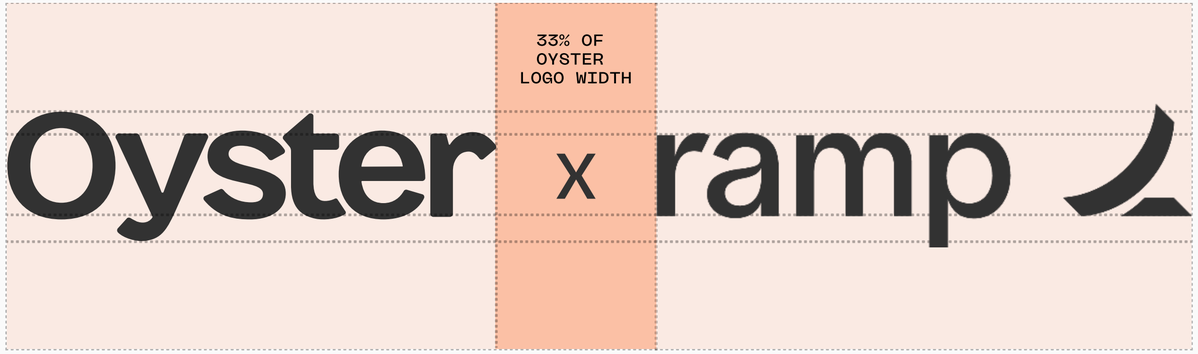
Oyster

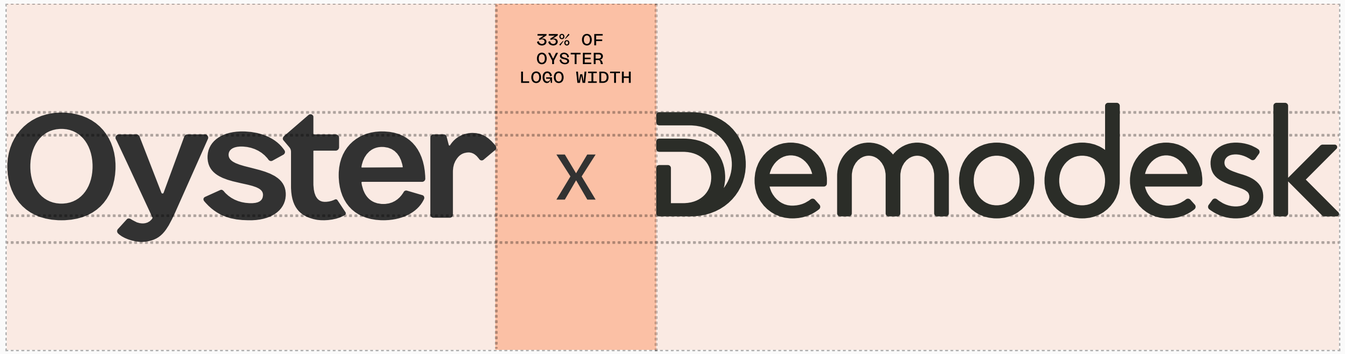
#412850
#DFCDEA

Oyster

Partnerships

When displaying our logo with another logo, make sure the space between both marks is equivalent to 1/3 or 33% of the width of the Oyster logo. For logo with capitalized letters, use the cap height of the Oyster logo to determine its size. For logos with all lowercase letters use the x-height, or the height of the lowercase letter in the Oyster logo to determine its height.





Don’ts

Our logo is precious! Don’t alter in ways that will compromise it. This includes adding shadows or effects, changing the spacing or position of the letters, stretching or distorting the mark, displaying it on a diagonal, using gradients, or using strokes to outline it.

DROP SHADOWS & EFFECTS

WORDMARK ON AN ANGLE

STRETCHED & DISTORTED

CHANGE LETTERSPACING OR POSITIONS

GRADIENTS

OUTLINE WITH A STROKE

4.

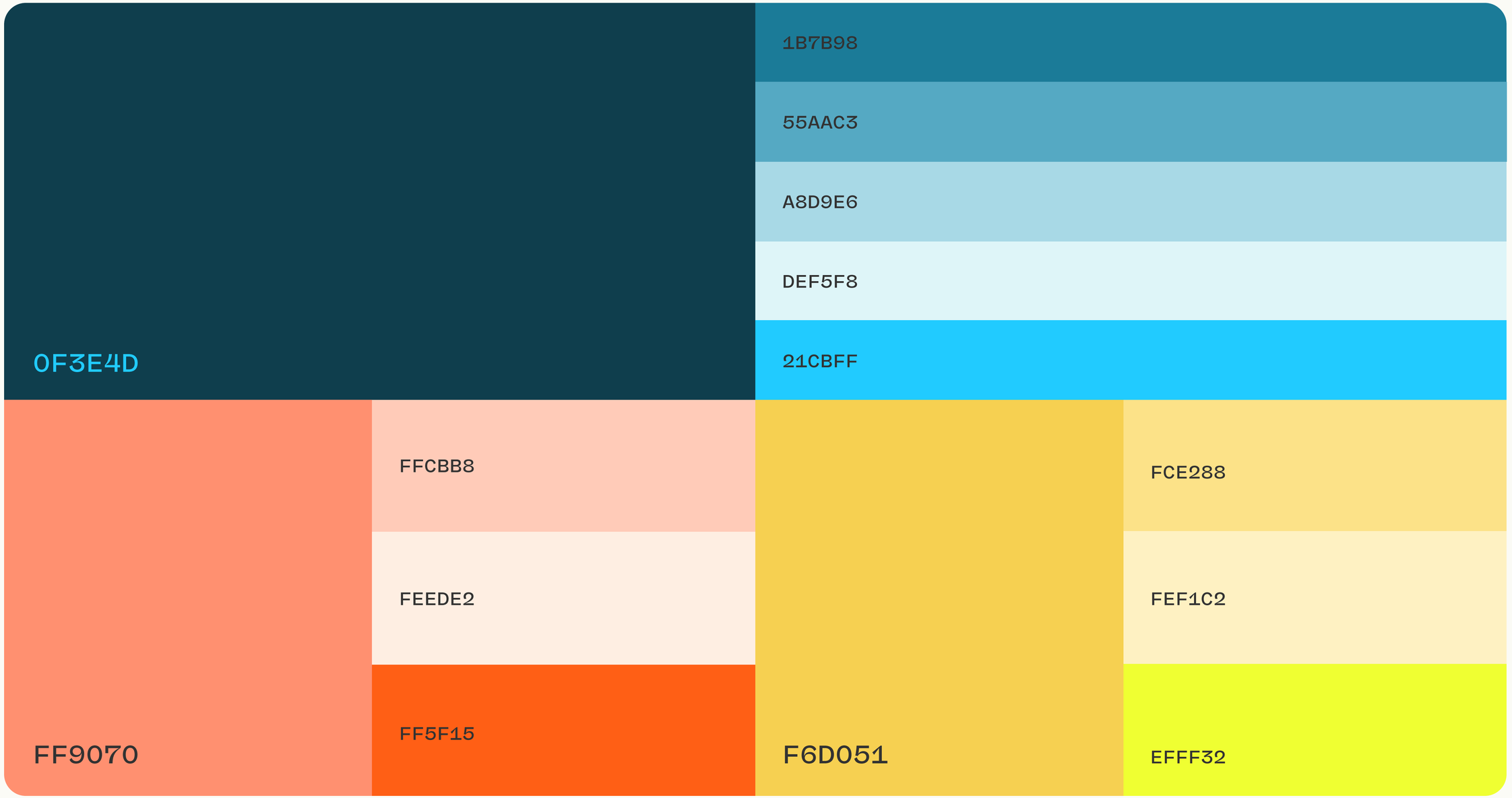
Brand System

Color
Typography
Accessibility
Illustration
Iconography
Photography
Elements
Expressions

The crux of our brand revolves around our vibrancy and our flexibility.

Sometimes we want to be loud! Sometimes we want to be more buttoned up. Our system allows for both.

1E4637
327B50
5EBA83
5EBA83
E1F8DE
5EFF83
412850
7E4B9B
B38DC8
DFCDEA
F3EAF7
CA6DFA
4B1937
BA4561
E48199
FFC9D4
FFE8EB
FF2995


0F3E4D
1B7B98
55AAC3
A8D9E6
DEF5F8
21CBFF
FF9070
FFCBB8
FEEDE2
FF5F15
F6D051
FCE288
FEF1C2
EFFF32

Color Combos

Turn up the volume, turn it down, keep it vibrant, keep it muted, go duotone, keep it flat. Our palette has so many different combinations that work well together.

Open your doors to top global talent
Oyster
Hire, pay, and care for talent in 180+ countries
Oyster
Work Wonders
Oyster
Open your doors to top global talent
Oyster
Hire, pay, and care for talent in 180+ countries
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Work Wonders
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Open your doors to top global talent
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Hire, pay, and care for talent in 180+ countries
Oyster

Freigeist is a contemporary display sans and sans serif typeface. It's got personality. Style. It does a lot for us!

Work Sans is a typeface family based loosely on early Grotesque and grounds Freigeist in a way that feels like a nice hug.

Say hello to our typeface: Freigeist

Designed by René Bieder, Freigeist is a display sans and sans serif font family. This typeface has seventy-four styles and was published by Studio René Bieder.

We most commonly use XWide Bold & Regular with Italic options. Everything else is special use cases.

Our complementary typeface is Work Sans, a typeface family based loosely on early Grotesques. It can be found on Google Fonts.

We most commonly use 700 & 400 weights. Everything else is special use cases.

Accessibility

An important part of our brand is diversity and inclusion. We want to make sure our website embodies this value as well.

To keep a website accessible, it’s important to make sure the use of color and contrast between colors accommodates those with certain visual impairments and color blindness.

ACCESSIBLE

Global Employment Platform

Global Employment Platform

Global Employment Platform

Global Employment Platform

INACCESSIBLE

Global Employment Platform

Global Employment Platform

Global Employment Platform

Global Employment Platform

LARGE TEXT

Global Employment Platform

NORMAL TEXT

Lorem Ipsum is simply dummy text

FUNCTIONAL GRAPHICS

Explore for Free

DECORATIVE GRAPHICS
(NO ACCESSIBILITY REQUIREMENTS)

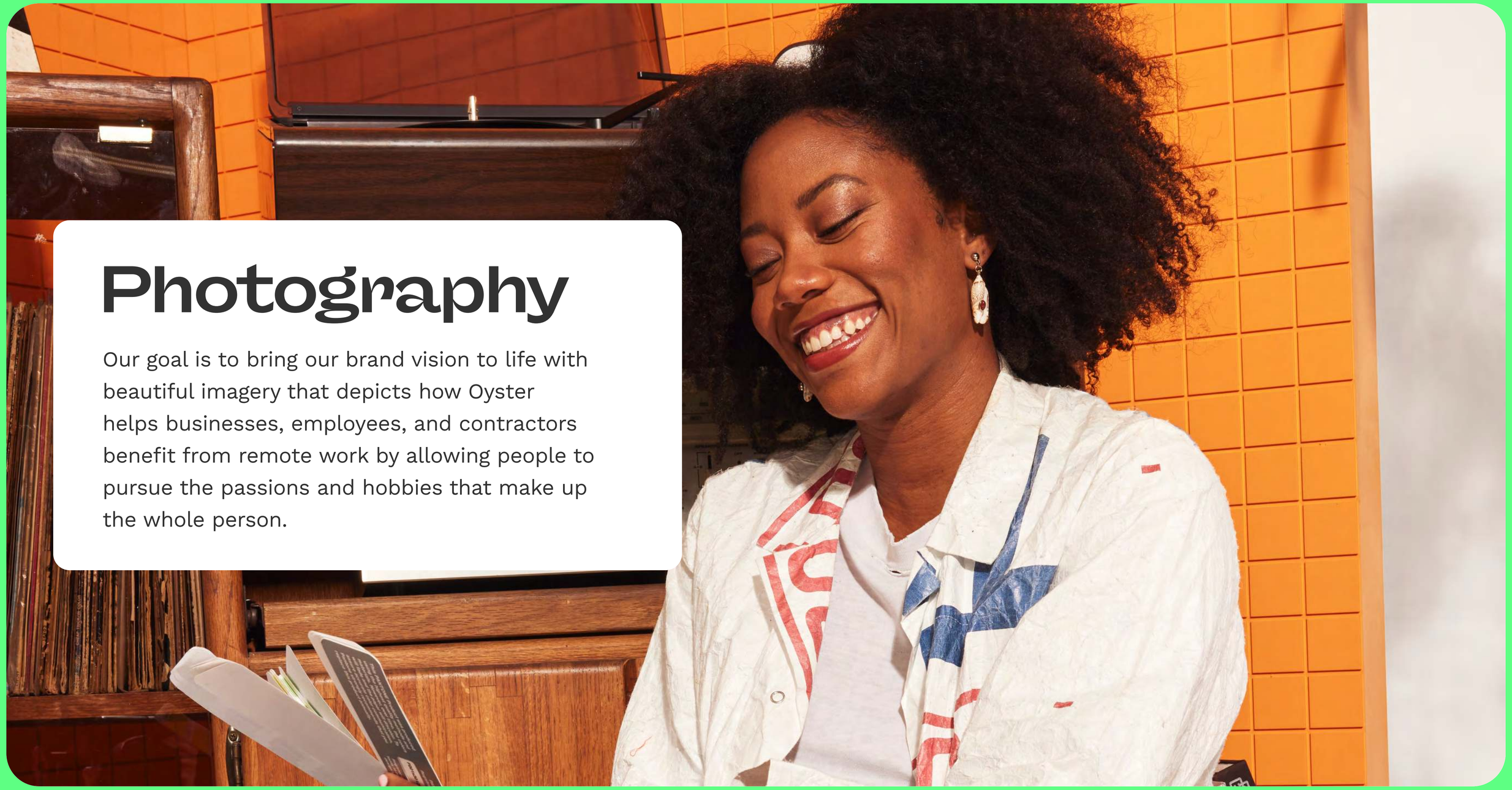
Illustration

We worked closely with illustrator Maria Milenko, founder of Hugman Studio, on creating an illustration library and system that’s rooted in human expression through loose lines, and grounded in diversity and inclusion.

We keep them subtle and supportive, using them to help tell our story.

Iconography

The purpose of our iconography is to provide visual guidance, reducing the cognitive load for users and making it easier for them to find their desired destinations or perform desired actions. The clean and simple nature of our icons ensures that they are visually appealing without overwhelming or distracting users from their intended purpose.



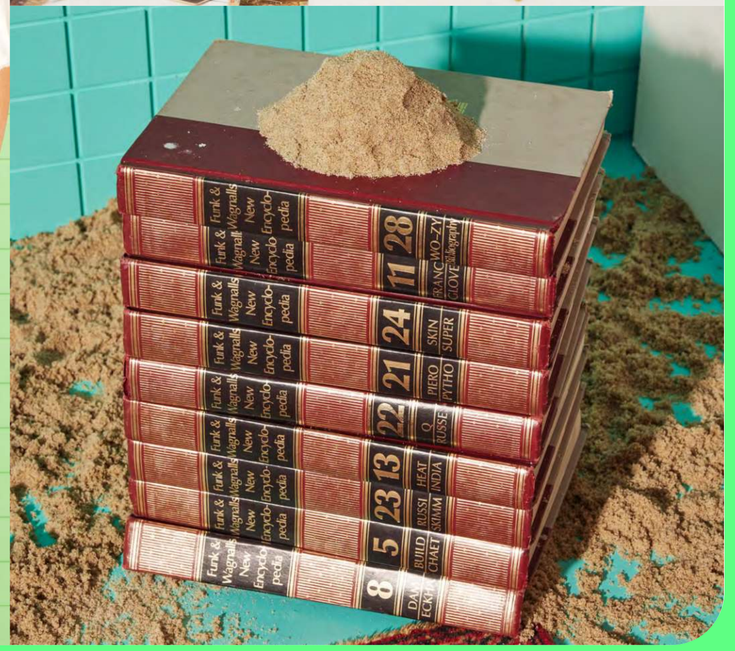
Photography

Our goal is to bring our brand vision to life with beautiful imagery that depicts how Oyster helps businesses, employees, and contractors benefit from remote work by allowing people to pursue the passions and hobbies that make up the whole person.

Vision

Stepping away from stock photos allows us to communicate a higher degree of finish and fidelity in our brand storytelling. We can better showcase remote workers enjoying the flexibility of their work environment.

Focusing less on technology and more on people, objects, and scenery in our photography aligns with our mission.



Our use of photography is a strategic approach to aid prospects in envisioning the potential benefits of using Oyster's services to enhance diversity within their workforce.

NEW YORK
LONDON
SYDNEY

By incorporating authentic images of real individuals in scenes throughout our case studies and social campaigns, we can effectively showcase the impact of our solutions.

Elements

Our brand elements can be used in a variety of ways. They all tie back to our core identity of taking elements from the real world.

We use patterns that derive from nature, use textures and elements you'd find in any city or town, and use photography that focuses on human storytelling that showcases the whole person in their environment. Everything feels hand made and within the same ecosystem.

Expressions

This is how we show up. We can turn up the volume and be loud, or we can turn it down and be more buttoned up if we need to. Our system is flexible, vibrant, and reflects a global energy.

THE FUTURE IS DISTRIBUTED
Oyster

Oyster

MORE
Oyster
Oyster

THRIVE EVERYWHERE
OUT OF OFFICE
Oyster

Oyster