



Guidelines on the Use of the OhBear Brand
OhBear Brand Bible

Contents

This set of guidelines has the basic information about OhBear.

Please read it carefully so that you can better understand OhBear.

OhBear

Basic Design	03
Facial Expression	06
Basic Stickers	07
Icon System	09
OhBear Colors	10
OhBear Icon	11
OhBear Layout	12

BRAND

Brand Identity	14
Typography	15
Brand Pattern	16
Brand Colors	17
Clear Space	19
Minimum Size	20
Wording	21
OhNo	22
Final Thought	24

Getting to Know OhBear
Let's begin with OhBear.

OhBear

Basic Design

Other than having a handsome and confident face, he also has five essential elements, which are all indispensable



He has a unique, white V design on his neck

A T letter on his chest which comes from the Tourism Bureau's logo

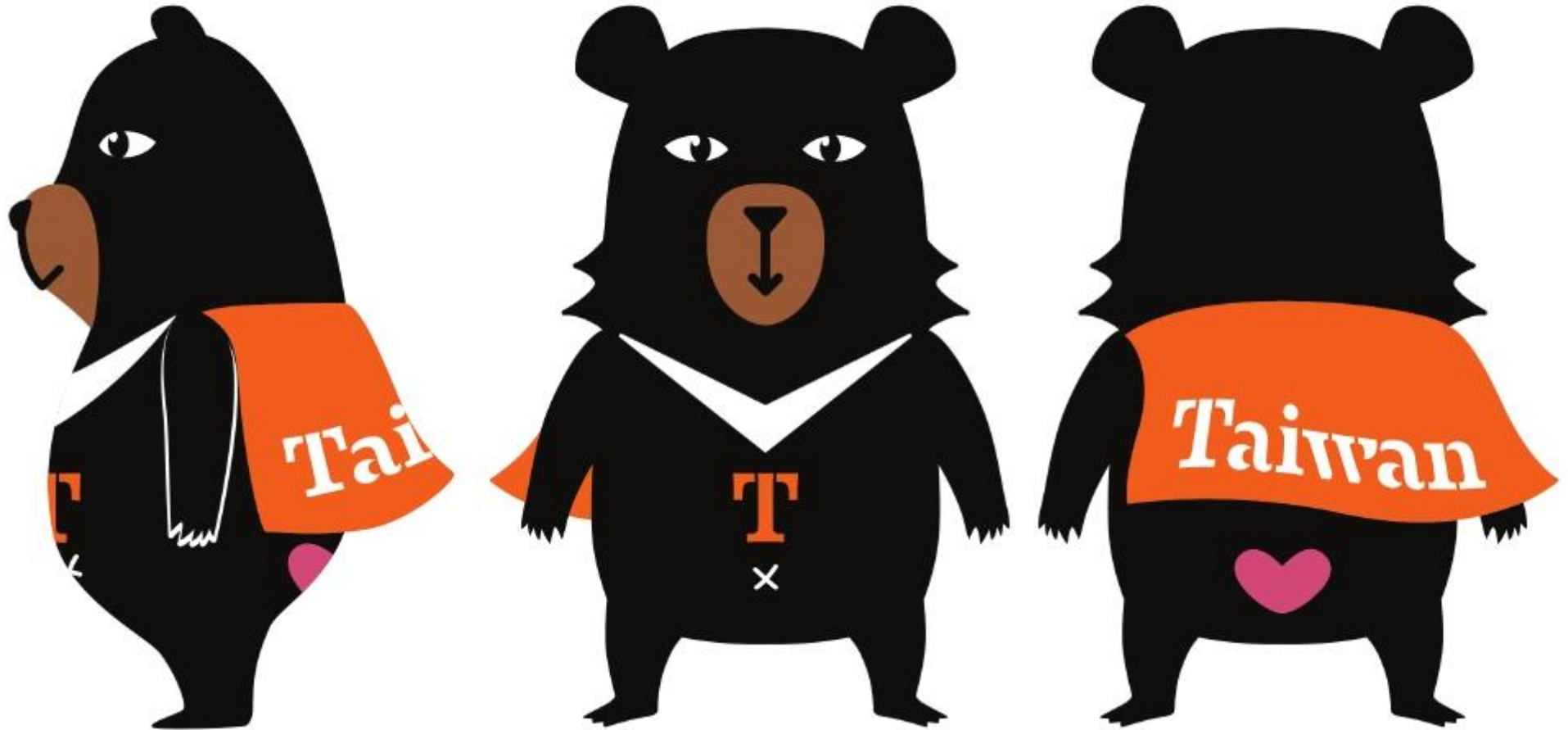
A naughty X navel

A cape that has the Tourism Bureau's logo Taiwan on the back

A lovely buttocks

Basic Design

360°



Simple but charming, OhBear's appearance is 360 degrees appealing.

Basic Design

Other Options



Half body scope

Half body depictions of him should be trimmed after showing the T letter or the X navel.



Mug shot scope

It should be trimmed between the white letter V at the collar and the T letter on the chest.

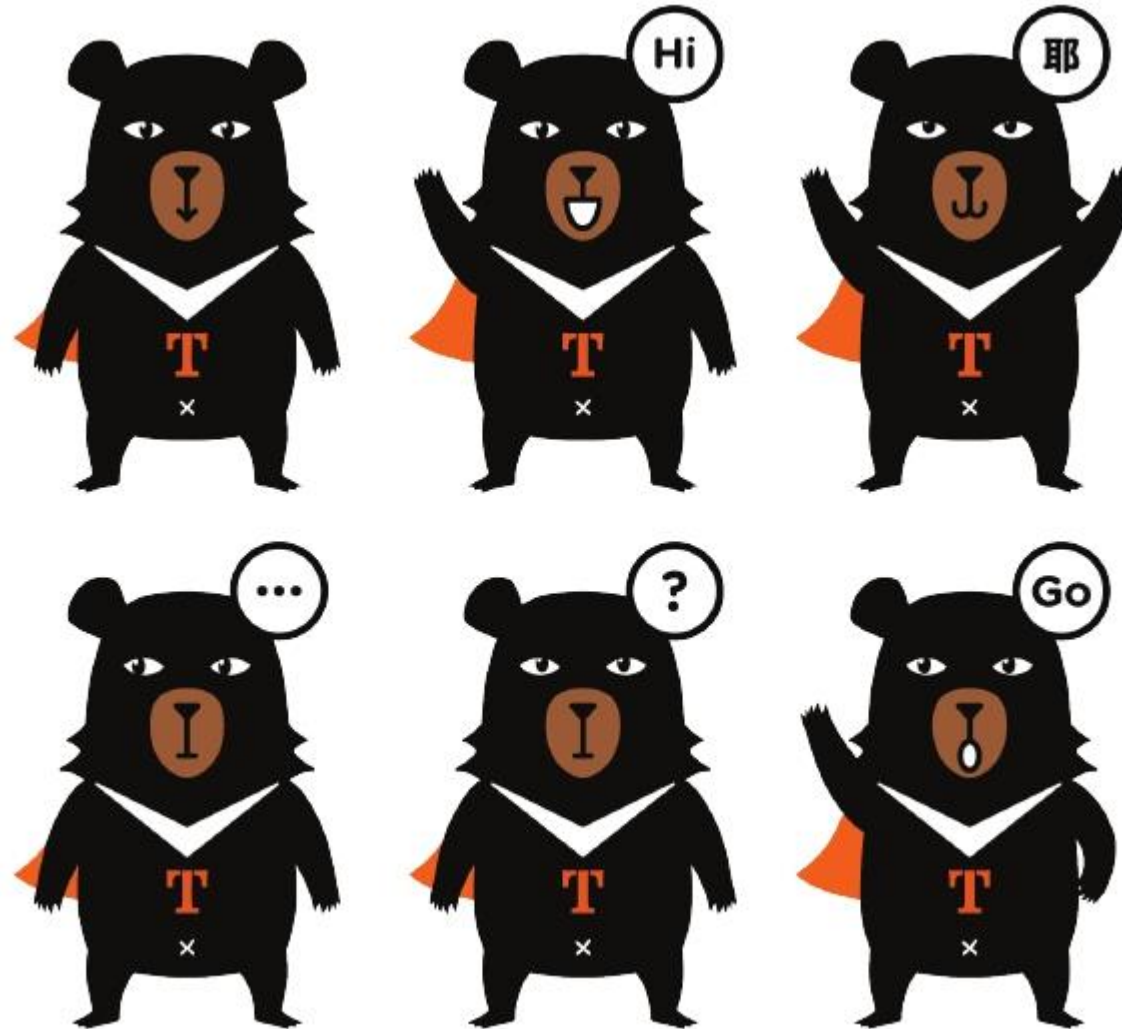
Facial Expression

OhBear's expression can be adjusted appropriately to reflect each situation he's in.

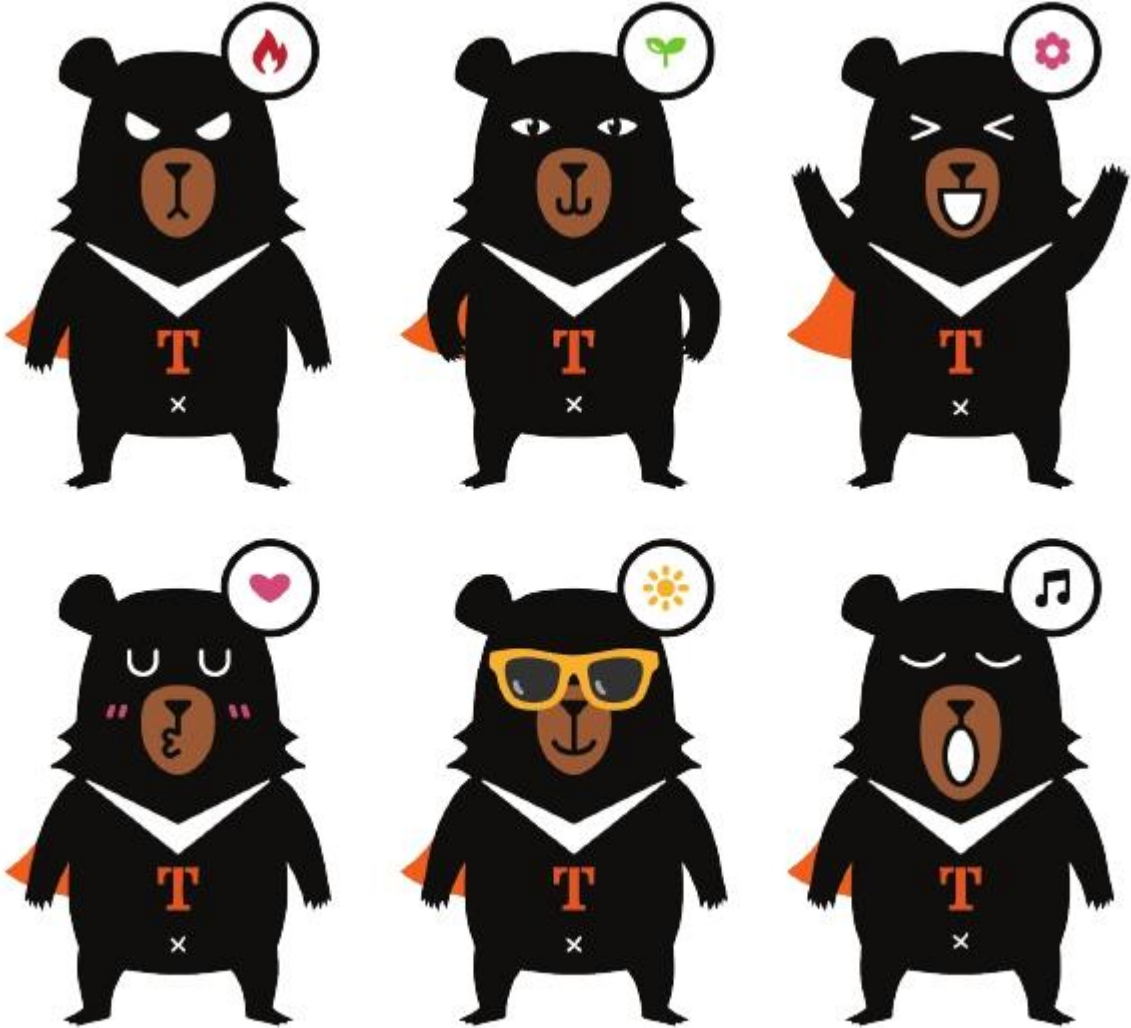


Basic Stickers

Other than his facial expression, the words, punctuation marks or symbols in the bubbles can be changed to make OhBear more lively.



Basic Stickers



Icon System

Small icons



Go

Hi

耶

...

?

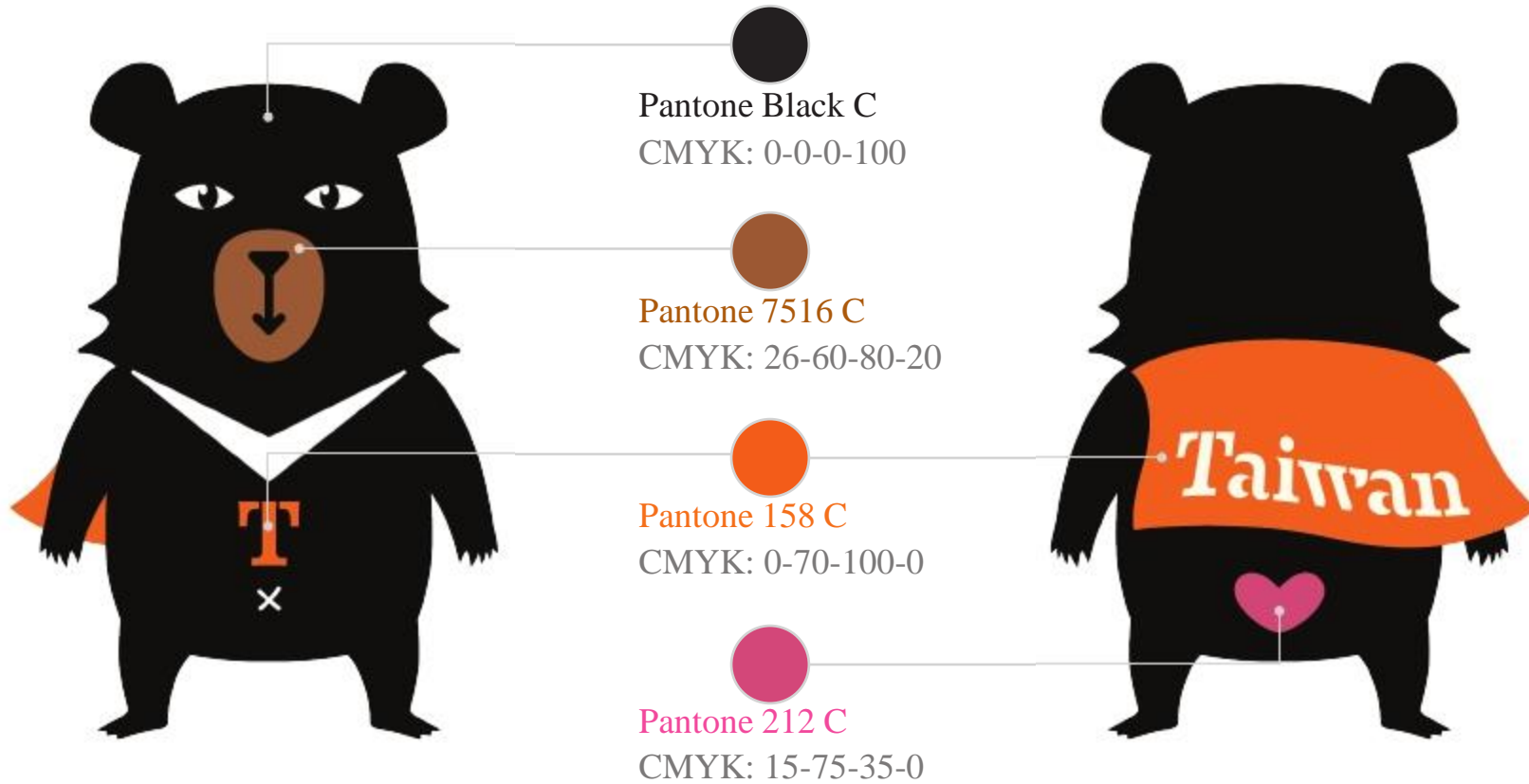
!



Icons used in the bubbles should be kept simple; single words can also be used.
Keep the icons to one color and no more than two colors.
Remember, keep it simple!

OhBear Colors

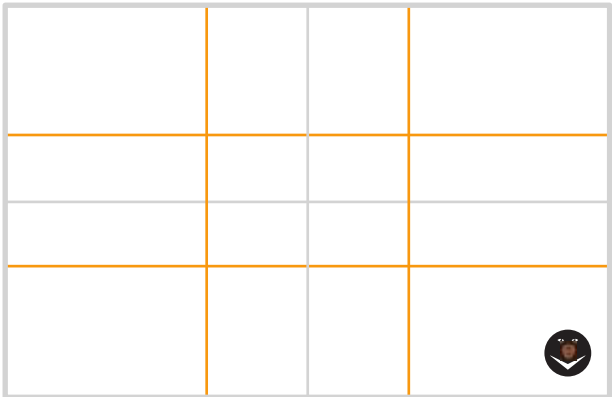
Color scheme for OhBear



OhBear's four basic colors must be in full compliance with the following color code.

OhBear Icon

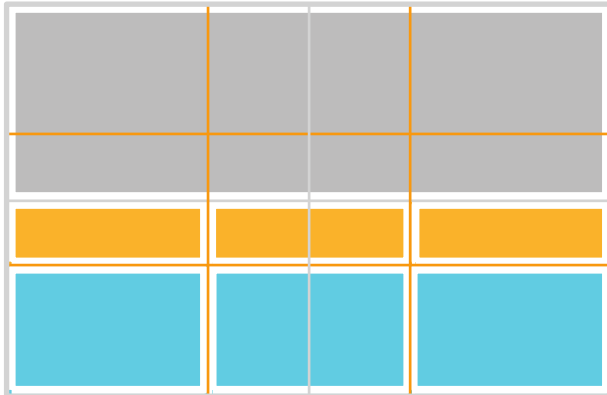
The OhBear icon



The OhBear icon should be used mainly on the lower right hand corner of the fans page picture.

OhBear Layout

Oh Bear typesetting



Optimum range Safe range Ugly

OhBear should comprise about one-ninth the space in pictures.
That's the optimum size, so as to avoid him exceeding the safe range.

OhBear Brand

Let's talk about Brand now.

BRAND

Brand Identity

Information about the OhBear Brand Identity



Oh Bear's brand identity should have a white or orange background.



If the background is white, OhBear's brand identity should be orange in color.

OhBear's brand identity is comprised of the logo and standard words. Both can be applied in accordance with the needs of the media separately, independently.

Scaling must be consistent.

Typography

Typography

Kozuka Gothic Pro Light 健康 冒險 勇敢 好奇 喔熊
使用於輔助性及次要文句。

Regular 健康 冒險 勇敢 好奇 喔熊
使用於主要文句及整個段落。

Bold 健康 冒險 勇敢 好奇 喔熊
使用於標題或重點文句，強調性質。

Gotham

Book Healthy Adventurous Brave Curious OhBear
使用於主要文句及整個段落。

Bold **Healthy Adventurous Brave Curious OhBear**
使用於重點文句，強調性質。

OhBear's special fonts and other promotional materials and advertising should be used.

Brand Pattern

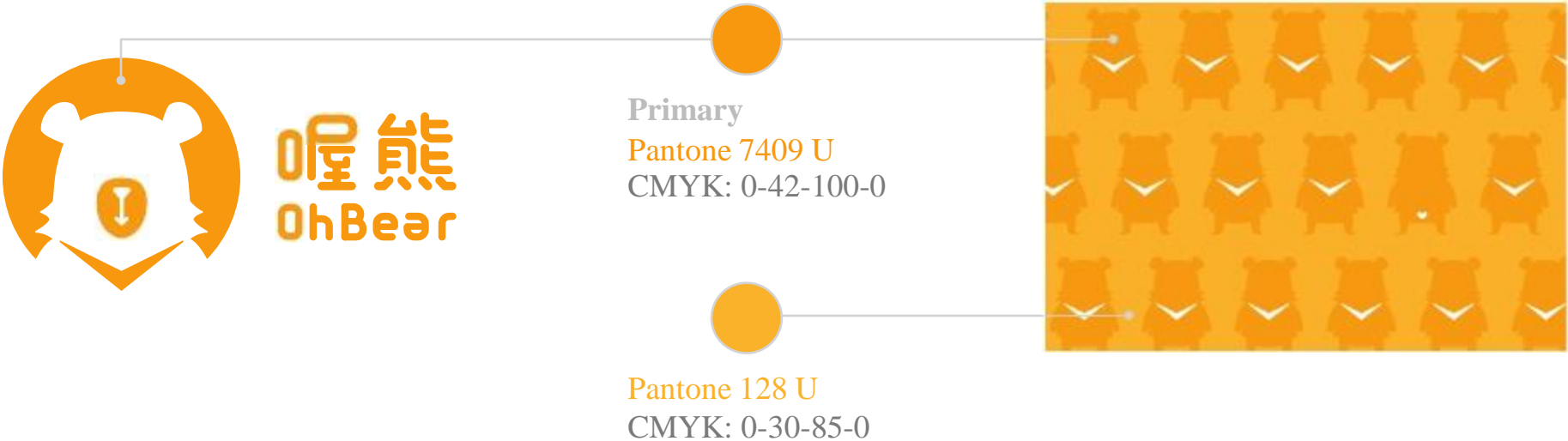
Brand pattern



Keep the pattern intact. Please don't change the pattern or add any words, illustrations or logo to the pattern. In principle, with five as a unit, each unit has only one heart OhBear buttocks.

Brand Colors

Brand Colors



The main colors for the OhBear brand must completely comply with the above color code.

Brand Colors

Other Options



When the background is white, the brand identity should be orange in color.



When the background is white, but color printing is not possible, only then can the brand identity be black.



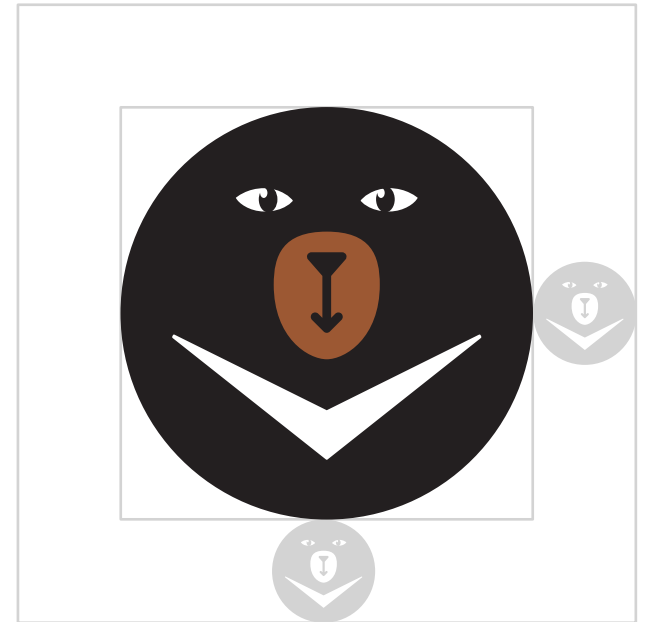
When the background is orange or black, the brand identity should be white.

Clear Space

Clear Space



Standard clear space should be 25% of OhBear's brand identity.



Standard clear space should be 25% of OhBear's brand identity.

Clear space should be left in the above standard designs.

Minimum Size

Minimum size



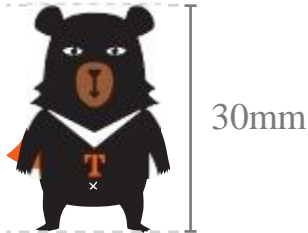
OhBear Brand Identity



OhBear icon



OhBear mug shot



OhBear full body

Avoid printing distortions on OhBear's brand identity and difficulties in identifying his face, the minimum size should be based on the following standards:

Wording

Wording

	喔熊		噢熊	喔雄	喔喔熊	
			Typos	Typos	Adding words	
	OhBear		Oh Bear	Oh!Bear	ohbeer	OHDEAR
			Adding a space	Adding an exclamation mark	All lower case plus a typo	All upper case plus a typo
	喔熊 OhBear		喔熊OhBear	喔熊,OhBear		喔熊Oh Bear
			Not adding a space between the Chinese and English words	Adding a punctuation mark between the Chinese and English words		Casually a space in the wrong place

Wherever the name OhBear is used, make sure it complies with the only text style that can be used.

OhNo
OhBear
OhBear wrong
paradigm



Tilting



Widening



Adding borders



Lacking essential elements



Unequal proportion



Changing colors

OhNo

Brand Identity

Wrong paradigms



Adding a shadow



Expanding and tilting



Adding borders



Adding unnecessary elements



Changing the proportions of the brand logo and the wording



Using non-brand colors

Final Thought

Final Thought

Let's respect OhBear's brand specifications,
and let the OhBear brand flourish domestically and internationally!



If you still have doubts after reading the above guidelines five times, please contact:
02.2349.1500 #8122

Taiwan

THE HEART OF ASIA

🔍 喔熊 OhBear

facebook.com/OhBearTaiwan