

Accenture Oracle Business Group

Visual Style Concepts

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Logo lockup

Both powerful and instantly recognisable on their own, the Accenture and Oracle brands convey trust, professionalism, sturdiness and ultimately, leadership, however their signatures may be used.

Together, they enhance these themes as a collective. For the dual brand lockup, we have opted to remain simple and unadorned, letting the brands themselves do all the talking.

Using red from both brands as the hero colour instantly join the two and conveys power. Since the joint venture is an equal partnership we have opted for an alphabetical placement of the two signatures.

Our recommendations show both how a horizontal and vertical version would work together for various formats.



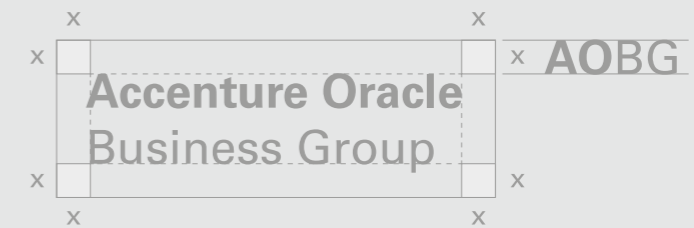
Joint venture mark

While the logo lockup acts as the dominant branding force on a page, branding wise, the joint venture (JV) needed something to separate itself from both brands, while telling readers that this is something new, unique and stand-alone from other materials put out by both companies.

Utilising a simple typographic word mark, with mixed weight clearly defines the pieces as something from the both companies as a partnership. A horizontal and staked version has been developed to provide options for various formats. The staked version allows AOBG to be clearly read by the user if an acronym for the joint venture is important for communications.

It is important to note that the logo lockup (page 2) remain the dominant branding piece on any material. The JV mark should never be seen on it's own, and should always be used in conjunction with the logo lockup. The JV mark is also only ever seen in grey to give the logo lockup a dominant place in the hierarchy of brand elements. See the grid system section (page 5) for proposed usage.

**Accenture Oracle
Business Group**



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Colours and typography

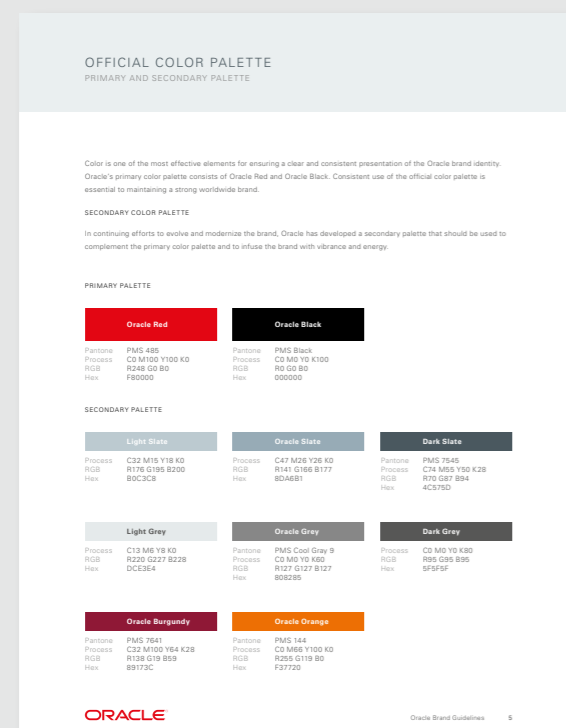
Colour

The Accenture and Oracle brands share a similar palette of rich strong colours, dominated by varying tones of red. Our colour choices for the joint venture have been informed by Oracle's red, burgundy, and orange as well a suite of supportive greys and neutrals. We have, however lifted the proposed options from Accenture's colour palette using the closest possible equivalents.

To ensure we do not produce materials that are too obviously informed by Oracle's colour palette we have selected a range of complementary and contrasting colours from Accenture's options as shown to the left. The brand lockups (page 2) will always remain red.

Typography

For all materials we recommend the use of Oracle's typeface, Univers. We feel that Rotis is too easily identifiable with Accenture and may sway a reader upon site of material that may not feature the logo lockup as something from Accenture solely rather than from both firms as a unique communication.



The AOBG colour palette was chosen based on the official colour palette from Oracle Brand Guidelines

Colour palette

 <p>Warm Red Pantone 485 Process OC 100C 100Y 0K RGB 255R 0G 0B HEX FF0000</p>	 <p>Aquamarine Pantone 3275 Process 90C 0C 47Y 0K RGB 0R 170G 153B HEX 00AA99</p>	 <p>Dark Grey Pantone 424 Process OC 0C 0Y 65K RGB 102R 102G 102B HEX 666666</p>	 <p>Taupe Pantone 451 Process 34C 30C 57Y 0K RGB 153R 153G 119B HEX 999977</p>
 <p>Cranberry Red Pantone 1945 Process OC 100C 56Y 19K RGB 170R 17G 51B HEX AA1133</p>	 <p>Pool Blue Pantone 306 Process 76C 0C 6Y 0K RGB 0R 187G 238B HEX 00BBEE</p>	 <p>Light Gray Pantone 444 Process 17C 0C 13Y 47K RGB 119R 136G 136B HEX 778888</p>	 <p>Black Pantone Black Process OC 0C 0Y 0K RGB 0R 0G 0B HEX 000000</p>
 <p>Yellow Orange Pantone 1375 Process OC 43C 100Y 19K RGB 255R 153G 0B HEX FF9900</p>	 <p>Dusty Lavender Pantone 5285 Process 40C 38C 0Y 27K RGB 136R 119G 153B HEX 887799</p>	 <p>Pale Grey Pantone Cool Gray 4 Process OC 0C 0Y 24K RGB 203R 204G 204B HEX CCCCCC</p>	 <p>White Pantone N/A Process OC 0C 0Y 0K RGB 255R 255G 255B HEX FFFFFFFF</p>

Recommended typography for the joint venture

Accenture Oracle Business Group

Univers 55 Roman (Title Case)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&^*()

Univers 65 Bold (Title Case)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&^*()

Note: The joint venture name should be present on all pieces. See page 7 for options.

Harmony in Velocity – The Partnership Graphic

The partnership graphic is derived from angles present in the greater than symbol from the Accenture brand and the cut of 'O' in Oracle brand as seen to the right. The iconic images come together powerfully and seamlessly to show the strength of collaboration. The overlay highlights the purposeful impact of AOBG. The greater than symbol presents a sense of forward motion and speed while the curve of the 'O' presents versatility. Together they create the sense of Harmony in Velocity that powers AOBG.



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Harmony in Velocity – Grid and Overlay

Brochure template

The grid system allows us to dynamically position the 'partnership graphic' where it is optimal, forming a bold forward moving pattern for the eye to flow. The resulting shapes can be used to display a color based overlay and / or an opacity based reduction depending on the image being utilized. This presents a unique and bold graphical representation while retaining a sense of family across all materials. The greyed out crosses mark areas of the page reserved for brand elements. The logo lockup and JV mark should be used in white to provide stark contrast and be positioned in the bottom right corner. See over for examples of the grid and overlay system in use.



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Harmony in Velocity – The Partnership Graphic

PowerPoint template

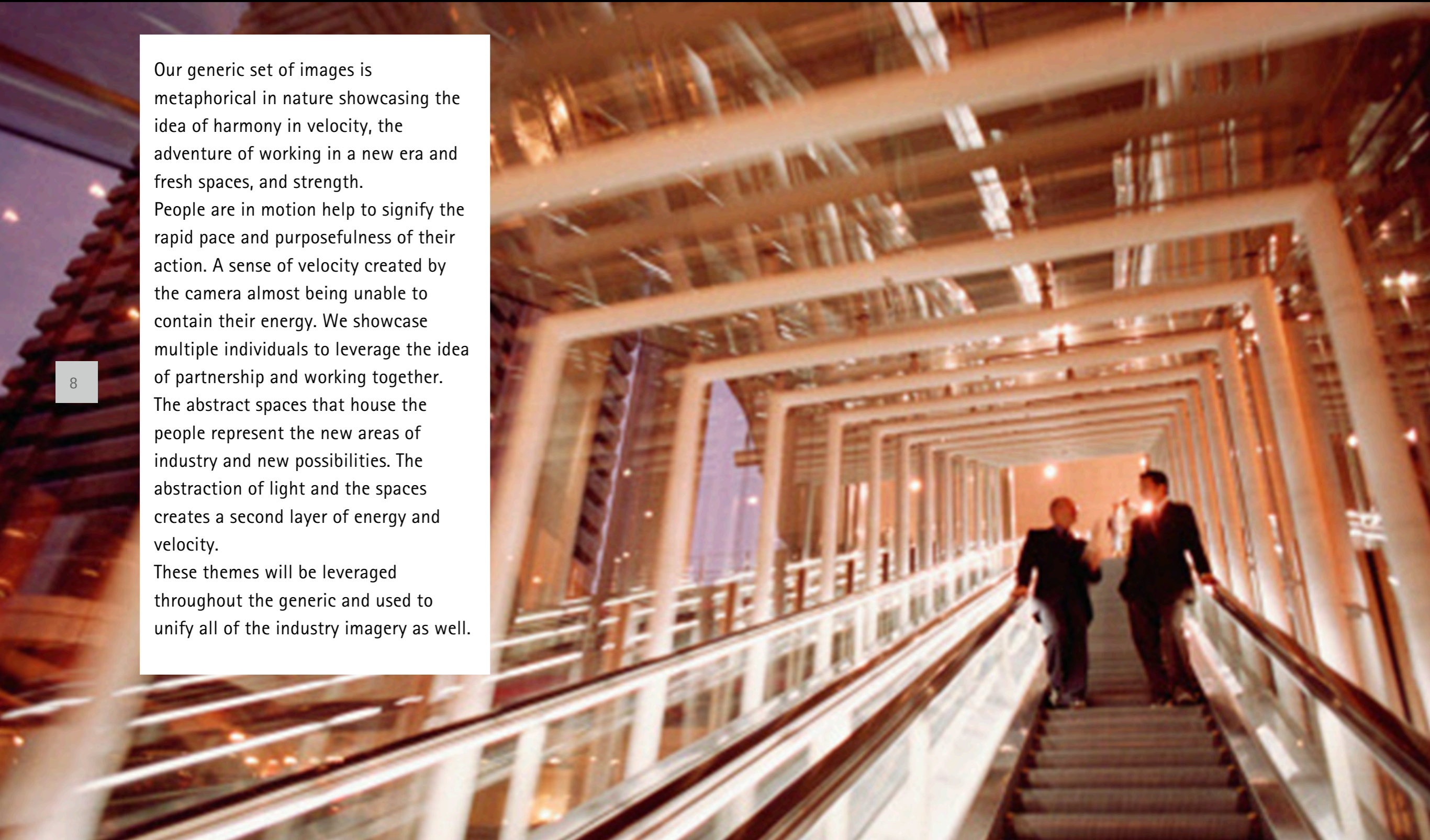


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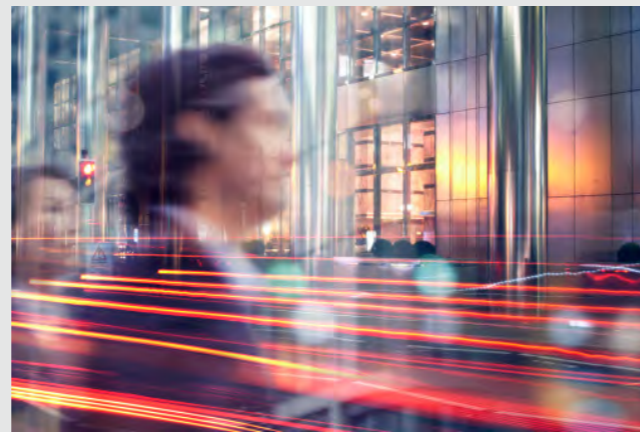


Hero Image – Generic

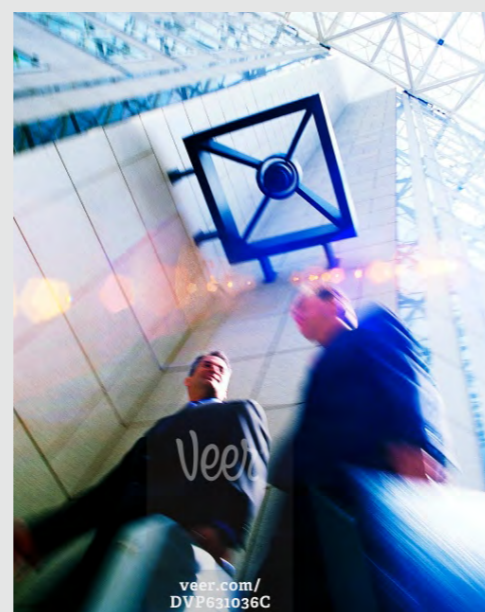
Our generic set of images is metaphorical in nature showcasing the idea of harmony in velocity, the adventure of working in a new era and fresh spaces, and strength. People are in motion help to signify the rapid pace and purposefulness of their action. A sense of velocity created by the camera almost being unable to contain their energy. We showcase multiple individuals to leverage the idea of partnership and working together. The abstract spaces that house the people represent the new areas of industry and new possibilities. The abstraction of light and the spaces creates a second layer of energy and velocity. These themes will be leveraged throughout the generic and used to unify all of the industry imagery as well.



Hero- Alternate Images



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Hero Image

Industry specific – Hospitality

The images selected dovetail with the concept of Harmony in Velocity that is prevalent in the generic hero. The images showcase the energy and vitality of the industries represented with a sense of perpetual motion and forward thrust, collective effort, and strong collaboration. The abstract shots in close up showcase the important details and infinite possibilities yet to be harnessed within these industries.



Alternative hero images



Hero Image

Industry specific – Machinery



Alternative hero images



Hero Image

Industry specific – Banking & Finance



Alternative hero images



thank you

This concept has been created and
developed by AnswersMedia

