OCS
to be your best ™

Our visual brand identity.

Brand Guidelines / Q225 / Lite edition.

OCS
to be your best™

VISION & MISSION

To become the best facilities services provider in the world – **making people and places the best they can be.**

QHSE · ESG · 125

Brand identity and tagline.

OCS

Our brand mark – this mark identifies our organisation, remaining omnipresent throughout all communications, as we further establish our reputation in facilities services and continue to deliver on the promises we made when we started this journey 125 years ago. OCS helps to elevate, enhance and advance people, places and purpose to be the best they can be.

OCS

6mm high example of a minimum size for the brand logo to ensure clarity.
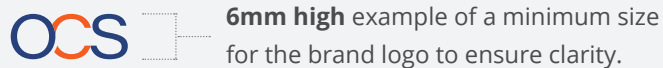
Room to breathe – please give a sensible and considerate amount of respect to the brand logo, providing the space required to communicate effectively without clutter or infringement.

OCS
to be your best™

This simple tagline and aspiration does not mean perfection. Rather, **to be your best**™ is a journey and shared destination for all those connected with OCS.

Inspired by our mission to make people and places the best they can be and to become the best facilities services provider in the world.

We're asking you to choose, join, search, find and follow **OCS to be your best.**

⤓ **Download our logo from the Group Design Hub**

TRUE Values.

TRUST 🤲

Honesty, Consistency and Quality

Built and sustained through openness and communication.

RESPECT 🙏

For people, planet and purpose

The starting point and ongoing focus of every interaction.

UNITY 🤝

Inclusive, diverse and together

One team that works for the betterment of each other.

EMPOWERMENT 💪

Dynamic, focused and constant

Providing tools and skills to achieve great things together.

Our guiding principles

Having easily understandable and universally applicable values is crucial because they are a foundational guide for decision making – providing a clear framework for all colleagues, ensuring consistency and alignment with the company's goals across diverse teams and geographies.

Our TRUE Values are a vital navigational tool for OCS, steering our actions and strategies as we work towards our vision and mission. They help create a unified culture, fostering a sense of purpose and direction among colleagues and ensuring that every decision aligns with our core principles.

Inspired by our TRUE Values, we've developed a set of commitments we all sign up for when joining OCS. Alongside those values, this alignment is essential for maintaining our brand's integrity and achieving our long-term objectives.

TRUE.Values.

Typeface.

Open Sans.

abcdefghijklmnopqrstuvwxyz
ABCDEF 0123456789 @!£$€%&@(.,)°

Open Sans Regular

Open Sans Semibold

Open Sans Bold

Open Sans Extra Bold

Open Sans is a clean and modern font, easy to read on both desktop and mobile screens.

It's free and open-source, which means that anyone can use it without having to pay any licensing fees.
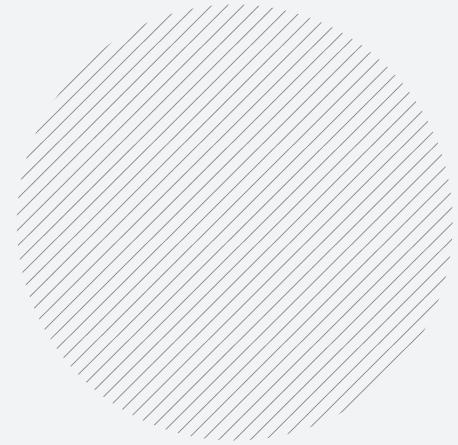
↓ **Download Open Sans from the Group Design Hub**

Colour.

OCS Orange	OCS Blue	OCS Green	OCS Red	OCS Cyan	OCS Yellow	OCS Dark Grey	OCS Medium Grey	OCS Light Grey
100%	100%	100%	100%	100%	100%	100%	100%	100%
50%	50%	50%	50%	50%	50%	50%	50%	50%
20%	20%	20%	20%	20%	20%	20%	20%	20%
10%	10%	10%	10%	10%	10%	10%	10%	10%

C 0 R 241	C 100 R 41	C 85 R 0	C 0 R 185	C 95 R 0	C 0 R 253	C 0 R 77	C 0 R 128	C 0 R 194
M 78 G 95	M 90 G 55	M 0 G 174	M 96 G 28	M 5 G 168	M 0 G 194	M 0 G 77	M 0 G 130	M 0 G 196
Y 100 B 34	Y 30 B 113	Y 100 B 77	Y 75 B 42	Y 5 B 223	Y 91 B 26	Y 0 B 79	Y 0 B 133	Y 0 B 198
K 0	K 0	K 0	K 25	K 0	K 0	K 85	K 60	K 25

Pantone 021 C	Pantone 662 C	Pantone 354 C	Pantone 186 C	Pantone Cyan C	Pantone 116 C	Pantone Cool Grey 446	Pantone Cool Grey 10	Pantone Cool Grey 4
Hex F15F22	Hex 293771	Hex 00AE4D	Hex B91C2A	Hex 00A8DE	Hex FCC219	Hex 4D4D4F	Hex 808285	Hex C2C4C6

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Brand devices / Frames and rounded corners.

Brand devices / Graphic elements.
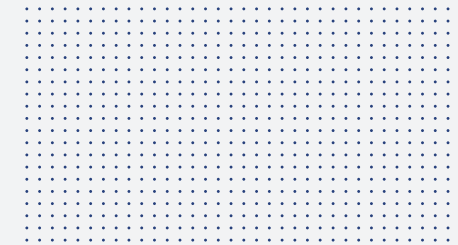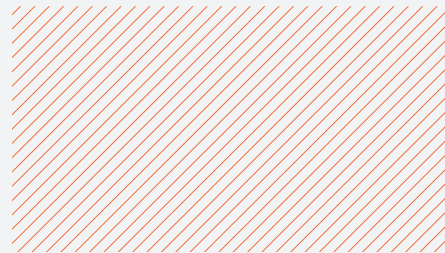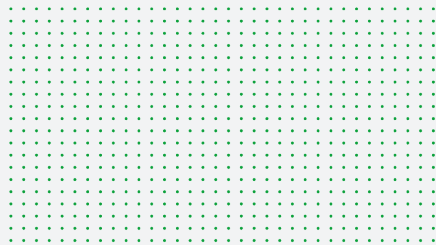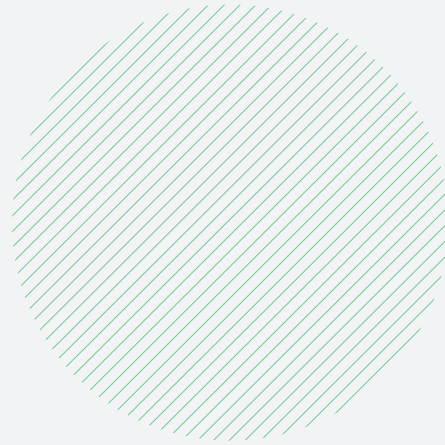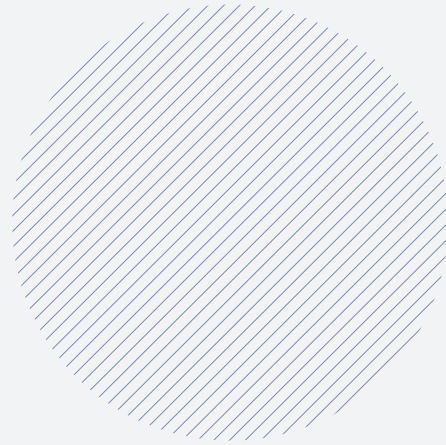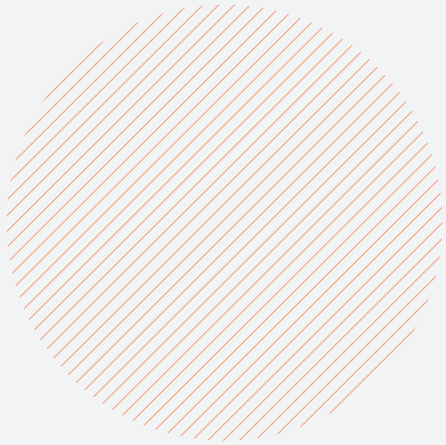
Photography.

Core brand devices.

OCS
to be your best™

TRUE.Values.

OCS
RETAIN
GROW
GAIN
Internal Use Only

DID YOU KNOW?

WE PRIORITISE SAFETY AT ALL TIMES
OCS
QHSE
Est.1900

DOING BUSINESS IN THE RIGHT WAY
OCS
ESG
Est.1900

TRUST RESPECT UNITY EMPOWERMENT
OCS
TRUE
VALUES
Est.1900

FACILITIES EVOLUTION FOR 125 YEARS
OCS
125
Est.1900

OCS
FOUNDATION
Delivering opportunities for good ™

125 YEARS
Est.1900

We ♥ FM™

We ♥ FM™

125th anniversary.

125 YEARS Est.1900

CELEBRATING 125 YEARS Est.1900

125 YEARS Est.1900

125 YEARS Est.1900

125 YEARS Est.1900

125 YEARS Est.1900

125 YEARS Est.1900

125 YEARS Est.1900
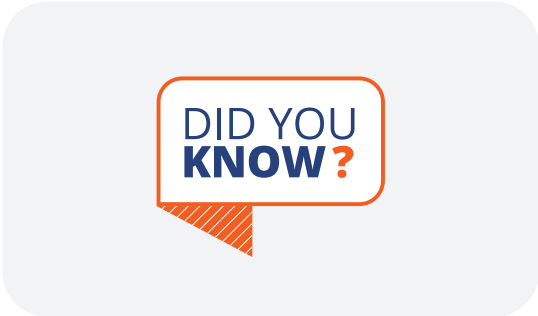
⤓ **Download 125th anniversary logos**

⤓ **Download 125th anniversary assets and templates**

Example creative 1.

Example creative 2.

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Brand Guidelines
Q225 / v1.0

TRUE. Values**.**