# OpenAI
Brand guidelines

Our mission is to ensure that artificial general intelligence benefits all of humanity.

Introduction

This document sets up the foundations of the OpenAI brand. Understanding and adhering to these standards will be essential in maintaining a consistent brand presence and supporting the brands future ambitions.

This is not an exhaustive representation of all brand elements, however it is intended to serve as a starting point for documenting fundamental aspects of the brand like the logo and color. As the brand evolves this document should be updated accordingly.

These guidelines are intended to help guide and inspire you as you bring the brand to life. Before you create new assets, consult these guidelines to ensure you're on the right track.

You can also share this document with any partner agencies, writers, or designers who may be creating the work for you.

Introduction

Introduction

Our brand values are rooted in our mission to ensure artificial general intelligence benefits all of humanity and can be drawn upon to guide future design explorations.

Gravitas	Reflect the seriousness of our commitment to safety.	Intentional, solid, firm.
Precision	Reflect the expertise, rigor, and excellence behind our work.	Clarified, Exact, Orderly.
Approachable	Reflect our impact on humanity and all that we do to empower people.	Open, Optimistic, Warm.
Allure	Reflect the wonder and awe in the technology and our messy, playful approach to discovery.	Unexpected, Delightful, Mysterious.
Bold	Reflect the scale and scope of what we want to accomplish.	Innovative, Groundbreaking, Novel.

Logo

As our most recognizable brand element, our logo blends rigid machine-like construction with the finesse of the human touch. These formal qualities express our focused pursuit to create technology that benefits humanity.

Our logomark is the shorthand for our brand. It's easy to recognize, and works perfectly as both a simple sign-off and visual tool in a piece of our internal communication—where your audience might be familiar with the context of the OpenAI brand.

The logotype is generally not used without the logomark. However, the logotype has been optically adjusted to ensure an even rhythm between the letters. When possible, use the approved logotype as opposed to typing out the name of the company. When dealing with live text, do not use the logotype, instead use live text.

OpenAI
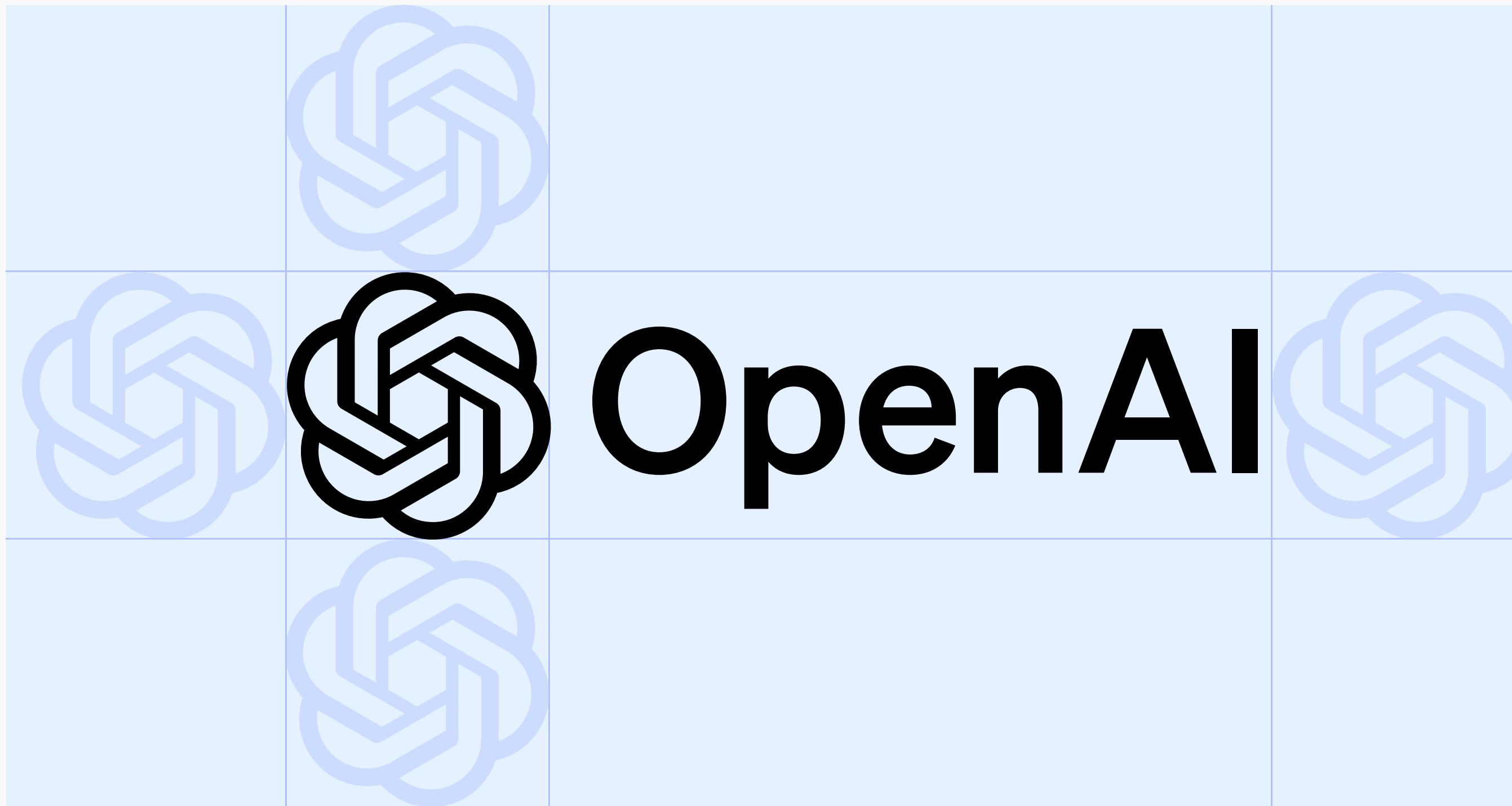
Logo
Lockup

Our lockup is the structured relationship between the logomark and logotype. It is the most common use of the logo. It should be used for external facing applications as the use of the logomark with the logotype help provide context and establish brand recognition.

The area around the logo should always provide ample space so that the balance and wholeness of the logo are not crowded or constrained by external elements.

The diagrams show the correct amount of space that should surround the logo. No accompanying text or logos should appear in this area.
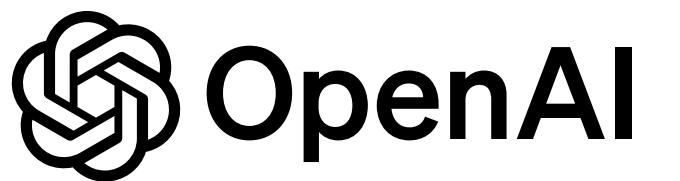
Whenever possible, the logo should appear on the primary black or white backgrounds.

These applications reflect our core brand values and are suitable for instances when a quieter brand presence is necessary, such as a header on a website or letterhead and business card.

White
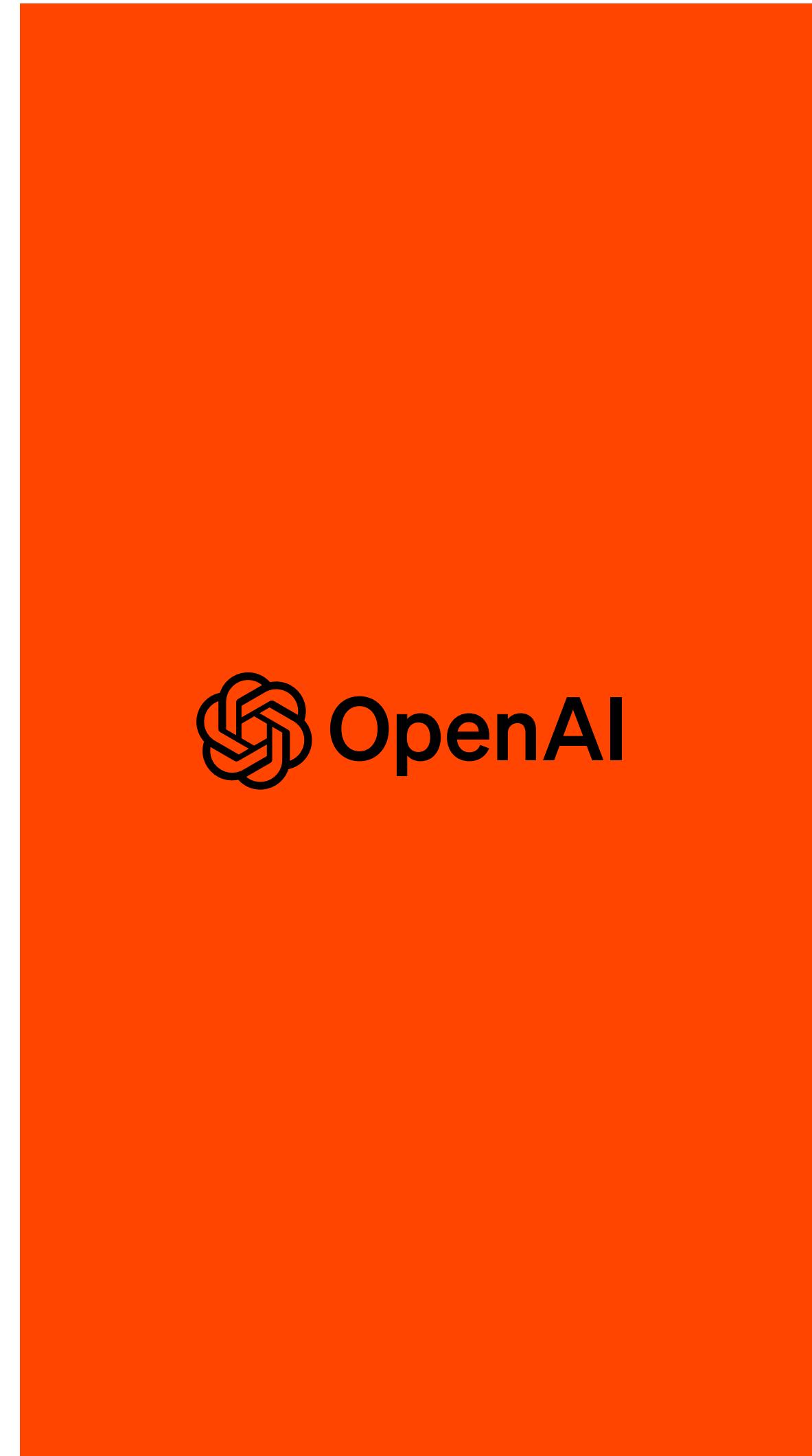
Black
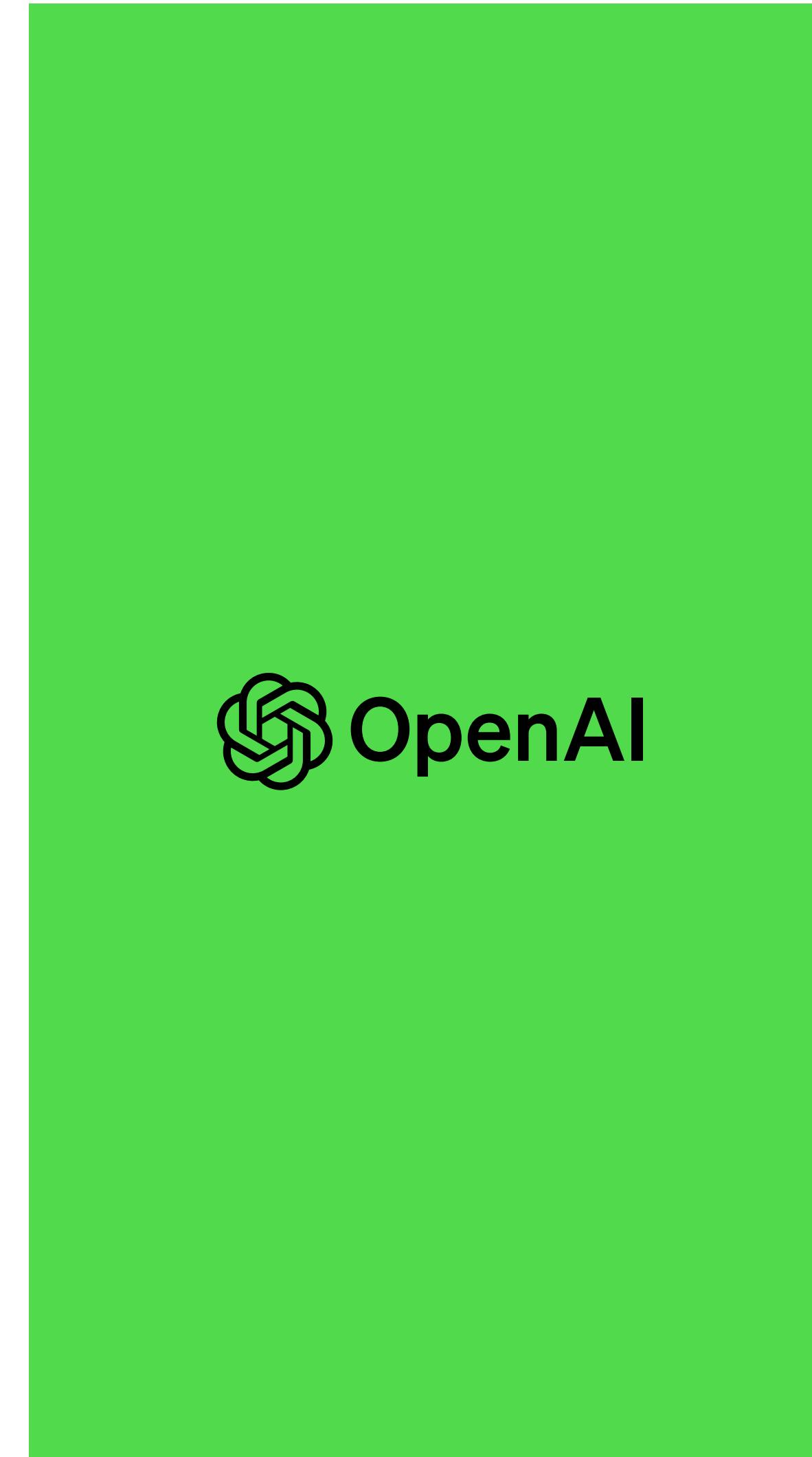
Logo
Color
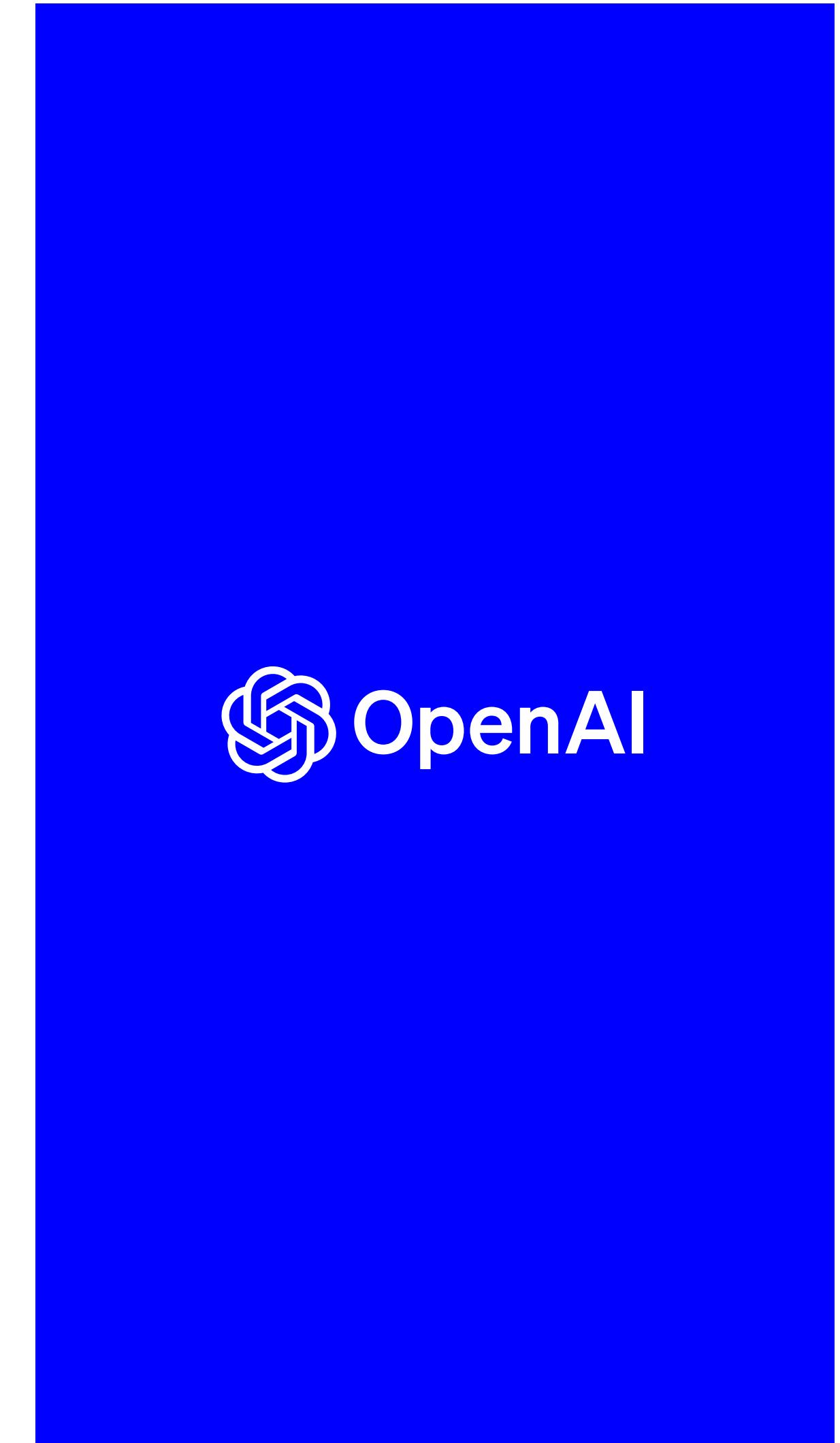
When a louder brand presence is needed, such as a billboard or subway advertisement, the logo may be paired with a selection of our primary brand colors.

Red 700

Green 600
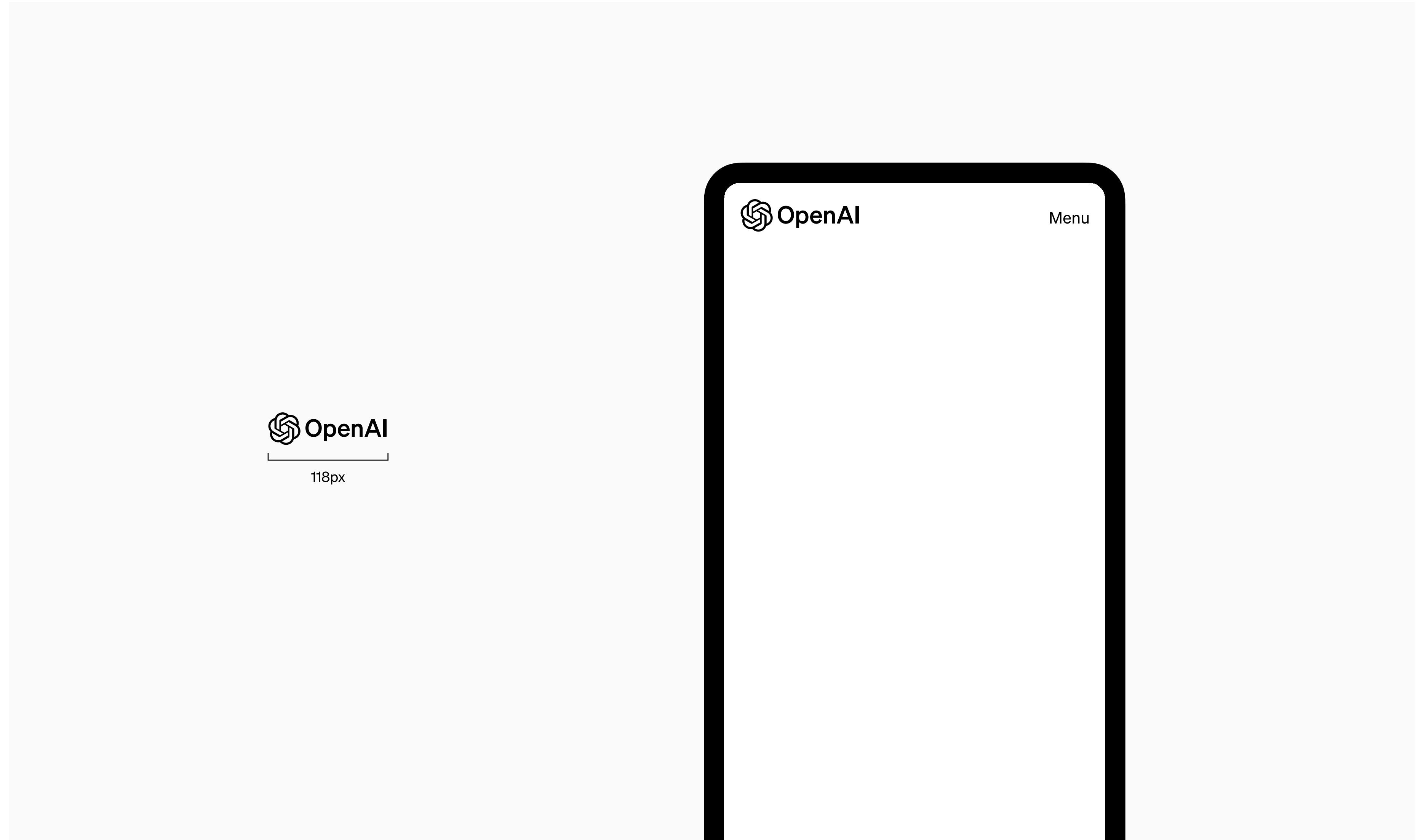
Blue 600
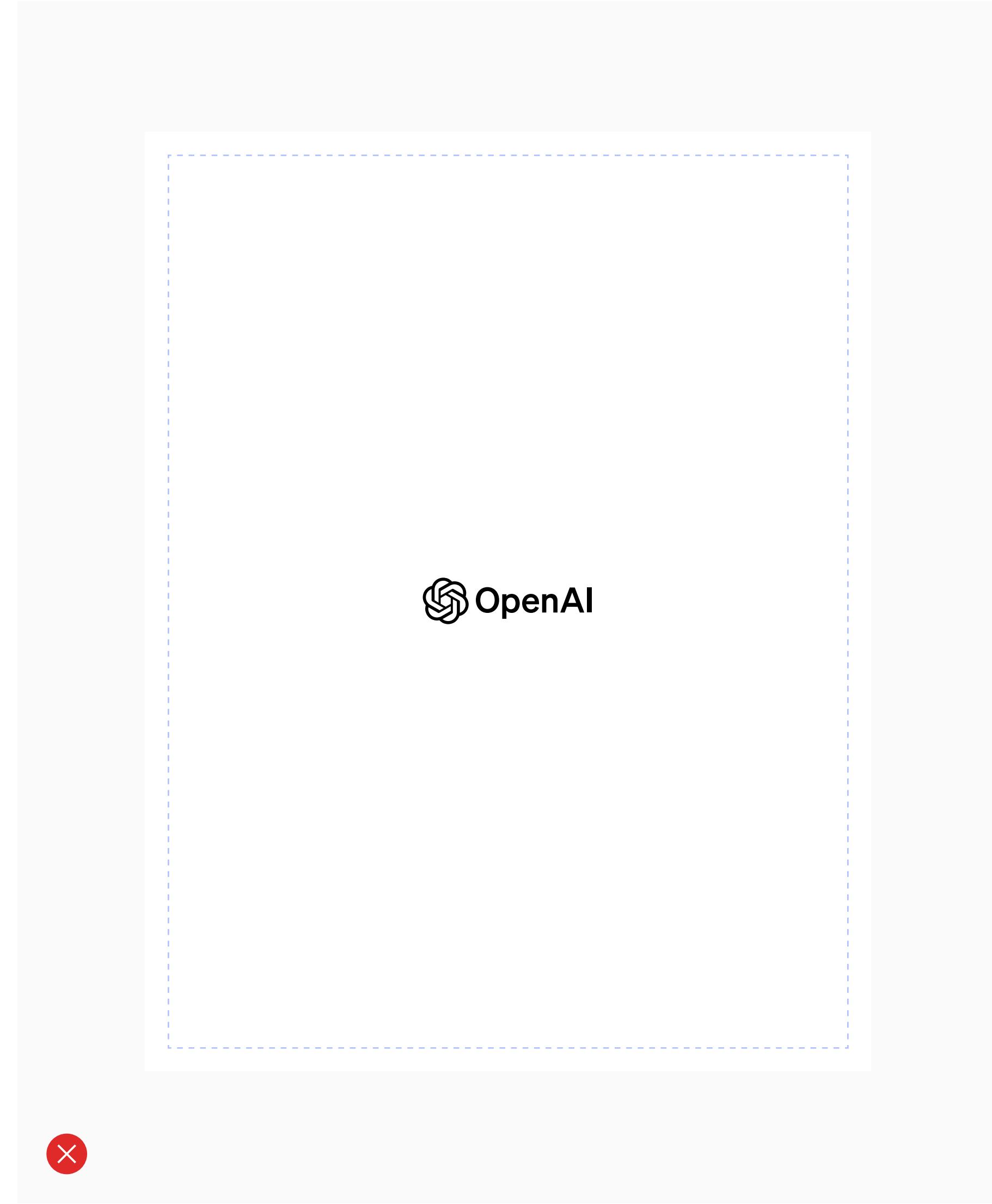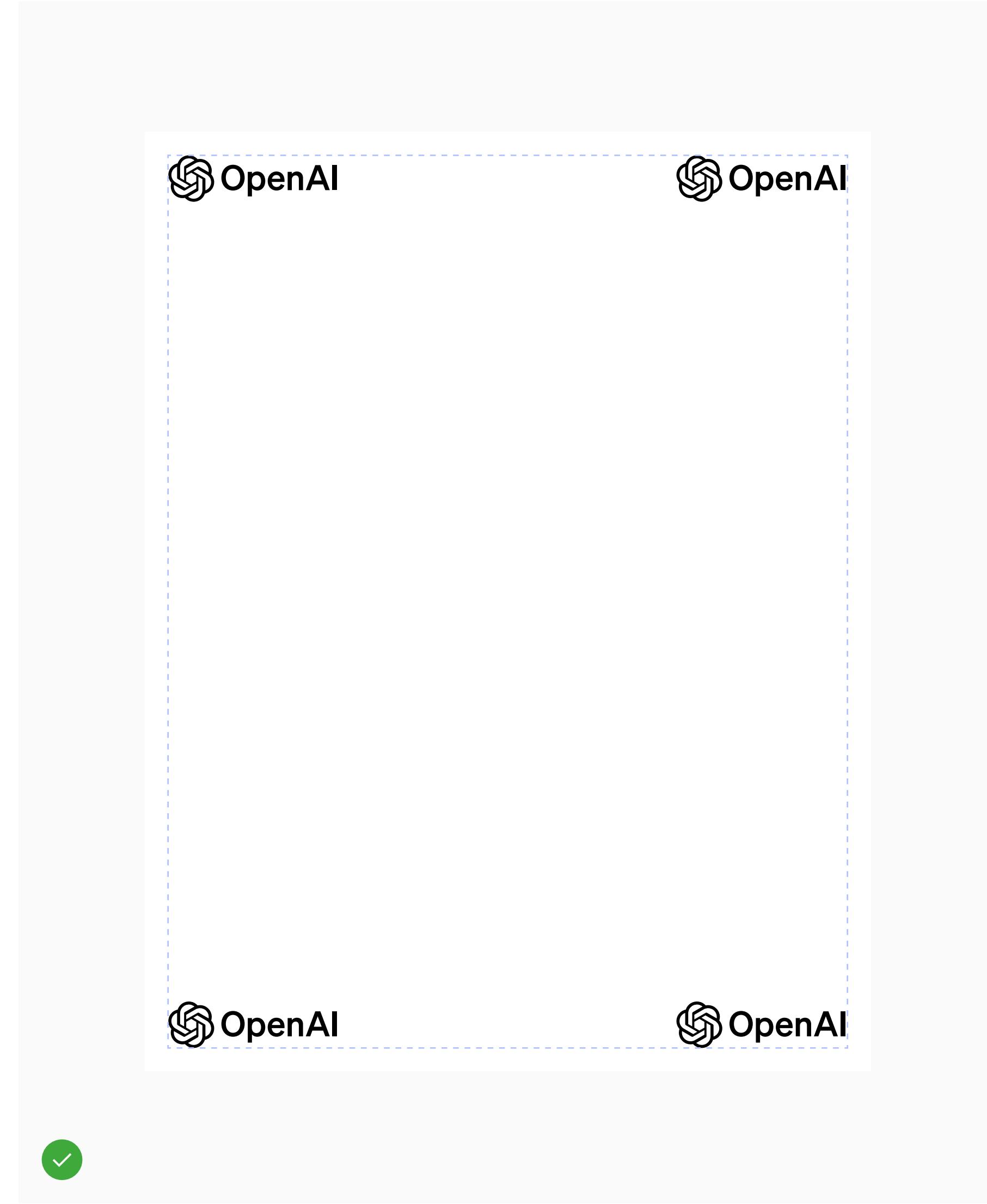
To ensure readability and legibility of the ,
brand mark, logotype and lockup across all
screens and digital devices the logo should
not be used at sizes below 126px wide.

OpenAI

118px

OpenAI   Menu

Our logo should appear left-aligned along the top or bottom of a page or document cover. Do not center the logo horizontally.
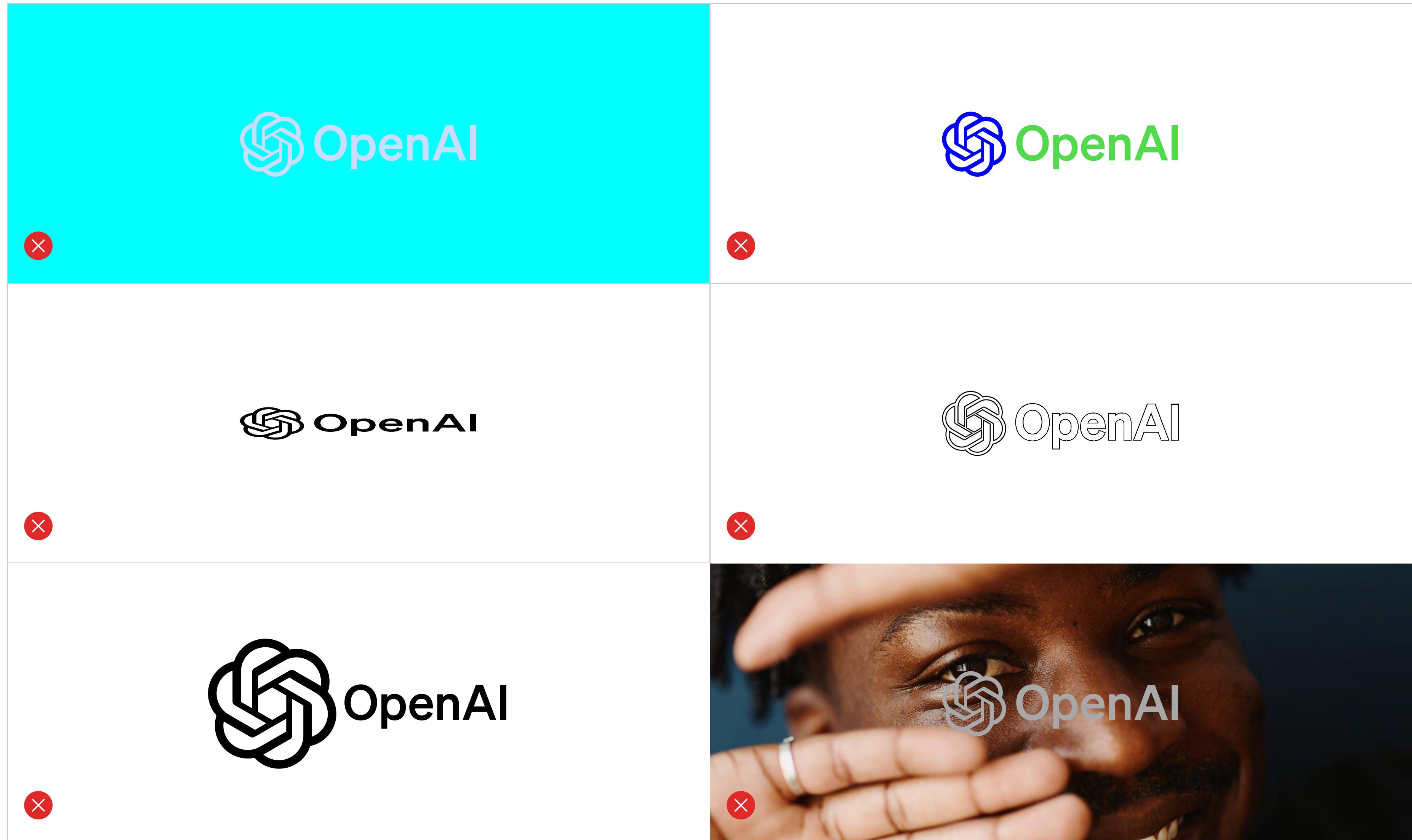
The avatar should be used for small formats, like social media icons. Do not use the avatar treatments for large graphic such as a posters, banners or billboard advertisement.

- Do not use color combinations that make the logomark illegible
- Do not use different colors for the colors logotype and the symbol
- Do not disproportionately stretch or warp the logo
- Do not stylize or alter the logo including outlining it, adding a drop shadow or bevel, or any stylistic effect
- Do not scale, reposition or modify the logo in any way
- Do not place the logo over images which make the logomark illegible or use in any color other than white or black when being placed on top of an image

Color

OpenAI is an empty vessel that adapts to its content. To embody this concept, the OpenAI brand relies heavily on the use of black and white.

Our primary color palette is pure black and white. Black and white are preferred for most scenarios and sufficiently communicates our brand value that OpenAI is an empty vessel that adapts to its content.

The stark contrast of black and white expresses the boldness and precision we have as an organization. The interplay of black and white can also be expressed in creative ways by playing with different blend modes when setting text over photography.

This symbolizes our focus on the tension between what's natural and artificial and the duality between human and machine.

White

R	255
G	255
B	255
C	0%
M	0%
Y	0%
K	0%
#	FFFFFF
P	---

Black

|	
R	0
G	0
B	0
C	30%
M	30%
Y	30%
K	100%
#	000000
P	---
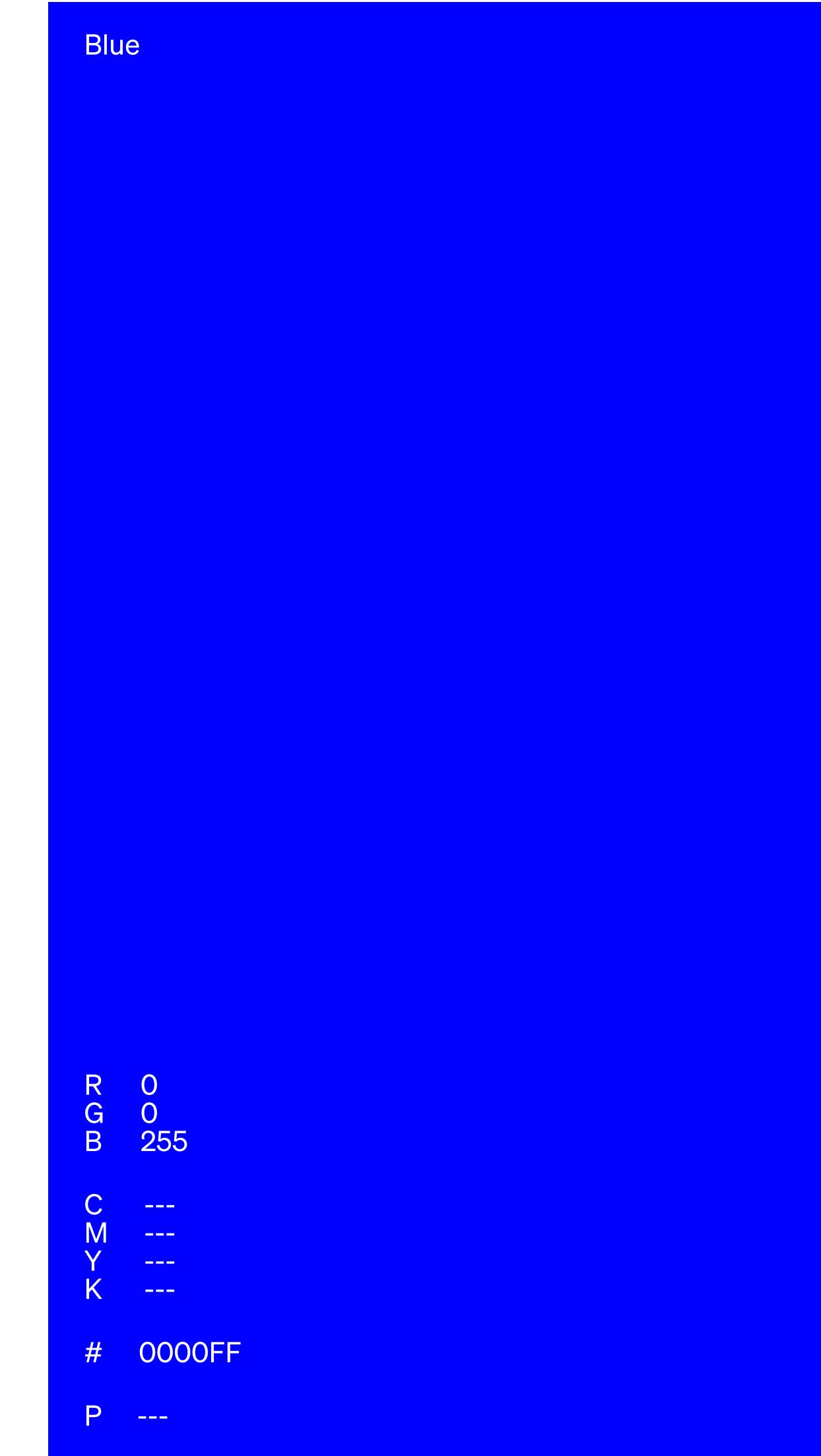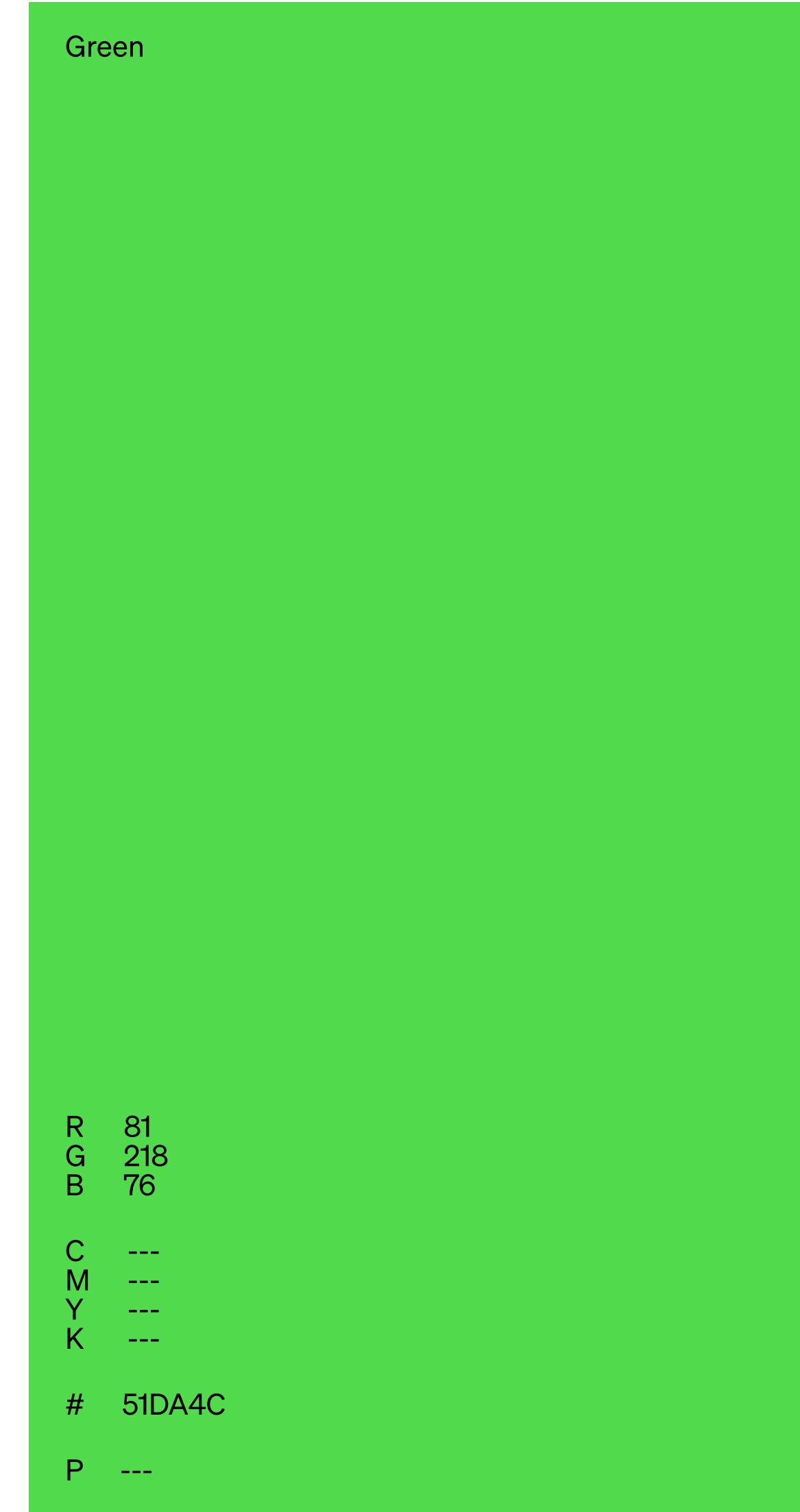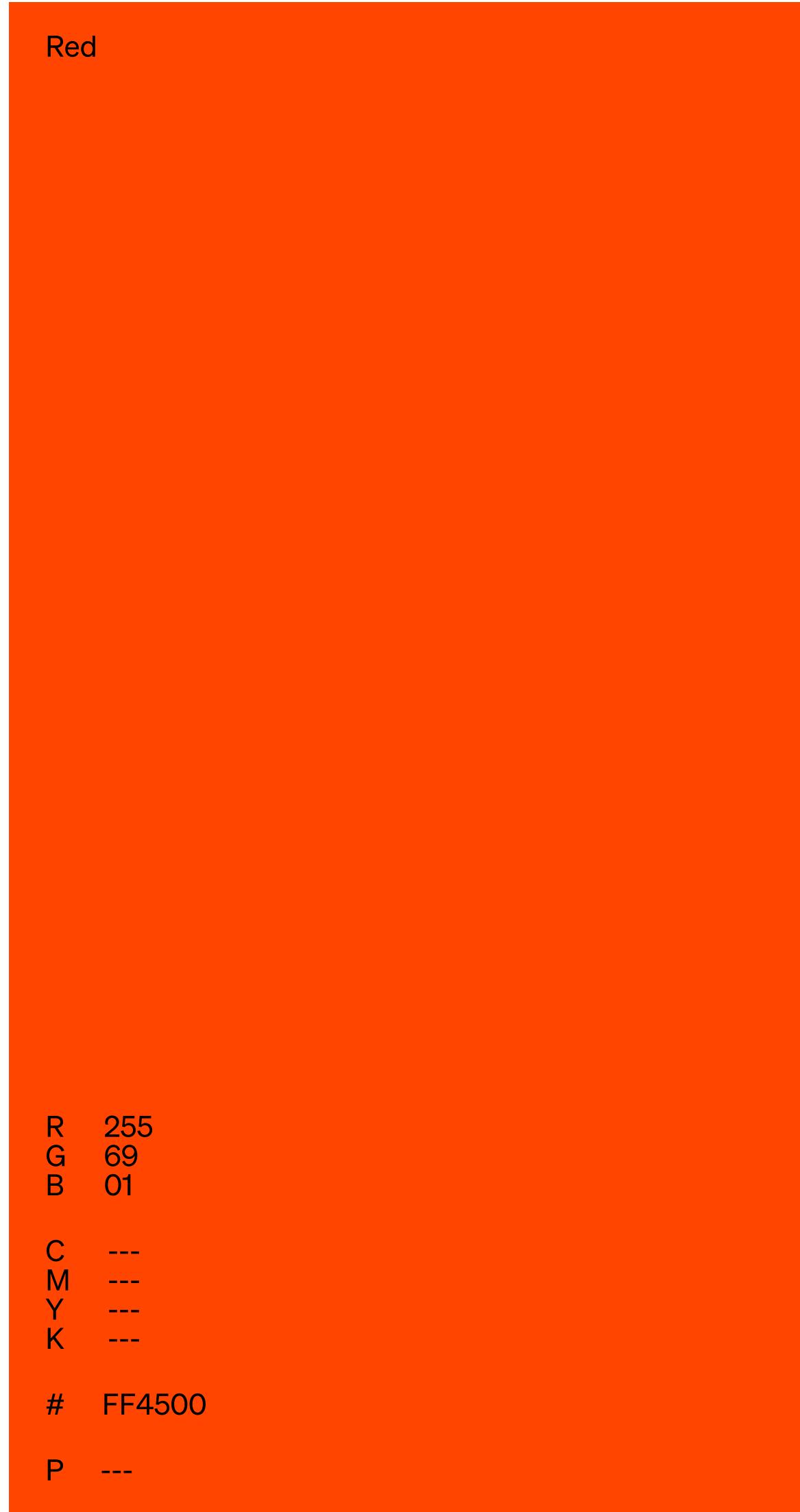
Color
Secondary

OpenAI has no singular brand color. Our secondary color palette is diverse and utilizes a flat hierarchy.

The highly saturated colors embrace the technology used to create a digital world. Red, green, and blue values evoke the additive color space of screens.

Red

R 255
G 69
B 01

C ---
M ---
Y ---
K ---

FF4500

P ---

Green

R 81
G 218
B 76

C ---
M ---
Y ---
K ---

51DA4C

P ---

Blue

R 0
G 0
B 255

C ---
M ---
Y ---
K ---

0000FF

P ---
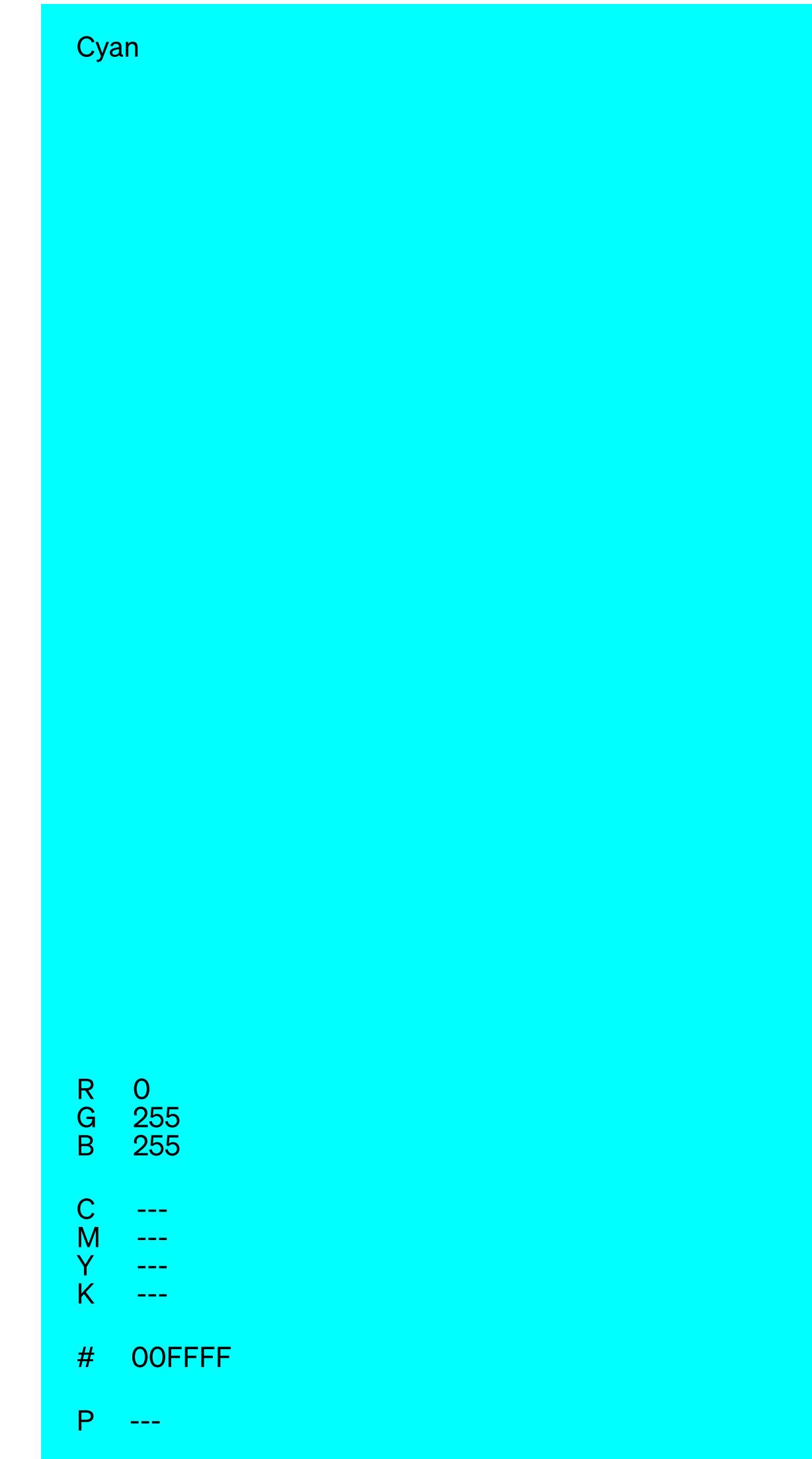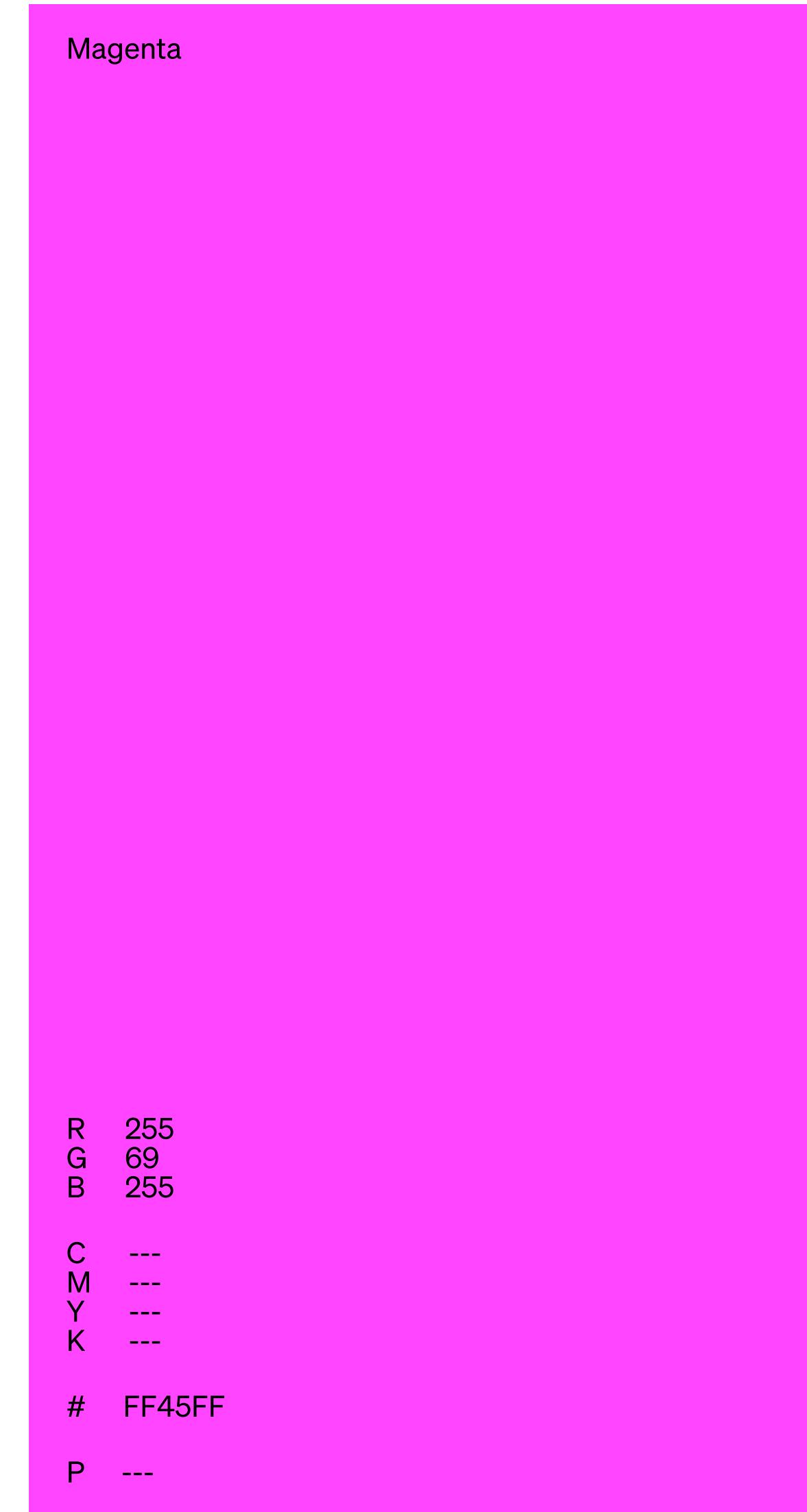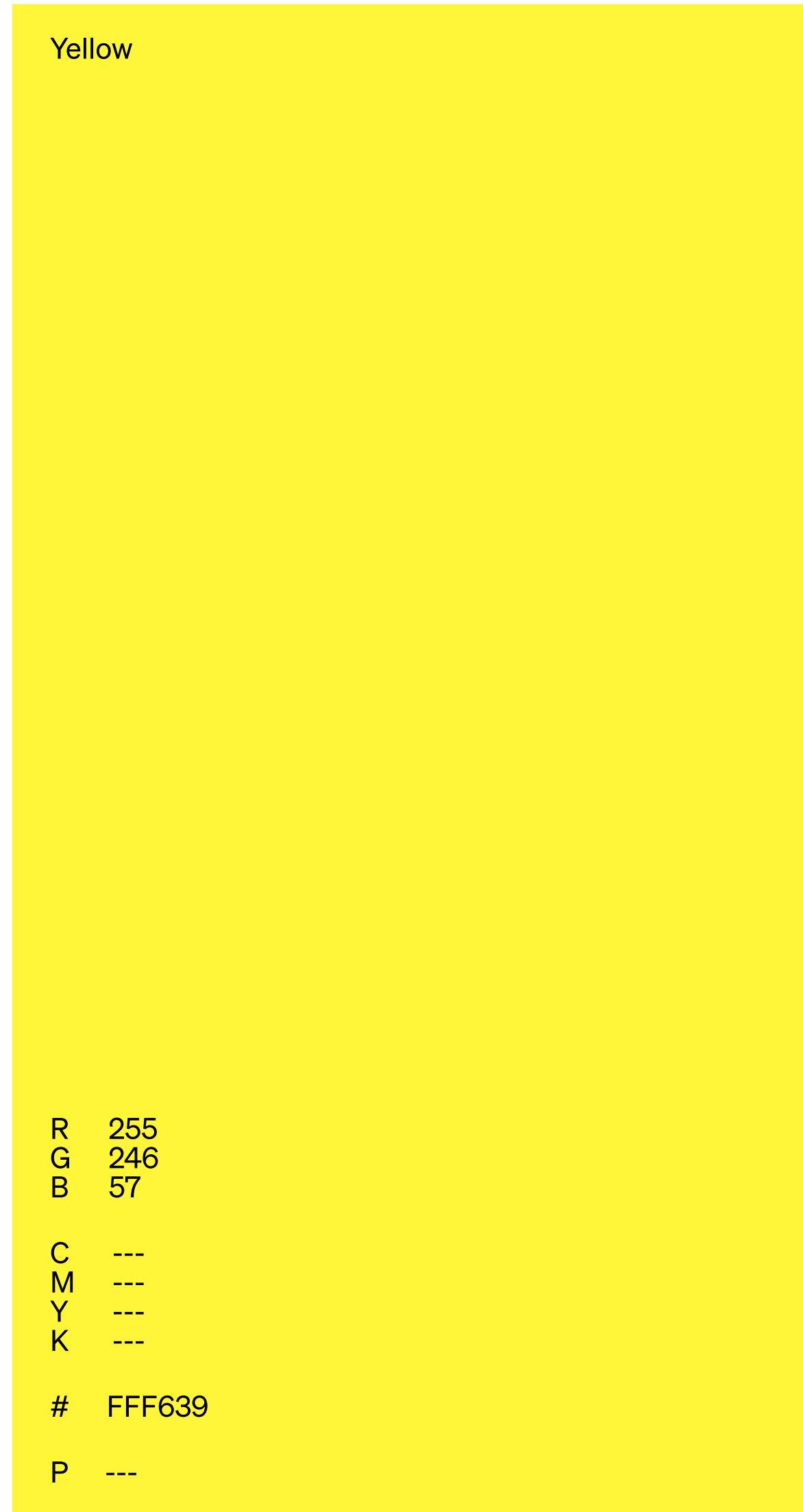
To expand our color palette, we took inspiration from other methods of producing color—CMYK printing. Our tertiary colors serve as an analog counterpart to the RGB values from our secondary palette.
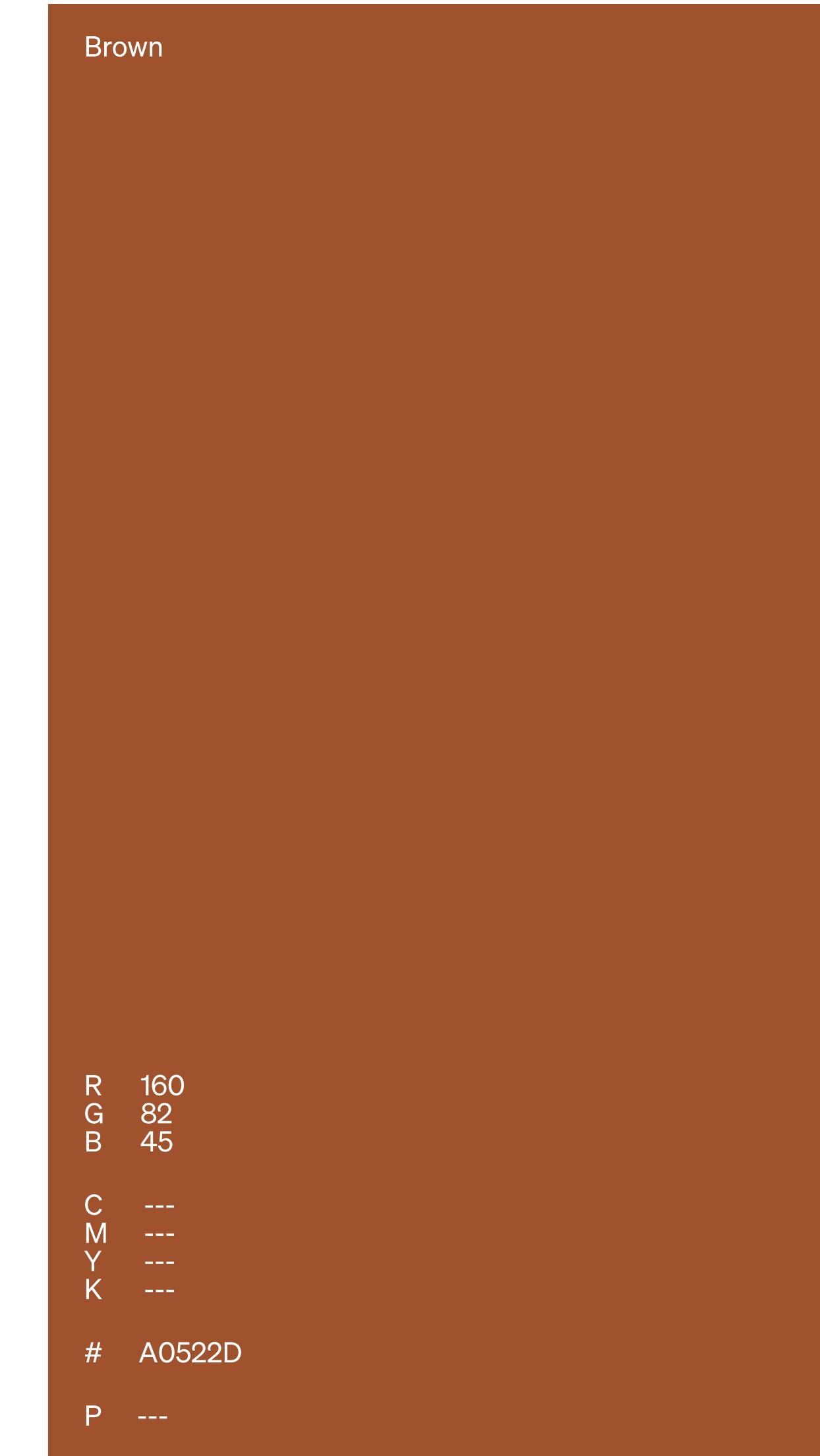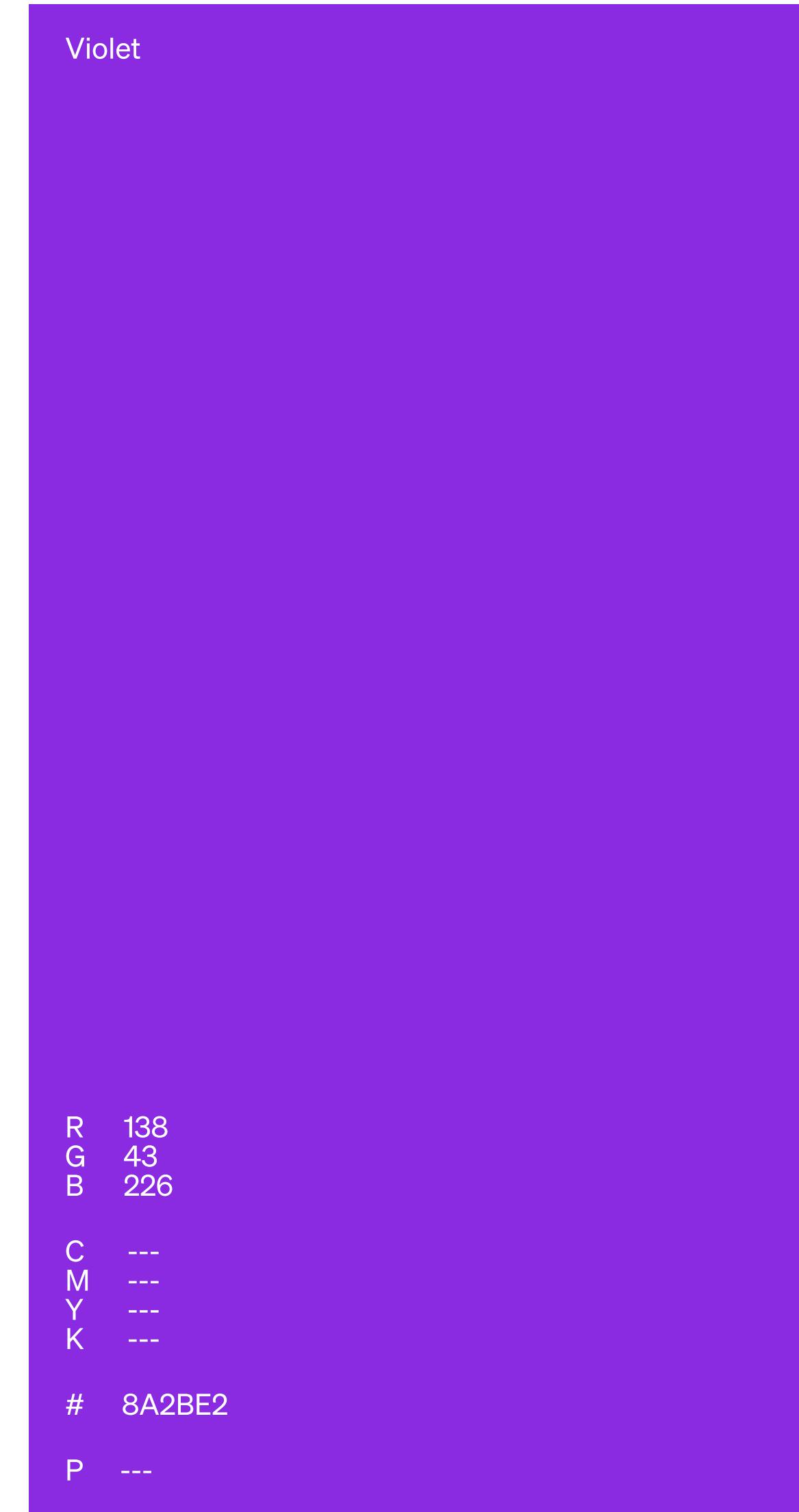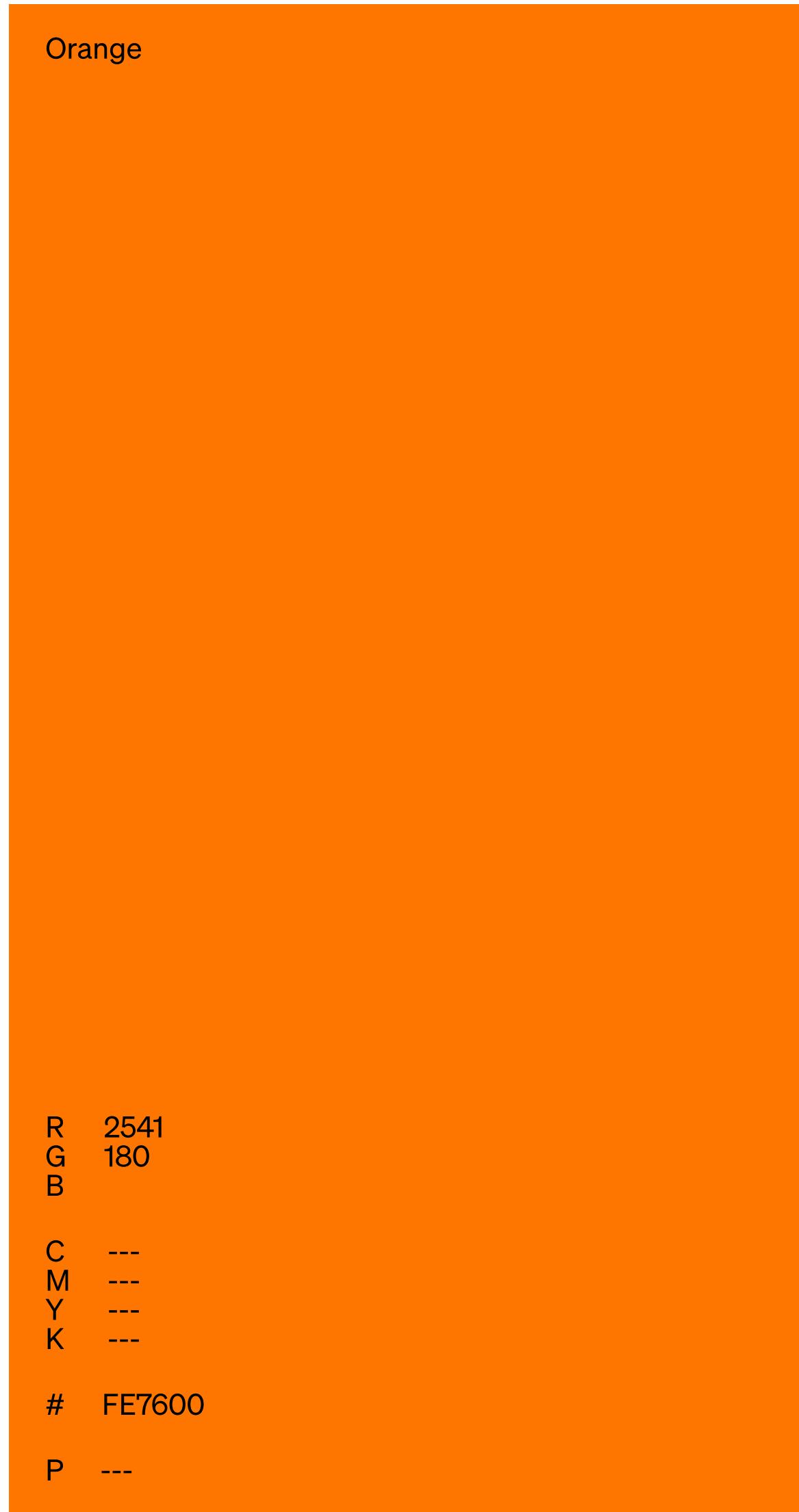
The tertiary colors should be used sparingly. They are typically used when additional values are needed for data visualization or when the asset of a page works well with a pre-determined color theme.

Yellow

R	255
G	246
B	57
C	---
M	---
Y	---
K	---
#	FFF639
P	---

Magenta

R	255
G	69
B	255
C	---
M	---
Y	---
K	---
#	FF45FF
P	---

Cyan

|	
R	0
G	255
B	255
C	---
M	---
Y	---
K	---
#	00FFFF
P	---

The supplemental colors are to be used when absolutely necessary. They work well when an action has a standard color associated with it. For example: orange works well as a cautionary color for UI elements, like when a user is filling our a form with sensitive information.

Orange		
R	2541	
G	180	
B		
C	---	
M	---	
Y	---	
K	---	
#	FE7600	
P	---	

Violet		
R	138	
G	43	
B	226	
C	---	
M	---	
Y	---	
K	---	
#	8A2BE2	
P	---	

Brown		
R	160	
G	82	
B	45	
C	---	
M	---	
Y	---	
K	---	
#	A0522D	
P	---	

Color
Shades (Primary)
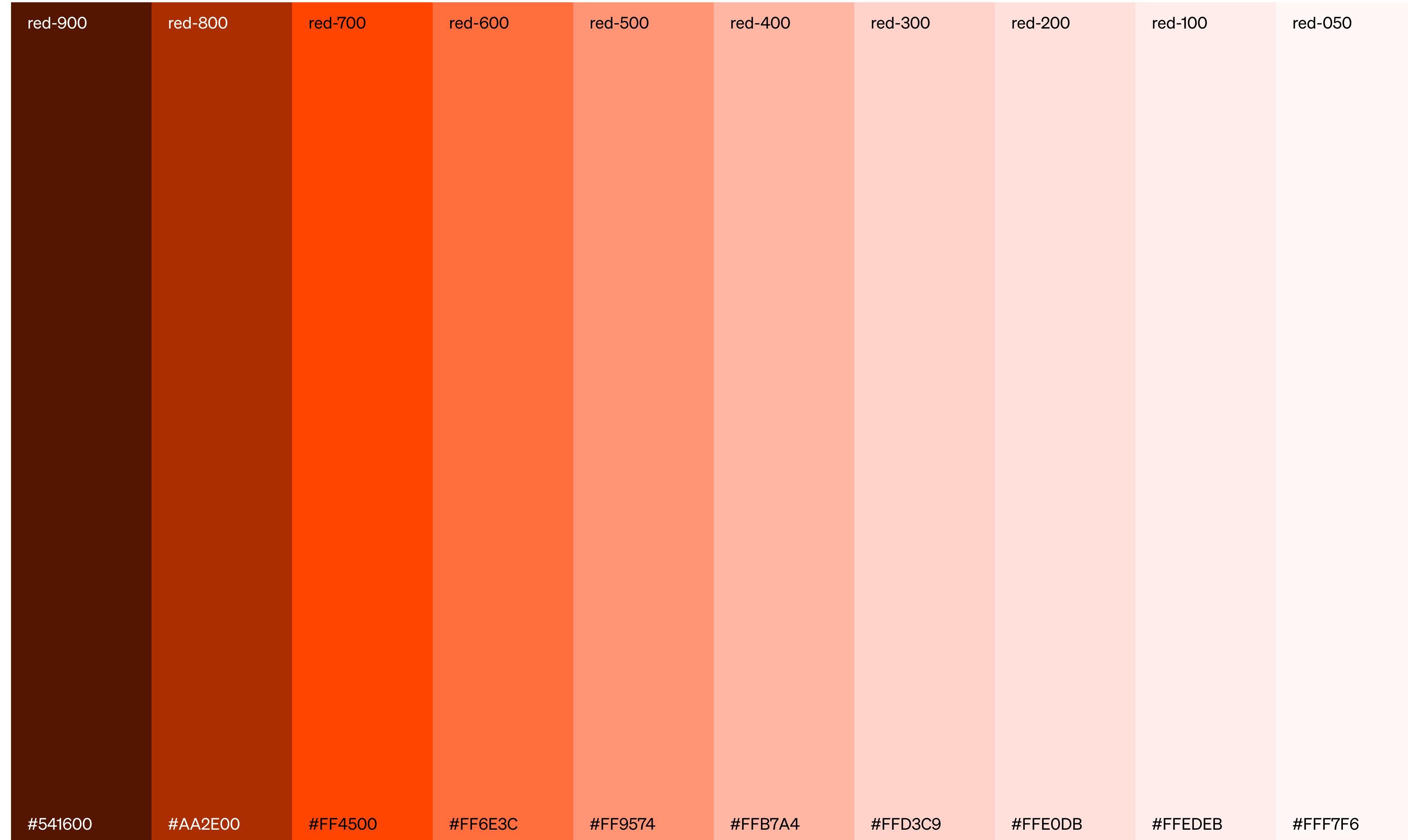
Gray

gray-900	gray-800	gray-700	gray-600	gray-500	gray-400	gray-300	gray-200	gray-100	gray-000
#000000	#393939	#747474	#A8A8A8	#CDCDCD	#FFB7A4	#E5E5E5	F5F5F5	#FAFAFA	#FFFFFF

Color
Shades (Secondary)

Red

red-900	red-800	red-700	red-600	red-500	red-400	red-300	red-200	red-100	red-050
#541600	#AA2E00	#FF4500	#FF6E3C	#FF9574	#FFB7A4	#FFD3C9	#FFE0DB	#FFEDEB	#FFF7F6

3.6

Color
Shades (Secondary)
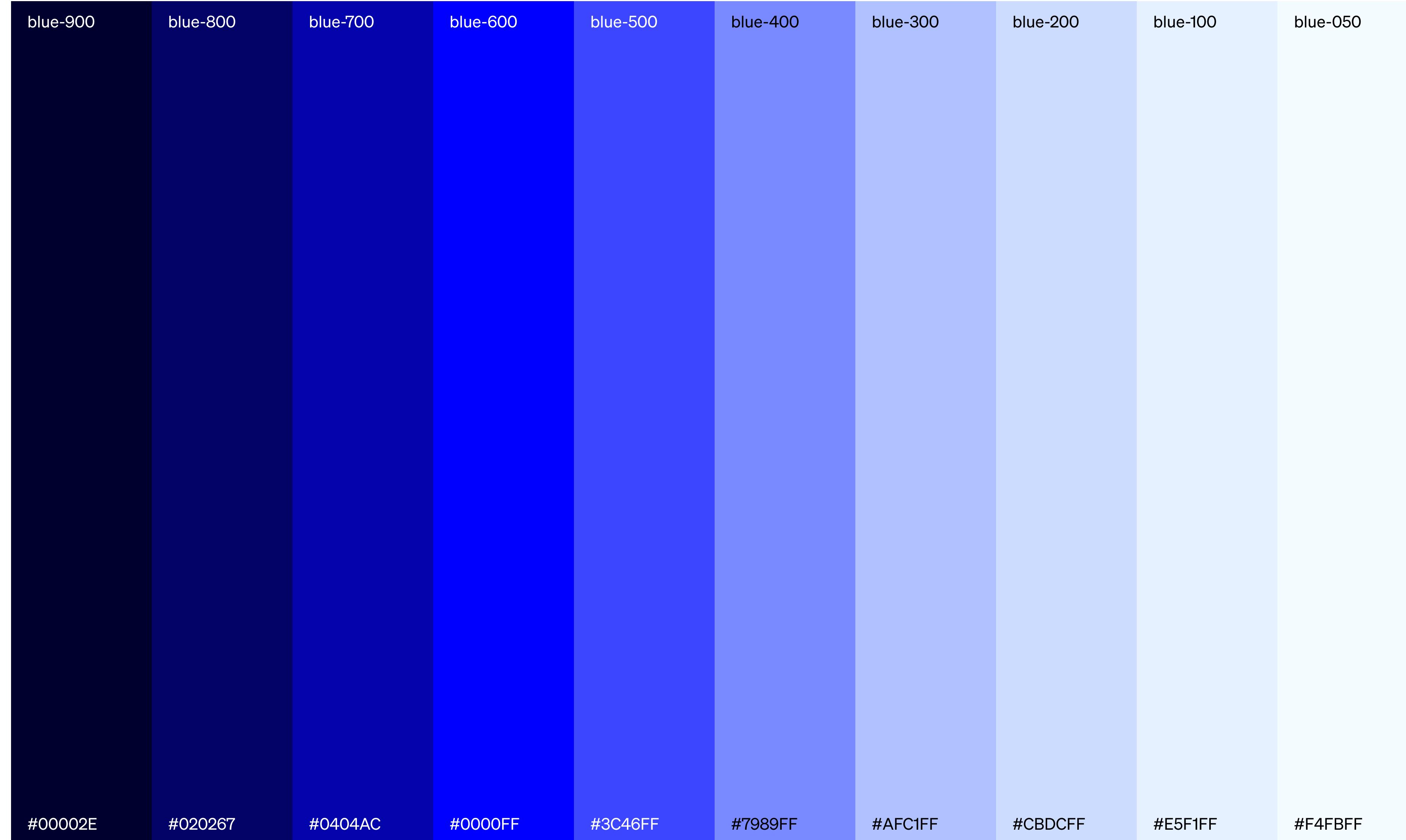
Green

green-900	green-800	green-700	green-600	green-500	green-400	green-300	green-200	green-100	green-050
#193718	#2D712A	#3FA93B	#51DA4C	7CF178	#A6FFA3	#C9FFC7	#D9FFD8	#E9FFE8	#F4FFF4

Color
Shades (Secondary)

Blue

blue-900	blue-800	blue-700	blue-600	blue-500	blue-400	blue-300	blue-200	blue-100	blue-050
#00002E	#020267	#0404AC	#0000FF	#3C46FF	#7989FF	#AFC1FF	#CBDCFF	#E5F1FF	#F4FBFF

Color
Shades (Tertiary)

Yellow

yellow-900	yellow-800	yellow-700	yellow-600	yellow-500	yellow-400	yellow-300	yellow-200	yellow-100	yellow-050
#343322	#6C6837	#A19A3A	#CFC52C	#F5E60D	#FFF639	#FFFF66	#FFFF8F	#FFFFB6	#FFFFDB

Color
Shades (Tertiary)

Magenta

mangenta-900	mangenta-800	mangenta-700	mangenta-600	mangenta-500	mangenta-400	mangenta-300	mangenta-200	mangenta-100	mangenta-050
#400040	#830083	#C500C5	#FF00FF	#FF45FF	#FF8BFF	#FFC1FF	#FFD7FF	#FFF2FF	#FFF9FF

Color
Shades (Tertiary)
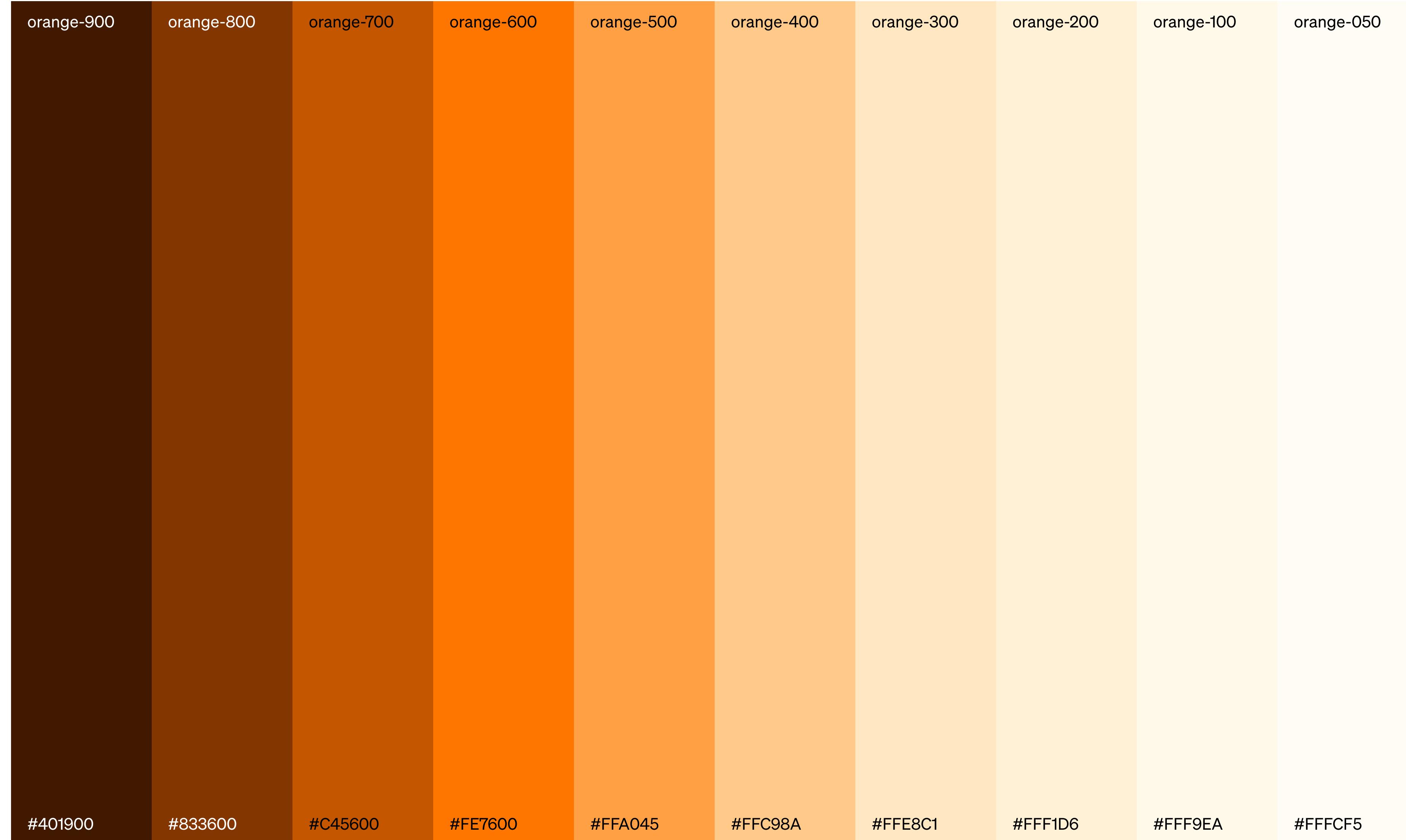
Cyan

cyan-900	cyan-800	cyan-700	cyan-600	cyan-500	cyan-400	cyan-300	cyan-200	cyan-100	cyan-050
#005454	#00B3B3	#00E7E7	#00FFFF	#42FFFF	#82FFFF	#B3FFFF	#CAFFFF	#E0FFFF	#F0FFFF

Color
Shades (Supplemental)

Orange

orange-900	orange-800	orange-700	orange-600	orange-500	orange-400	orange-300	orange-200	orange-100	orange-050
#401900	#833600	#C45600	#FE7600	#FFA045	#FFC98A	#FFE8C1	#FFF1D6	#FFF9EA	#FFFCF5

Violet

violet-900	violet-800	violet-700	violet-600	violet-500	violet-400	violet-300	violet-200	violet-100	violet-050
#28044A	#571397	#8A2BE2	#B161FD	#D292FF	#EBBBFF	#FCDAFF	#FEE6FF	#FFF2FF	#FFF9FF

Color
Shades (Supplemental)

Brown

brown-900	brown-800	brown-700	brown-600	brown-500	brown-400	brown-300	brown-200	brown-100	brown-050
#2A1003	#51230D	#793A1C	#A0522D	#B67252	#CB9379	#E1B59F	#E8C7B6	#F0DACF	#F7ECE6

Whenever the color system is applied it is critical that all texts maintain clear and legible color contrasts.

In digital contexts the OpenAI brand maintains the highest levels of accessibility to ensure our platform is considerate of all types of users, including those with low vision and blindness.

Contrast ratios represent how different one color is from another and is commonly written as 1:2 or 21:1. The greater the difference is between the numbers the higher the color contrast is between both colors.

The World Wide Web Consortium (WCAG) recommends Large text (defined as 14pt bold or 18pt regular) to maintain a 3:1 color contrast ratio against the background the text is set on.

For small text colors must maintain a 4.5:1 contrast against its background. All colors within the OpenAI color system conform with the WCAG color contrast requirements.

This chart represents the appropriate text colors for text set on tertiary and supplemental background colors.

Color
Themes

30 color themes have been predefined for immediate use. The themes are based on our core 10 colors.
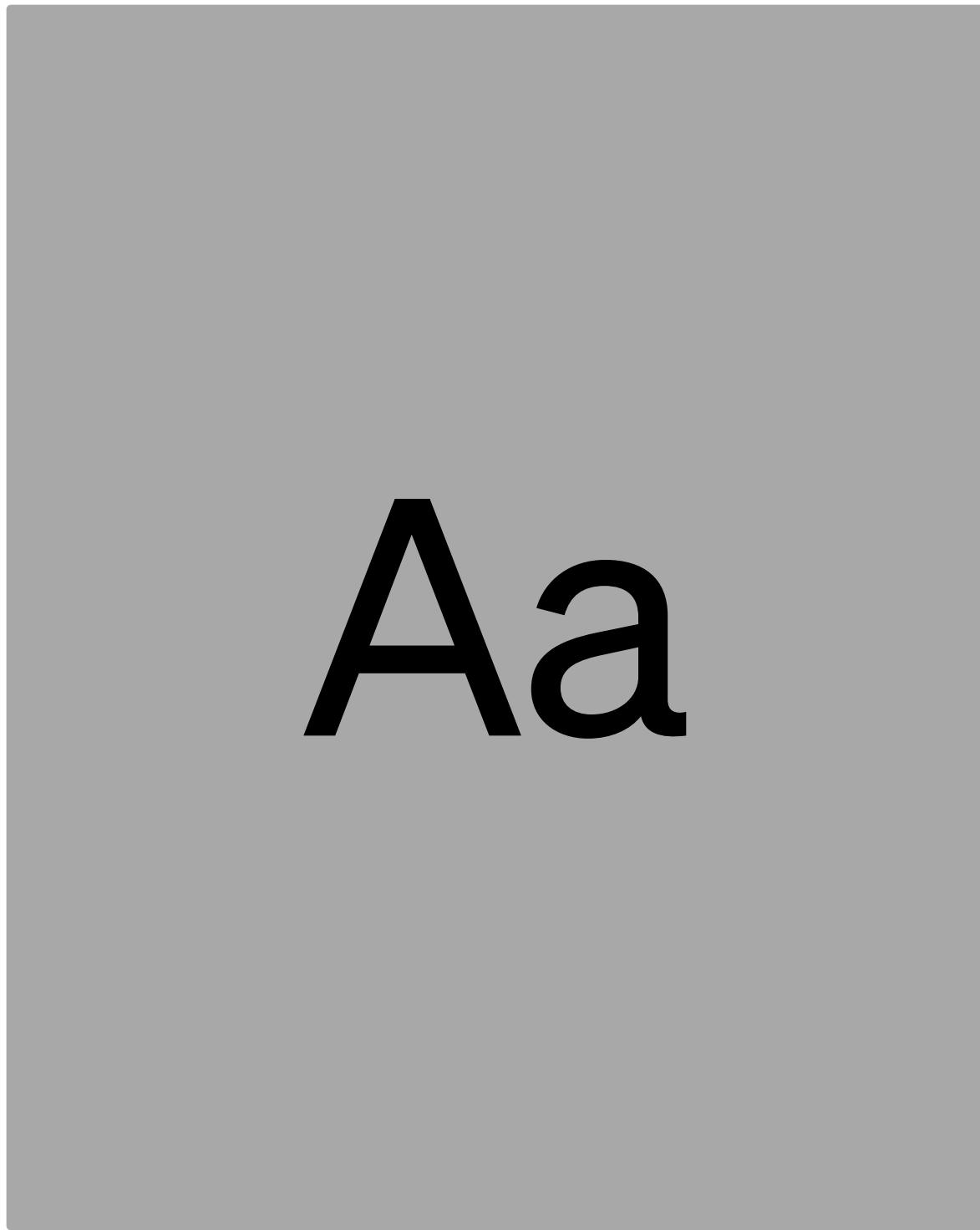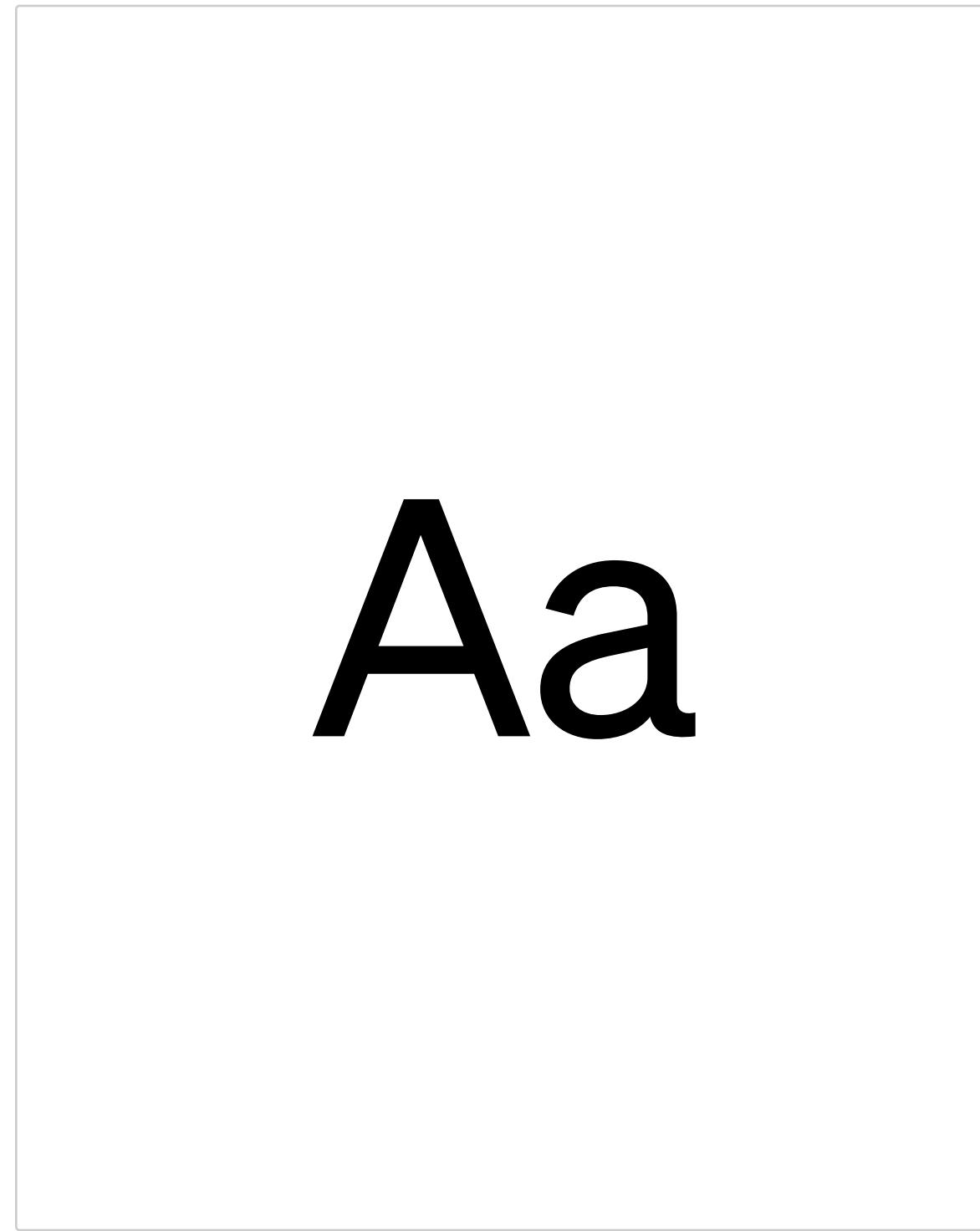
For each theme there exists a light, mid, and dark version. Color themes should be used to create moments of emphasis. The themes are manually selected and up to the judgment of the designer to determine the level of appropriateness.

light-red		
light-brown		
light-orange		
light-yellow		
light-green		
light-cyan		
light-blue		
light-violet		
light-magenta		
light-gray		

mid-red		
mid-brown		
mid-orange		
mid-yellow		
mid-green		
mid-cyan		
mid-blue		
mid-violet		
mid-magenta		
mid-gray		

dark-red		
dark-brown		
dark-orange		
dark-yellow		
dark-green		
dark-cyan		
dark-blue		
dark-violet		
dark-magenta		
dark-gray		
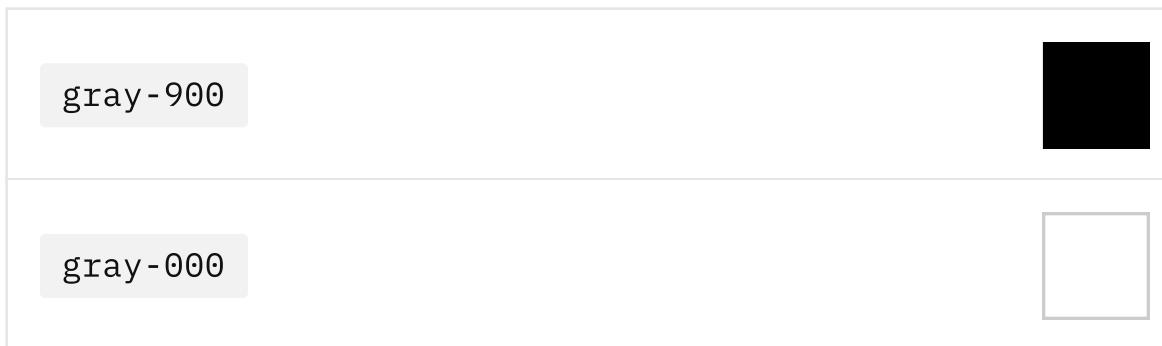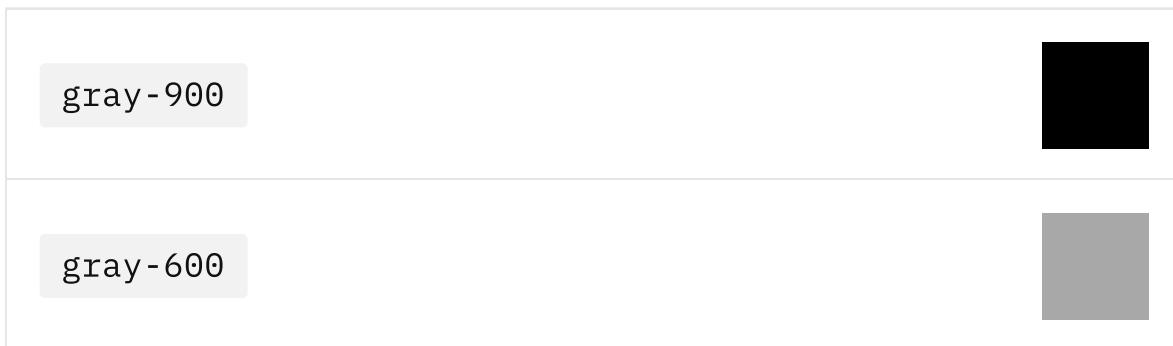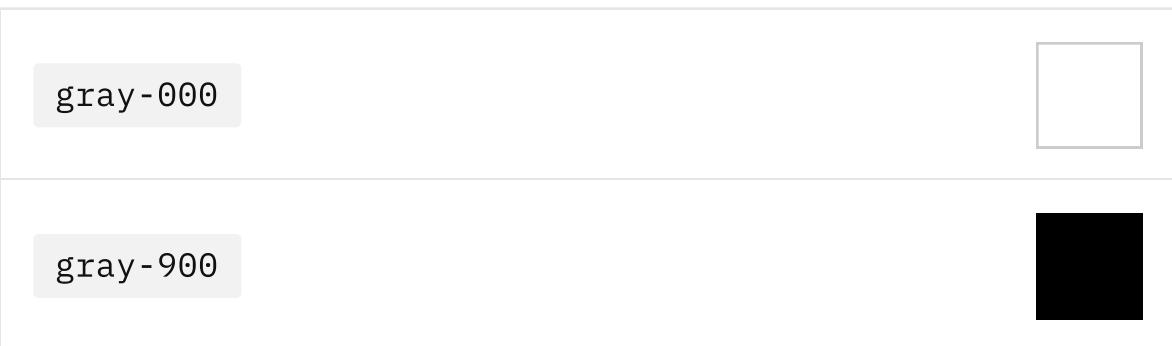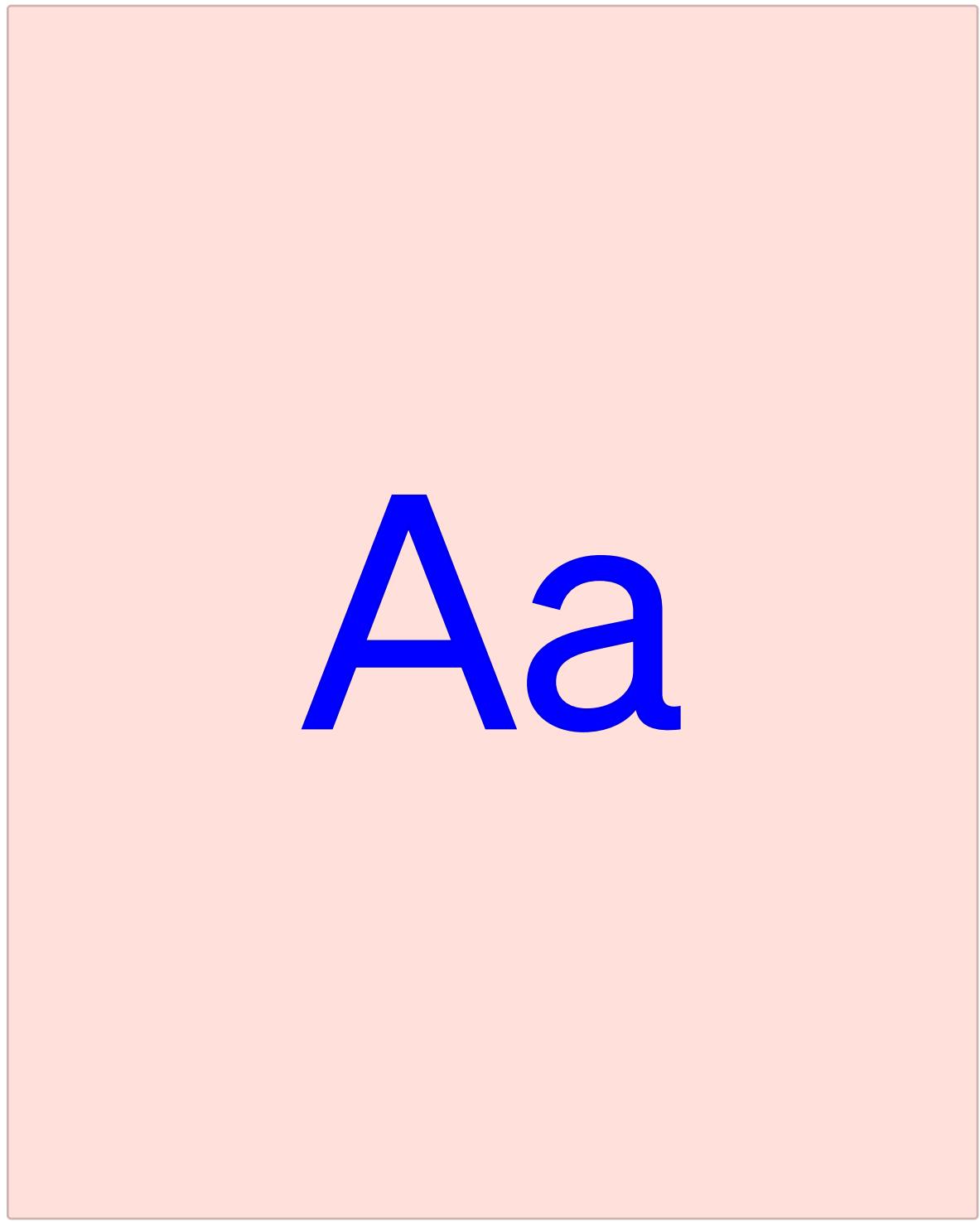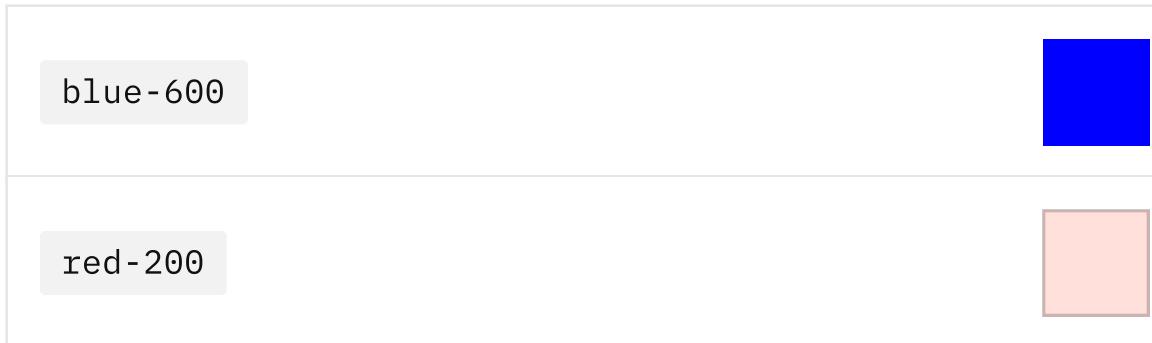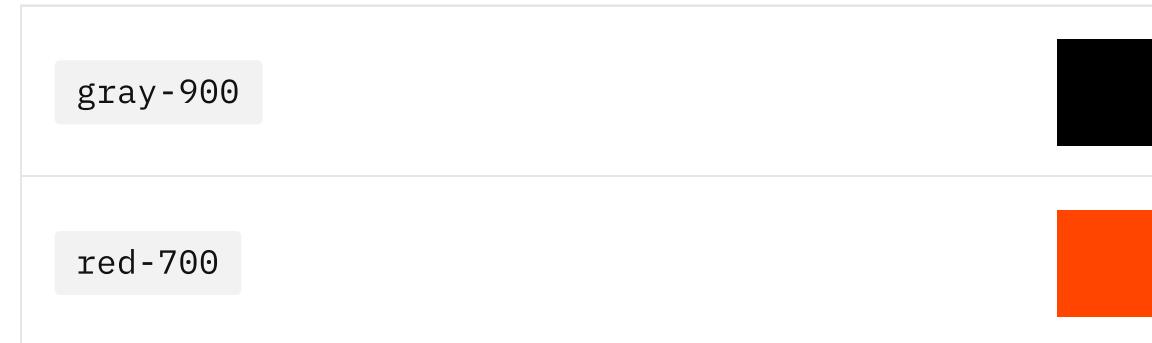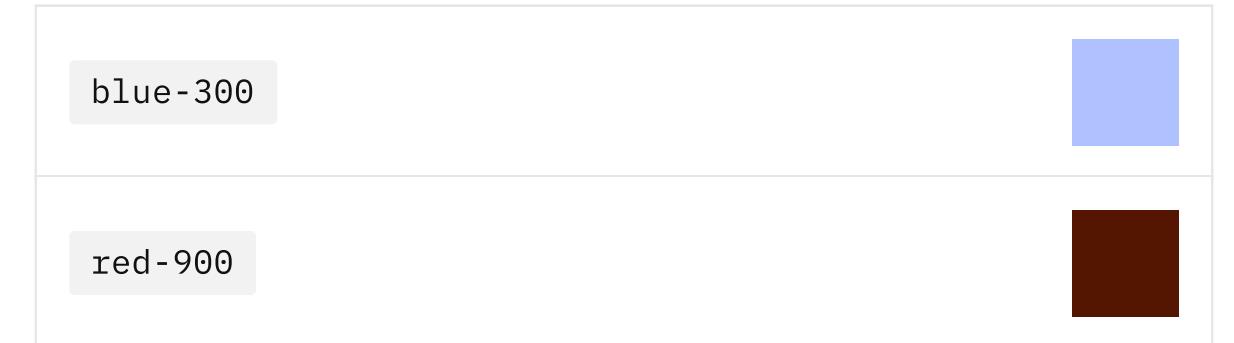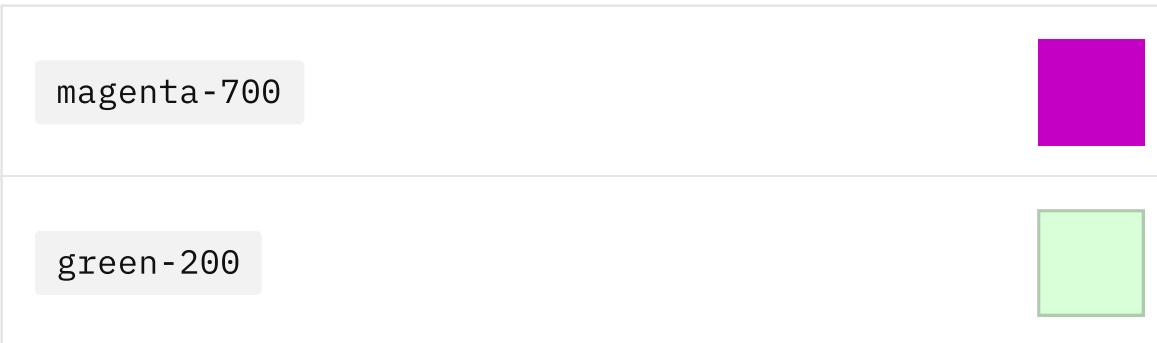
Neutral

Light

`gray-900`	■
`gray-000`	□

Mid

`gray-900`	■
`gray-600`	▪

Dark

`gray-000`	□
`gray-900`	■

Red

Aa

Aa

Aa

Light

Mid

Dark

`blue-600`	
`red-200`	

`gray-900`	
`red-700`	

`blue-300`	
`red-900`	

Green

Aa

Aa

Aa

Light

Mid

Dark

`magenta-700`	
`green-200`	

`gray-900`	
`green-600`	

`magenta-400`	
`green-900`	

Blue

Aa

Aa

Aa

Light

Mid

Dark

yellow-900	

blue-100	

gray-000	

blue-600	

yellow-400	

blue-900	

Color
Themes

Cyan

Aa	Aa	Aa

Light

Mid

Dark

`orange-800`	
`cyan-200`	

`gray-900`	
`cyan-600`	

`orange-400`	
`cyan-900`	

Magenta

Aa

Aa

Aa

Light

Mid

Dark

| green-800 | |
| magenta-100 | |

| gray-900 | |
| magenta-500 | |

| green-600 | |
| magenta-900 | |

Yellow

Aa

Aa

Aa

Light

Mid

Dark

blue-600	

yellow-100	

gray-900	

yellow-400	

blue-100	

yellow-900	

Color
Themes

Orange

Aa

Light

Aa

Mid

Aa

Dark

`blue-600`	
`orange-200`	

`blue-700`	
`orange-600`	

`blue-100`	
`orange-900`	

Violet

Aa

Aa

Aa

Light

Mid

Dark

green-800	

violet-200	

green-400	

violet-700	

green-500	

violet-900	

Brown

Aa

Aa

Aa

Light

Mid

Dark

`blue-600`	■

`brown-200`	■

`blue-100`	■

`brown-600`	■

`blue-300`	■

`brown-900`	■
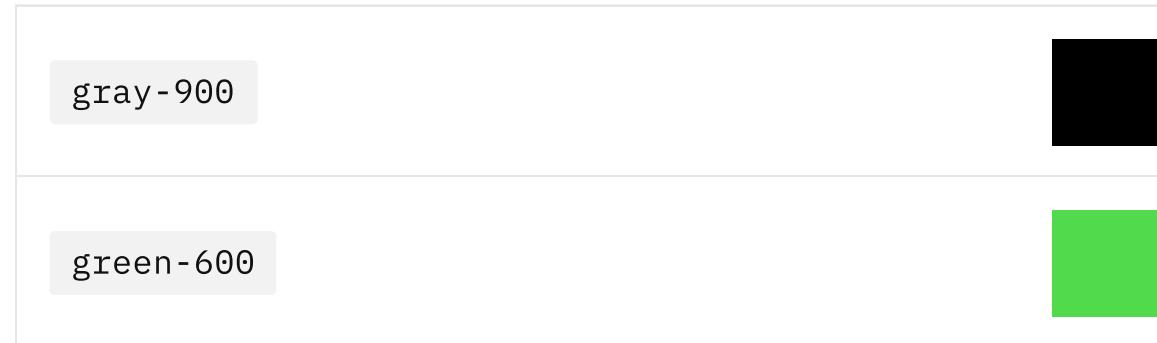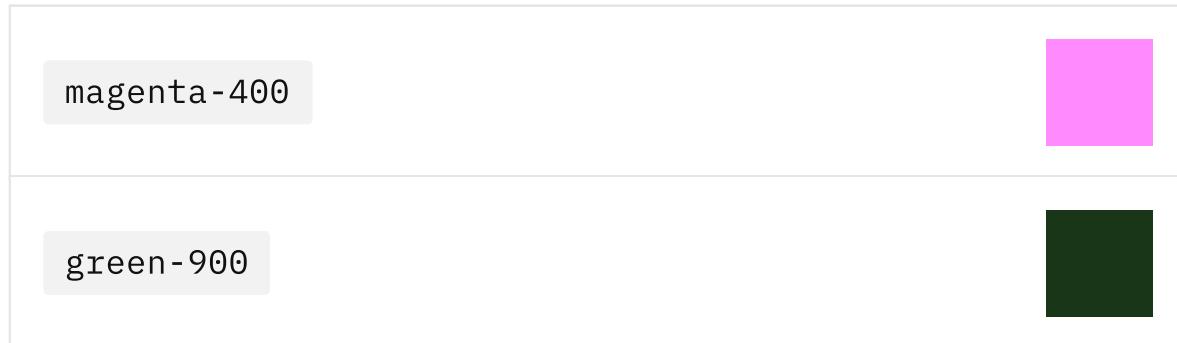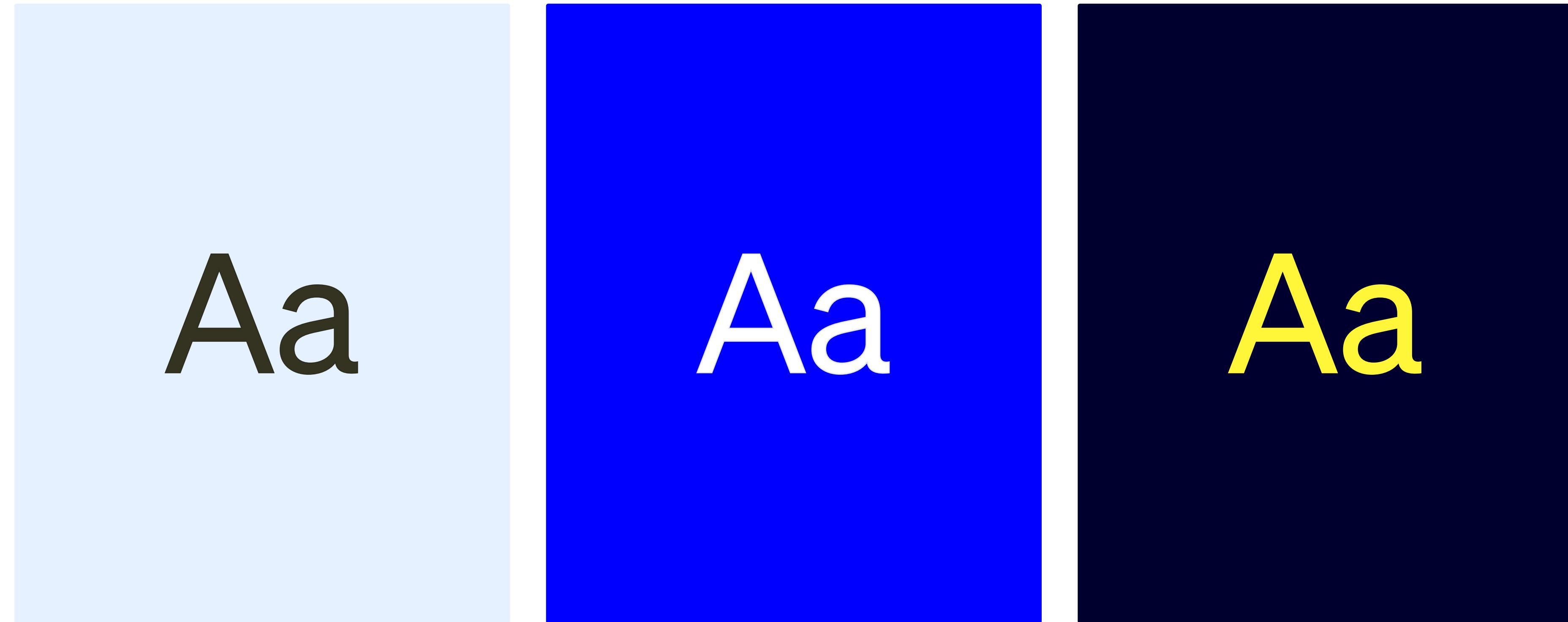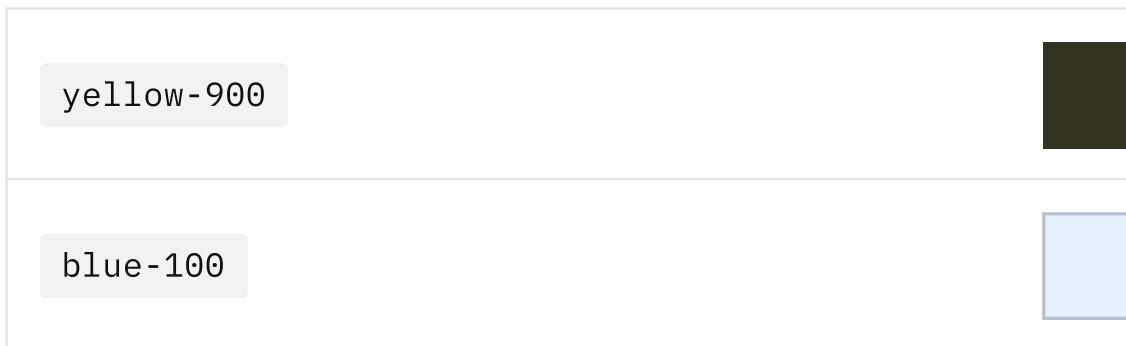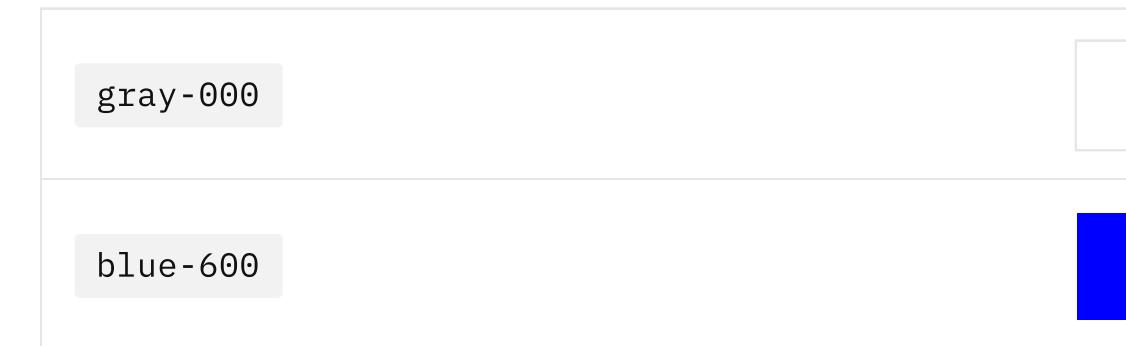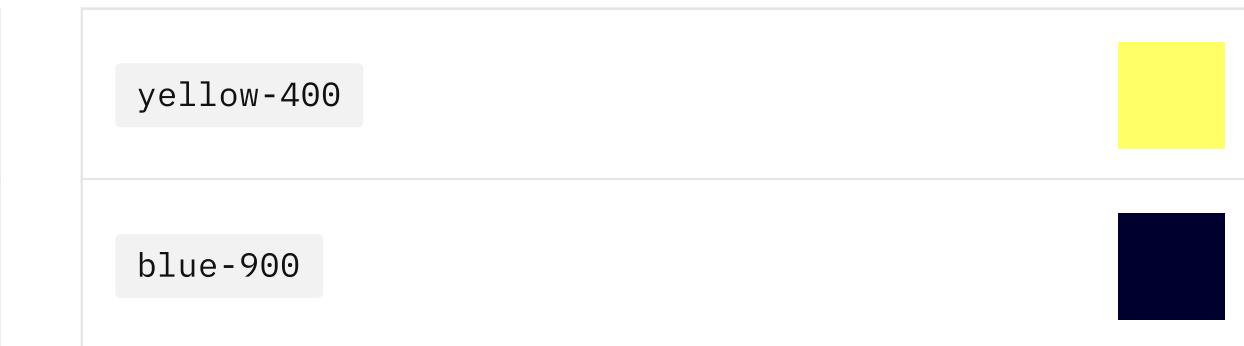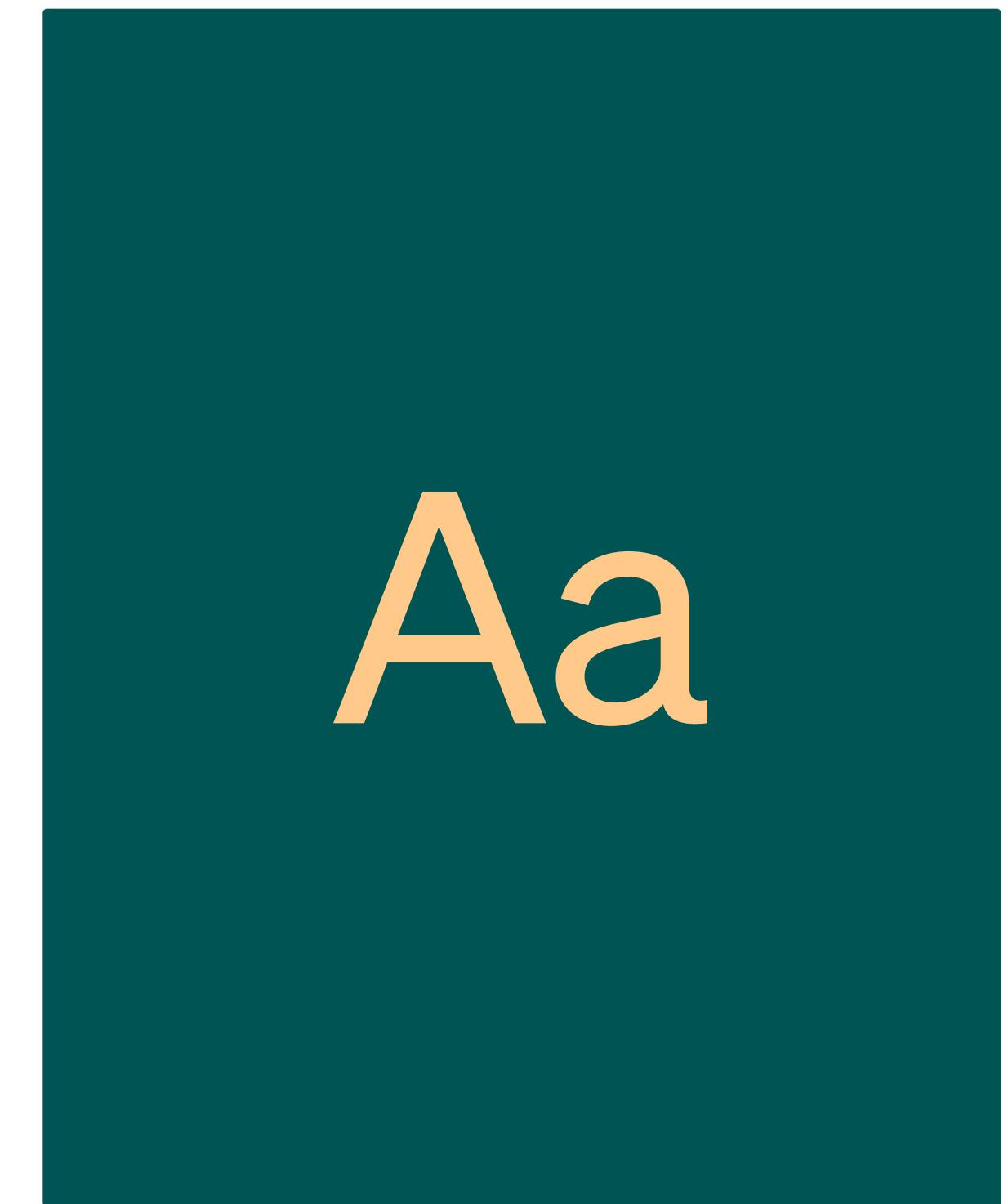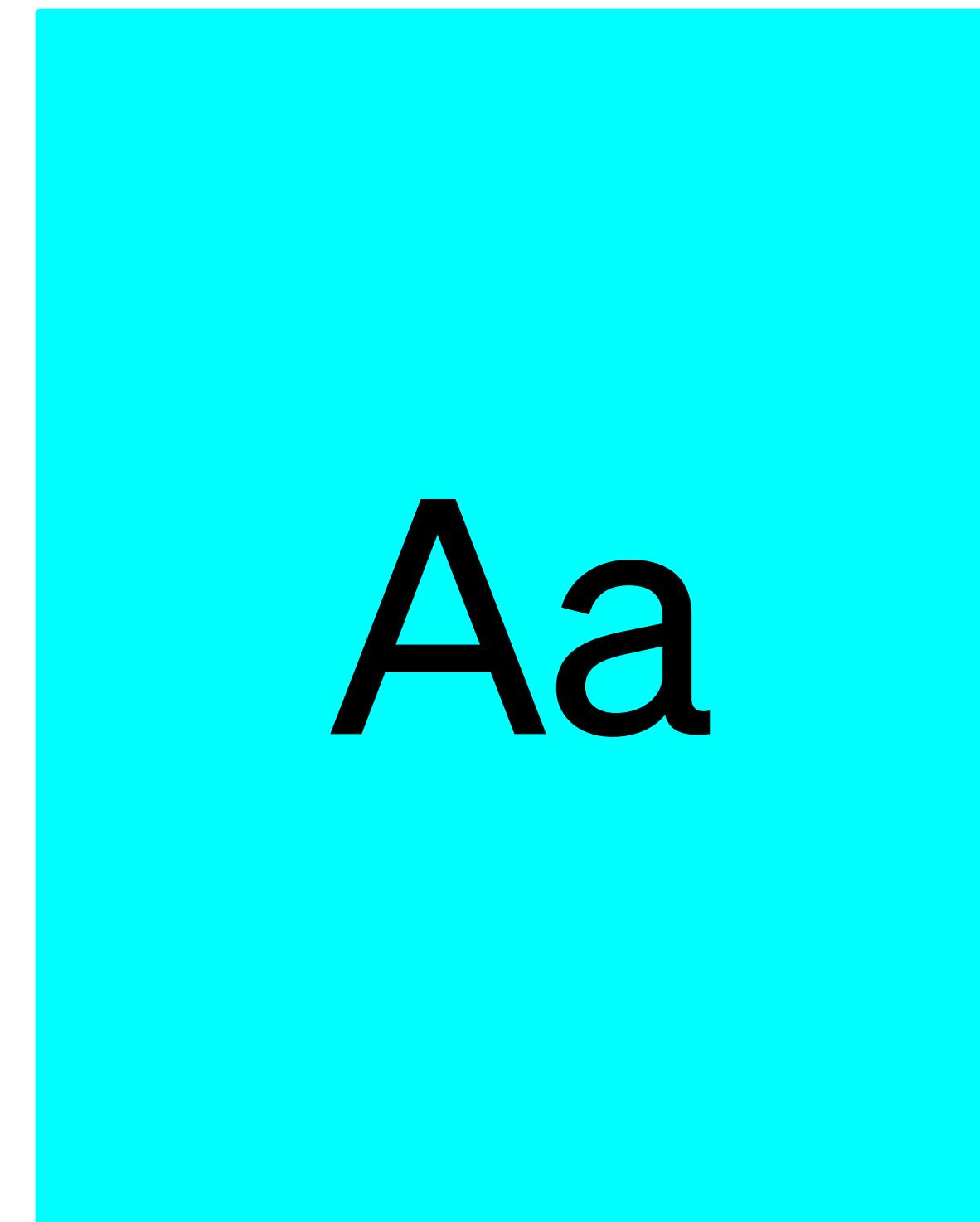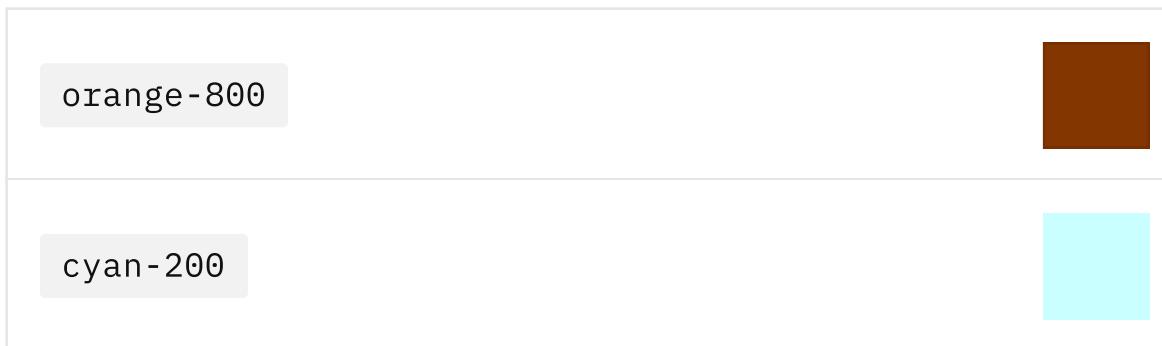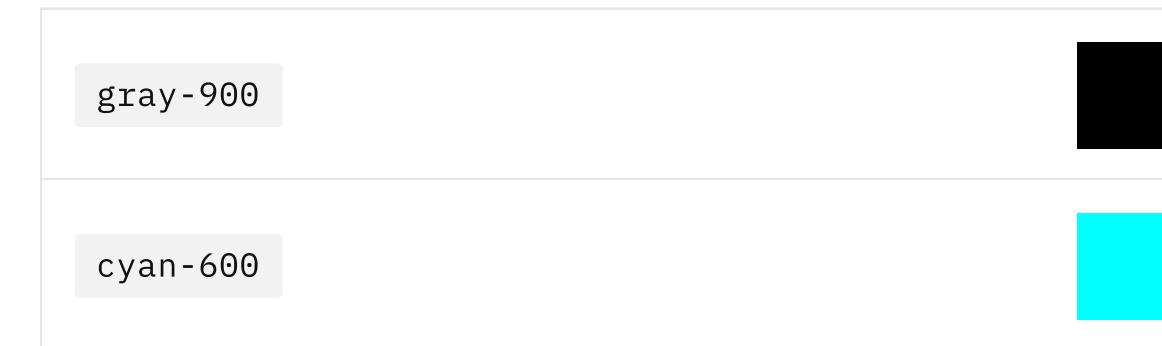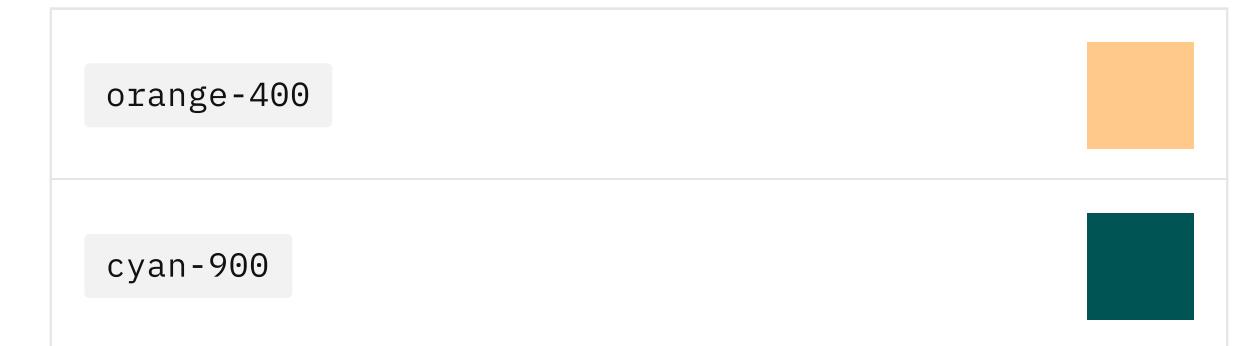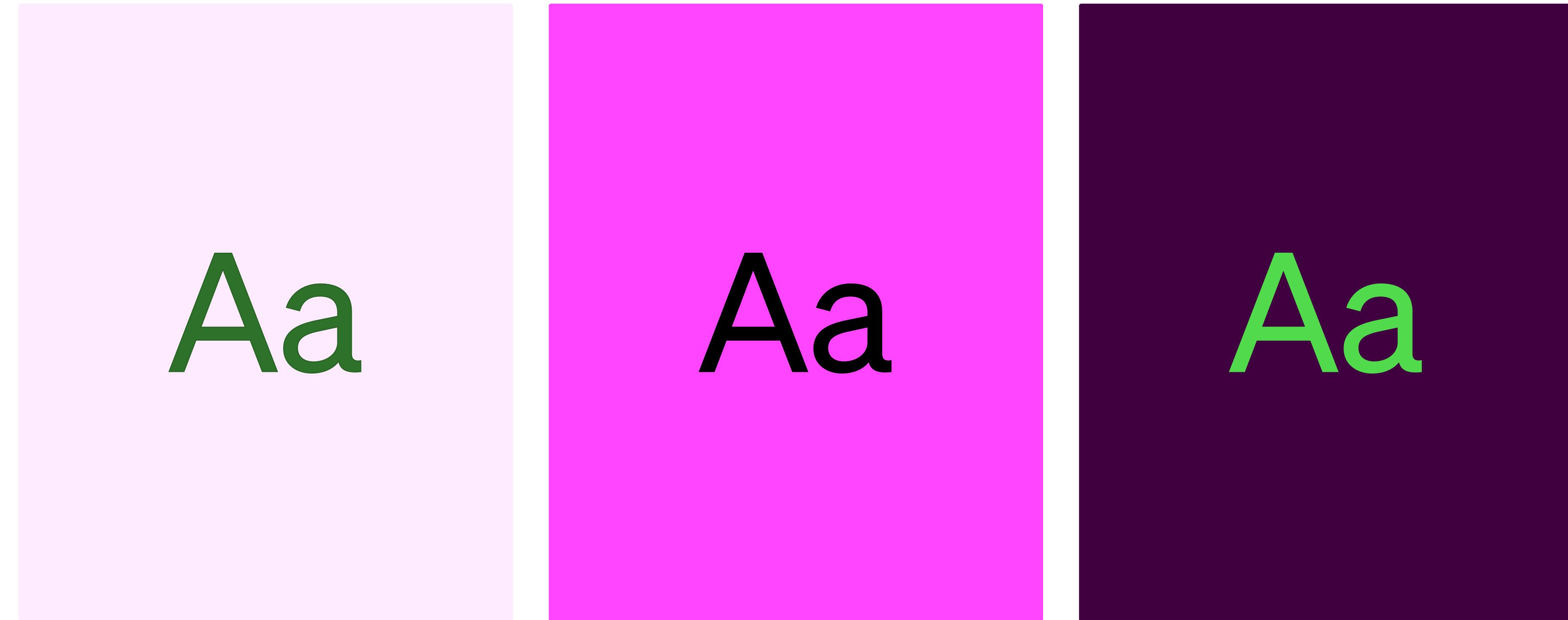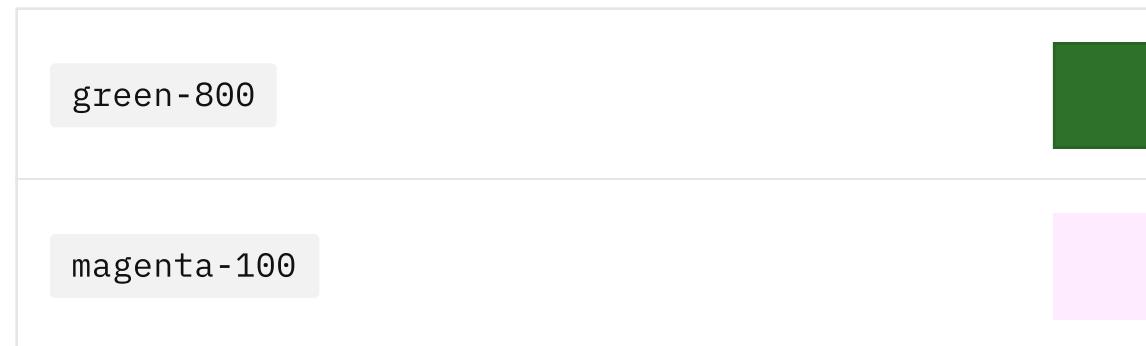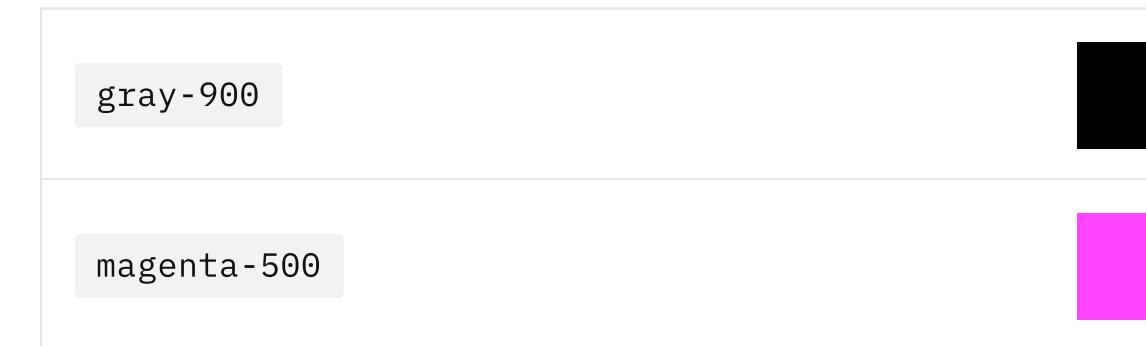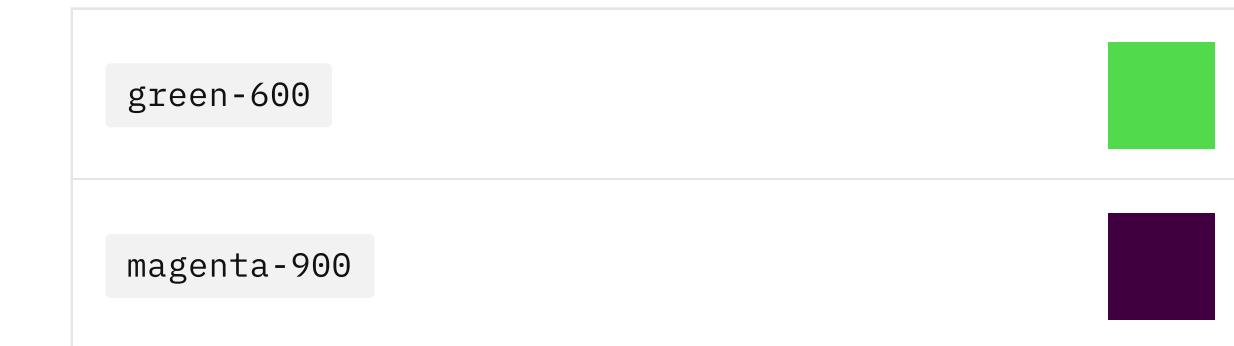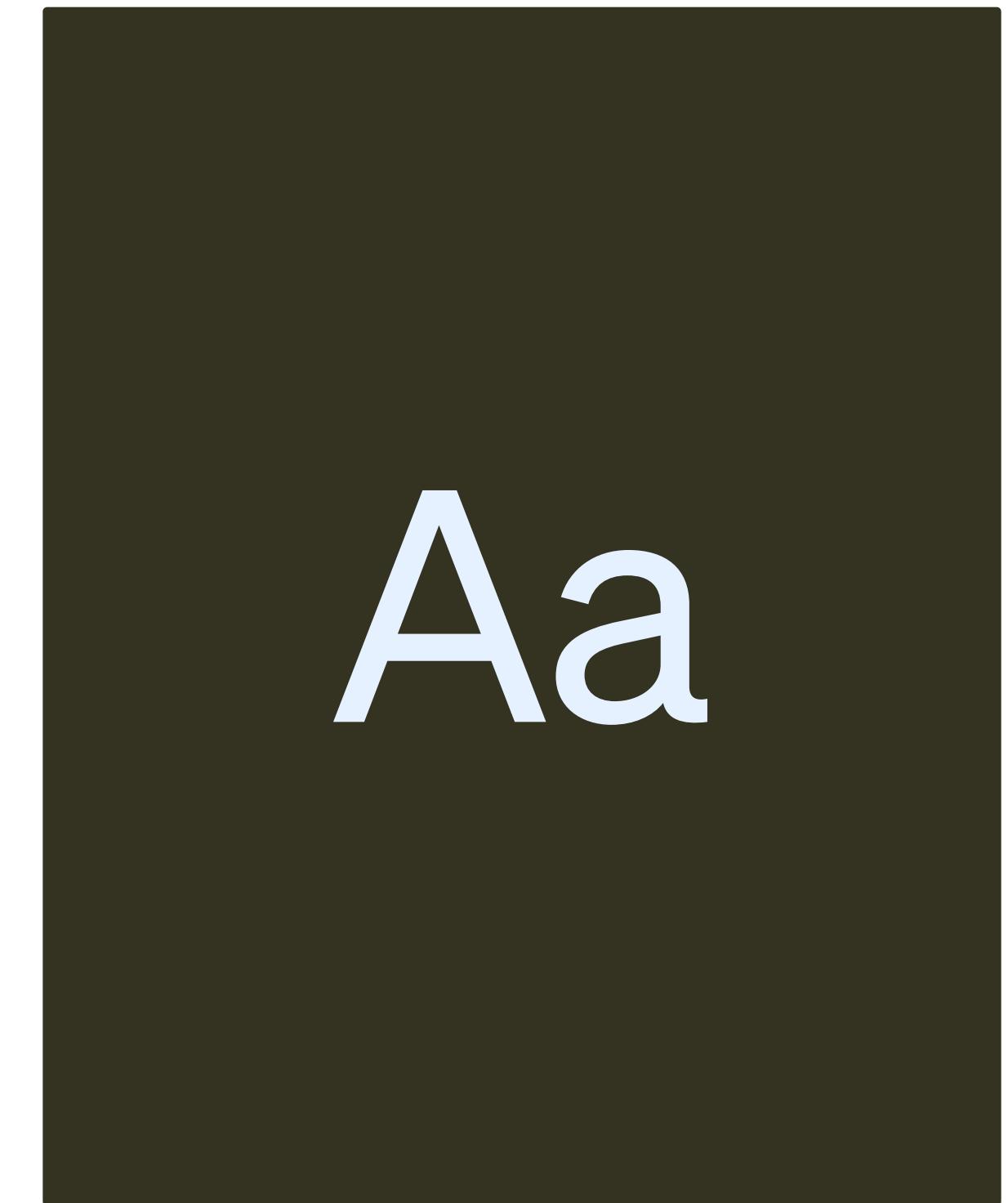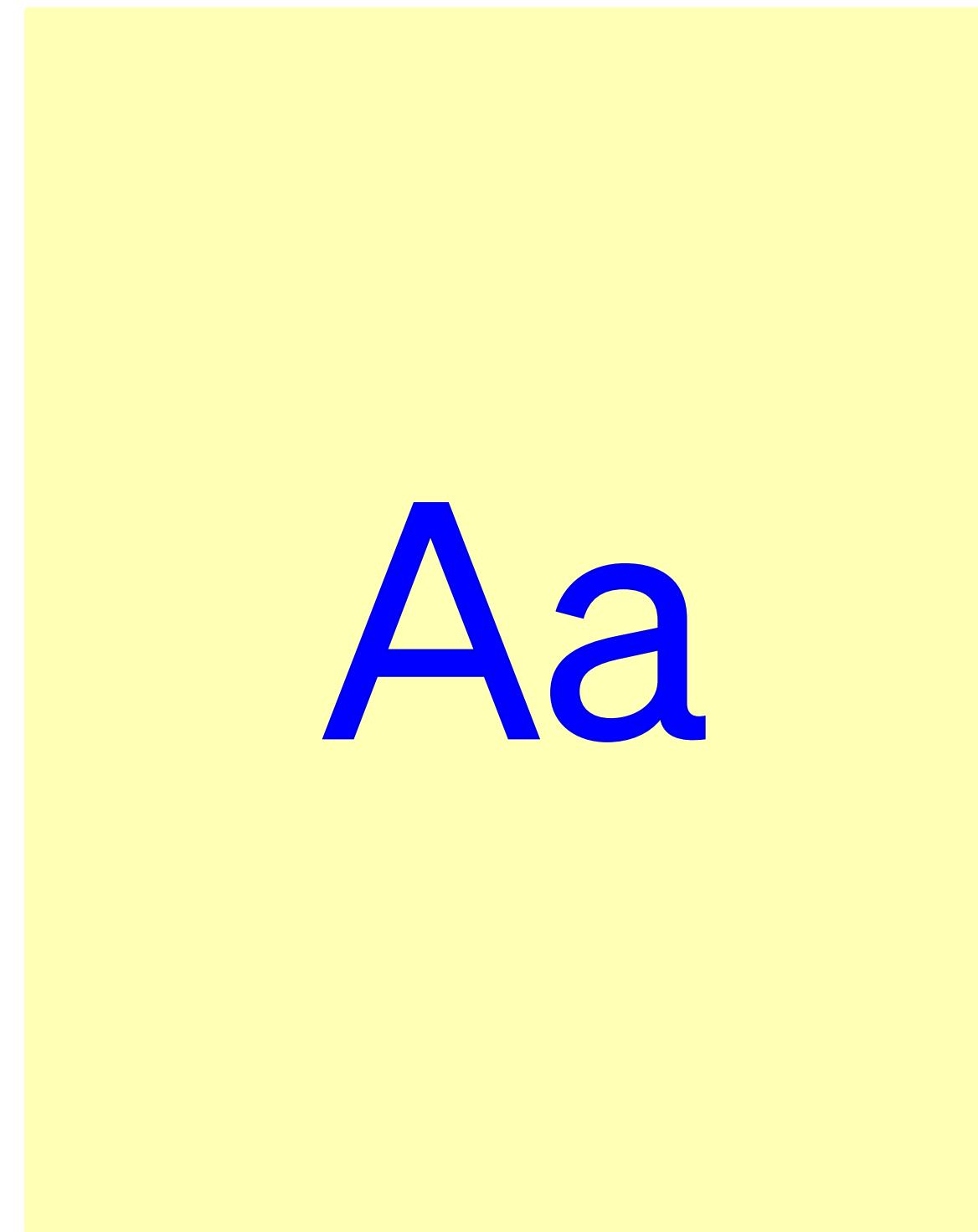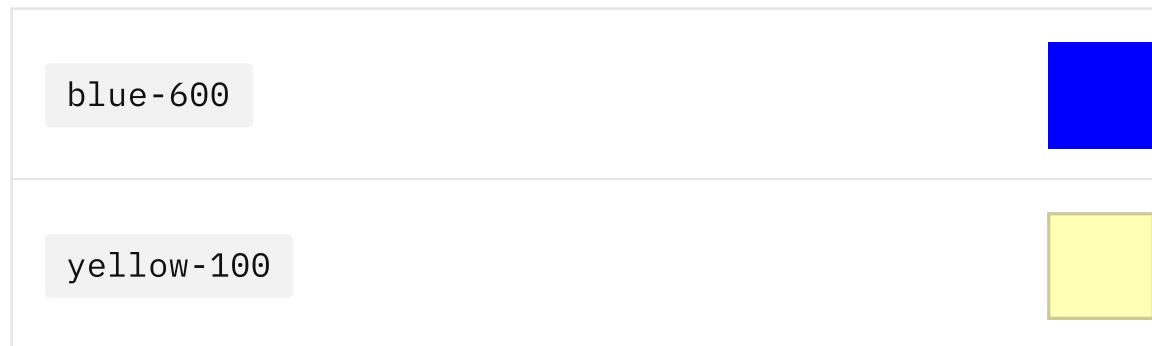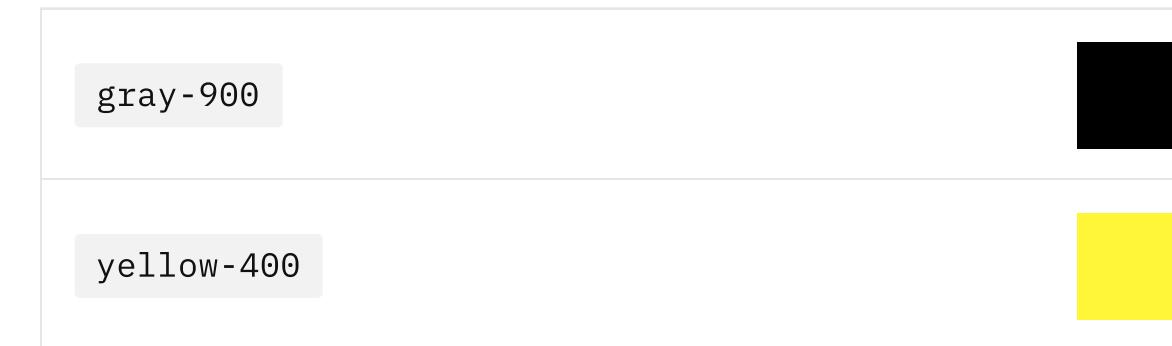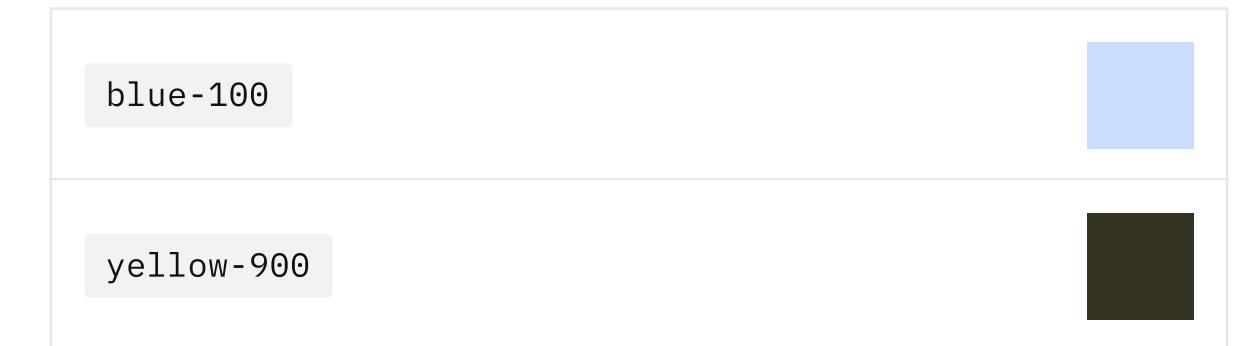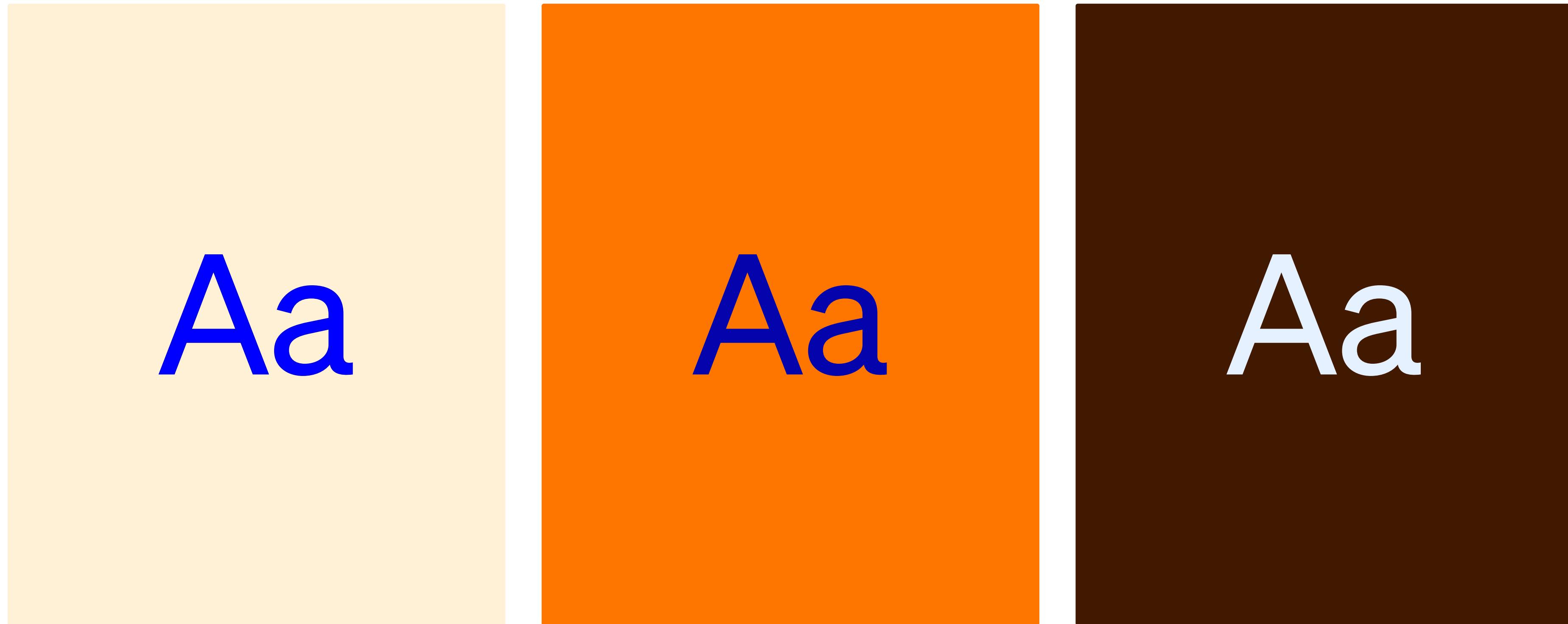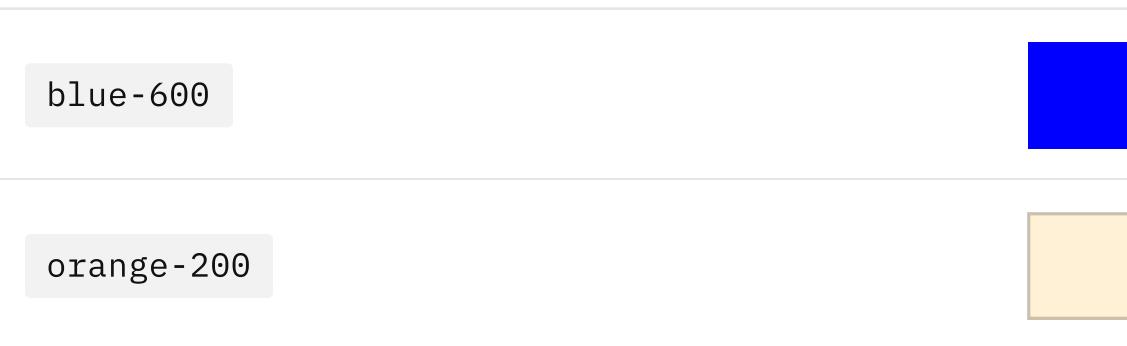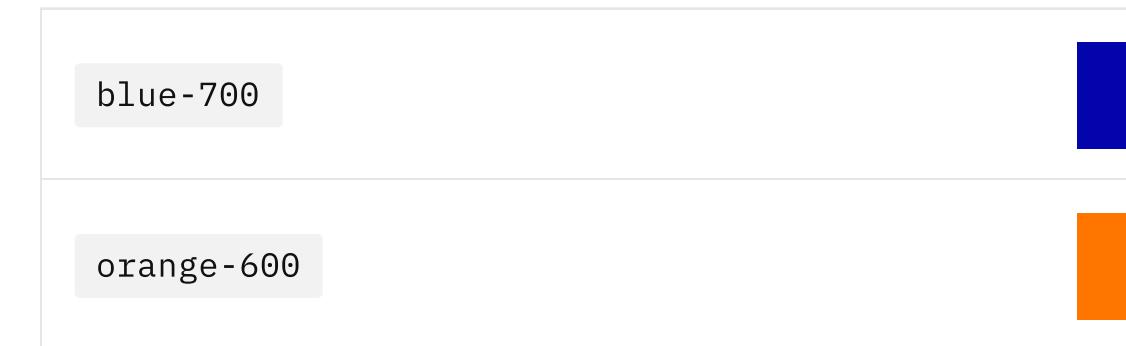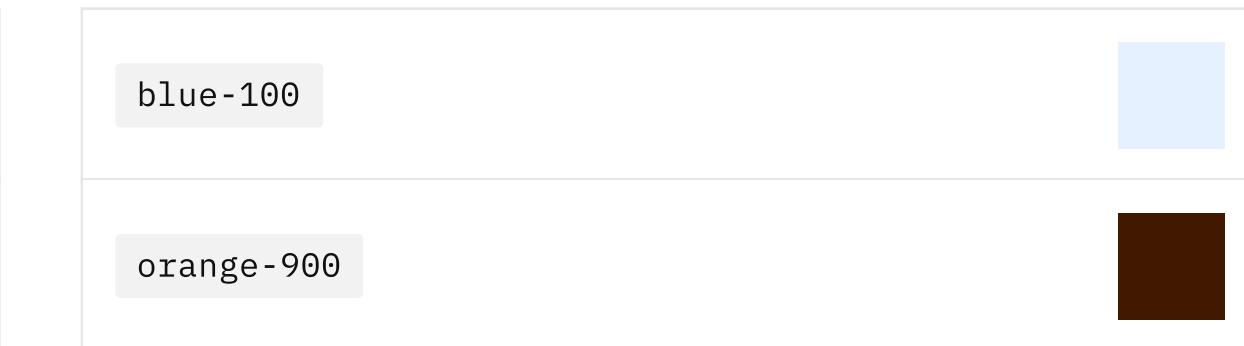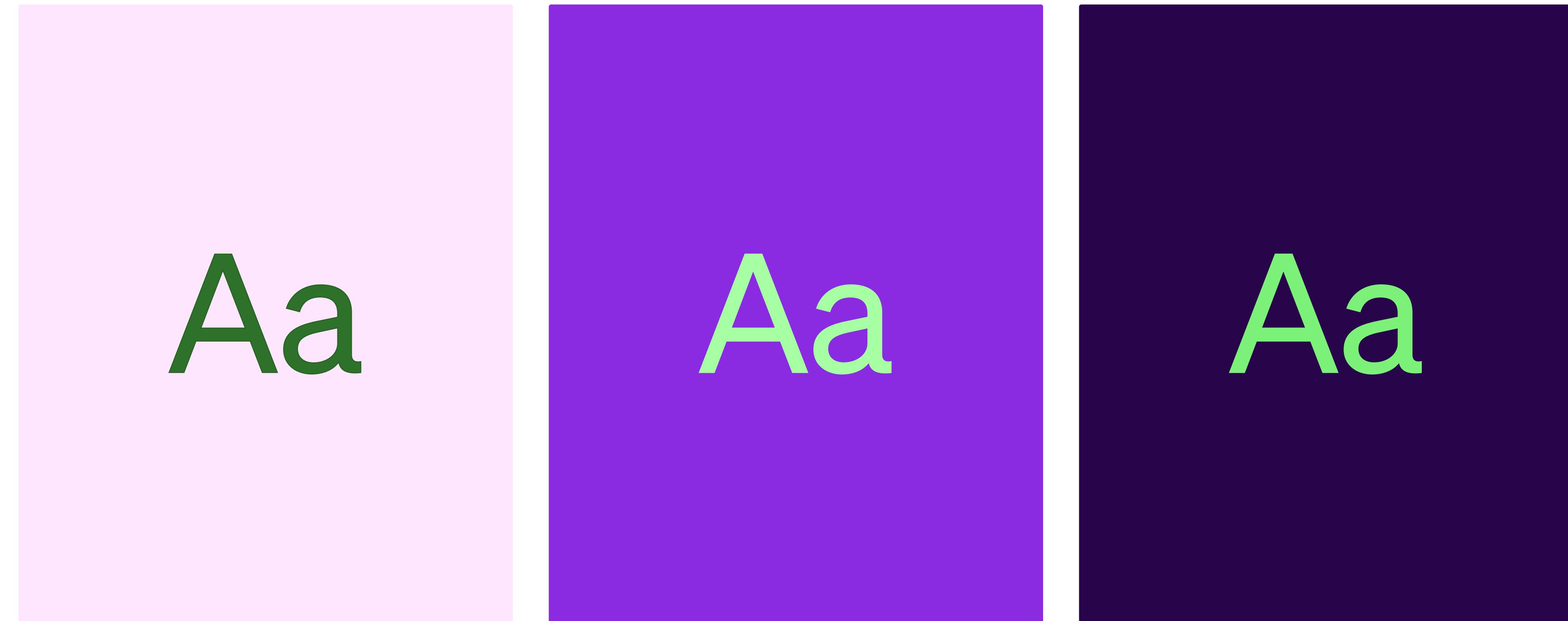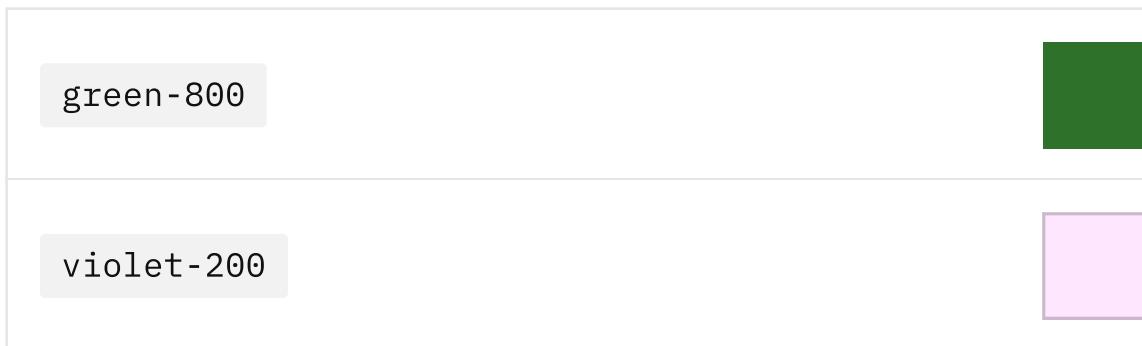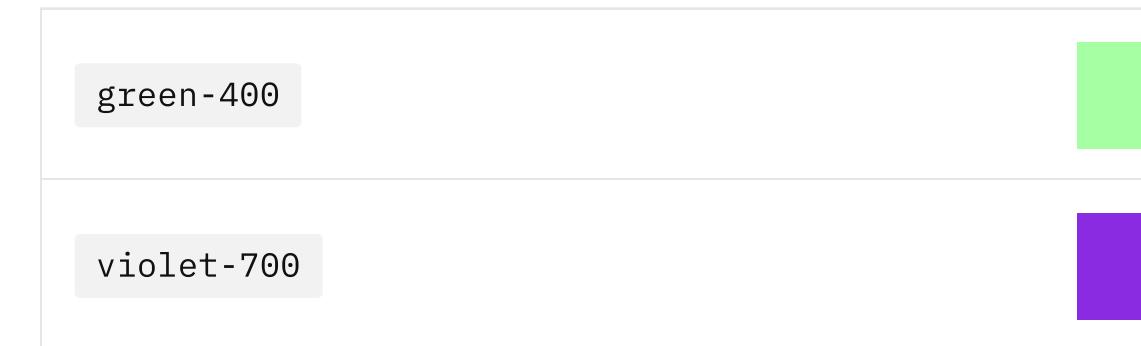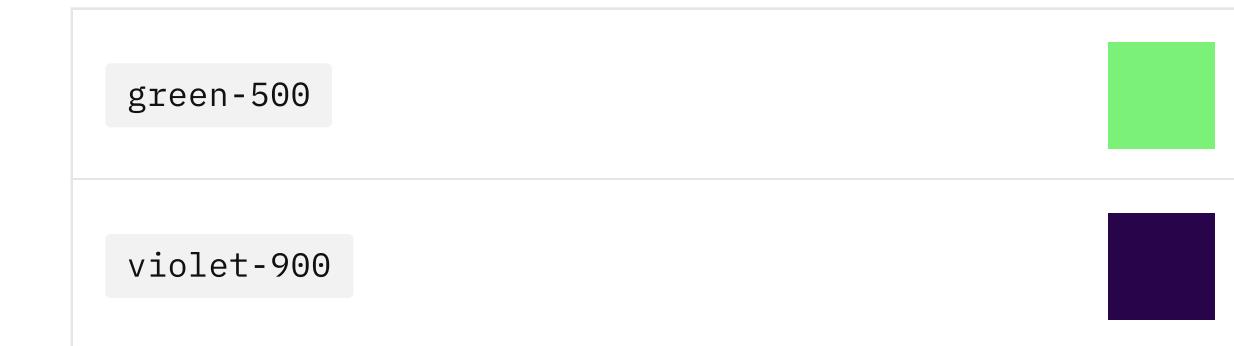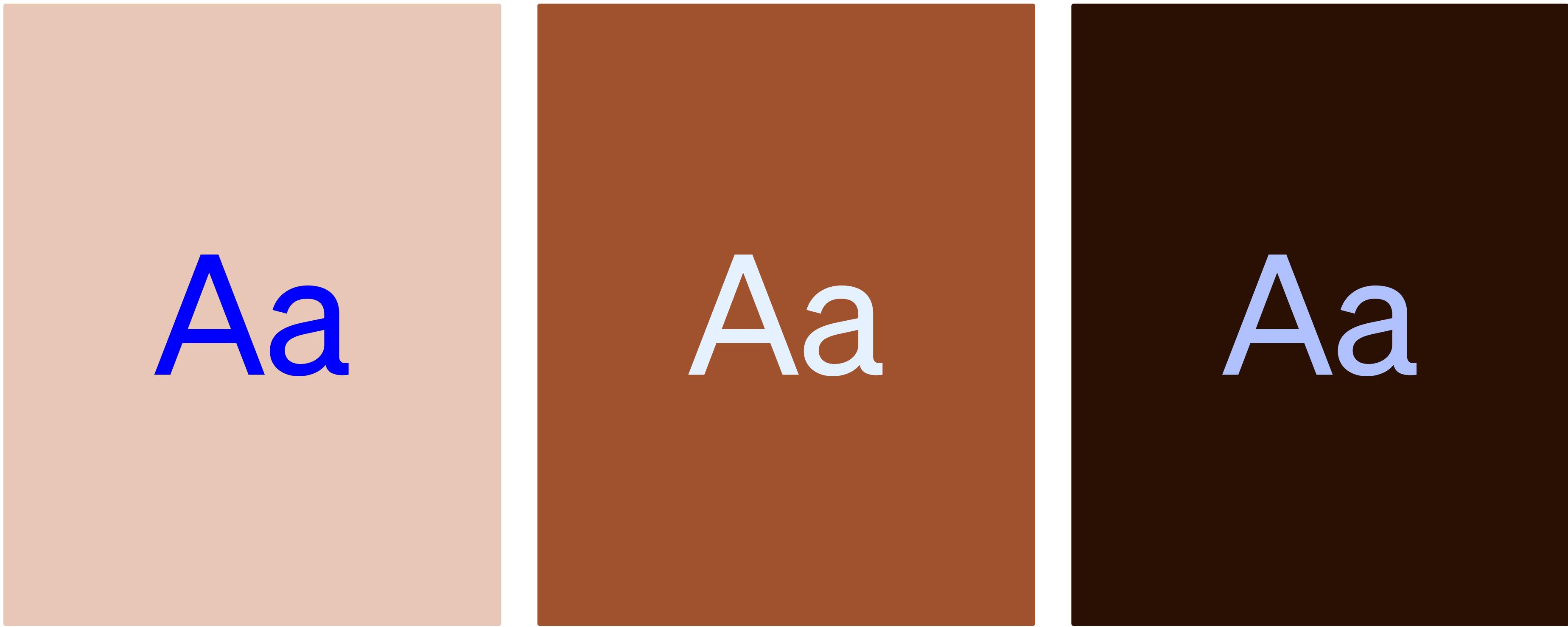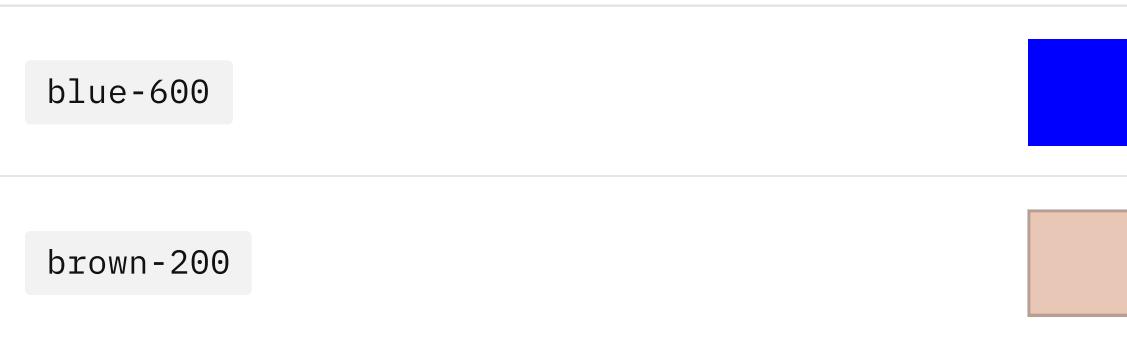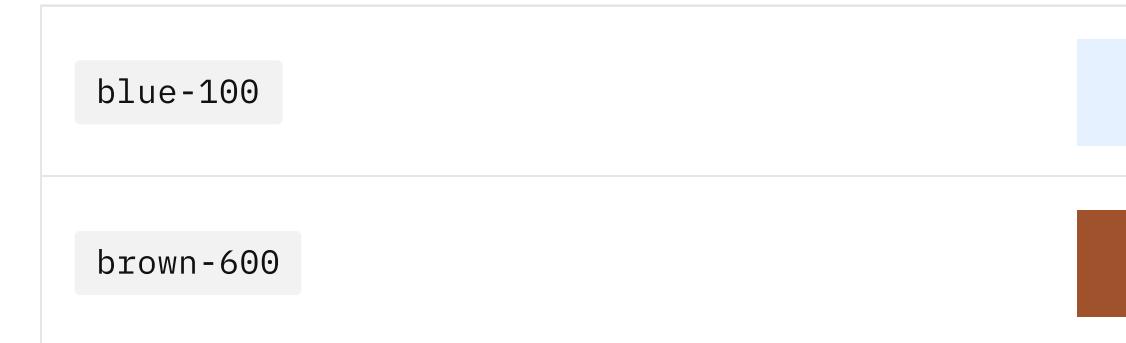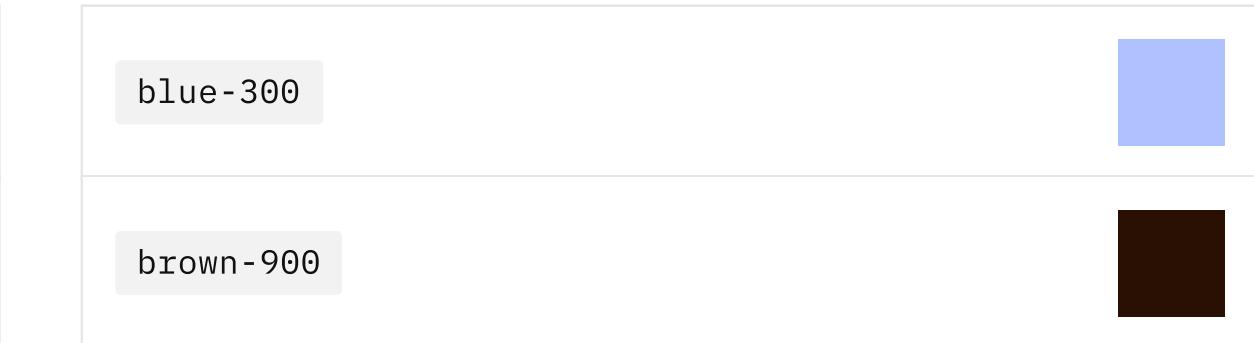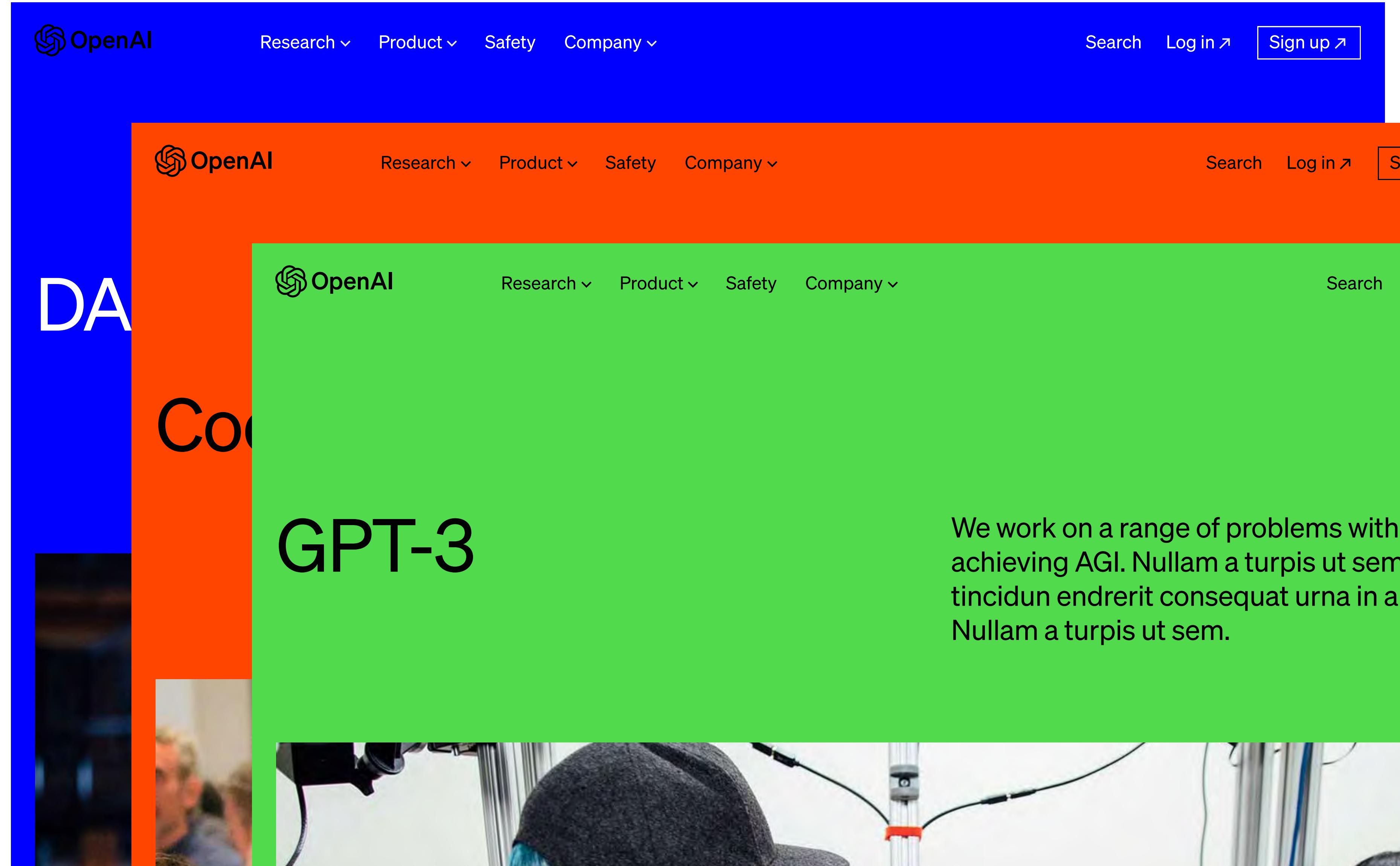
Primary color themes (red, blue, or green) should be used to represent products in digital contexts like a page header or related feature within the website.

OpenAI

Research ⌄   Product ⌄   Safety   Company ⌄   Search   Log in ↗   Sign up ↗

DA

OpenAI

Research ⌄   Product ⌄   Safety   Company ⌄   Search   Log in ↗   Sign u

Co

OpenAI

Research ⌄   Product ⌄   Safety   Company ⌄   Search   Log

GPT-3

We work on a range of problems with th
achieving AGI. Nullam a turpis ut sem fe
tincidun endrerit consequat urna in aliqu
Nullam a turpis ut sem.

Typography

Typography is an essential element of our identity and a powerful tool for achieving consistent expression in our communication.

Signifier is used for long form content and for moments to communicate a brand voice. When additional emphasis is needed, use the italic version of the font.

Signifier

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$"%^&*,;/{}[]()?!

Line-height is the space between baselines and it determines the legibility and readability of the typography and also impacts the strength of voice.

As a general rule of thumb, the line-height of text should be reduced as the size of the text increases. For body text, the line-height should increase to give the texts room to breath and space for the reader's eye to rest.

Please refer to the typography scale on the next page for line-height values corresponding to your chosen type size.

OpenAI conducts fundamental, long-term research toward the creation of safe AGI.

100%

OpenAI's mission is to ensure that artificial general intelligence (AGI)—by which we mean highly autonomous systems that outperform humans at most economically valuable work—benefits all of humanity.

130%

We commit to use any influence we obtain over AGI's deployment to ensure it is used for the benefit of all, and to avoid enabling uses of AI or AGI that harm humanity or unduly concentrate power. Our primary fiduciary duty is to humanity. We anticipate needing to marshal substantial resources to fulfill our mission, but will always diligently act to minimize conflicts of interest among our employees and stakeholders that could compromise broad benefit.

140%

The type sizes in the system are derived from a mathematical formula which systematizes traditional types sizes. It utilizes a pentatonic scale. This means the type size doubles every five steps.

Pentatonic

Formula:

$a_n = a_0 \times r^{(n-1)}$

a_n = The type size / term in the sequence

a_0 = The base type size, 12pt

$r = 2^{(1/5)}$

n = The step in the scale. e.g. step 1 = 12pt

Style	Type size	Line-height	Letter-spacing	Kern setting
Signifier Light	9	140%	0%	metric
Signifier Light	10	140%	0%	metric
Signifier Light	11	140%	0%	metric
Signifier Light	12	140%	0%	metric
Signifier Light	14	140%	0%	metric
Signifier Light	16	140%	0%	metric
Signifier Light	18	140%	0%	metric
Signifier Light	21	140%	0%	metric
Signifier Light	24	130%	0%	metric
Signifier Light	28	130%	0%	metric
Signifier Light	32	130%	-1% (-0.01em)	metric
Signifier Light	36	130%	-1% (-0.01em)	metric
Signifier Light	42	130%	-1% (-0.01em)	metric
Signifier Light	48	120%	-1% (-0.01em)	metric
Signifier Light	55	120%	-1% (-0.01em)	metric
Signifier Light	64	110%	-2% (-0.02em)	metric
Signifier Light	73	110%	-2% (-0.02em)	metric
Signifier Light	84	110%	-2% (-0.02em)	metric
Signifier Light	96	110%	-2% (-0.02em)	metric

Söhne is the memory of Akzidenz-Grotesk framed through the reality of Helvetica. It captures the analogue materiality of "Standard Medium" used in Unimark's legendary wayfinding system for the NYC Subway.

Söhne

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$"%^&*,;/{}[]()?!↑←↓→

The line-height recommendations are the same for both serif and sans-serif typography. Again, as a general rule of thumb, line-heights should be reduced as the type size increases.

OpenAI conducts fundamental, long-term research toward the creation of safe AGI.

100%

OpenAI's mission is to ensure that artificial general intelligence (AGI)—by which we mean highly autonomous systems that outperform humans at most economically valuable work—benefits all of humanity.

130%

We commit to use any influence we obtain over AGI's deployment to ensure it is used for the benefit of all, and to avoid enabling uses of AI or AGI that harm humanity or unduly concentrate power. Our primary fiduciary duty is to humanity. We anticipate needing to marshal substantial resources to fulfill our mission, but will always diligently act to minimize conflicts of interest among our employees and stakeholders that could compromise broad benefit.

140%

Typography
Sans-serif: scale

This list demonstrates 21 typographic steps in our scale for Söhne Buch. If larger sizes are needed the formula can be used to generate additional harmonious sizes.

Style	Type size	Line-height	Letter-spacing	Kern setting
Söhne Buch	6	130%	0%	metric
Söhne Buch	7	130%	0%	metric
Söhne Buch	8	130%	0%	metric
Söhne Buch	9	130%	0%	metric
Söhne Buch	10	130%	0%	metric
Söhne Buch	12	130%	0%	metric
Söhne Buch	14	130%	0%	metric
Söhne Buch	16	130%	0%	metric
Söhne Buch	18	130%	0%	metric
Söhne Buch	21	130%	0%	metric
Söhne Buch	24	120%	-1% (-0.01em)	metric
Söhne Buch	28	120%	-1% (-0.01em)	metric
Söhne Buch	32	120%	-1% (-0.01em)	metric
Söhne Buch	36	120%	-1% (-0.01em)	metric
Söhne Buch	42	120%	-1% (-0.01em)	metric
Söhne Buch	48	120%	-2% (-0.02em)	metric
Söhne Buch	55	110%	-2% (-0.02em)	metric
Söhne Buch	64	110%	-2% (-0.02em)	metric
Söhne Buch	73	100%	-2% (-0.02em)	metric
Söhne Buch	84	100%	-2% (-0.02em)	metric
Söhne Buch	96	100%	-2% (-0.02em)	metric

Typography
Sans-serif: scale

This list demonstrates 21 typographic steps in our scale for Söhne Halbfett. If larger sizes are needed the formula can be used to generate additional harmonious sizes.

Style	Type size	Line-height	Letter-spacing	Kern setting
Söhne Halbfett	6	130%	0%	metric
Söhne Halbfett	7	130%	0%	metric
Söhne Halbfett	8	130%	0%	metric
Söhne Halbfett	9	130%	0%	metric
Söhne Halbfett	10	130%	0%	metric
Söhne Halbfett	12	130%	0%	metric
Söhne Halbfett	14	130%	0%	metric
Söhne Halbfett	16	130%	0%	metric
Söhne Halbfett	18	130%	0%	metric
Söhne Halbfett	21	130%	0%	metric
Söhne Halbfett	24	120%	-1% (-0.01em)	metric
Söhne Halbfett	28	120%	-1% (-0.01em)	metric
Söhne Halbfett	32	120%	-1% (-0.01em)	metric
Söhne Halbfett	36	120%	-1% (-0.01em)	metric
Söhne Halbfett	42	120%	-1% (-0.01em)	metric
Söhne Halbfett	48	120%	-2% (-0.02em)	metric
Söhne Halbfett	55	110%	-2% (-0.02em)	metric
Söhne Halbfett	64	110%	-2% (-0.02em)	metric
Söhne Halbfett	73	100%	-2% (-0.02em)	metric
Söhne Halbfett	84	100%	-2% (-0.02em)	metric
Söhne Halbfett	96	100%	-2% (-0.02em)	metric

Our typographic system utilizes a very limited set of weights and styles and evokes a sense of simplicity and gravitas.

Signifier Light can be deployed when more brand presence is necessary or for publications and research documents when a more classic feel is appropriate.

Söhne is our workhors sans-serif typeface and works well alongside of Signifier in many instances. Söhne Halbfett can be used to create contrast and texture for typographic elements like eyebrows above a list item or secondary section titles.

Söhne Mono is used sparingly for instances where a more techinical feel is appropriate, like representing AI generated code within a product module on the website.

Signifier Light

Söhne Buch

Söhne Halbfett

Söhne Mono Buch

- Avoid extremely tall leading for both heading and body text
- Avoid overly tight leading, with crashing ascenders and descenders, for both heading and body text
- Avoid overly tight tracking, with crashing glyphs
- Avoid overly wide tracking
- Avoid mixed weights or fonts within a single headline.
- Do not set headlines in all caps. Our brand language sets headlines in Sentence Case.

OpenAI is an AI research and deployment company. Our mission is to ensure that artificial general intelligence benefits all of humanity.

❌

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❌

OpenAI is an AI research and deployment company. Our **mission** is to ensure that artificial general intelligence **benefits all** of humanity.

❌

OPENAI IS AN AI RESEARCH AND DEPLOYMENT COMPANY. OUR MISSION IS TO ENSURE THAT ARTIFICIAL GENERAL INTELLIGENCE BENEFITS ALL OF HUMANITY.

❌

Iconography

Inspired by our logo and sans-serif typeface Söhne, our iconography utilizes simple forms to efficiently communicate ideas.

5.2
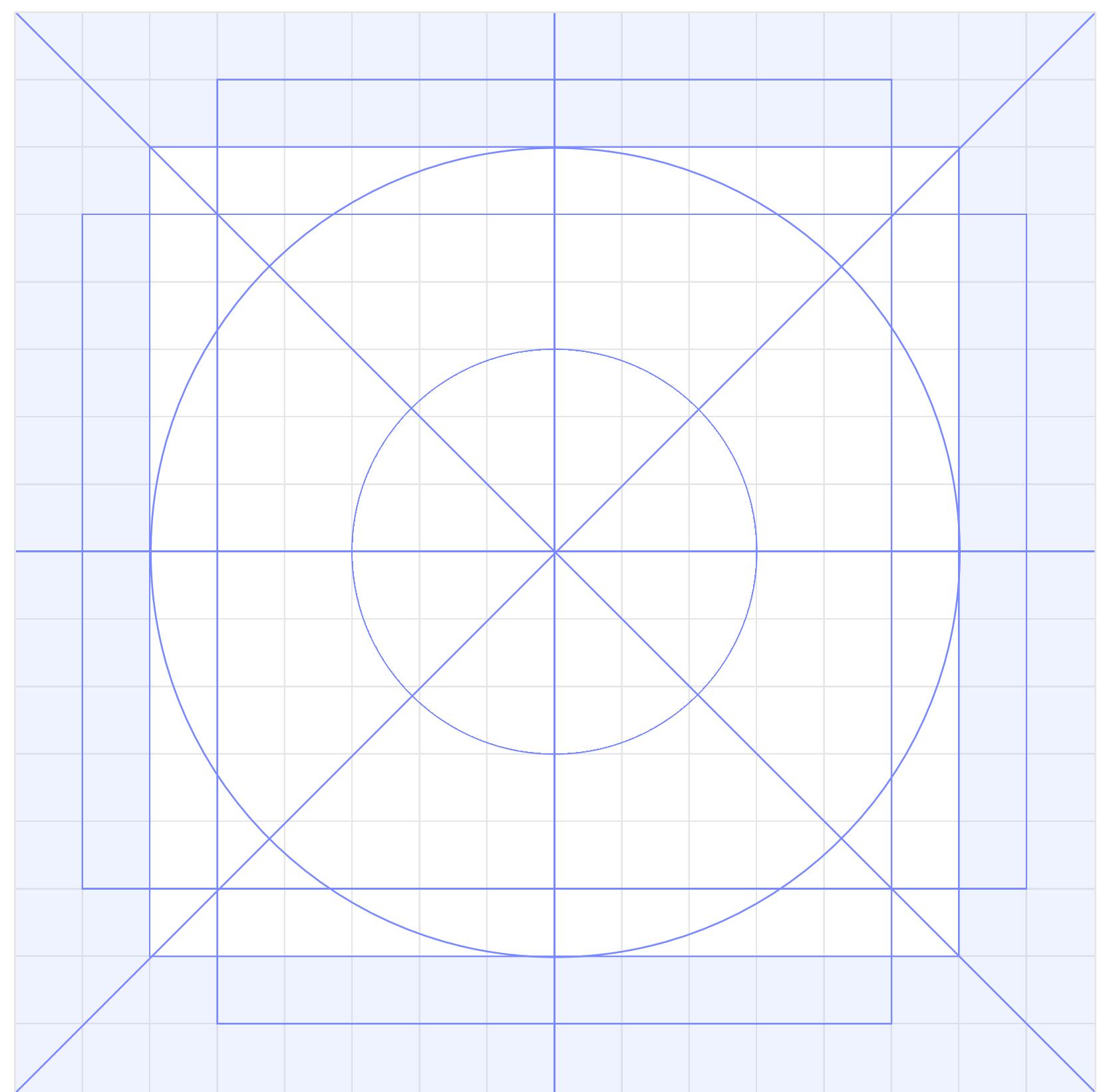
Iconography
Grid

Our iconography system is crafted on a 16px grid. Be sure to always design your icons based on this grid. Also provided in the diagram to the right is an example of clear space around each glyph, as well as key-lines that should be used to align shapes.

For horizontally proportioned icons used the horizontal key-lines provided. For vertically proportioned icons, be sure to align your shapes to the vertically proportioned key-lines.
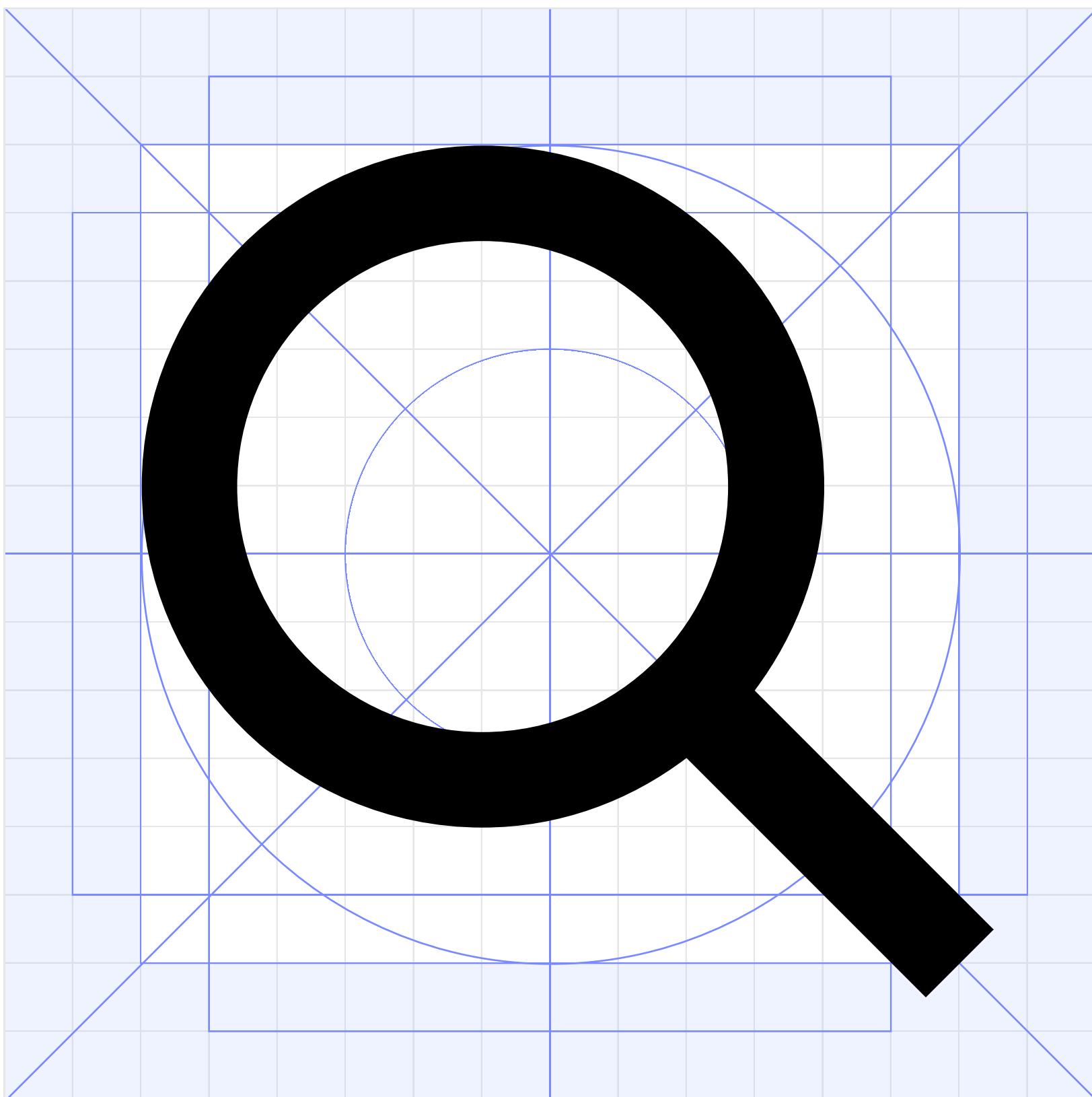

Examples of the 16px grid units, key-lines and margins.
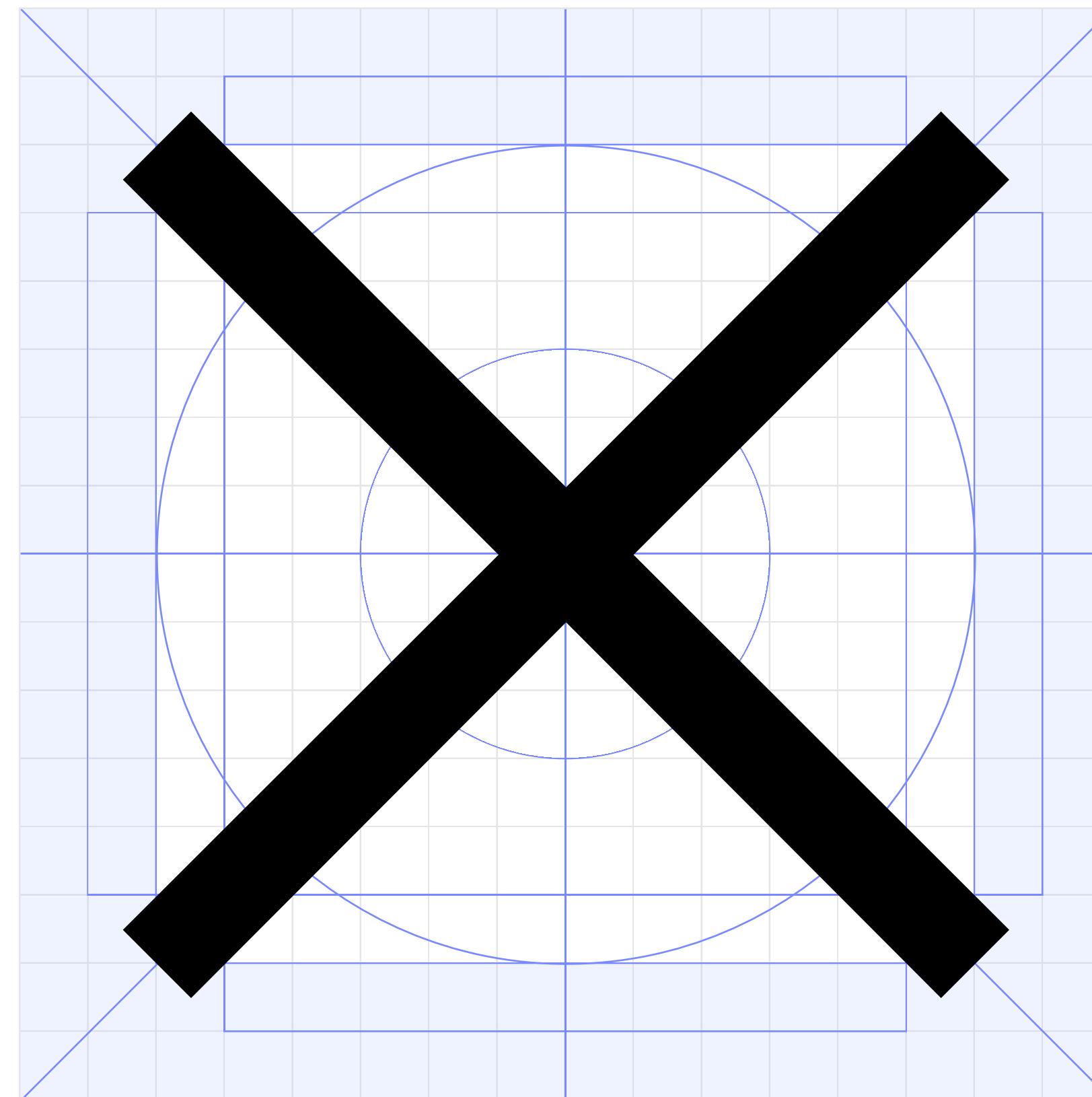
Example of icons drawn on the grid.

Shapes align to relevant keylines.



Angles are drawn at 15° increments.

Our icons use two main strokes weights:

1.4px stroke = 400 weight
2px stroke = 500 weight

Be sure to scale line-weight while adjusting
the size of icons. Use the keyboard shortcuts
to scale proportionally while maintaining line-
weight.
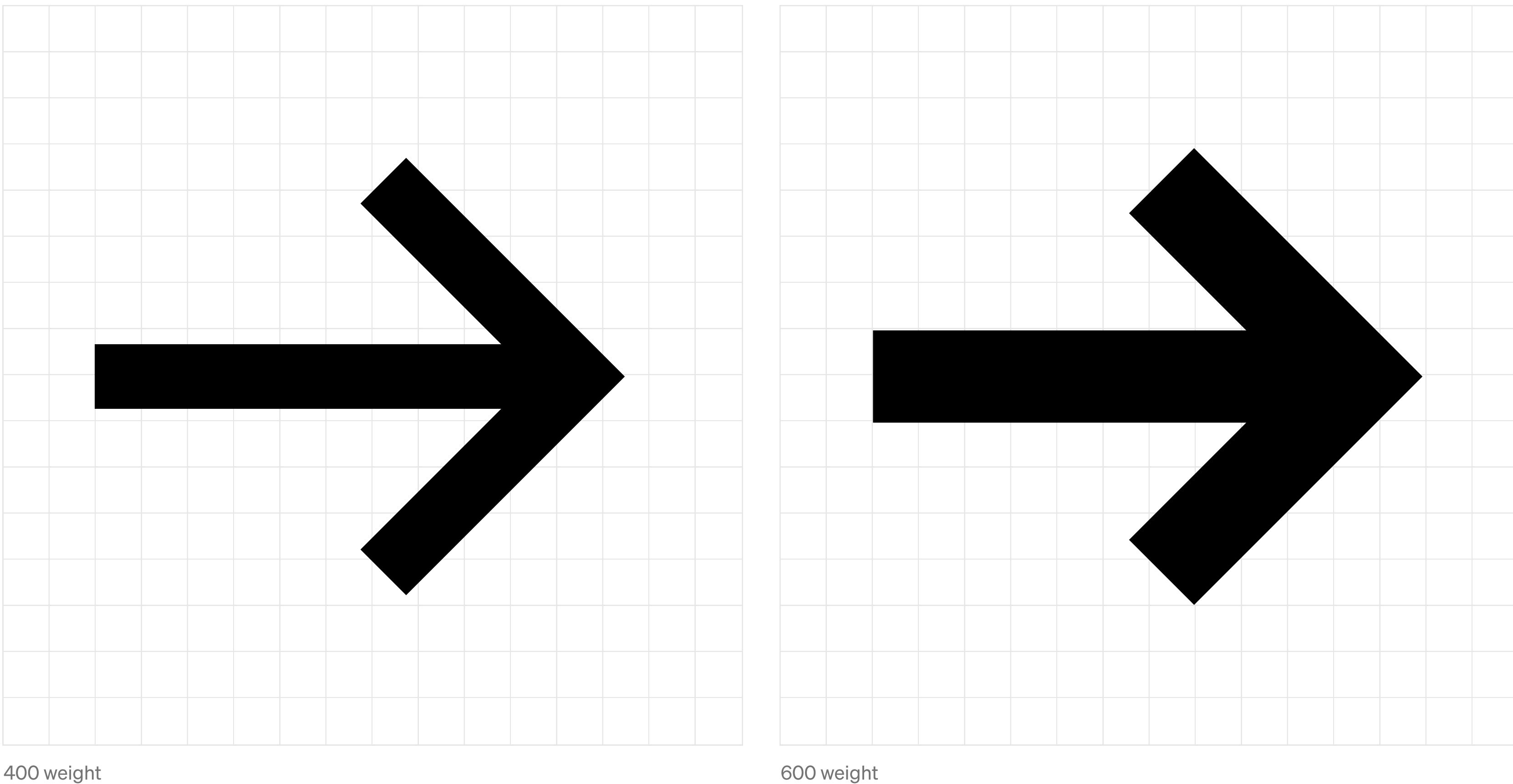
400 weight
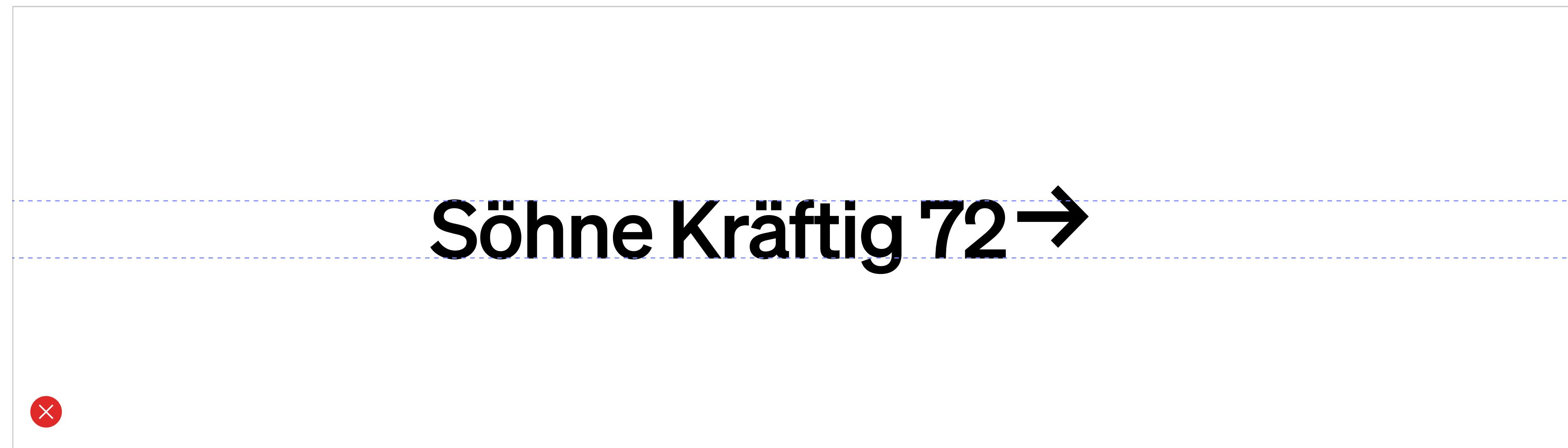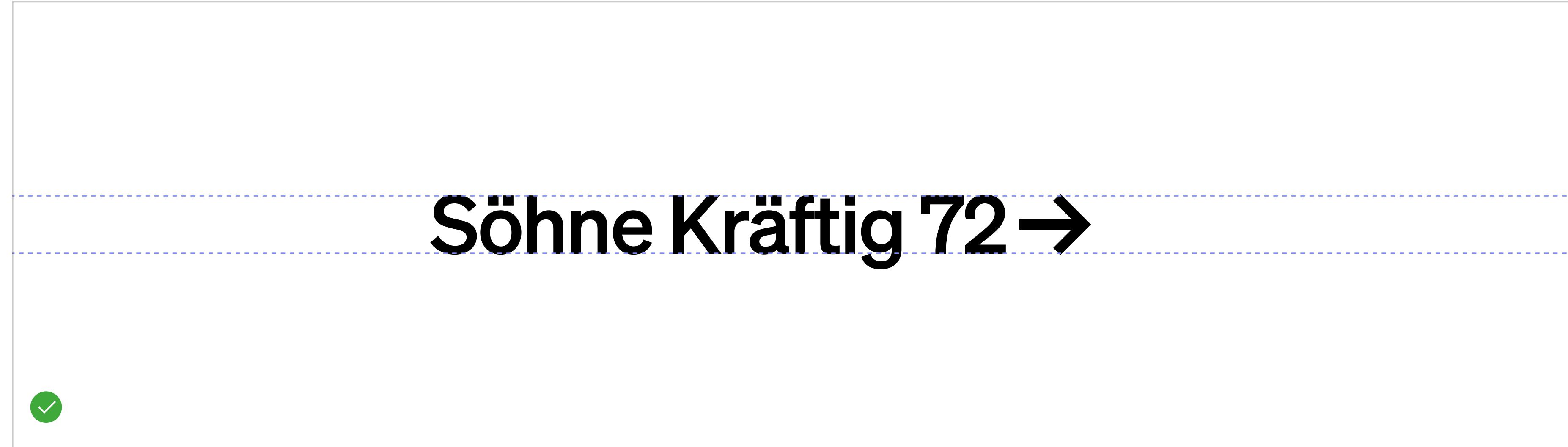
600 weight

Our icons use two main stroke weights that scale proportionally with the size of the text and weights that accompany each shape. If you are pairing iconography with Söhne Buch, which is equivalent to a 400 weight, use a 1.4px stroke width.

If you are pairing iconography with text that is set in Söhne Halbfett, the equivalent of a 500 weight, used a 2px.

Söhne Buch 12 →
Söhne Buch 13 →
Söhne Buch 14 →
Söhne Buch 15 →
Söhne Buch 16 →
Söhne Buch 18 →
Söhne Buch 21 →
Söhne Buch 24 →
Söhne Buch 28 →
Söhne Buch 32 →
Söhne Buch 36 →
Söhne Buch 42 →
Söhne Buch 48 →
Söhne Buch 54 →
Söhne Buch 60 →
Söhne Buch 72 →

Söhne Kräftig 12 →
Söhne Kräftig 13 →
Söhne Kräftig 14 →
Söhne Kräftig 15 →
Söhne Kräftig 16 →
Söhne Kräftig 18 →
Söhne Kräftig 21 →
Söhne Kräftig 24 →
Söhne Kräftig 28 →
Söhne Kräftig 32 →
Söhne Kräftig 36 →
Söhne Kräftig 42 →
Söhne Kräftig 48 →
Söhne Kräftig 54 →
Söhne Kräftig 60 →
Söhne Kräftig 72 →

When pairing iconography with text, ensure the icon vertically aligns within the cap-height of the related text.

Söhne Kräftig 72→

✓

Söhne Kräftig 72→

✕
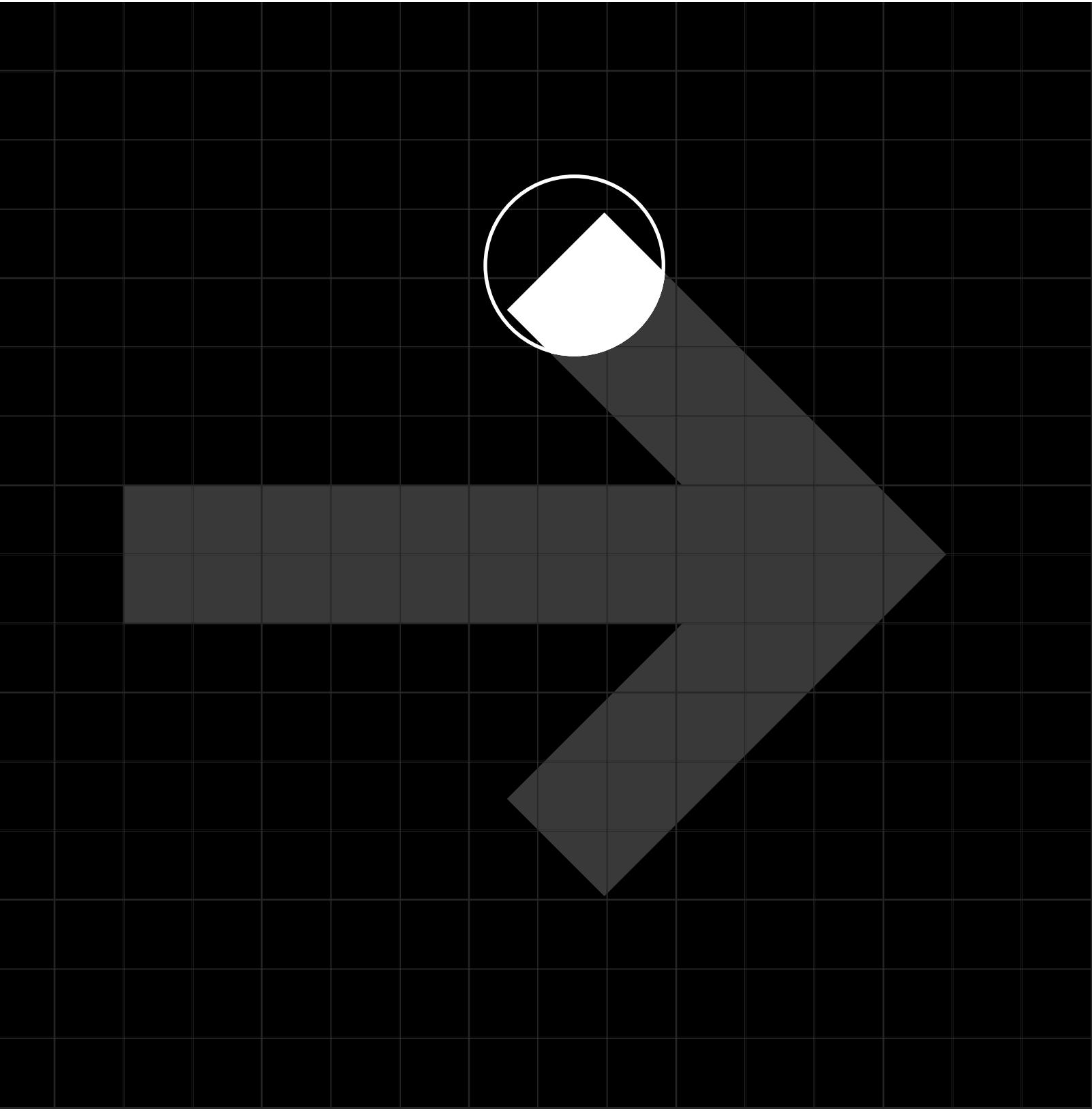
Mitered caps

Use miter joins for corners.
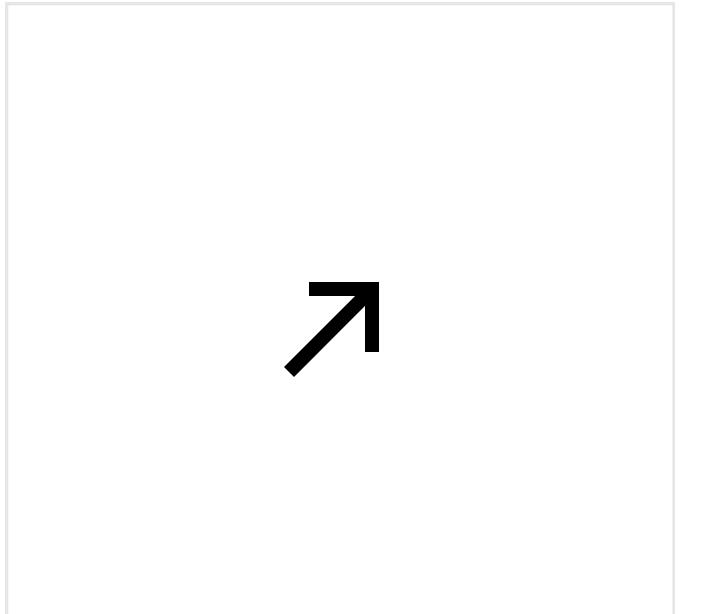


Use butted caps for stroke endings.
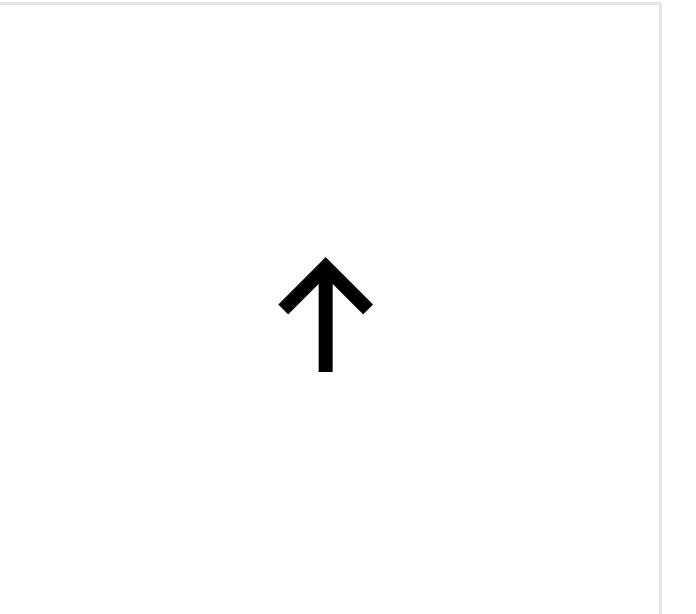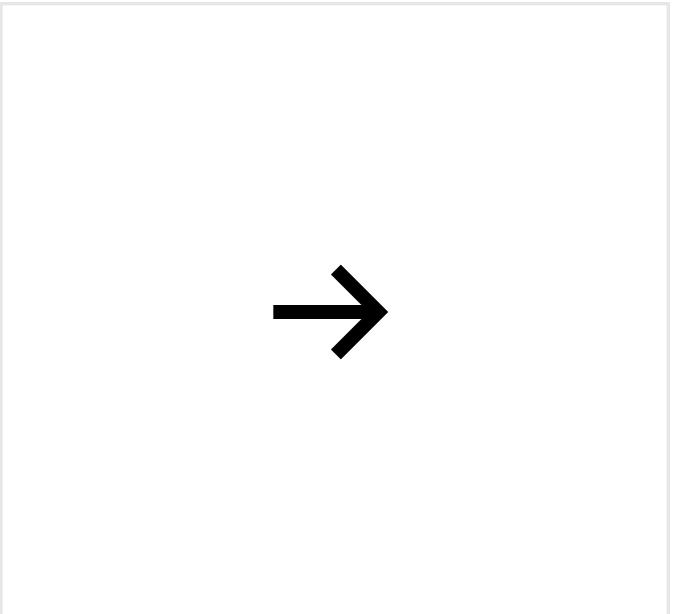
A diverse set of iconography can be referenced here. As you design and add new icons to the system, please ensure the style and characteristics feel cohesive with the existing iconography.
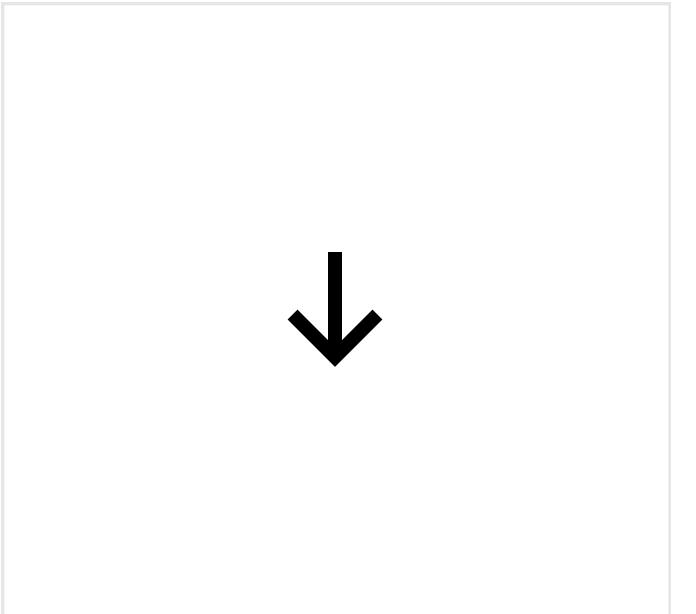
arrow-northeast
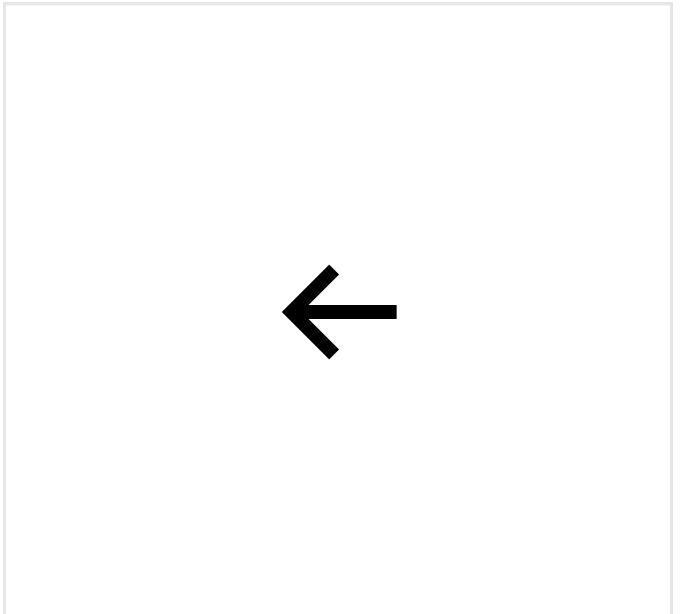
arrow-upwards

arrow-rightwards
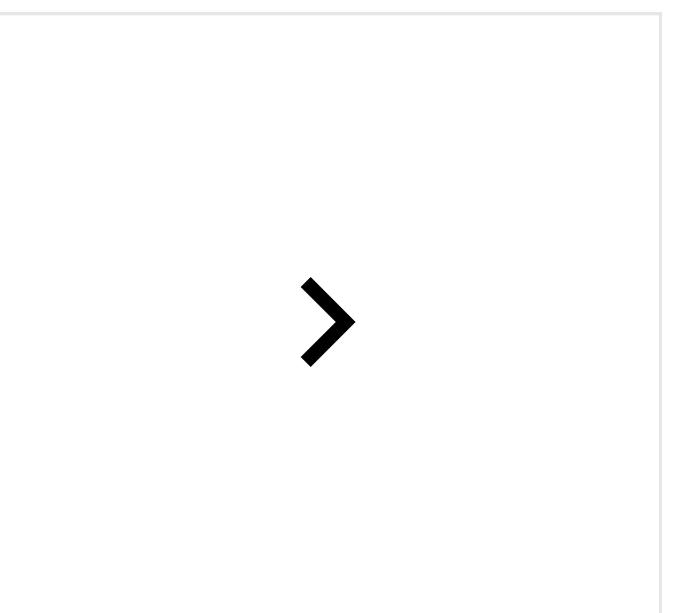
arrow-downwards
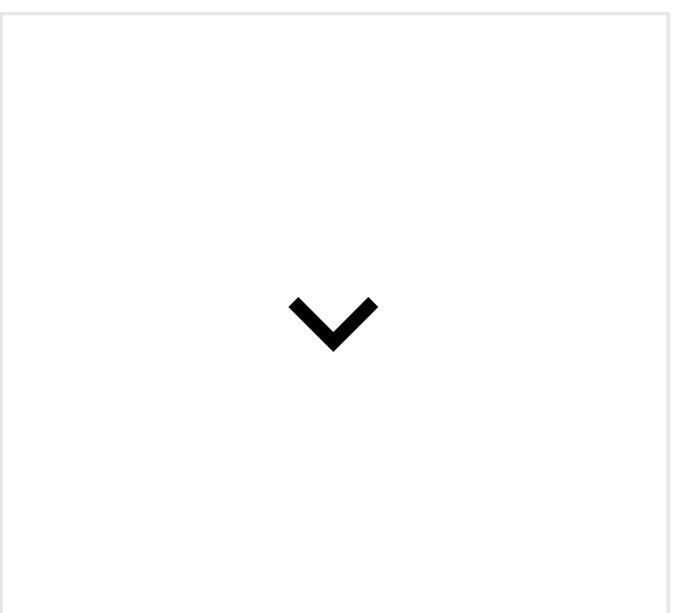
arrow-leftwards
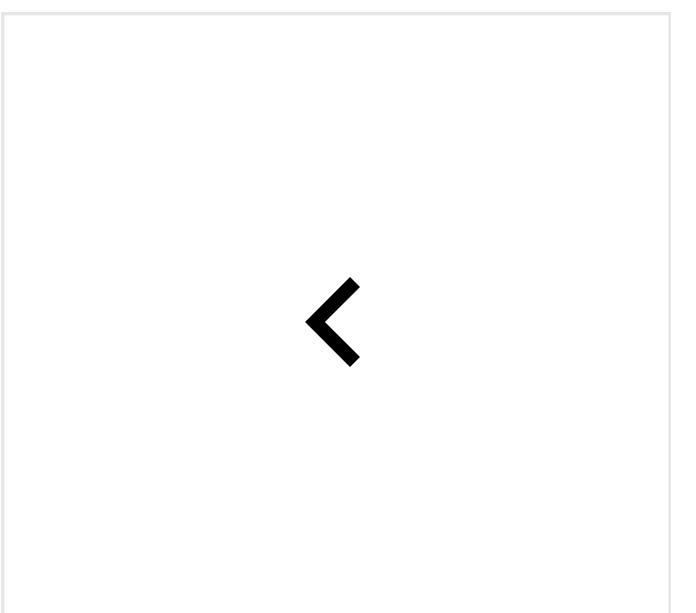
chevron-upwards
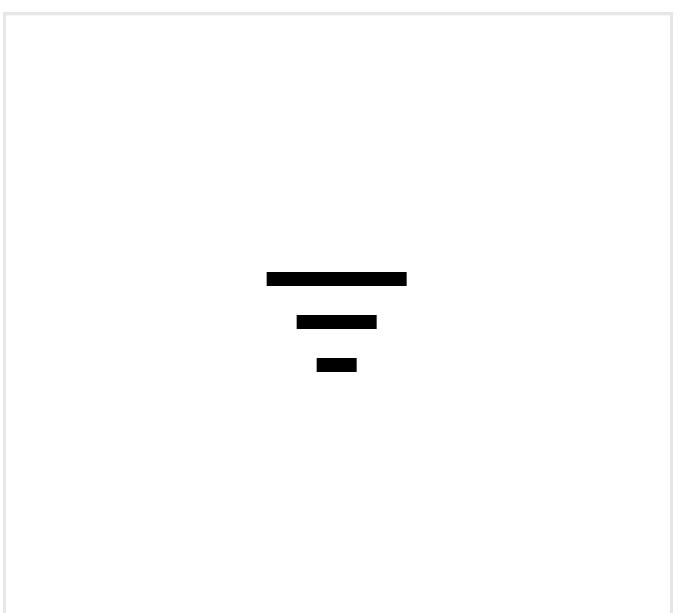
chevron-rightwards
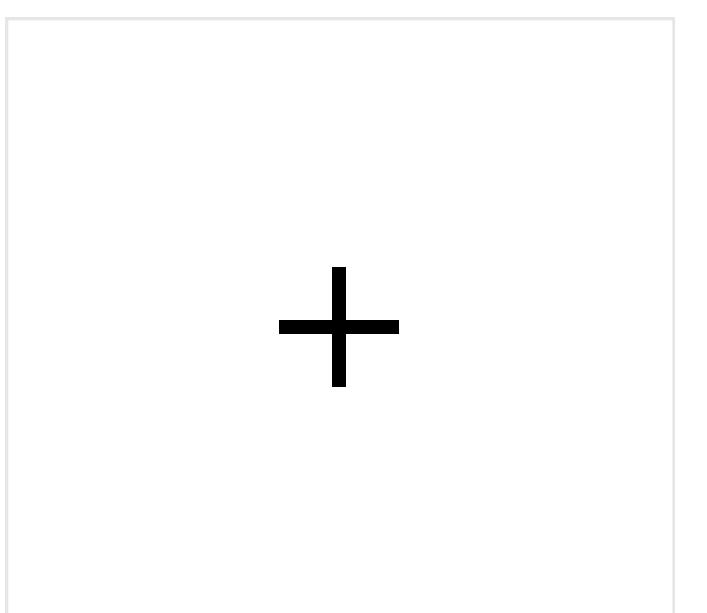
chevron-downwards
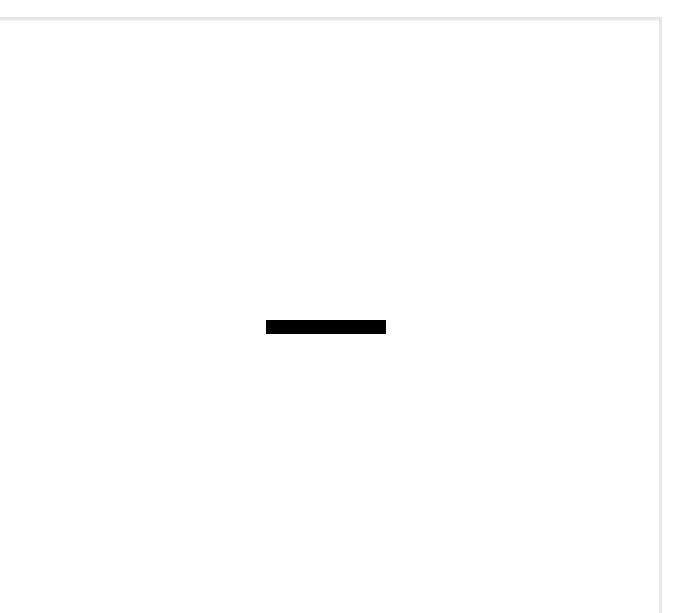
chevron-leftwards
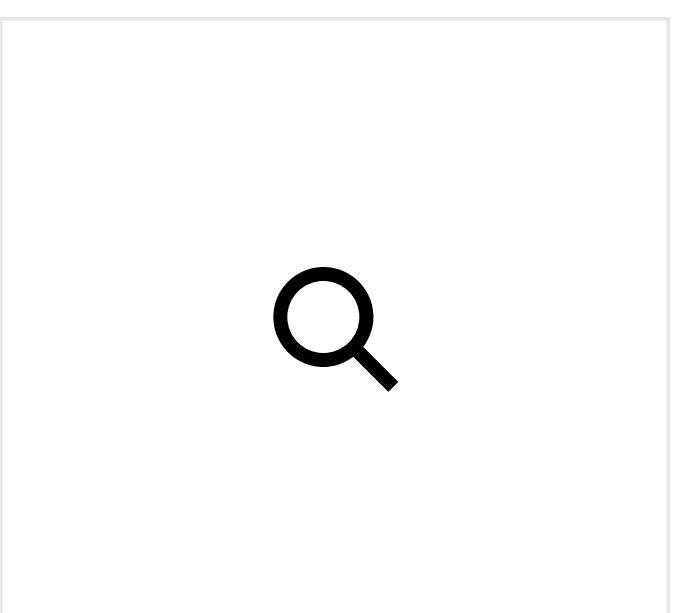
filter
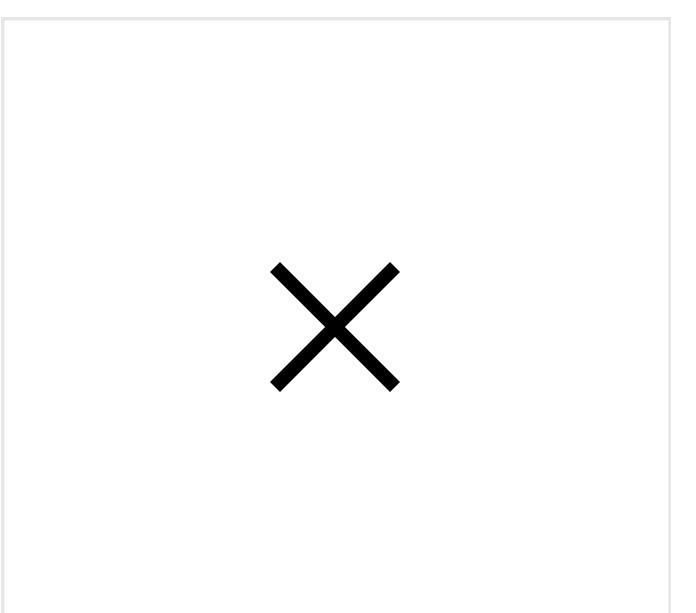
plus
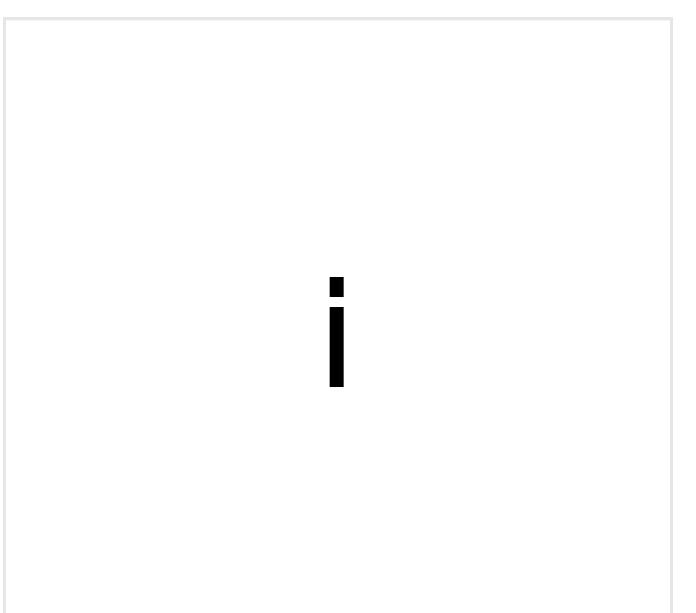
minus

search

x
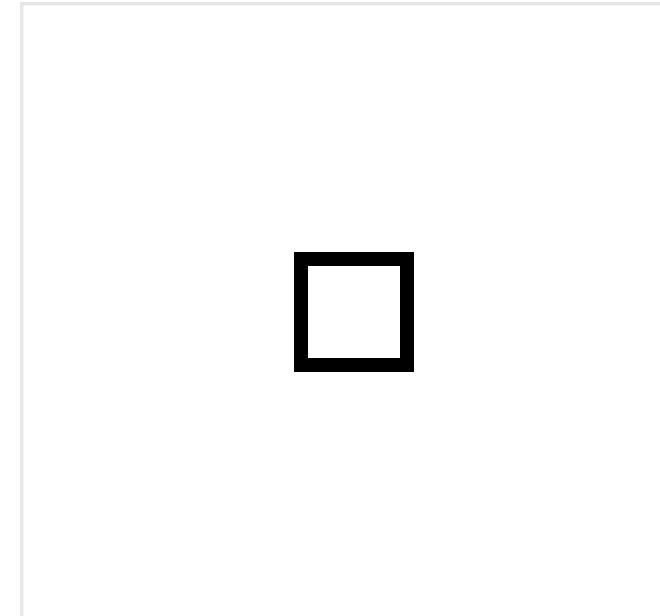
information
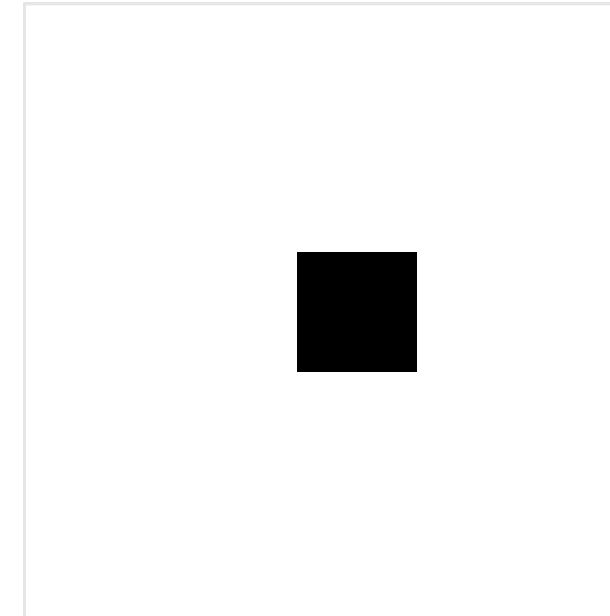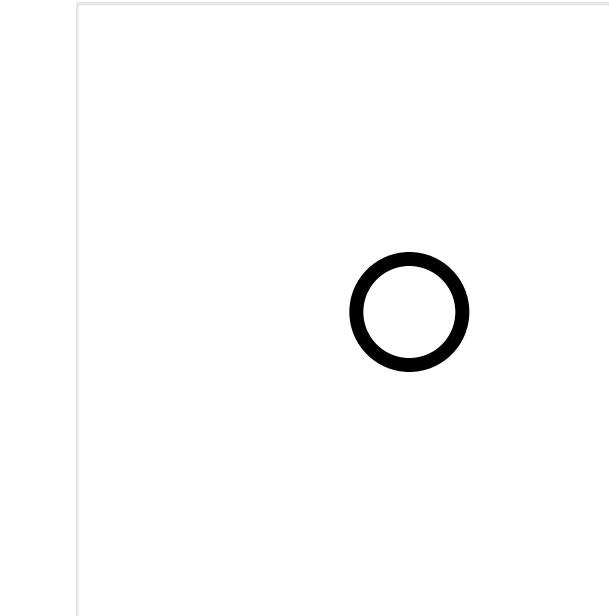
Our iconography is minimalistic, and explores the simplest shapes needed to communicate an idea. For example, a checkbox is a stroked square and a filled square. A radio button is a stroked circle and a filled circle
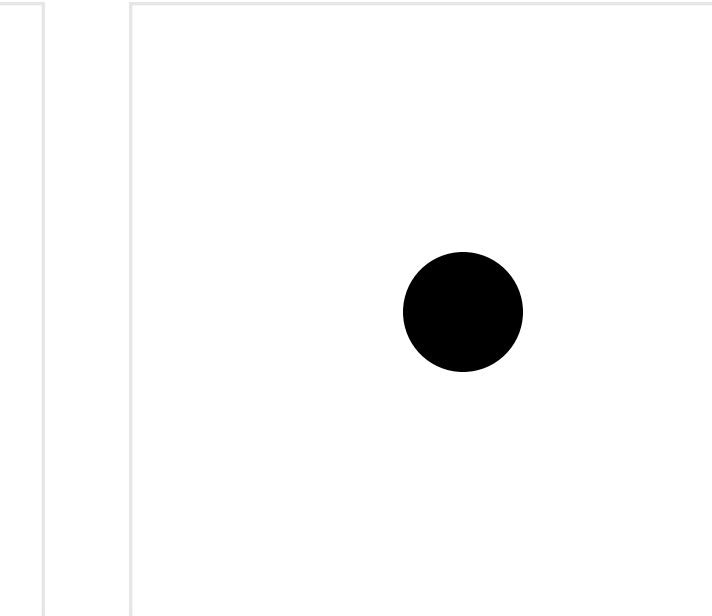
checkbox-unselected
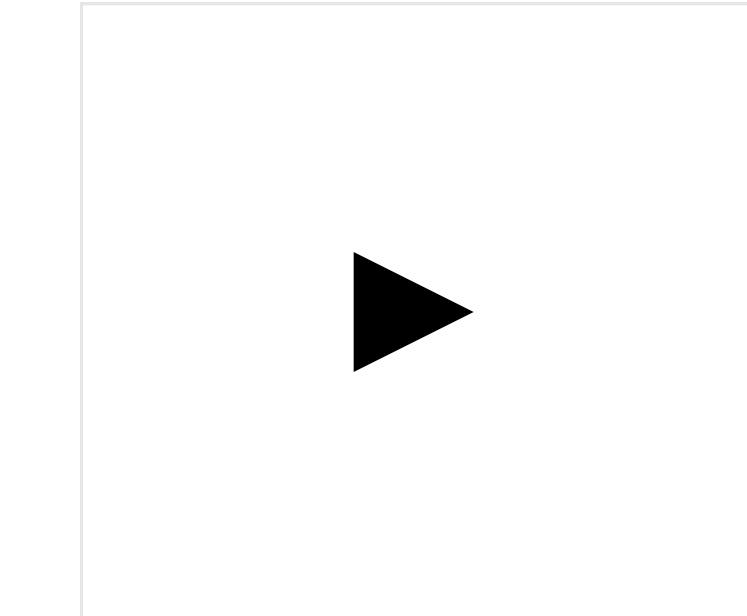
checkbox-selected
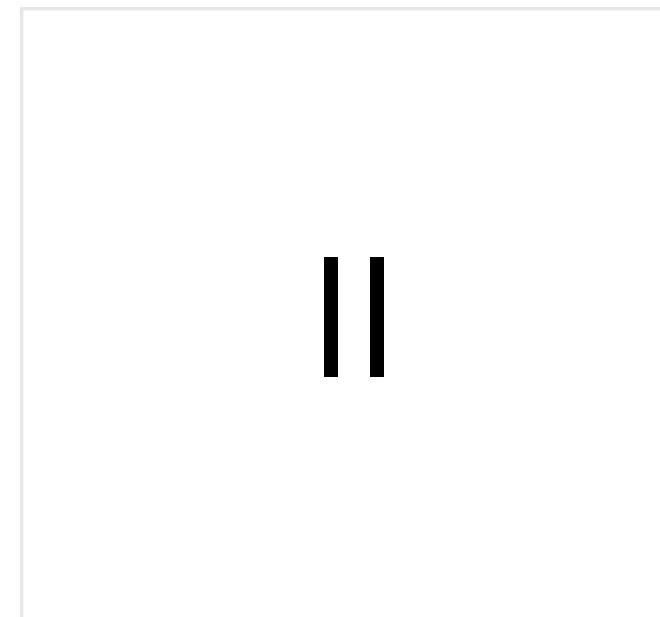
radio-unselected
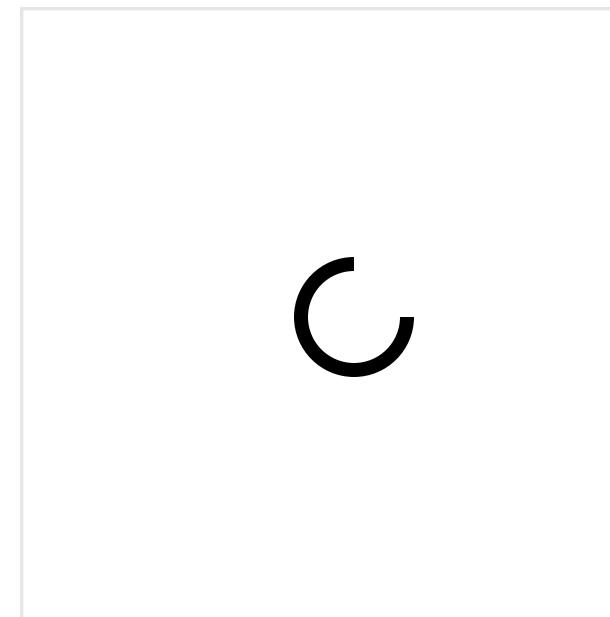
radio-selected
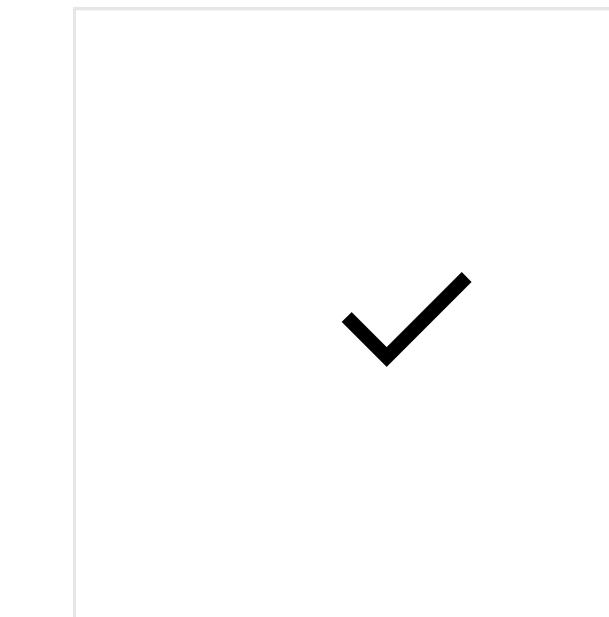
play

pause

loading

checkmark

Photography

Our photography expresses warmth, approachability, and humanity. We capture the intimate and messy moments that showcase real people behind our technology and products.

The color and tone of the photography should be rich and warm. This will evoke an emotional feeling of our impact on humanity and all that we do to empower people. The white balance should skew slightly toward an amber color temperature and magenta tint.
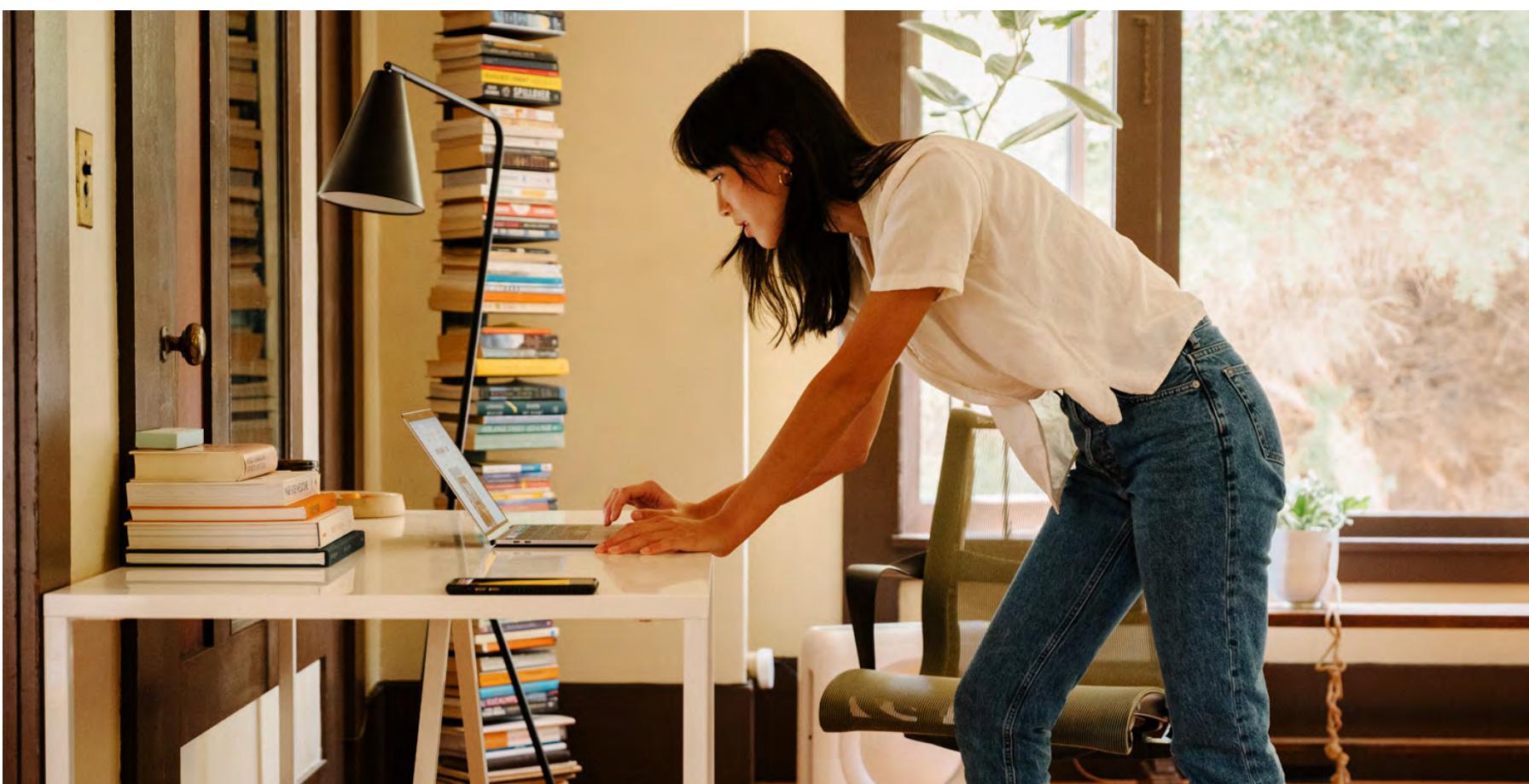
Here are some guiding principles when creating photography assets. They're not hard and fast rules, nor a complete set, but are provided as a starting point for you to consider when shooting imagery to be used for print or digital collateral.

✅ Shoot organic compositions where the subject matter does not feel staged.

✅ Play with light and shadow to create visual interest.

✅ Rich and warm color tones make our photography feel human and approachable.

✅ Imperfect and natural colors play express our messy, playful approach to discovery.

Here are some guiding principles when creating photography assets. They're not hard and fast rules, nor a complete set, but are provided as a starting point for you to consider when shooting imagery to be used for print or digital collateral.

❌ Avoid shooting with too many highlights or contrast.

❌ Avoid lighting that makes skin color appear unnatural.

❌ Avoid artificial lighting creating overly sharp images.

❌ Avoid unnatural lighting.

The composition we use will immediately invoke a feeling to the viewer. Use these guiding principles to ensure our photography work aligns with our design values.
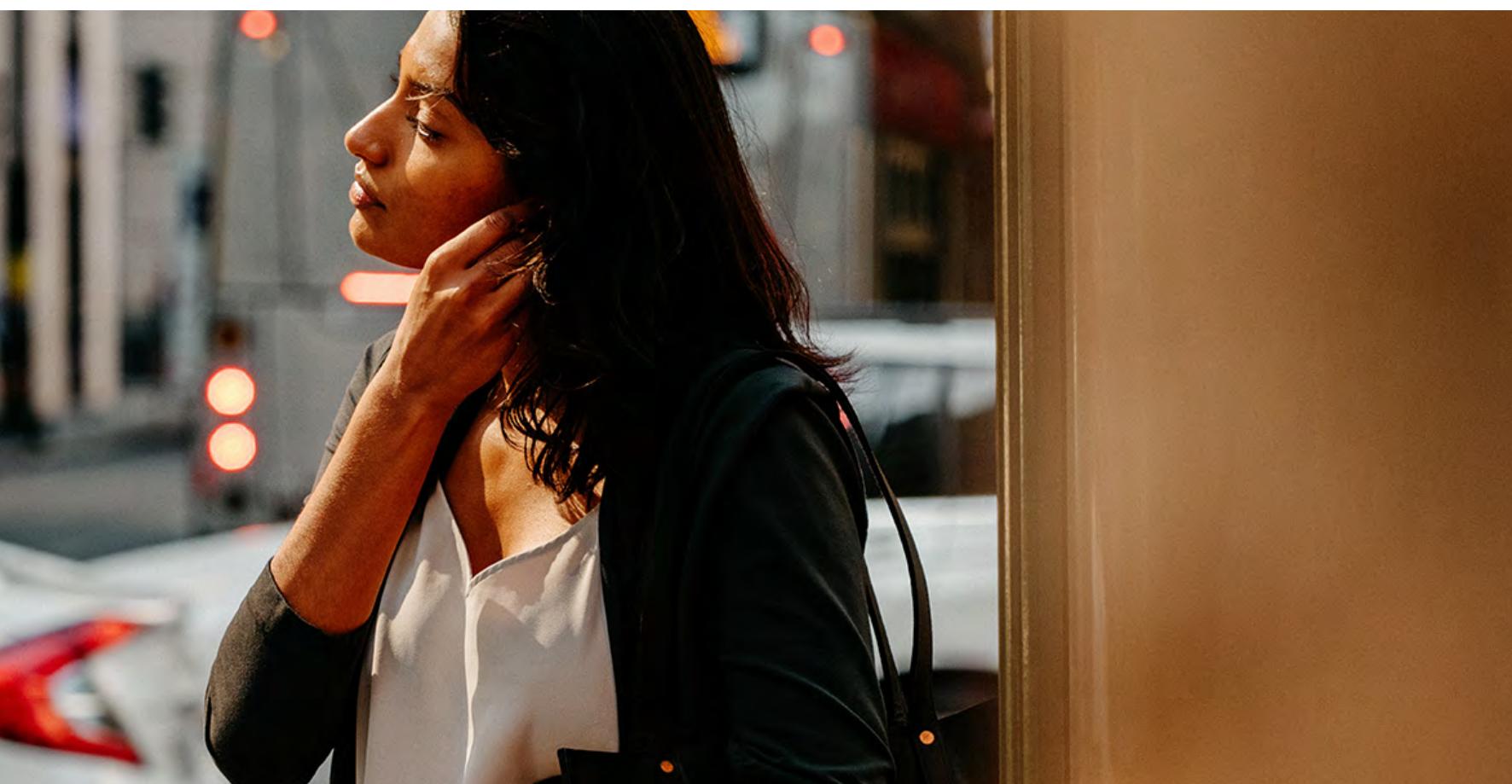
Here are some guiding principles or examples of compositions to inspire future photo work.

✅ Silhouettes are useful for showing people and humanity, without showing identity.

✅ Objects in the foreground add a sense of depth and intrigue.

✅ Increased depth-of-field brings a sense of softness/finesse to the compositions.

✅ Reflections create a dynamic composition and evokes a sense of magic.
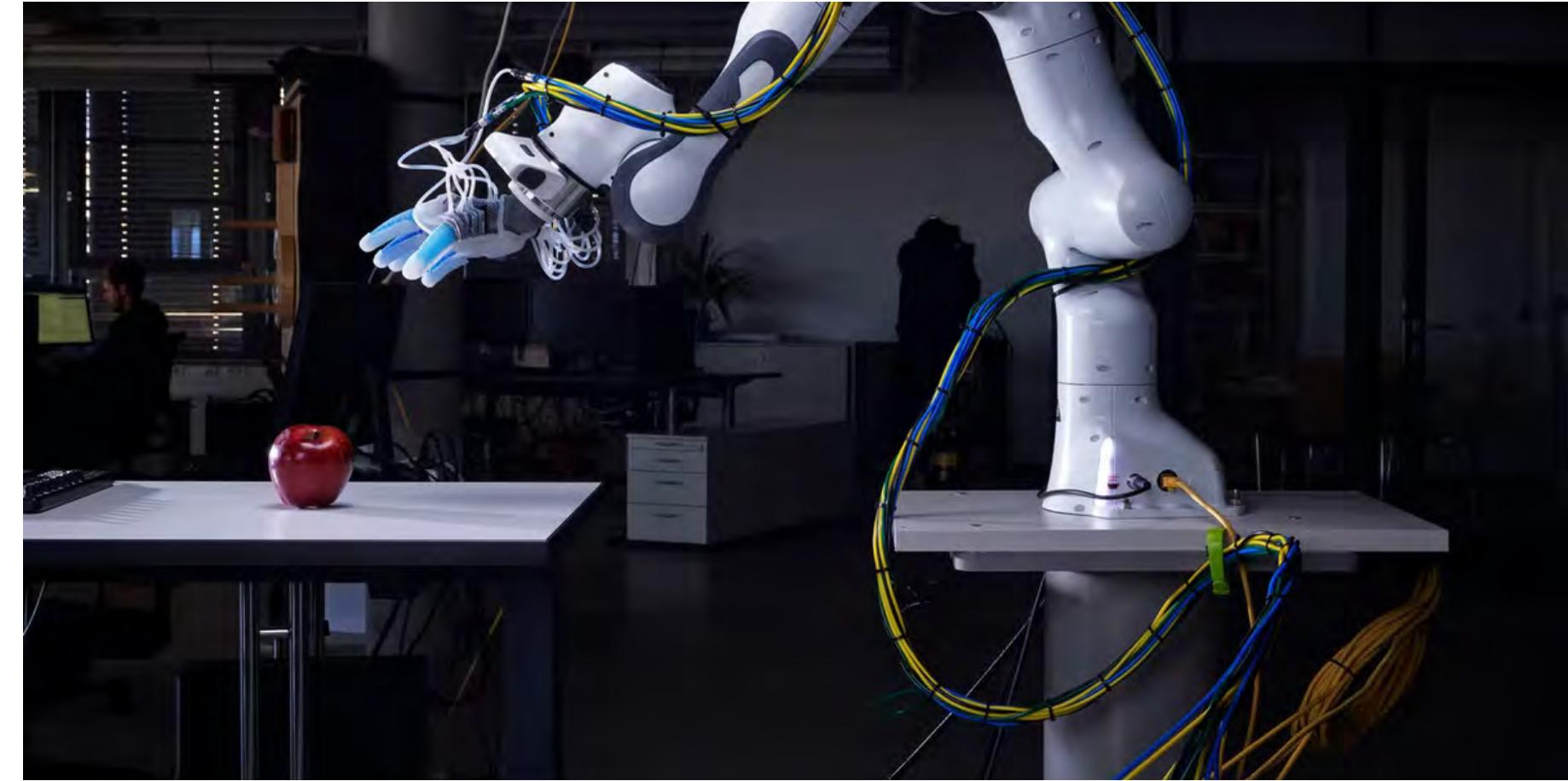
Here are examples of types of imagery to avoid.

❌ Avoid tilted camera angles.

❌ Avoid images that do not include people.

❌ Avoid busy images with no clear subject matter.
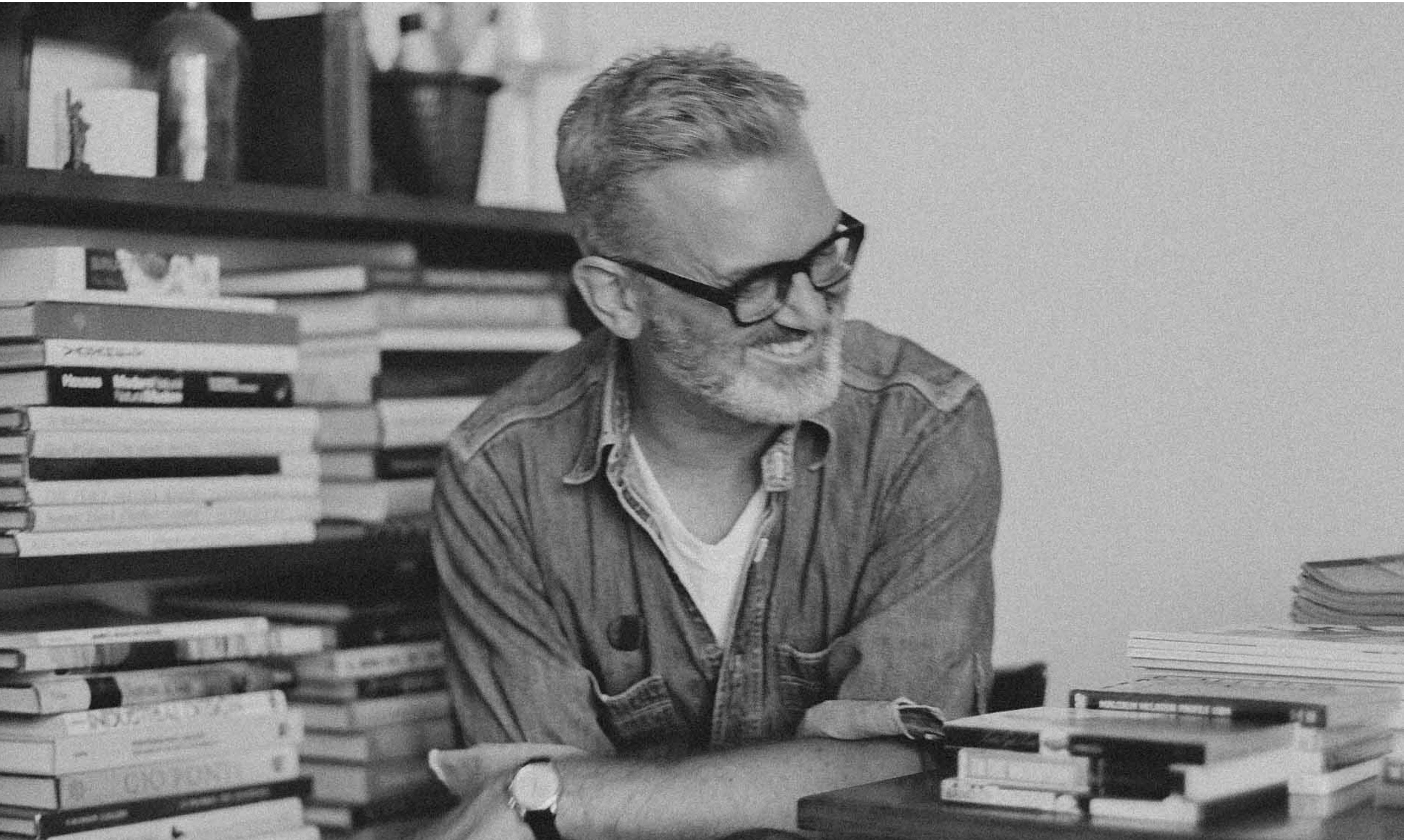
❌ Avoid staged or stock photography.

Like all of the brand elements from typography to color to photography, our choices should always tie back to our brand values. We can use photography to dial up the approachability and allure of the OpenAI brand.
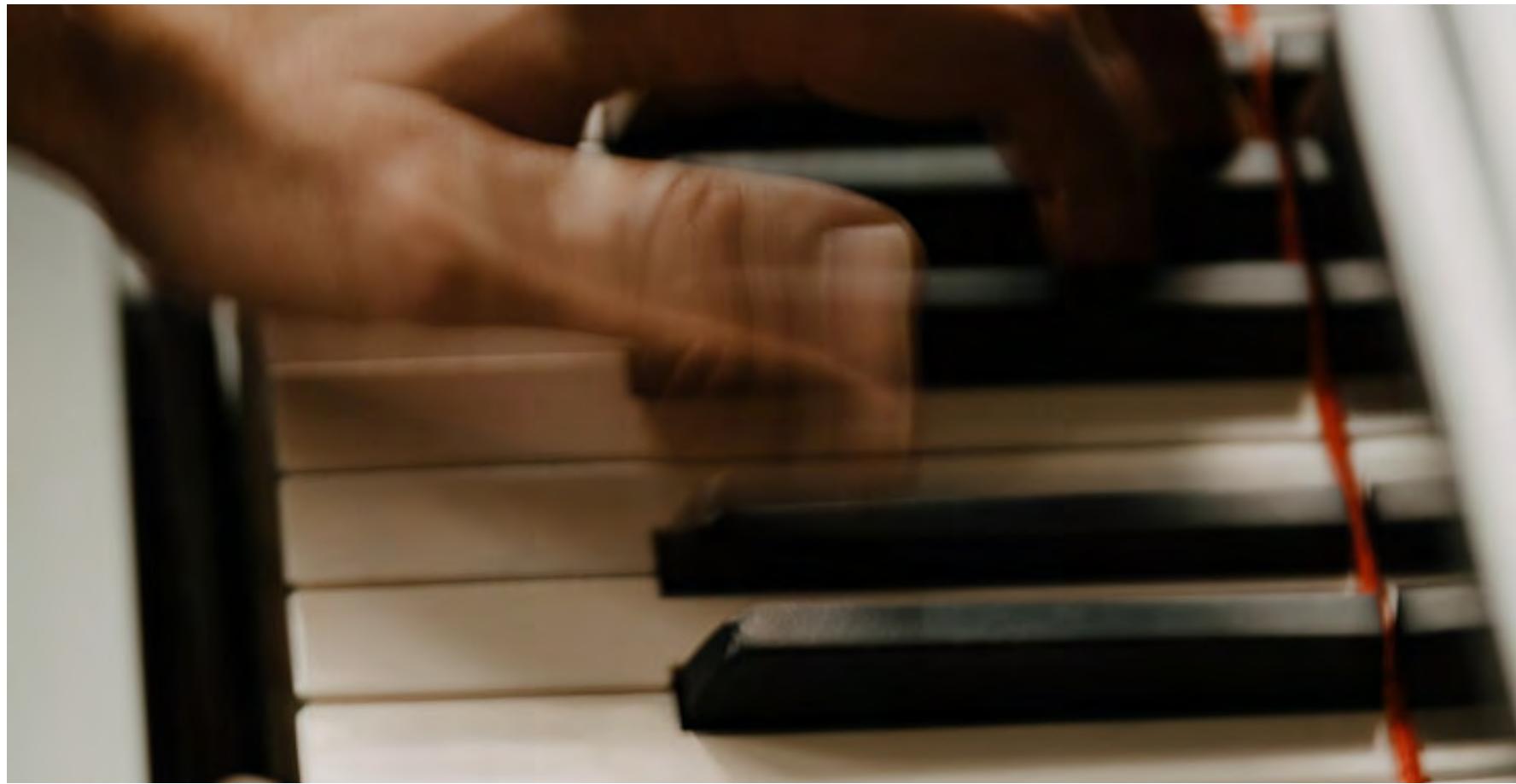
To do this we leverage elements native to analog photography. These include elements such as, visible grain, overly-high contrast of images, and minor imperfections such as soft focus.
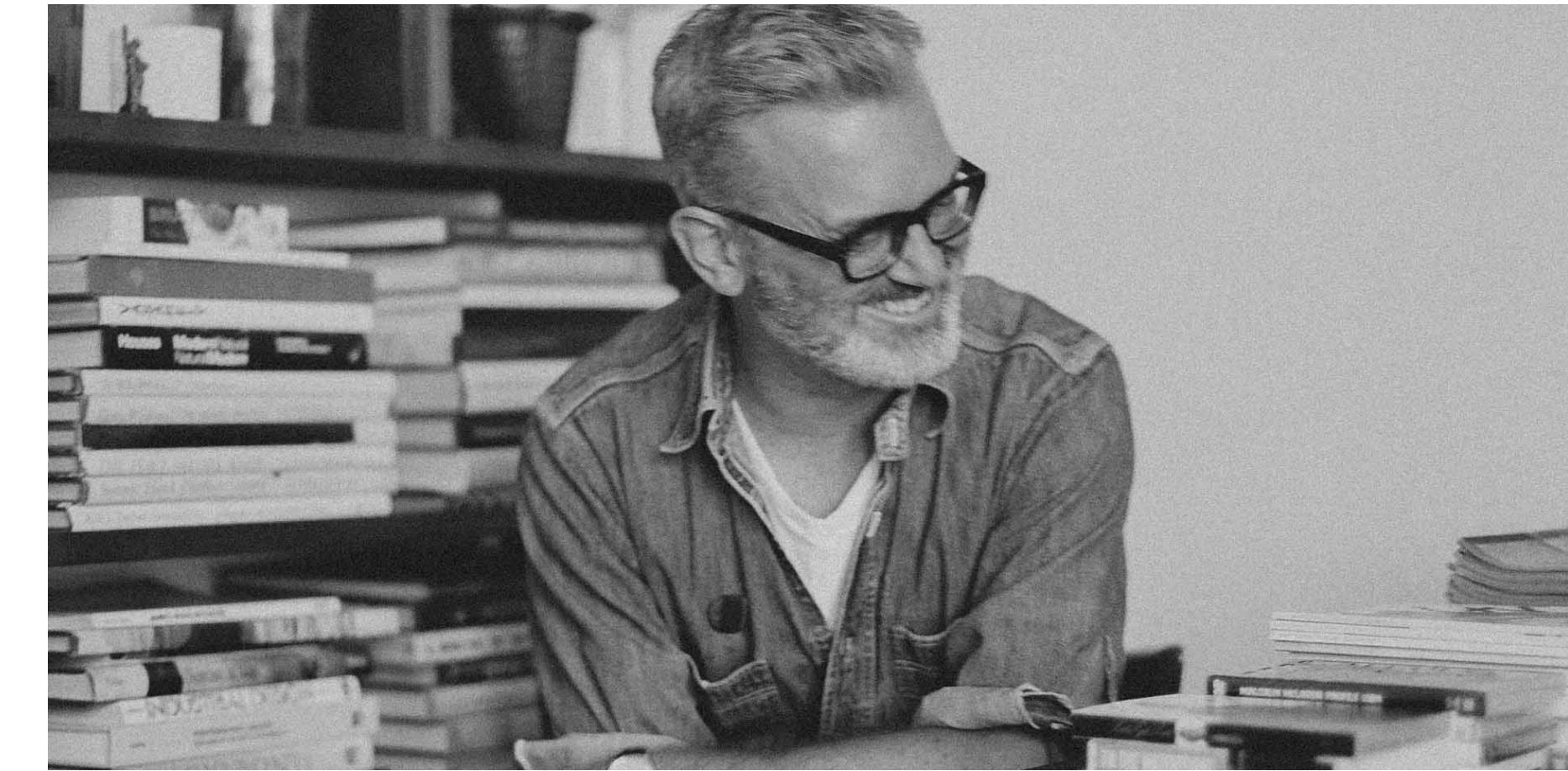
These examples show various ways in which we can use photography to invoke allure and approachability.
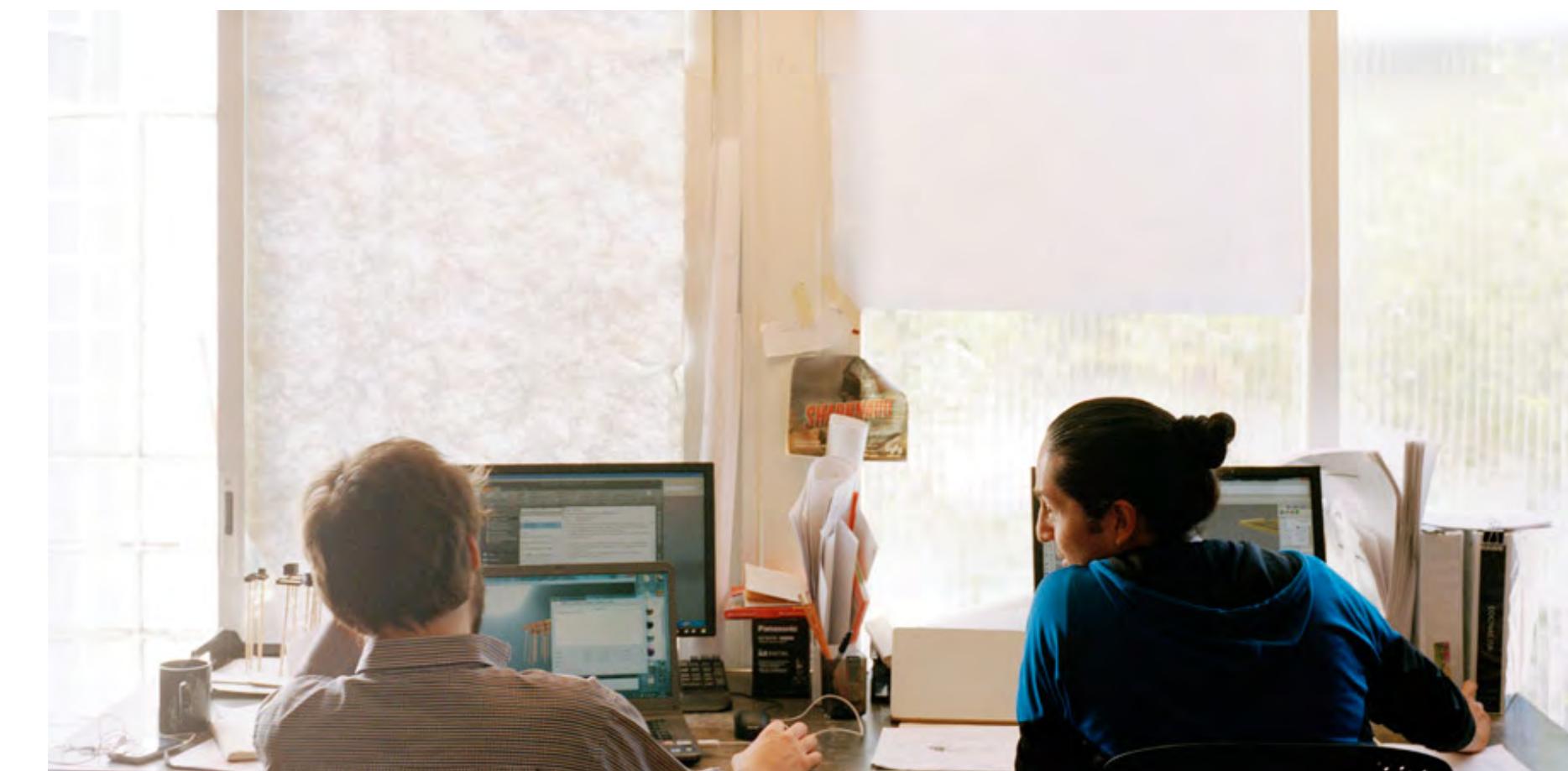
✓ Slow shutter speeds can be used to give static images a sense of movement.

✓ Out of focuse elements adds softness to an image.

✓ A high amount of grain is a nod to analog photography without over doing it.

✓ Shooting with film ensures our photography doesn't feel overly perfect or too sterile.

Our photography style takes cues from film photography, but as a way of showing precision and finesse, we should avoid over stylizing photography.
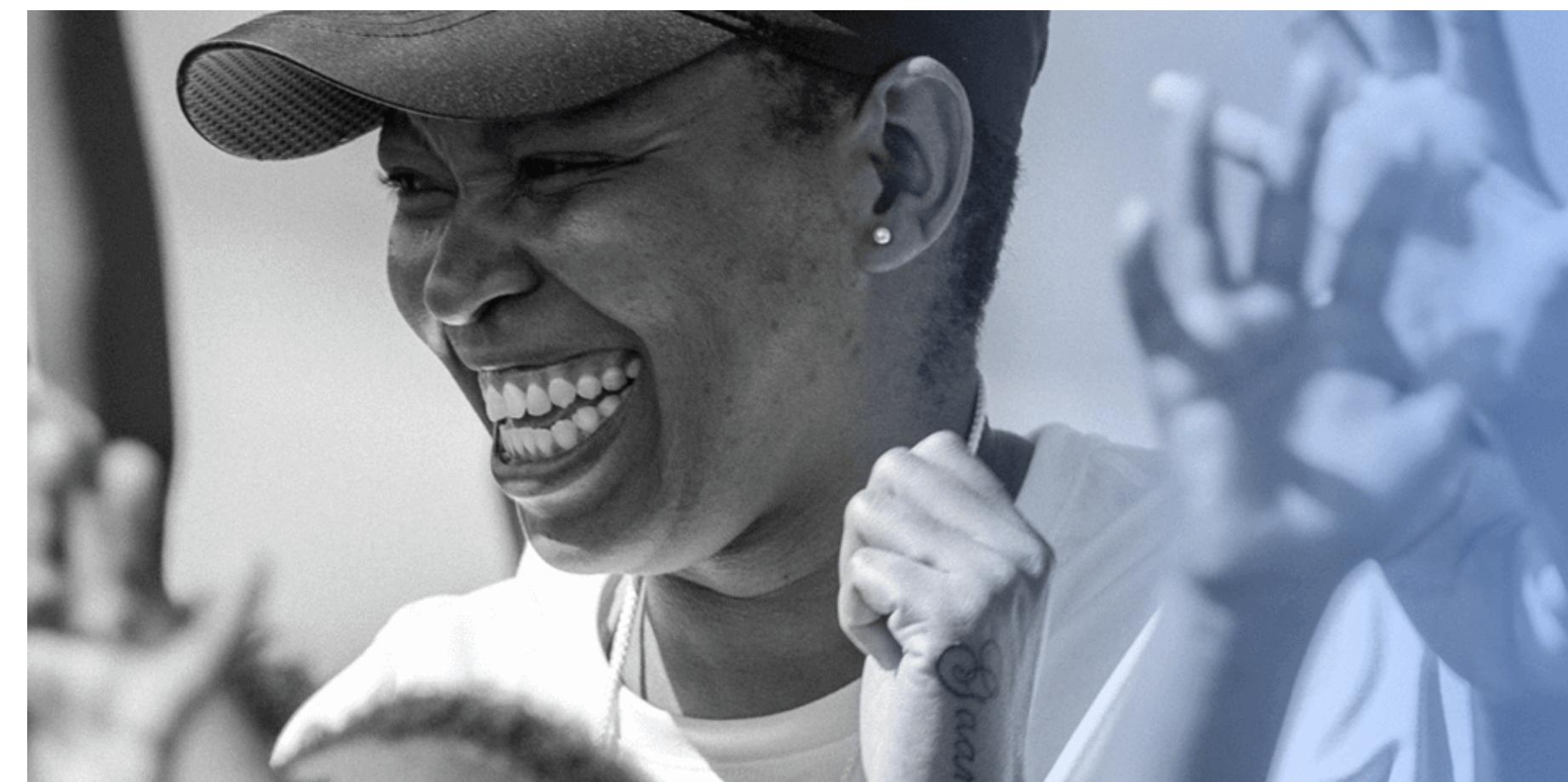
❌ Avoid light leaks.

❌ Avoid showing film grain information or brackets .

❌ Avoid over stylized image that create a sense of busyness.

❌ Do not use additional effects that are not native to a film medium.
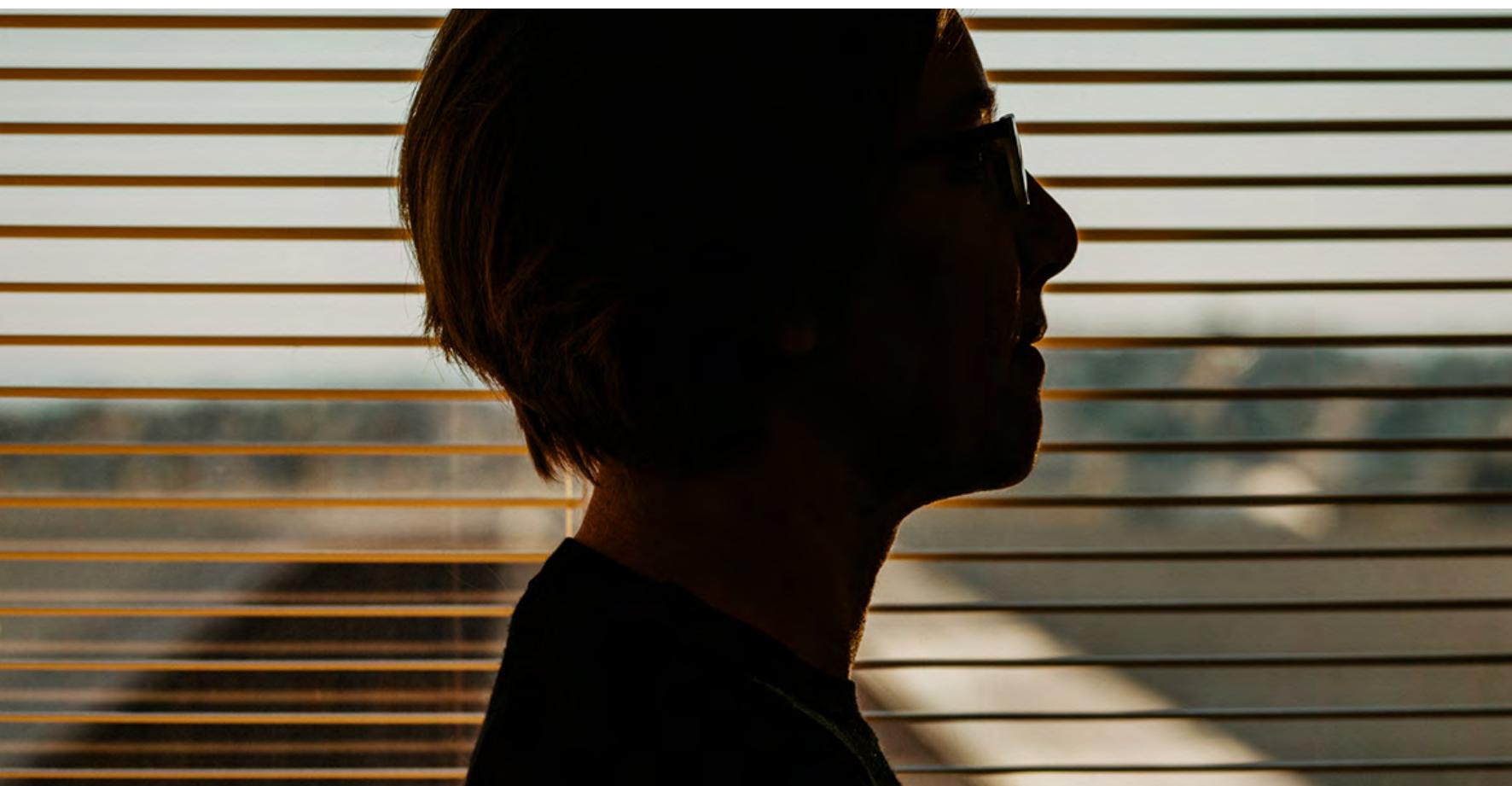
Our photography should feel natural. To achieve this effect we rely on natural lighting whenever possible. The color temperature of daylight skews towards the warmer end of the color spectrum.
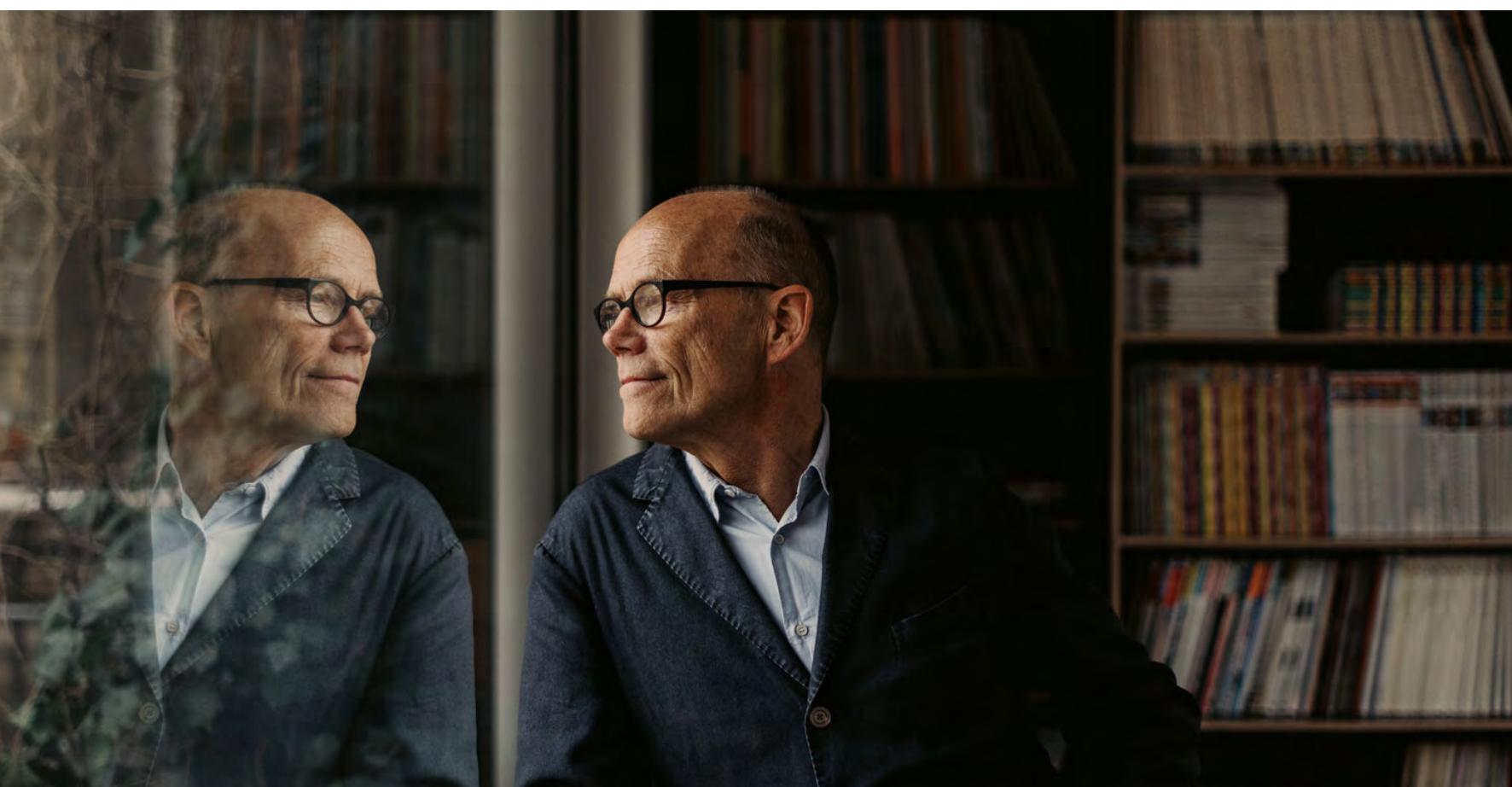
The color and tone of the photography should be rich and warm. This will evoke an emotional feeling of our impact on humanity and all that we do to empower people. The white balance should skew slightly toward an amber color temperature and magenta tint.
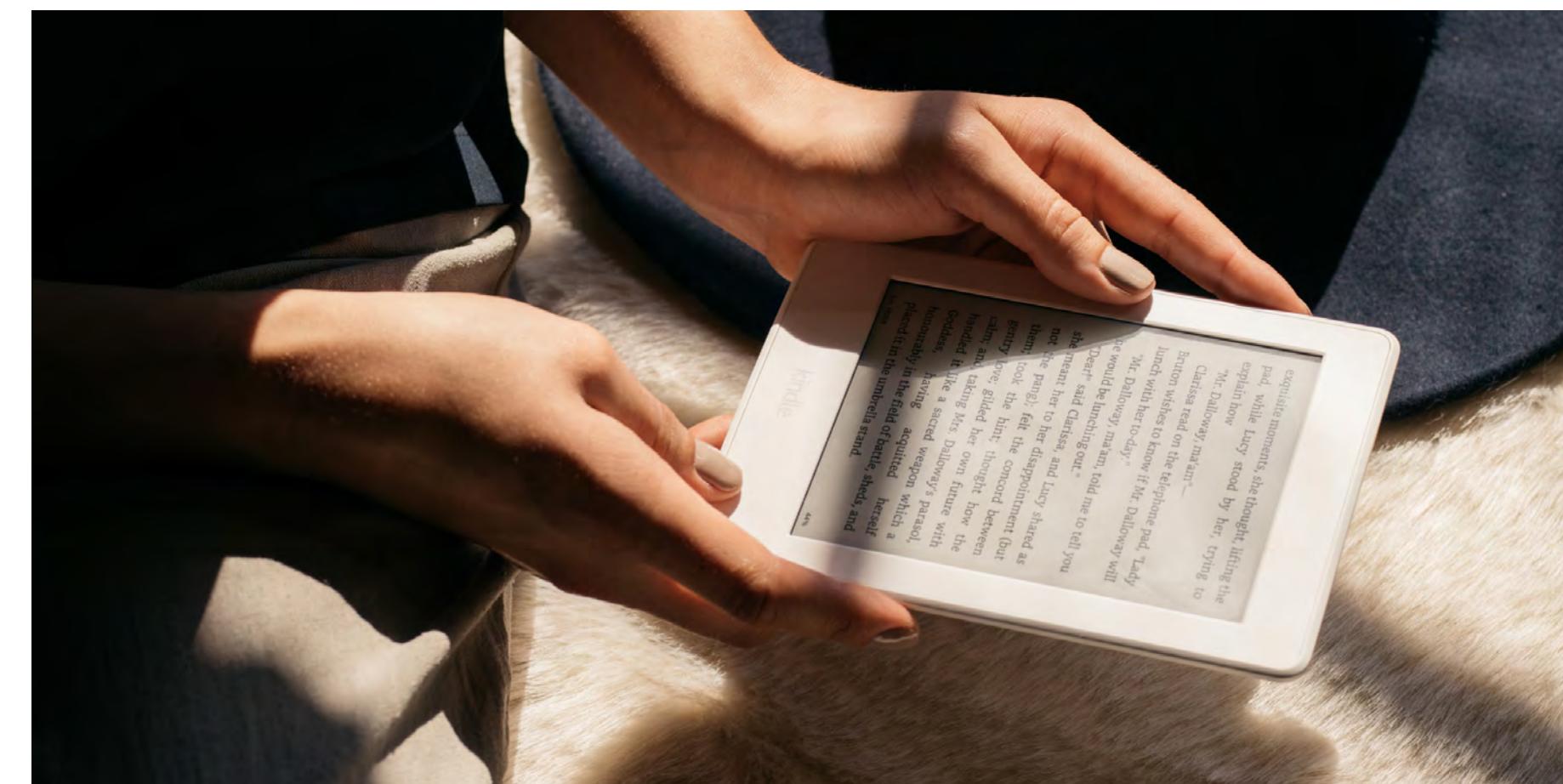
✓ Silhouettes are a great way to show people without showing identity

✓ Utilize natural light sources to bring warmth to imagery.

✓ Reflections create a dynamic composition and evokes a sense of magic.

✓ A well placed shadow can make an image feel more natural and less staged.

As a general guideline, try to avoid using staged lighting. It makes the photo work feel unnatural and the color temperature of man-made light sources often skew towards the cool end of the color temperature spectrum.

❌ Avoid unnaturally dark photos. The spotlight effect creates a sense of uneasiness.

❌ Avoid mixing various light sources. Multiple light sources create multiple shadows and an unnatural feeling.

❌ Avoid portraits with too much contrast that create an overtly dramatic effect.
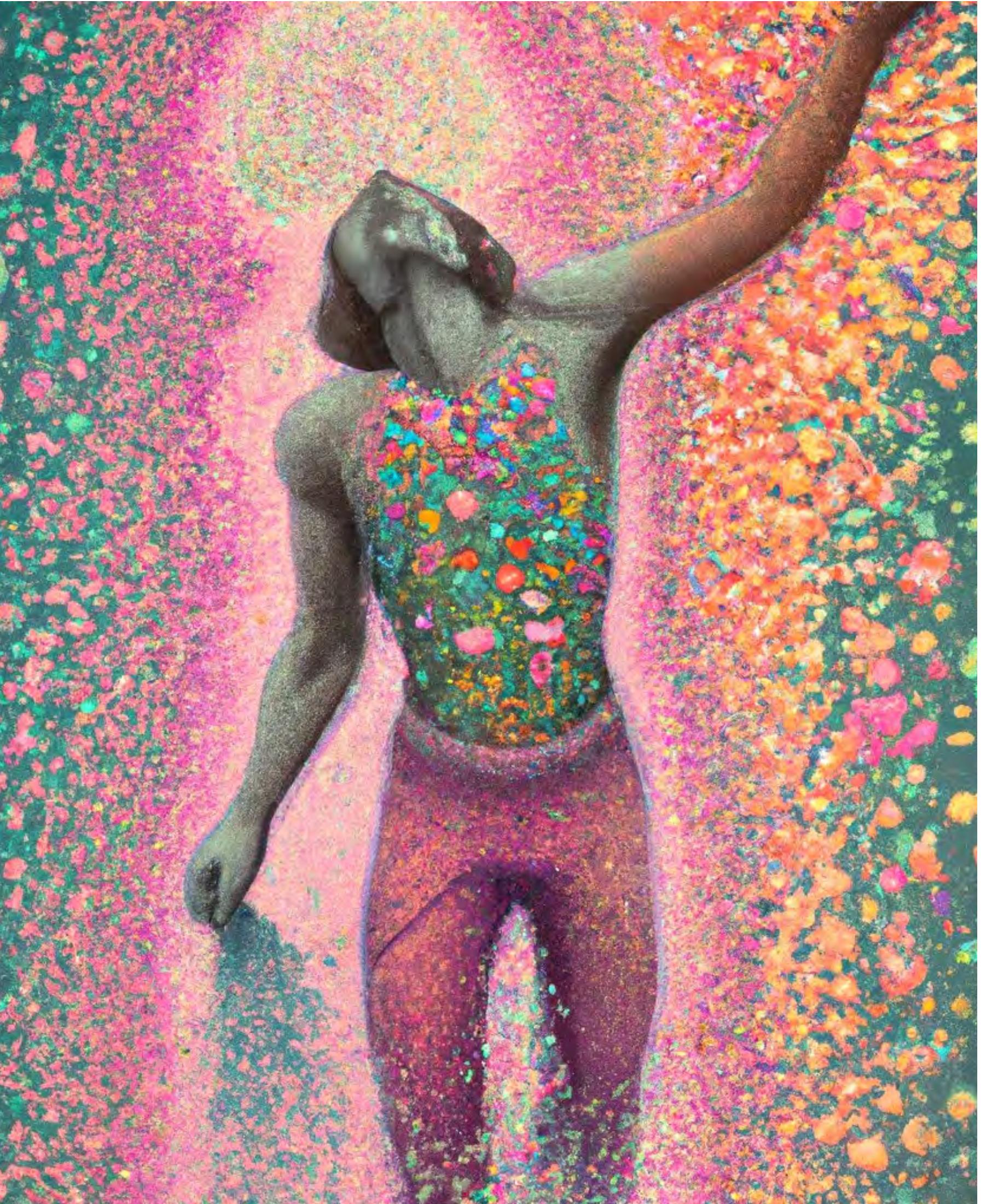
❌ Avoid unnatural or overly cool color temperatures.

When photography assets are not available, DALL·E can be used as an alternative. Do use abstract compositions, or assets created in a non-photo realistic style. DALL·E is great at that. Use caution when using DALL·E to create photo realistic assets as they can appear unnatural to the human eye

Data visualization
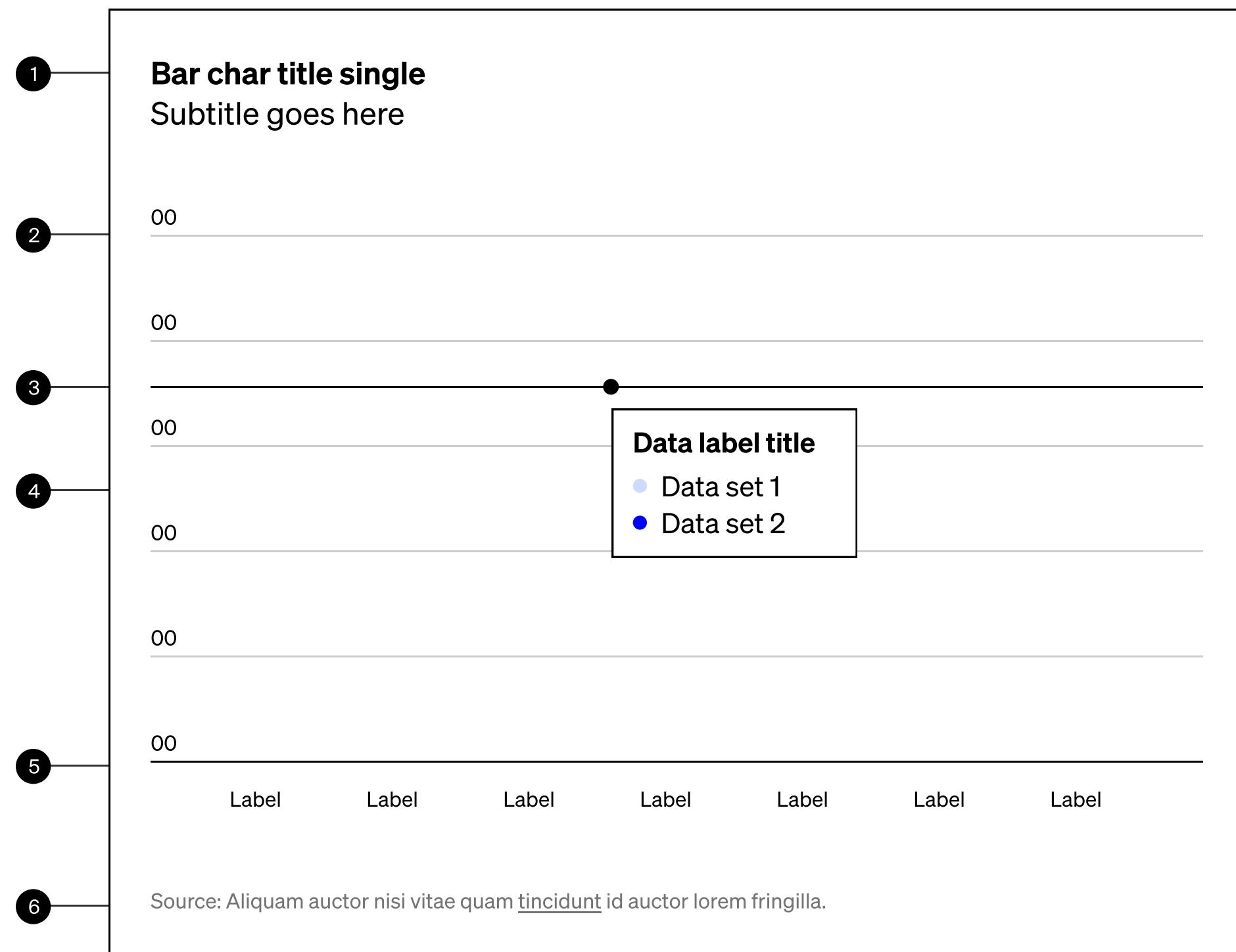
Data visualizations should employ principles of minimalism and reduction. A data visualization first and foremost has to accurately convey the data. It must not mislead or distort.

The following guidelines are intended for digital applications. All measurements are in pixels and distances are measured from text box edges in CSS to other text boxes or object edges. The grid is based on the large breakpoint and the body container width of 648 pixels.

① **Bar char title single**
Subtitle goes here

② 00

00

③

00

Data label title
 ○ Data set 1
 ● Data set 2

④

00

00

⑤

00

Label   Label   Label   Label   Label   Label   Label

⑥ Source: Aliquam auctor nisi vitae quam tincidunt id auctor lorem fringilla.
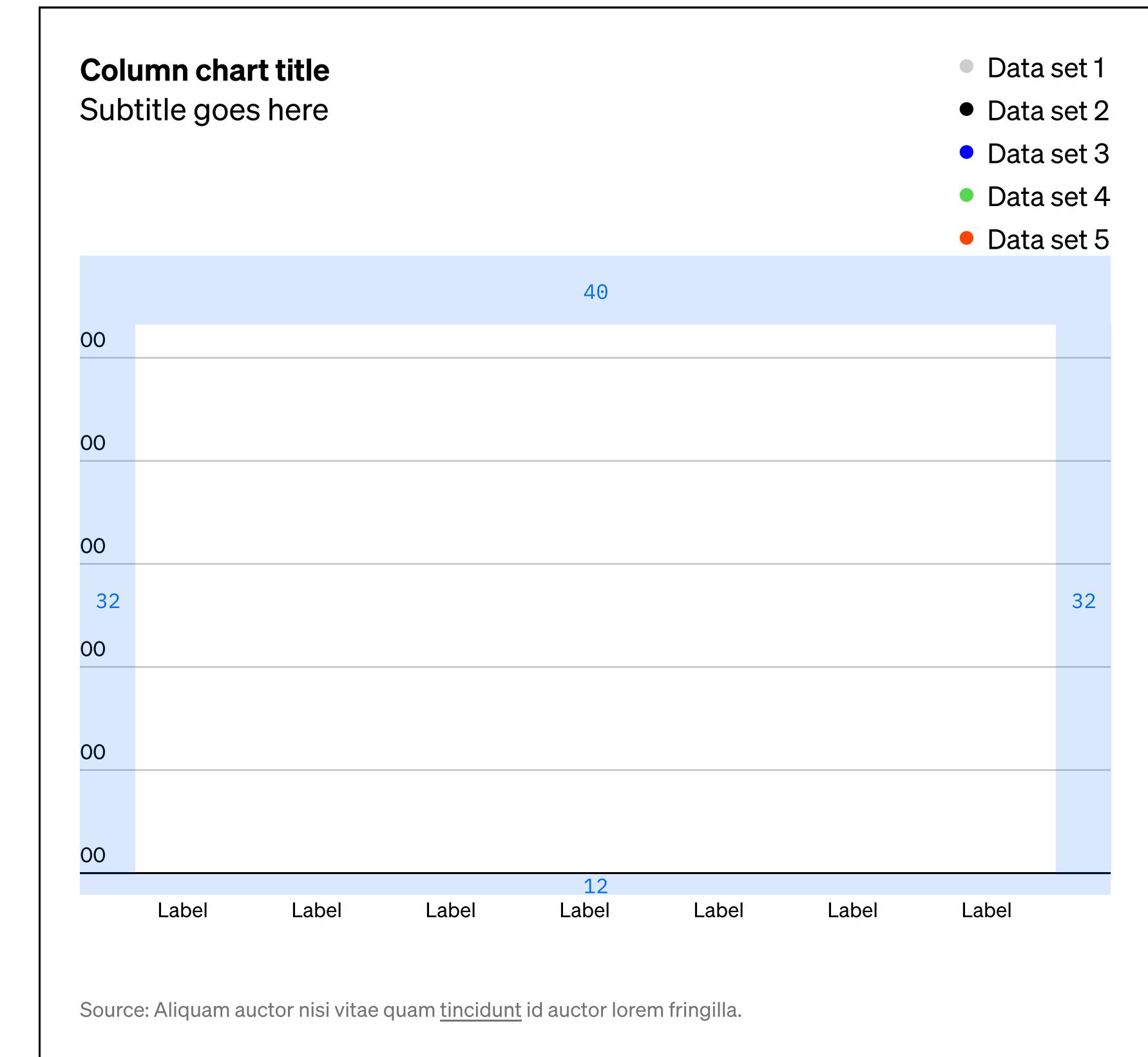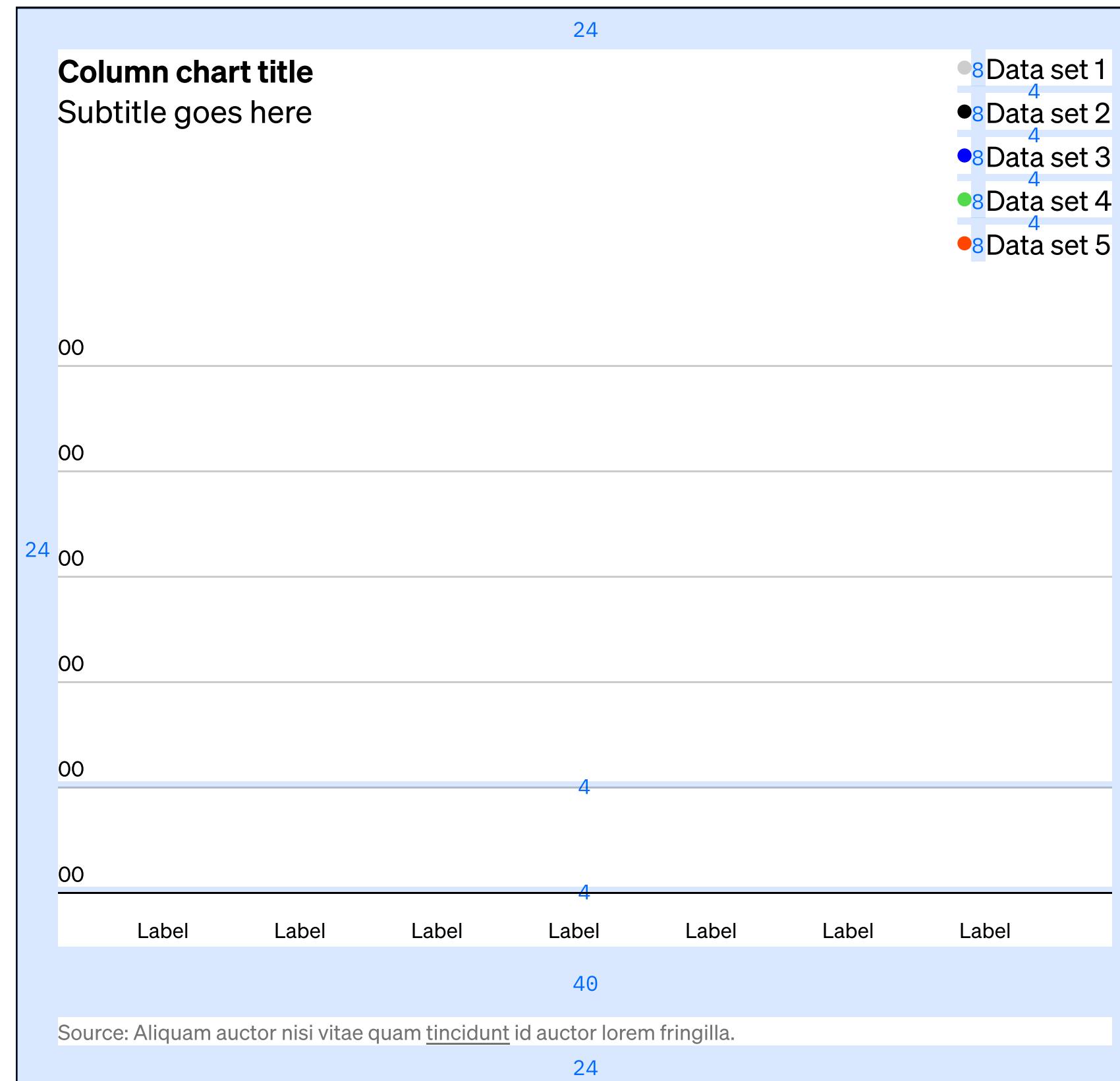
Line	Weight	Color
Border	1px	gray-900, 20%
Grid	1px	gray-900, 20%
Marker	1px	gray-900
Box	1px	gray-900
Baseline	1px	gray-900, 20%
Caption	--	gray-900, 20
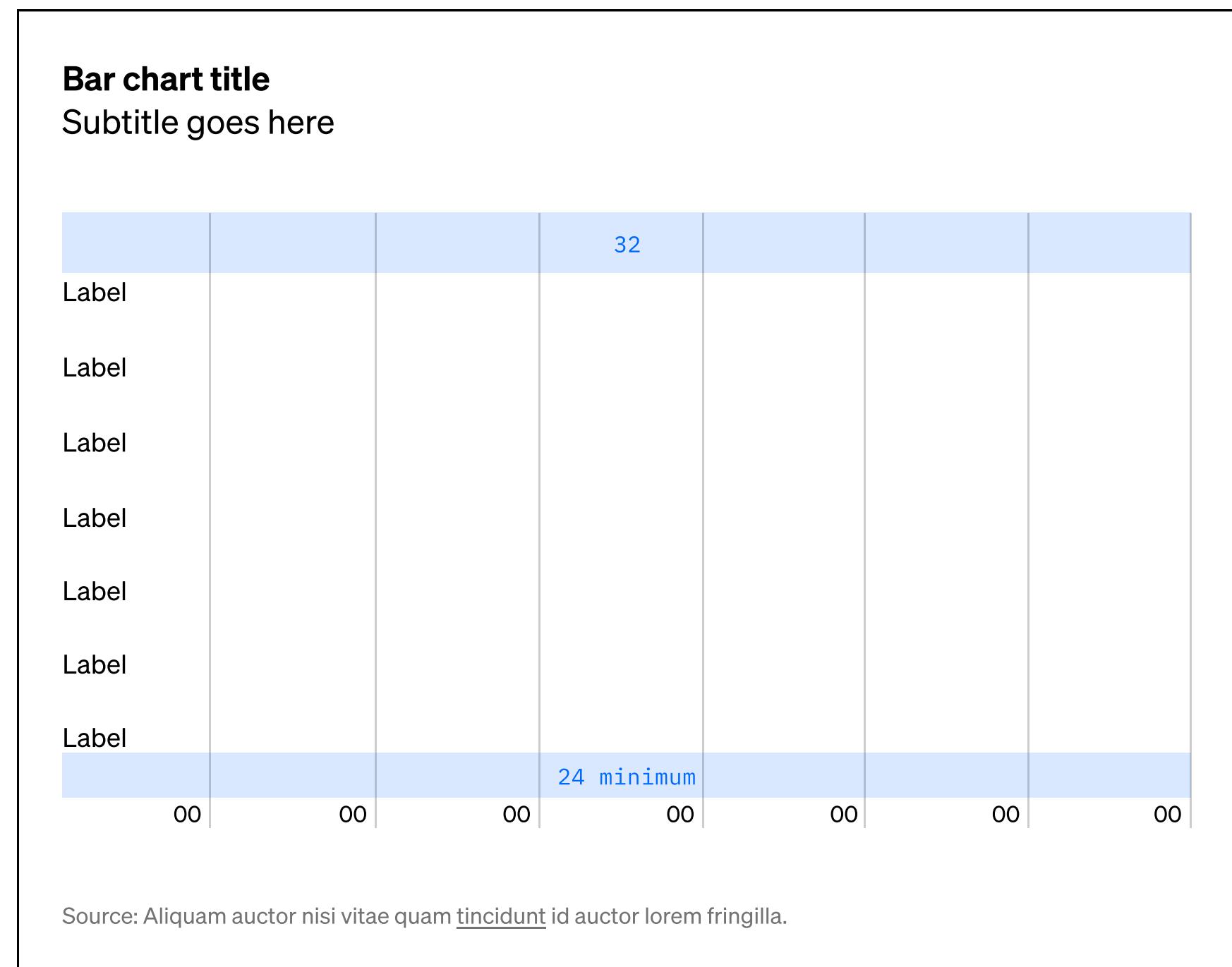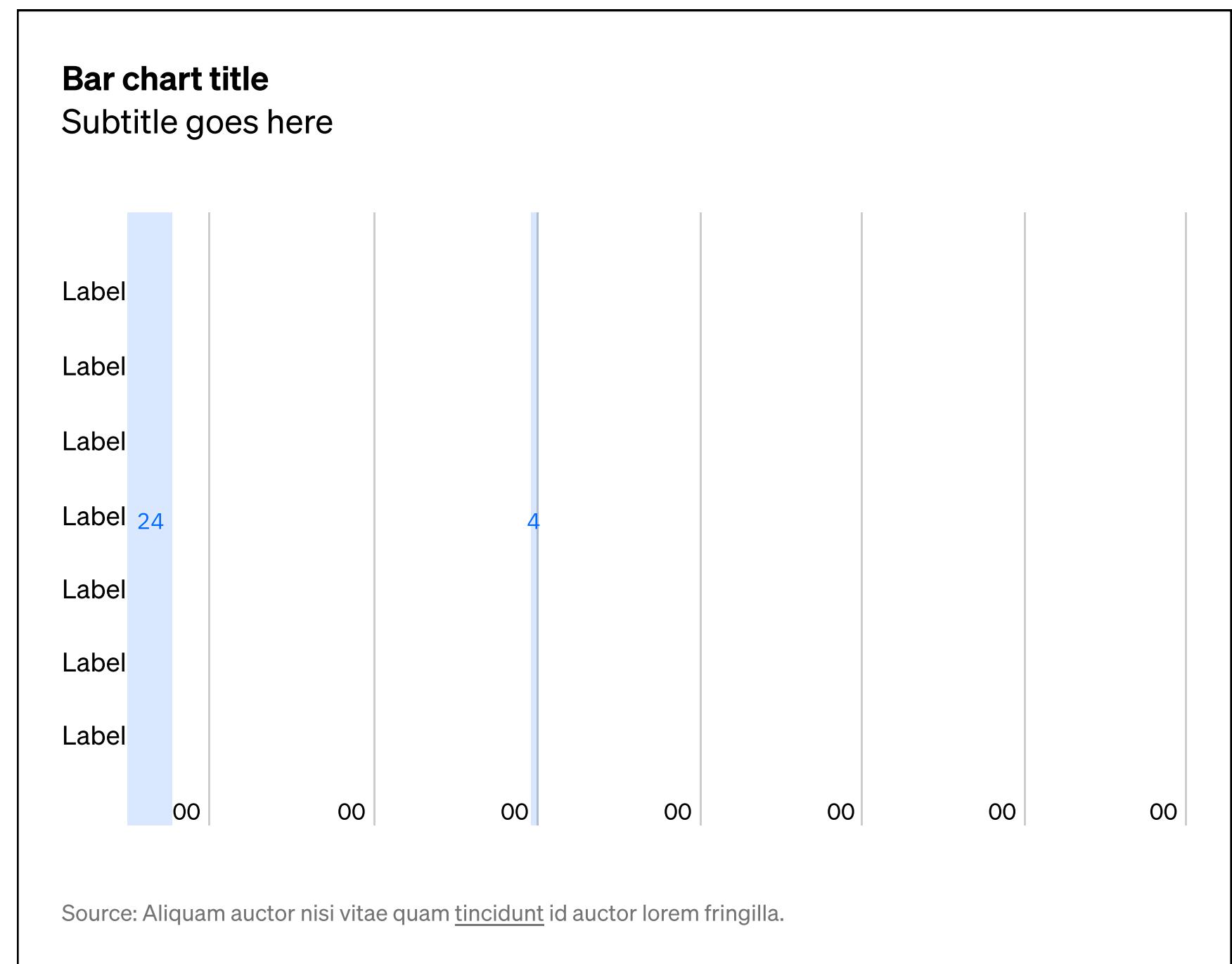
The recommendation is to place charts within a stroked area. This creates an anchoring mechanism to ensure charts feel grounded in the composition when surrounded by body copy. There should be 24px between the outer stroke of the chart and the interior contents.

To ensure there is sufficient room to read labels and understand the charts, it is recommended that there be 32px between the left and right edges of the chart and any data visualization.

24

Column chart title
Subtitle goes here

8 Data set 1
4
8 Data set 2
4
8 Data set 3
4
8 Data set 4
4
8 Data set 5

24   24

00

00

00

00

00

4

4

Label   Label   Label   Label   Label   Label   Label

40

Source: Aliquam auctor nisi vitae quam tincidunt id auctor lorem fringilla.

24

Column chart title
Subtitle goes here

Data set 1
Data set 2
Data set 3
Data set 4
Data set 5

40

00

32   32

00

00

00

00

00

12

Label   Label   Label   Label   Label   Label   Label

Source: Aliquam auctor nisi vitae quam tincidunt id auctor lorem fringilla.

When using a bar chart, ensure that there is 24px of spacing between the right edge of the labels and the vertical data markers. Labels should be 4px from all vertical markers.

To ensure legibility there must be a vertical minimum of 24px between the x-axis labels and y-axis labels. As designers use your discretion if more is needed.

Bar chart title
Subtitle goes here

Label

Label

Label

Label   24   4

Label

Label

Label

00   00   00   00   00   00   00

Source: Aliquam auctor nisi vitae quam tincidunt id auctor lorem fringilla.

Bar chart title
Subtitle goes here

                                        32

Label

Label

Label

Label

Label

Label

Label
                          24 minimum

00   00   00   00   00   00   00

Source: Aliquam auctor nisi vitae quam tincidunt id auctor lorem fringilla.

Data visualization
Primary colors

The primary colors are the preferred way to represent data within a chart or graph. Red, green, and blue can be used as accent colors and are provided for scenarios where more contrast and depth is needed to highlight a specific data set.

The accent colors can be used alongside of gray shades to represent multiple data points.

`red-700`
`green-600`
`blue-600`
gray-900
gray-800
gray-700
gray-600
gray-500
gray-400
gray-300
gray-200
gray-100

Secondary colors can be used to supplement primary colors or for when more contrast is needed to adequtely represent the data. The primary colors are the preferred color system for most data visualizations.

Try to use color sparingly. Too much color or colors with too little contrast confuses to reader and misrepresents the data you are trying to communicate.

`yellow-400`

`magenta-500`

`cyan-600`

Yellow shades and tints.

Shades and tints have been provided for scenarios where more color depth is needed.
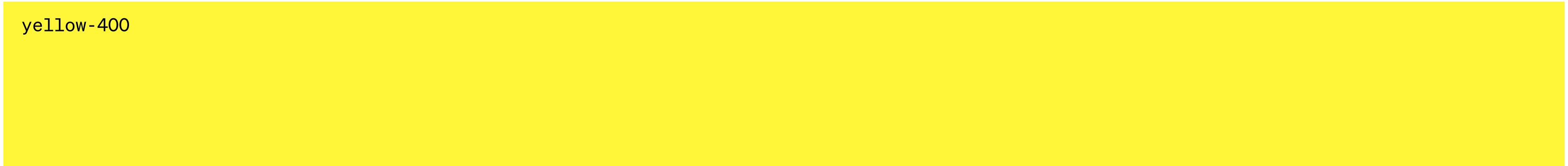
yellow-900
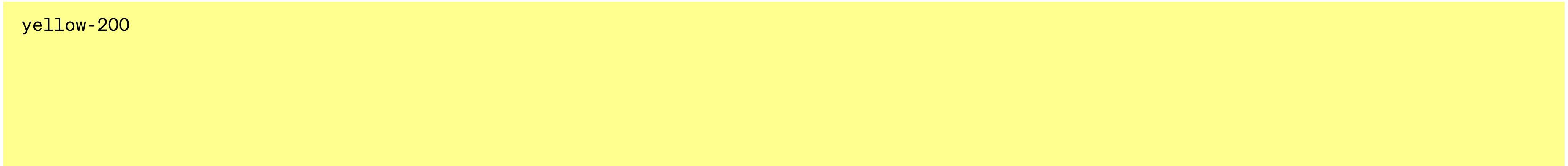
yellow-800
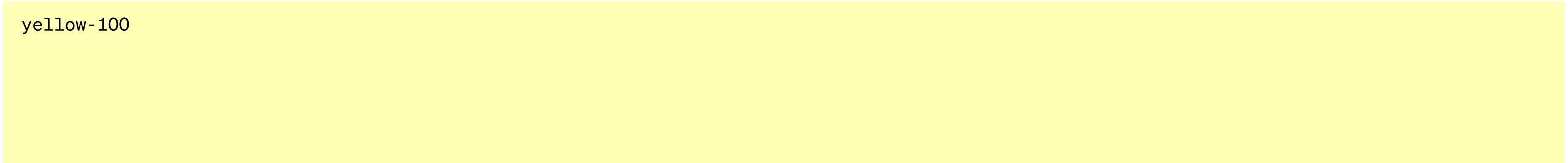
yellow-400

yellow-200

yellow-100

Megenta shades and tints

magenta-900

magenta-900-800

magenta-500

magenta-200

magenta-100

Cyan shades and tints

cyan-900

cyan-800
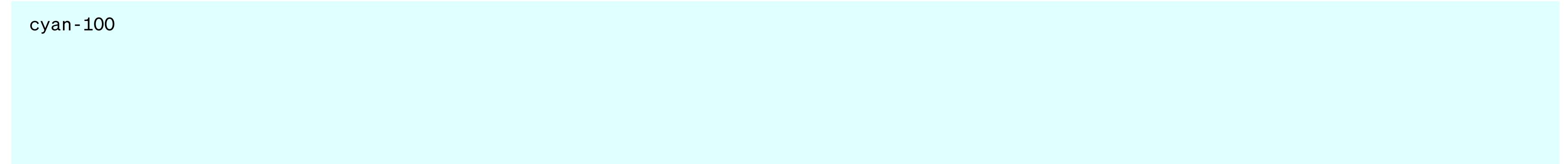
cyan-600

cyan-200

cyan-100

Tertiary colors can be used to supplement primary and secondary colors when more contrast is needed to adequtely represent the data. The primary colors are the preferred color system for most data visualizations.

```
orange-600
```
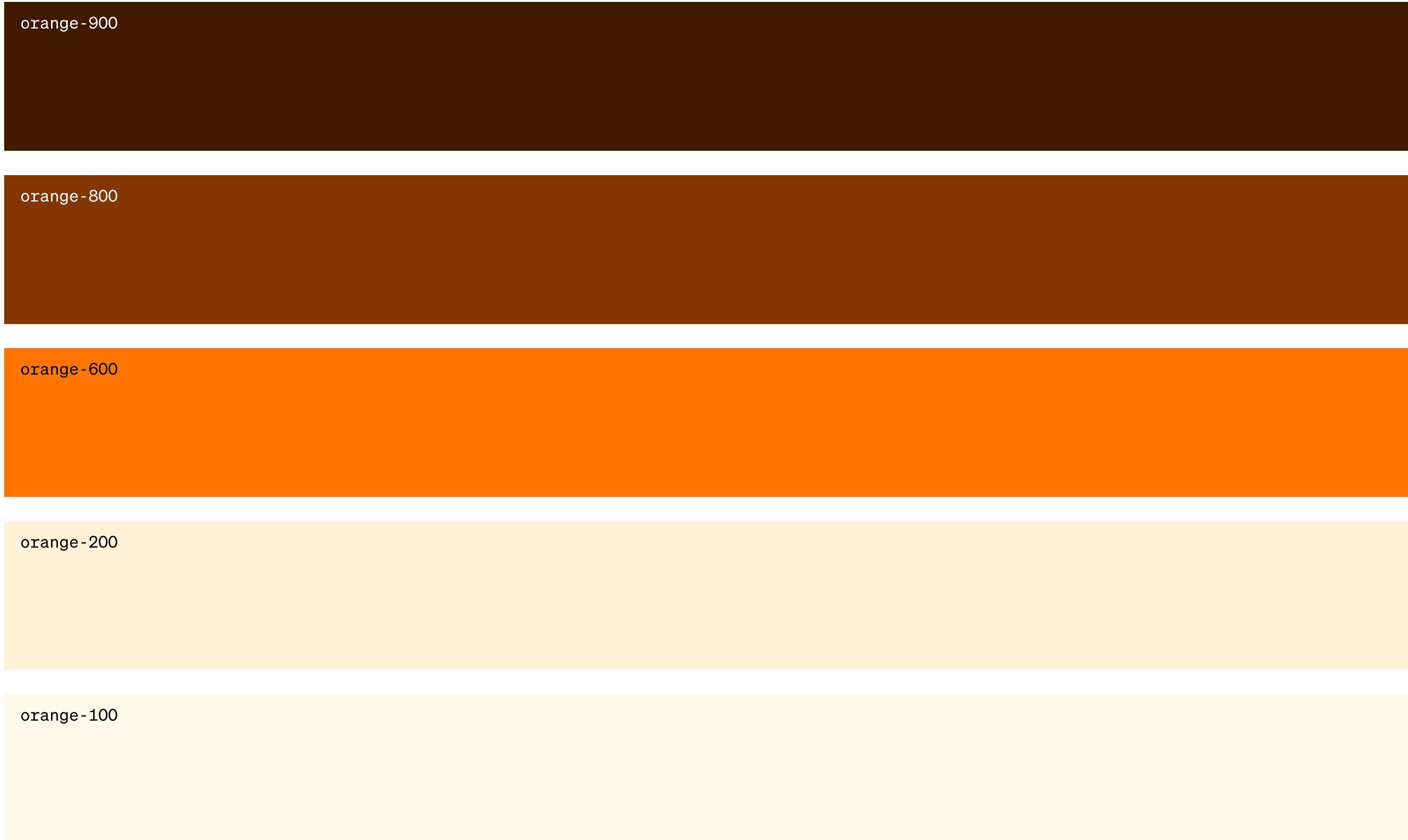
```
violet-700
```

```
brown-600
```

Orange shades and tints

orange-900

orange-800

orange-600

orange-200

orange-100

Data visualization
Tertiary colors

Violet shades and tints

violet-900

violet-800

violet-700

violet-200

violet-100

Brown shades and tints

brown-900

brown-800

brown-600

brown-200

brown-100

Singular lines should be used when the goal of the visualization is to show an overall correlation of data and when individual values within the data are not important.

Lines with markers can be used to show both overall correlation within the data and further highlight specific values within the data. Line stroke width should be 2px and the circular markers should be 8px on digital platforms.

Lines

Lines with markers

red-700

green-600

blue-600

gray-900

gray-600

gray-400

yellow-400

magenta-500

cyan-600

orange-600

violet-700

brown-600

Area charts come in several varieties, including stacked area charts and overlapped area charts:

- Stacked area charts show multiple time series (over the same time period) stacked on top of one another
- Overlapped area charts show multiple time series (over the same time period) overlapping one another
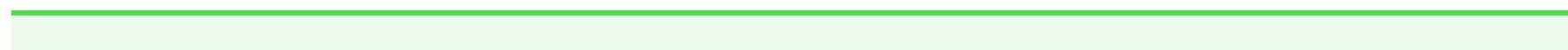
Lines with fill

Line: red-700 / fill: red-700, 10% opacity

Line: yellow-400 / fill: yellow-400, 10% opacity

Line: green-600 / fill: green-600, 10% opacity

Line: magenta-700 / fill: magenta-700, 10% opacity

Line: blue-600 / fill: blue-600, 10% opacity

Line: cyan-600 / fill: cyan-600, 10% opacity

Line:gray-900 / fill: gray-900, 10% opacity

Line: orange-600 / fill: orange-600, 10% opacity

Line: gray-600 / fill: gray-600, 10% opacity

Line: violet-700 / fill: violet-700, 10% opacity

Line: gray-400 / fill: gray-400, 10% opacity

Line: brown-600 / fill: brown-600, 10% opacity
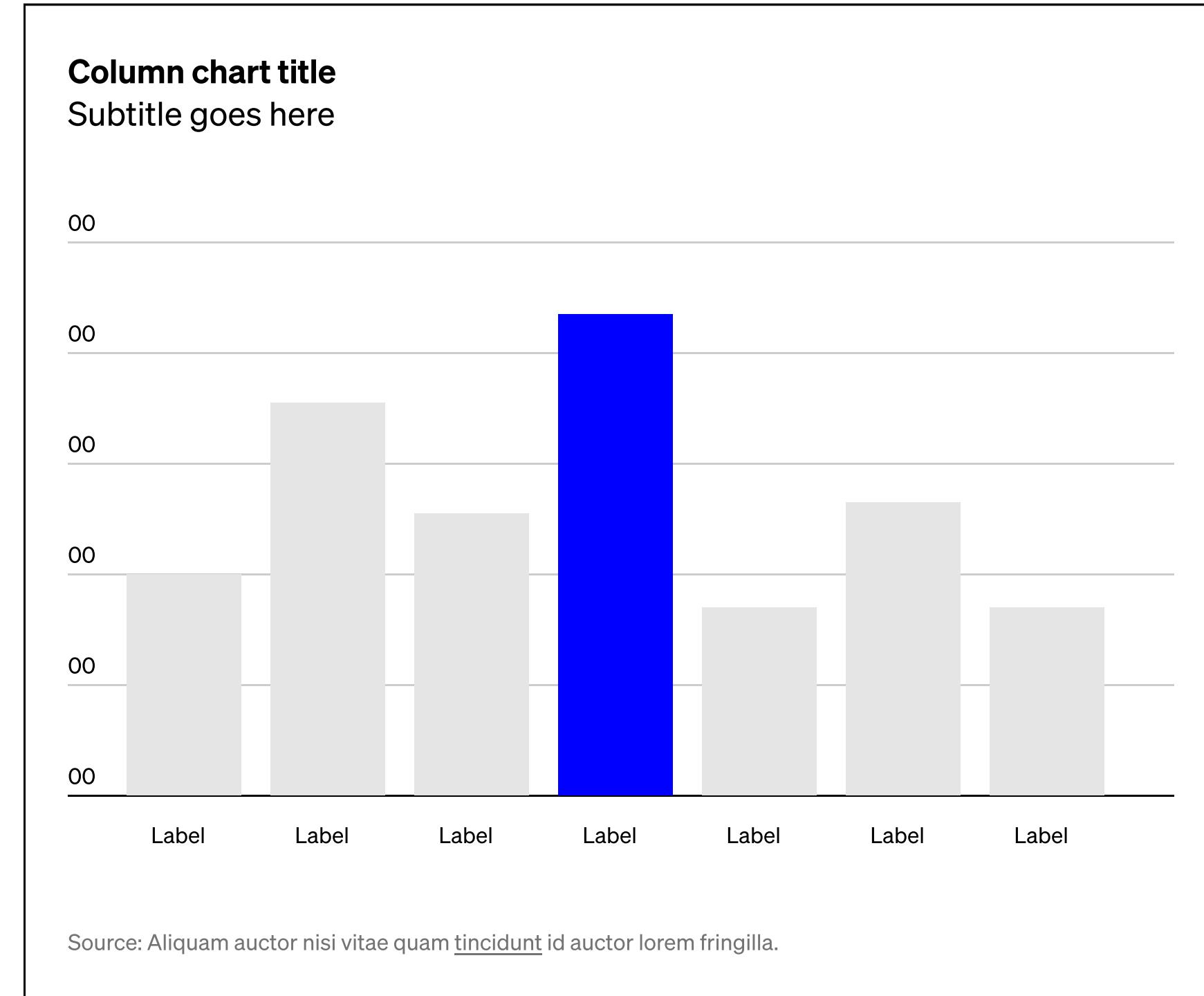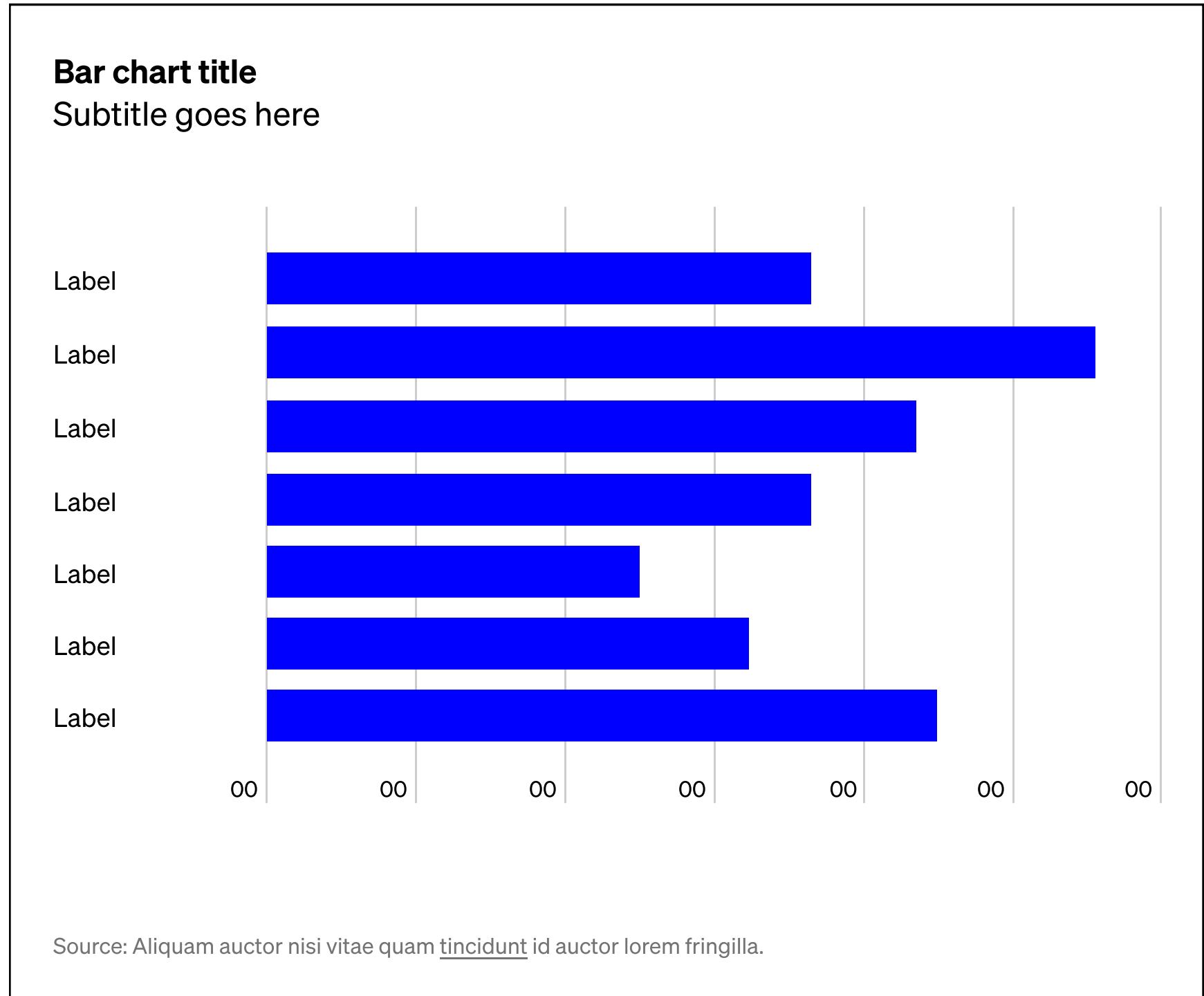
A bar chart presents categorical data with rectangular bars with heights or lengths proportional to the values that they represent. The bars can be plotted vertically or horizontally.
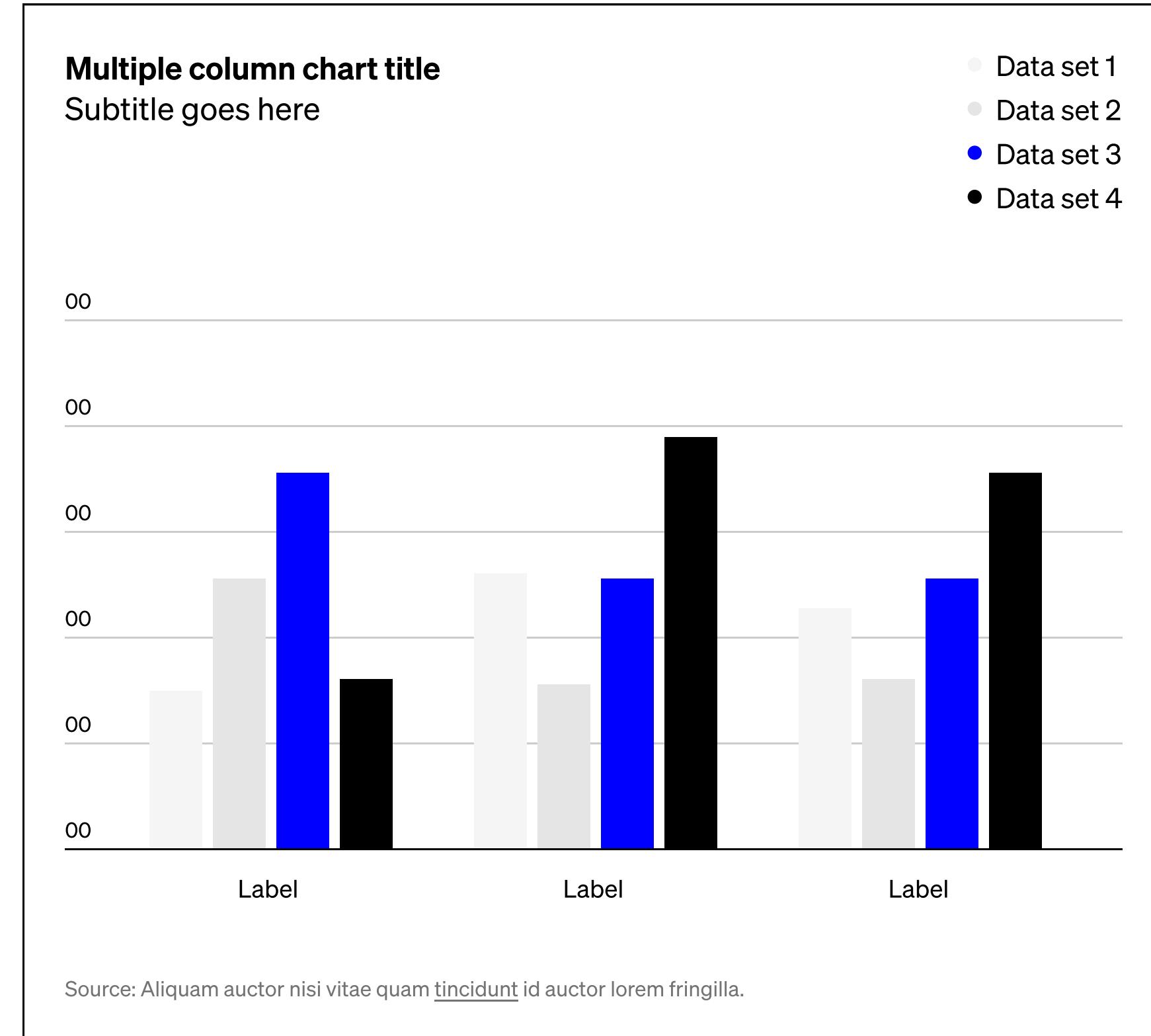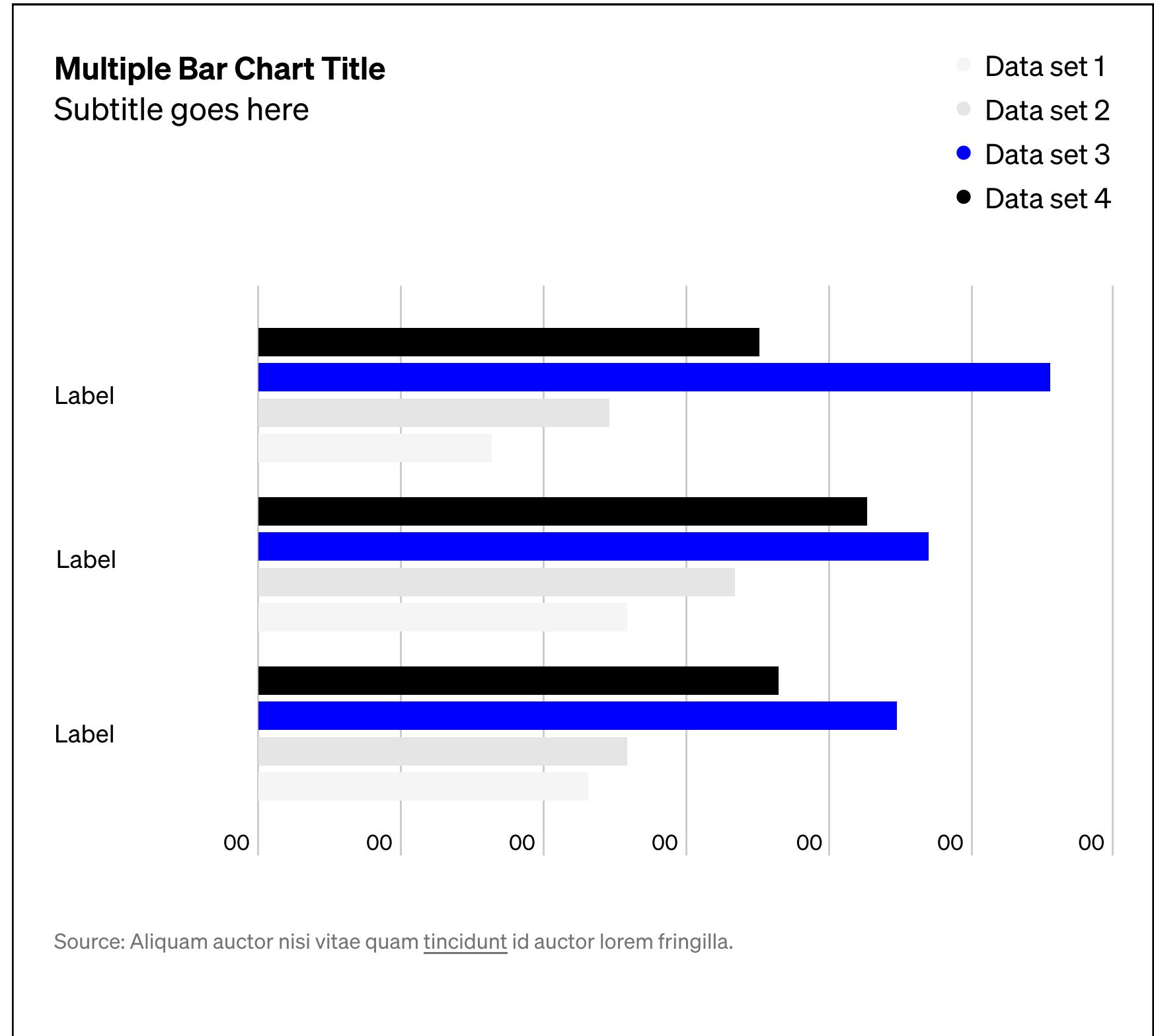
The column chart is a common variant of a bar chart, used to compare ordinal values. As a general rule, the width should be twice the width of the space between the bars.

Bar chart title
Subtitle goes here

Label	
Label	
Label	
Label	
Label	
Label	
Label	

00   00   00   00   00   00   00

Source: Aliquam auctor nisi vitae quam tincidunt id auctor lorem fringilla.

Column chart title
Subtitle goes here

00

00

00

00

00

00

Label   Label   Label   Label   Label   Label   Label

Source: Aliquam auctor nisi vitae quam tincidunt id auctor lorem fringilla.

Alternating light and dark bars for bar charts makes it difficult to compare data. Shade bars from lightest to darkest to make comparison easier.

Multiple Bar Chart Title
Subtitle goes here

○ Data set 1
○ Data set 2
● Data set 3
● Data set 4

Label

Label

Label

00   00   00   00   00   00   00

Source: Aliquam auctor nisi vitae quam tincidunt id auctor lorem fringilla.

Multiple column chart title
Subtitle goes here

○ Data set 1
○ Data set 2
● Data set 3
● Data set 4

00

00

00

00

00

00

Label   Label   Label

Source: Aliquam auctor nisi vitae quam tincidunt id auctor lorem fringilla.
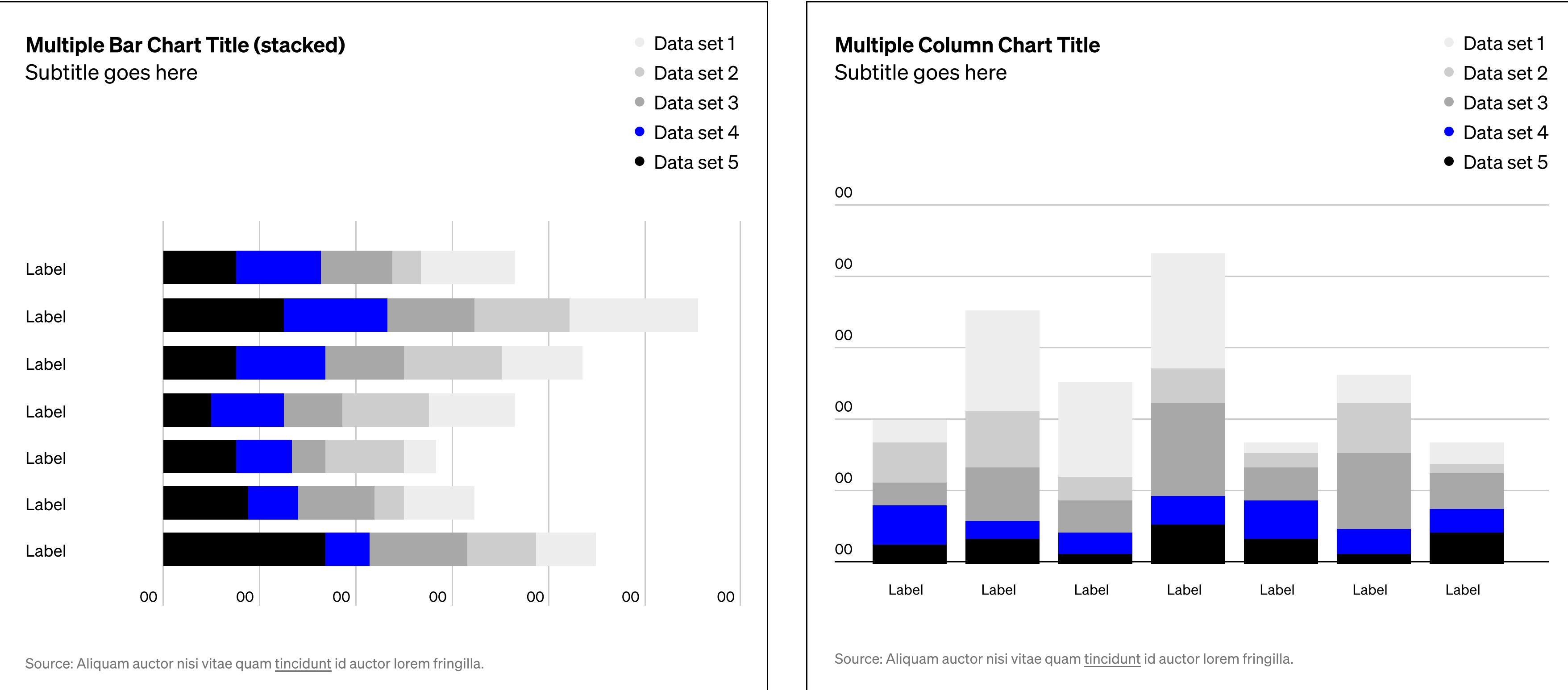
Stacked bar charts are good for showing group relationships and value differences across more complex categories and subcategories.
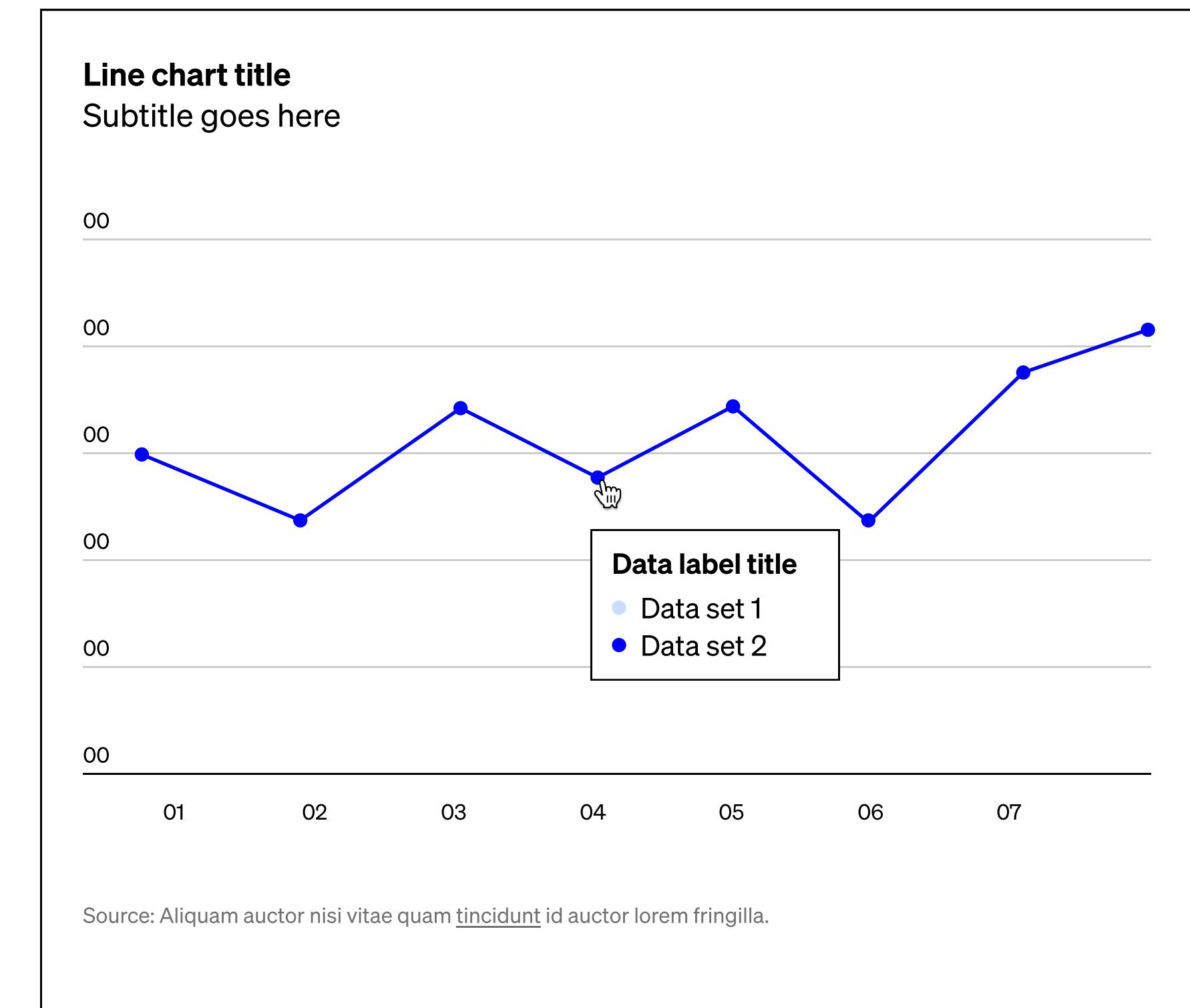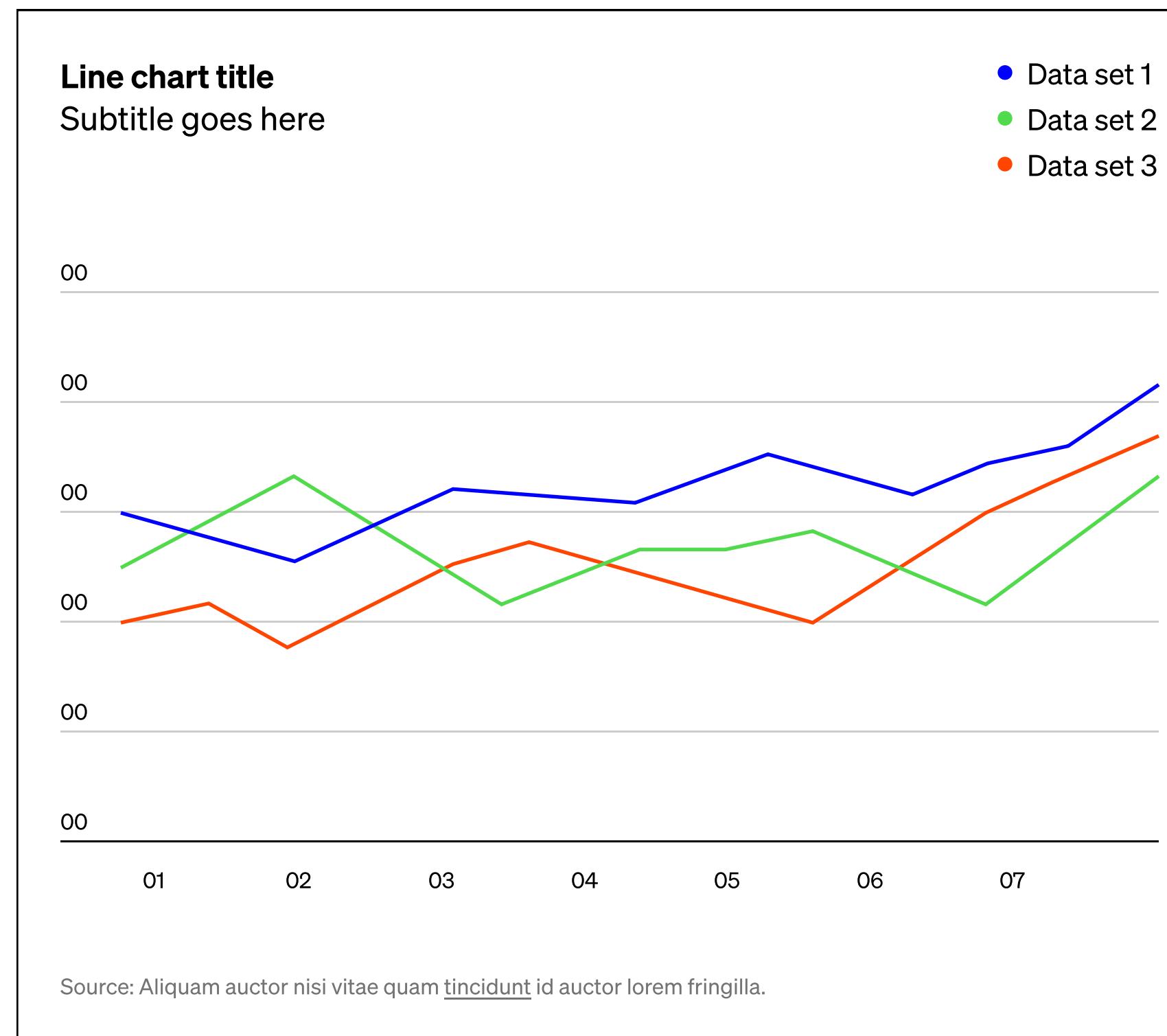
Stacked column charts can also be used to show group relationships within subsets of ordinal data.

Multiple Bar Chart Title (stacked)
Subtitle goes here

- Data set 1
- Data set 2
- Data set 3
- Data set 4
- Data set 5

Label

Label

Label

Label

Label

Label

Label

00   00   00   00   00   00   00

Source: Aliquam auctor nisi vitae quam tincidunt id auctor lorem fringilla.

Multiple Column Chart Title
Subtitle goes here

- Data set 1
- Data set 2
- Data set 3
- Data set 4
- Data set 5

00

00

00

00

00

00

Label   Label   Label   Label   Label   Label   Label

Source: Aliquam auctor nisi vitae quam tincidunt id auctor lorem fringilla.

A line chart displays information as a series of data points called 'markers' connected by straight line segments. A line chart is often used to visualize a trend in data over intervals of time—a time series—thus the line is often drawn chronologically. Don't use more than four lines on the same graph.

Line chart title
Subtitle goes here

- Data set 1
- Data set 2
- Data set 3

00

00

00

00

00

00

01   02   03   04   05   06   07

Source: Aliquam auctor nisi vitae quam tincidunt id auctor lorem fringilla.

Line chart title
Subtitle goes here

00

00

00

00

00

00

Data label title
- Data set 1
- Data set 2

01   02   03   04   05   06   07

Source: Aliquam auctor nisi vitae quam tincidunt id auctor lorem fringilla.

An area chart or area graph displays graphically quantitative data. Area charts come in several varieties, including stacked area charts and overlapped area charts.

Area chart title
Subtitle goes here

Source: Aliquam auctor nisi vitae quam tincidunt id auctor lorem fringilla.

Stacked Area Chart Title
Subtitle goes here

Data set 1
Data set 2
Data set 3
Data set 4
Data set 5

Source: Aliquam auctor nisi vitae quam tincidunt id auctor lorem fringilla.
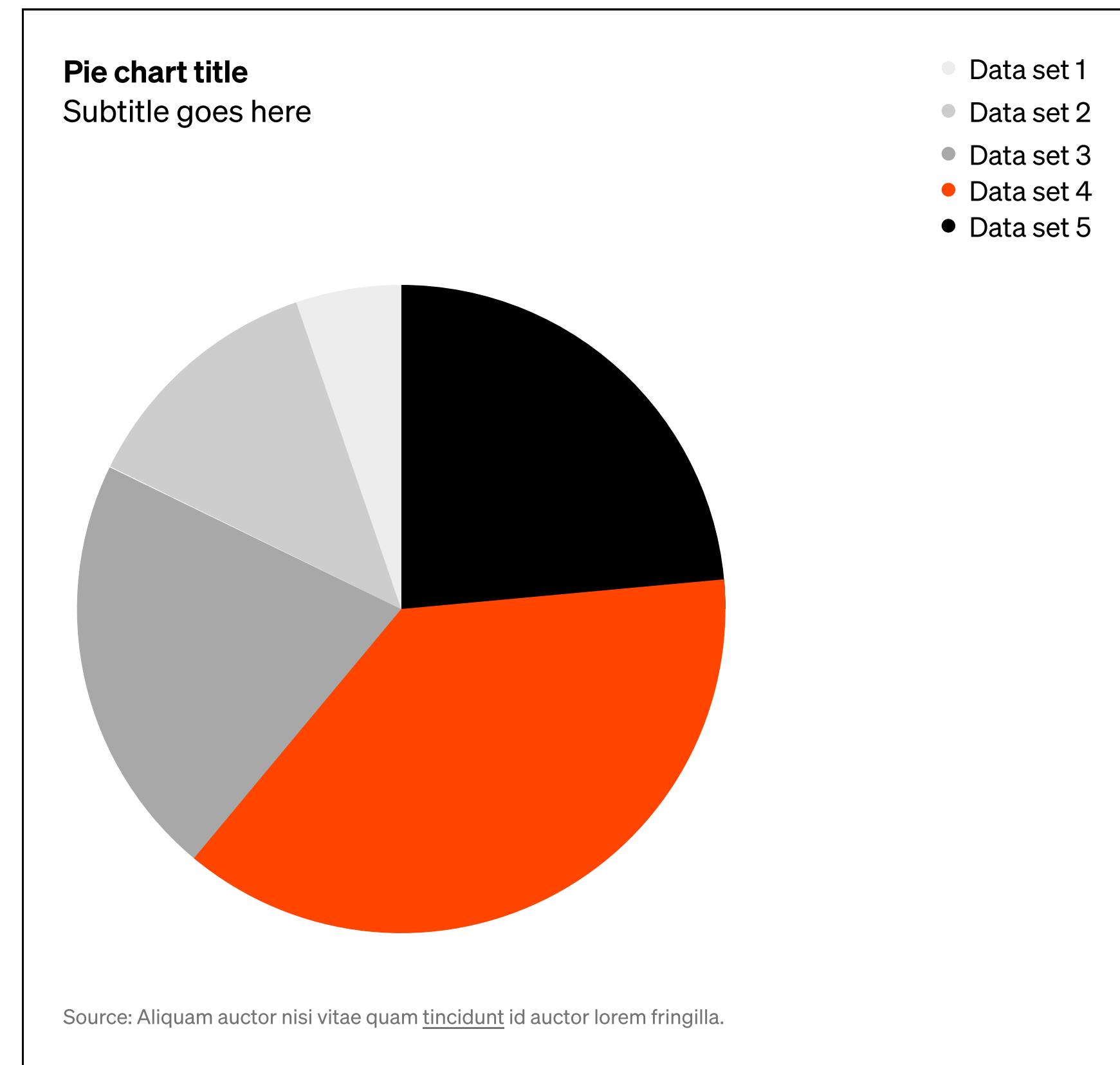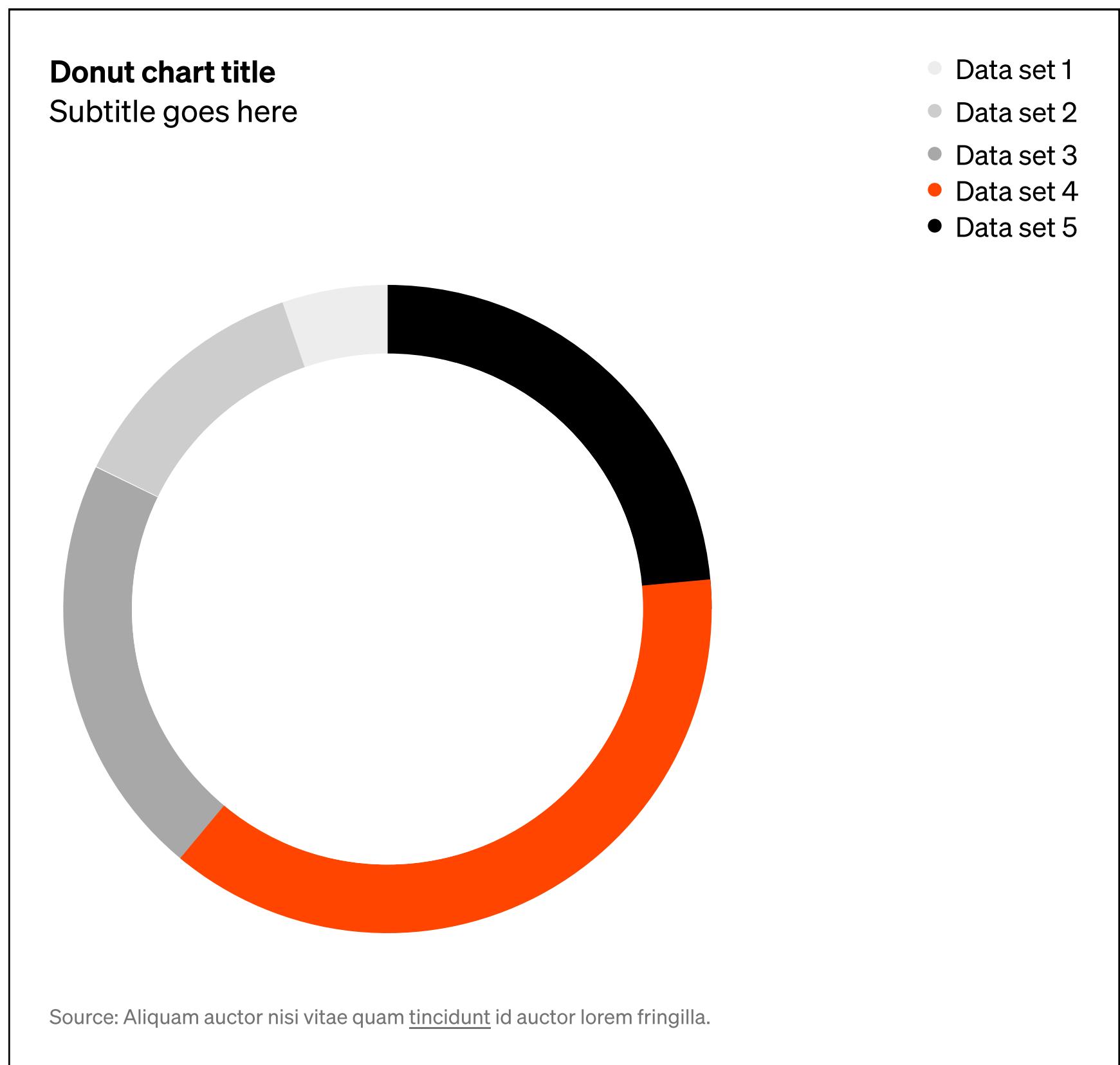
A pie chart is divided into slices to illustrate numerical proportion. In a pie chart, the arc length of each slice is proportional to the quantity it represents.

A donut chartis a variant of the pie chart, with a blank center allowing for additional information about the data as a whole to be included. Donut charts provide a better data intensity ratio to standard pie chart.

Donut chart title
Subtitle goes here

- Data set 1
- Data set 2
- Data set 3
- Data set 4
- Data set 5

Source: Aliquam auctor nisi vitae quam tincidunt id auctor lorem fringilla.

Pie chart title
Subtitle goes here

- Data set 1
- Data set 2
- Data set 3
- Data set 4
- Data set 5

Source: Aliquam auctor nisi vitae quam tincidunt id auctor lorem fringilla.

Labels for line charts can also be placed adjacent to the relevant data sets. Be considerate when taking this approach as too many labels or charts with dense data can quickly feel cluttered, or worse, become illegible for a reader.

As a general rule try to only include a maxium of 3 data sets when using inline labels. Alignment for the labels can either be above or below the data set. Use your best judgement based on where available space for the text may be.

When showing a singular data set labels should be right-aligned to the edge of the chart.

Line chart title
Subtitle goes here

00

00

00

00

00

00

Data set 1

Data set 2

Data set 3

01   02   03   04   05   06   07

Source: Aliquam auctor nisi vitae quam tincidunt id auctor lorem fringilla.

Line chart title
Subtitle goes here

00

00

Label

00

00

00

00

01   02   03   04   05   06   07

Source: Aliquam auctor nisi vitae quam tincidunt id auctor lorem fringilla.