



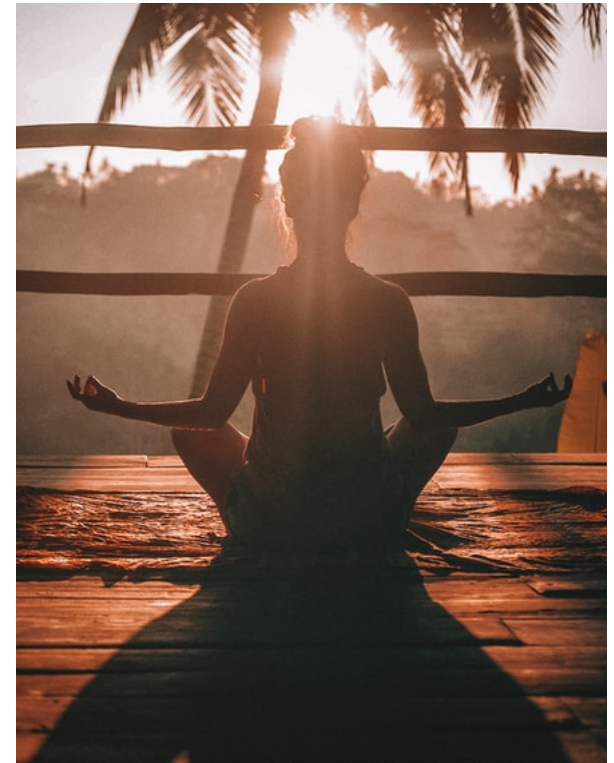
OKOG!

Brand book

**Making
photography easy**

**Get the right
picture**

Making photography easy

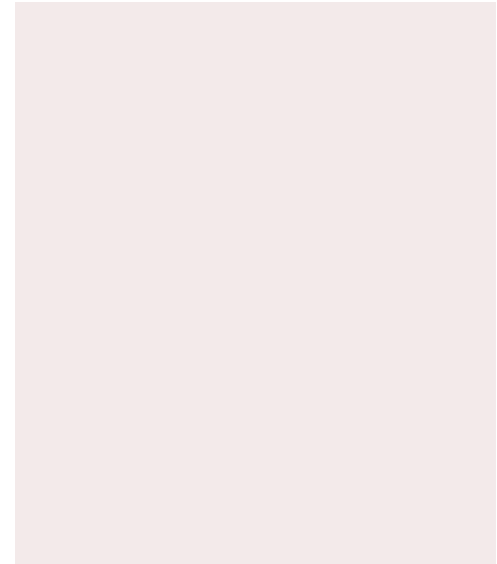


Color

Use these
colors



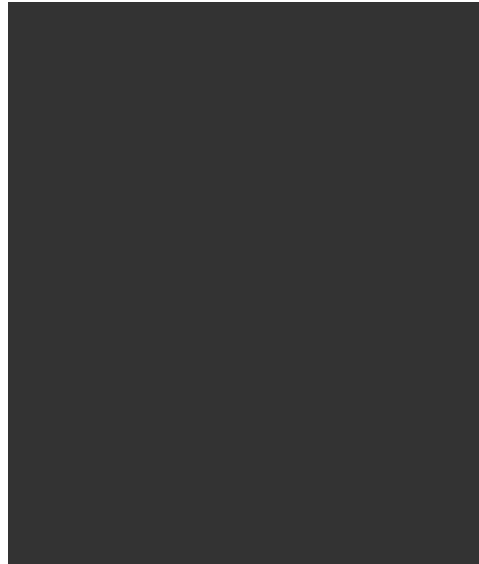
#AB1D70



#F3EAEA

Color

With these
colors



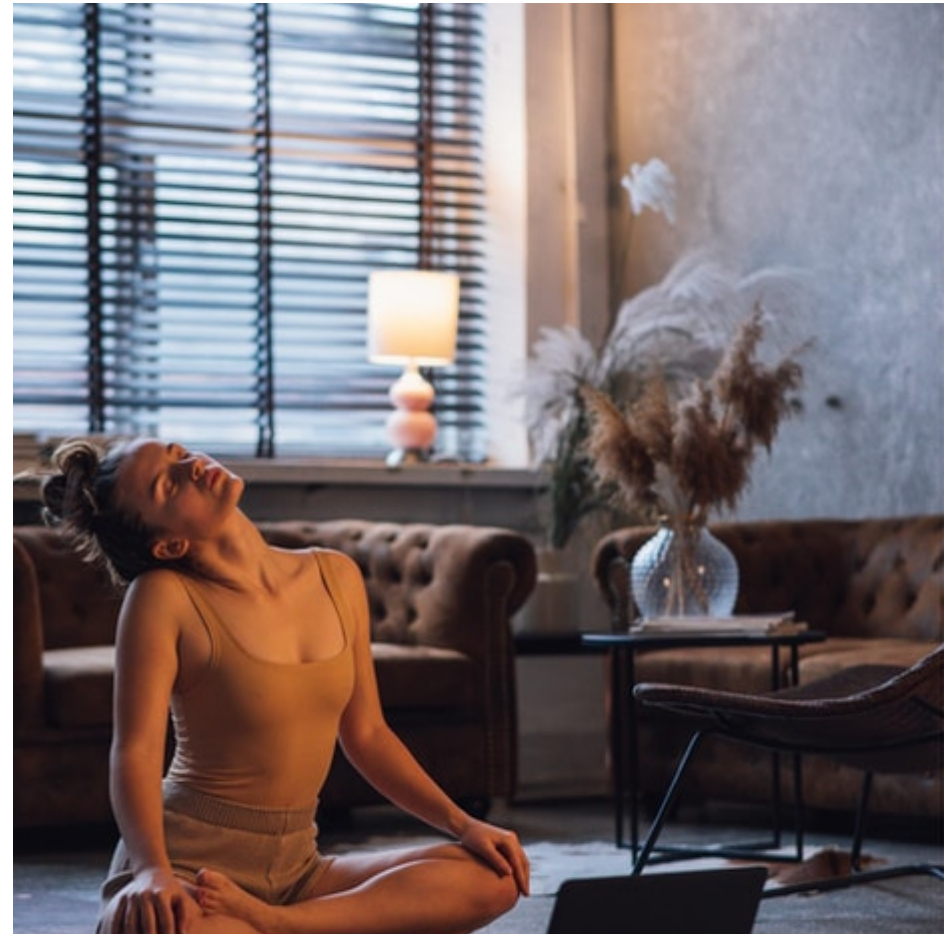
#333333



#615F5F

Mission

OKGO! aims to be the sidekick in every home that empowers individuals to take control of their life by providing ease of use, convenience, and community building opportunities.



Vision

Bring convenience and
belonging into every home



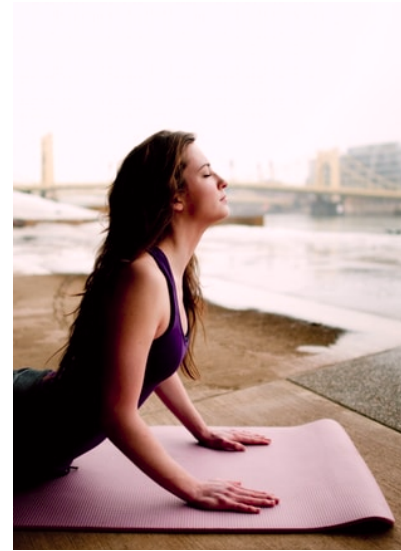
Core Values



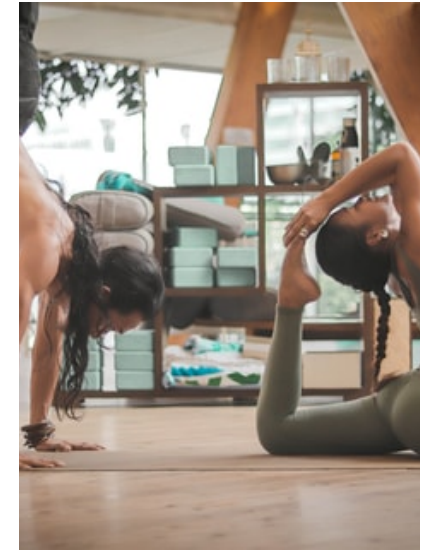
Well-being



Efficiency



Quality



Community

Brand Personality

**This is who
we are**

Brand Personality



Calming



Friendly



Minimalistic

Tone & Voice

**This is
how we
sound**

OKGO!'s voice is a reflection of the passion and commitment we have to provide enriching experiences to our customers. Our voice and tone capture our company values and culture.

Our writing is for everyone

Our content should be universal, use common words that are clear and avoid unnecessary jargon, cultural references, metaphors and idioms. We are straight to the point, clear, and accessible for all peoples.

Tone & Voice

To be witty is to joke and know your limit

Exercise should be fun — it's part of our brand! Our sense of humor is smart and casual while keeping the content clear and concise. We use clever language but keep it “family-friendly” and inclusive.

Less is more

We are here to bring convenience to users. Our content is clear, concise and useful. We only communicate essential details to users so that they can understand and accomplish their tasks with ease.

Get energetic but not hectic

OKGO! supports users in maintaining consistent workout habits. Our team uses natural and conversational language with an upbeat tone to give sincere encouragement to motivate users during their workout. We make sure to give encouragement when necessary, but we don't overdo it.

We mind privacy, as well as words

Our users' privacy is our main concern. We are as honest and as transparent in our writing as possible. We only provide accurate and complete information, we are honest about the data collection and usage, and we avoid exaggeration or misdirection.

**Know more
about us**

Design Principles

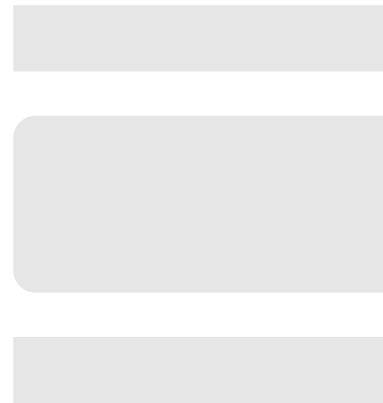
Universal

We use computer vision to design products that reflect the world around us. We take into account inclusivity and enjoyment for all to ensure user confidence with the product regardless of experience level.



Simple

Simplicity is about subtracting the obvious, and adding the meaningful. Some things can never be made simple. We aim to use plain language to help users solve any technical issued that could be faced by the users.



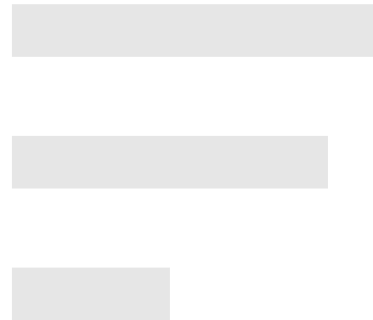
Balanced

The design reflects how our system makes your life fuss-free and it's effortless use and design blends into our everyday use.



Fast and efficient

Simple and common tasks should be frictionless and obvious; complex tasks should feel efficient and delightful. However, we are aware that speed should not lead to inaccuracies.



Invoke Emotion

We design so that users feel real connections to our product and to other users. OKGO feels familiar, comfortable, and exciting.



Be original

Brand Image





We wanted our users to use an “OKGO!” attitude towards every workout. Our users should feel that they can workout online at ease using okgo!’s one of a kind technology as well as be willing to take up new challenges with vigor.

We have used closed and connected fonts to represent the closeness of our OKGO!’s community. The two ‘O’s in the logo sticking together represent infinity, showing that the power of working out together can make infinite possibilities.

Make it simple but significant

OK
09

Fit



OK
09



**It's not a thing,
it's everything**

**Brand
Communication**

We understand that the fitness industry has undertaken a digital transformation. We use social media and hashtags to promote our products and build community. Along with this, our platform provides rewards if the customer shares the platform with their friends, family, or colleagues. This leads to mouth to mouth publicity through social media sharing.

4 benefits

of listening to music
while exercising

1. It distracts you

Listening to music gets you in the groove and diverts your attention from the pain, soreness, or tiredness that you may be feeling.

2. It's mood boosting

Studies have found that listening to music increases the release of pleasure-causing substances in the brain like norepinephrine and melatonin. It may also decrease stress-causing hormone production in the body.

3. The beat moves you

People tend to synchronize their movements with music, which can help expend energy in a more stable and efficient way.

Show don't tell

Online Connection

We intend to promote on as well as partner with fitness, health and tech websites. Here are a few websites we plan on collaborating with:

- [Freshysites.com](https://www.freshysites.com)
- [Womenshealth.com](https://www.womenshealth.com)
- [Verywellfit.com](https://www.verywellfit.com)
- [Independent.co.uk](https://www.independent.co.uk)



These sites create tailored content for fitness enthusiasts and on these sites we will:

- Post ads
- Share our content
- Post product reviews
- Interviews
- Write blog-type articles



**We have an SEO specialists who helps promote OKGO!
and get us first in order for us to our target audience.**

We do so by following a weekly schedule through which
we share posts, send emails to share user progress,
and encourage users to tag us when they are working
out in order to boost to their workout together.

Design for everyone

**Inclusive
Design**

We believe in a people first approach. Our site provides accessibility features such as:

- Magnification of content for better viewing
- Closed captions during live workout sessions
- Gesture prompts for when users perform a particular action

Typography

Fonts
matters

Meet Poppins

Heading 1 (80)

Heading 2 (60)

Heading 3 (30)

Heading 4 (24)

Large Text (24) **Large Text Semibold (24)**

Medium Text (20) **Medium Text Semibold (20)**

CAPTION (18)

Normal Text (16)

Normal Text Semibold (16)

Small Text (12)

Small Text Semibold (12)

Thanks!

