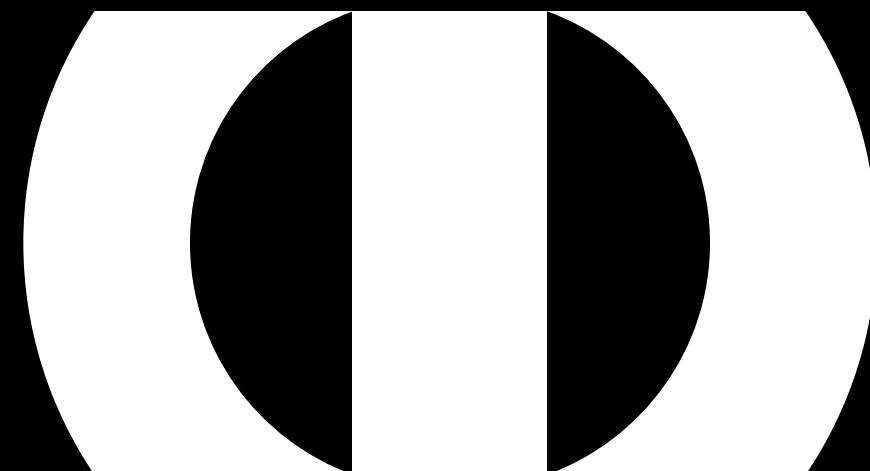


v 0.0

# OneTrust

## Visual Identity Guidelines

[onetrust.com/brand](https://onetrust.com/brand)



**Welcome to the OneTrust Visual Identity Guideline. This document will introduce you to the basic elements of our identity system, our logo, typefaces, color palette, graphic language and imagery, and explain how best to use them. Understanding these guidelines is essential to building an unforgettable OneTrust brand experience.**

**Questions?**

If you have any questions about the content of this guide or are unsure if your communication best represents the OneTrust brand, please contact the brand team.

[brand@onetrust.com](mailto:brand@onetrust.com)

1.0

## Tone of Voice

Our voice helps us bring our brand to life. It reflects who we are. Expert, principled and an ally to our customers, always.

This guide ensures everything we write is confident and direct, with a clarity that simplifies and an optimism that sets us apart.

# 1.0

**Tone of Voice**

Contents

**Background**

Our mission, value proposition and narrative

Our personality

**Our Approach to Voice**

ToV Purpose (why we have this guide)

ToV Principles

ToV Personality

ToV Across Channels

Voice in Action (instead of this, try this)

Writing Best Practice

**Messaging Library**

Key lines from sample copy

**Our voice helps us bring our brand to life. It reflects who we are.**

**Expert, principled and an ally to our customers, always.**

**This guide ensures everything we write is confident and direct, with a clarity that simplifies and an optimism that sets us apart.**

1.4

Tone of Voice

# Our Brand

Our Mission

**Enable innovation through the responsible use of data and AI.**

Our Value Proposition

**OneTrust enables responsible innovation, allowing you to govern well and move fast.**

## The OneTrust Narrative

AI is transforming industries—unlocking huge opportunities for businesses while creating new responsibilities for governance teams. These teams are under pressure to move faster, manage evolving risks, and stay ahead of rapidly changing regulations. Traditional approaches weren't built for this era—they're too slow, too manual, and too fragmented to keep pace. It can seem impossible to maintain confidence in your controls as business pressure to innovate accelerates.

At OneTrust, we don't see governing well and moving fast as trade-offs – you need both to drive trusted innovation. That's why we built the AI-Ready Governance Platform™, giving you the context, scale and control you need to innovate confidently, prevent data misuse proactively, and govern at the speed of AI. By connecting governance, compliance, and privacy in one holistic platform we give teams the tools to act quickly without losing control.

With OneTrust, we view governance as a catalyst, not a constraint. Our platform uses AI agents to automate routine tasks, operate intelligent guardrails, and deliver real-time insights—so organizations can innovate responsibly, manage risk continuously, and stay audit-ready at all times. That's why thousands of customers trust OneTrust to govern intelligently, scale responsibly, and unlock AI with confidence.



# Optimistic Experts Principled Pioneers Ambitious Allies

# Our Voice: Principles & Personality

# Our Voice Principles

Our Principles apply to everything we write, across every channel and audience.

Use them as your checklist when you're briefing, creating, or reviewing content.

# Our Personality Traits

OneTrust's voice adapts depending on who we're talking to and where we are—just like you would in real life.

Different personality traits lead in different environments. This keeps our channels authentic to where people find us, while staying recognizably OneTrust.

**Tone of Voice**  
Principles & Personality

**Our Tone of Voice Traits**

**We cut through complexity**

We tackle serious topics with simple language. We are clear – never cryptic. We keep things simple, short and smart.

**We lead with earned authority**

We've built market leadership on proven solutions. We set the benchmark for our sector – we communicate with confidence, not conventions.

**We light up the answers**

We focus on opportunities and outcomes, not obstacles. We write with a bright tone and light touch. We're the approachable expert on their side.

## Personality Trait 1

What does Optimistic Experts mean for our writing?

## Optimistic

Risk is a day-to-day reality of our customer's world, and we are their solutions-minded partner. We keep things bright in tone, and focus on lighting up the answers and opportunities, not dwelling on the complexity and challenges.

## Expert

We are market leaders; we offer the broadest solutions, deep levels of experience, and a proven legacy. And though our world is technical, our language is not. We prove our expertise and reflect the intelligence of our audience by keeping things simple, short and smart.

## Personality Trait 2

What does Principled Pioneers mean for our writing?

## Principled

Above all, we are trustworthy; it is in our DNA, it is in our name. We are transparent about our offer and solutions, we are considered – never silly, we are clear – never cryptic.

## Pioneers

We confidently create new solutions and enter new markets; our network effects move the industry forward. We are leaders, and our language reflects this—specific about what we've built, never boastful.

**Personality Trait 3**

What does Ambitious Allies mean for our writing?

## Ambitious

Governance endlessly evolves, and OneTrust is the organisation to set the bar. We are committed to being the best, for ourselves - and our customers. We set a benchmark in how we communicate, not just what we build.

## Allies

We're approachable partners working shoulder to shoulder, we're never aloof or distant. We understand our customers deeply and flex to meet the moment; from warm and conversational, to more considered, but always empathetic and genuine.

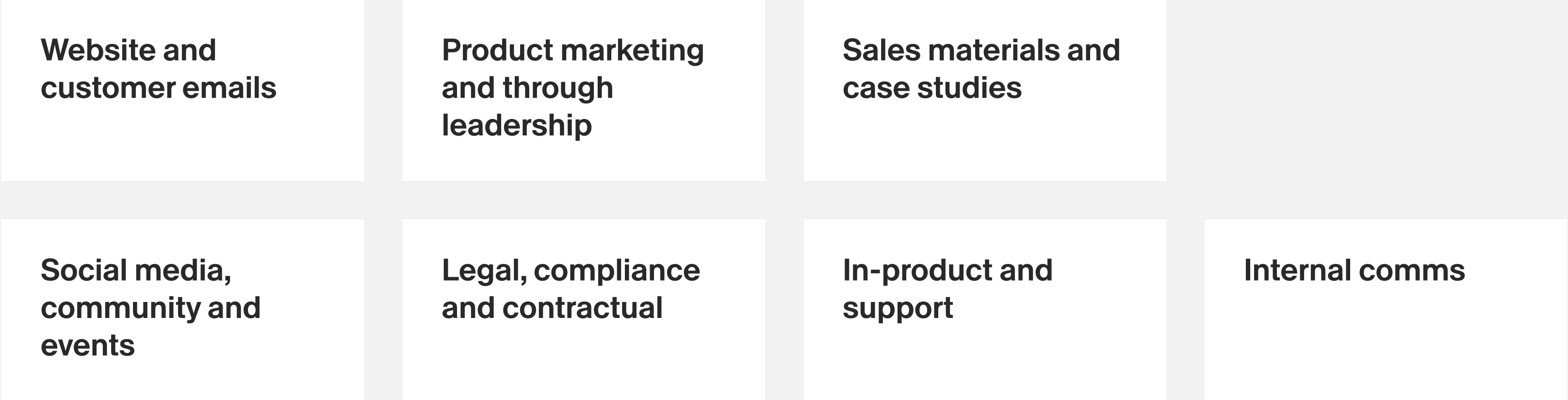
**Tone of Voice**

Writing across touchpoints

**Writing across touch points**

Just like a person, the OneTrust voice flexes depending on where it is and who it is speaking to.

The most common place our voice is used:





## Tone of Voice

Writing across touchpoints

### Leading personality traits

Our personality traits take leading roles, ensuring we meet the channel conventions and audience needs, while remaining coherently OneTrust.

The most common place our voice is used:

**Website and  
customer emails**

**Product marketing  
and through  
leadership**

**Sales materials and  
case studies**

**Social media,  
community and  
events**

**Legal, compliance  
and contractual**

**In-product and  
support**

**Internal comms**

Our brand voice leads with:

**Expert +  
Optimistic**

**Pioneers +  
Expert**

**Ambitious +  
Allies**

**Optimistic +  
Allies**

**Principled +  
Expert**

**Principled +  
Allies**

**Principled +  
Ambitious**

A cornerstone of our identity, the OneTrust logo is a symbol of trust, quality and a key identifier for our customers. To faithfully reproduce our logo across a variety of mediums there are some simple guides to follow, ensuring clarity and consistency at all times.

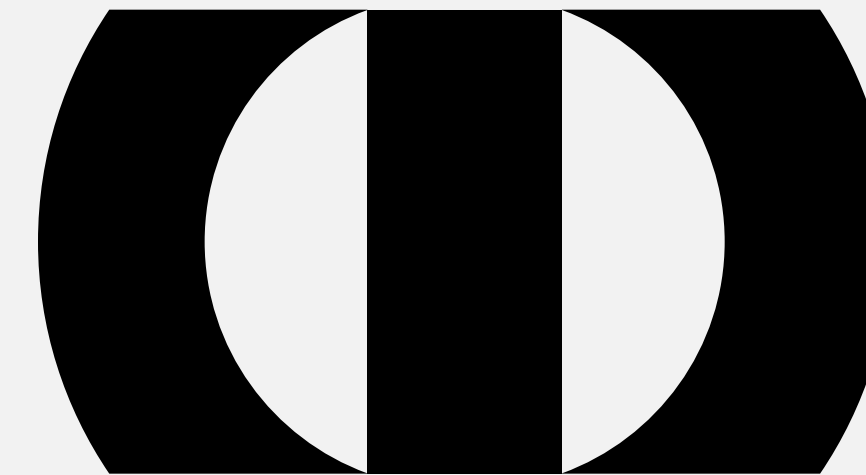
# 2.0

## Logo

### Introduction

The OneTrust symbol is a stylized fusion of the O and T in our name—constructed as a single vertical pillar framed by two dynamic curves.

Together they form a globe-like mark that conveys protection and stewardship, while the surrounding motion suggests momentum and possibility—the confidence OneTrust enables for customers to govern responsibly and move forward.



## Logo

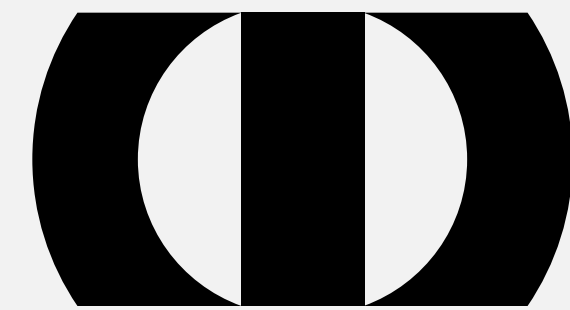
### Lock-Up

The OneTrust lock-up is comprised of two parts, the logo and the wordmark. In select instances the logo alone can represent the OneTrust brand, but caution should be exercised to ensure viewers are either;

1. Aware they are engaging with a OneTrust communication or
2. Familiar with the logo and brand

In all other instances the full wordmark should be preferred.

Logo



Wordmark

**OneTrust**

## Logo

### Logo & Lock-Up Suite

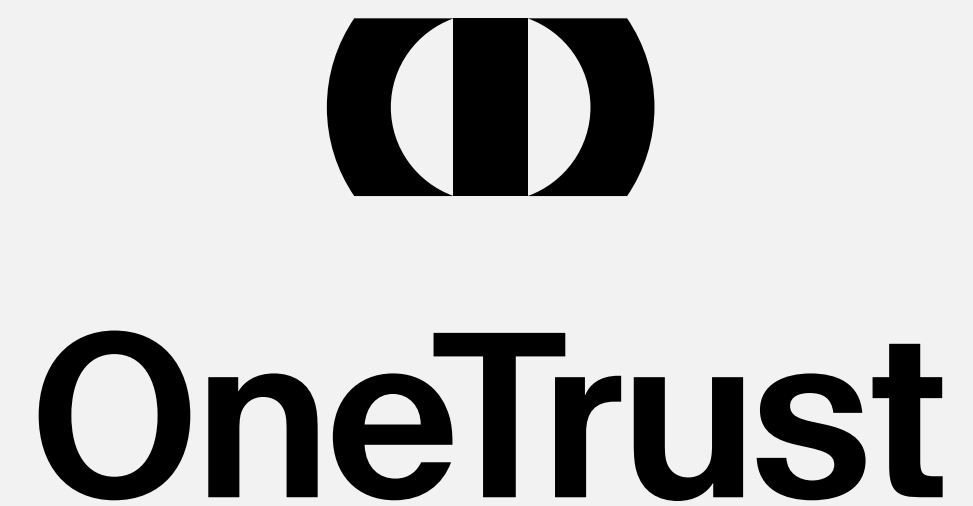
Use the primary lockup in most applications to maximize consistency and recognition. A vertical lockup is provided for formats with limited horizontal space, where maintaining clear proportions and legibility is the priority.

The symbol may be used on its own in two cases: (1) when the communication is already clearly and recognizably OneTrust (established context), or (2) as a deliberate, high-impact moment where the mark can act as a bold hero—an unmistakable beacon that anchors the composition and strengthens brand recognition.

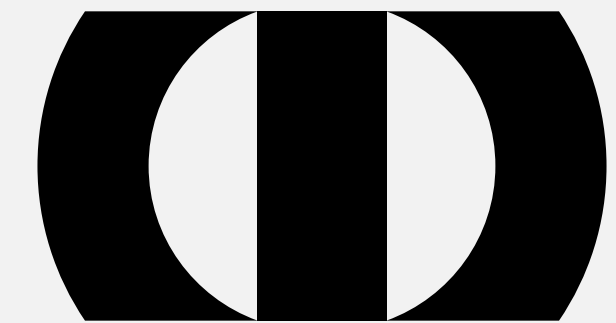
OneTrust Horizontal Lock-Up



OneTrust Vertical Lock-Up



OneTrust Logo



## Logo Clear Space

The clear space ensures legibility and impact of the logo and lock-ups by isolating them from competing visual elements such as text, graphics and imagery.

### The Logo

The clear space on all sides is equal to the width of one curved shape from our wordmark.

Print minimum size

H 6mm

Digital minimum size

H 20px

### The lock-up

The clear space on all sides is equal to the width of one curved shape from our wordmark.

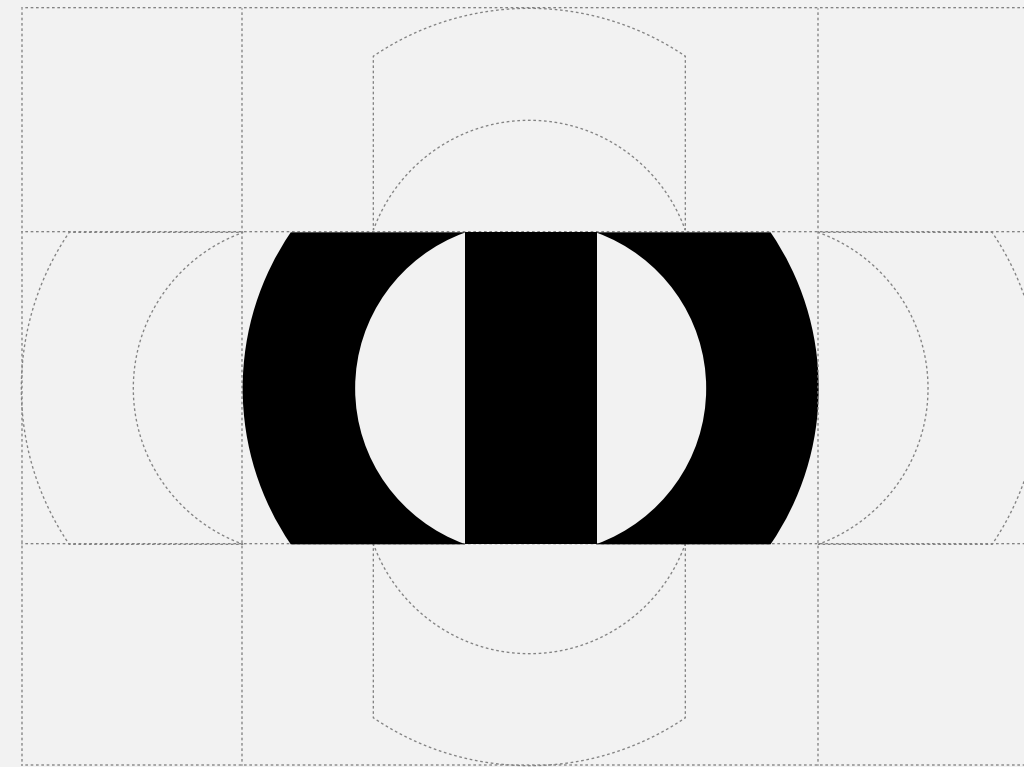
Print minimum size

H 6mm

Digital minimum size

H 20px

OneTrust Logo



OneTrust Horizontal Lock-Up



## Logo

### Sub-brand Lockup

When creating co-branded communications with our partners, leave appropriate space between each logo/lock-up so both can be clearly read and understood.

#### Brand Lockup

For the brand lockup, use Antique Legacy Light. Match the type size to the OneTrust logo, with tracking set slightly tighter (-3%) to achieve an optical match.

#### Powered By

For the powered by lockup, use Antique Legacy Light. Set the size of the type to be half the size of the OneTrust logo, with slightly tighter tracking (-3%) to achieve an optical match.

OneTrust Brand Lockup

 **OneTrust** DataGuidance

Powered by OneTrust

Powered by

 **OneTrust**


## Logo

### Sub-brand Lockup Guidance

#### Stacked Brand Lockup

For the stacked brand lockup, use Antique Legacy Light. The OneTrust logo should be 50% of the cap height of the sub-brand. Clear space between the OneTrust logo and the sub-brand should be set to 1/3 that of the cap height of the sub-brand.

OneTrust Sub-brand Lockup, Horizontal

The horizontal sub-brand lockup features the OneTrust logo icon on the left, followed by the word "OneTrust" in a bold, sans-serif font, and the word "DataGuidance" in a larger, bold, sans-serif font to its right. The entire lockup is enclosed in a dashed rectangular border.

**OneTrust DataGuidance**

Antique Legacy Light

OneTrust Sub-brand Lockup, Stacked

The stacked sub-brand lockup features the OneTrust logo icon on the left, with the word "OneTrust" in a bold, sans-serif font stacked directly above the word "DataGuidance" in a larger, bold, sans-serif font. The entire lockup is enclosed in a dashed rectangular border.

**OneTrust  
DataGuidance**

Antique Legacy Light



**Logo**  
Sub-brand Lockup  
Suite

OneTrust Brand Lockup, Horizontal

 **OneTrust** Copilot

 **OneTrust** CookiePro

 **OneTrust** DataGuidance

 **OneTrust** Cookiepedia

 **OneTrust** TrustWeek

OneTrust Brand Lockup, Stacked

 **OneTrust**  
**Copilot**

 **OneTrust**  
**CookiePro**

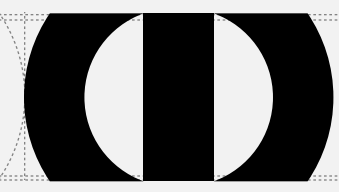
 **OneTrust**  
**DataGuidance**

 **OneTrust**  
**Cookiepedia**

 **OneTrust**  
**TrustWeek**

**Logo**  
Sub-brand Lockup  
Guidance

Powered by Sub-brand Lockup, Horizontal

Powered by  OneTrust

Antique Legacy Light

Powered by Sub-brand Lockup, Stacked

Antique Legacy Light

Powered by  
 OneTrust

**Logo**  
Sub-brand Lockup  
Suite

OneTrust Horizontal Brand Lockup

Powered by  **OneTrust**

CookiePro by  **OneTrust**

Connect Communities by  **OneTrust**

OneTrust Vertical Brand Lockup

Powered by  
 **OneTrust**

CookiePro by  
 **OneTrust**

Connect Communities by  
 **OneTrust**

## Logo

### Color usage

For primary logo usage, OneTrust lockups should appear in Black or White on clean White or Black backgrounds.

Mint is an approved third option, but it should be reserved for situations where the composition can't incorporate Mint as an accent elsewhere and a clear brand cue is still needed. In general, avoid large fields of Mint—keep Mint as a controlled, purposeful signal, not the surface the logo lives on by default.

Primary



Primary



Secondary



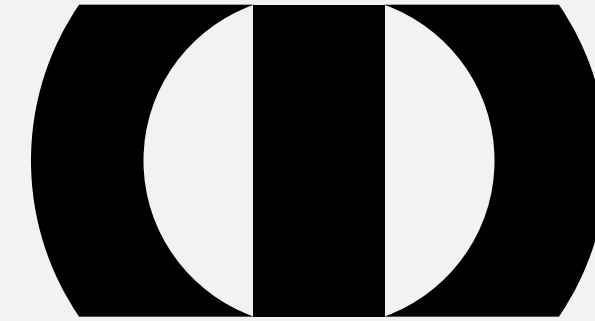
## Logo

### Color usage

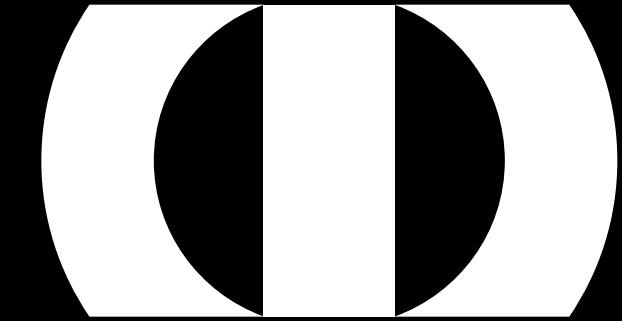
When the symbol is used on its own, default to Black or White for maximum clarity and consistency.

Mint is permitted as an exception for very large, high-impact applications—for example, a conference booth, large-scale environmental graphics, or a stage-sized presentation background—where the mark functions as a bold beacon and the scale prevents Mint from feeling like an overused field color.

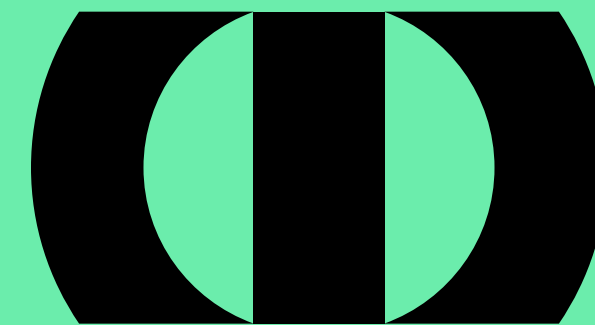
Primary



Primary



Secondary



Secondary



Typography plays an important role in the OneTrust identity system. We use an elegant yet bold and systematic typeface, Antique Legacy, to both connect emotionally and converse rationally with our broad customer base.

3.0

# **Antique Legacy**

**Light**

**Regular**

**Book**

**Medium**

We use type in a clear and confident manner. Using as a few styles as necessary, we arrange majority of our type to the left. Pay close attention to the “rag” and always avoid any case of orphans or widows.

Like all typefaces, Antique Legacy requires bespoke line-heights, kerning, tracking, and word-spacing when used at different scales.

See 3.4 for usage chart.

# Built for clarity

## Insights for leaders shaping tomorrow.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

**112%**  
**4x**

**H1**  
Font Weight Medium  
Size/Line-Height 120/90%  
Letter-Spacing -3%

**H2**  
Font Weight Light  
Size/Line-Height 120/90%  
Letter-Spacing -3%

**H3**  
Font Weight Regular/Light  
Size/Line-Height 42/110%  
Letter-Spacing -1%

**Body**  
Font Weight Regular/Light  
Size/Line-Height 18/120%  
Letter-Spacing 0%

**Stats**  
Font Weight Book  
Size/Line-Height 72/100%  
Letter-Spacing -1%



## Typography

### Setting Type

When setting type, there are a range of settings that can be considered. Kerning, tracking, word-spacing and line-height are terms used to describe details specifically for typography.

#### Kerning

The space between individual characters.

#### Tracking

The space between all characters.

#### Word-Spacing

The space between words.

#### Line-Height

The space between baselines of text.

Recognized by analysts.  
Trusted by leaders.

Kerning

Recognized by analysts.  
Trusted by leaders.

Tracking

Recognized by analysts.  
Trusted by leaders.

Word-Spacing

Recognized by analysts.  
Trusted by leaders.

Line-Height

## 3.4

### Typography

#### Usage Chart

The usage chart details a range of settings for the most effective and legible setting of type. This should be considered as a guide and discretion should be exercised when designing for different mediums, scales, screen resolutions, materials, and production techniques.

#### Screen

Size	Line height	Kerning	Tracking	Word spacing
00–15 px	135%	Metrics	+1%	—
15–25 px	130%	Metrics	0%	—
25–45 px	120%	Metrics	-1%	—
45–80 px	100%	Metrics	-2%	—
80 px+	90%	Metrics	-3%	—

#### Print

00–08 pt	125%	Metrics	+1%	105%
08–15 pt	120%	Metrics	0%	100%
15–25 pt	115%	Metrics	-0.5%	100%
25–40 pt	110%	Metrics	-1%	95%
40–80 pt	105%	Metrics	-2%	90%
80 pt+	100%	Metrics	-3%	85%

## Typography

### System Typeface

This may, in certain circumstances, be occasions where our typefaces aren't available for use (i.e. when web-fonts have been blocked or are unavailable, digital newsletters, etc.)

When this occurs the following web-safe typefaces can be used.

# Arial

# Regular

# Bold

Use square bullet points to echo a recurring element in our visual language.

- **Cras justo odio, dapibus**
- **Fusce dapibus, tellus ac cursus**
- **Nulla vitae elit libero, a phar**
- **Aenean lacinia bibendum nulla**

4.0

Color

Color brings impact, excitement and delight to any identity system. We use color to; stand distinct in our market, elevate the content we create, and ensure our users are guided effectively through our brand communications.

4.0

**Our palette is bold, confident, and distinctively OneTrust. Anchored by a foundation of black and white, our core brand color, Mint, represents a modern view of the world and the progress our product makes in that world.**

**Divided into three groups, color should be used with intention and restraint – favoring moments of clarity and purpose over extremely colorful executions.**

## Color Palette

### Color Selection

For print, select CMYK or PMS values. For screen, select RGB or HEX values.

### CMYK

Cyan, magenta, yellow and black. The four colors used in offset and digital printing.

### PMS

Pantone Matching System. An international color numbering system for accurate selection, specification and matching of colors.

### RGB

Red, green, and blue. The component colors which create all screen colors.

### HEX

Six-character code used to represent shades of red, green and blue for in screen colors.



## 4.3

### Color

#### Primary Palette

Mint is OneTrust's primary brand color and should appear consistently across experiences to reinforce immediate recognition. Use it throughout as a purposeful accent—to highlight key actions, signals, and moments of emphasis—without flooding entire layouts in Mint.

Black and White should carry the majority of the system, maintaining a clean, elevated foundation that lets Mint read as a confident, signature cue rather than background noise.

#### Black

CMYK  
0, 0, 0, 100

PMS  
Black C

RGB  
0, 0, 0

HEX  
#000000

#### Mint

CMYK 48, 0, 47, 0 For Mint in CMYK ask vendor to match PMS color as closely as possible.

PMS  
3375 C

RGB  
108, 238, 173

HEX  
#6CEEAD

#### White

CMYK  
0, 0, 0, 0

PMS  
N/A

RGB  
255, 255, 255

HEX  
#FFFFFF



## 4.4

### Color Secondary Palette

Our secondary palette exists to extend the core system without diluting it—used to introduce contrast, break up dense layouts, and add emphasis where structure or hierarchy needs support. Secondary colors should be selective and sparing, chosen to align with the meaning of the content (status, category, focus, or tone) and reinforce communication—not decorate.

Avoid using the full secondary palette at once: no rainbow compositions. Instead, use one (or a small, related set) of secondary accents per layout or module so the experience stays cohesive, controlled, and unmistakably OneTrust.

Jade is included primarily to support accessibility—it provides an alternate green that can meet contrast needs in situations where Mint cannot. While Jade can live within the secondary palette, it should be used purposefully and sparingly, reserved for accessibility-driven requirements, and not treated as a general brand accent. Mint remains the primary brand cue; avoid overusing Jade in a way that competes with or overtakes Mint's role in the system.

#### Yellow

CMYK  
3, 0, 86, 0

PMS  
101 C

RGB  
255, 239, 60

HEX  
#FFEF3C

#### Leaf

CMYK  
78, 0, 100, 0

PMS  
2421 C

RGB  
0, 185, 53

HEX  
#00B935

#### Jade

CMYK  
86, 24, 72, 8

PMS  
3288 C

RGB  
0, 134, 101

HEX  
#008665

#### Sky

CMYK  
74, 45, 0, 0

PMS  
2191 C

RGB  
7, 136, 247

HEX  
#0788F7

#### Indigo

CMYK  
91, 85, 0, 0

PMS  
2368 C

RGB  
59, 64, 216

HEX  
#3B40D8

#### Purple

CMYK  
53, 65, 0, 0

PMS  
2645 C

RGB  
151, 111, 230

HEX  
#976FE6

#### Beige

CMYK  
14, 10, 18, 0

PMS  
6197 C

RGB  
217, 217, 204

HEX  
#D9D9CC

5.0

## Illustration

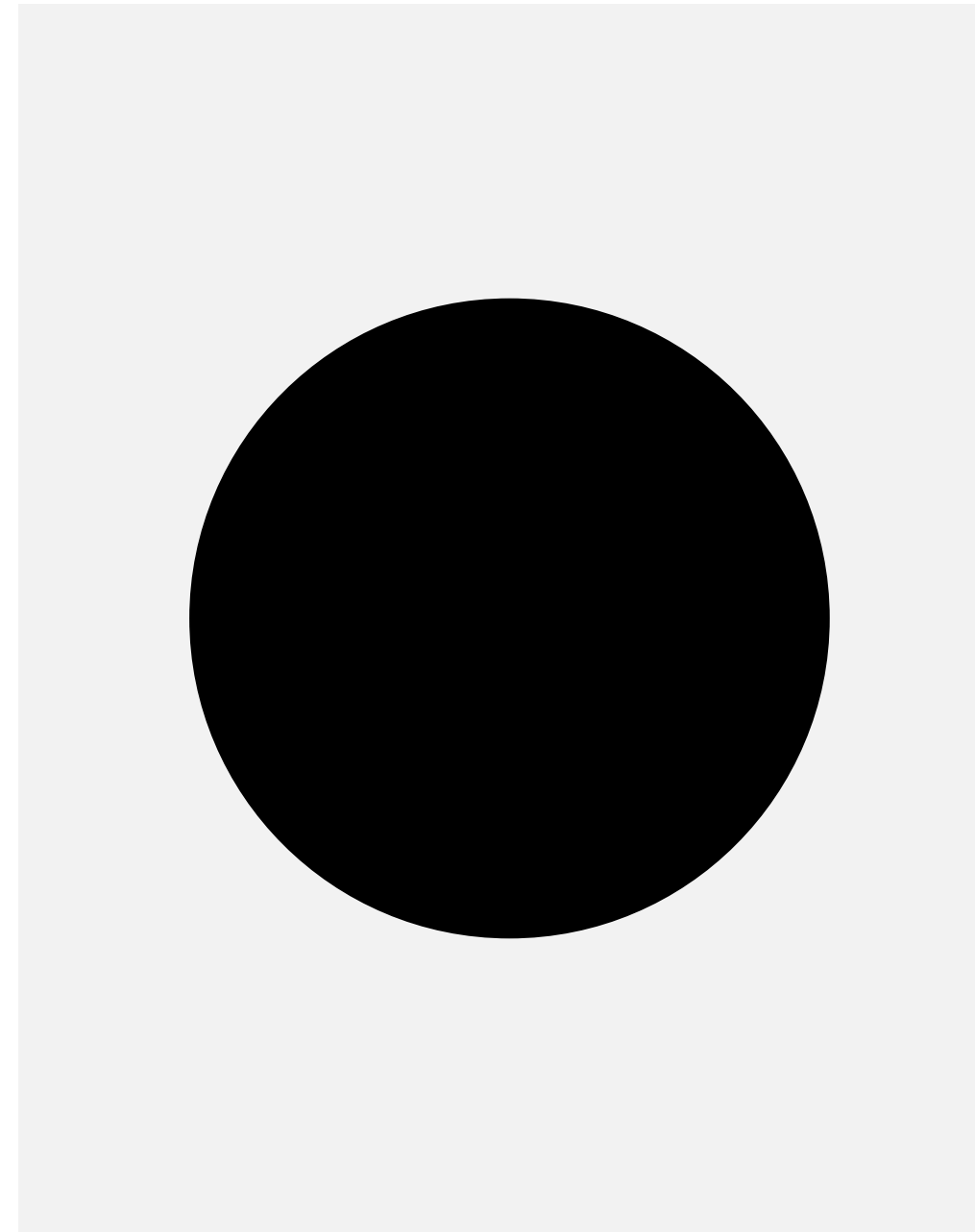
Our graphic language is built around the idea of revealing the invisible around us so crucial to unlocking possibility. Spanning from from broad visual concepts to functional icons, to insightful data visualization and dynamic representational graphics – each built upon a simple line and dot configured to create a broad, flexible system.

5.0

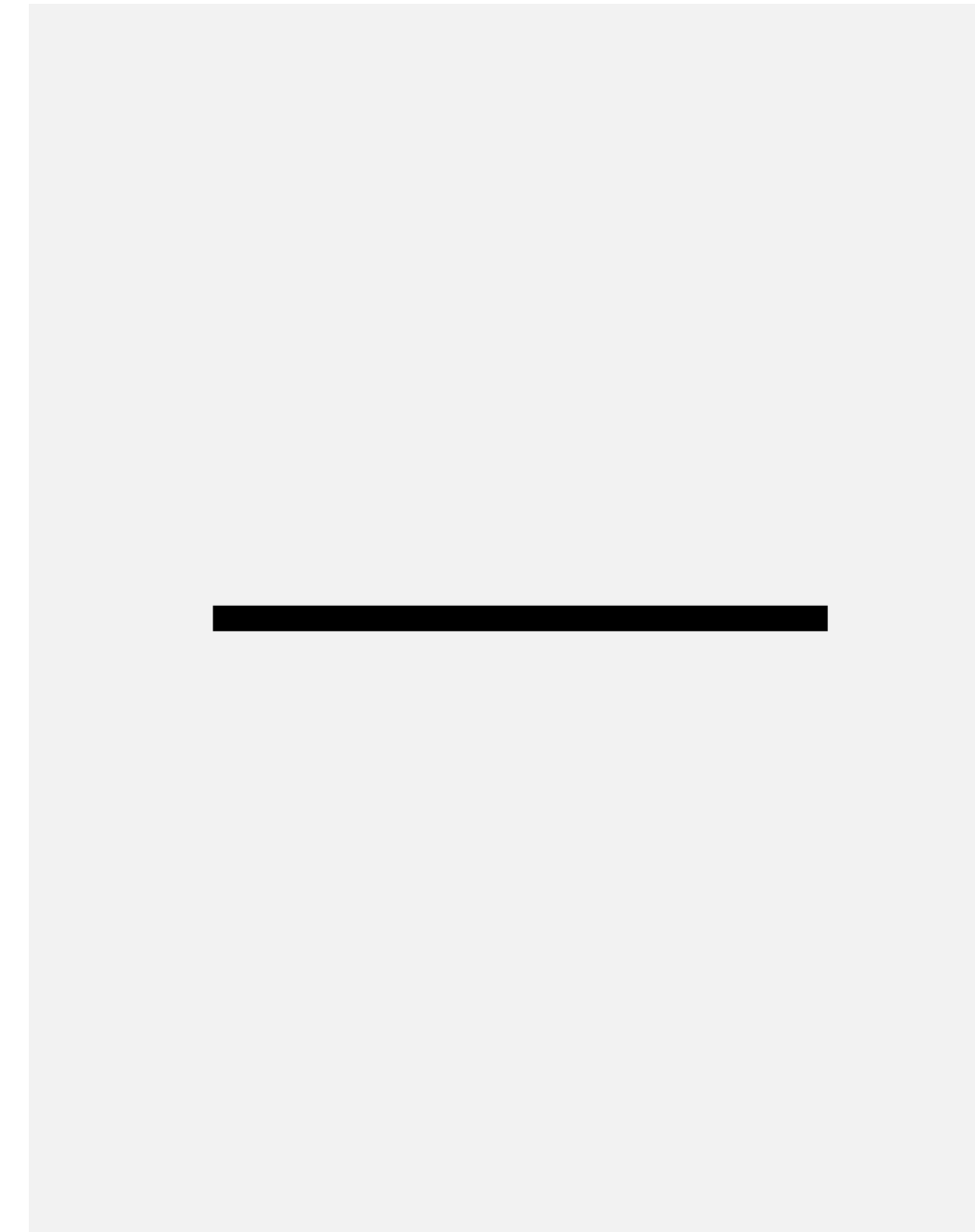
## Visual Language

### Introduction

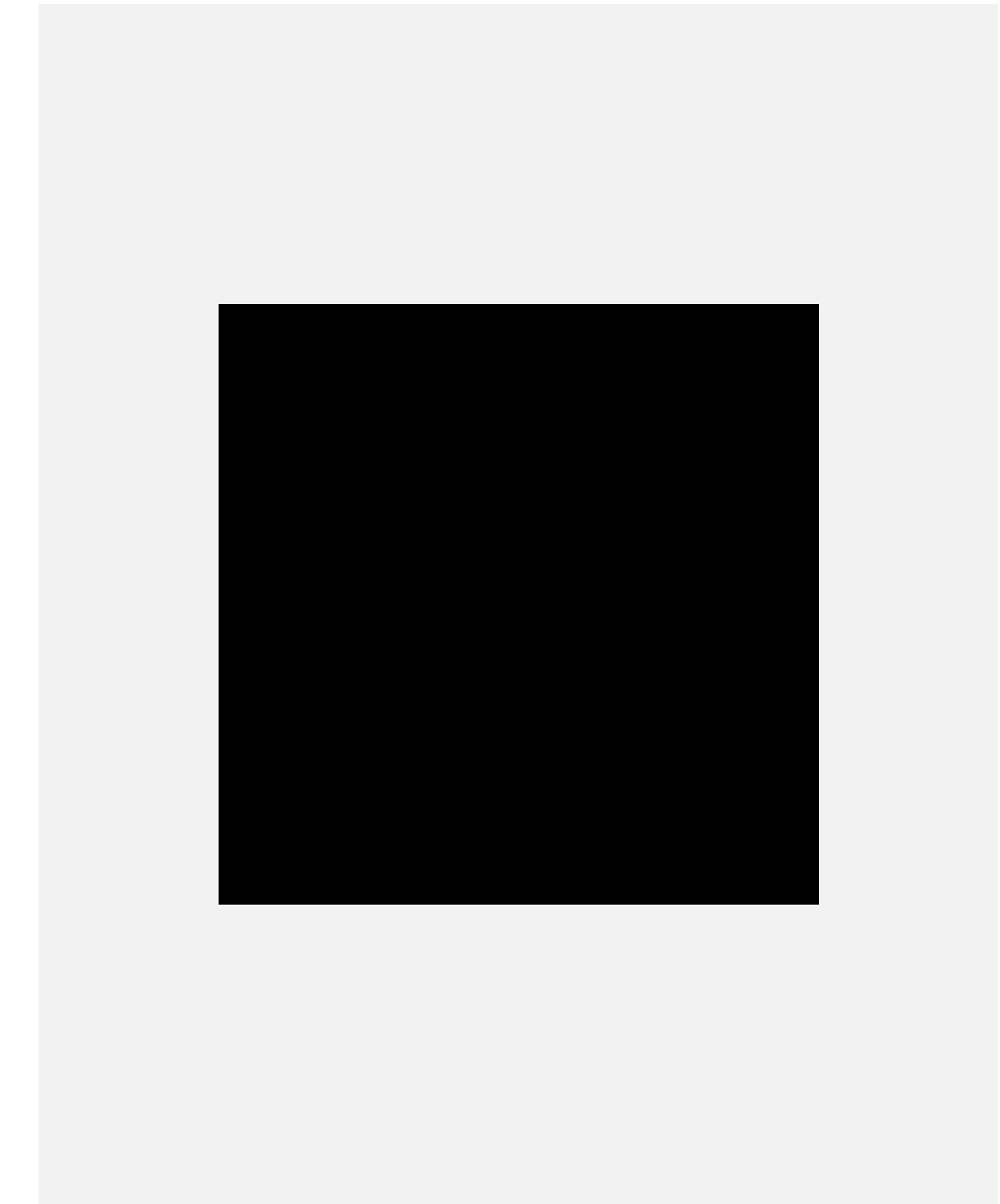
Our visual language is built from three simple components: the circle, square, and line. On their own, they are not especially distinctive, but the way we apply them and repeat them throughout the identity creates a cohesive, recognizable system that ties everything together.



Trust, Global

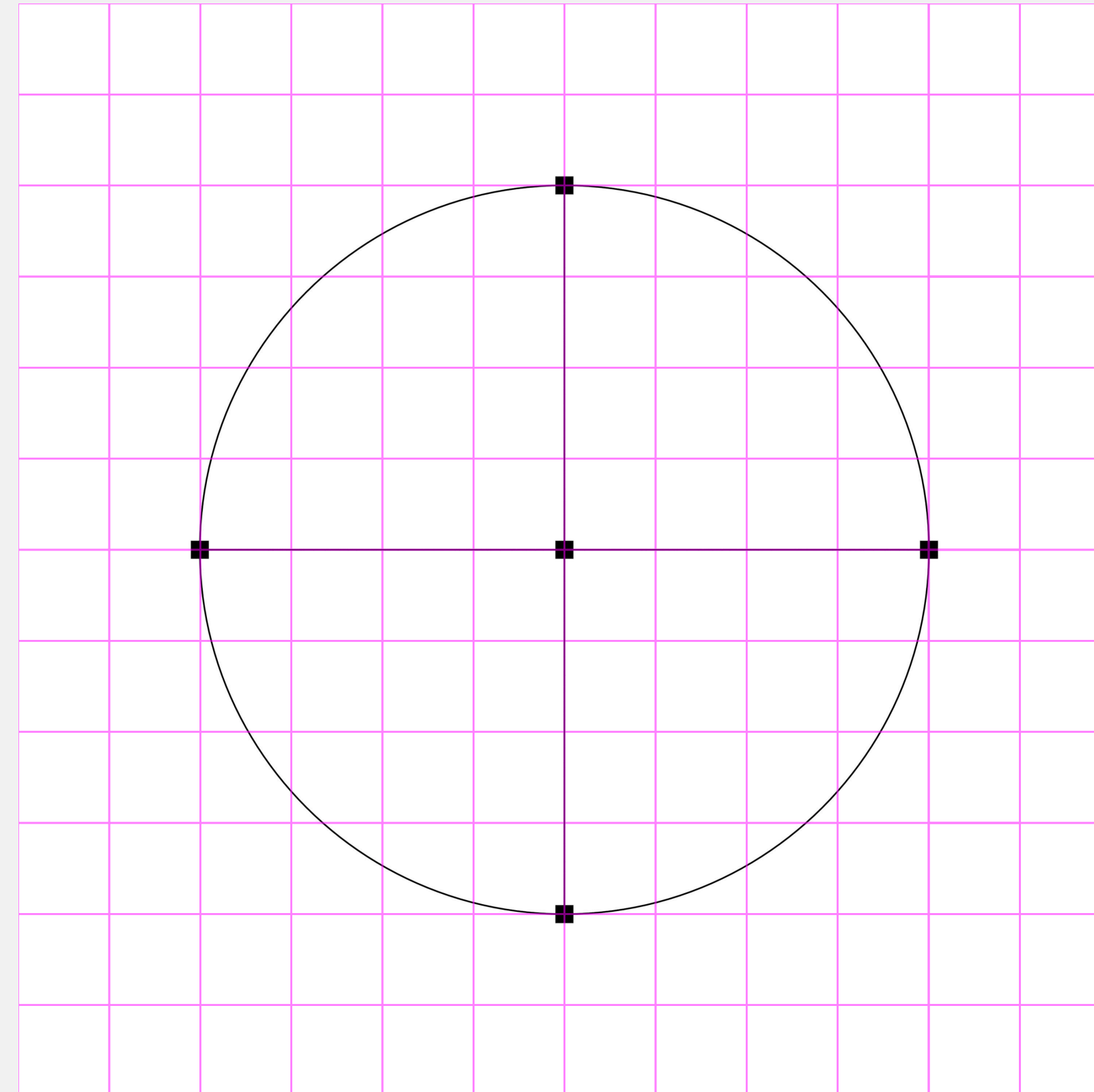


Governance, Connection



Strength, Security

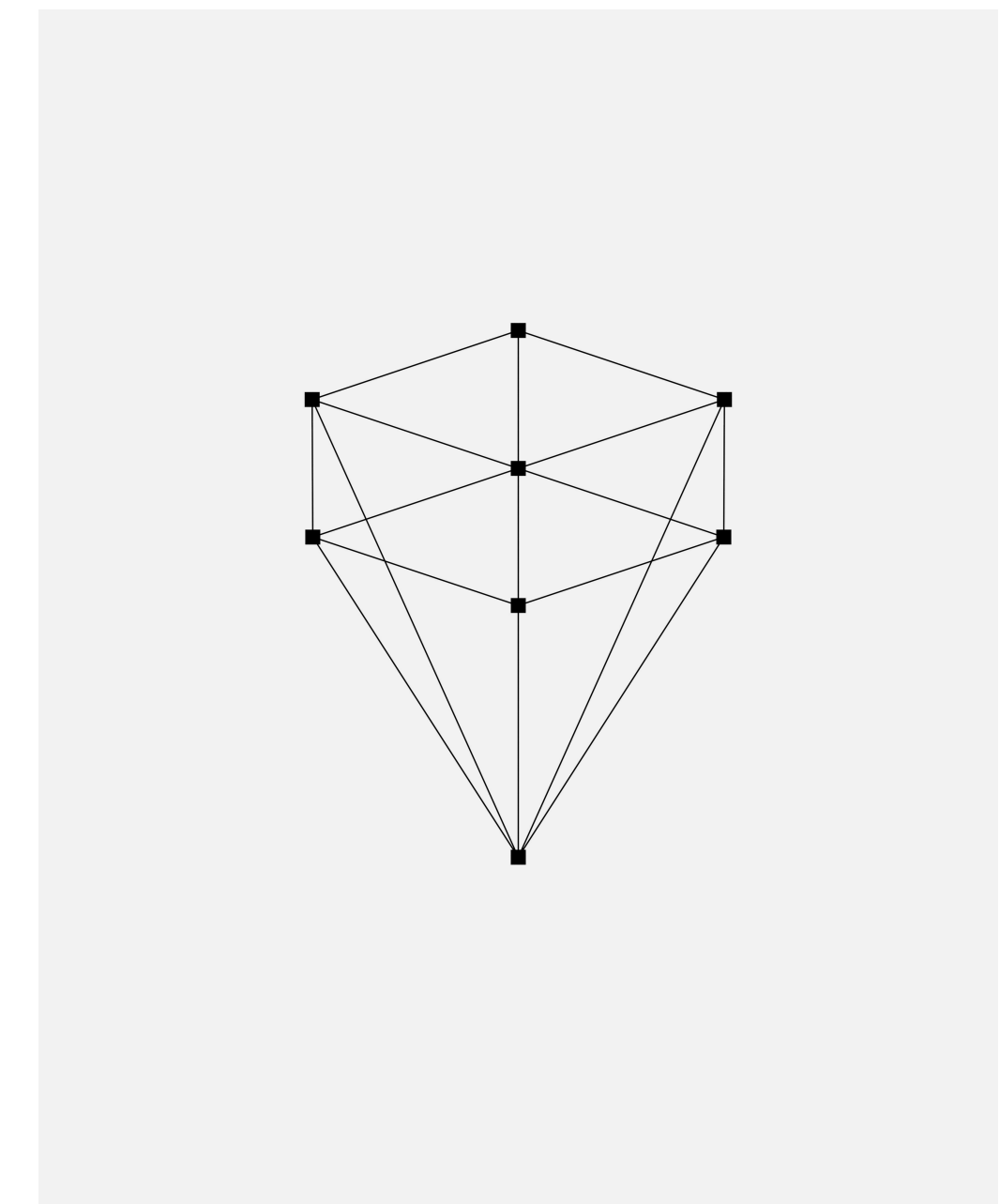
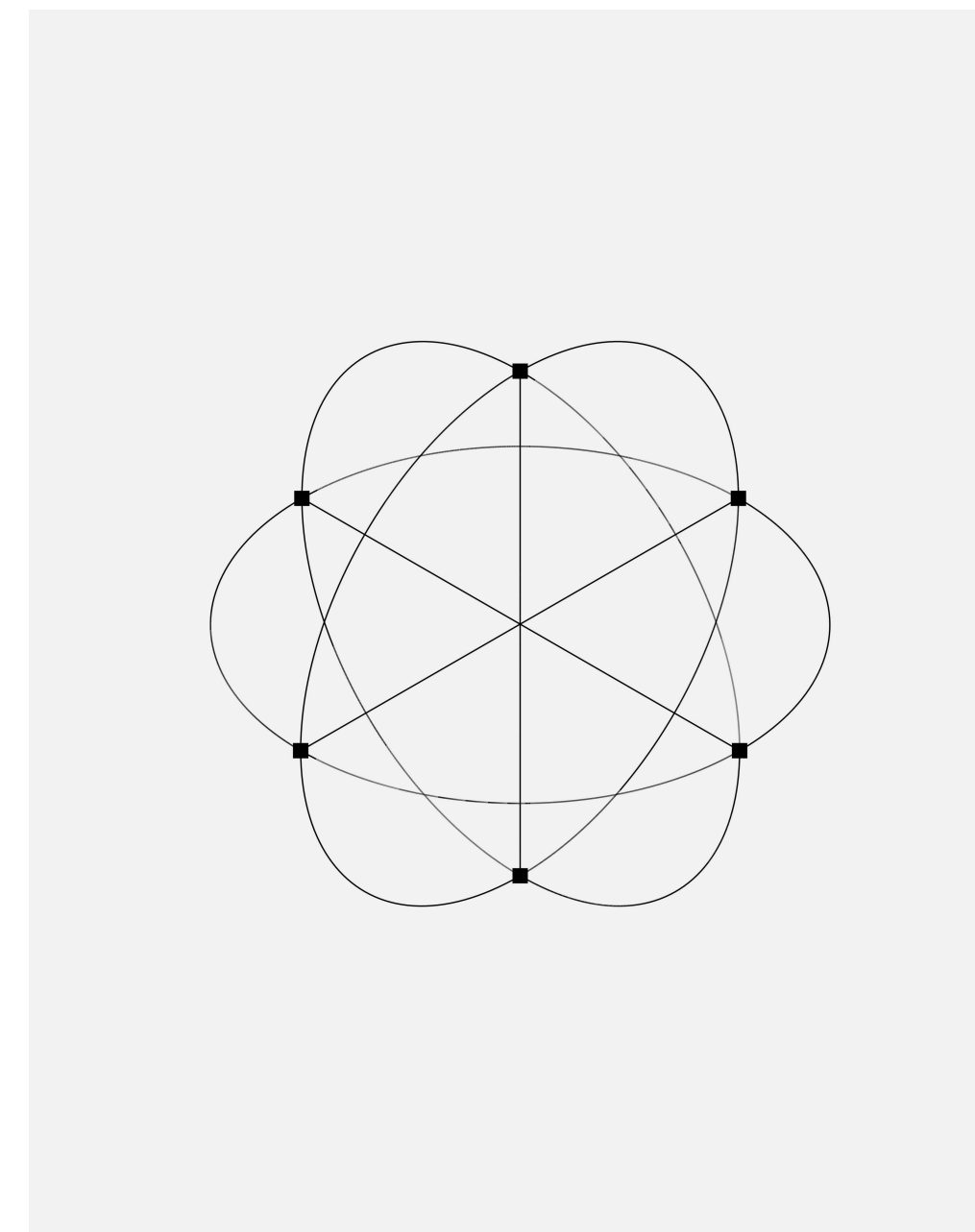
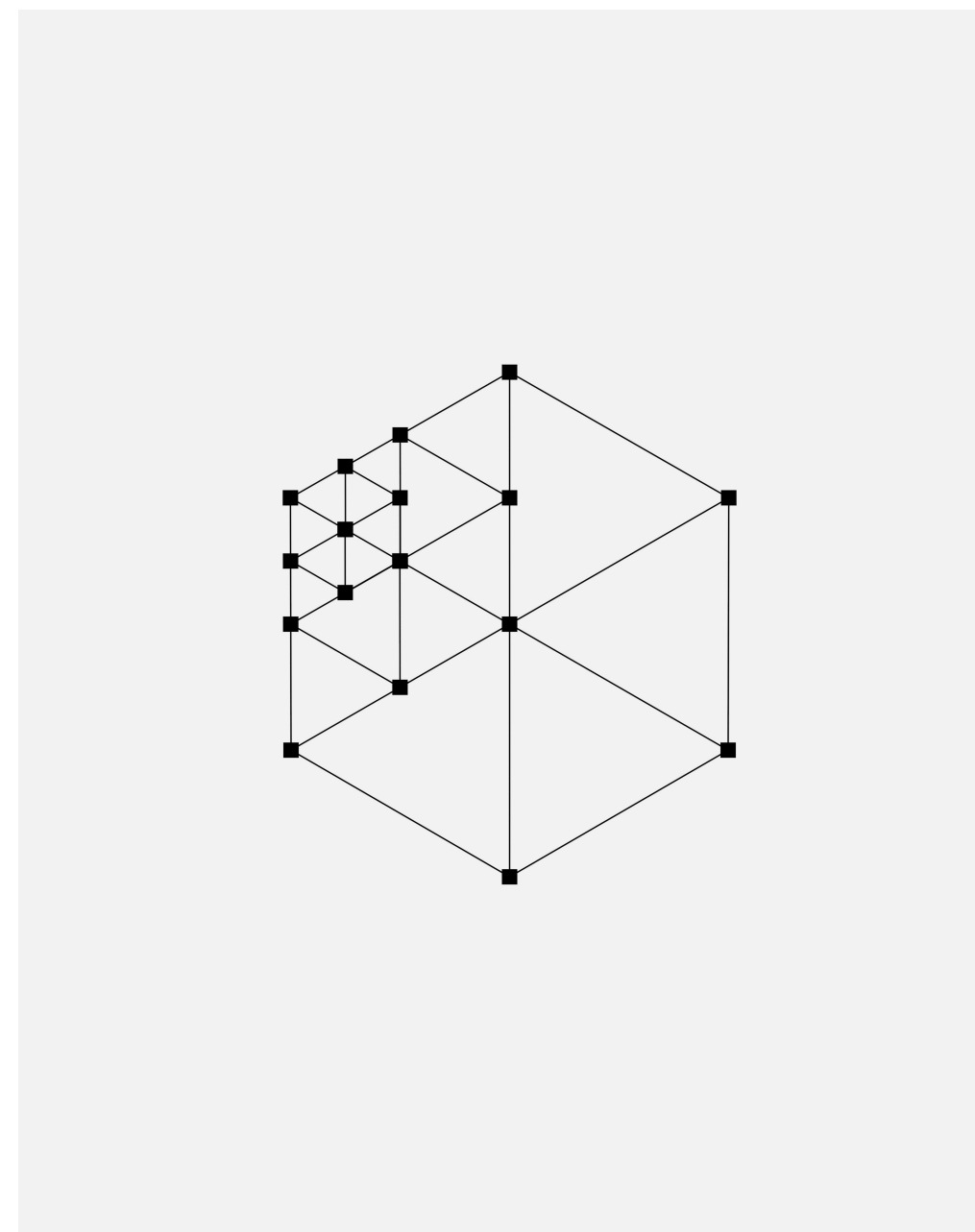
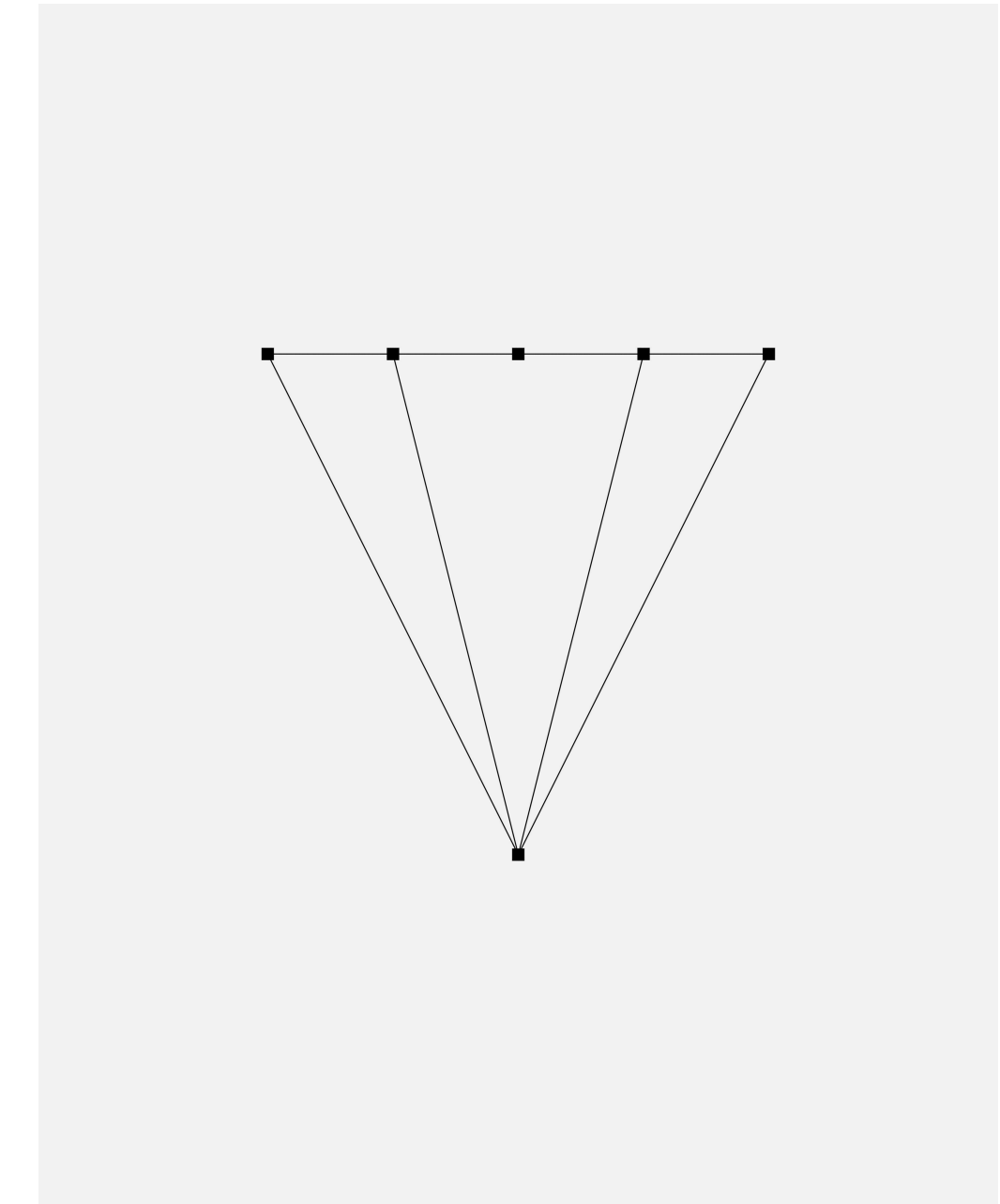
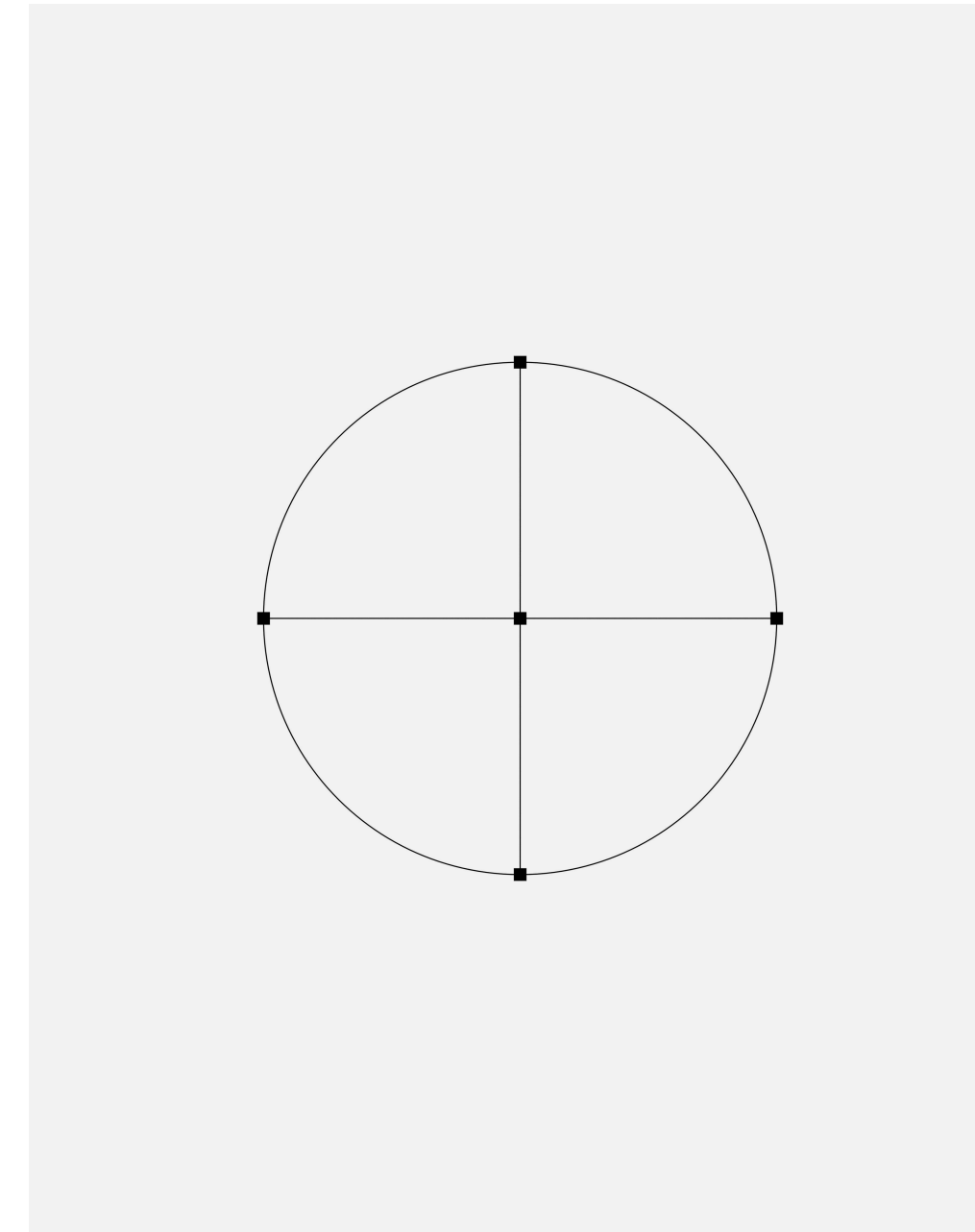
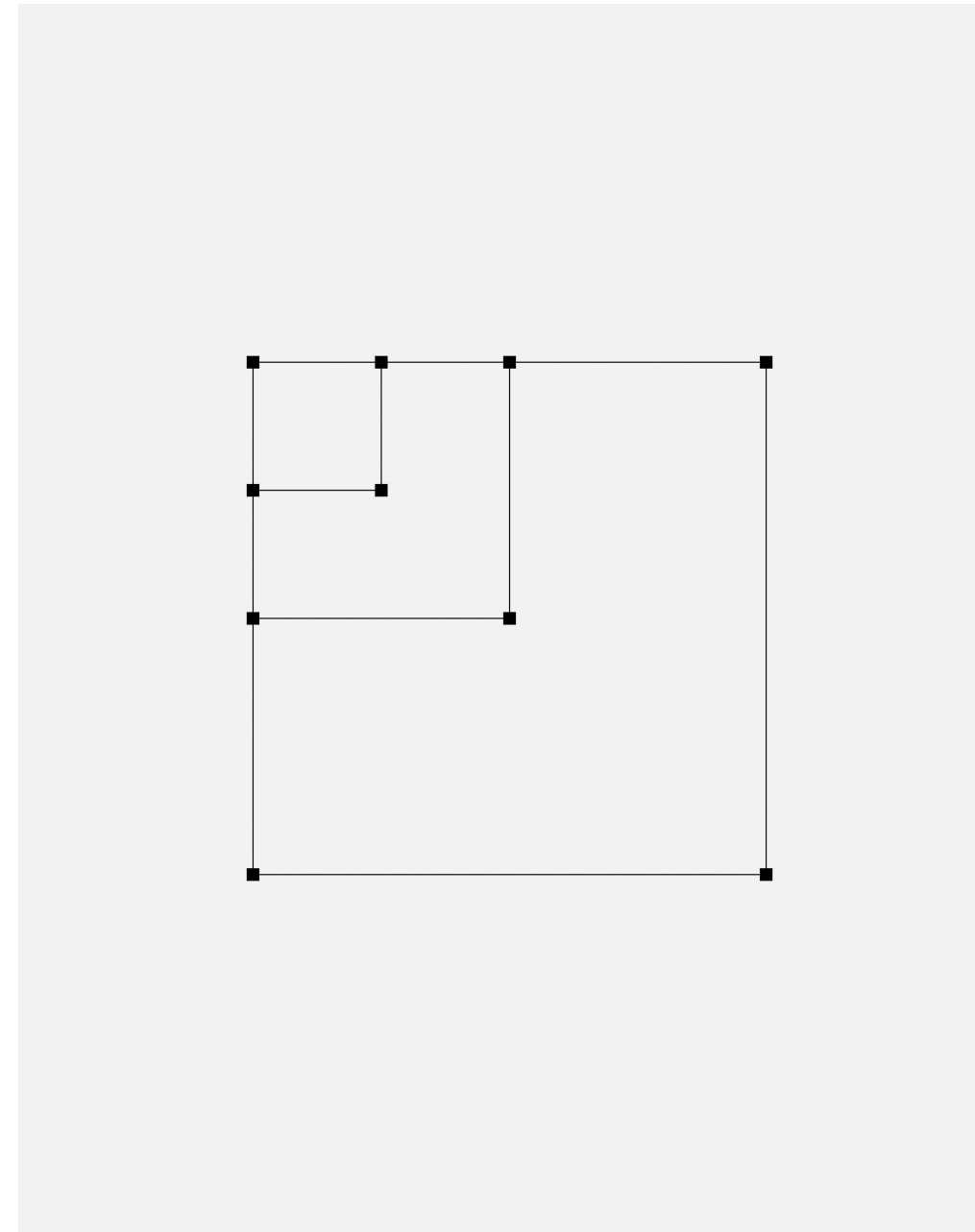
Each illustration is built on a shared construction framework, bringing consistency across the set and enabling a systematic approach to development and production.



## Visual Language

### Dimension

Our visual language works in two formats: simple, flat diagrams and isometric 3D versions. Each has distinct strengths and is better suited to different scenarios and contexts. As a rule, the simplest expression of an idea is usually the most effective. When a concept requires more nuance, the 3D versions (bottom row) give us additional depth and flexibility to communicate more complex ideas.



## 5.4

### Visual Language

#### Scale

To keep illustrations legible at any size, we use two scale presets. Each grid cell represents 50 px.

Large illustrations

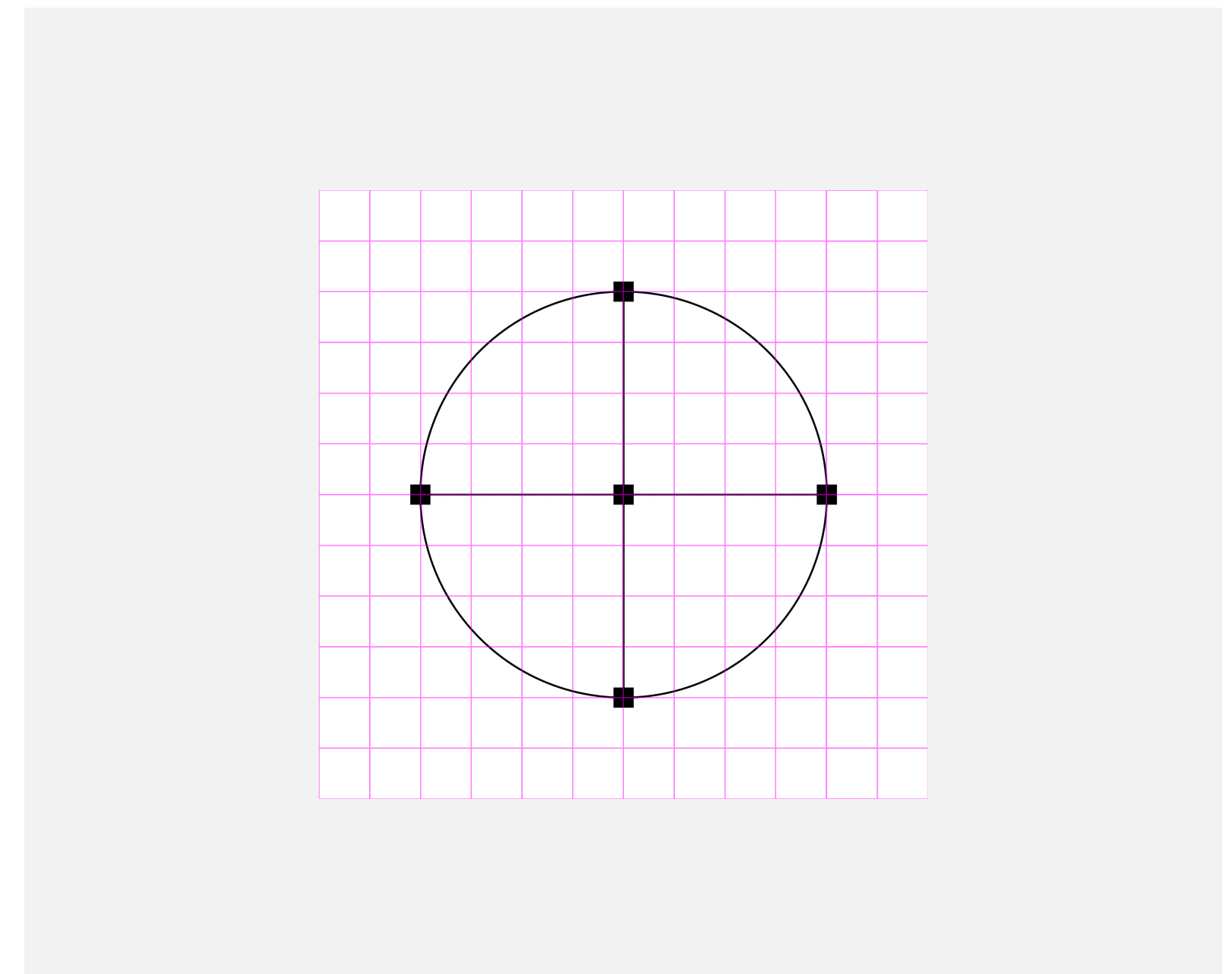
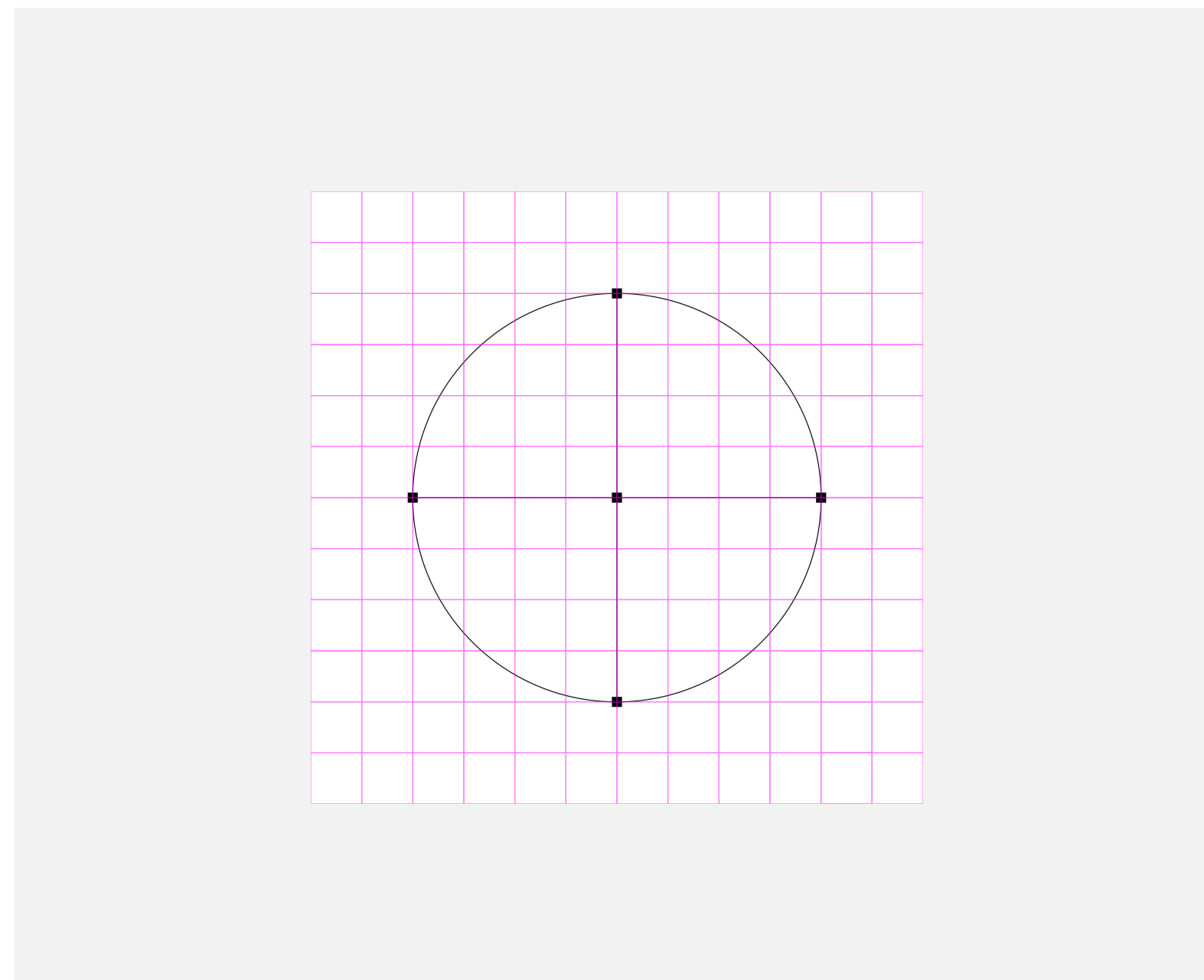
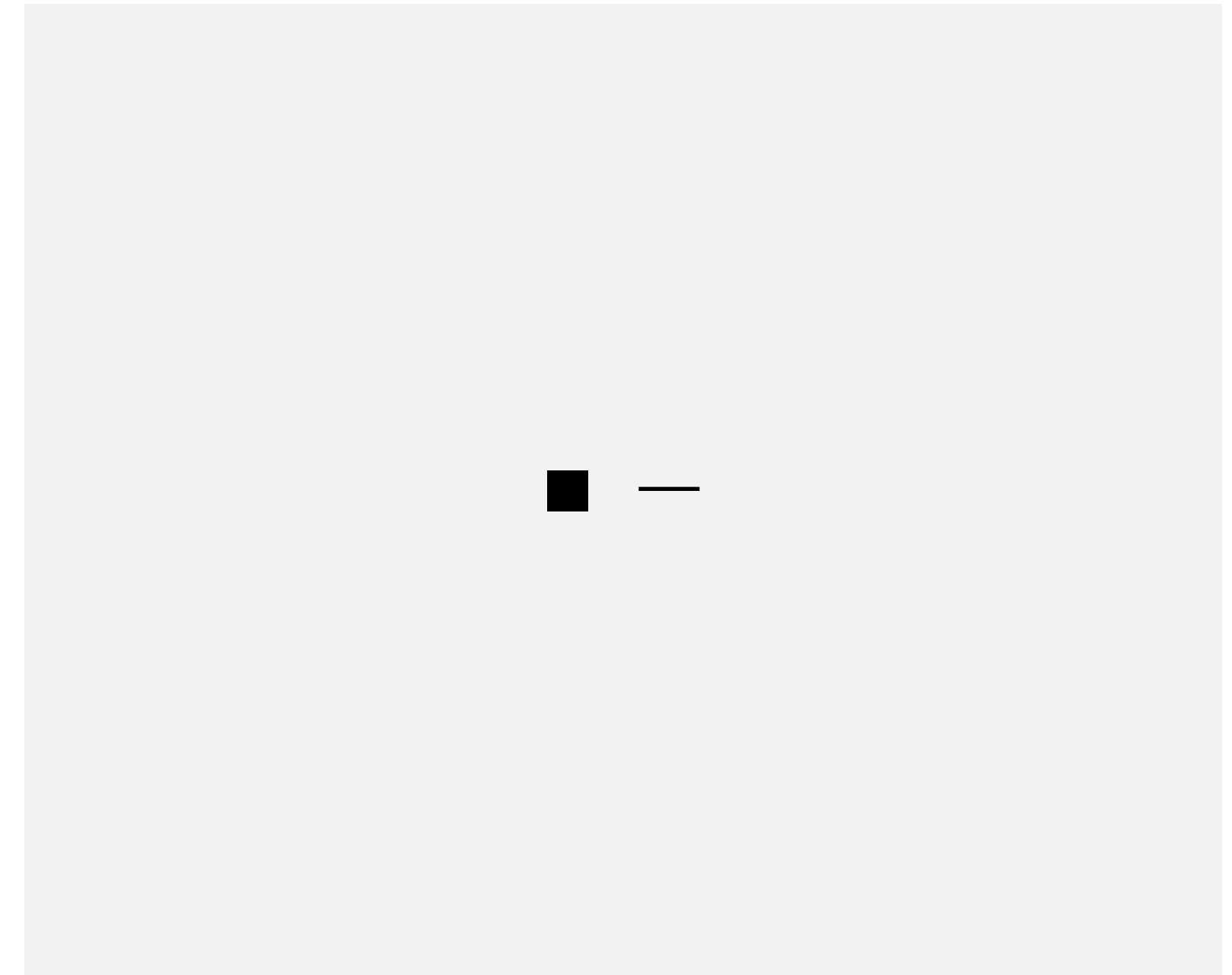
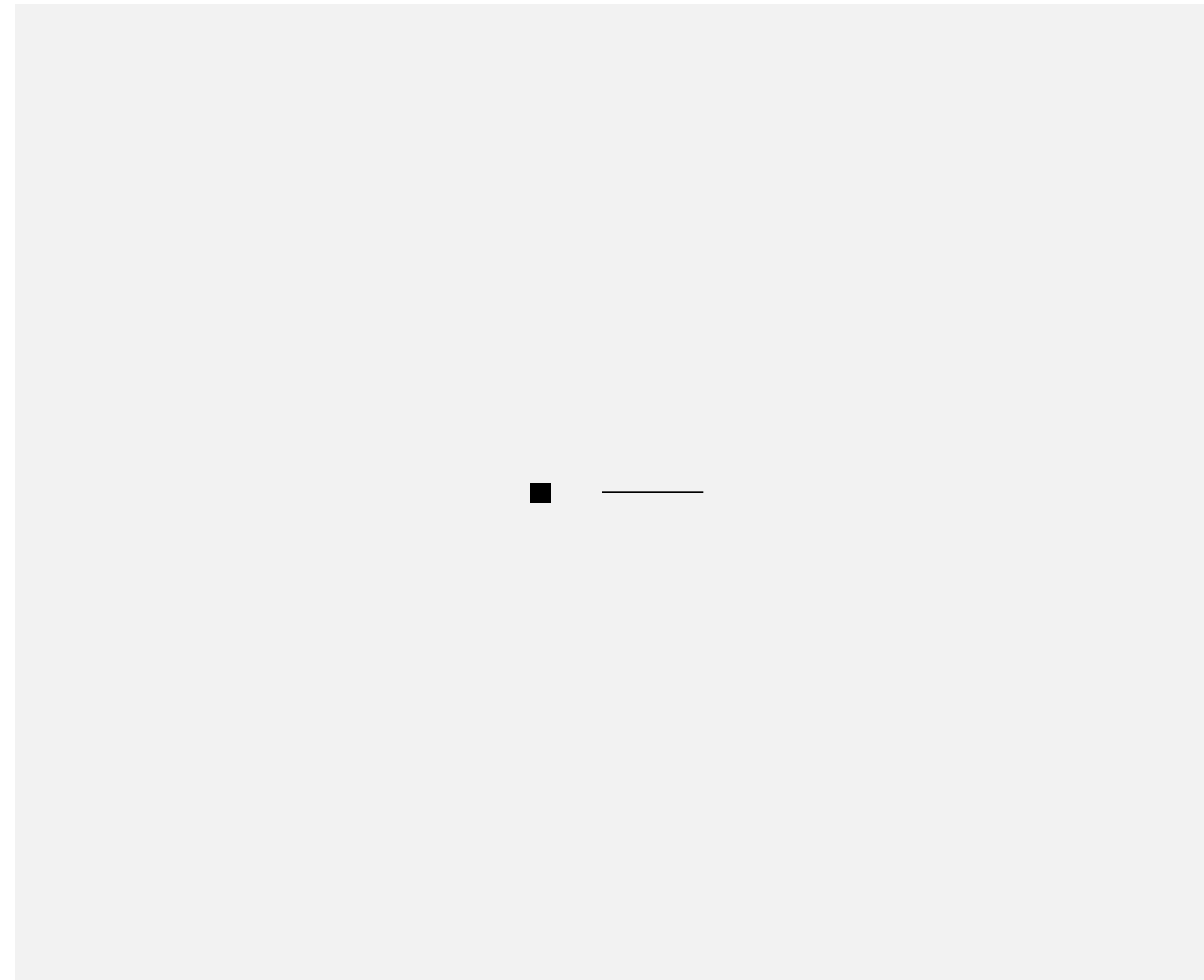
Line weight: 1 px

Square node: 10 × 10 px

Small illustrations

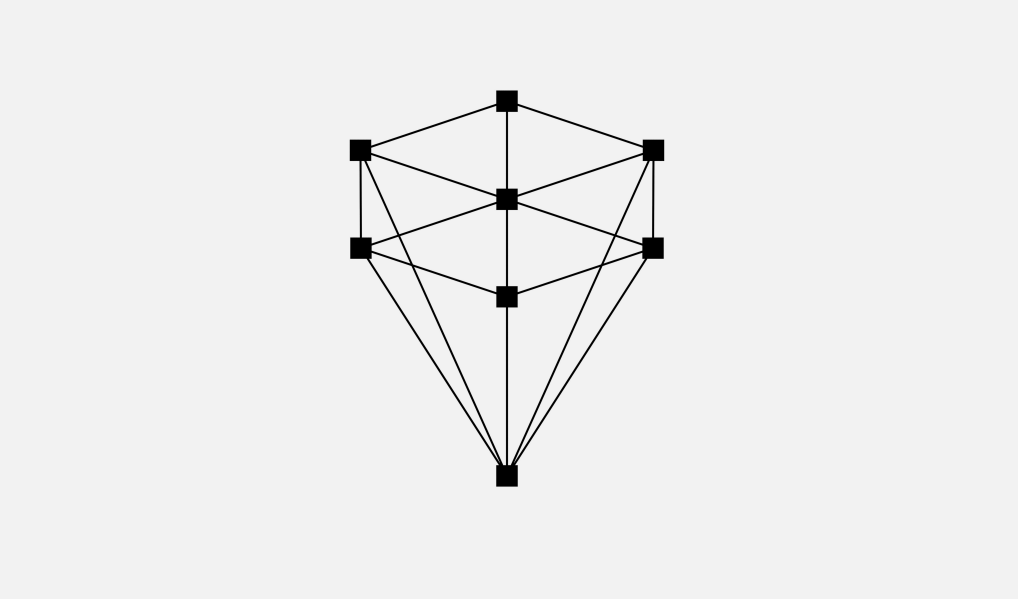
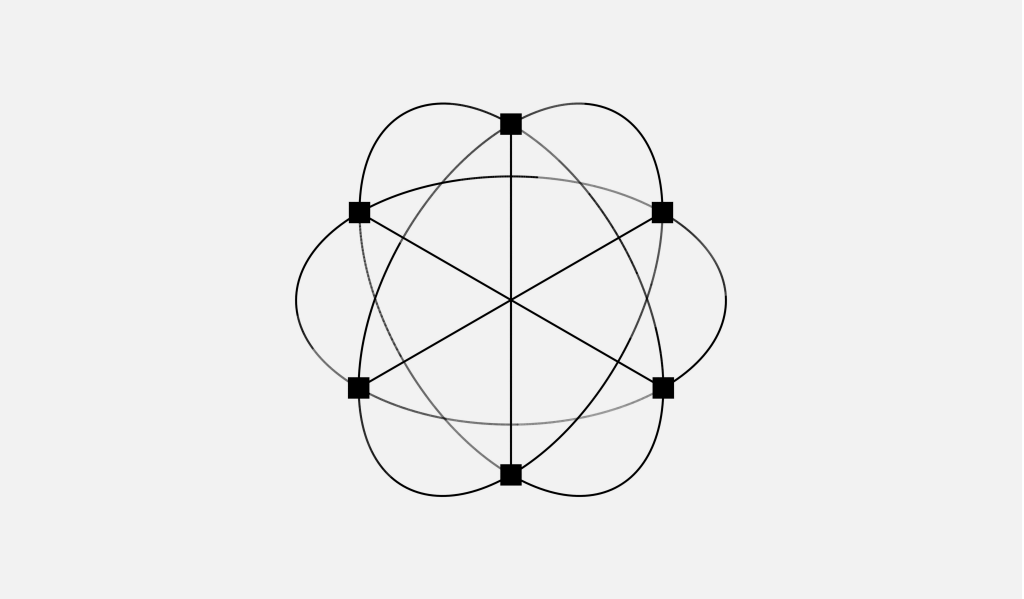
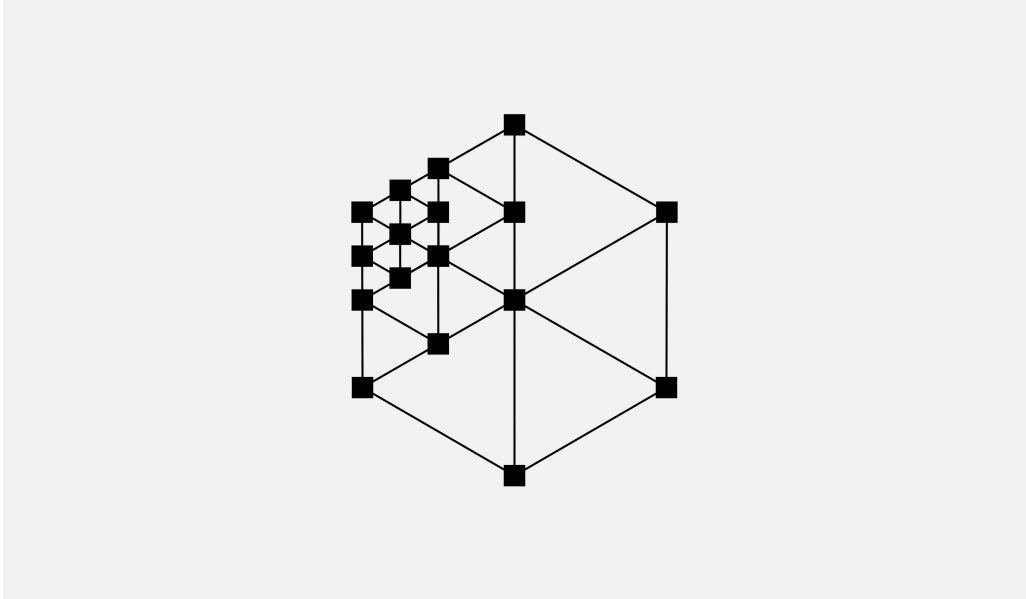
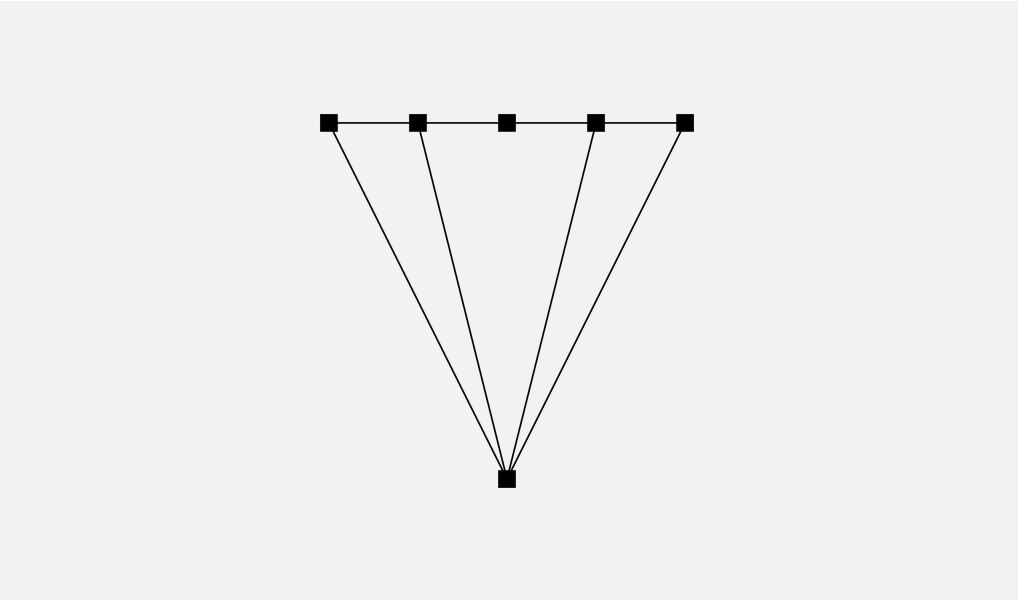
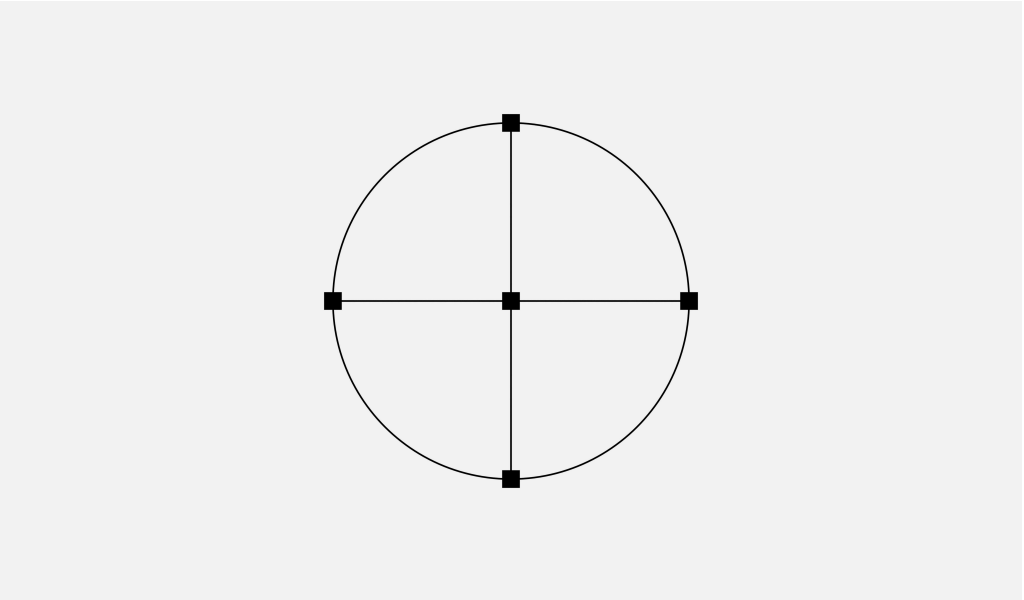
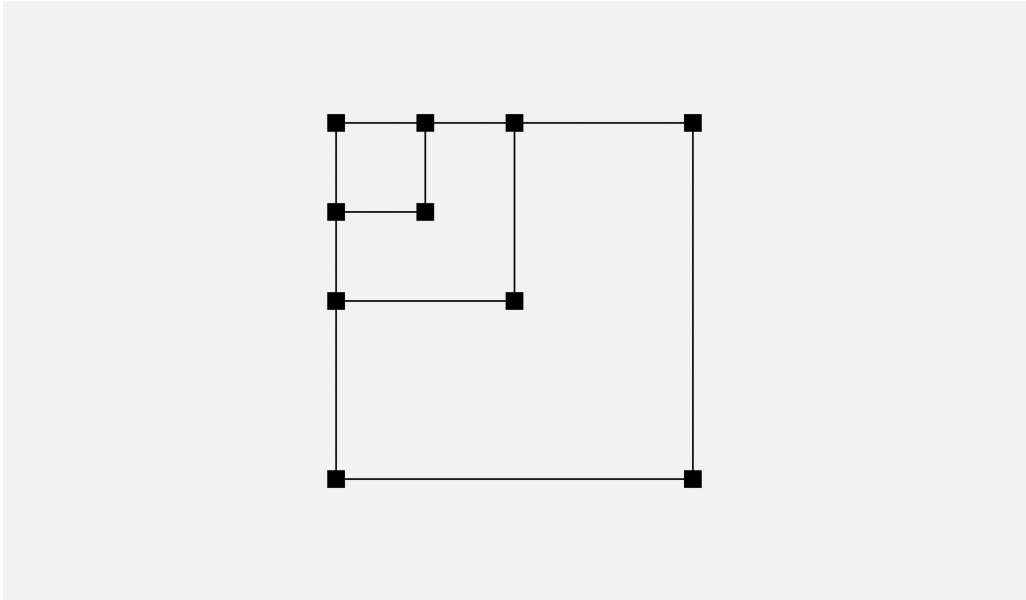
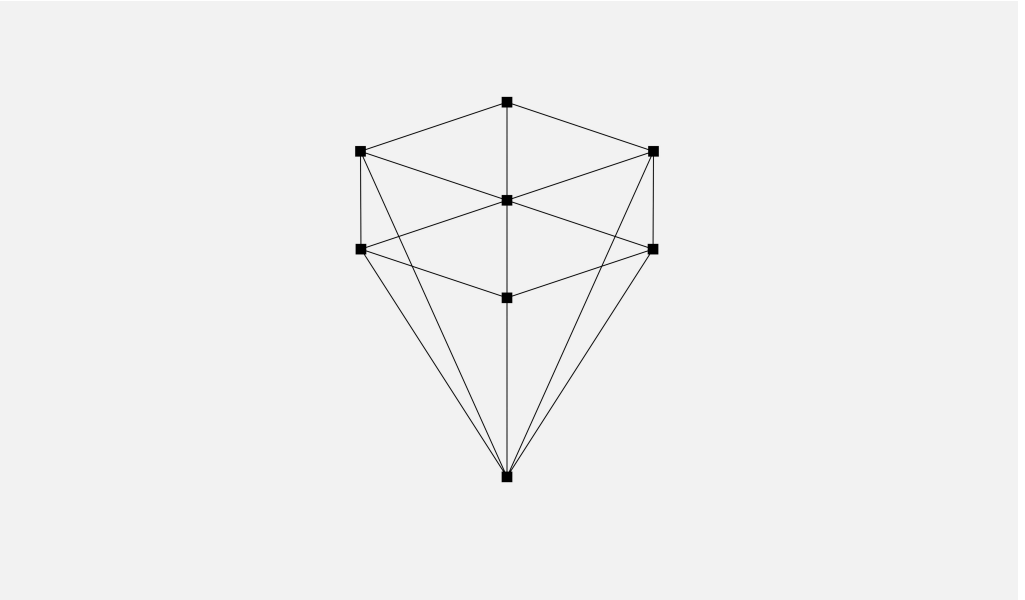
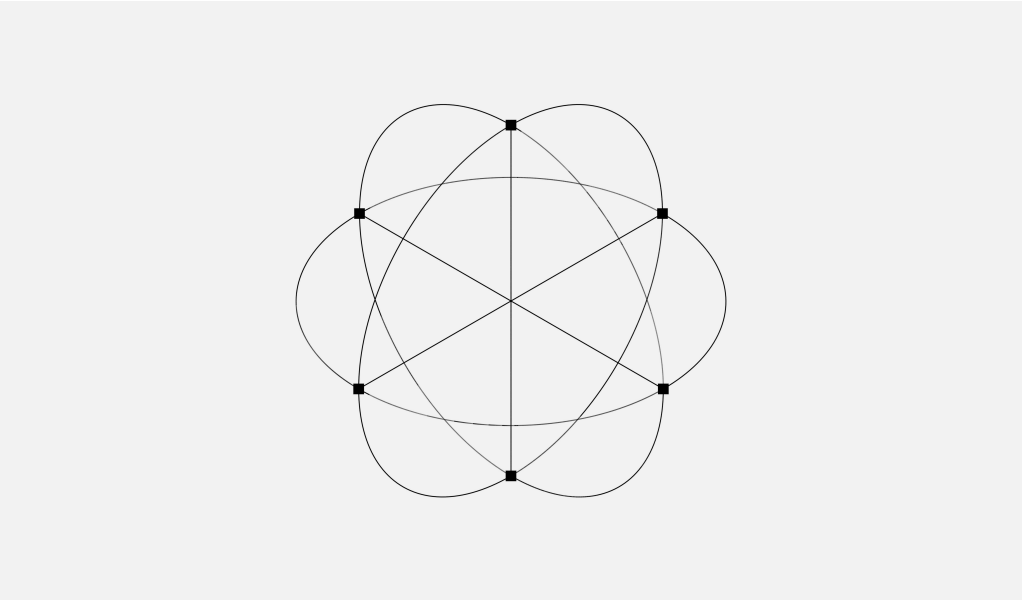
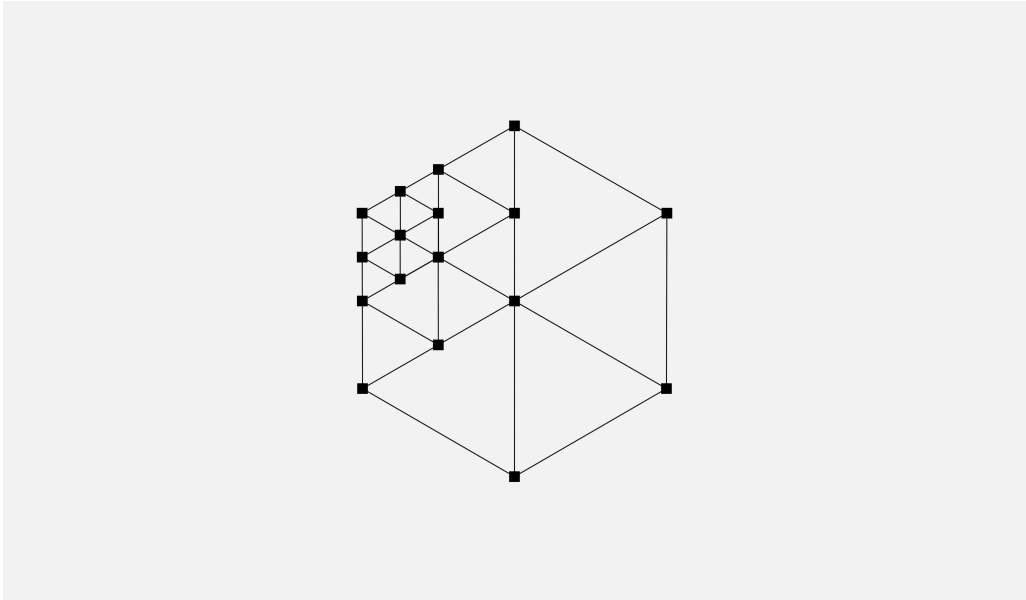
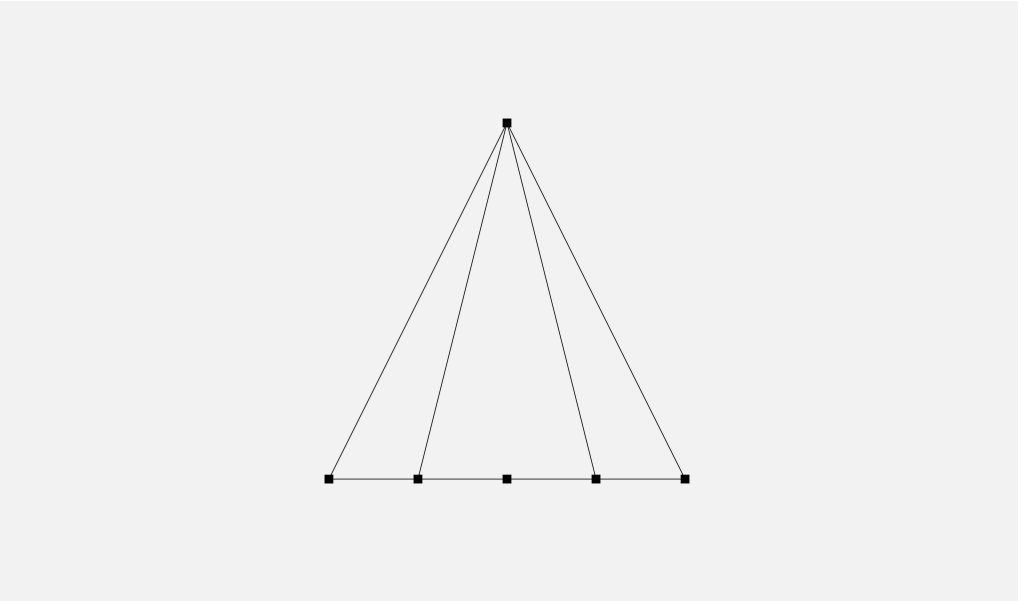
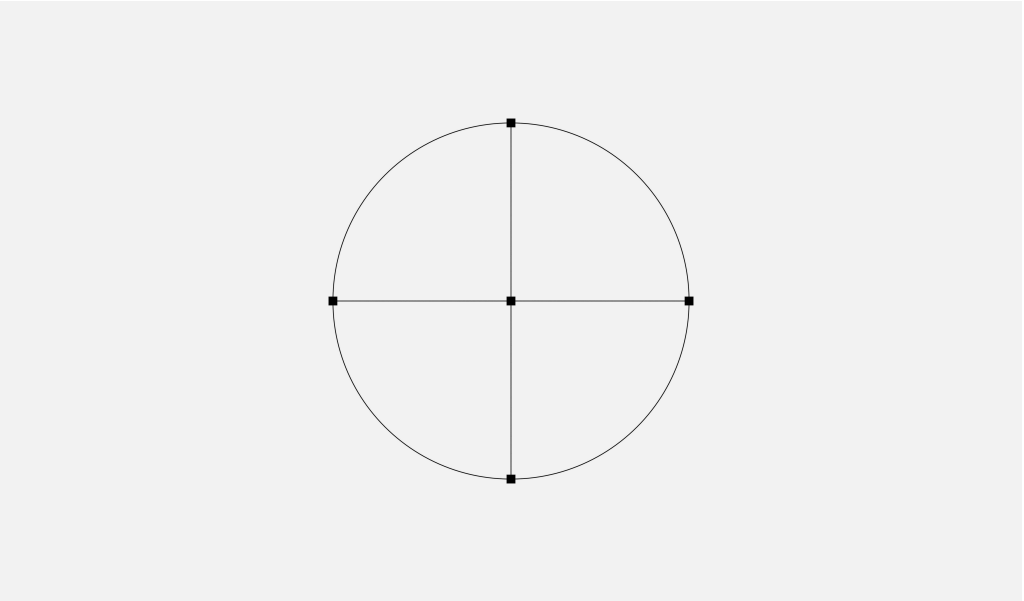
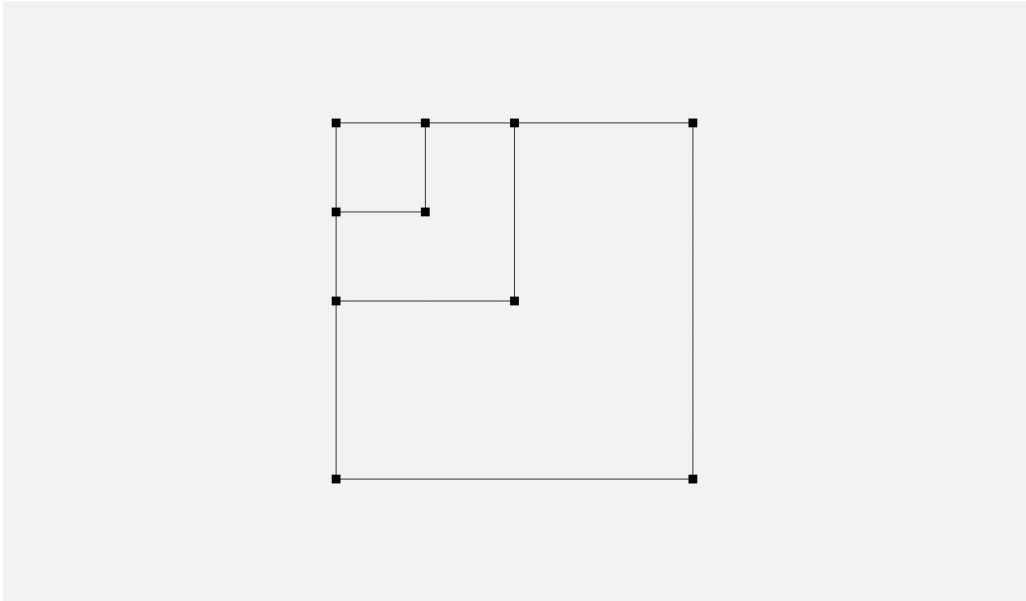
Line weight: 2 px

Square node: 20 × 20 px



# Visual Language Library

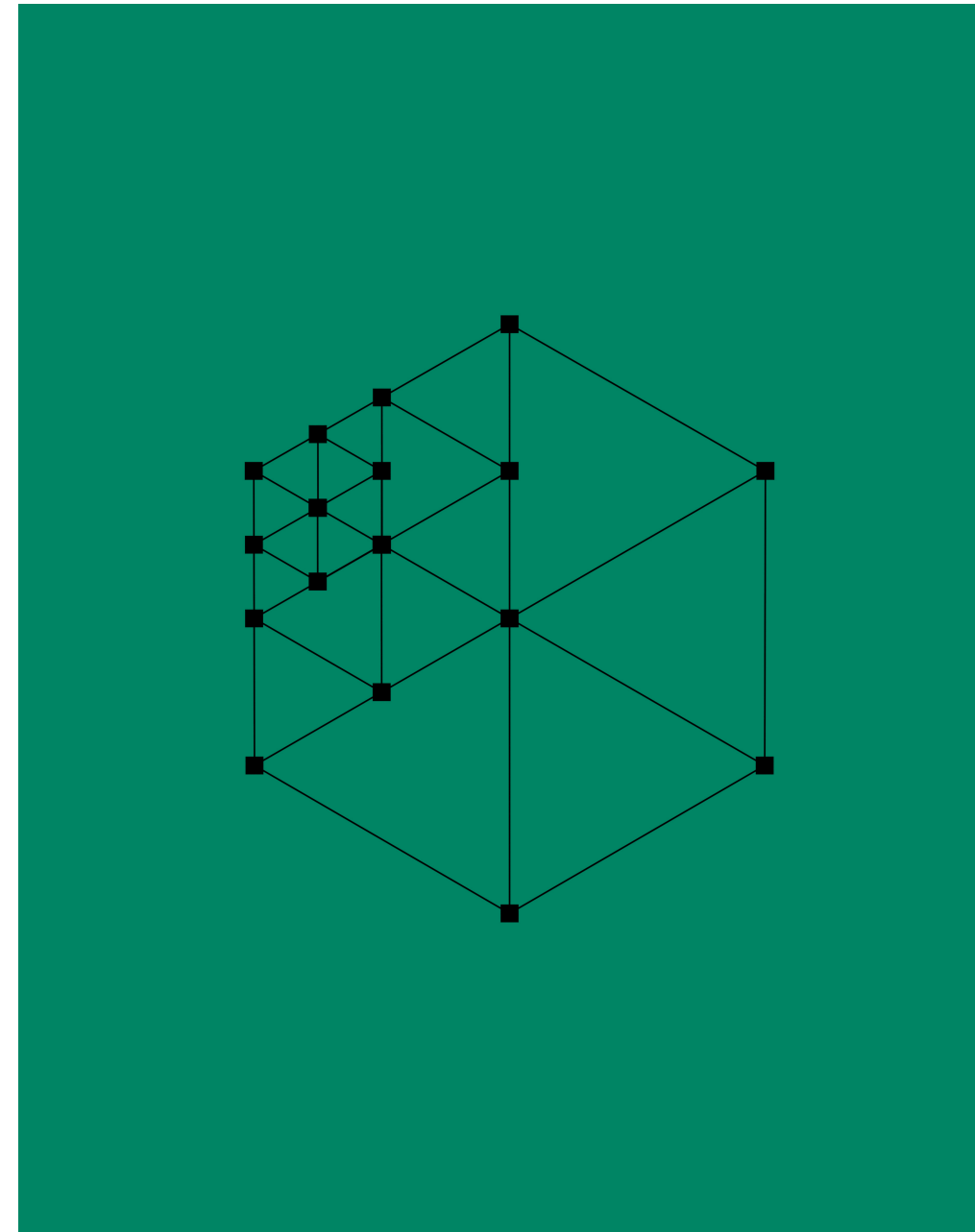
This systematic approach to building illustrations results in four versions of each concept: flat and isometric views, each available in large and small scales.



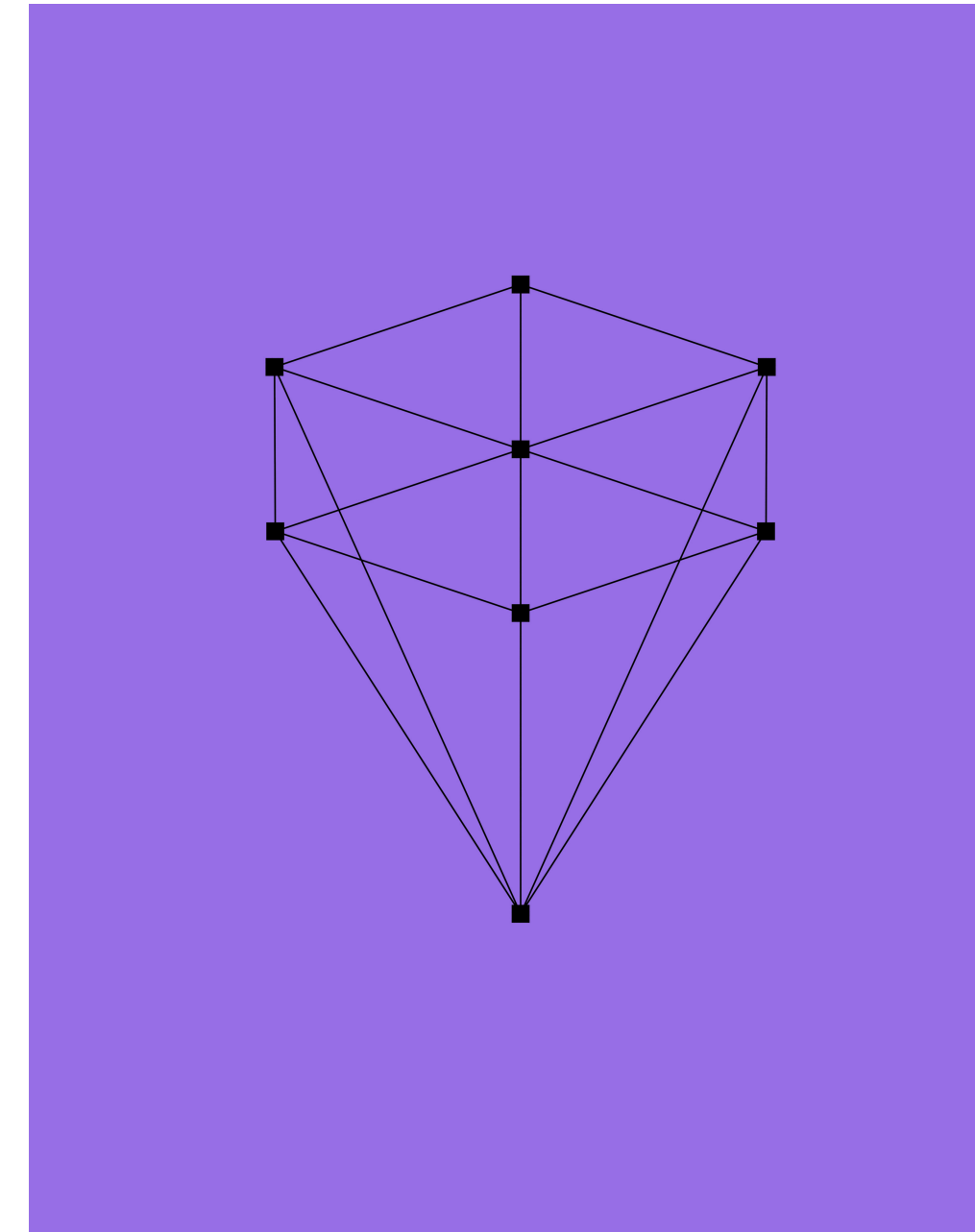
## Visual Language

### Visual metaphors

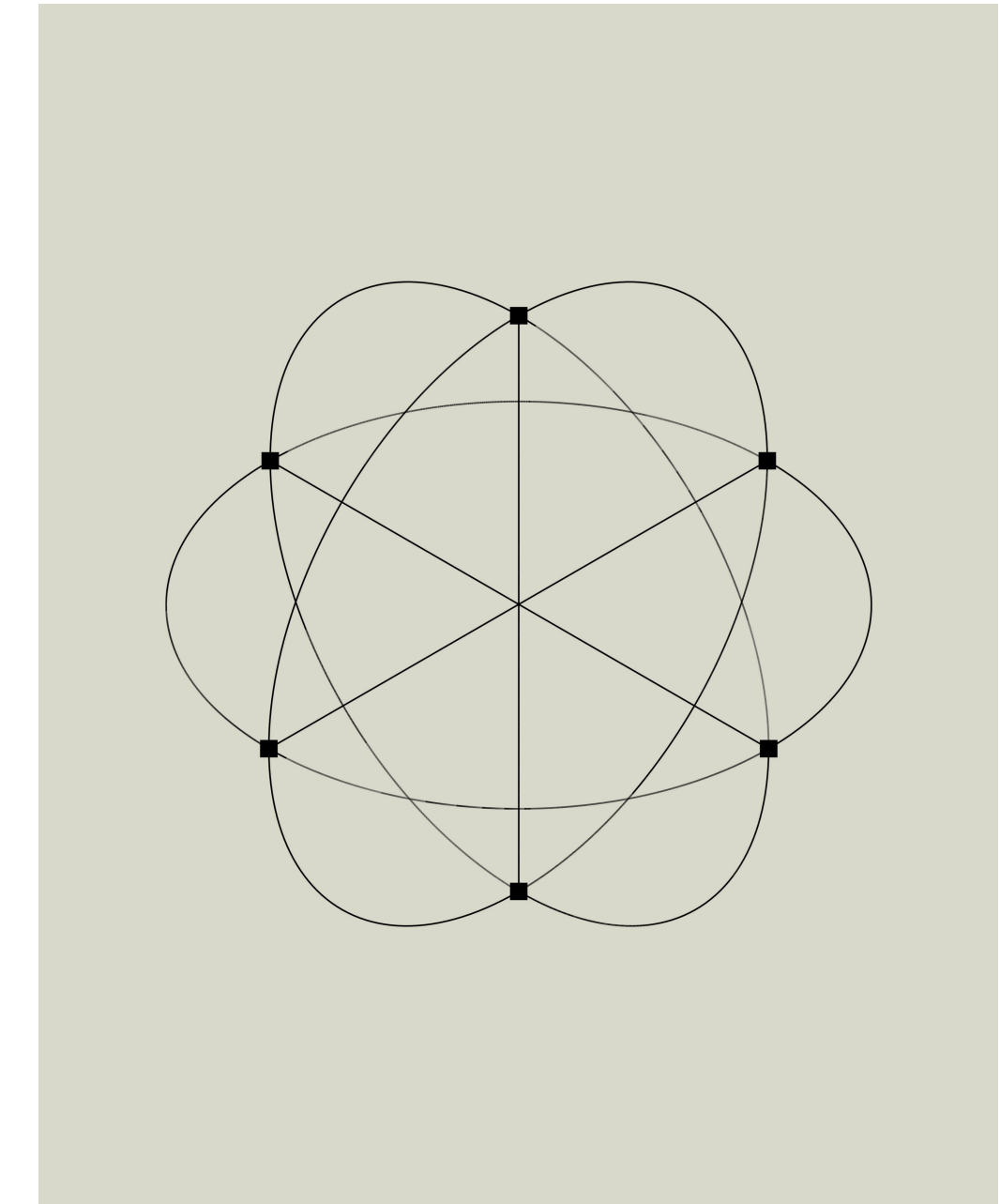
Each illustration should abstract a clear idea or concept. It shouldn't be a literal, on-the-nose pictogram, but it also shouldn't require multiple leaps to understand. Most importantly, the illustration must directly support the content—it shouldn't be used as an arbitrary graphic without an obvious connection.



Modularity



Identify / Spotlight



Global



## Visual Language

### Iconography

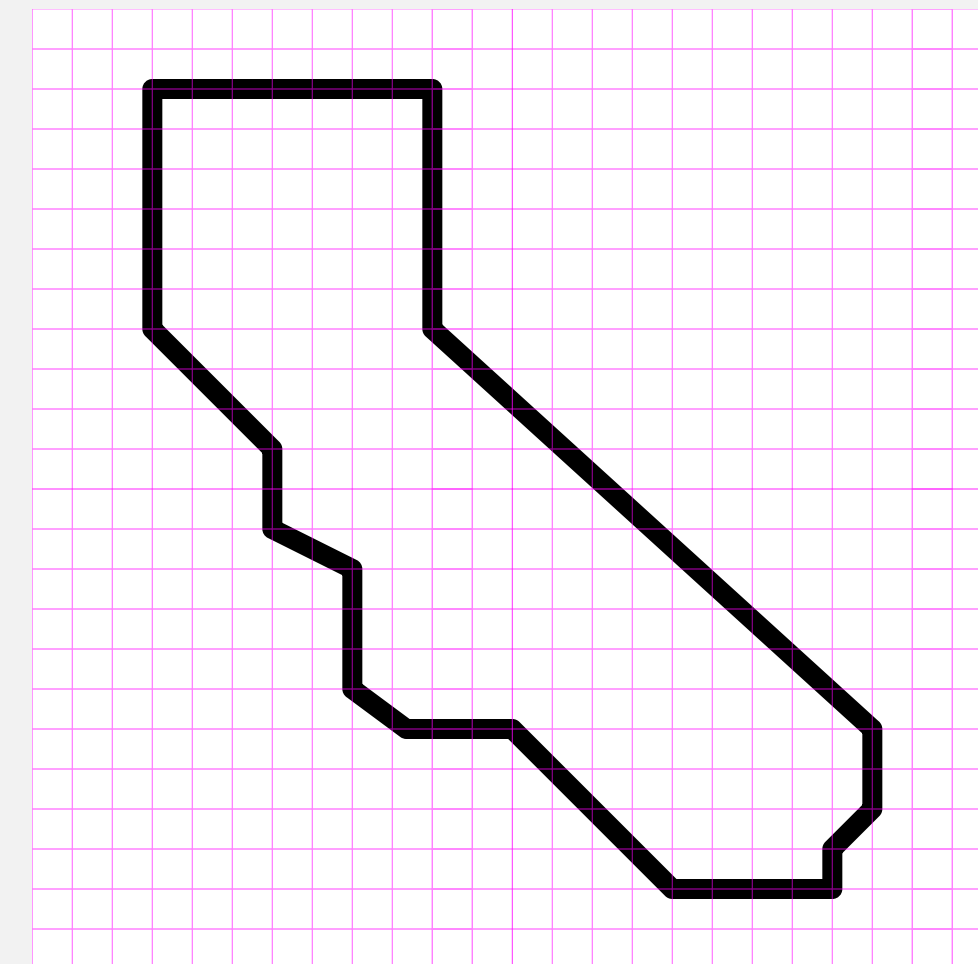
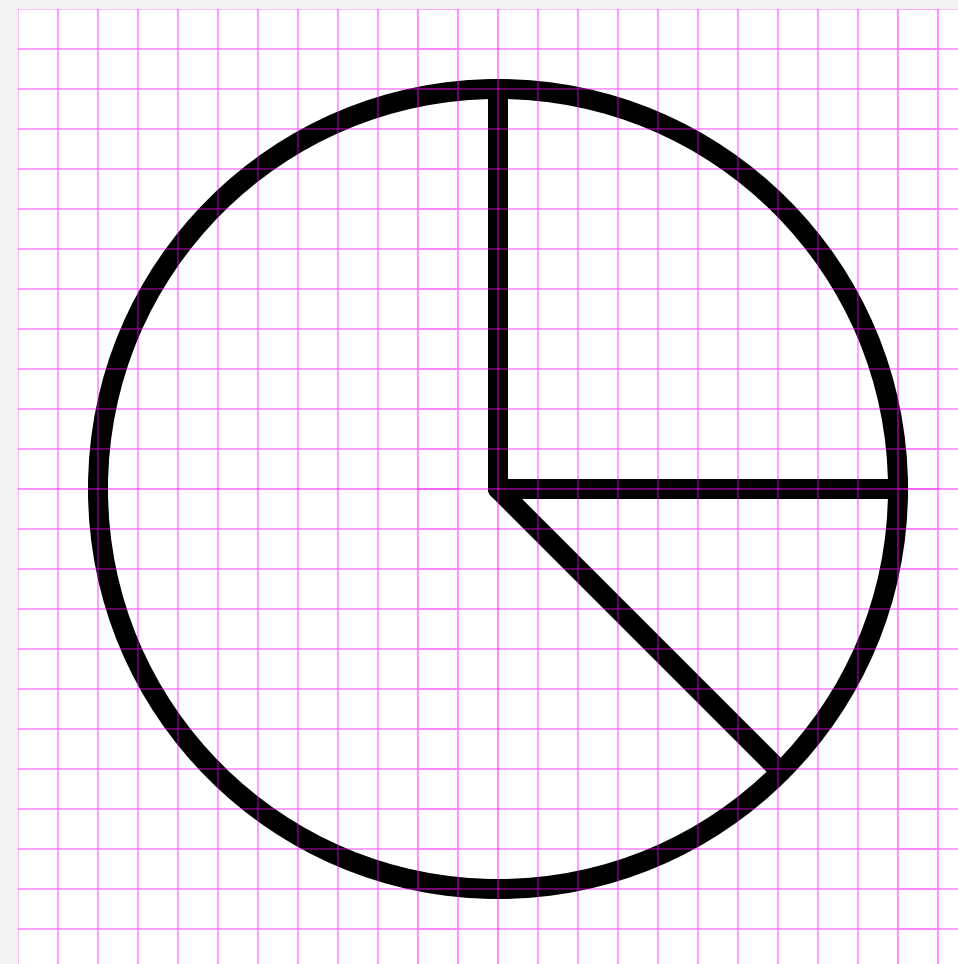
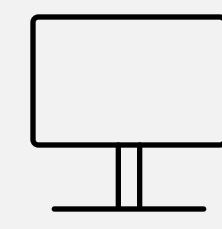
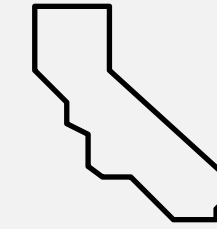
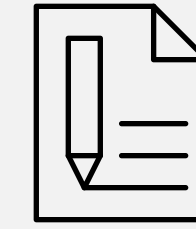
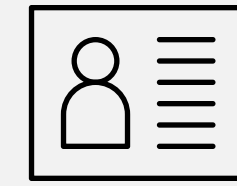
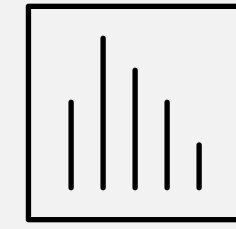
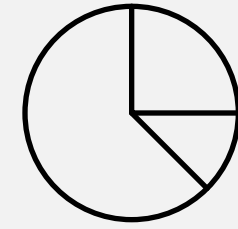
Iconography follows the same principles of our larger illustrations. The grid is broken down further to allow more detail and visual balance.

#### Iconography

Line weight: 1 px

Grid size: 2px @ 48px square

End points: round



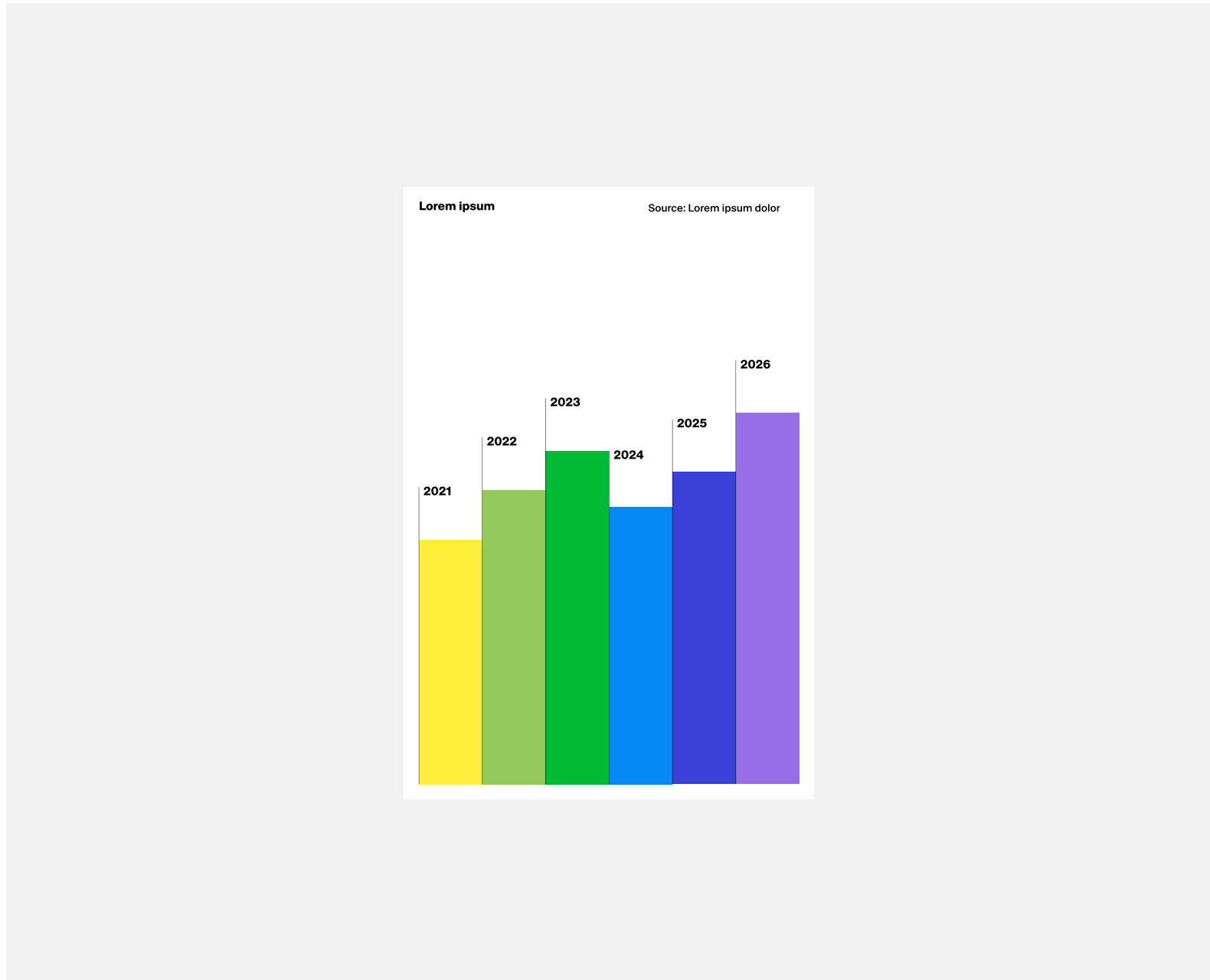
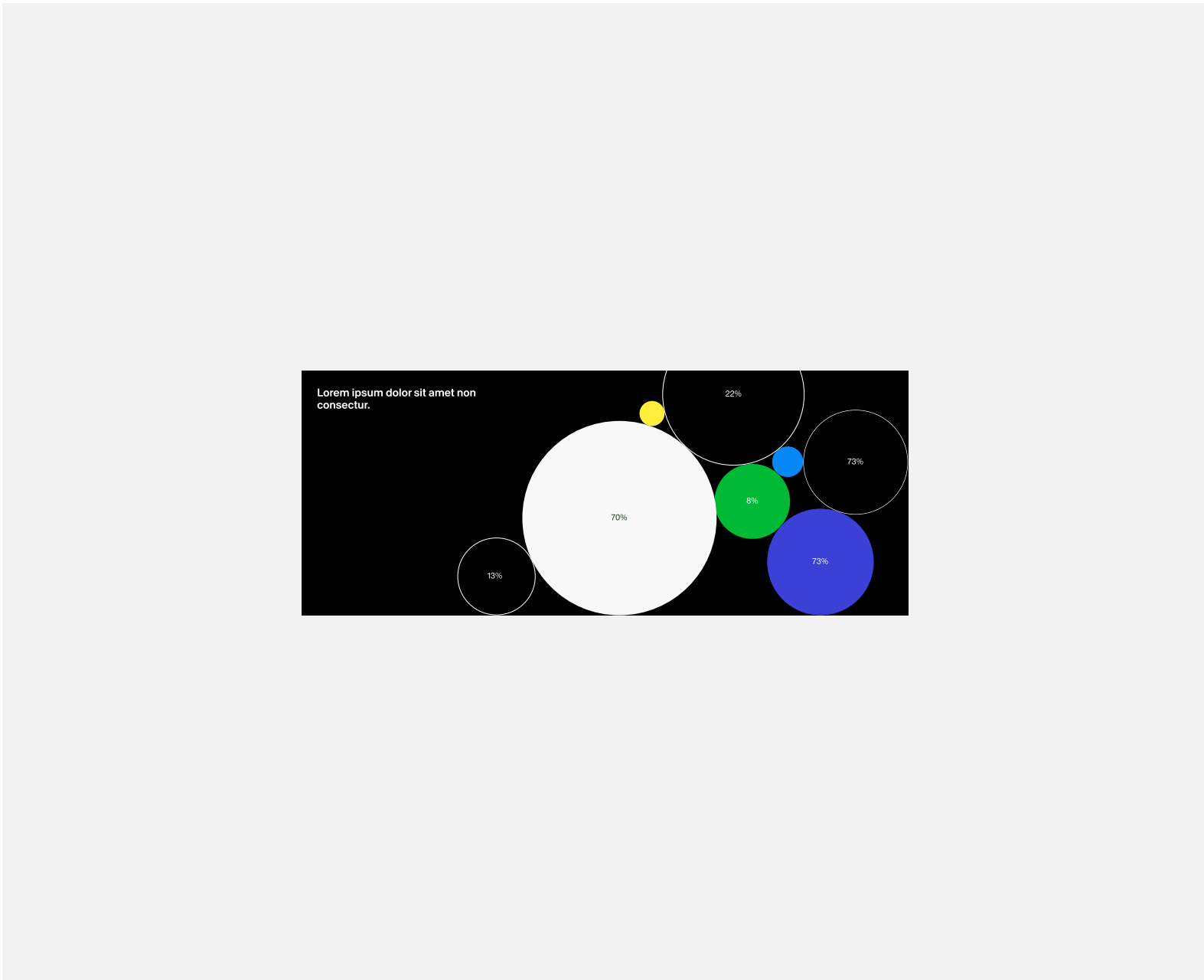
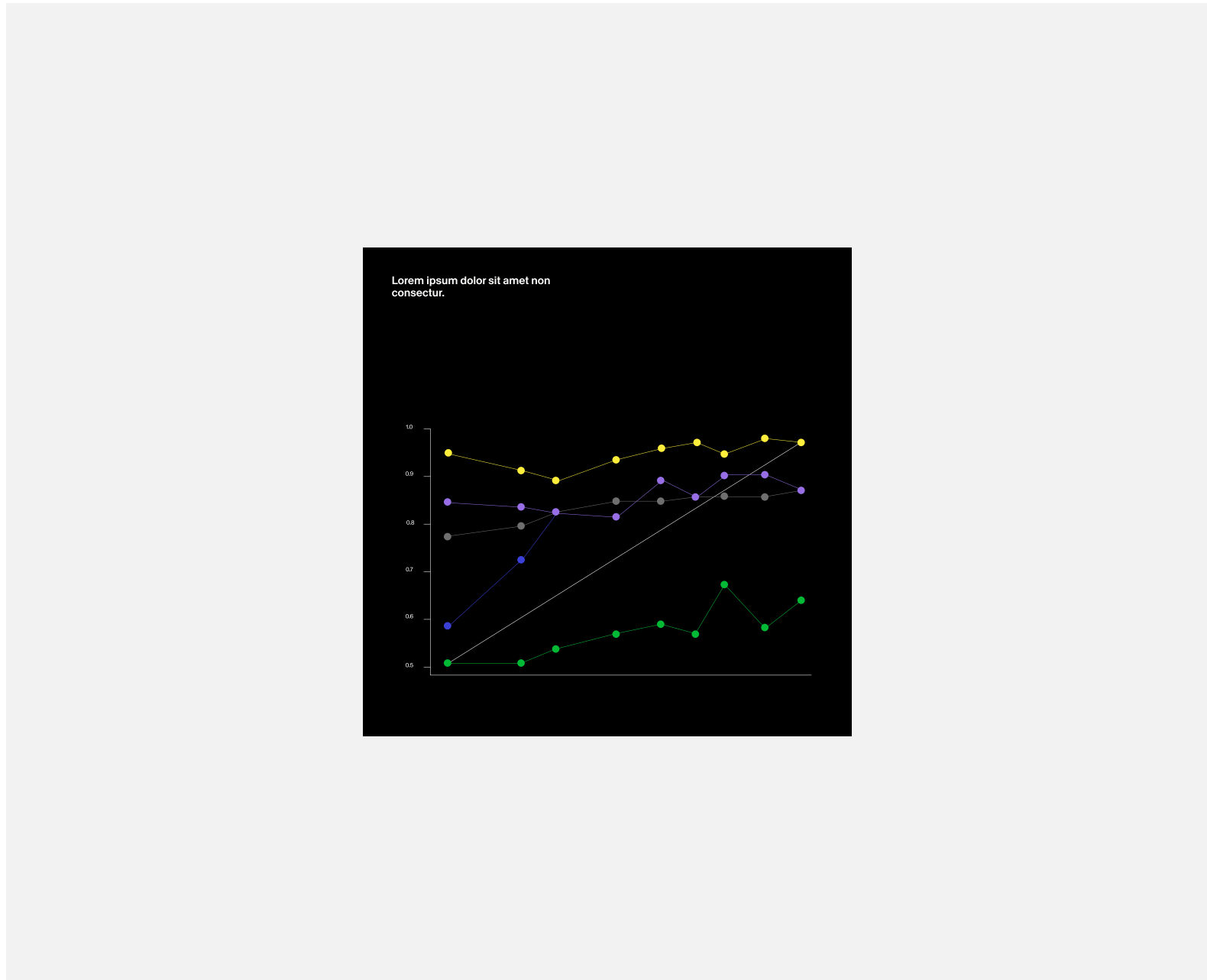
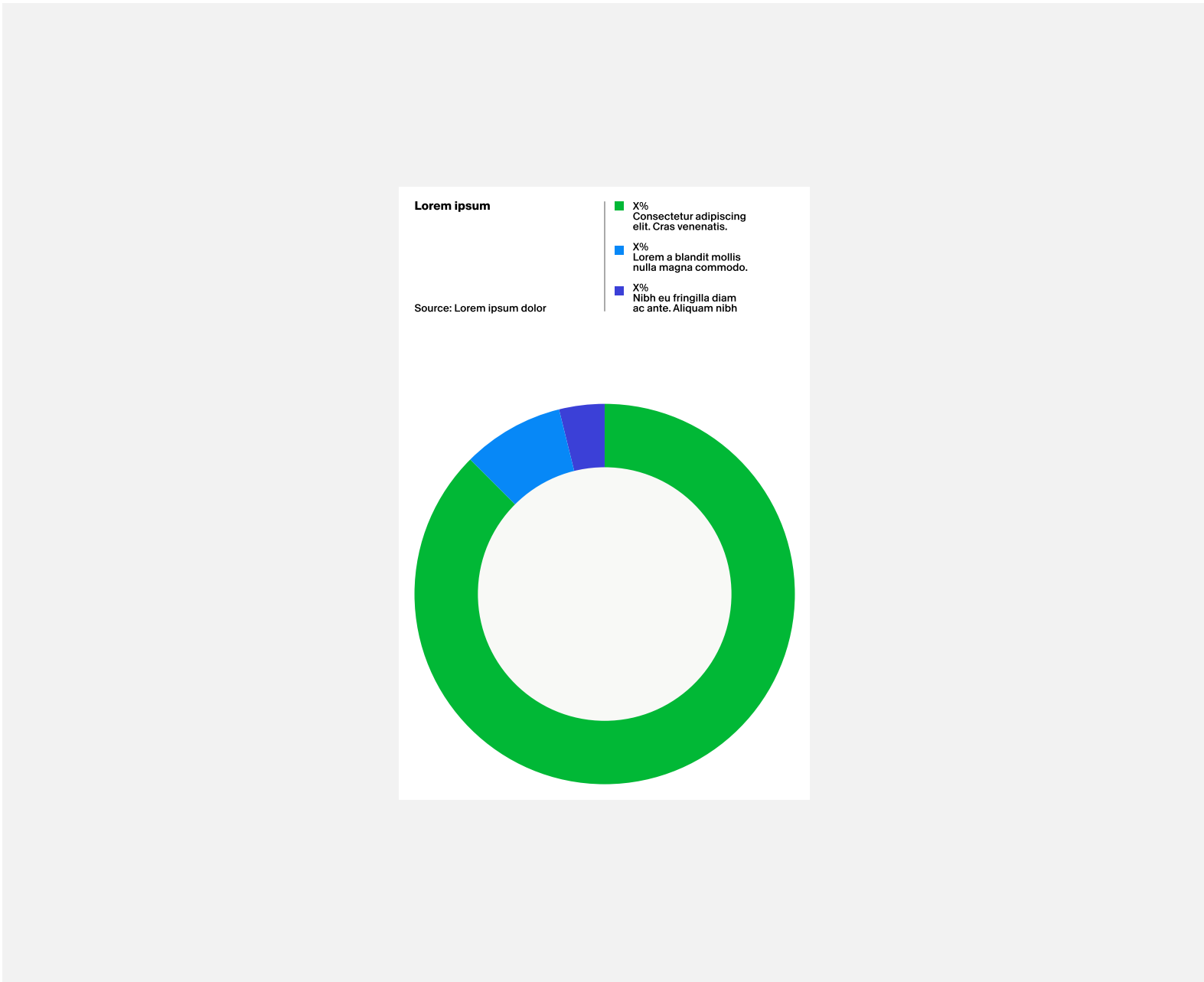
# Visual Language

## Infographics

Beyond illustration, the visual language appears throughout the identity in more practical ways. For example, a fine line can divide space, or a colored square can serve as a chart legend marker.

Color use should be determined based on complexity and context. Gestural, brand-level infographics should lean towards the primary palette for a simple, recognizable look, while more complex infographics inside larger branded pieces can draw from the secondary data viz palette to create clearer structure and separation.

When an infographic requires a broader range of distinct colors, use the secondary data visualization palette.



5.10

Visual Language  
Beyond Illustration

Another application of the fine-line device is in brackets. It can highlight key information, segment space, or act as a container within layouts.

