

ORACLE

Redwood Brand Style Guide

October 2024

Brand Experience Team



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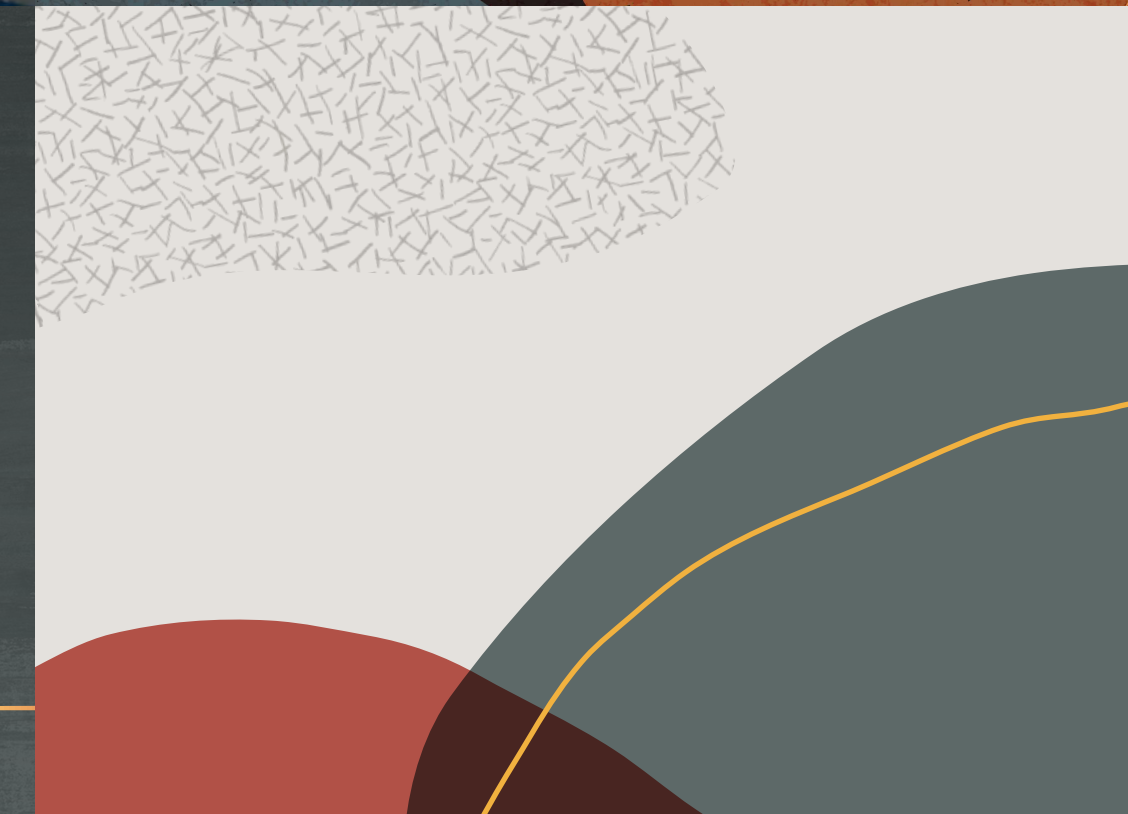
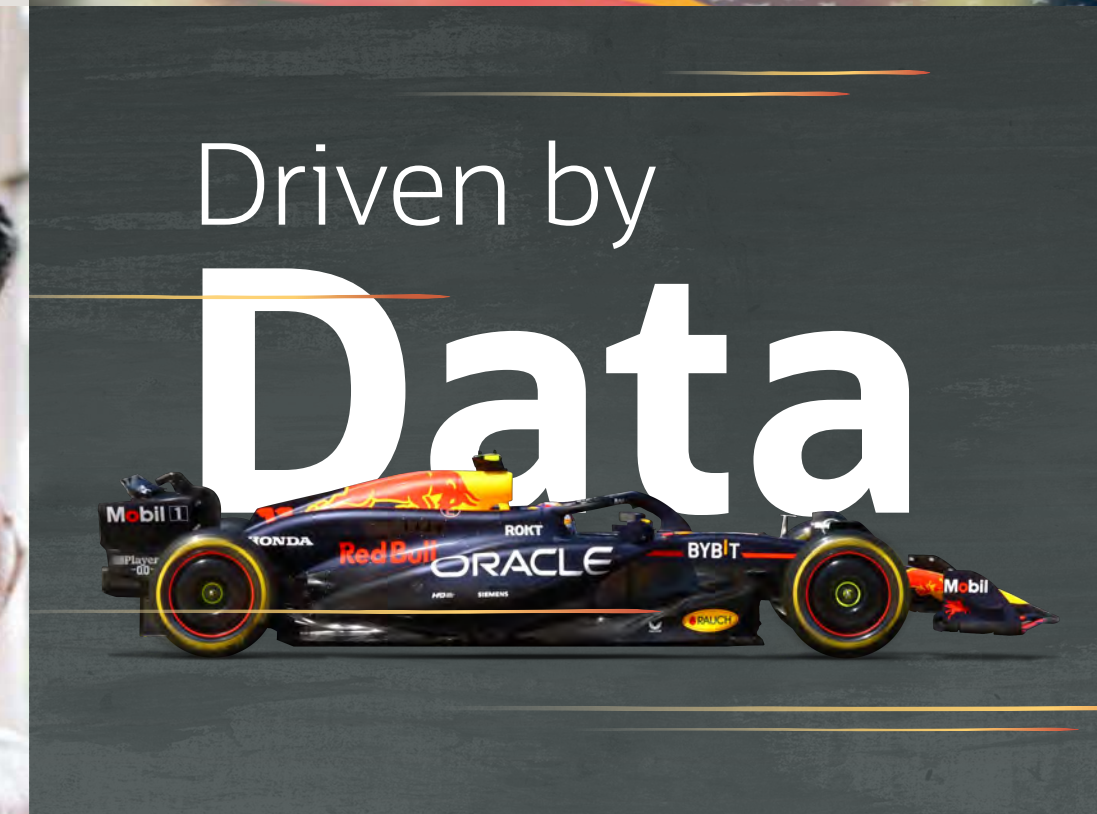
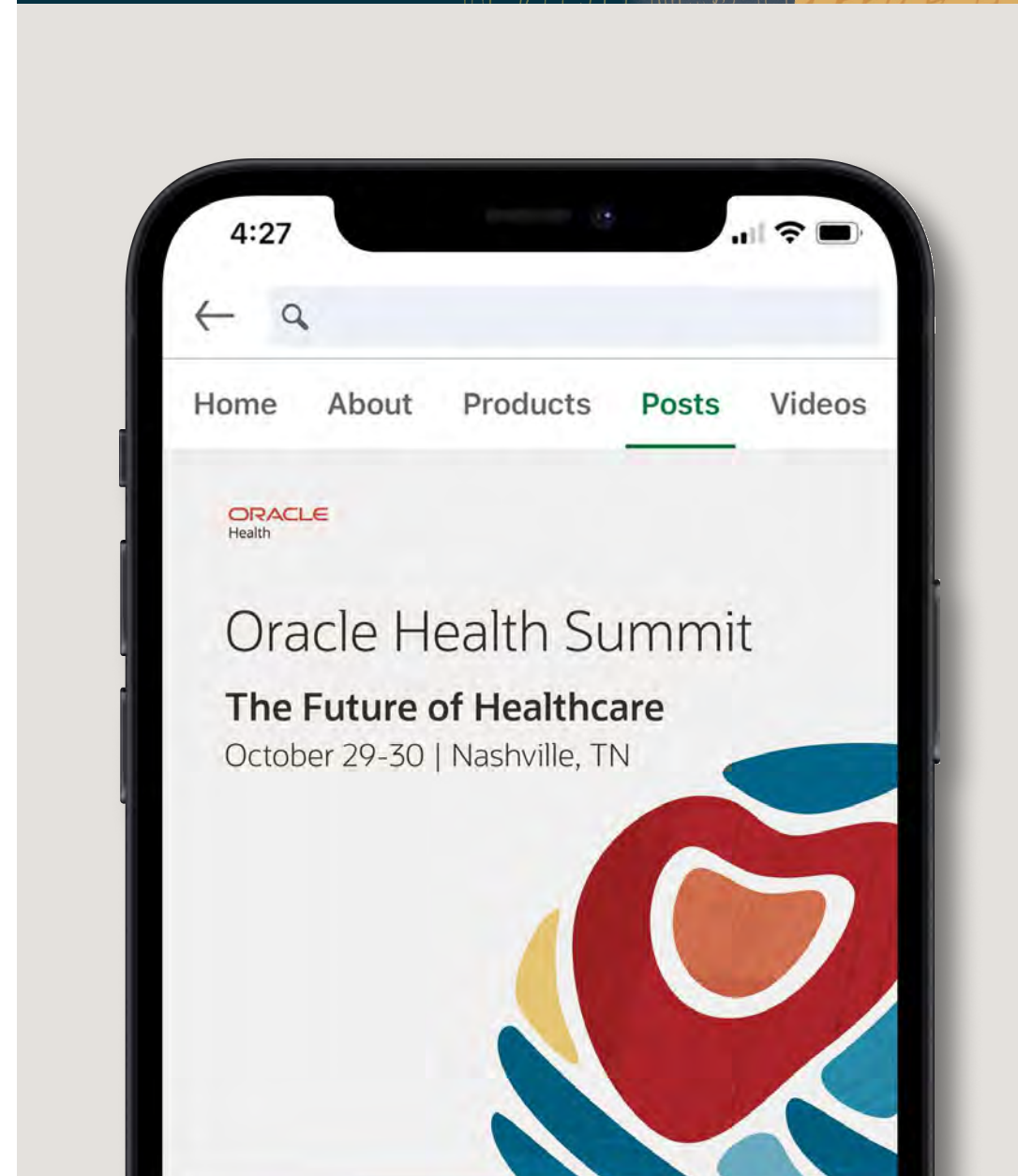
What is Redwood?

Redwood is the name of our product and brand design system.

But Redwood is much more than a collection of colors, components, and best practices. It's an ecosystem of distinctive ideas and practical tools designed to help you create a differentiated, yet consistent, brand expression for every customer touchpoint.

Redwood is rooted in a global perspective that reflects our shared humanity along with Oracle's more than four decades of experience as a leading technology company. Our brand combines warmth with strength. It's thoughtful, easily accessible, and always relevant.

The goal of everything we do—and every element of Redwood—is to put our people and customers at the center of one, undeniably Oracle story.



Redwood brand attributes

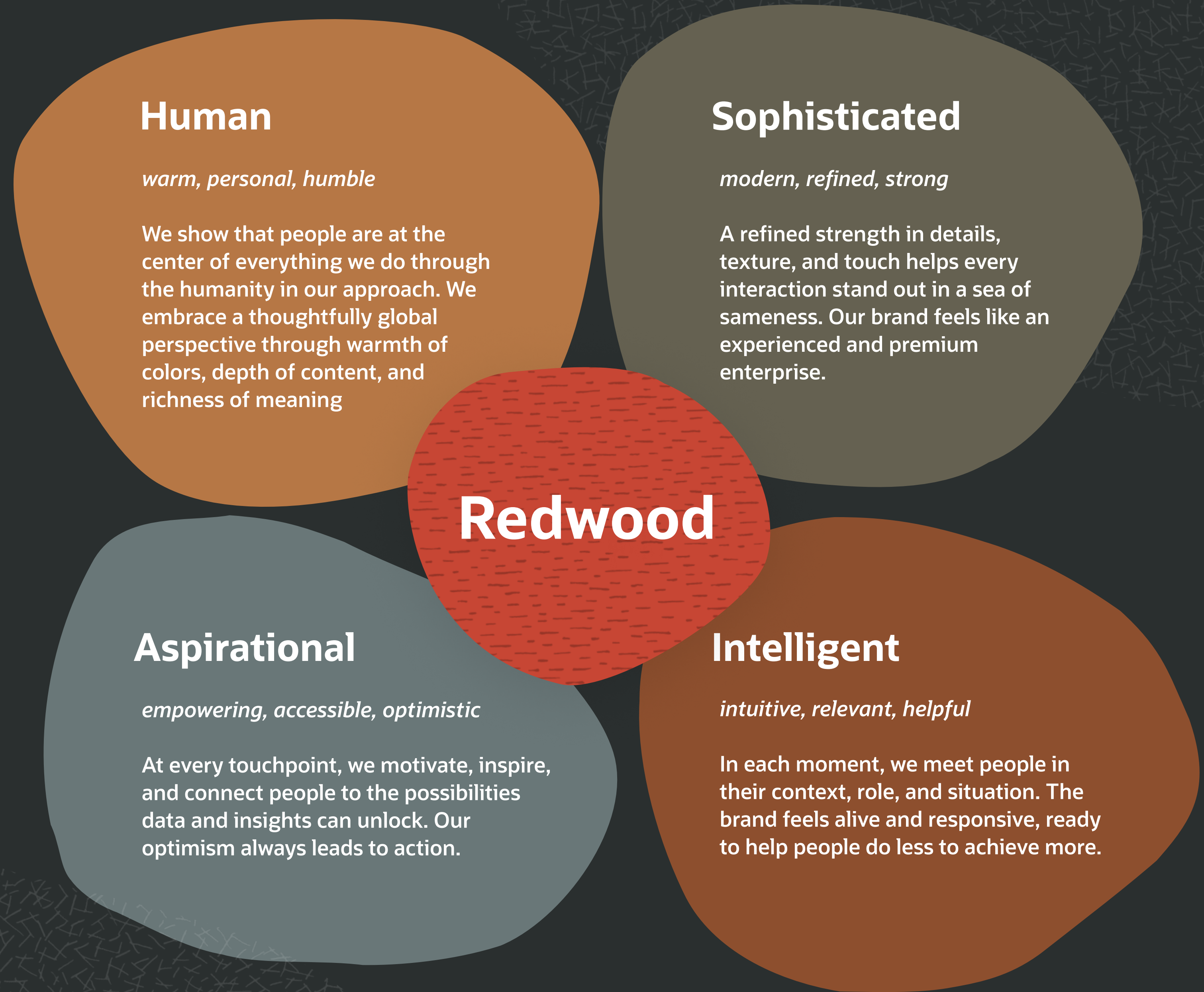
We are human, sophisticated, aspirational, and intelligent.

This is your brand filter.

These four core characteristics should be used as a filter to shape every interaction we have through our people, products, and communications.

You can adjust the balance of our brand attributes to meet the needs of different situations and to match your audience's mindset.

For example, while an experience may call for a more sophisticated and intelligent expression, it's still essential to incorporate human and aspirational elements to achieve an on-brand feel.



How to use this guide

The Redwood Brand Style Guide covers the fundamentals of our design system, as well as marketing communications style and best practices. Use this resource to understand how to express our brand across all experiences.

Not all sections of this guide include the full extent of that topic's content. Links to expanded and supporting guidelines are included at the back of this guide.

Who is this guide for?

Everyone at Oracle and external partners who communicate on behalf of our brand.

If you're a designer, apply our brand filter to every visual expression and follow the usage notes for creating on-brand visuals and graphics.

If you're a marketer, use this guide to understand how your teams can deliver brand-compliant assets.

If you're an agency partner, follow these guidelines as the Oracle brand team would and work with your Oracle stakeholder to ensure brand consistency.

Logos and lockups

It's important to understand how our logos, lockups, and branded graphic elements work together—as well as with customer and partner logos—to maintain a consistent, clear, and credible brand identity.

Logos and lockups

Oracle logo

The Oracle logotype is our primary brand mark. The size, color, and placement of the logo will depend on the format, function, and purpose of your design layout.

- Minimum size: 17.5 mm / 0.696 in / 57 px.
- Never include a registration mark ® symbol.
- Don't recreate or modify the Oracle logo.

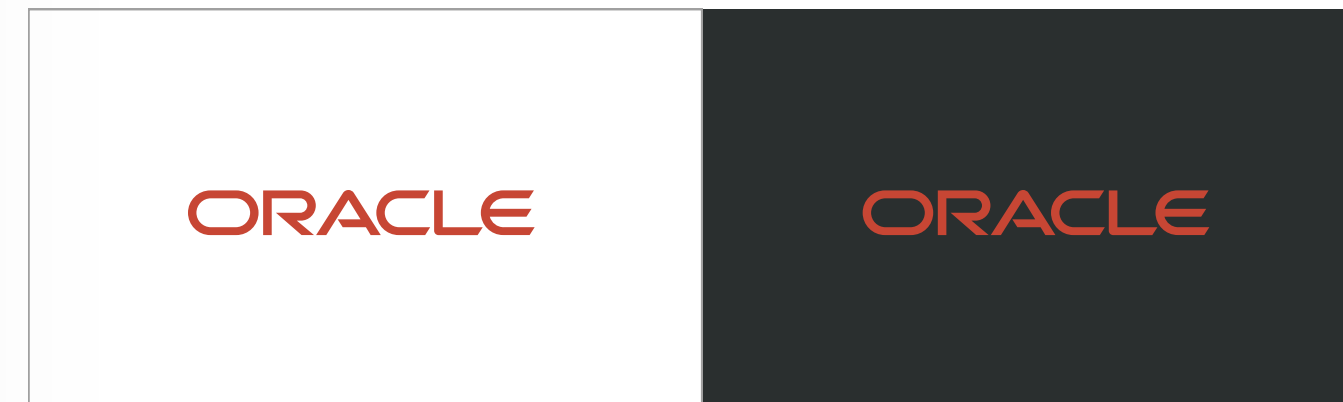
Clear space

The minimum clear space to the left and right of the logo is equal to the cap height of the letter “O” in the logo. The clear space above and below the logo is equal to the height of the “O.”

Colors

The primary Oracle logo color is Oracle Red. On red or darker backgrounds, use the secondary reverse/white Oracle logo. Use black or bark for one-color print applications.

Primary logo



Oracle Red is the primary color choice and should be used whenever possible when accessibility allows.



The reverse/white logo can be used on Oracle Red or darker backgrounds when accessibility allows.

Logo hierarchy

The logo and lockup examples on the right illustrate our brand logo hierarchy. Find the full taxonomy of Oracle product and service logos on [Oracle Media Manager](#).

Primary brand logo mark

The Oracle logo is the default choice when speaking to the broadest audience, at a corporate level, or in cross-product marketing promotions.

Line-of-business logo lockups

Product line, industry, and subsidiary or business unit logo lockups should be used when promoting a specific product or service group to a more targeted audience.

Product and service logo lockups

Our product and service names appear below the Oracle logo in Oracle Sans Regular. Use Oracle Red for the brand logo and the color bark for the product or service name lockup.

Don't create your own logo lockups: Contact the [Brand Experience team on Wrike](#) to request design support for a new product or service logo lockup.

Primary brand logo mark



Use our primary brand mark for the broadest audience, across all products and services, and at the corporate level.

Line-of-business logo lockups



Use when promoting top-level product and service offerings or business units. The Oracle Cloud logo should only be used with prior marketing leadership or brand approval.

Product and service logo lockups



Use these lockups when promoting specific products and services within our apps and infrastructure ecosystem. Not all products and services qualify for a logo lockup.

Customer and partner logo lockups

Customer logos support content highlighting our customers' achievements, so their logos always appear first, to the left of the Oracle logo. Lockups may be horizontal or vertical.

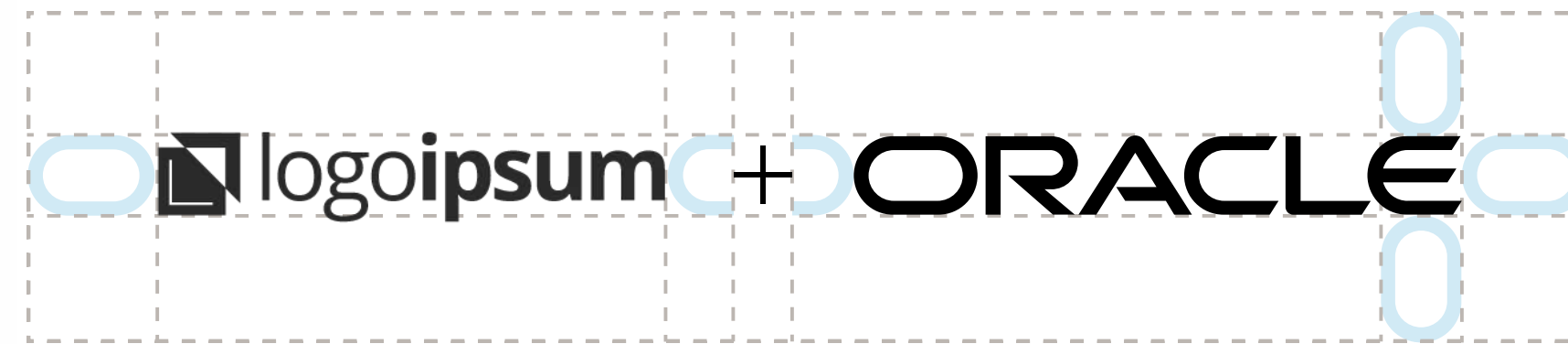
Keep in mind that the plus sign is a constant visual element that should not be scaled, distorted, or altered independently of the lockup.

Partner logo lockups

Partner logos support content about how Oracle works with others to innovate, and they appear to the right of the Oracle logo. Lockups may be horizontal or vertical.

Note: Customer and partner logos should appear equal in scale to the Oracle logo.

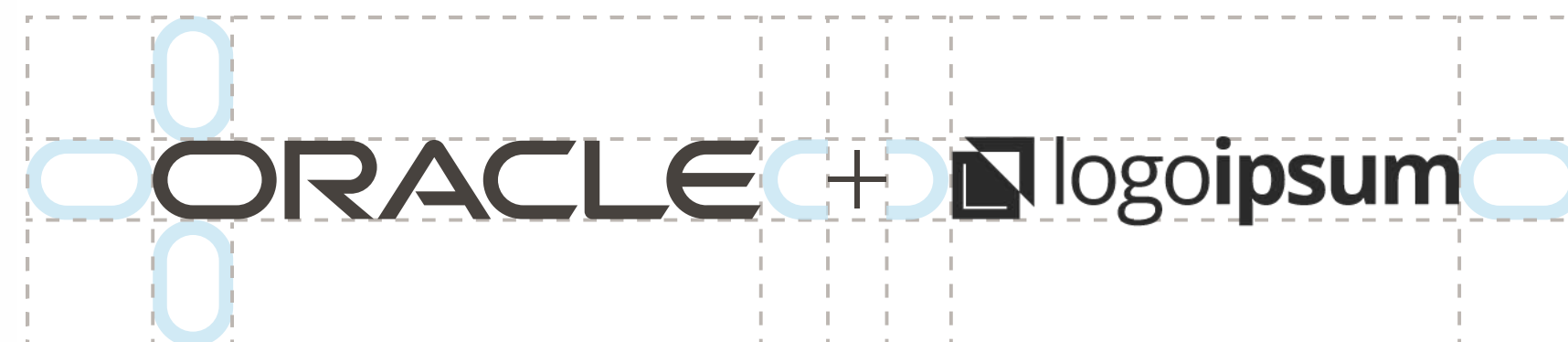
Customer logo lockup template



Customer examples



Partner logo lockup template



Partner examples



O-tag

The O-tag is a signature element in the Oracle design language that may be used in digital and analog marketing, as well as in our product user experiences.

The O-tag isn't a replacement for the official logo. When using the O-tag for the first time in an asset or design, always use it with the full Oracle logo or with "Oracle" spelled out in the accompanying content.

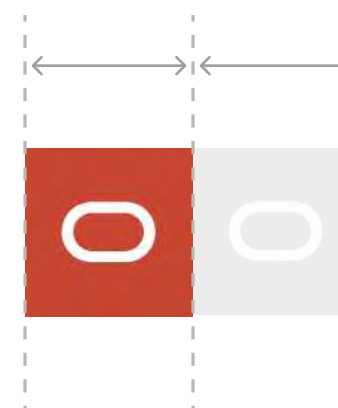
Note: For social media posts published on Oracle-owned channels with a branded profile image, the O-tag can appear alone on graphics without an Oracle logo to avoid redundancy.

Placement

Position the O-tag in the bottom right corner of the asset or experience. If placing the tag in the bottom right isn't feasible, position the tag in the upper right corner. The margin or padding between the right edge of the tag and the right edge of the asset should be equal to the width of the tag.

Sizing

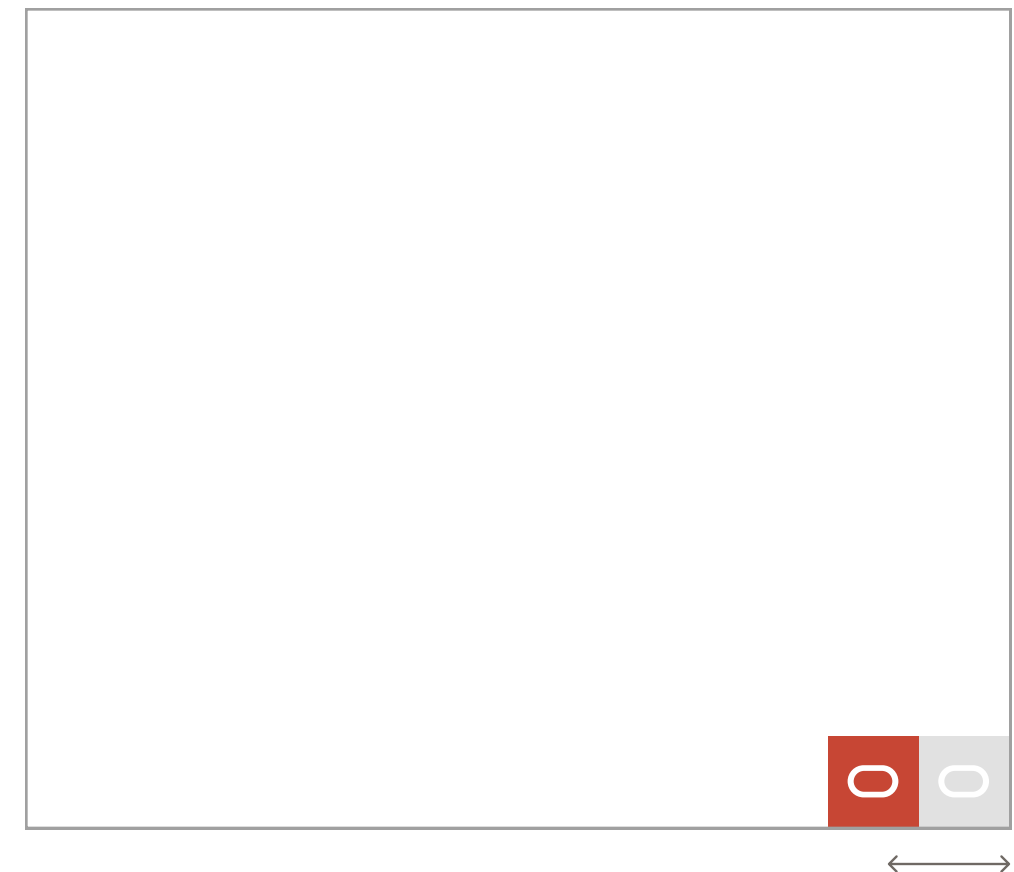
Sizing varies by application. However, the O-tag should always be a supporting element and never distract from the key message. The "O" in the O-tag should never be larger than the "O" in the Oracle logo in any given use case.



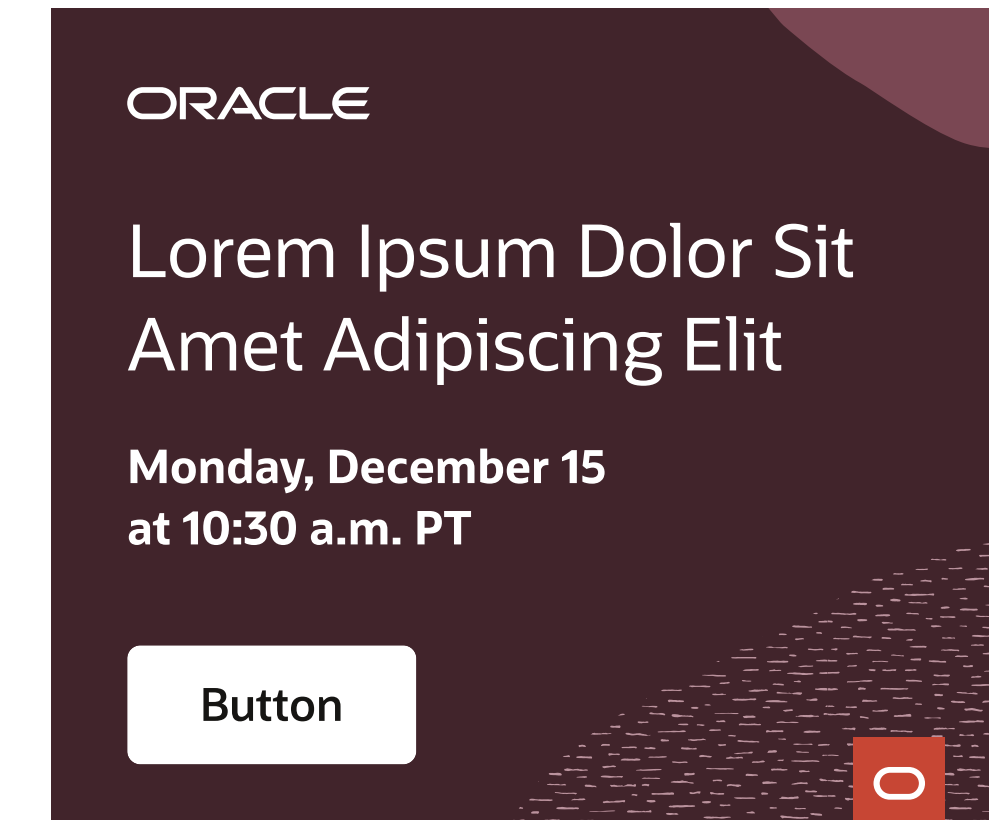
The clear space from the O-tag to the right edge of an asset should be equal to the width of the O-tag.



The "O" in the O-tag should never be larger than the "O" in the Oracle logo.



The clear space from the O-tag to the right edge of a placement should be equal to the width of the O-tag.



Position the O-tag in the bottom right corner of the asset or experience.

“O” graphic

The “O” graphic, also referred to as the “racetrack,” originates from the letter “O” in the Oracle logo. Use it as a supporting element to reinforce the Oracle brand or provide a quick visual nod to the brand.

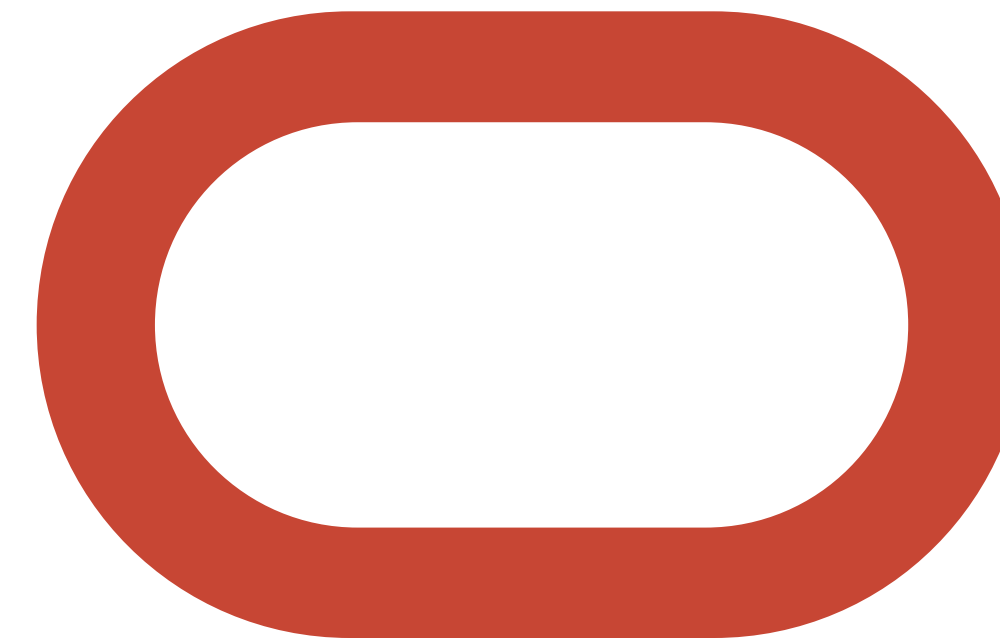
The “O” graphic isn’t a replacement for the official logo. Always use the full Oracle logo with the first instance of the “O” graphic in an asset.

Usage notes

- Use the official “O” from the design library to create compositions.
- Don’t stretch, angle, or otherwise distort the “O” graphic.
- Always treat the “O” graphic with respect, as you would our full Oracle brand logo.

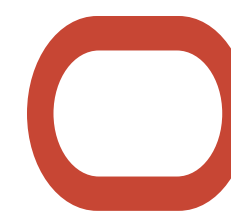
Do not create your own “O” graphic

Any stylization or illustration involving the Oracle logo and any of its parts, including the “O” graphic or O-tag, must first be reviewed and approved by the Brand team.

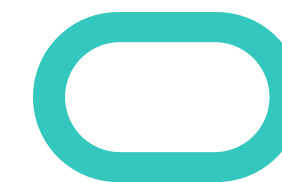


Official “O” graphic

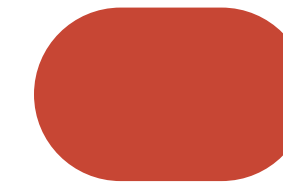
Unacceptable usage



Stretch or contort



Unauthorized color



Fill



Chat bubble



Break



Texture fill



Decorative elements



Angle



Frame



More than one

Things to avoid

The examples on the right illustrate common logo and lockup mistakes to avoid.



Don't
Change the color of the logo



Don't
Stretch the logo



Don't
Rotate the logo



Don't
Put the Oracle logo inside any shape or confined block of color



Don't
Redraw the logo



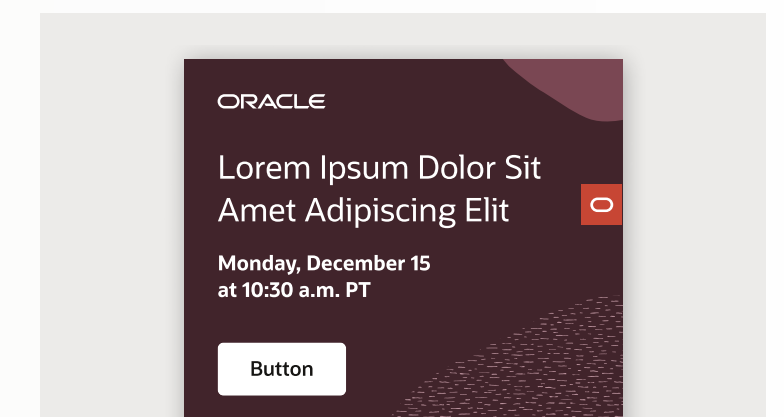
Don't
Use the old logo or ® registration mark



Don't
Create your own product or service lockups



Don't
Create your own partner or customer lockups



Don't
Place the O-tag in unauthorized positions

Color

The Redwood color palette was inspired by the beauty and resilience of nature. Our colors help us stand out from competitors by bringing a sense of warmth and unexpected delight to every user experience.



Brand colors

Corporate, cross-product, GIU color palette

Our core Redwood brand colors are Oracle Red with supporting secondary colors. Use our main brand color palette for corporate, cross-product, and global industry unit (GIU) communications.

Product color palettes

Oracle's key product areas have their own color themes, designed for accessibility, contrast, and light-to-dark usage.

For example, the color palette for Oracle Cloud Infrastructure (OCI) and Oracle Database is pine; for ERP, EPM, and SCM, it's teal; for HCM, it's rose; and for CX, it's plum.

Oracle Health and Oracle NetSuite have more detailed brand identities beyond their color palettes.

How and when to use Oracle Red

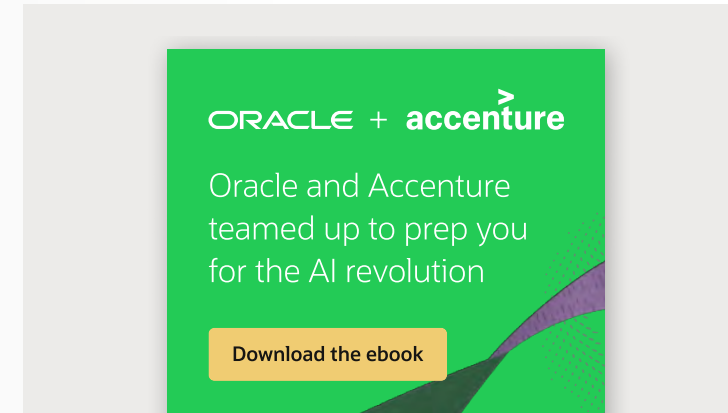
In product-specific as well as cross-product designs that use supporting brand colors and palettes, Oracle Red appears as a grounding element that helps build brand equity. Use Oracle Red mindfully, never as the dominant color in a composition.

- Use Oracle Red for our brand logo, O-tag, and as an accent color to build brand equity.
- Avoid using Oracle Red in text. Exceptions include when emphasizing a single word in ad copy headlines, statistics, or text-only calls to action.
- Don't use tints of Oracle Red without Brand's approval.

Corporate, cross-product, GIU	Neutral 30 HEX: #F1EFED PMS: Cool Gray 2 C CMYK: 2/4/3/5	Slate 150 HEX: #3C4545 PMS: 447 C CMYK: 61/42/45/57	Slate 100 HEX: #697778 PMS: 4187 C CMYK: 60/42/41/12	Slate 50 HEX: #C2D4D4 PMS: 5527 C CMYK: 16/4/9/9	Oracle Red HEX: #C74634 PMS: 180 C CMYK: 3/91/86/12	Brand Yellow HEX: #F1B13F CMYK: 0/21/77/0
Tech, OCI	Neutral 30 HEX: #F1EFED PMS: Cool Gray 2 C CMYK: 2/4/3/5	Pine 170 HEX: #1E3224 CMYK: 67/35/70/73	Pine 140 HEX: #33553C CMYK: 71/34/77/47	Pine 100 HEX: #4C825C CMYK: 66/23/71/19	Brand Yellow 170 HEX: #F0CC72 PMS: 134 C CMYK: 0/12/60/0	
ERP, EPM, SCM	Neutral 30 HEX: #F1EFED PMS: Cool Gray 2 C CMYK: 2/4/3/5	Teal 170 HEX: #1E3133 CMYK: 89/54/55/61	Teal 140 HEX: #315357 CMYK: 85/52/52/31	Teal 100 HEX: #4F7D7B CMYK: 71/32/40/9	Pine 90 HEX: #5C926D CMYK: 63/20/65/11 (ERP, EPM)	Sienna 60 HEX: #DEB068 CMYK: 13/31/60/0 (SCM)
HCM	Neutral 30 HEX: #F1EFED PMS: Cool Gray 2 C CMYK: 2/4/3/5	Rose 170 HEX: #41242B CMYK: 49/69/56/65	Rose 130 HEX: #7A4753 CMYK: 44/71/51/29	Rose 100 HEX: #A36472 CMYK: 36/64/42/9	Plum 100 HEX: #846A92 CMYK: 46/51/10/9	
CX	Neutral 30 HEX: #F1EFED PMS: Cool Gray 2 C CMYK: 2/4/3/5	Plum 170 HEX: #36293C CMYK: 78/79/46/47	Plum 140 HEX: #594564 CMYK: 48/53/10/46	Plum 100 HEX: #846A92 CMYK: 46/51/10/9	Ocean 90 HEX: #558EA4 CMYK: 62/21/18/12	
Health	Neutral 30 HEX: #F1EFED PMS: Cool Gray 2 C CMYK: 2/4/3/5	Sky 150 HEX: #06485F CMYK: 100/61/35/25	Sky 120 HEX: #00688C CMYK: 93/45/26/10	Sky 60 HEX: #8BFD0 CMYK: 49/9/14/0	Sky 30 HEX: #E4F1F7 CMYK: 13/0/3/0	Sienna 50 HEX: #99C2A6 CMYK: 6/20/43/0
NetSuite	Neutral 30 HEX: #F1EFED PMS: Cool Gray 2 C CMYK: 2/4/3/5	Ocean 180 HEX: #13212C CMYK: 98/69/48/46	Ocean 120 HEX: #36677D CMYK: 65/22/13/40	Ocean 60 HEX: #94BFCE CMYK: 38/9/10/2	Ocean 30 HEX: #E7F2F5 CMYK: 12/2/3/1	Brand Yellow 160 HEX: #E2C06B CMYK: 12/22/69/0

Things to avoid

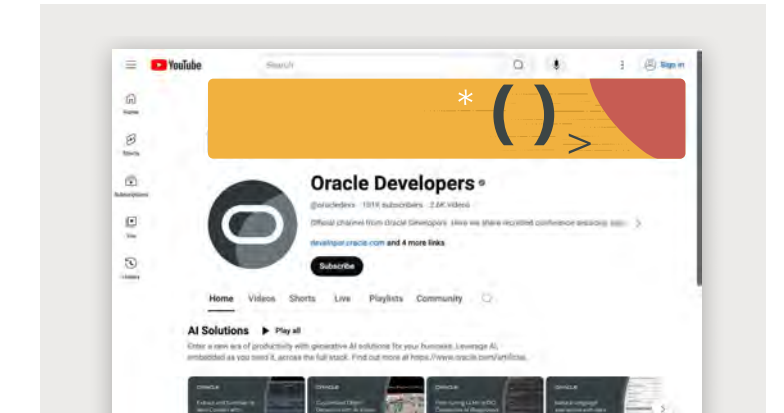
The examples on the right illustrate common color mistakes to avoid.



Don't
Use colors outside of the Redwood palette



Don't
Make Oracle Red a dominant color



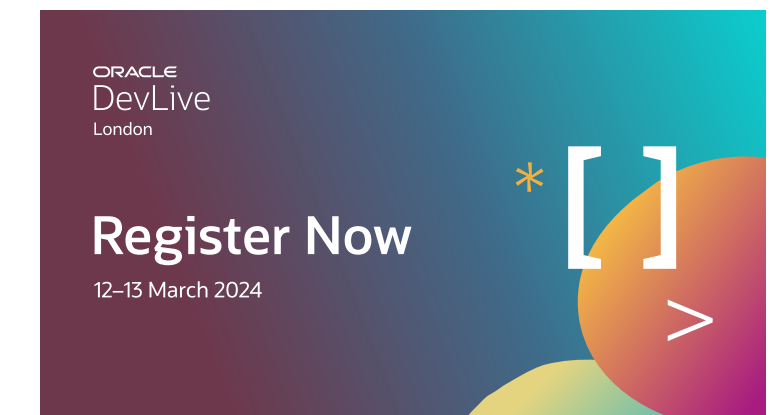
Don't
Make yellow a dominant color



Don't
Use contrasting color combinations that cause visual vibration



Don't
Use colors outside of the assigned product palette (OCI's palette is pine)



Don't
Use gradients



Don't
Overuse color



Don't
Use any color outside of yellow or Oracle Red for the dash



Don't
Recolor illustrations

Typography

The combination of our two typefaces, Oracle Sans and Georgia Serif, is what makes our communications feel quintessentially “Redwood.”



Our typefaces

Primary typeface: Oracle Sans

Oracle Sans is our brand's primary and proprietary typeface, created expressly for the Redwood design system. It features sharp, angular wedges tempered by refined curves.

Weights

You can use a mix of different weights of Oracle Sans in headlines, headings, and paragraphs in digital, motion, or static media.

When mixing weights, be sure to select weights with a distinct visual difference. Limit this practice to just once within a single user view to maintain a visually sophisticated, clean look.

Color contrast

When choosing colors, always check to see if they pass web accessibility standards. You can test to see if your color choices meet standards using the tools provided in the [Oracle Accessibility Guidelines](#).

Oracle Sans

Weights

Light / Regular / Semibold / Bold / Extra Bold

Uppercase/lowercase

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Special characters/numbers

?><":}{+_?!@#\$%&*;:.'"
0123456789

Oracle
Database
World

October 26–27, 2021
Americas



ORACLE
CLOUD

ORACLE
Red Bull
RACING | CLOUD PARTNER

2024



Our typefaces

Secondary typeface: Georgia

Georgia Serif (Regular) is our secondary typeface. Georgia Serif features typographic elements that both complement—and act as a counterbalance to—Oracle Sans. As a serif font, it feels less “big tech,” and it’s warmer and more personal than a sleek sans serif.

Usage notes

- Georgia Serif works best in headlines, quotes, and graphic callouts.
- Use sparingly and never in body copy or long blocks of text.
- Only use regular weight, never bold.
- Don’t use it in numbered lists.
- Don’t mix Georgia with Oracle Sans in a single statement

Georgia

Weights

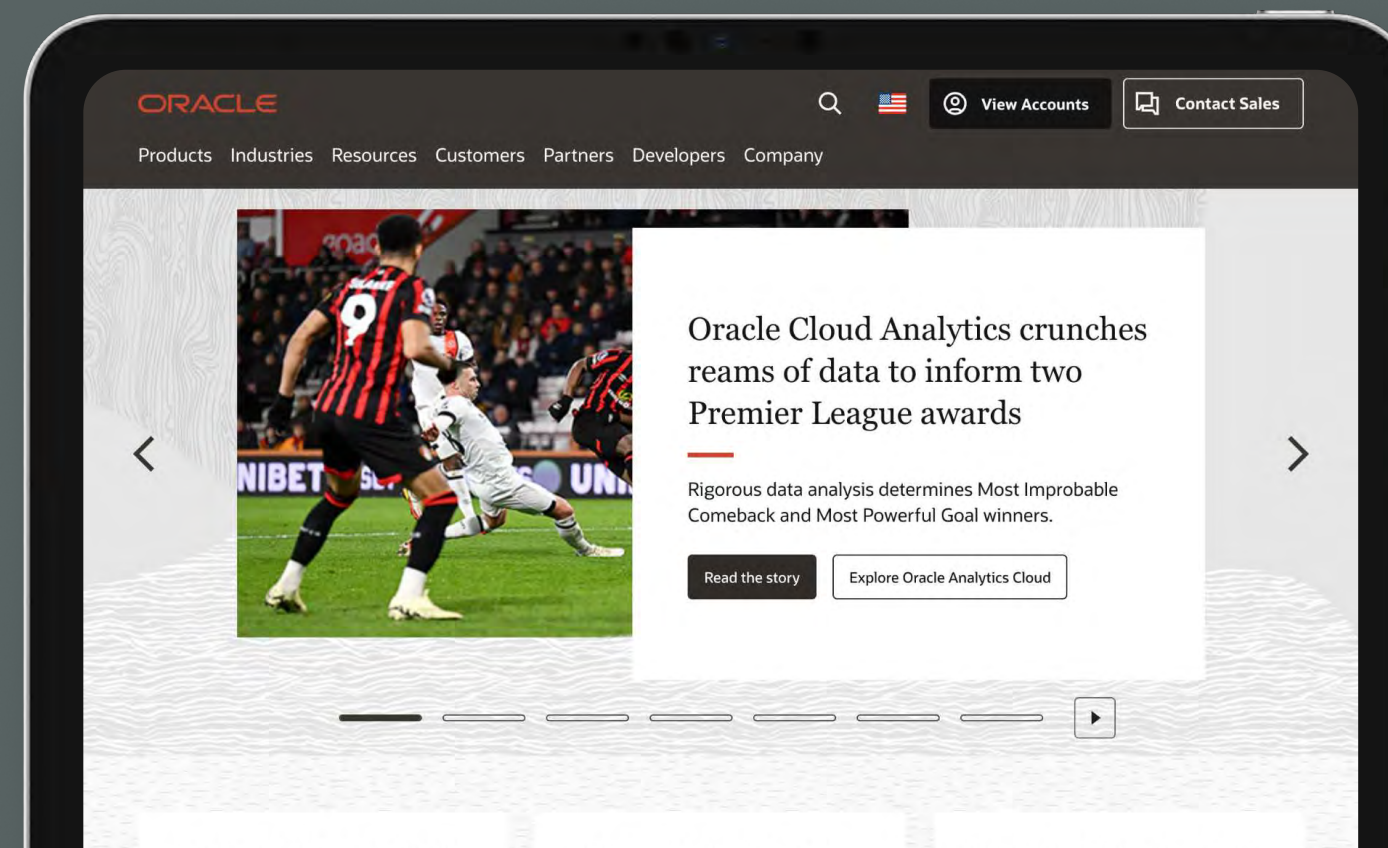
Regular

Uppercase and lowercase

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Special characters and numbers

[”:}{+_?!@#\$\$%&*;
0123456789



ORACLE

Outperform with Oracle Cloud EPM

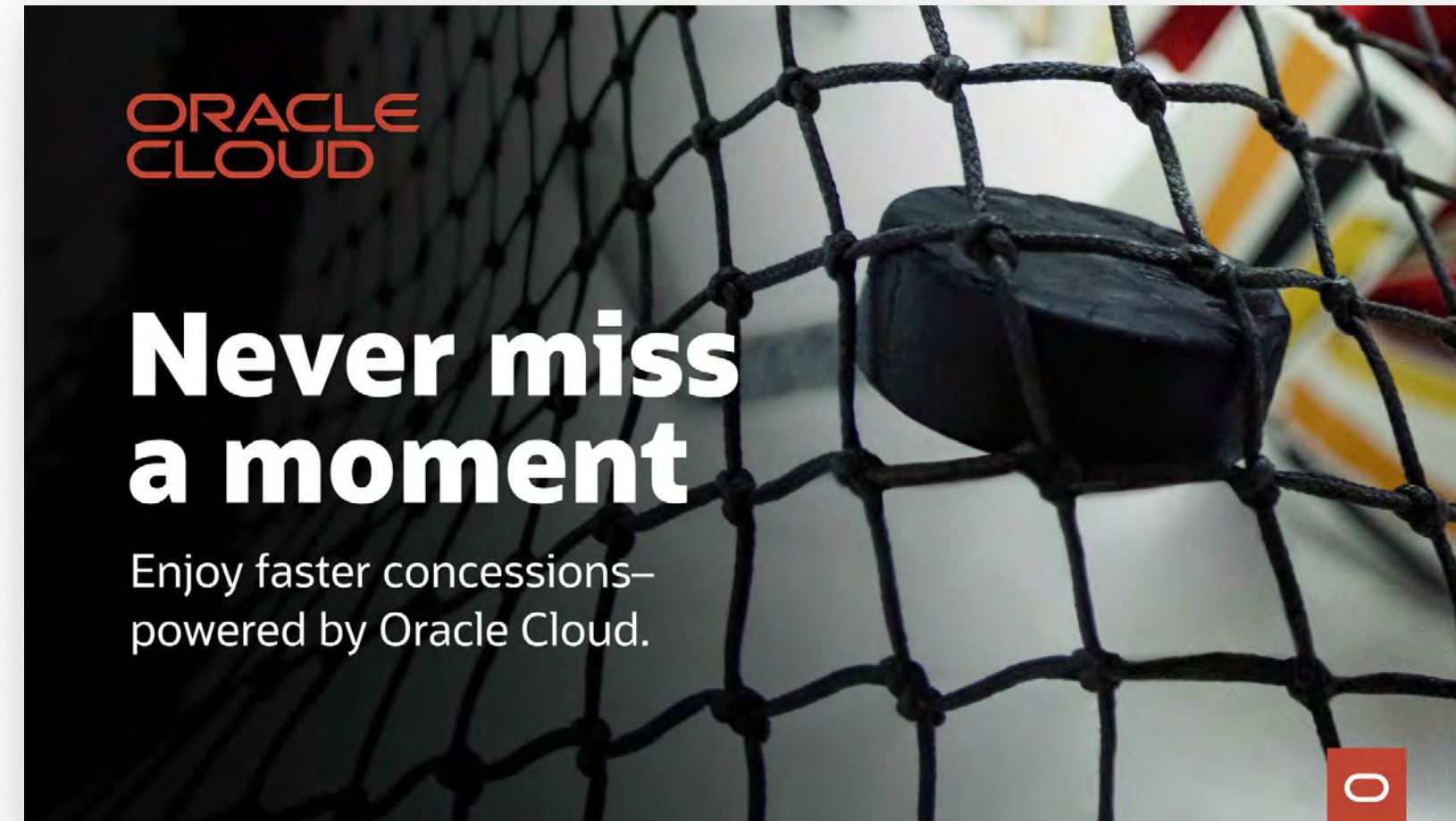
Navigating volatility and change have become the norm in a post-pandemic environment. According to our 2022 Value of EPM survey that polled more than 500 finance professionals, digital transformations have helped organizations increase their focus on important priorities, such as environment, social, governance (ESG) initiatives and connecting planning across the organization.

Type hierarchy

We use a typographic hierarchy system to establish an order of importance within text-based content so readers can easily find the information they need. Always use the fewest levels of visual hierarchy and the smallest number of type styles needed to effectively deliver your message.

Notes on headline style


- While there are some exceptions, we generally use sentence case for editorial headlines, with no ending punctuation, to align with our approachable, conversational voice and tone.
- When using sentence case, only capitalize the first word of the headline and any proper nouns (for example, product, publication, or event names). **Example:** Learn from experts and your peers at Oracle CloudWorld




Things to avoid

The examples on the right illustrate common typography mistakes to avoid.


Introducing the
next class of cloud
infrastructure

 **Don't**
Use sans serif typefaces
other than Oracle Sans


Introducing the next class
of cloud infrastructure

 **Don't**
Use serif typefaces other
than Georgia Serif


Introducing the
NEXT CLASS of
cloud infrastructure

 **Don't**
Mix type weights and all caps within
a single phrase or sentence


Introducing the
next class of cloud
infrastructure

 **Don't**
Mix weights and type sizes within
a single phrase or sentence


Don't add drop shadows
Don't outline
Don't warp
Don't skew

 **Don't**
Add drop shadows or outlines
or warp or skew the text

Introducing the
next class of cloud
infrastructure

 **Don't**
Mix Oracle Sans and Georgia Serif
within a single phrase or sentence

INTRODUCING THE
NEXT CLASS OF CLOUD
INFRASTRUCTURE

 **Don't**
Use all caps

The first cloud built and optimized specifically
to support enterprise-class workloads, Oracle
Cloud enables companies of any size to run
their most mission-critical, high-volume, and
high-performance database and applications.

 **Don't**
Use tight leading

The first cloud built and optimized specifically
to support **enterprise-class** workloads, Oracle
Cloud enables companies of any size to run
their most mission-critical, **high-volume**, and
high-performance database and applications.

 **Don't**
Highlight multiple words or phrases

Voice and tone

Every interaction people have with our brand should feel human, sophisticated, aspirational, and intelligent —and our brand voice plays a critical role.



Tone of voice

Whether connecting with people through live events, advertising, or product messaging, our voice should sound like it's coming from one familiar and credible source who understands their audience's needs.

If voice is an extension of our core personality, tone is how we express that voice. While our brand voice is always human, sophisticated, aspirational, and intelligent, our tone of voice should shift to suit the message's context and our audience's mindset.

Study these four tone tenets to understand how they work together and how you can dial them up or down for different audiences and situations.

Human

Open and engaging, our language is relatable, but it shouldn't be so friendly that it makes interactions feel forced. We respect and earn our audience's time by considering their needs before ours.

Human is welcoming, personal, respectful, sincere
Human isn't cold, overbearing, whimsical

✓ Do

- Connect with and engage your audience. Acknowledge their needs before promoting Oracle.
- Tip: Use contractions (“we’re,” not “we are”) for a more natural, conversational feel.

✗ Don't

- Boast or lead messaging with self-promoting language.
- Overuse exclamation points, which can read as insincere or overbearing.
- Use slang or cultural references unfamiliar to a global audience.

Sophisticated

We speak confidently and with integrity, staying on topic and getting to the point. Our language is refined, but not formal or self-important. When our audience's needs call for complex solutions, we deliver them in precise detail.

Sophisticated is strong, refined, current
Sophisticated isn't complex, superior, dull

✓ Do

- Remove complex constructions and word clutter.
- Be discerning and concise. Prioritize quality (words and information) over quantity.
- Use clear value statements. Back up claims with relevant details.

✗ Don't

- Use dated terms of business formality.
- Talk over readers' heads, condescend, or use unnecessarily complicated language.
- Use passive voice, which both adds complexity and weakens your tone.

Aspirational

We don't just talk about the future—we describe how to get there. We use a hopeful, positive tone that makes someday achievements feel tangible today. Our words should inspire and empower action for everyone.

Aspirational is accessible, empowering, optimistic, grounded
Aspirational isn't self-centered, boastful, difficult

✓ Do

- Use specifics when referencing future technology or ingenuity.
- Reinforce messaging with clear calls to action.

✗ Don't

- Speak in vague, broad, or hypothetical terms. Don't use a phrase such as “future-ready” without backing it up with specifics.
- Use tech industry and business clichés.

Intelligent

We consider our audience's context so we can offer relevant information. We're tuned in to their needs and understand how to support them. While we sound smart, we don't sound like we know it all—or expect them to.

Intelligent is intuitive, relevant, direct, responsive
Intelligent isn't unclear, arrogant, impatient

✓ Do

- Be clear and stay on topic.
- Be proactive. Anticipate and address your audience's needs and context.
- Give your audience credit for being smart, regardless of technical skill level.

✗ Don't

- Use overly technical language or industry jargon for nontechnical audiences.
- Use clever language, such as metaphors or puns, that might confuse your audience.

Writing for our voice

Achieving an on-brand and situationally appropriate tone of voice depends on structure, style, and word choices. Here are three basic things to keep in mind as you write.

- **Think about your audience:** What tone of voice fits their needs and mindset? Always speak to your audience in a relevant and helpful way.
- **Think about your channel:** How should your tone of voice shift for the communication type or setting?
- **Think about the context:** What other factors might affect how your message will be received?

Use the tips on the right as a checklist when writing Oracle communications. For more detailed tips, download the full [Oracle Voice and Tone Guidelines](#).

- ☑ Check your tone of voice against your audience’s mindset and context.
- ☑ Address customer needs before describing product capabilities.
- ☑ Give readers a clear next step with actionable and in-context call to action (CTA) copy.
- ☑ Use contractions (“we’re” instead of “we are”) for a more casual tone.
- ☑ Use sentence case instead of title case in headlines.
- ☑ Be conversational and friendly, but don’t overdo it with slang, exclamation points, jokes, or clever language.
- ☑ Avoid business or industry jargon, clichés, and overused marketing words (for example, “cutting edge,” “automagically,” “best in class”).
- ☑ Avoid biased, outdated, gendered, or ableist language.
- ☑ Fact-check and support any claims with specific proof points that can be substantiated.

Editorial style

Consistency in how we use language is as critical to Oracle's brand as consistency in our design. Refer to the tips on the right for some basic brand style and punctuation rules.

Download the [Oracle Brand Editorial Style Guide](#) for a comprehensive listing of industry- and business-specific terminology as well as grammar and punctuation usage rules unique to Oracle. The simplest way to use this guide is to use the search function to find what you're looking for.

Notes on headline style

- While there are some exceptions, we generally use sentence case for editorial headlines, with no ending punctuation, to align with our approachable, conversational voice and tone.
- When using sentence case, only capitalize the first word of the headline and any proper nouns (for example, product, publication, or event names). **Example:** Learn from experts and your peers at Oracle CloudWorld

- ☑ Use active, not passive, voice (*Marta drove the car*, not *The car was driven by Marta*).
- ☑ Don't use ending punctuation on headlines unless it's a question.
- ☑ Use subheads and paragraph breaks to help readers quickly scan content.
- ☑ Use parallel sentence/phrase construction within a bulleted list.
- ☑ Close up spaces before or after hyphens-, en dashes–, and em dashes—.
- ☑ Don't use an ampersand (&) in place of the word "and."
- ☑ Use the serial (Oxford) comma in lists of more than two things.
- ☑ Put calls to action (CTAs) in sentence case with no ending punctuation (proper names/titles should still be capitalized).
- ☑ Read, review, and revise.

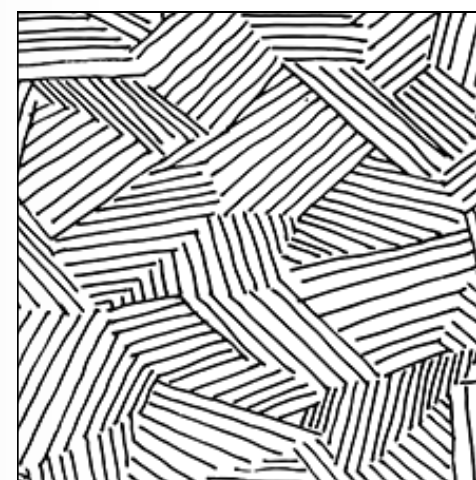
Textures and shapes

Redwood textures and shapes signify that data is in everything we do, and the hand-drawn original designs display a human touch inspired by global art. Each unique texture helps create a differentiated brand experience.

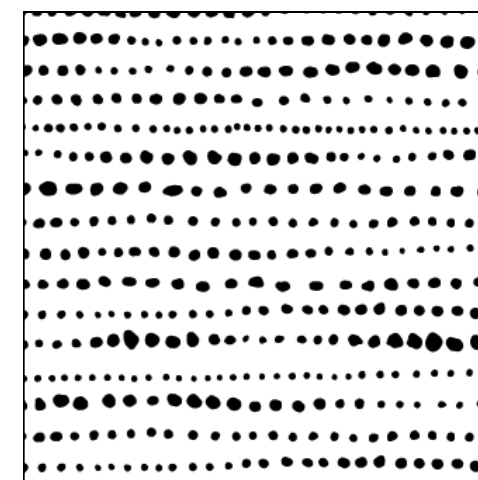
Data textures

Use data textures to give depth and visual interest to backdrops or to highlight a particular design element. Texture should always aim to enhance, not distract. Don't create your own data textures.

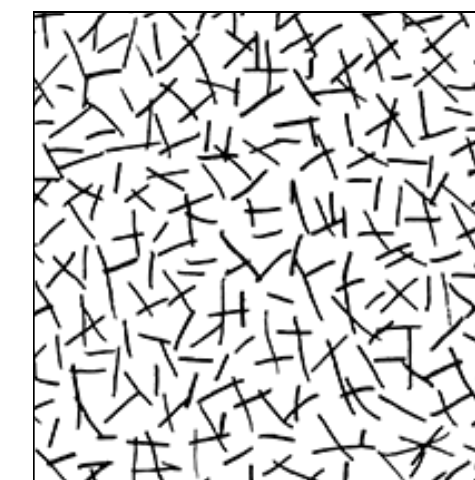
Sample selection of data textures



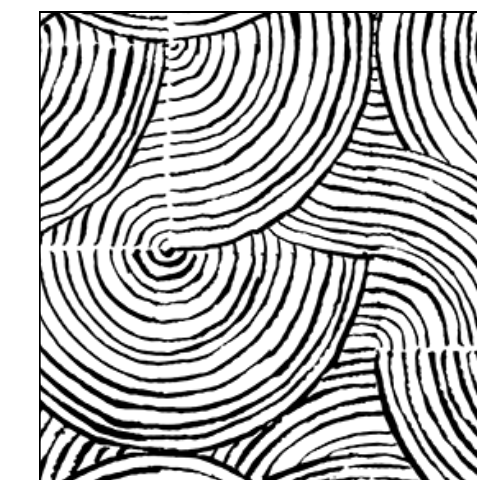
Data Texture_01



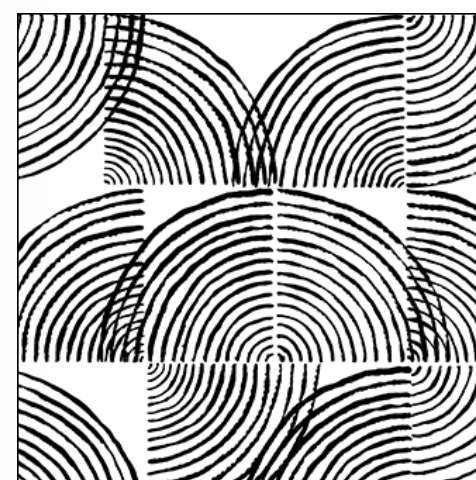
Data Texture_02



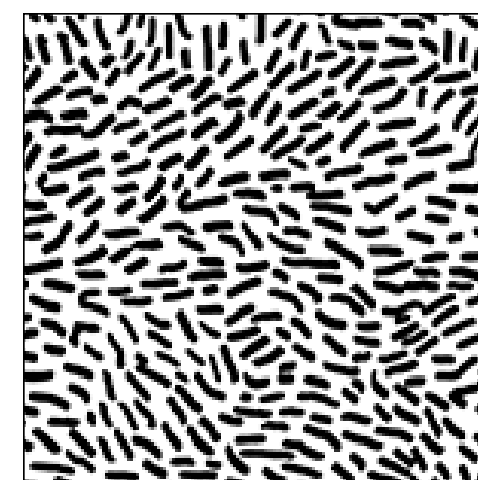
Data Texture_03



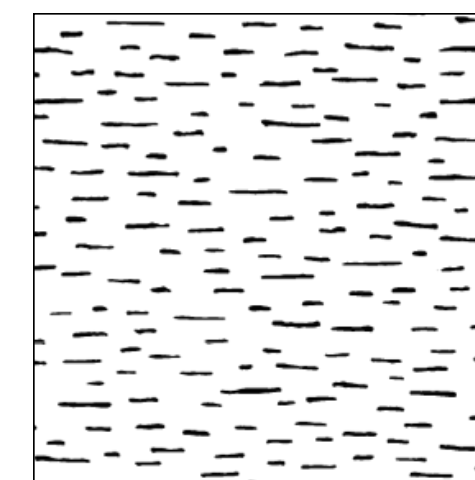
Data Texture_04



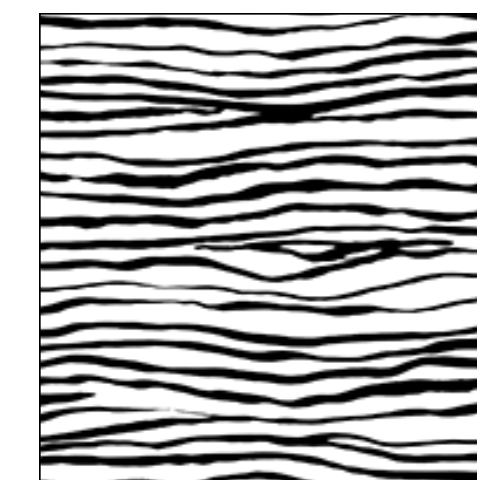
Data Texture_05



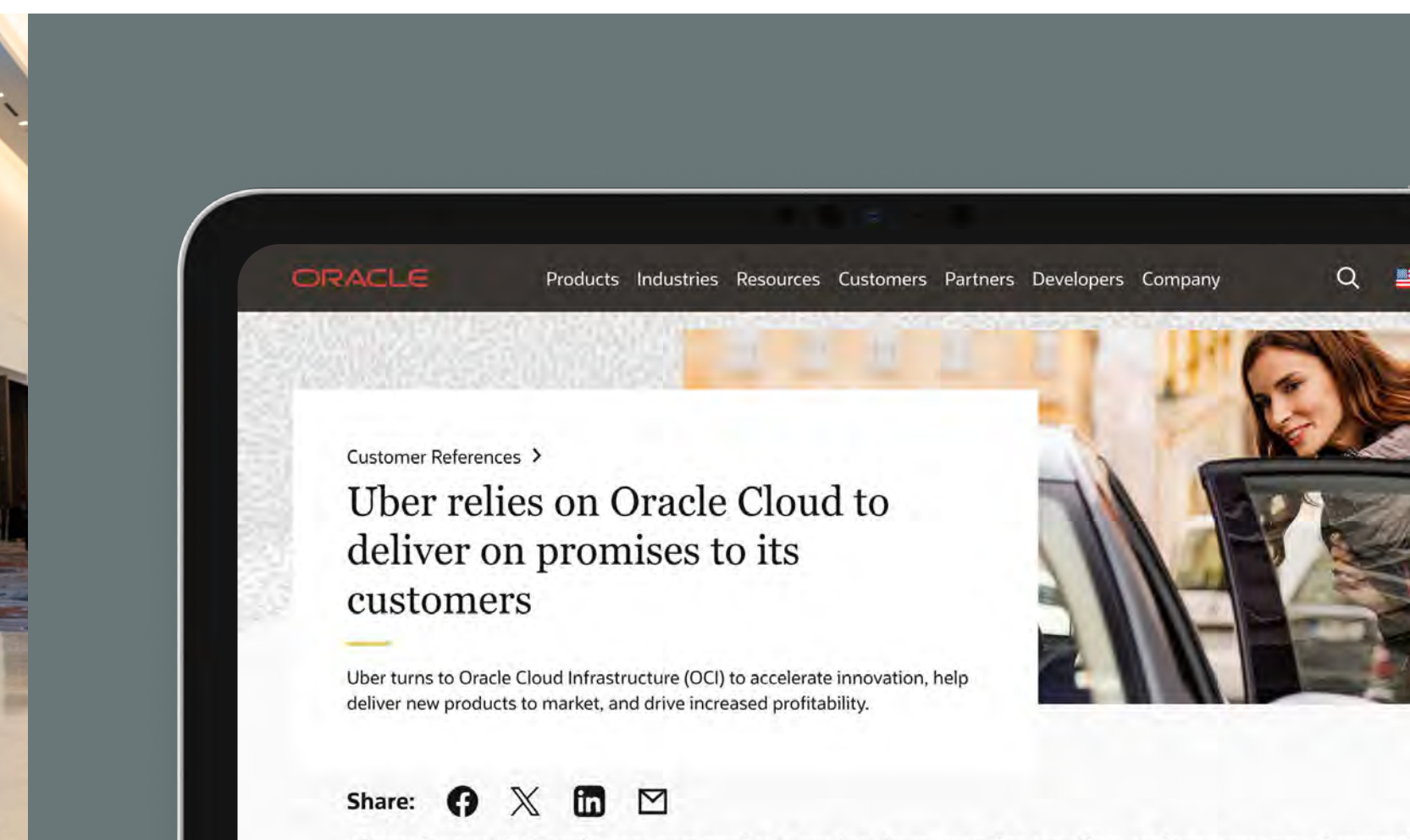
Data Texture_06



Data Texture_07



Data Texture_08



Abstract shapes and backgrounds

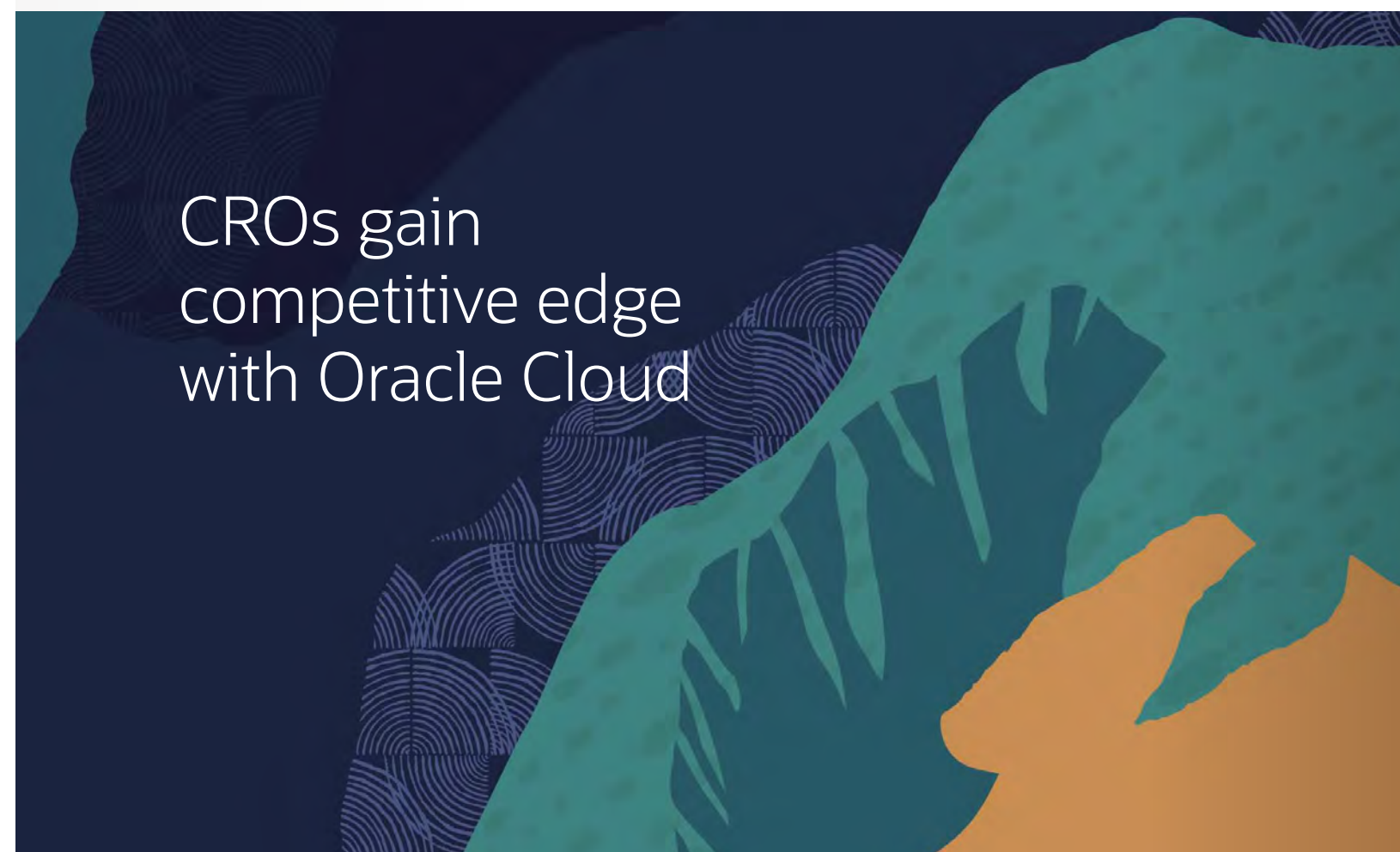
Redwood offers a set of abstract shapes that can be used as building blocks to create unique compositions in background graphics or to frame content.

Like data textures, abstract backgrounds add a sense of depth and visual interest. The organic shapes in these backgrounds help balance out technical or complex content with a human touch.

Abstract backgrounds should never interfere or compete with key ideas or messages. Use these elements sparingly and intentionally to enhance, frame, or ground the main content.

In most cases, you'll use these backgrounds to frame content. In some cases, you may need to use them as a supporting visual when there isn't an image that fits the message.

Sample selection of abstract shapes



Things to avoid

The examples on the right illustrate common texture and shape mistakes to avoid.



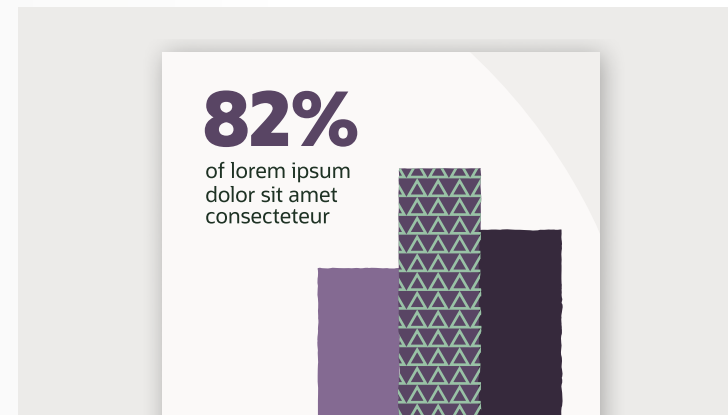
Don't
Use colors outside of the Redwood palette in data textures



Don't
Scale data textures up or down to the extent they lose their meaning



Don't
Use too many different data textures in the same composition



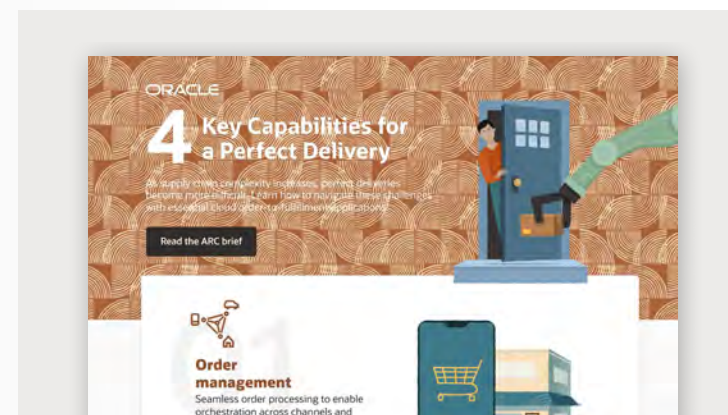
Don't
Redraw data textures



Don't
Redraw shapes



Don't
Distort data textures



Don't
Use colors that will affect copy legibility



Don't
Overlap data textures



Don't
Overuse shapes

A photograph of two women sitting together, looking at a laptop screen. They are both smiling and laughing, suggesting a joyful and collaborative moment. The woman on the left has curly hair and is wearing a red top. The woman on the right has short dark hair and is wearing a dark grey zip-up top. The background is a dimly lit room with a wooden cabinet and a framed picture on the wall.

Photography

Our photography is photojournalistic and authentic, featuring relatable and relevant situations and settings. Images are uncluttered, with an easily identifiable point of view. And the people pictured are just like the rest of us—focused on what matters most.

Photography

Photography helps us tell a richer story and create stronger connections with our audiences. Whether we're highlighting our customers, industry settings, products, or everyday moments, our images should make viewers feel as if they've been transported into the scene.

Choosing between photography and illustration

Use photography to show real-world industries, situations, and people and bring additional warmth to marketing communications. Use illustration to help communicate abstract or technical concepts and scenarios that can't be depicted in photography.

Respect copyright laws

You must license and purchase stock images. Preferred stock vendors include Getty and Shutterstock. Don't use free stock image sites (Pexels, Unsplash, and so on).

If you need any additional rights guidance, please contact the [Oracle Legal Trademark and Copyright Group](#) and review the [Oracle Copyright Compliance Policy](#).



Photography tenets

Consider how your viewers' context should influence your imagery and then use our four brand attributes as a filter to help you choose or create images that resonate with your audience.

Human

Images reflect the world we live in, filled with real people and relatable moments that feel like situations we could find ourselves in.

Sophisticated

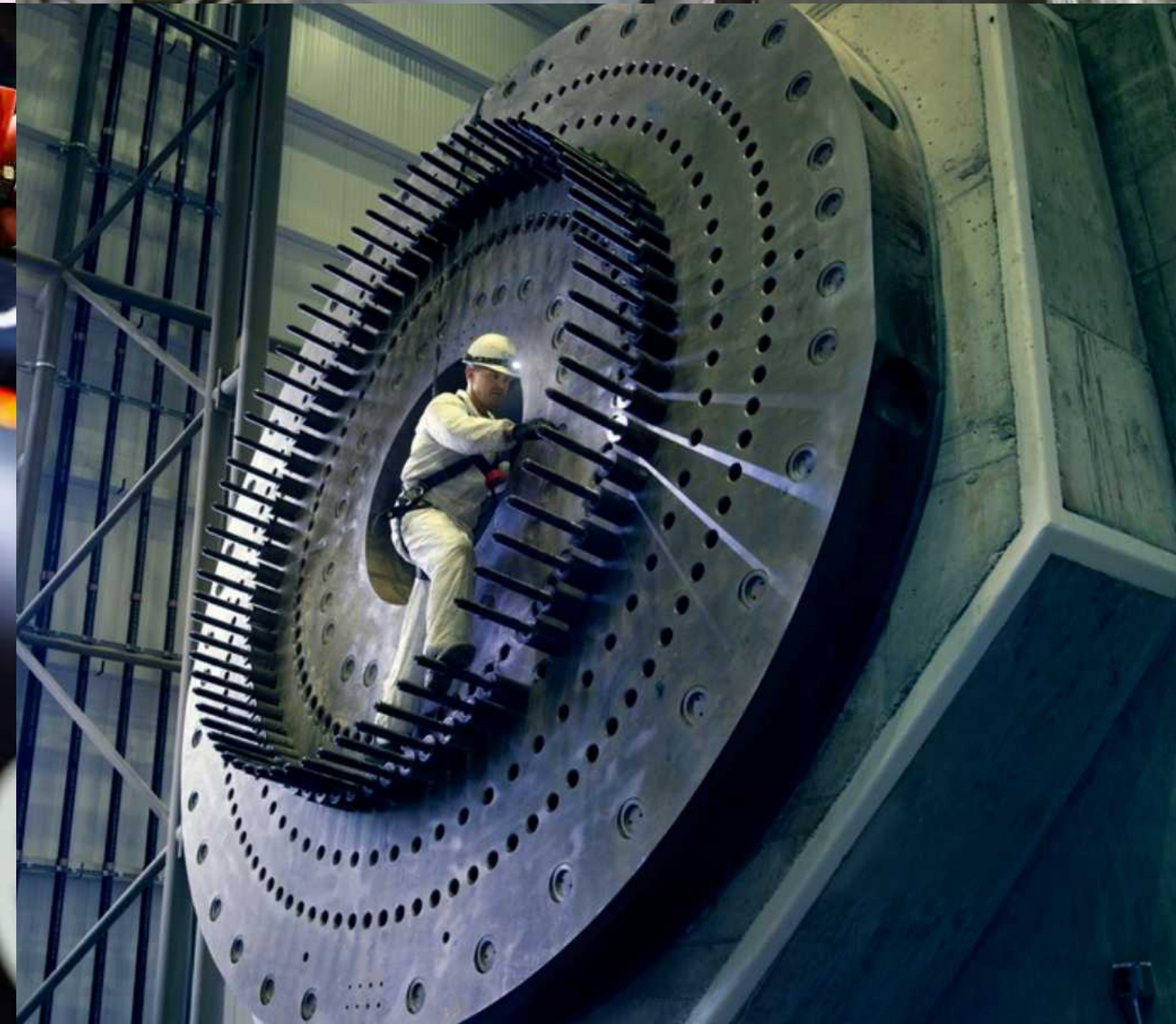
Images are free of unnecessary details, with a clear, intentional focus on the main subject that viewers can easily understand.

Aspirational

Images express possibilities and achievable goals while inviting viewers to see themselves as a participant in the story.

Intelligent

Images communicate that we deeply understand the topic and what matters to the people involved in the story as well as our viewers.



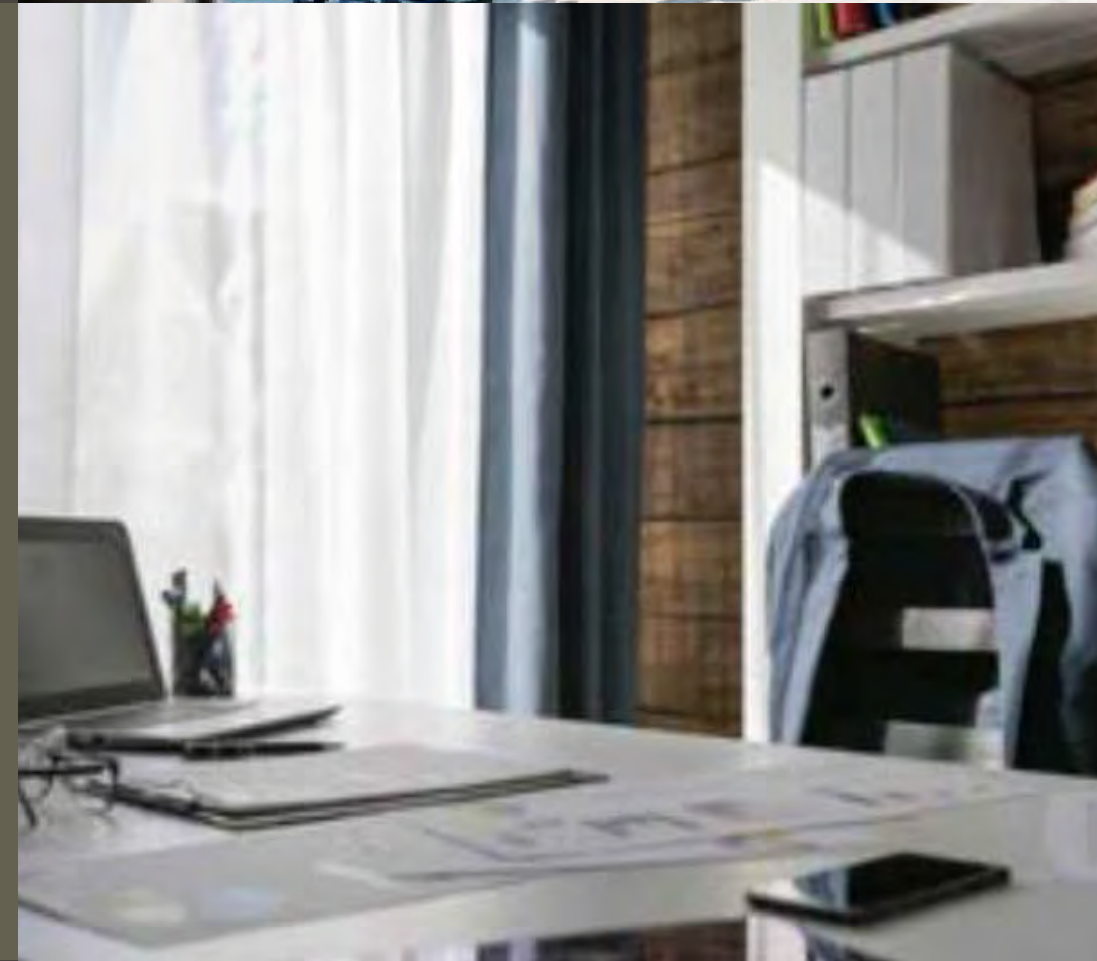
People

- Capture the in-between gestures or motions of facial expressions, poses, and interactions.
- Consider diversity and inclusion to represent our global community.
- Show people engaged in realistic situations.
- Ensure people don't look like models—they should have natural imperfections and unique qualities.



Environments

- Select spaces with distinguishing details that add industry context.
- Style empty rooms so they look like an active living space or workspace.
- When needed, select or shoot images with angles that help interiors feel uncluttered.
- Use people placed in the scene to show environmental or industrial scale.
- Feature people who are engaged and interacting with their surroundings.
- Use natural lighting, especially during dawn, dusk, “the golden hour,” or cloudy days that create soft and short shadows.



Devices

- Realistically reflect how people interact with technology.
- Use close-ups on hands holding devices to show context and purpose related to the workplace.
- Represent technology as helping people work.
- Display actual, current product UI in visible device screens.
- Capture subjects holding devices while still engaged with others or their surroundings instead of only looking at a screen.



Things to avoid

The examples on the right illustrate common photography mistakes to avoid.



Don't
Use photos in which the backs of devices are the primary focal point



Don't
Use photography with superimposed graphics or fictional UX



Don't
Use images with obviously staged scenarios or compositions, studio settings, and unnatural angles



Don't
Use images where lighting is overly dramatic or contrast is tonally too stark



Don't
Use images with blown-out backgrounds (for example, a shot taken directly into the sun)



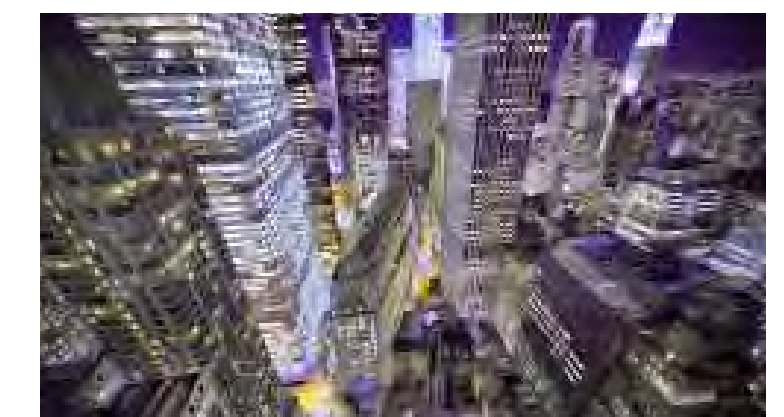
Don't
Show devices with blank screens or featuring non-Oracle UI



Don't
Crop images so closely that the context becomes unclear



Don't
Use unrealistically perfect or clearly altered images



Don't
Use images with no point of focus or interest

Illustration

Illustrations should be uncluttered and clear, with a focus on key elements that support the accompanying messaging. They're intended to enhance, not describe. Avoid overcomplicating illustrations with detailed backgrounds or environments.

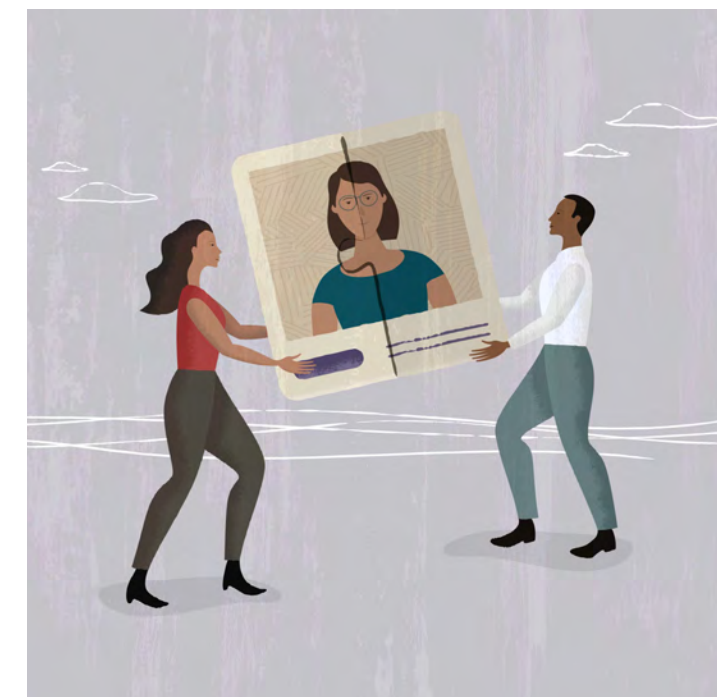
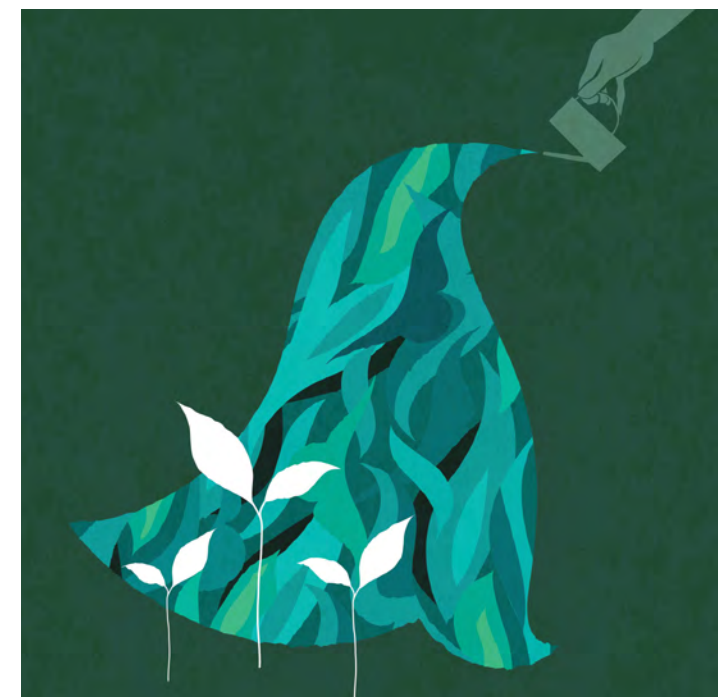
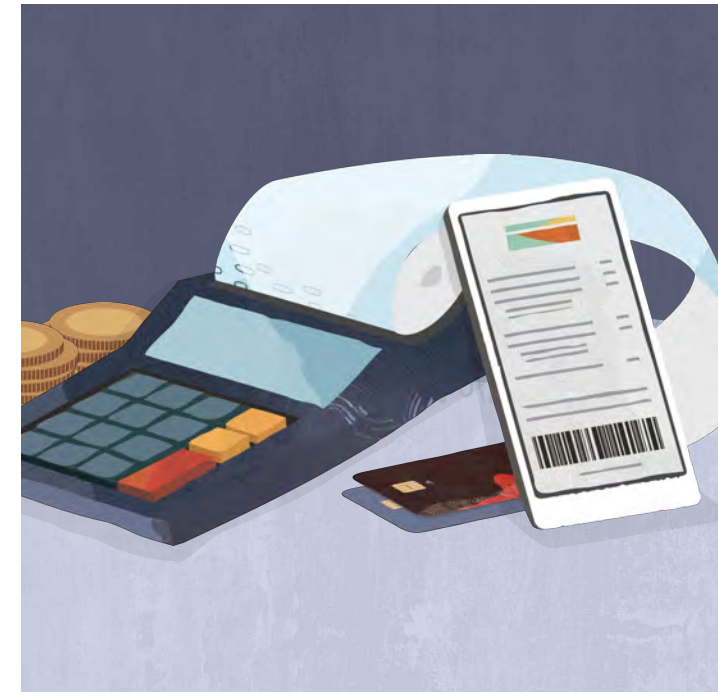


Key illustration ingredients

Redwood illustrations include four foundational visual elements.

1. **An organic, intentionally imperfect feel** with hand-drawn shapes and lines, visible brush strokes, and rough edges.
2. **Redwood data and overlay textures** that selectively add visual interest and impact and are artfully applied to compositions.
3. **Redwood abstract shapes** with integrated data textures that bring focus and clarity to the central concept.
4. **Redwood design system colors** that add a rich, warm, and inviting tone to our brand and product communications.





Find the complete library of Brand-approved Redwood illustrations on [Oracle Media Manager](#).



Iconography

Expressive enough for stylized use on a larger scale—yet minimal enough to be used in smaller spaces such as websites and diagrams—our icons add supporting context without distracting from the main content.



Marketing icons

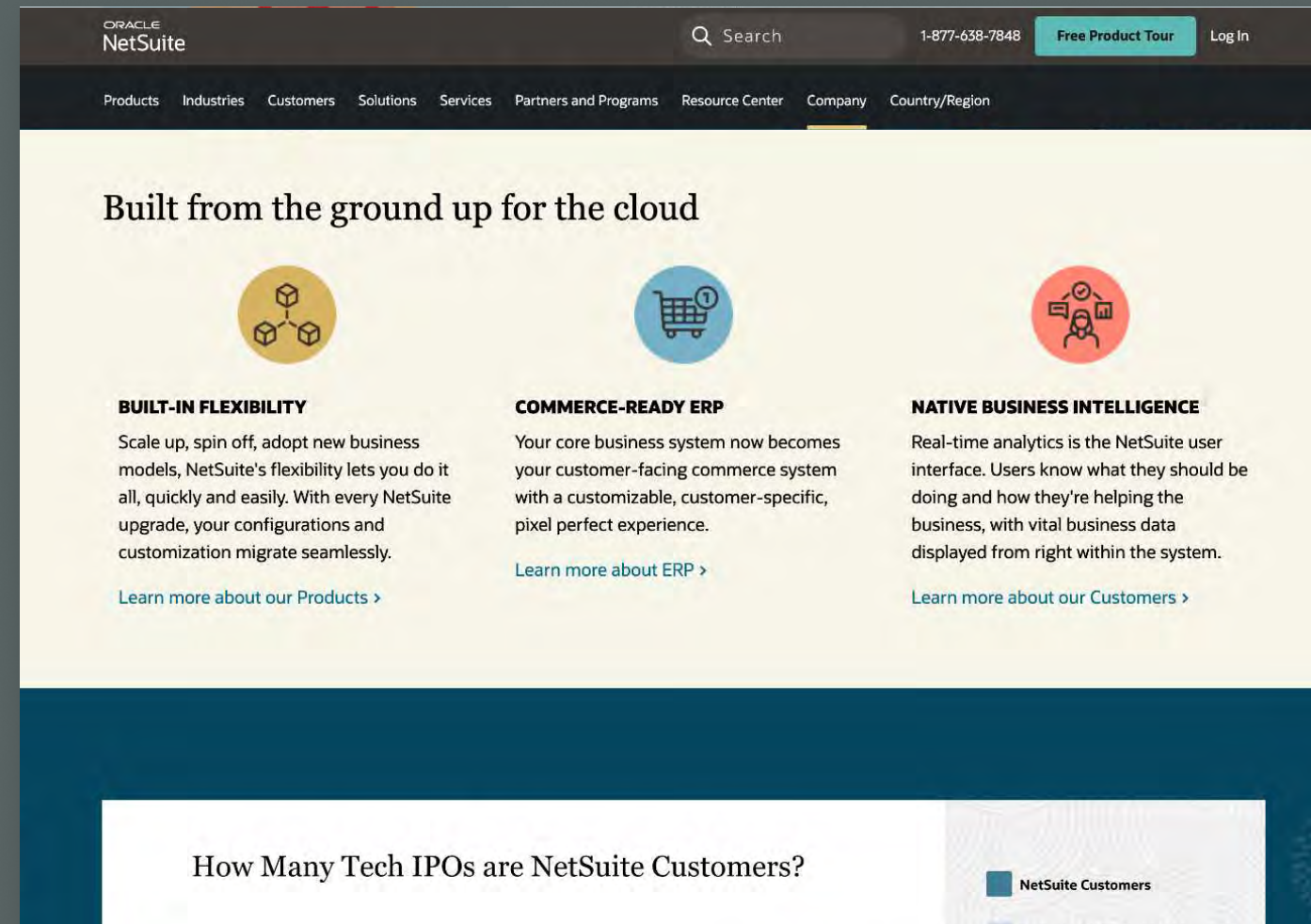
Our primary icon collection is designed for use in marketing materials—presentations, infographics, and so on—to help explain complex ideas and concepts, especially when space is limited.

Find an extensive library of Redwood marketing icons on [Oracle Media Manager](#).

Usage notes

- Check the color contrast for web accessibility standards.
- When using multiple icons, use the same line weight for each icon.

Note: If you're looking for product and service icons for use in technical diagrams, contact the Documentation team through their [Confluence page](#).



A distributed cloud that can be wherever you need it



Detect

changes from digital signals

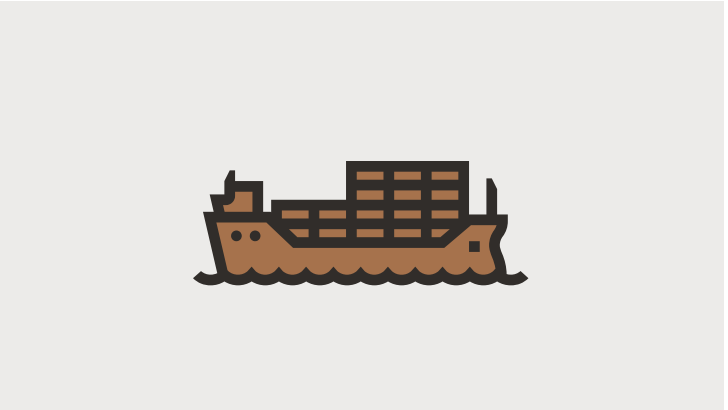


Things to avoid

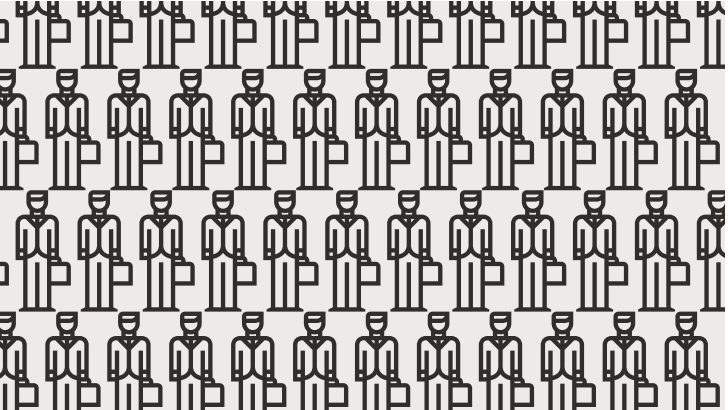
The examples on the right illustrate common iconography mistakes to avoid.



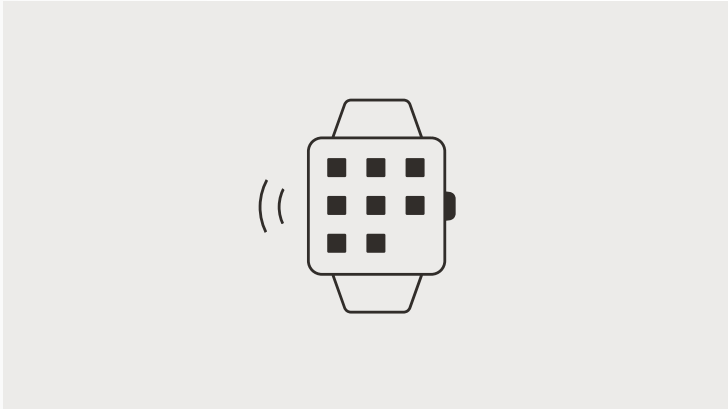
Don't
Use colors outside the Redwood palette



Don't
Fill in icons



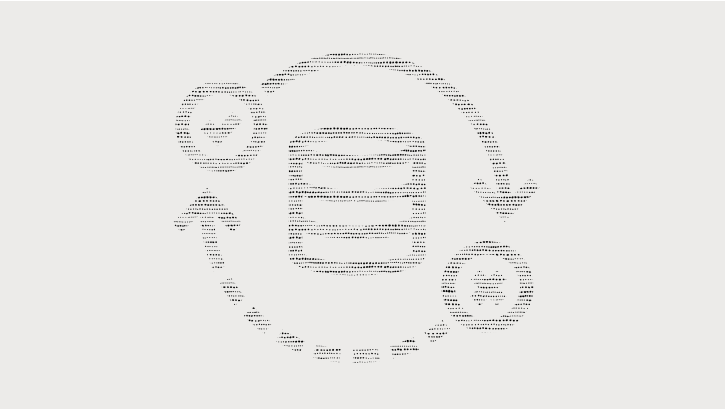
Don't
Make patterns with icons



Don't
Change line thickness



Don't
Use gradients on icons



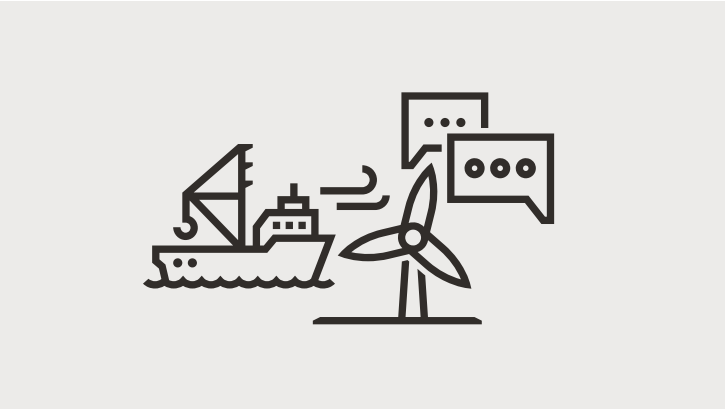
Don't
Use textures on icons



Don't
Stylize the stroke



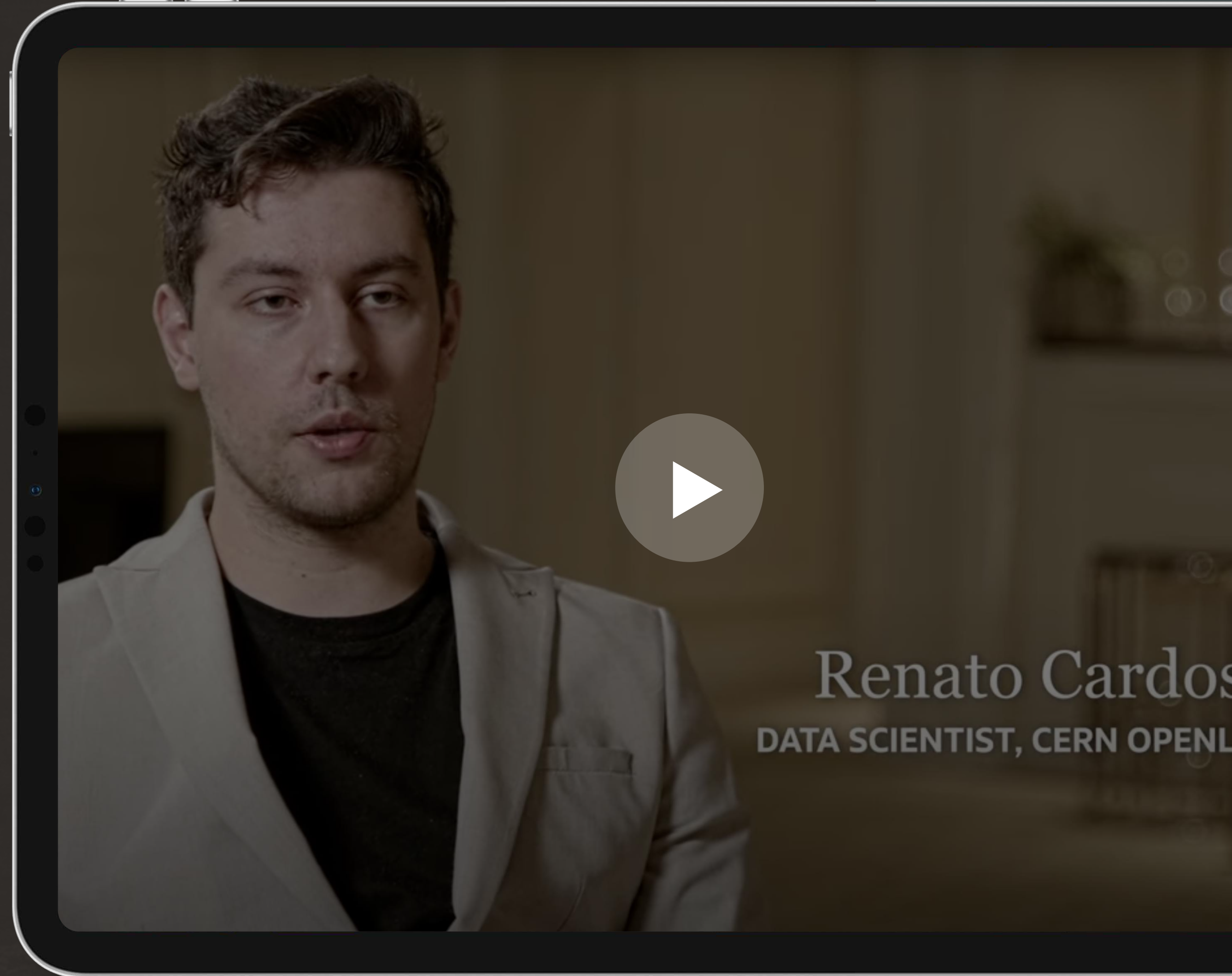
Don't
Use non-Redwood icons



Don't
Combine multiple icons

Video graphics

We use minimal video graphics to help frame the context of the story and provide additional information that advances the narrative. Graphics should never feel disruptive or distract viewers from the story.



Video graphics

Titles:

- Video title screens aren't required.
- If you do include an on-screen title, it may be in sentence case or title case, depending on the context of your content.
- Titles appearing on video thumbnails should always be in title case.
- Use either Georgia or Oracle Sans for video titles.

Lower thirds:

- Use lower thirds to identify on-screen subjects the first time they appear.
- Speaker names should be in Georgia and their titles can be in Oracle Sans, either in sentence case or all caps.
- Don't add drop shadows to the text.

Supers:

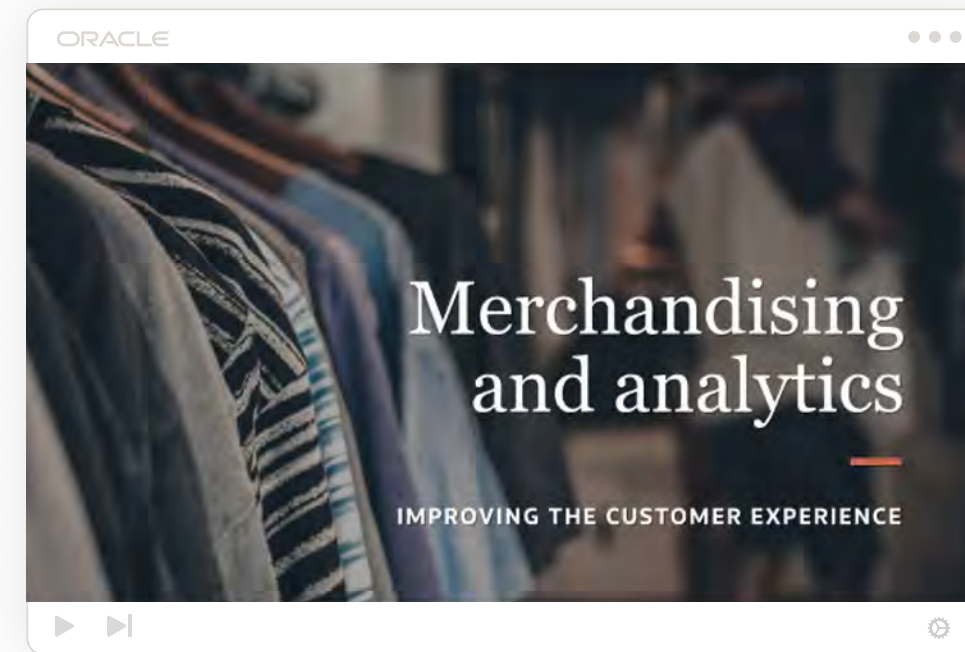
- On-screen copy conveys additional information not provided by speakers or in a voiceover.
- Use Oracle Sans Bold for superimposed copy.

Lists:

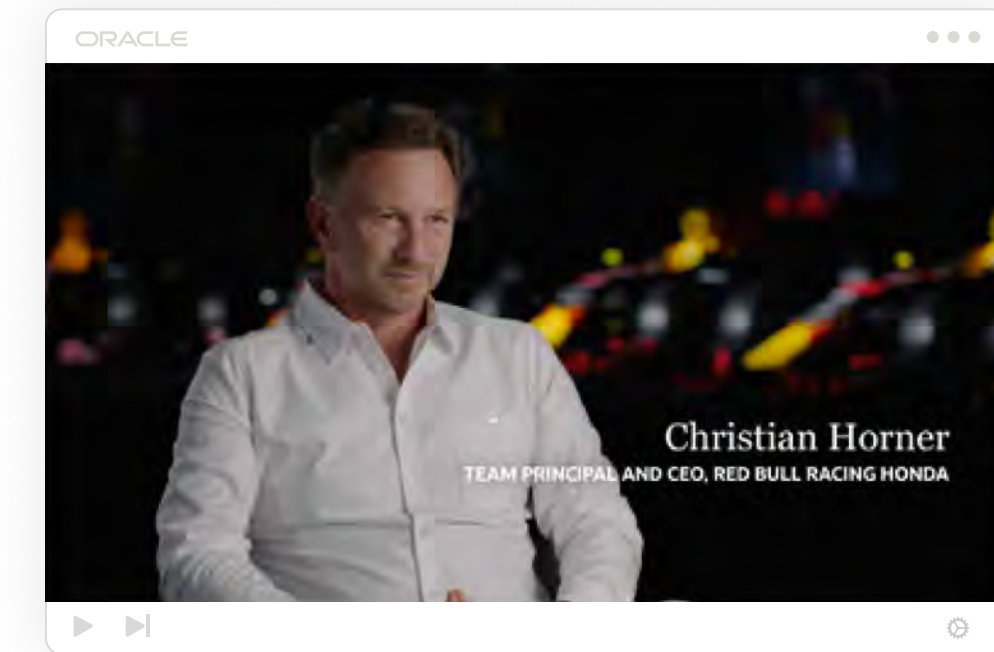
- Animated lists are used to highlight product details and key points.
- Use Oracle Sans Light for list copy and text colors that are easy to read against backgrounds.

End slates:

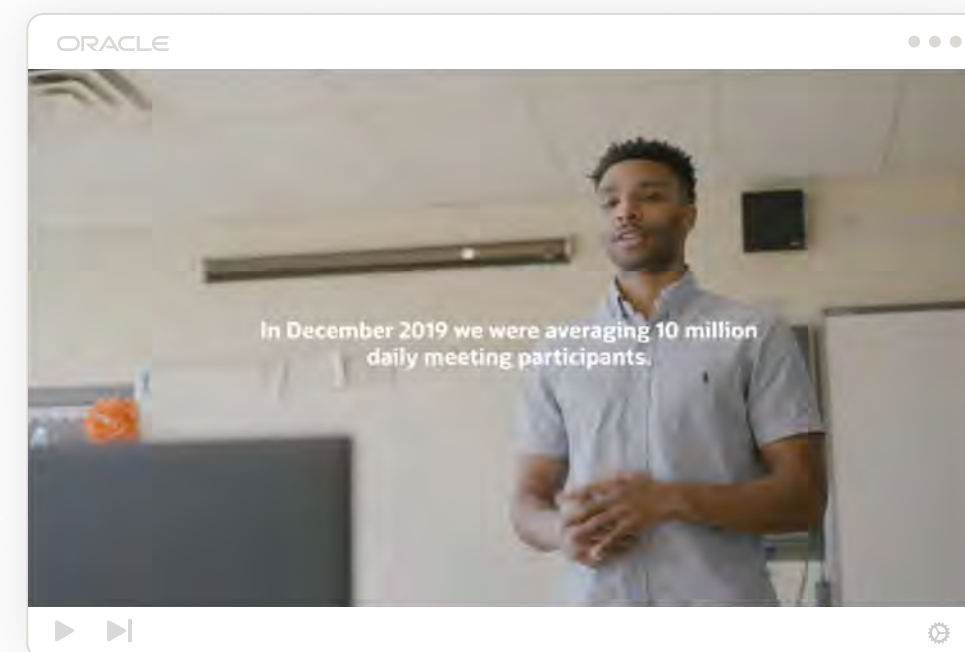
- Every video should close with an ending sequence that animates the "O" graphic into the full Oracle logo.
- Look for background shots where the logo will stand out without competing with the footage or interfering with people's faces. If no suitable shot is available, use an opaque end slate.



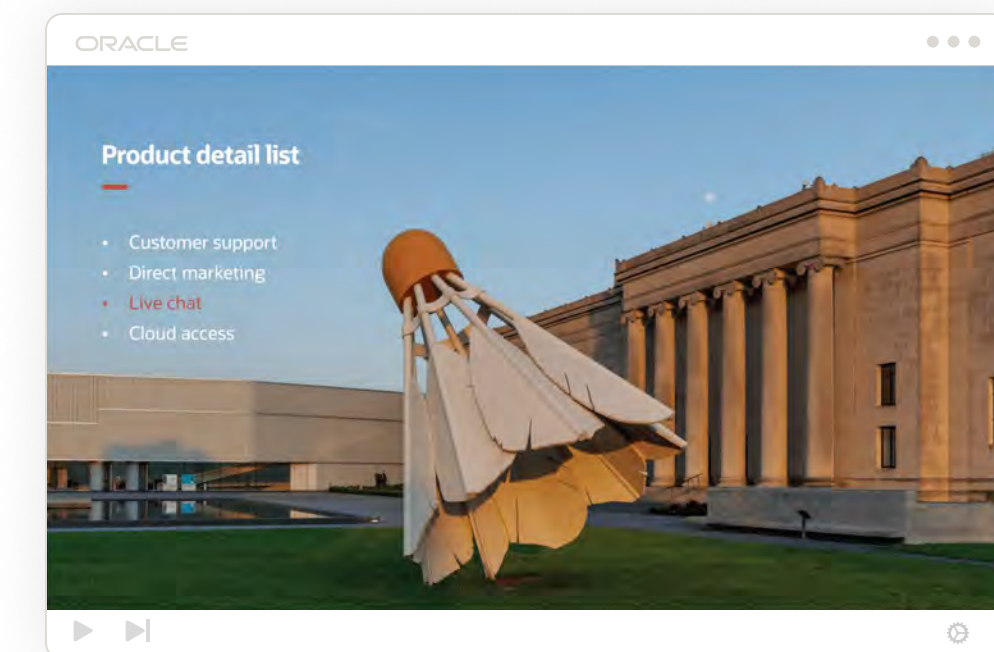
Titles



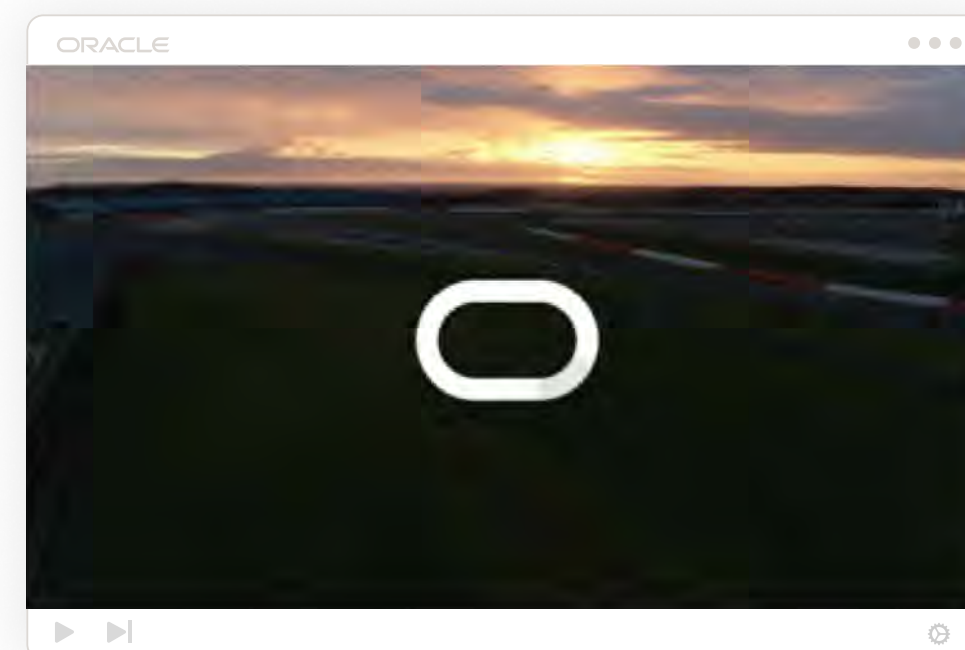
Lower thirds



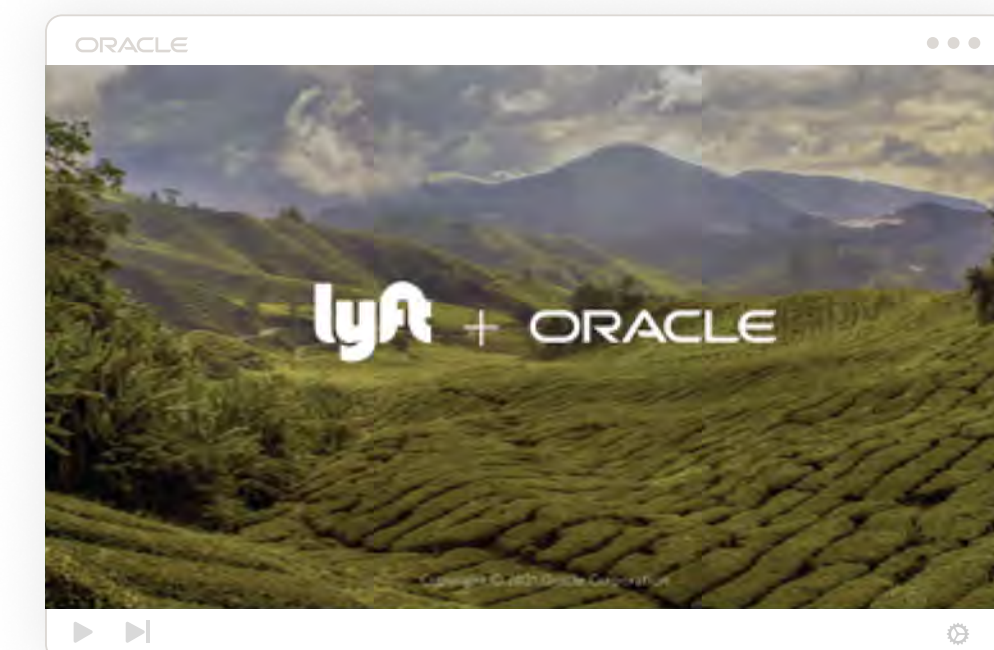
Supers



Lists



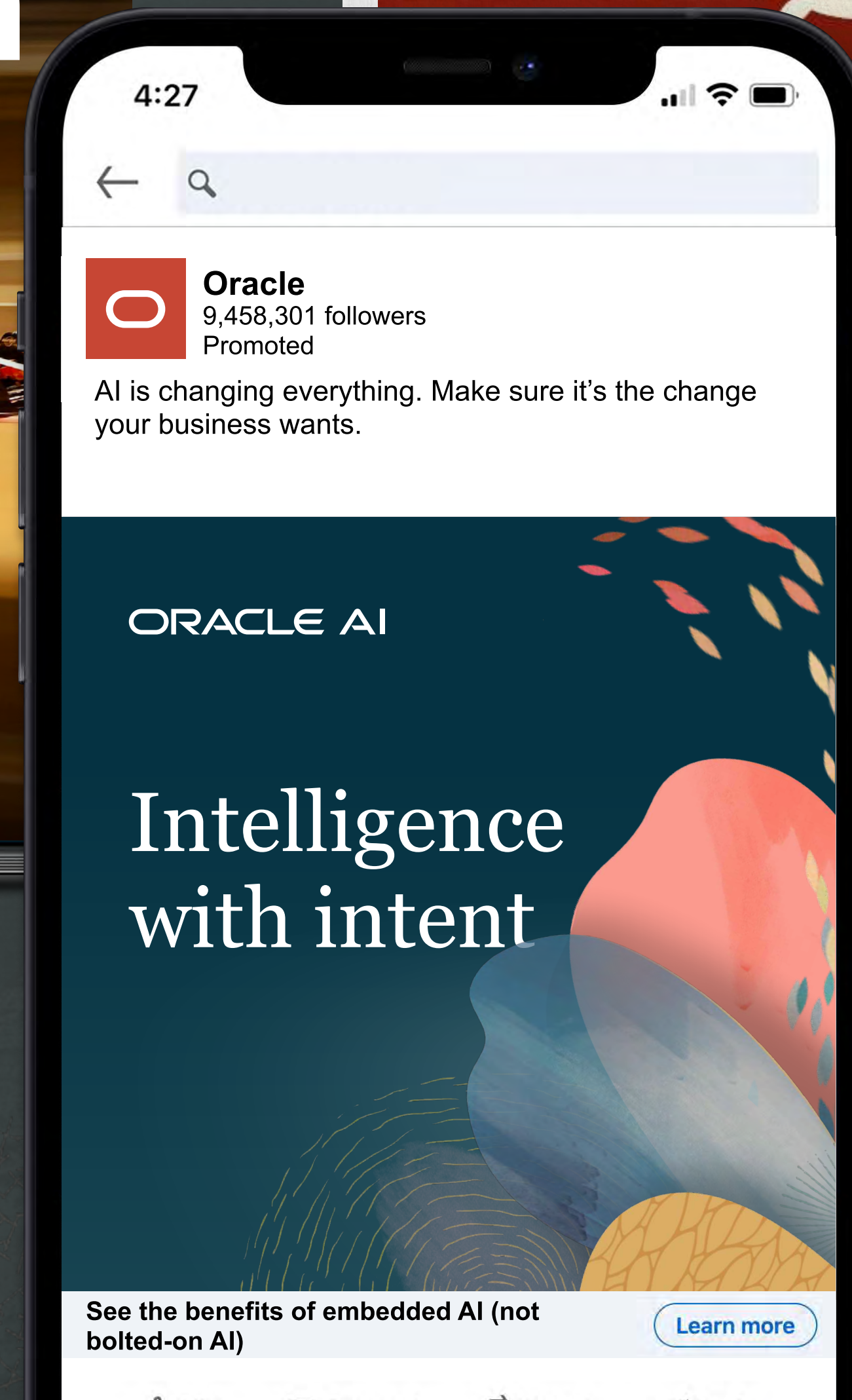
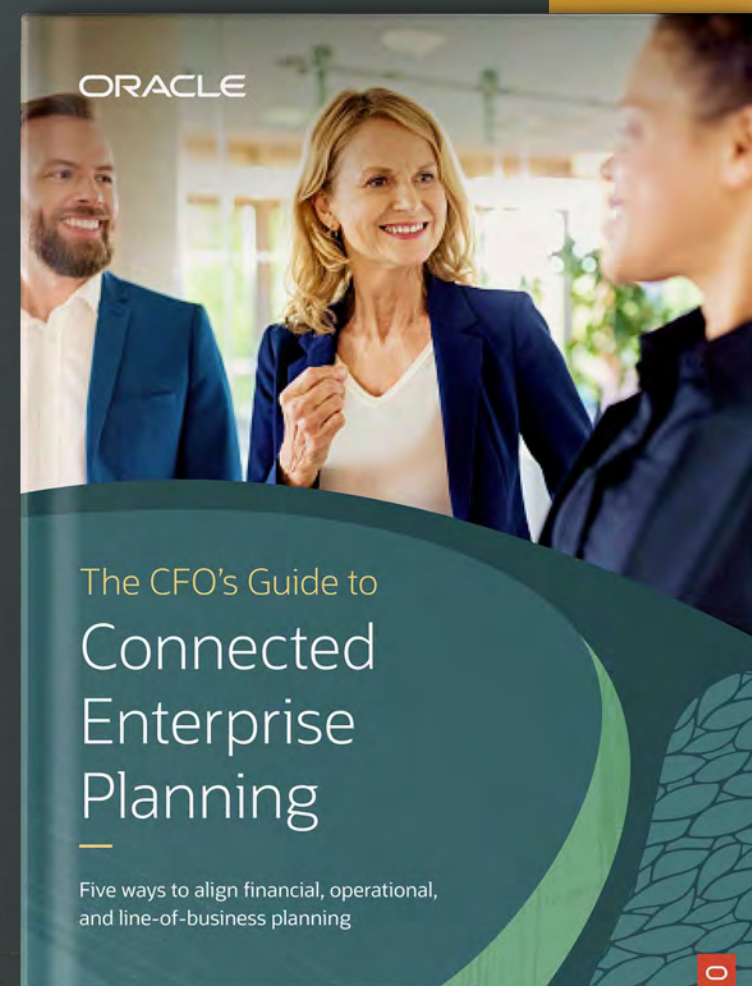
End slate



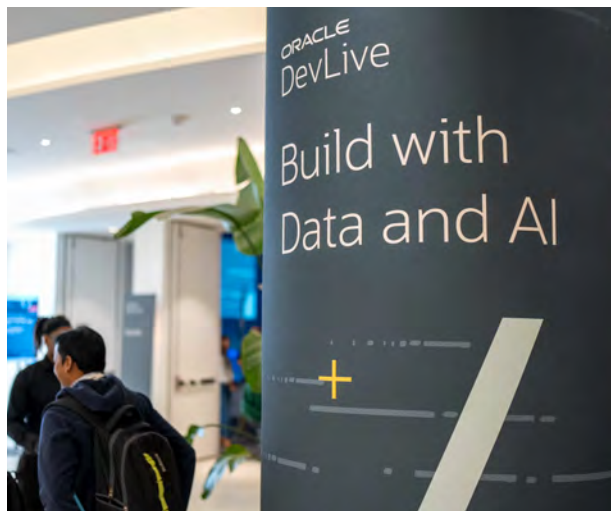
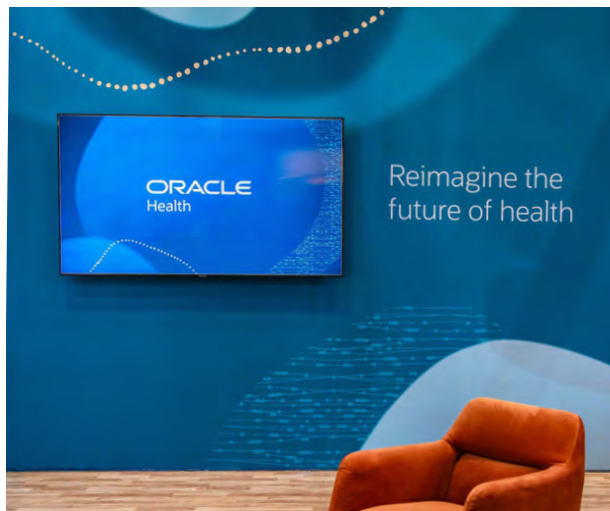
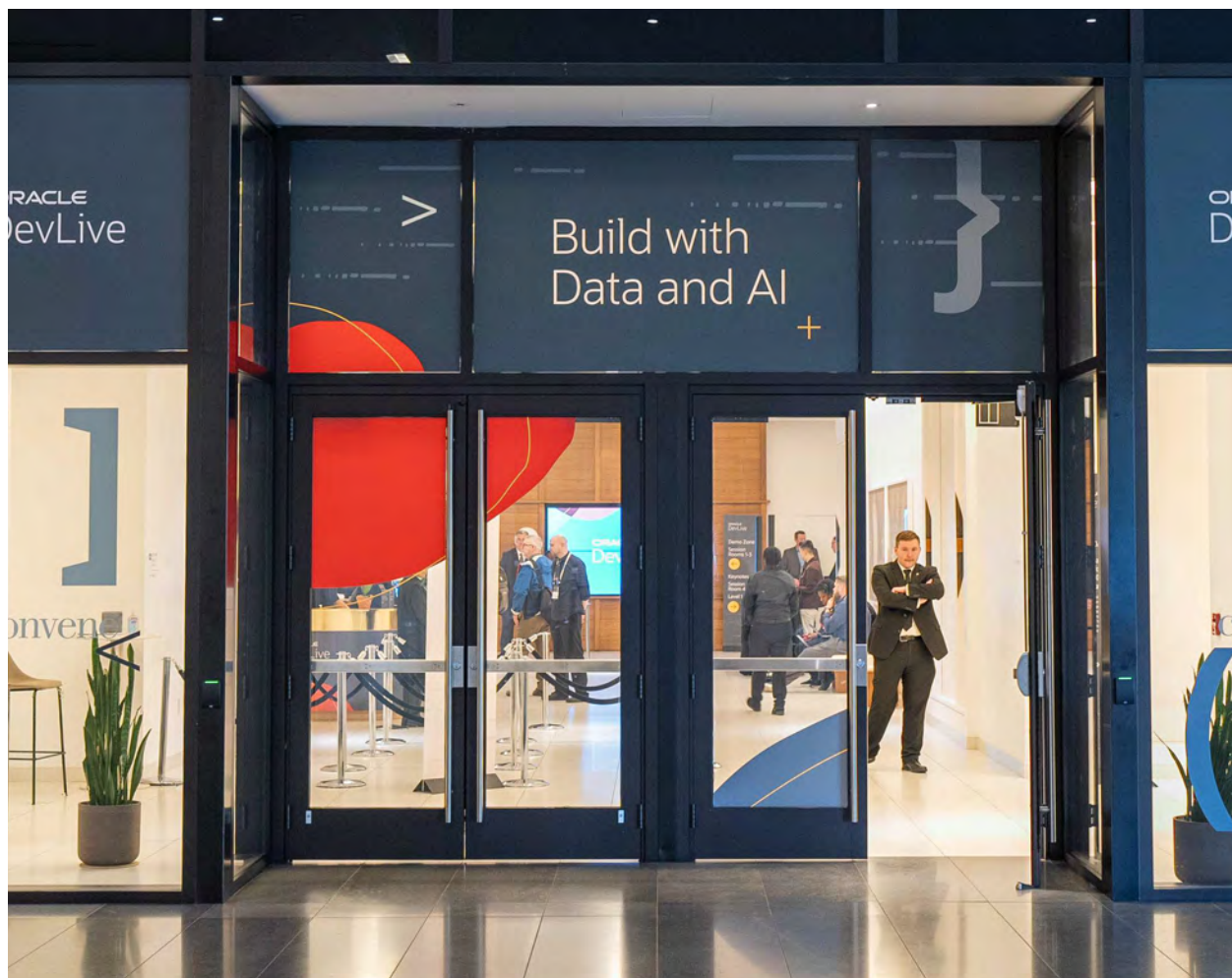
End slate with customer

Brand expressions

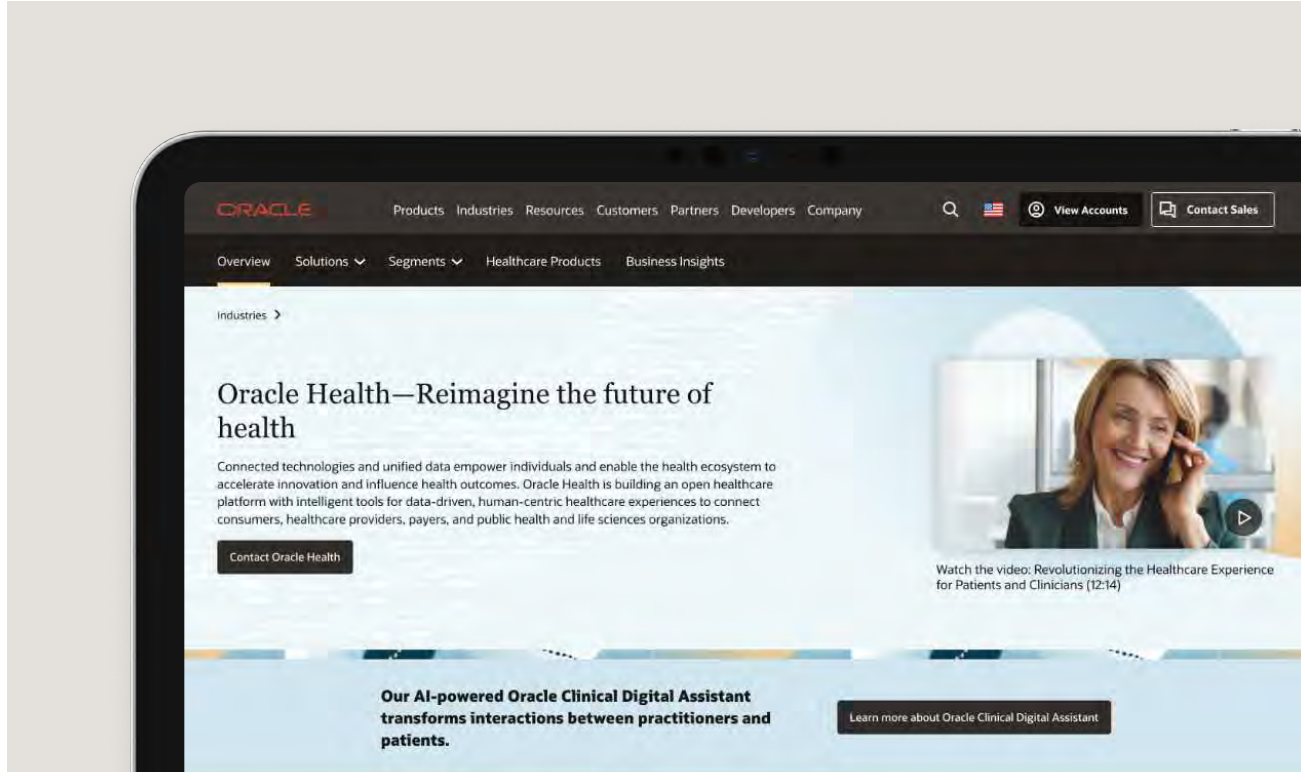
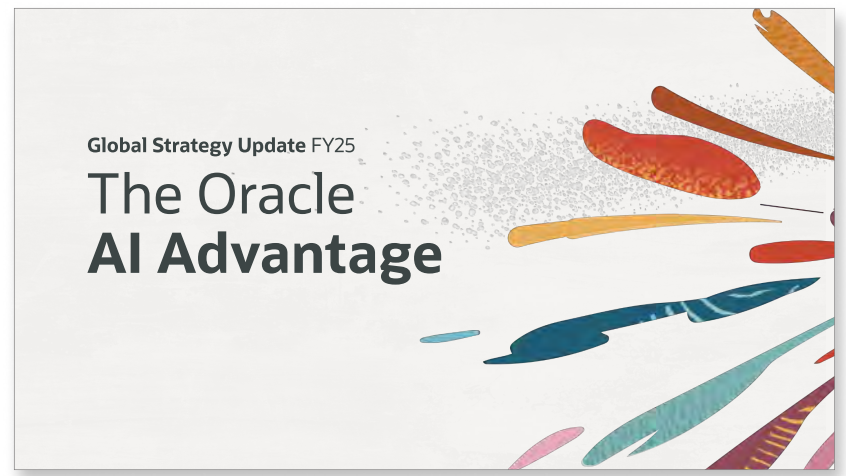
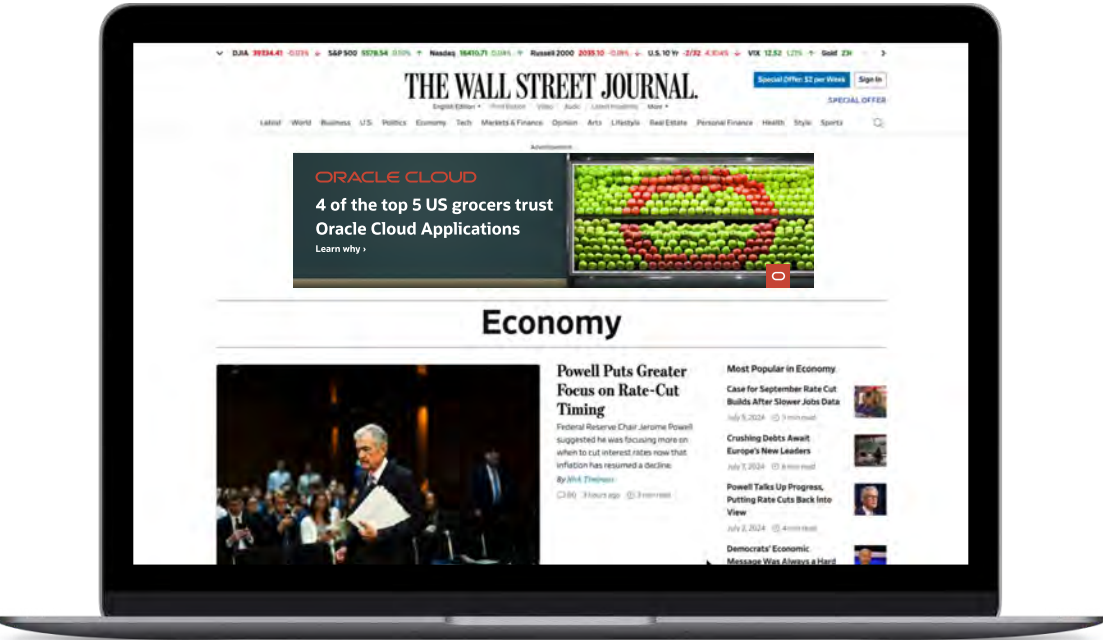
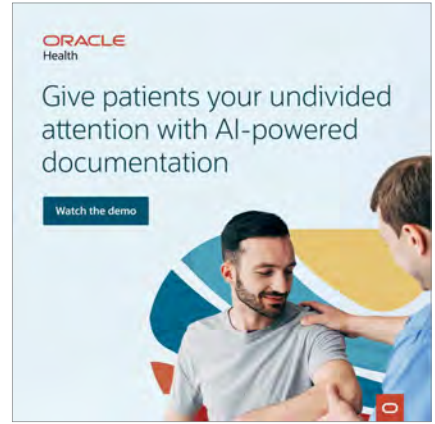
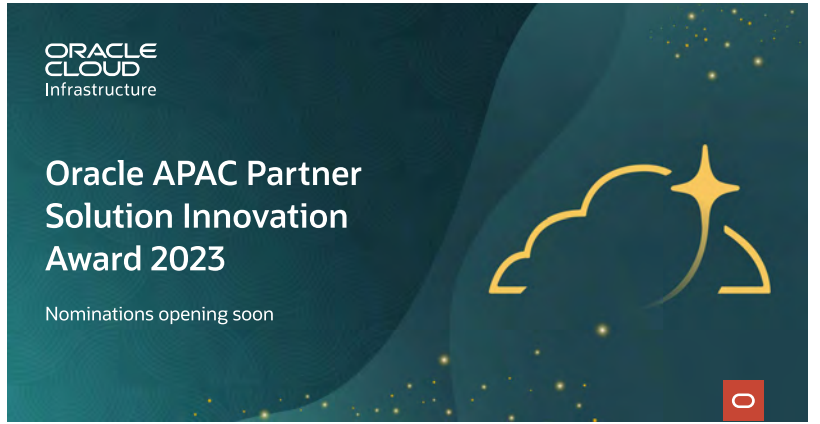
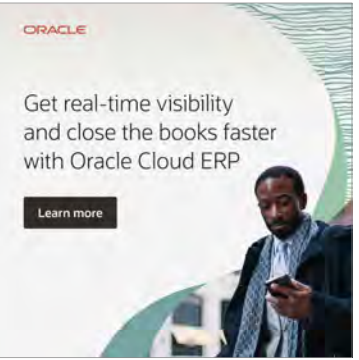
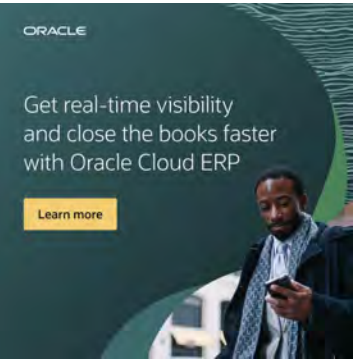
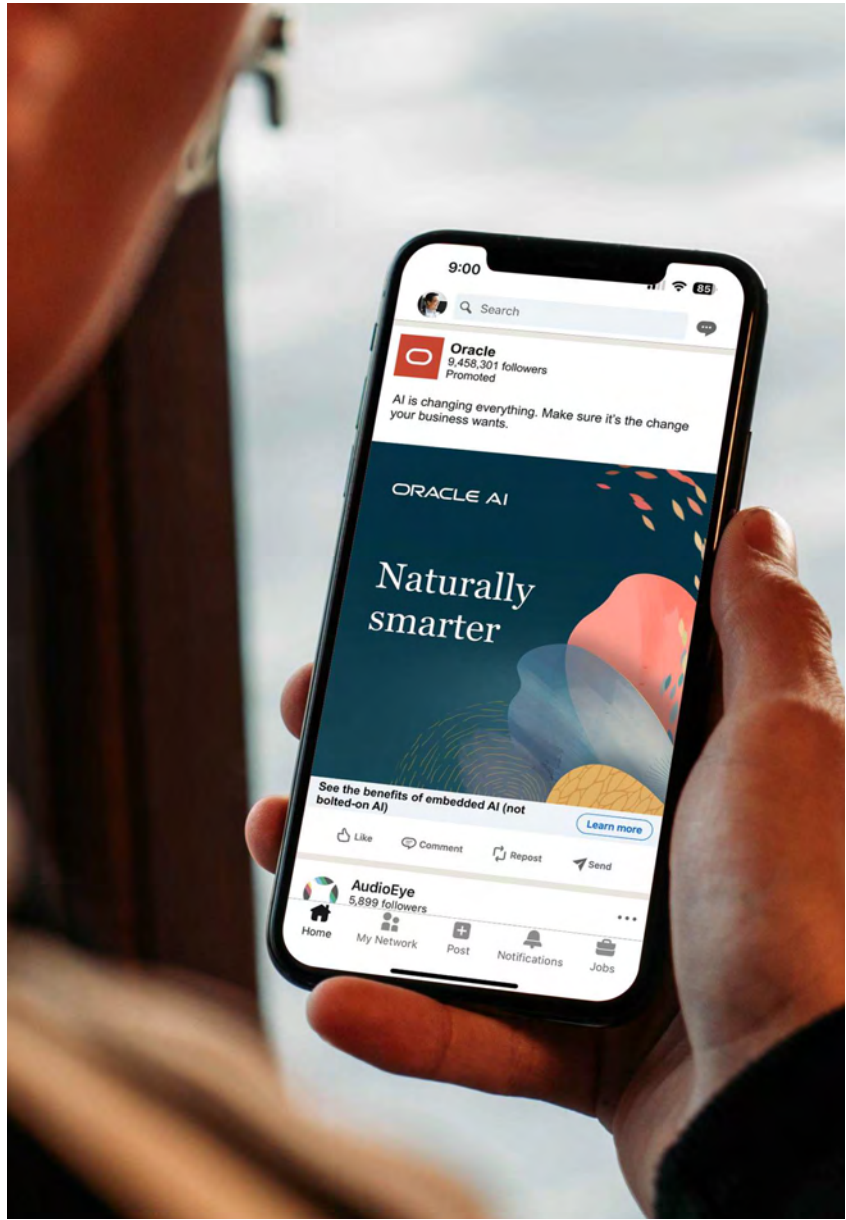
We've gathered several real-world examples of the Redwood design system put to work in marketing creative for events, advertising, and more marketing expressions.



Brand expressions



Brand expressions



Brand expressions

CREWDOG AI
CrewDog scales GPU resources with OCI AI Infrastructure

Oracle Cloud service helps AI-powered job board and coaching platform deliver increased performance and 90% cost savings.

[Read the story](#) [Explore AI Infrastructure](#)

Körber Supply Chain improves efficiency, scale, reliability using OCI

By moving its warehouse management applications from on-premises to OCI, it cut costs and improved performance by 40%.

[Read Körber's story](#)

Helzberg Diamonds optimizes retail planning with AI

The jeweler takes advantage of the next-gen AI features built into Oracle Retail solutions.

[Read Helzberg's story](#)

OUTRIGGER Hospitality Group accelerates resort openings with OPERA Cloud

OUTRIGGER's move from on-premises property management to Oracle OPERA Cloud also helps the company access AI-powered innovation.

[Read the OUTRIGGER story](#)

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Oracle Cloud Infrastructure

An automated, secure platform for migrating enterprise workloads and building new cloud native apps.

[Explore OCI](#)

Learn why more than 400,000 customers trust Oracle [Explore all customer stories](#)

Uber relies on Oracle Cloud to deliver on promises to its customers

[Read Uber's story](#)

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- What is cloud computing?
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- What is Kubernetes?
- What is Python?
- What is SaaS?

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Artificial Intelligence (AI)

Get comprehensive AI services and state-of-the-art generative AI innovations on our data platform and in our cloud applications—all on a best-in-class AI infrastructure.

[Speak to an expert](#) [Maximize your AI potential](#)

What is Oracle AI?

Oracle AI Explained (1:20)

Join us at Oracle CloudWorld to learn how AI can transform your business. [Register today](#)

Oracle Customer Successes

Innovation, ease of use, better results—those are just some of the reasons organizations in all industries and of all sizes rely on Oracle to help them succeed. Hear from our customers to learn what makes Oracle the right choice for them, and why we're the right partner for your business.

[Search customers](#)

Why choose Autonomous JSON Database?

- Simple development experience**
- MongoDB Compatibility**
- Autonomous operations and 99.95% availability**
- Highest performance**
- Comprehensive data protection and security**
- Low pay-per-use pricing**

- Simple document APIs**
- Choice of APIs, languages, and tools**
- Large Native JSON documents**
- Indexing without limitation**
- Full SQL support**

Exadata Database Service

Oracle Exadata Database Service delivers proven Oracle Database capabilities on purpose-built, optimized Oracle Exadata infrastructure in the public cloud and on Cloud@Customer. Built-in cloud automation, elastic resource scaling, security, and fast performance for all Oracle Database workloads helps you simplify management and reduce costs.

[Introducing new Exadata Platforms in OCI \(15:44\)](#)

Restaurant Technology Solutions

Build stronger customer relationships, attract in new ways, and grow your food and beverage business. Oracle offers a full suite of restaurant technology solutions, including mobile order and pay, online ordering, POS, and food payment processing, and restaurant analytics, so you can deliver better business performance and exceptional customer experiences.

[Request a demo](#) [Contact Oracle Restaurant](#)

Oracle Restaurants Industry spotlight

Rethink Restaurant Success

Four ways to deliver consistent, superior guest experiences.

[Watch the video](#)

Your guest engagement experience, your way

Get three tips for extending your POS to deliver great brand experiences across channels.

[Download the guide](#)

Stadiums without borders

Fans are increasingly ready to let go of nostalgia and embrace a digital future.

[Get the latest insights](#)

Accelerate app innovation with built-in AI and your choice of LLM

- Use your choice of LLM, open source or proprietary, with Oracle AI Autonomous Database. Oracle AI Autonomous Database automatically translates natural language into database queries and allows you to have a contextual conversation, without any custom coding or manual operations via a complex interface.
- Early enable neural augmented generation (NAG) across your proprietary documents in various formats with the built-in vector store.
- Harness integrated AI services and in-database machine learning (ML) to enhance your apps with real-time insights, anomaly detection, or personalized recommendations.

Innovator: Answer natural language queries with Oracle AI

Increase your app development velocity with one database that does it all

- Quickly react to business demands by using a single data platform that can meet all your needs, without integrating new databases. Autonomous Database allows you to use SQL, JSON documents, graph, geospatial, text, and vectors in a single database to rapidly build new features.
- Build apps for any workload, and even generate apps without writing code.
- Use the same Oracle Database, fully automated and cloud-based.

Workshop: Use SQL, JSON, and graph on the same app

Deploy apps wherever you want at any scale

- Deploy your apps in the cloud or your data center with OCI's distributed architecture.
- Start small while allowing your apps to scale as needed with a database used by the most demanding applications—without rearchitecting your app or overprovisioning on compute resources.
- Stay focused on AppDev using a database that helps you ensure uptime and safeguard data through automated security measures and continuous monitoring.

Workshop: Enable data scaling, security, and risk

FY25 Global Compliance Training [Complete now](#)

Me Expenses Procurement Tools My HCM Reporting Others

QUICK ACTIONS

- Personal Details
- Contact Info
- Admin/Exec Assistant Details
- Family and Emergency Contacts
- Personal Information
- Connections
- Journeys

MyOracle

My Top Actions

- Check
- Review
- Approve
- Submit
- Microsoft Exchange

New employees

Manage your new hires with Oracle HR.

Give your career

Be your best and advance your career.

Learn every day

Take your skills and knowledge to the next level.

In the Know News

Set the right performance goals to drive your career success

Have conversations to align your work with Oracle's strategy and set goals for the new year.

[Get recommendations](#)

Why NetSuite?

From Startup to Enterprise, we are the #1 Cloud ERP Business.

Adaptability has never been more important.

We give you the ability and control to make the right software decision.

44 Our industry is heavily dependent on weekly reporting of sales. We need to have access with accuracy and with submitting timely reports—we are now a power class for doing things right.

Workshop: Cloud from Our Products

Built from the ground up for the cloud

- WAS IT FEASIBILITY?** Scale, speed, and business model. NetSuite is built for the cloud, so you can scale your business without the need for complex hardware and infrastructure.
- CONVEX READY ERP** Use your business model to determine the right ERP for you. NetSuite is built for the cloud, so you can scale your business without the need for complex hardware and infrastructure.
- NATIVE BUSINESS INTELLIGENCE** Real-time analytics that are built into the core of NetSuite, so you can make data-driven decisions and improve your business performance.

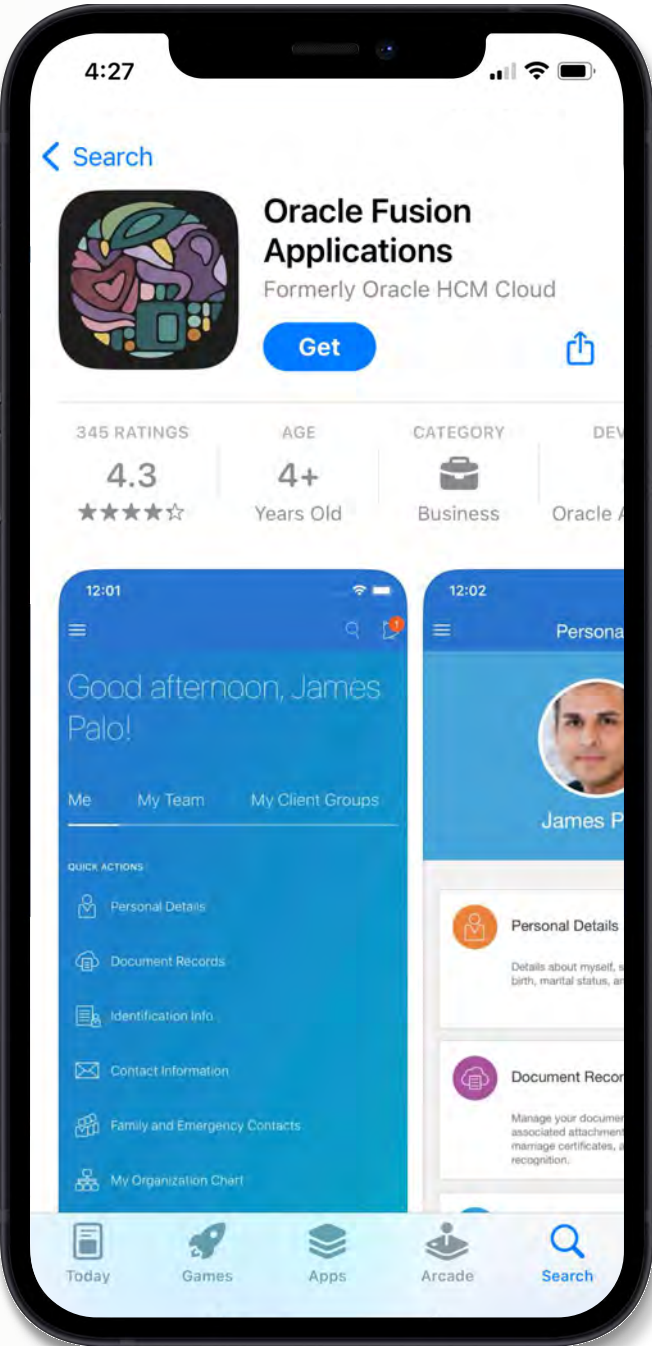
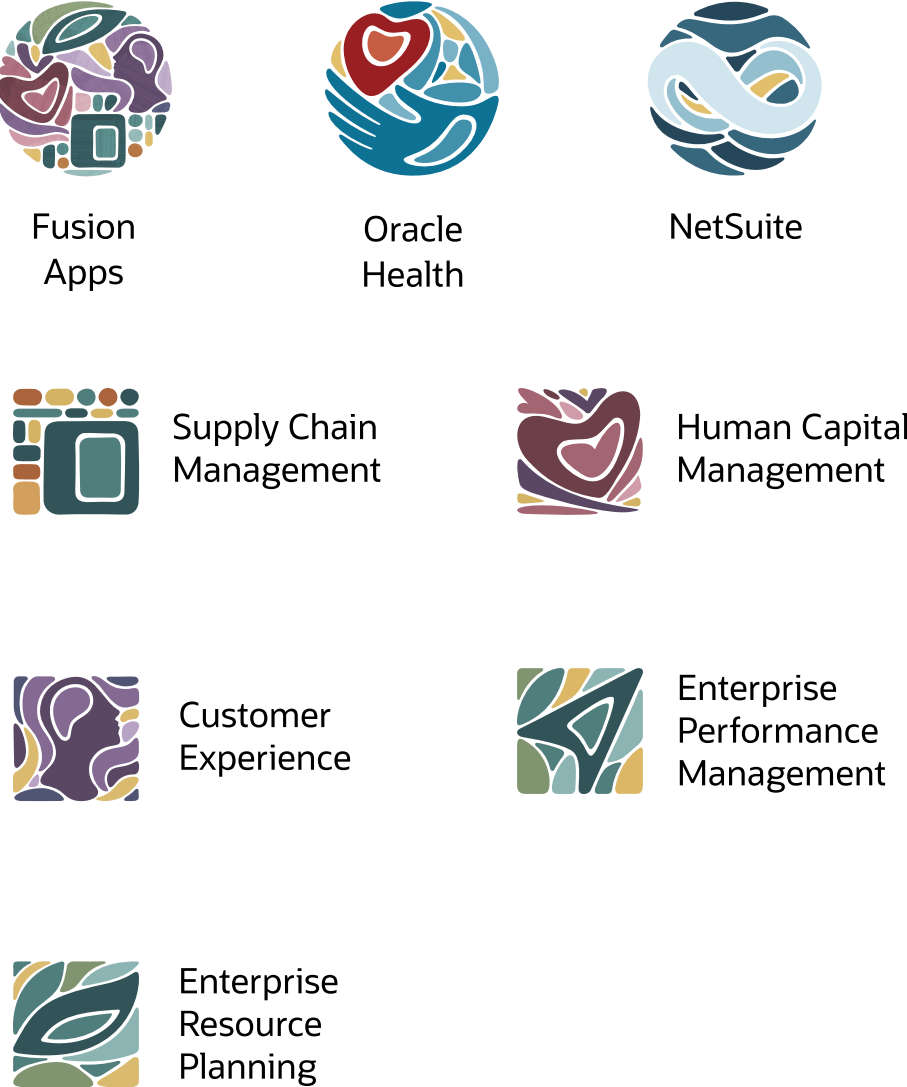
How Many Tech IPOs are NetSuite Customers?

Brand expressions

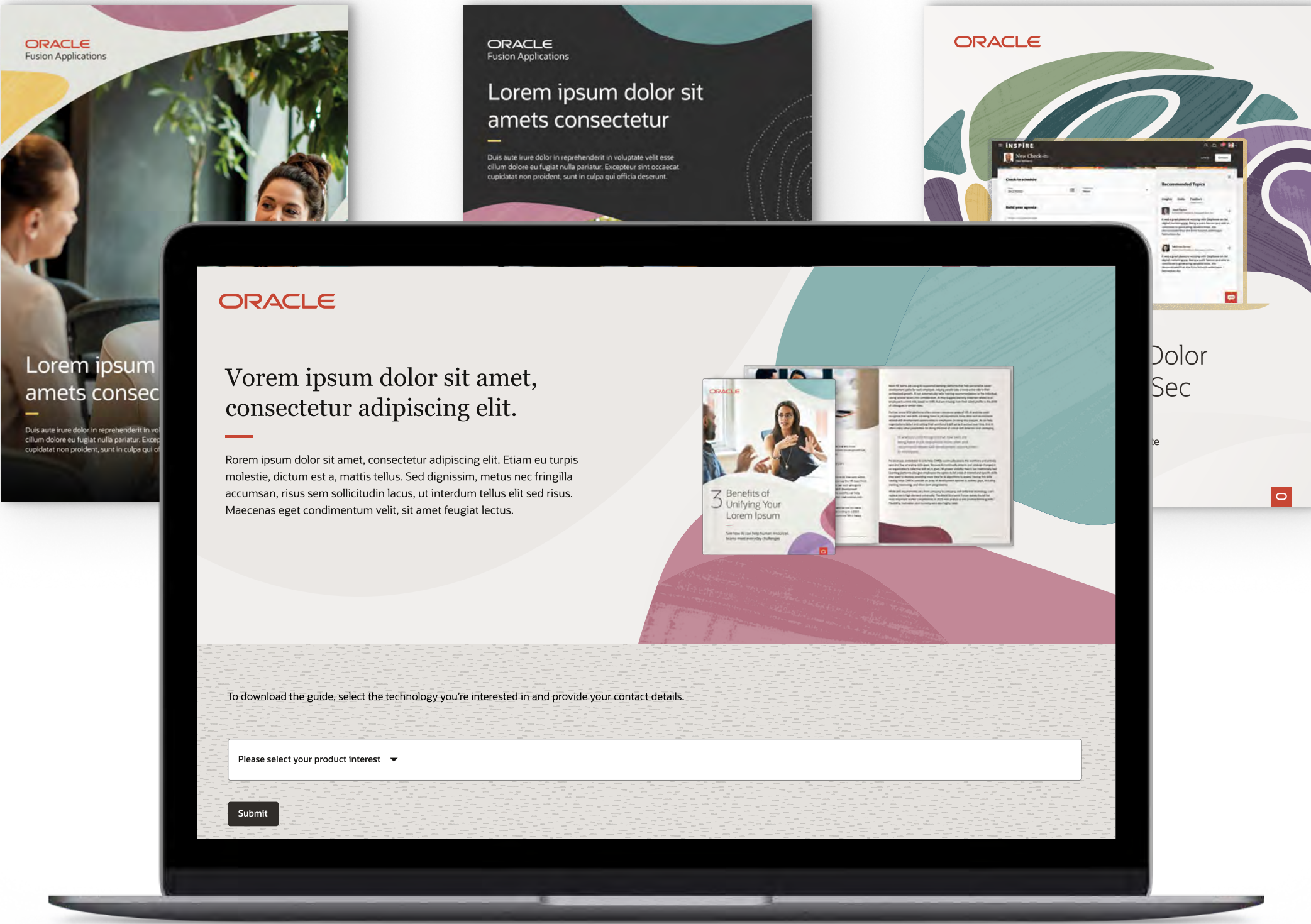
Oracle Applications graphics

Our brand marketing expression for Oracle Applications uses graphics inspired by the product colors and interlocking shapes of Oracle's apps icons, which were designed by the Product UX Design team to uniquely identify the suite's connected products and services.

Note: These icons aren't intended for use as a product or application logo.



Oracle Fusion Applications App Store home screen



Oracle Fusion Applications marketing asset examples

Resources

All links require Oracle SSO or VPN to access. If you're an agency partner, please work with your Oracle contact to request assets and guidelines.

Tip: Want to keep track of updates to the Redwood style guide and brand assets? Just click the Subscribe icon on a folder or asset in Media Manager to receive email notifications when assets are uploaded.

[Redwood Brand Photography Style Guide](#)

[Redwood Typography Style Guide](#)

[Oracle Voice and Tone Guidelines](#)

[Brand Editorial Style Guide](#)

[Brand assets \(logos, fonts, colors, etc.\)](#)

[Social Media Marketing Style Guide](#)

[Field Marketing Events Kits](#)

[Redwood Product UX Design](#)

[Video thumbnail image specs](#)

[Oracle Accessibility Guidelines](#)

[Redwood PowerPoint templates](#)

[Redwood Word templates](#)

Work with us

[Brand Experience Team Site](#)

Contact

Marcy Kelley, Director of Creative Operations