

ONE Pulse ODC — OFFICIAL STYLE GUIDE

(for press, editorial teams, agencies, partners)

1) Naming & Brand Usage

ONE Pulse ODC

- always written as **ONE Pulse ODC**
- **ODC** always in all caps
- **Pulse** with capital "P" only
- **ONE** always fully capitalized
- no punctuation, no hyphens
- spoken as: "O-D-C"
- **Odyssey is never spelled out**
- the format is **not** a "reality format"
→ always use "live", "unscripted", "global live format"

Alternative Forms (optional, approved)

- **ONEPulse** (marketing, claims, social media)
- **#ONEPulse** (hashtags, posts, visual emphasis)

Not Allowed

- Odyssey spelled out
 - odc
 - Odc
 - OnePulse
 - One Pulse Odyssey
 - OnePulse Odyssey
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2) Radius T-Core

Radius T-Core

- official spelling: **Radius T-Core**
- always with space and hyphen
- refers to the **AI system layer**
- must **not** be personified

Radius (Avatar / Host)

- "Radius" (short form) refers to the visible animated persona

- always capitalized
 - functions as **moderator, night host, dialogue partner, avatar**
 - never referred to as:
 - “bot”
 - “engine”
 - “algorithm”
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3) Format & World

Claim

- **OneCountry, OneWeek, OneRise**
- no punctuation at the end of the claim

Seasons

- **Heartbeat USA**
- **The Americas**
- **Africa**
- **Asia**
- **Oceania**
- **Europe**

(each season runs for 50 weeks)

(do not number seasons — always refer to them as “Season”)

4) Color Codes — Corporate Palette

Primary Colors

Yankees Blue (official dark blue)

- HEX: **#0C2340**
- RGB: **12 / 35 / 64**

Peru Gold (premium gold)

- HEX: **#CD9A00**
- RGB: **205 / 154 / 0**

Secondary Colors

Warm Sand

- HEX: #E6D9B3

Night Ink

- HEX: #0A0A0C

Special Applications

- AI-, night-, or Radius-related elements → **Night Ink + Peru Gold**
 - culture, roots, heritage themes → **Warm Sand + Peru Gold**
 - technology, headsets, innovation → **Yankees Blue + Peru Gold**
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5) Typography

Primary Typeface (digital & print)

- **Inter** (Google Fonts)
- all weights approved

Secondary Typeface (optional)

- **EB Garamond**
(for serious, editorial applications)

Rules

- no decorative fonts
 - headlines: **Inter Bold**
 - subheads: **Inter Medium**
 - body text: **Inter Regular**
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6) Visual Language

Vintage Line Illustrations

- allowed for ODC-typical, iconic AI visuals
- color palette: gold, sepia, night blue
- style: *hand-drawn documentary*

Press Photography

- exclusively real black-and-white portraits
- no AI personas used as press material
- Radius illustrations must **not** be used as headshots

7) Tone of Voice (Text)

Do

- global
- curious
- approachable
- culturally observant
- apolitical
- respectful
- inspiring
- extremely precise

Don't

- reality-TV clichés
- staged conflict
- clickbait
- exaggerated pathos
- technical overload

8) Legally Relevant Terms (consistent usage)

- **Personality** (not "celebrity" or "talent")
- **Cultural Week** (not "trip")
- **Lux Value** (official spelling, always with space)
- **Impact Dinner**
- **Global Culture Archive** (or "global archive")
- **Radius T-Core Layer**
- **Night Hosting (9 p.m.–midnight)**