Oraar
Brand Guidelines | 2023

About Us:

Oraar Studio is an Extended reality studio with a Global team of specialised developers and designers who craft custom immersive experiences for social platforms
(Including Augmented Reality experiences for Instagram, Snapchat, and Tiktok).

We also offer XR applications and Web experience for brands and agencies. We are collectively certified Spark AR creators and Offical Snapchat partners for AR lenses.

Our Mission

Empowering brands to elevate their engagement by creating immersive extended reality experiences for their audience.

Primary Logo

Meet our logo! This primary logo is our favourite to represent Oraar Studio and should always be used predominetly on posts and printed content.

Secondary Logo

Meet our secondary logo! This secondary logo is used when stating "Oraar Studio" is more relevant.

Oraar Studio

Oraar Studio

Oraar Studio
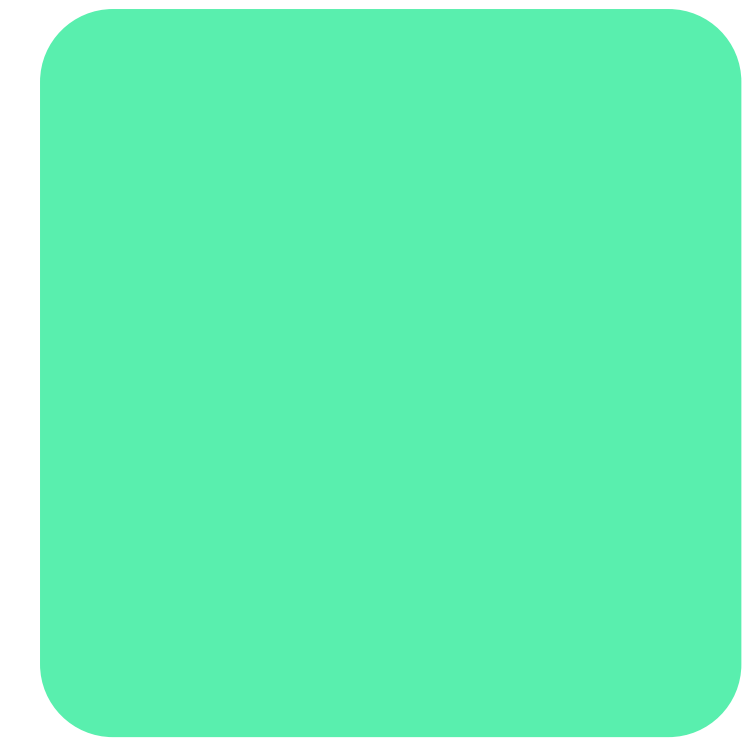
Primary Colour Scheme

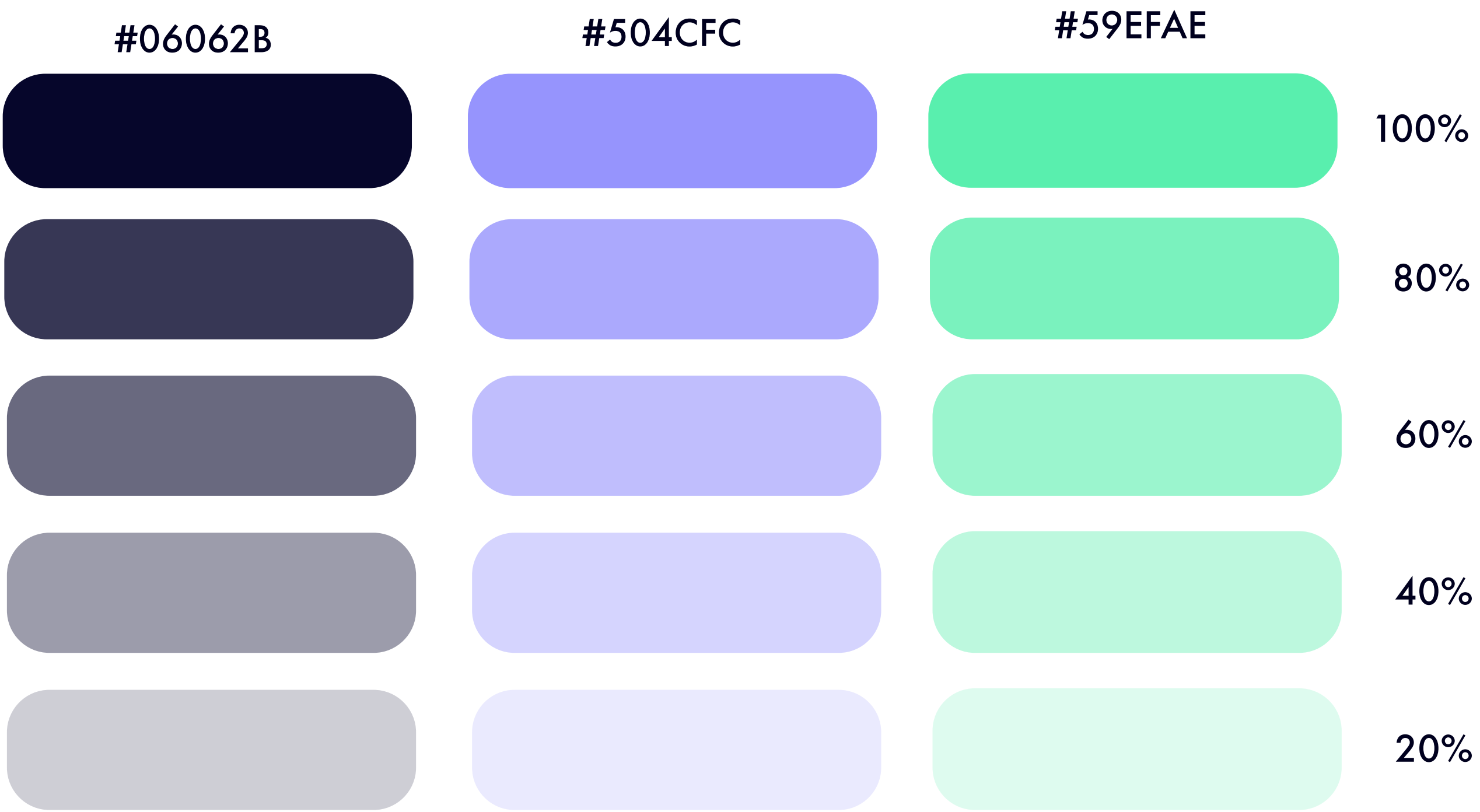Our color palette should always show clear contrast to ensure that it's readable for everyone.

#06062B

#9694FD

#59EFAE

Extended Colour Scheme

Use this colour pallete for graphics and posts when needed!

#06062B	#504CFC	#59EFAE	
			100%
			80%
			60%
			40%
			20%

Clear Space

Our logo needs some breathing room! Make sure you give it space to stand out.

When using our primary logo as an icon, the spacing between the centre should be 0.25 the diameter.

E.g. Logo width: 260 px
:. spacing from centre: 65 px

Minimum Size

To preserve legibility, out primary logo should never appear at less than 15 mm for print applications in width.

Our secondary logo should never be smaller than 25 mm width on print

15 mm

Oraar Studio

25 mm

Typography

All our headdings should be in Kallisto with the bold weight. To compliment, our body text uses Futura PT in weight Book.

Kallisto in Bold

Futura PT in Book.

Icon Logo

This logo will be used when our name is in context so we are certain that we are recognised.