

# OrbitX

## Design & Brand Guideline

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General Information

# Brand Overview

We are pleased to present you the new visual style of OrbitX. With the development of our brand, we feel the need to update our existing style.

We did a lot of work to keep the brand recognizable, but added a new perspective to it so that we can keep up with the times. Undoubtedly, the updated style of leadership will serve as a springboard for achieving new heights in our company.

# Digital branding guideline

This document contains a guide to using the OrbitX identity system. Make sure to follow the rules to keep brand consistency.

It will cover all brand elements - logo, colors, typefaces and more - in order to keep consistency in all materials. By adhering to these rules, you will always get high quality brand representation, and you will be sure that the brand is presented as it should be.

Before you start developing products related to our brand, please read this manual carefully.

# Logo-mark

This is the official OrbitX logo-mark. It's strong enough to be used as a stand-alone in some cases, i.e. favicon, app icon, small sizes, etc.



# Logotype

This is the official updated OrbitX logotype. It's a customized version of Eurostile Bold typeface.

The logo is the main element of the entire visual style. Proper use is the principal condition when using the logo.

The image shows the OrbitX logotype, which consists of the word "Orbit" in a bold, blue, sans-serif font, followed by a large, grey, stylized "X" that is also in a sans-serif font.

OrbitX

# Usage on Backgrounds

For the updated logo OrbitX there are 3 main types of background on which it can be placed.

In other cases, the logo will not work correctly.

The OrbitX logo is displayed in white on a solid blue background. The top-left corner of the blue area is rounded.

**OrbitX**

Colorful

The OrbitX logo is displayed in white on a solid black background.

**OrbitX**

Inversion

The OrbitX logo is displayed in white on a solid gray background. The bottom-right corner of the gray area is rounded.

**OrbitX**

Black & White



# Logo Versions

OrbitX has four logo versions – a regular one, and three alternatives. In most cases, it's recommended to use only the regular version.

But it's always a good idea to have an alternative version, to use in specific applications.

The logo consists of the word "Orbit" in a bold, blue, sans-serif font, followed by the letter "X" in a lighter, gray, sans-serif font.

Regular

The logo consists of the word "Orbit" in a bold, black, sans-serif font, followed by the letter "X" in a bold, blue, sans-serif font.

Alternative

The logo consists of the word "OrbitX" in a bold, gray, sans-serif font.

Grayscale

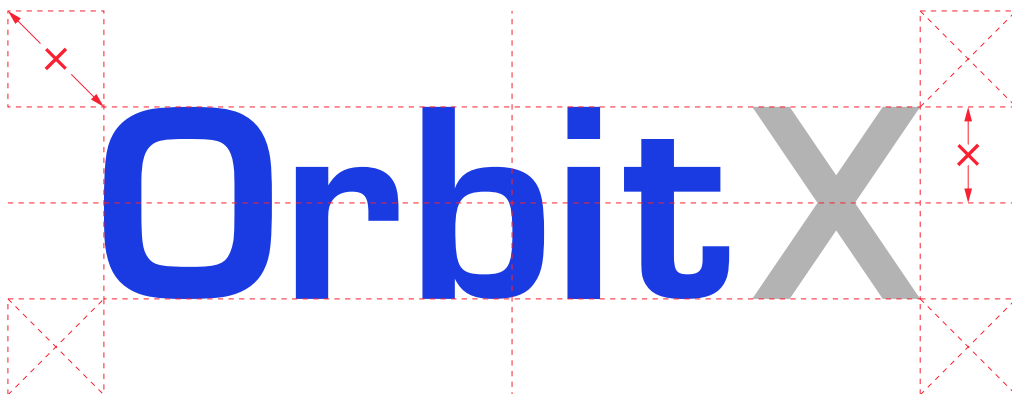
The logo consists of the word "OrbitX" in a bold, light gray, sans-serif font.

Invert Grayscale

# Clearspace

When you use a logo, its location relative to the resident objects is important. Incorrect use may result in the logo losing its properties among other elements. The main thing you should pay attention to is having a clean space near the logo. It helps to keep things neat and professional.

The minimum whitespace around the elements is equivalent to half the height of the logo. This ensures that the logo will work correctly between other elements.



Keep in mind this is the minimum - the more the better, always.

# Minimum Size

Especially for readability, scale needs to have special attention. Do not use brand elements below the following pixel values. Thus, you always keep readability and recognition of the mark.

20 px



Logo-mark

50 px



Logotype

# Social Media

These are the recommended versions for each social media profile picture. It's important to keep consistency in all networks.



Regular



Alternative Blue



Alternative Black

Instagram

Twitter

Facebook

LinkedIn

# Favicon

The favicon is an opportunity to prove that OrbitX logo-mark works in very small sizes. The most appropriate version to use is the regular version.



OrbitX | Direct Drive LED Lig... ×



OrbitX | Direct Drive LED Lig... ×



OrbitX | Direct Drive LED Lig... ×

# Color Palette

Color plays a huge role in how your audience perceives you.

These are the primary and complementary colors of the brand. Make sure to always use these exact color codes.

Primary Color:  
Deep Blue

HEX	1A3BE2
RGB	26, 59, 226
CMYK	87, 76, 0, 0

The black color is the absence of color. The color black represents strength, seriousness, power, and authority. Black is a formal, elegant, and prestigious color.

Secondary Color:  
Black

HEX	000000
RGB	0, 0, 0
CMYK	75, 68, 67, 90

Red is used to  
highlight accents.

Secondary Color:  
White

HEX	FFFFFF
RGB	255, 255, 255
CMYK	0, 0 0, 0

Accent Color:  
Black

HEX	F92131
RGB	249, 33, 49
CMYK	0, 97, 84, 0

Secondary Color:  
Grey

HEX	B2B2B2
RGB	178, 178, 178
CMYK	31, 25, 25, 0

# Typography

Real Head Pro is a modern, strong and versatile font that perfectly reflects the style of our brand. It's a Sans Serif typeface with a modern and minimal look. It's simple and easy to read. We use four different weights to create hierarchy and consistency in designs and documents. The use of one or another style depends on the task you are doing.

## Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@#\$%^&\*()

## Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**  
**!@#\$%^&\*()**

## Semilight

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@#\$%^&\*()

## Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**  
**!@#\$%^&\*()**



# Hierarchy

The following is a sample of an ideal font stacking using the Real Head Pro family. The exact point sizes and leading are not prescriptive and should be adapted to the size of the material for which they're being designed. However, the general proportions should be kept intact for all layouts.

**H1**  
Real Head Pro  
Bold, 40

# SABS approved

**H2**  
Real Head Pro  
Medium, 24

**You can easily adapt this document  
and create a presentation  
for your projects.**

**H3**  
Real Head Pro  
Semilight, 22

**This is a sample of an ideal font stacking  
and hierarchy to use on materials.**

**P**  
Real Head Pro  
Light, 20

**The following is a sample of an ideal  
font stacking using Real Head Pro family.**

**Details**  
Real Head Pro  
Light, 12

Digital Branding Guideline – Created by RAM.

# Office interior branding

Your employees likely already know your mission statement, company goals, and even corporate history. What they probably don't know is how they are part of it all.

But office interior branding, when done right, can close that gap by making your employees feel like they are included in the larger brand identity and company mission, rather than just a faceless part of the labor pool.



# Office interior branding



A branded workplace sets the tone and culture of your company, grounding employees in the mission and values that your branding communicates.

To be successful, your environmental branding should inject personality into the office space, creating a welcoming environment that attracts the attention of new talent and makes current employees happy to come back every single day.

# Vehicle branding

Vehicle branding is a great and cost-effective way to create a huge impact on thousands of your potential customers every day.



# Vehicle branding

Vehicle branding can come in the form of a full vehicle wrap, a half wrap or vehicle graphics.





# Corporate Stationery Set



The spirit of a brand can be reflected in multiple forms and stationery is undoubtedly one of the most interesting spaces where it is expressed, especially by the surprise factor that the design may have, not only in the visual but also in the tactile, generating a satisfactory user experience.

Included items in top and side view

A4 Paper  
US Letter Paper  
Business Card 85×55mm  
Business Card 85×55mm Rounded  
Corners  
Business Card 90×50mm  
Business Card 90×50mm Rounded  
Corners  
Badge Button  
Paper Tube  
MacBook Pro  
MacBook Pro 2018  
iPhone  
iPhone X / XR / XS  
Envelope C5/6  
Envelope C5/6 Open  
Envelope C5/6 Back  
Envelope C5/6 Window  
Envelope C5  
Envelope C5 Open  
Envelope C5 Back  
Envelope C5 Window  
Paper Clip  
Color Card  
Color Card Round  
Folder  
Pen with Rubber  
Pencil  
Pencil with Rubber  
Pencil Base  
Ball Pen  
Sketchbook open  
Sketchbook closed











# General Information

This document is the ultimate guide to use OrbitX brand elements correctly. It contains the rules for each and every element in order to keep the visuals of this brand consistent. The overall style, design and all created materials will look stylish and modern.

If ever in doubt, please refer back to this guide.

It's recommended to share this guide with anyone responsible for using the brand elements in any way.



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