



OksilJoo

OksilJoo Brand Identity and Styleguide
October 2021

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BRAND CHARACTERISTICS

Brand Identity

The OksilJoo brand identity system is represented as a master brand across all product lines. This makes it easier for customers to recognize and remember OksilJoo, build pride and unity among their employees, and enable strategic collaboration with partners.

JOS

The oksilJoo brand was made based on the initials of the name to represent it. Especially, the logo and water mark show the vision of a brand pursuing an open mind using a circle.

The initials of the JOS log were derived from the first letter of the name, and the shape of the circle was emphasized using 'O'. In particular, the colour represents personality, yellow-green symbolizes nature as a leaf-like colour of a plant, means harmony of self-control, and light rose pink represents a calm personality as a color of healing and relaxation.



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COMPLETED LOGO DESIGN

Logo: ELEMENTS

Depending on the background, wordmark can change color into white and black.

Vertical option



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LOGO CLEAR SPACE

Vertical option



Horizontal option



LOGO SIZES

0.25 in



OksilJoo

2 in

0.5 in



OksilJoo

1 in

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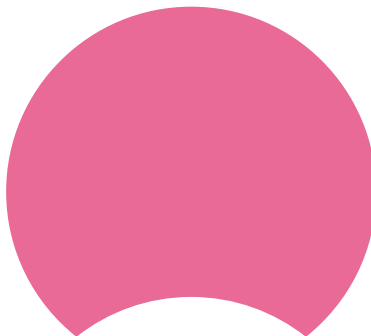
COLOUR STUDY

Brand Colour

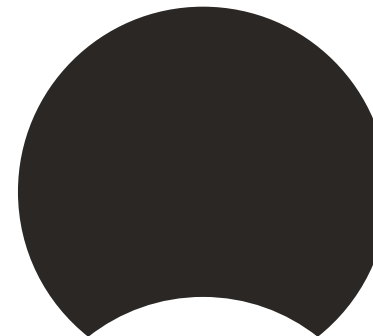
The basic palette should be used as much as possible so that Macaw Green can be promoted as much as the most important color



Pantone 16-0230 TCX
CMYK 45, 13, 98, 0
RGB 155, 181, 62
Hex #9BB53E



Pantone 16-2126 TCX
CMYK 3, 73, 13, 0
RGB 233, 106, 151
Hex #E96A97



Pantone Black C
CMYK 67, 64, 66, 68
RGB 45, 41, 38
Hex #2D2926

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TYPOGRAPHIC STUDY

Brand Fonts

Typography can convey as much emotion and power as symbols. Cochin Bold is a clean circle that is modern and easy to read, so you can add meaning to the symbol.

Primary typeface: Cochin bold

abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Cochin should be used for headlines and may be used for copy. Short headlines or labels can be all caps, otherwise headlines and subheads are sentence case.

Secondary type face: Times new roman regular

abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Times new roman should be used primarily for extended running body copy in longer, multiple-page documents, such as brochures and datasheets.

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The OksilJoo Brand Image Integration should be produced by Style Guide, and if you have any questions, please contact the person in charge.