



BRAND MANUAL



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OAWA is a startup that has created a wealth management advisory platform along with a wealth advisory EdTech platform. OAWA is founded by three experienced professionals in Sujoy Das, Saibal Mukherjee and Vikram Sengupta. With their expertise in the industry, they have curated Training Courses focused on wealth management advisory for OAWA's EdTech platform.

02



# THE LOGO





The Logo is a very valuable asset, a key building block in our identity and the primary visual element that identifies OAWA.

## FULL OAWA LOGO



MONOGRAM

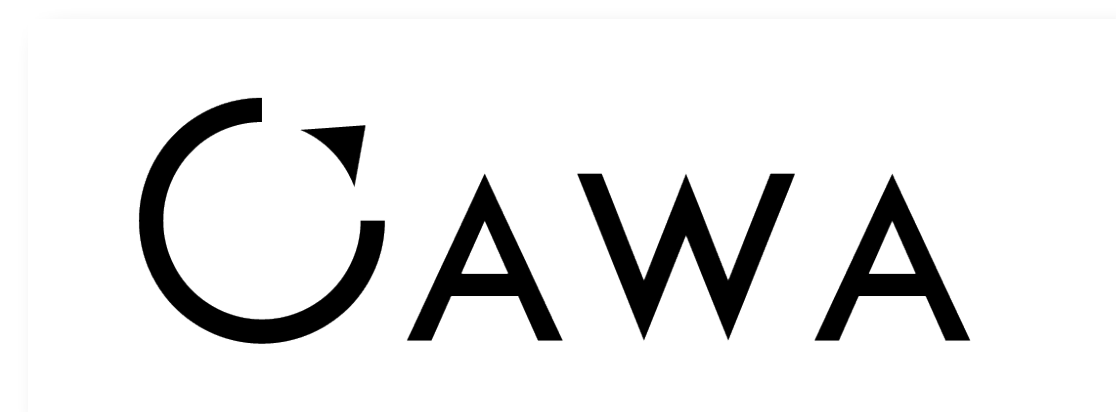
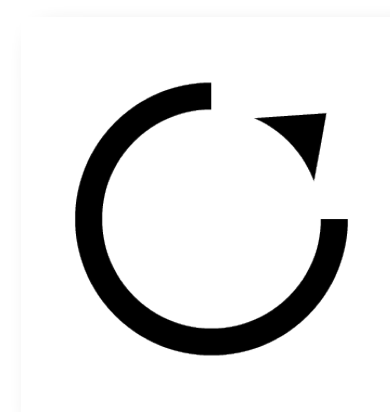
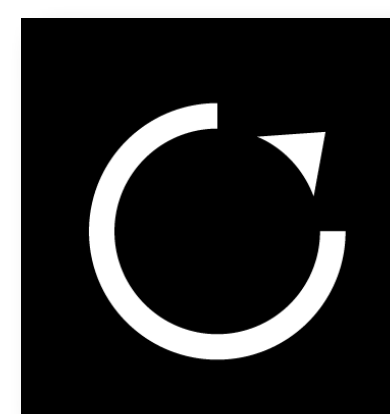
Mainly a typography with a slight icon element, this logo is minimal, easy to read and resonates within the mind of the consumer.

An arrow incorporated within the letter 'O' in the beginning of the logo instills a feeling of progress and success.

# 04

## COLOR VARIATIONS

Our primary logo is a two-colour option with the text in blue. This logo works best on a white background. When used on a green background, the colours will change to white. On a blue background, the arrow will remain blue, the text will be white.



# 05

## COLOR PALETTE



Blue represents the healing nature of water and the power of stormy seas. It's what separates bodies of land from one another, and it's a marker of loyalty and fidelity. The arrow in green symbolizes growth and success.

#294294



R:41 G:66 B:148 C:96 M:80 Y:0 K:0

#000000



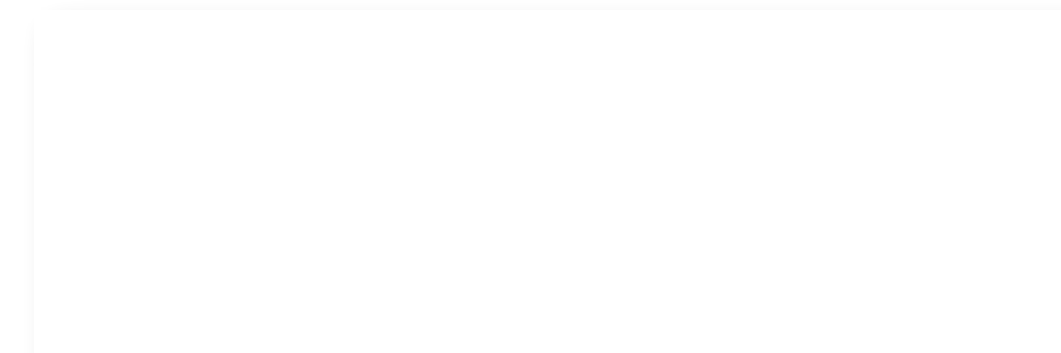
R:0 G:0 B:0 C:91 M:79 Y:62 K:97

#73b72b



R:115 G:183 B:43 C:61 M:0 Y:100 K:0

#ffffff



R:255 G:255 B:125 C:0 M:0 Y:0 K:0



# LOGO UTILIZATION

## DO'S



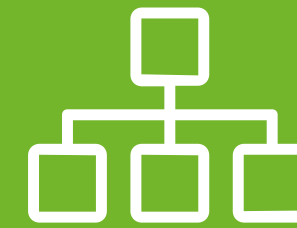
## DONT'S





07

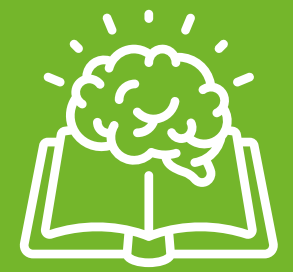
# BRAND VOICE



Curated  
Courses



Partnerships  
with  
Universities



Experienced  
Founders

OAWA offers you holistic and targeted training programs, credibility backed by known experts and universities, with the guidance of founders who have wealth of knowledge across relevant fields.



# TYPOGRAPHY

**Nexa Bold**

Headline Typeface

Fracktiff

Subtext Typeface



# HEADLINE TYPEFACE

# NEXA

## BOLD

A SMALL RIVER NAMED DUDEN FLOWS  
BY THEIR PLACE AND SUPPLIES IT WITH  
THE NECESSARY REGELIALIA.



SUBTEXT  
TYPEFACE

# Fracktiff

A small river named duden flows  
By their place and supplies it with  
the necessary regelialia.

# TYPE TREATMENT

For headings, use the Nexa Bold or light typeface either left or centre aligned.

Keep the alignment consistent in heading and body copy.

The typeface used for body copy is Fracktiff.



**OAWA** \_\_\_\_\_ **Nexa Bold**  
**Left Aligned**

One day however a small line of blind text  
by the name of Lorem Ipsum decided to  
leave for the far World of Grammar. \_\_\_\_\_ **Fracktiff light**  
**left aligned**

**OAWA** \_\_\_\_\_ **Nexa Bold**  
**Centre Aligned**

One day however a small line of blind text  
by the name of Lorem Ipsum decided to  
leave for the far World of Grammar. \_\_\_\_\_ **Fracktiff Light**  
**Centre Aligned**



THANK YOU