

# Brand Guidelines

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Sustainability Simplified

## The Logo Story

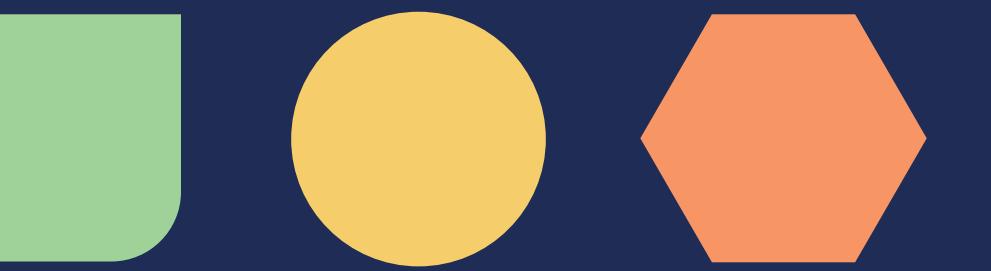
The Idea behind this identity is to make sustainability simple. The shapes are a modern minimal way to represent ESG. The font is bold, clean, solid and modern with clean lines that bring forward the personality and make it visually appealing. The vibrant colours make the brand stand out and gives a lot of visual scope for the brands growth. The identity is dynamic and has many variations and use cases. Variations of the identity can be used when talking about E, S, G individually as well.



# The logo significance

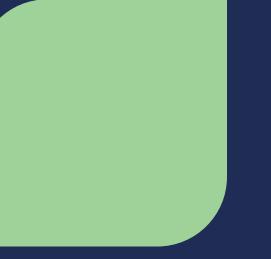
## Social

The circle represents people/ coming together, society, which is perfect for S



## Environment

The leaf is the perfect form to represent the E



## Governance

The Hexagon is structured and has multiple sides which captures the essence of G



Oren

Sustainability Simplified

Oren

Sustainability Simplified



Sustainability Simplified



Sustainability Simplified

## Logo Construction & Usage

This identity is our primary visual identity, it is to be used for majority of the communication from the brand. However our visual identity is dynamic in nature and can be used in various scenarios and situations based on the purpose and relevance of the communication.



## Logo Safe

The safe zone needs to be maintained to make sure the visual integrity of the identity. This is the minimum space that must be present when using the identity in both print and digital.



# Incorrect Logo Usage

We love our identity, we hope you do too.

These are some examples on how NOT to use our identity.



no stretching of unit



no enlarging the shapes



no enlarging individual shape



no highlighting single letter



no tilting of logo



do not outline the logo



do not switch order of shapes



no single colour unit



no colour change of sustainability simplified unit



no skewing



no adding reflection



no texture



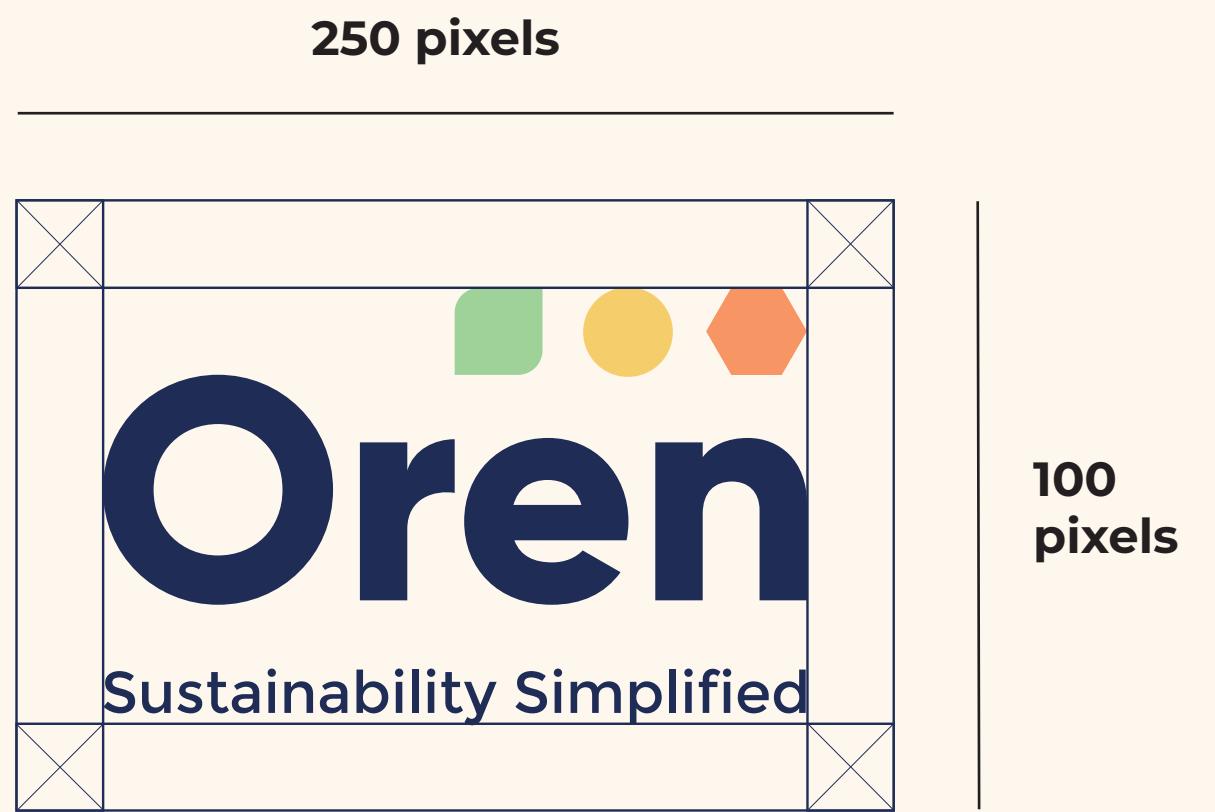
do not change the colour of shapes



do not change the individual size of letter

## Minimal Logo Size

We would love to see our identity as big as possible, however lets try to keep it from scaling down below this size.





Sustainability Simplified

# Poster

Our Identity is not shy ! We love playing with colours and shapes to express that sustainability can be young, fun fresh and accessible for everyone.





oren

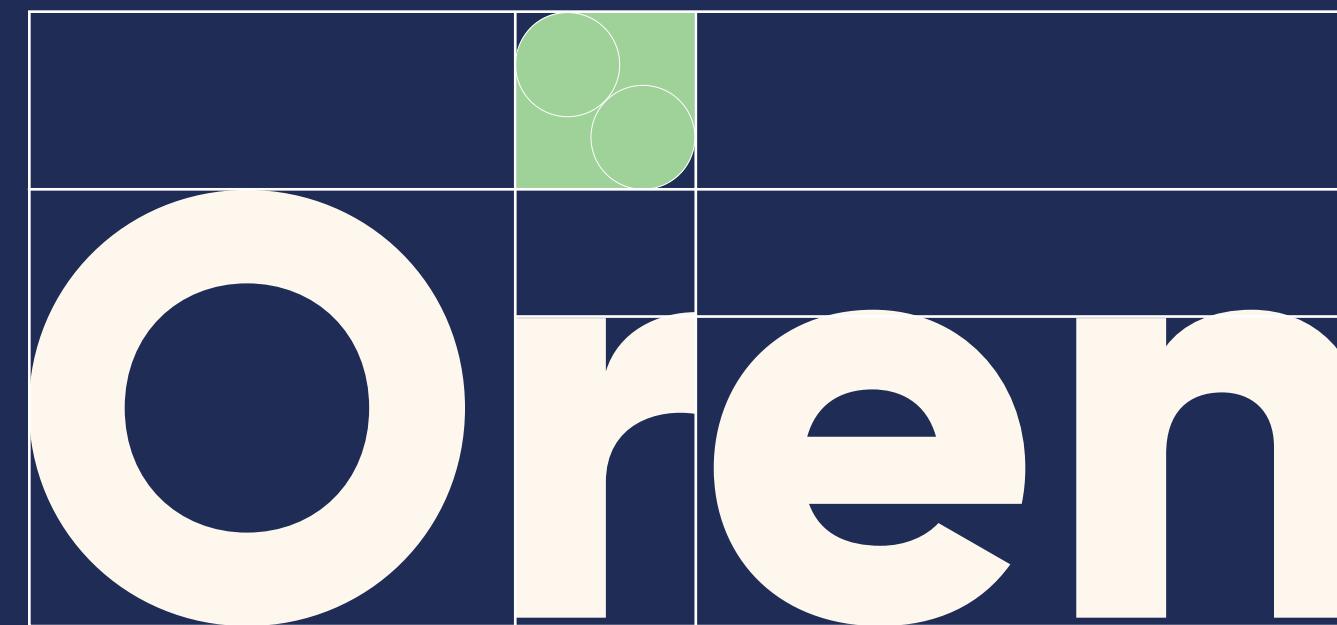
O'ren

O'ren



## Logo Construction & Usage

Our visual identity is dynamic in nature. This version of the identity can be used when the brand is putting forth communication from the E ( Environment ) side of the brand.



## Logo Safe

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no enlarging the shape

no highlighting single letter

no tilting of logo



do not outline the logo



do not switch placement  
of shape



no mimimizing the shape



no single colour unit



no skewing



no adding reflection



no texture



do not change the  
colour of shape



do not change the  
individual size of letter



no changing the placement  
of shape

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A close-up photograph of several green leaves, likely from a plant like a banana or palm. The leaves are dark green with prominent veins and some smaller, lighter green areas. Water droplets are visible on the surfaces of the leaves, reflecting light. The background is dark, making the green leaves stand out.

Oren

# Poster

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Oren

Oren



Oren

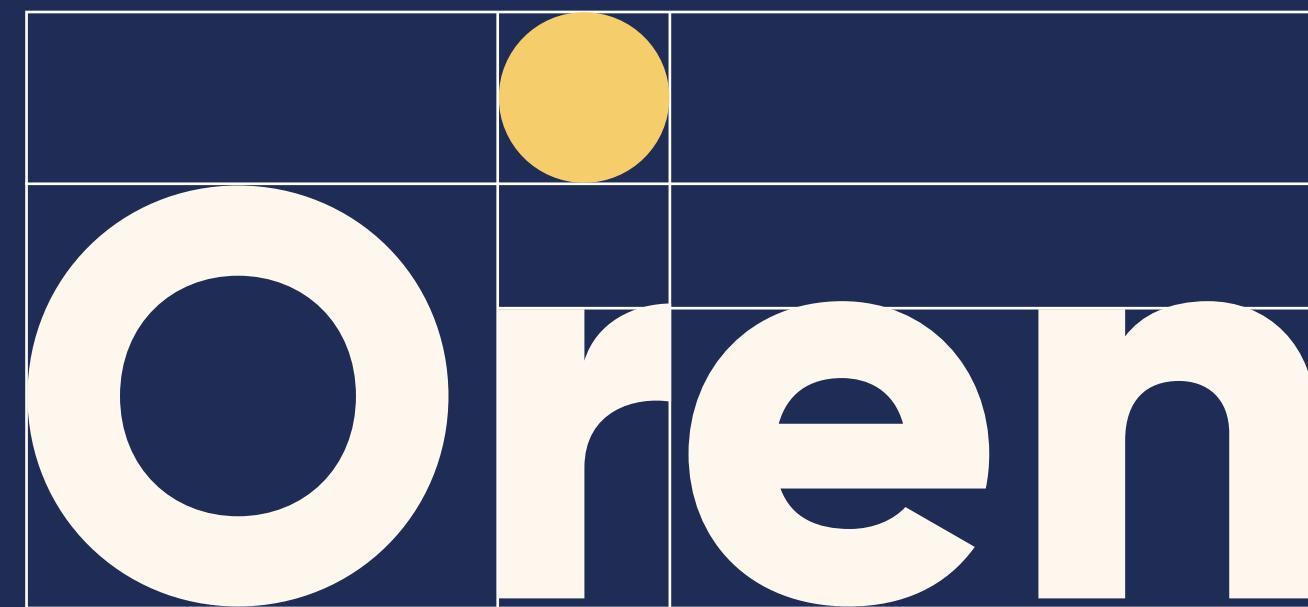
A logo variation featuring the word "oren" in a white, sans-serif font. A small, solid yellow circle is positioned above the dot of the letter "i".

Oren

A logo variation featuring the word "oren" in a dark blue, sans-serif font. A small, solid yellow circle is positioned above the dot of the letter "i".

## Logo Construction & Usage

Our visual identity is dynamic in nature. This version of the identity can be used when the brand is putting forth communication from the S ( Social ) side of the brand.



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Oren



Oren

A logo variation featuring the word "oren" in a white, sans-serif font. A small, solid orange hexagon is positioned above the letter "o".

Oren

A logo variation featuring the word "oren" in a dark blue, sans-serif font. A small, solid orange hexagon is positioned above the letter "o".

## Logo Construction & Usage

Our visual identity is dynamic in nature. This version of the identity can be used when the brand is putting forth communication from the G ( Governance ) side of the brand.



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Oren

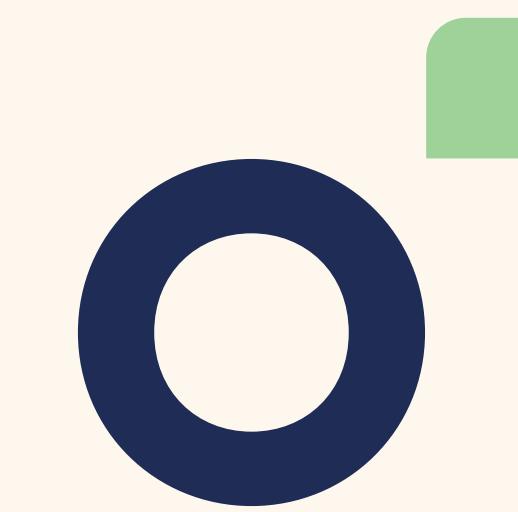
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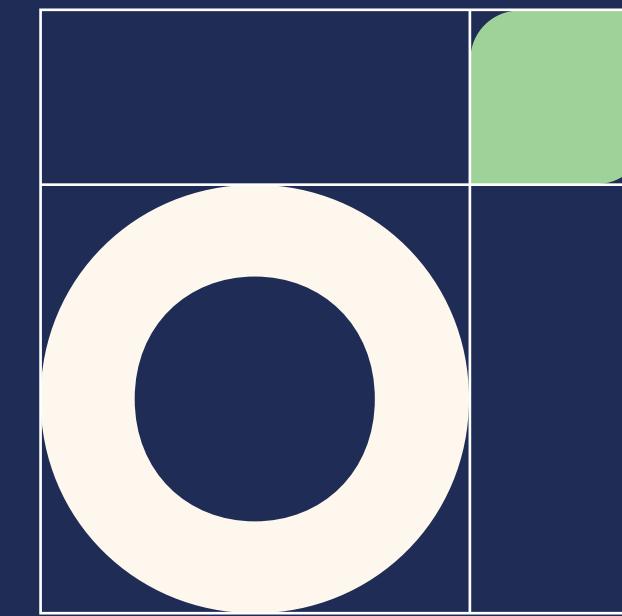






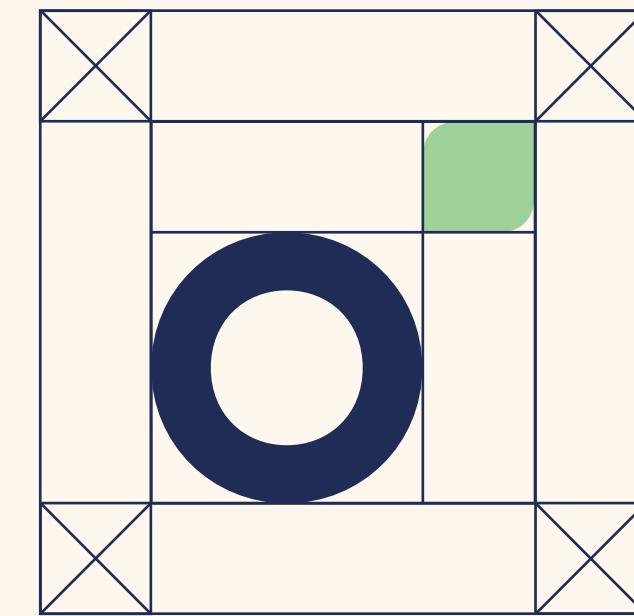
## Logo Construction & Usage

Our visual identity can further be simplified and also used as an simple visual form when needed. This use is for when the brand wants to do a simplified communication of the E ( environment ) related service or content. This version of the identity can be incorporated into the visuals as well.



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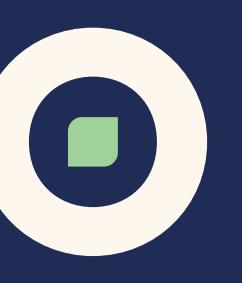
no texture



do not change the  
colour of shape



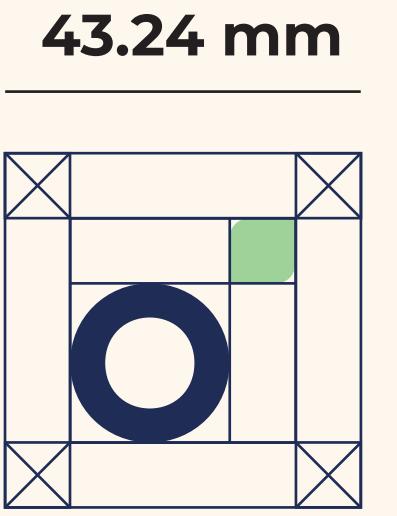
do not change the  
individual size of letter



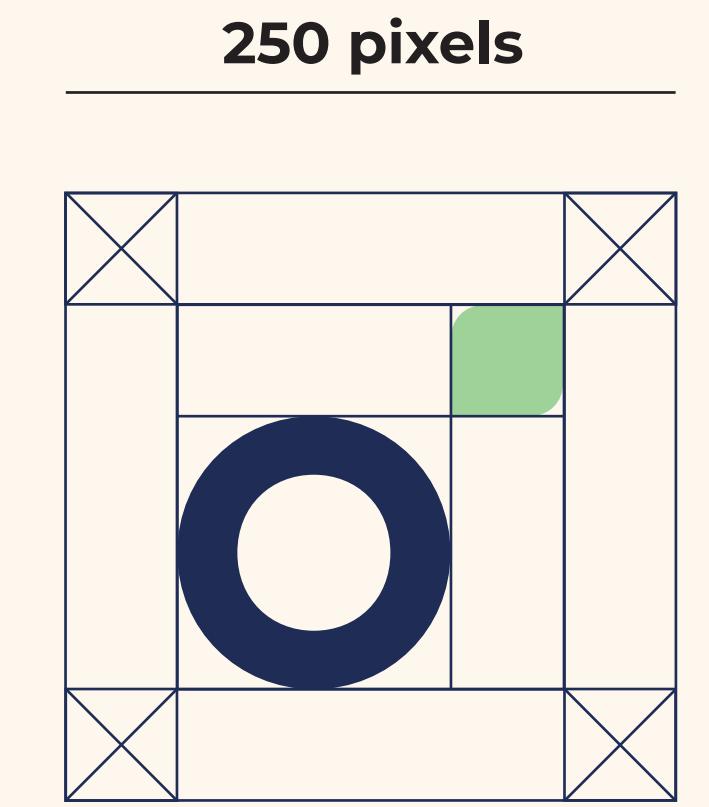
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## Minimal Logo Size

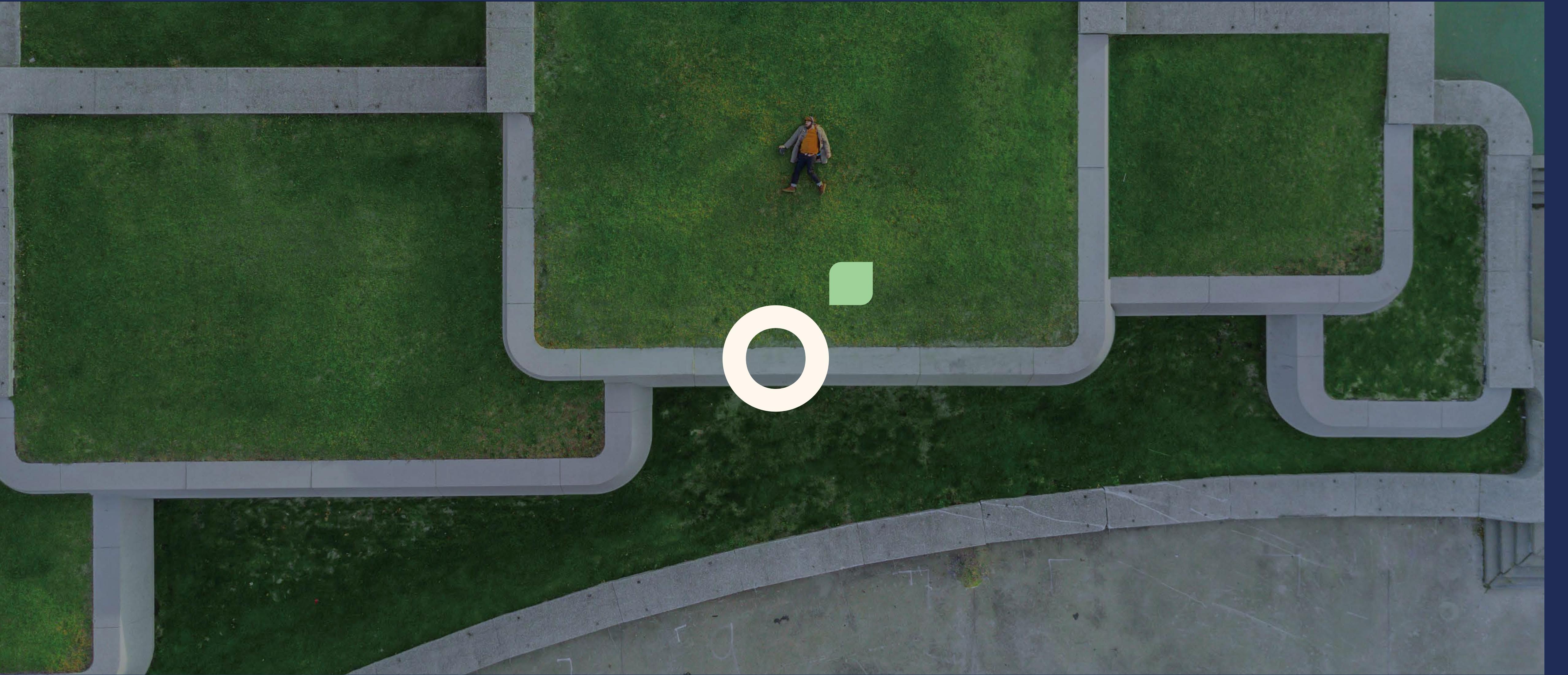
We would love to see our identity as big as possible, however lets try to keep it from scaling down below this size.



43.24 mm  
26.39 mm



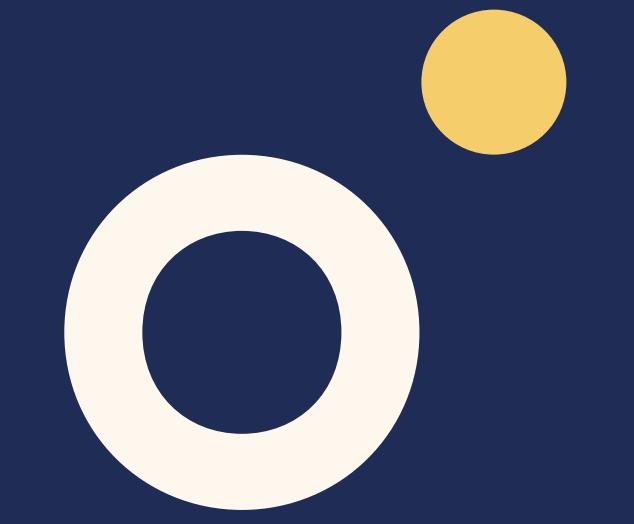
250 pixels  
100 pixels



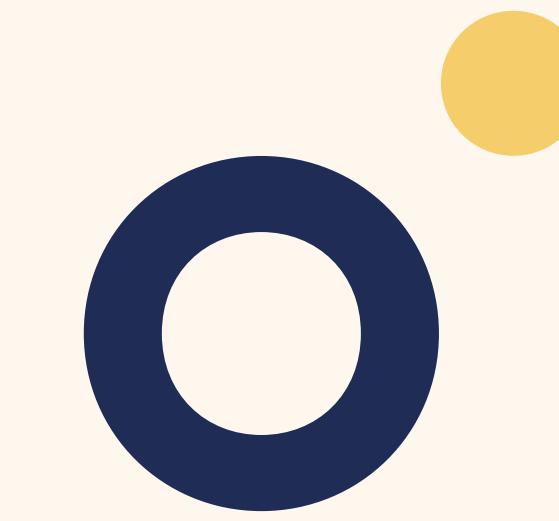
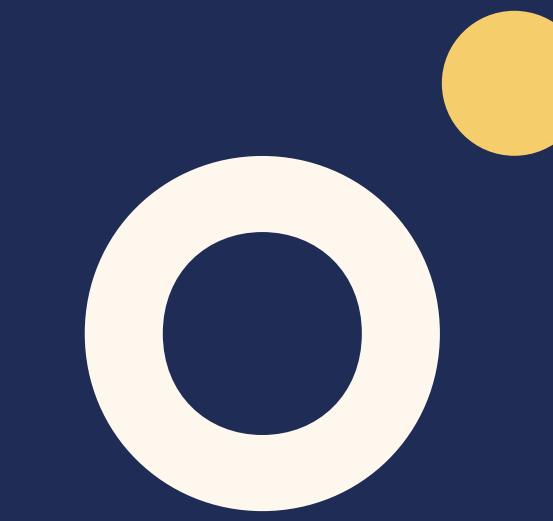
# Merchandise

We want our brand to back sustainability in every way. From our message to brand merch everything about us supports the best sustainability practices.



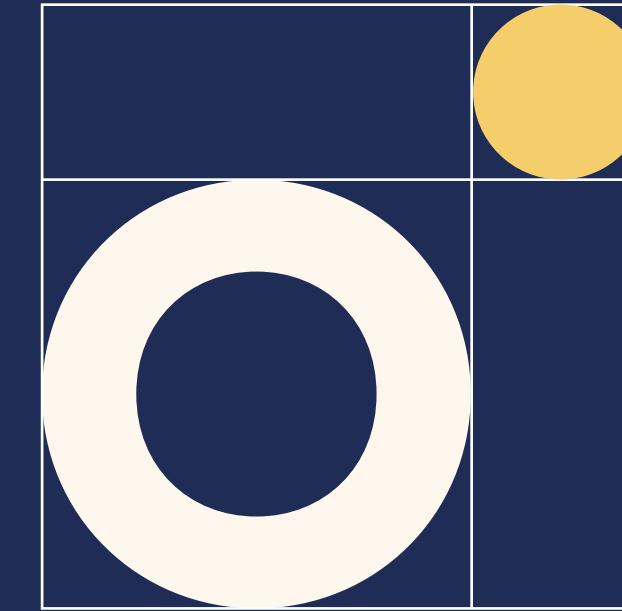






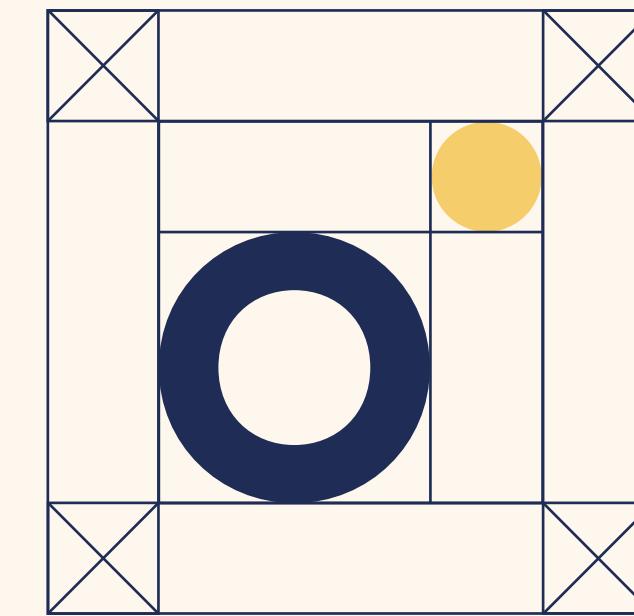
## Logo Construction & Usage

Our visual identity can further be simplified and also used as a simple visual form when needed. This use is for when the brand wants to do a simplified communication of the S ( social ) related service or content. This version of the identity can be incorporated into the visuals as well.



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no stretching of unit



no enlarging the shape



no highlighting letter



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do not outline the logo



do not switch placement  
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no mimimizing the shape



no single colour unit



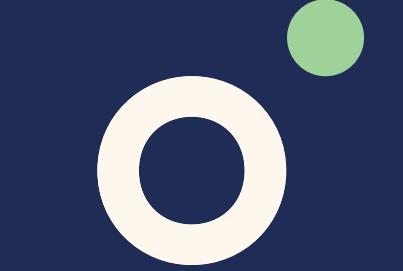
no skewing



no adding reflection



no texture



do not change the  
colour of shape



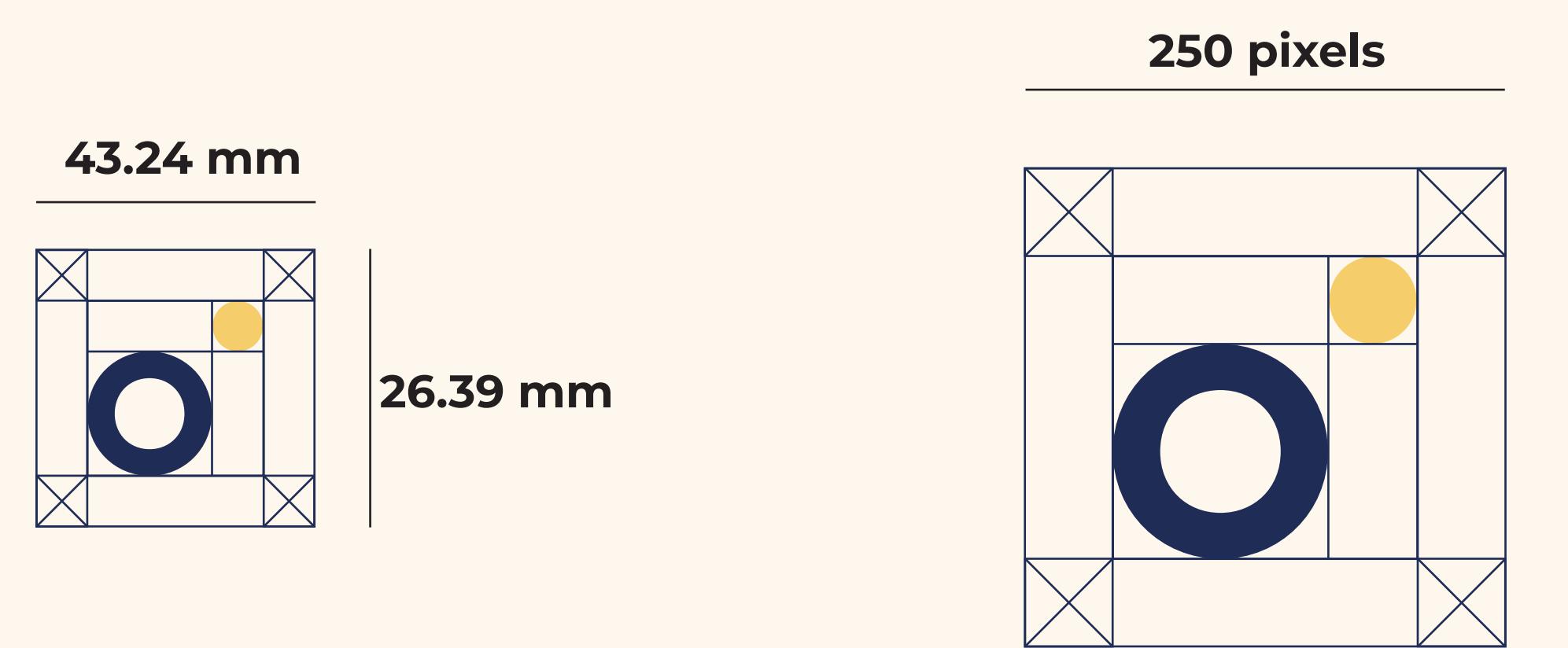
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individual size of letter



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We would love to see our identity as big as possible, however lets try to keep it from scaling down below this size.





# Merchandise

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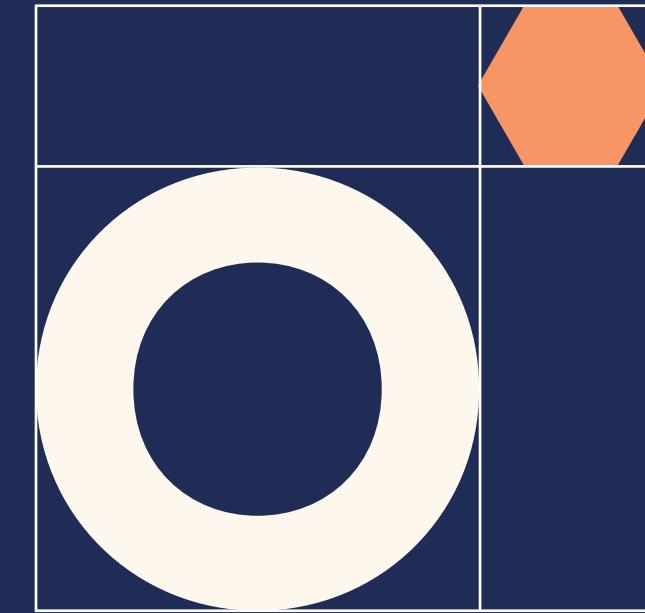






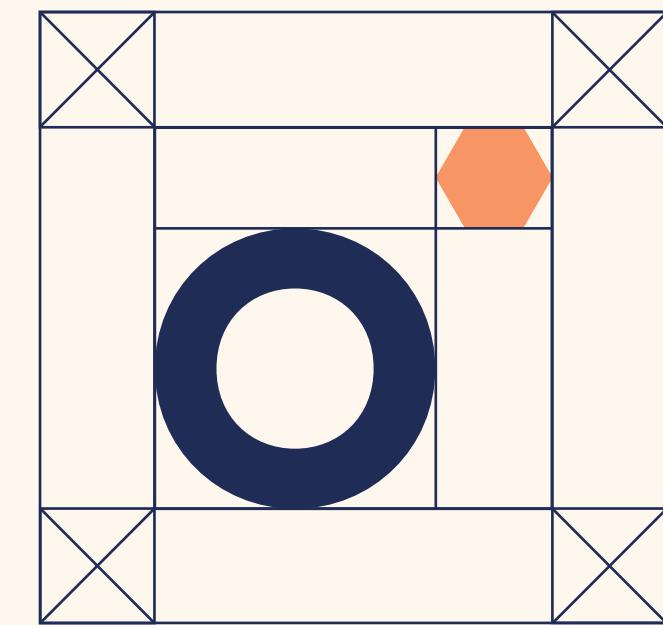
## Logo Construction & Usage

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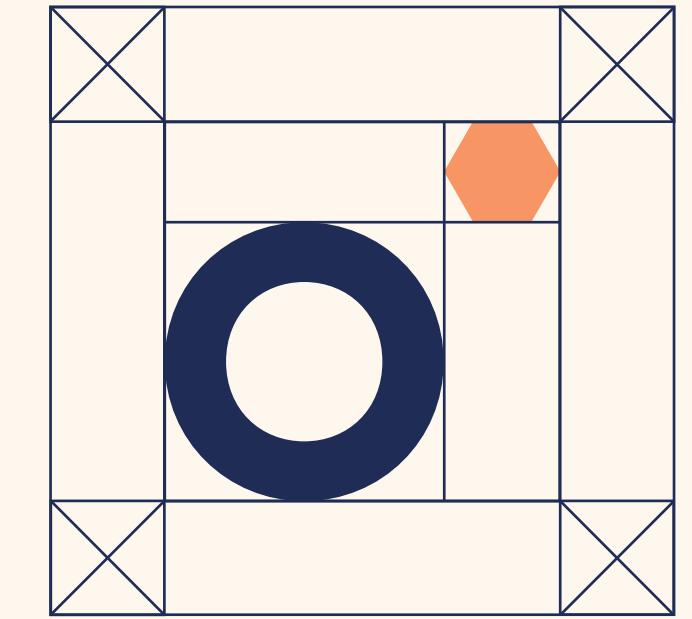
no changing the placement  
of shape

## Minimal Logo Size

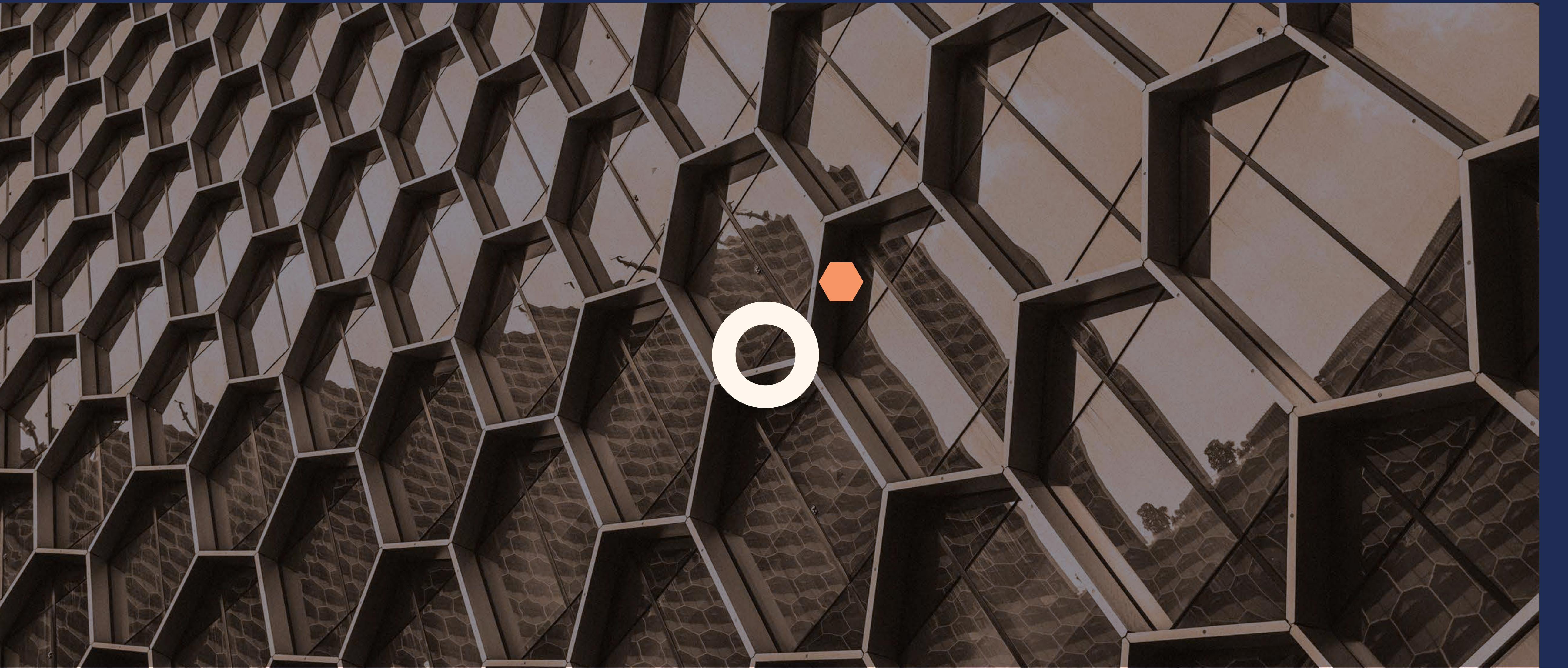
We would love to see our identity as big as possible, however lets try to keep it from scaling down below this size.



250 pixels



100 pixels



# Merchandise

We want our brand to back sustainability in every way. From our message to brand merch everything about us supports the best sustainability practices.



# Typography

Our Typography is young, sleek, evolving and simple. Gilroy Extra bold is used as our title font. Montserrat family for sub-headings & body content. We keep our typographic communication clean and simple just like what our brands believes in.

## Body Font

### Montserrat Family

#### Montserrat Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

#### Montserrat Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

#### Montserrat Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

## Title Font

### Gilroy

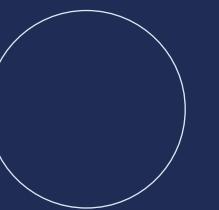
#### Gilroy ExtraBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

# Colour Palette

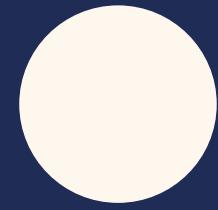
Our brand is all about sustainability, keeping that in mind we have an extensive, fun, young & vibrant colour palette as well. We stay away from the cliques and embrace the new. We use our colours freely as a part of our communication. We use our core palette when we are communicating as Oren as a whole. We use a lot more of our extended palette for the ESG individual communication. Our colour palette accommodates for our brands growth and gives us a wide spectrum to explore making it a true sustainable solution.

## Primary Colour Palette



#1e2c56

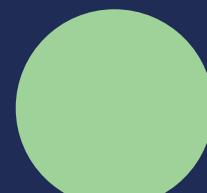
R-30 C-98  
G-44 M-89  
B-86 Y- 37  
K- 32



#fcf7ed

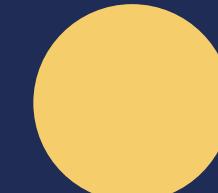
R-254 C- 0  
G-247 M- 2  
B-237 Y- 6  
K- 0

## Secondary Colour Palette



#9bdd9b

R-159 C-39  
G-210 M- 0  
B-153 Y-52  
K- 0



#f4cc69

R-245 C-04  
G-205 M- 18  
B-106 Y-69  
K- 0



#f99564

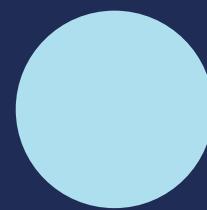
R-247 C-0  
G-149 M- 50  
B-102 Y-63  
K- 0



#5d5d5d

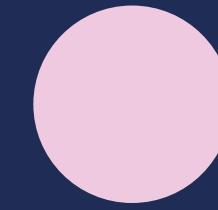
R-94 C-62  
G-94 M-54  
B-94 Y-53  
K- 25

## Tertiary Colour Palette



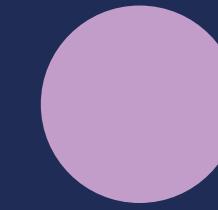
#acdeef

R-174 C-30  
G-223 M- 0  
B-239 Y- 4  
K- 0



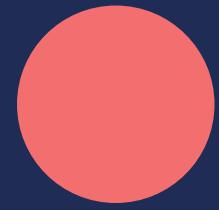
#f7c9ee

R-239 C- 3  
G-201 M- 24  
B-224 Y- 0  
K- 0



#d59af7

R-193 C-23  
G-157 M- 41  
B-201 Y- 0  
K- 0



#f96e6e

R-242 C- 0  
G-110 M-71  
B-111 Y-48  
K- 25

## Brand language

Our brand's visual style is playful, young and fresh. We love playing with colour and shapes and like to make sustainability more accessible and relate-able to everyone. With a language that is so extensive and fresh the possibilities are endless which makes the brand language truly sustainable.



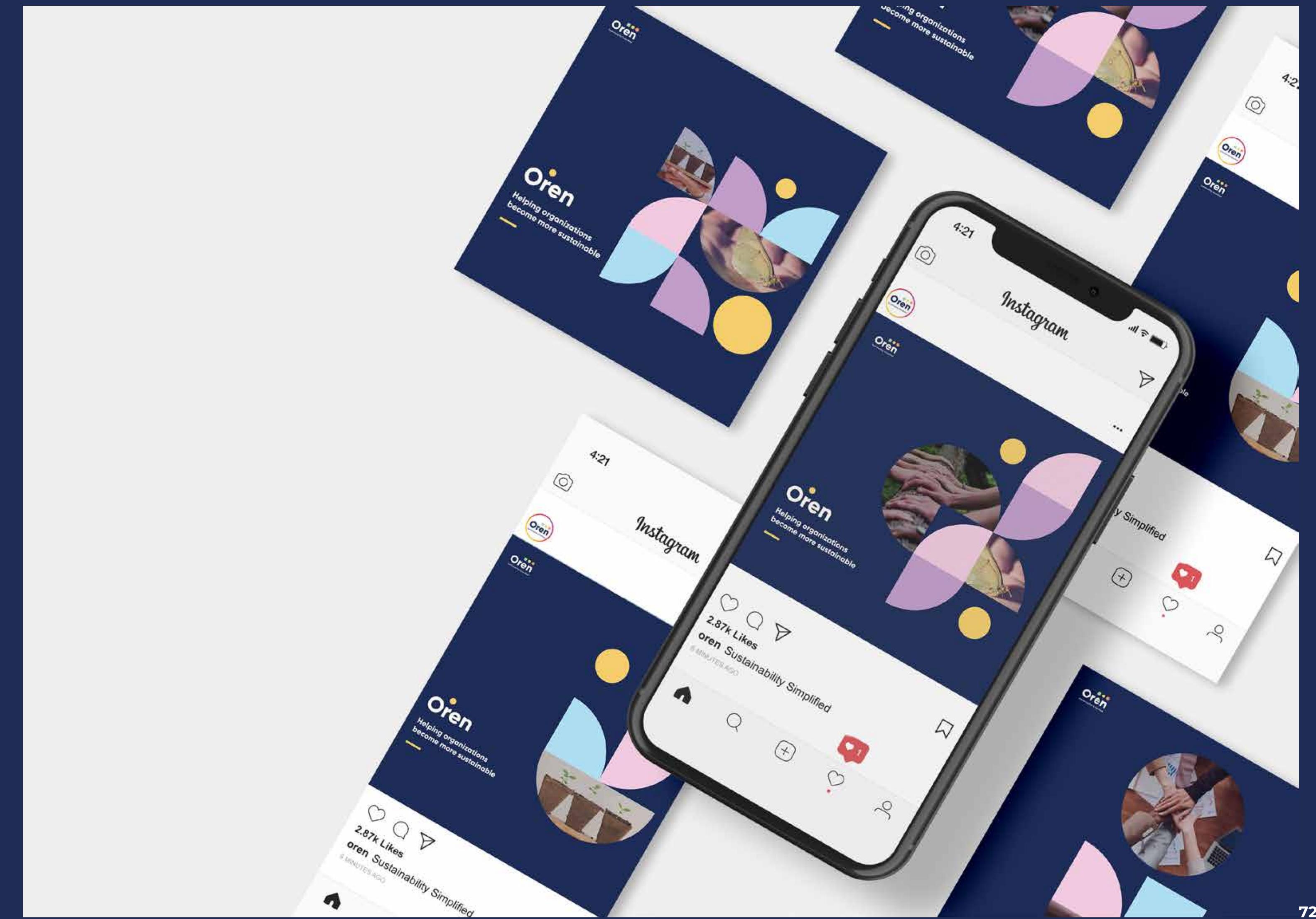
# Stationery



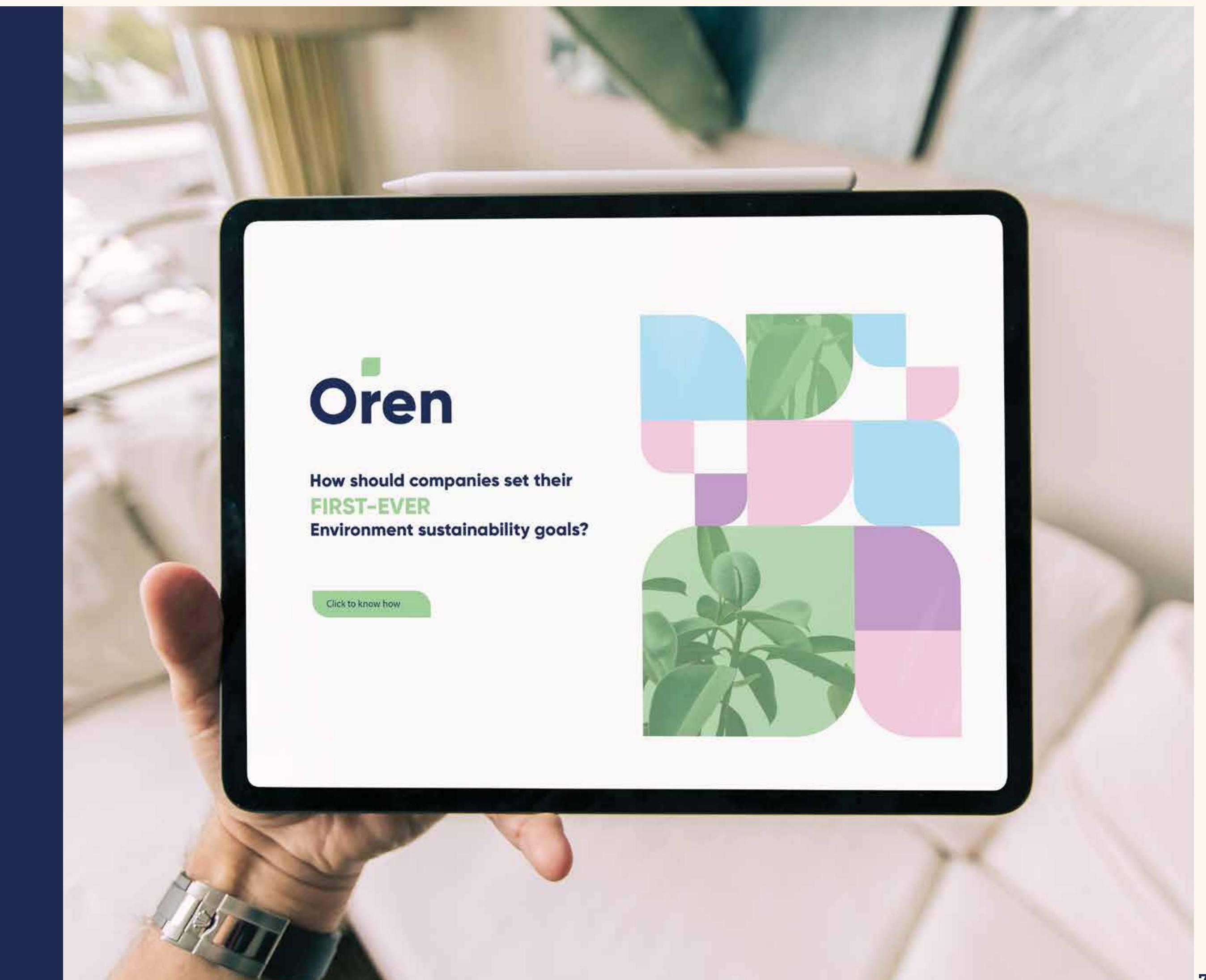
# Poster



# Social Media











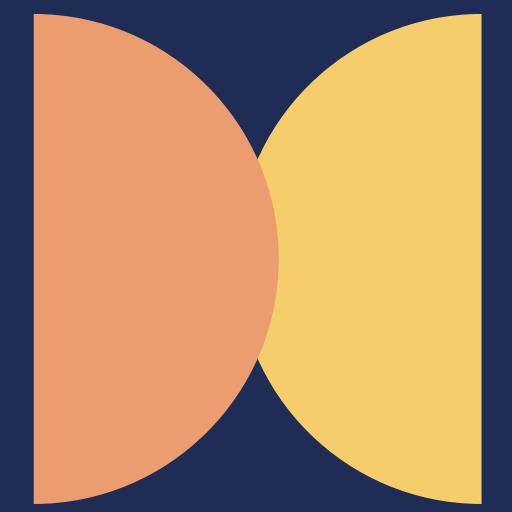


## Building signage

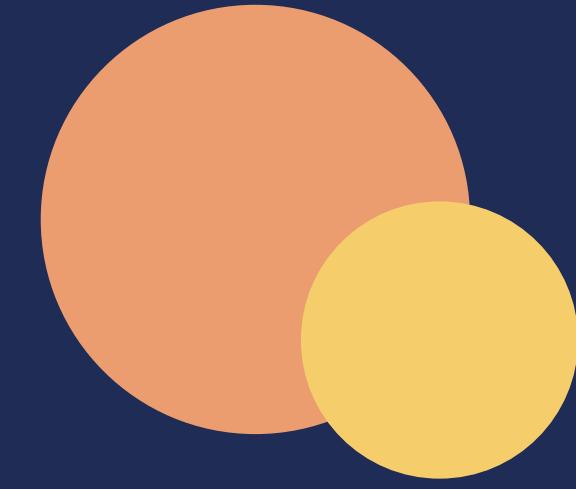




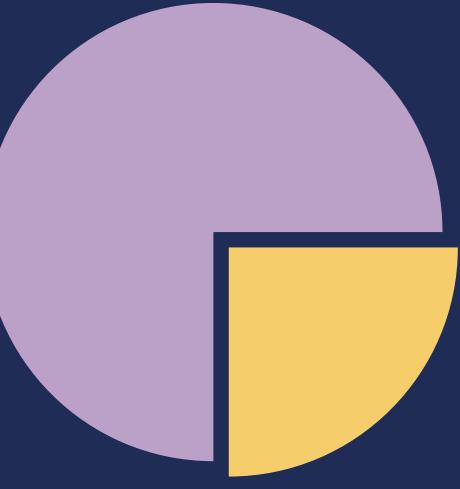
# Icons



Analytics



Connecting



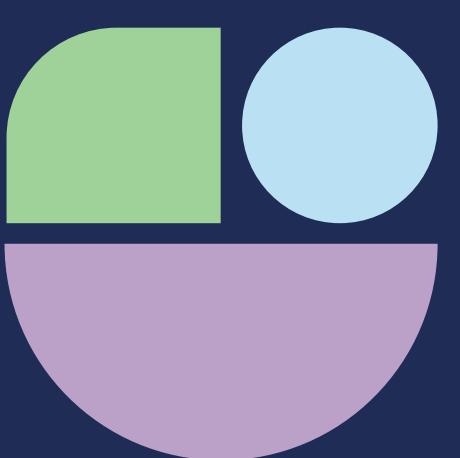
Accuracy



Stacks



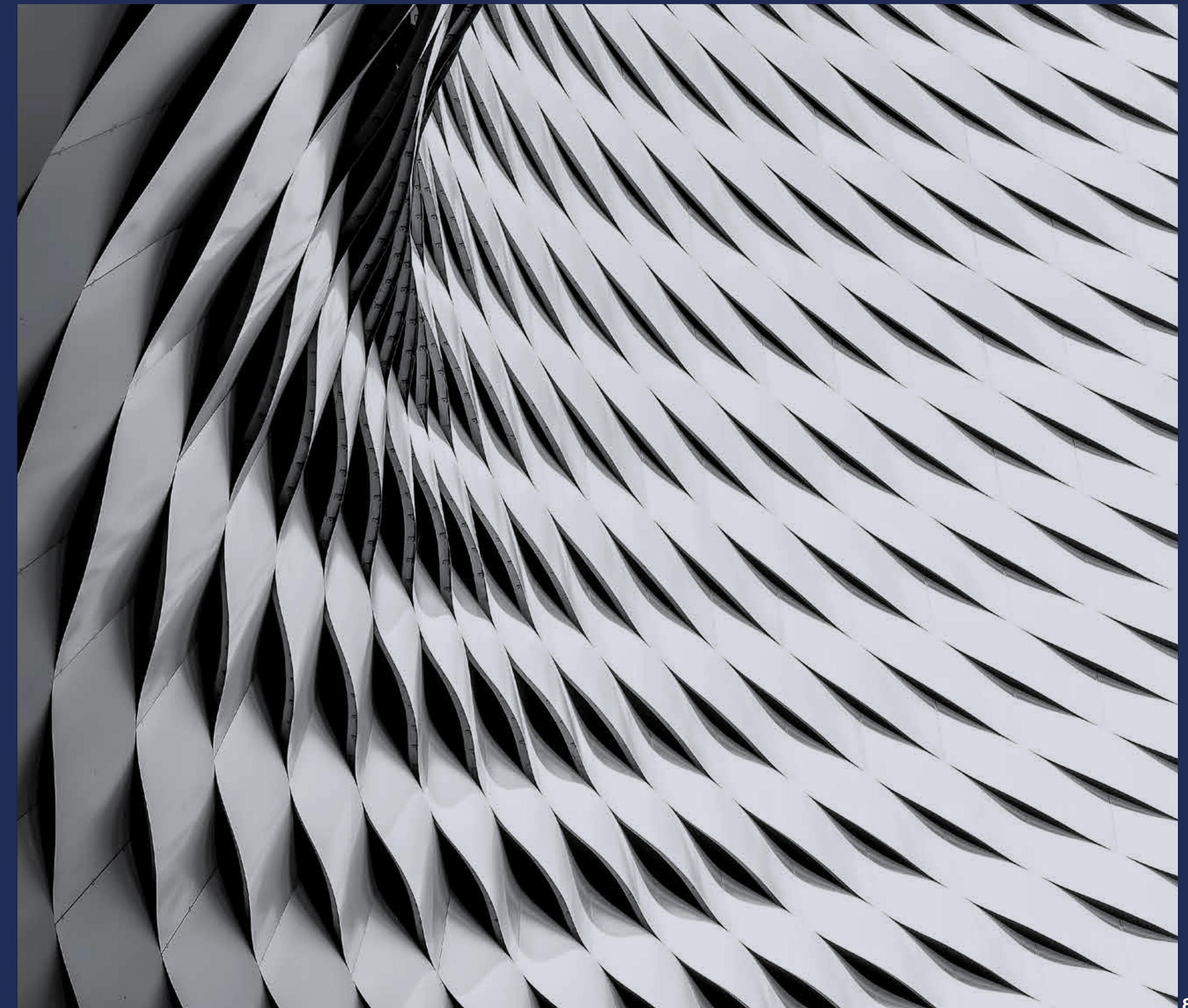
Service



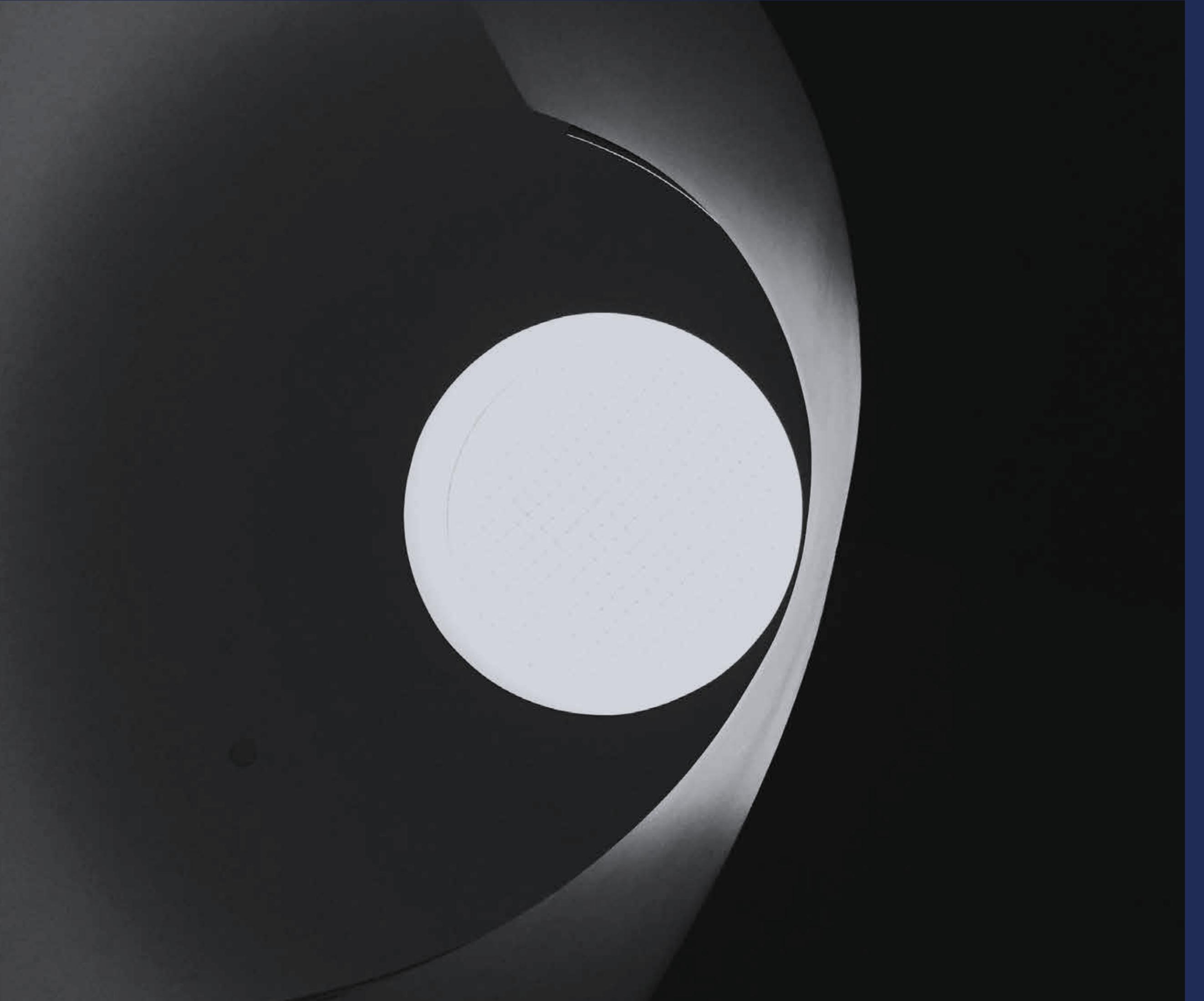
Products

## Brand Photography

Our Brand is aspirational, simple, young and relate-able and so is our photography style. We like to use off beat bold and playful images. From patterns, to colours we have the scope to play with a wide variety of images within our brand's style.









## Brand Pattern

Our Brand pattern is playful and fun. It is inspired by the shapes that make up our identity. Our pattern can be used both digitally and on print. It is perfect for brand assets and merchandise.









OREN

**THANK YOU**