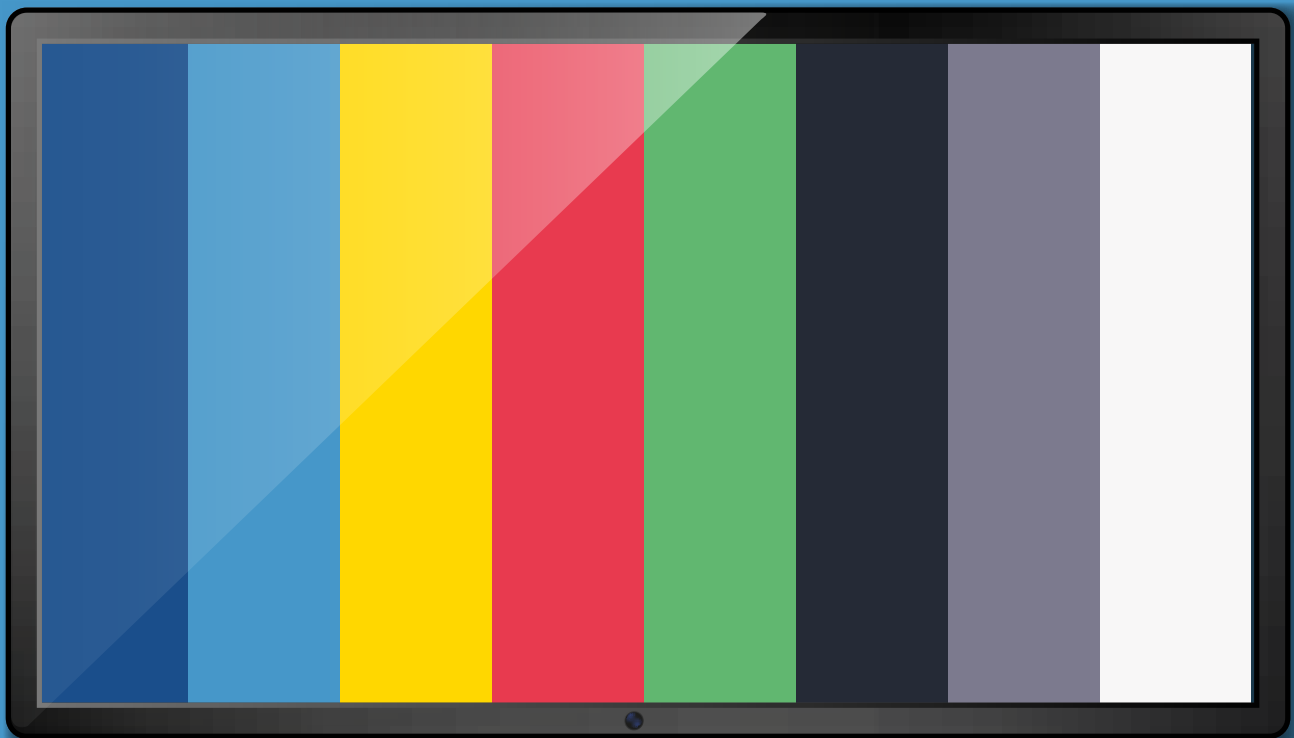


**BRAND GUIDELINES**

# Welcome To Ozerone



We are grateful that you are here. If you have arrived here chances are you are here for the same reasons that gets us out of bed every day - to empower **PEOPLE** with the help of technology and do great things together.

This book is designed to give you ability to know more about our brand.

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## 1. Mission Statement

Why we exist

## 2. The Logo

An introduction to the logo and usage

## 3. Colour

What color to use and how to use them

## 4. Typography

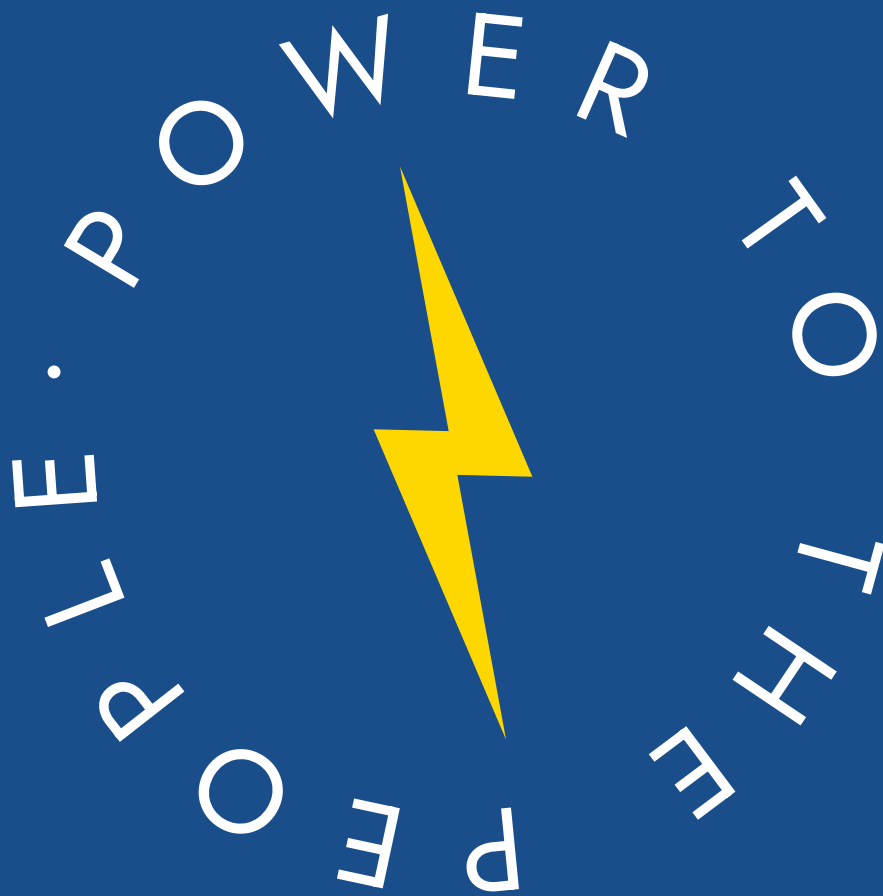
Our typefaces and how to use them

## 5. Brand Motif

How to use brand motif

# Mission Statement

Why we exist



Here at Ozerone, we firmly believe that we can put a dent in the universe. Inspired by big tech houses like Apple, Alibaba, Amazon, etc. We strive to bring change wherever we go by informing, educating and entertaining everyone we touch. We strive to provide better products at affordable prices that help people be more productive and help make their daily life easy. **Let's do great things together.**

**...And but for the skies there are no fences facing.**  
**-Bob Dylan**

## **Our Brand Attributes**

If Ozerone were a person we would be described as passionate, devoted, minimal and competent.

# The Logo

## Brand Mark

The word Ozerone is derived from combining the two binary digits zero and one to symbolize we work with digital products.

ozerone

Our brand mark represents a circle/rounded imaginary zero formed by collections of ones. The two variant colors on the logo represents that we do great works both online and offline.



Combining word mark and our brand mark we present you with this aesthetically beautiful and calm logo.



# The Logo

## Lockups



This is our primary horizontal logo lockup.



When the primary logo doesn't fit your composition, use the vertical lockup.

# The Logo

## Colors



On light color background, use our full colored logo.

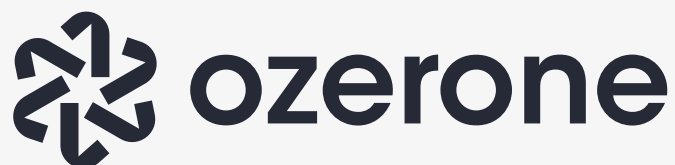


On dark color background, use our white colored logo.



## The Logo

Single Color



For printing a single color use our black color logo provided to you.



On dark color background, use our white colored logo.

## The Logo

Clear space

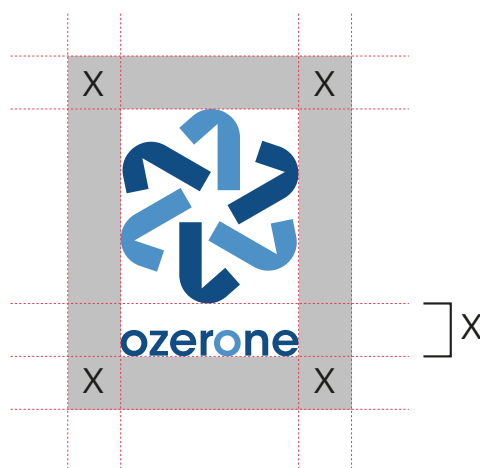


The gray area around the logo defines the minimum space that must be left between the logo and any other graphic elements such as text, illustrations and borders. This is to ensure that the logo retains a strong presence wherever it appears.

The "x" measurements in this diagram are used to indicate equal spaces which is taken from the height of the wordmark.

Always allow as much space as possible around the logo.

Similarly give ample space around the vertical logo lockup.



# Color

Color Palette

## Primary colors



Pantone 4153 C

RGB            26 78 138  
HEX/HTML    1A4E8A  
CMYK           96 67 0 13



Pantone 7688 C

RGB            70 152 202  
HEX/HTML    4698CA  
CMYK           69 23 0 0



Pantone Yellow 012 C

RGB            255 215 0  
HEX/HTML    FFD700  
CMYK           0 2 100 0

## Secondary colors



Pantone 1787 C

RGB            244 54 76  
HEX/HTML    F4364C  
CMYK           0 89 66 0



Pantone 2256 C

RGB            86 194 113  
HEX/HTML    56C271  
CMYK           62 0 71 0



Pantone 2360 C

RGB            123 121 142  
HEX/HTML    7B798E  
CMYK           50 44 19 11

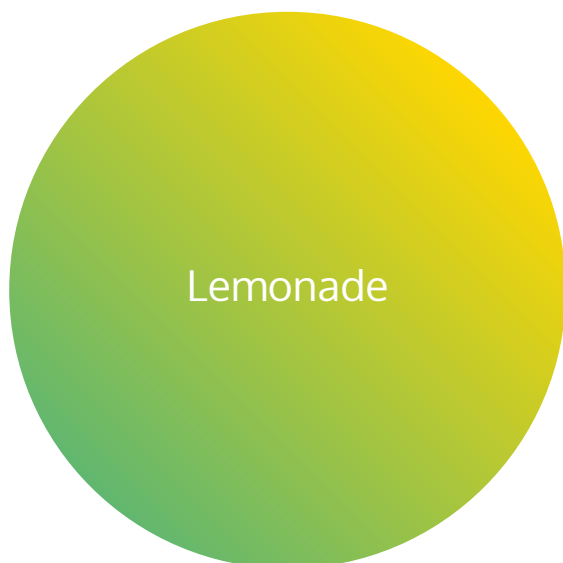
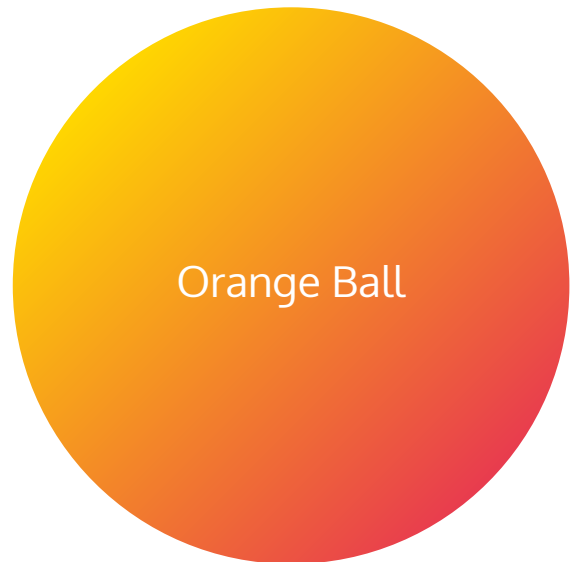


Pantone 4280 C

RGB            37 42 54  
HEX/HTML    252A36  
CMYK           86 68 36 78

# Color

## Gradients



# Typography

## Primary Font

Fira Sans is the primary typeface for Ozerone. When appropriate for contents of the text, italics may be used. Mostly use for headlines.

### Fira Sans Thin

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&@ \$%#\*^,.;!?

### Fira Sans Extralight

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&@ \$%#\*^,.;!?

### Fira Sans Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&@ \$%#\*^,.;!?

### Fira Sans Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&@ \$%#\*^,.;!?

### Fira Sans Medium

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&@ \$%#\*^,.;!?

### Fira Sans Semibold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&@ \$%#\*^,.;!?

### Fira Sans Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&@ \$%#\*^,.;!?

### Fira Sans Extra Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&@ \$%#\*^,.;!?

### Fira Sans Black

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&@ \$%#\*^,.;!?

# Typography

## Secondary Font

Oxygen is our typeface for day-to-day communications in-house like the body copy for stationery or emails, body text for paragraphs and any other promotional materials.

### Oxygen Light

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPNPQRSTUVWXYZ

1234567890&@ \$%#\*^,.;!?

### Oxygen Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPNPQRSTUVWXYZ

1234567890&@ \$%#\*^,.;!?

### Oxygen Bold

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPNPQRSTUVWXYZ

1234567890&@ \$%#\*^,.;!?

[Sample Text using both typefaces]

## Metamorphosis

One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin. He lay on his armour-like back, and if he lifted his head a little he could see his brown belly, slightly domed and divided by arches into stiff sections. The bedding was hardly able to cover it and seemed ready to slide off any moment. His many legs, pitifully thin compared with the size of the rest of him, waved about helplessly as he looked. "What's happened to me?" he thought. It wasn't a dream. His room, a proper human room although a little too small, lay peacefully between its four familiar walls. A collection of textile samples lay spread out on the table - Samsa was a travelling salesman - and above it there hung a picture that he had recently cut out of an illustrated magazine and housed in a nice, gilded frame. It showed a lady fitted out with a fur hat and fur boa who sat upright, raising a heavy fur muff that covered the whole of her lower arm towards the viewer. Gregor then turned to look out the window at the dull weather.

# Brand Motif

## Introduction

It's good to have visual elements but our brand motif brings them altogether:

### **Integrity and Energy**

You can think of a motif as a visual theme, or design logic, that runs through everything we create. By balancing integrity and energy, we can create experiences that are both powerful and motivating.

## Integrity

means that you are knowledgeable and live in accordance to your deepest values, you're honest with everyone, and you always keep your word. Integrity is a highly valued trait, especially in leaders. Integrity is what takes you to the horizon of your success. Integrity is conveyed through dark blue color, bold fonts and calm and powerful designs.

## Energy

is the feeling of making progress, of running toward the horizon and knowing you have the strength and endurance to make it. It's the celebration once you get there. Energy is conveyed through bursts of colors and motion in design.

*Thank you. Use these guidelines wisely.*

