

# O ORIZON

Brand identity guideline

December/24



# Intro

With great passion and attention, we have studied and analyzed how to build and develop a unique brand that understands itself and knows exactly what it aims for. This document consists of four main sections and an additional section that includes all artistic directions.

# Index

---

Brand Overview  
Brandmark  
Color system  
Typography  
Illustrations  
Identity System  
Layout  
Brand Applications

# Brand overview

We are committed to delivering innovative marketing and media solutions that elevate your brand and drive business growth. Our services include digital marketing, media production, branding, graphic design, public relations, CGI and 3D visualization, and event management, all tailored to create impactful experiences that align with your unique vision.



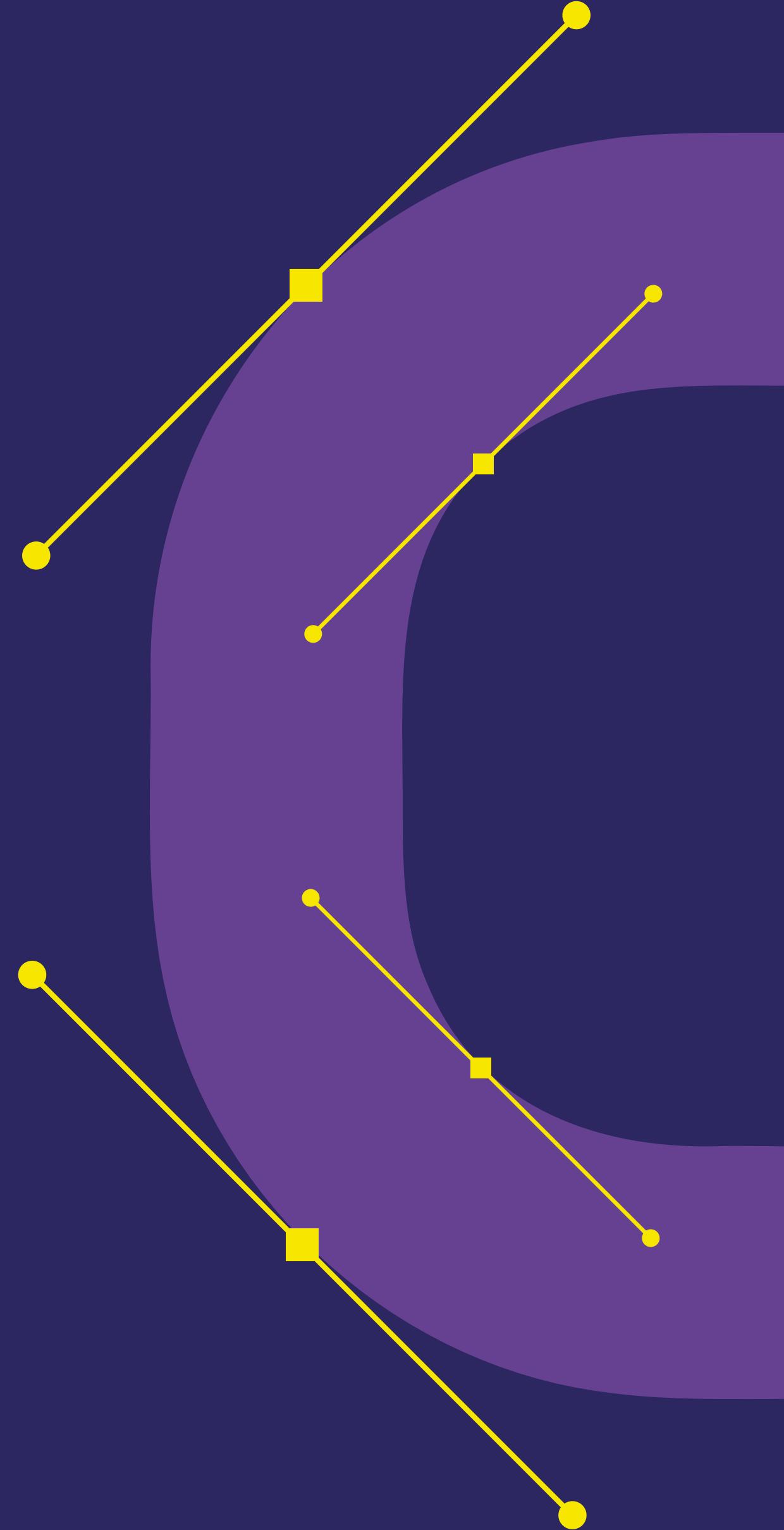
**BRAND MARK**

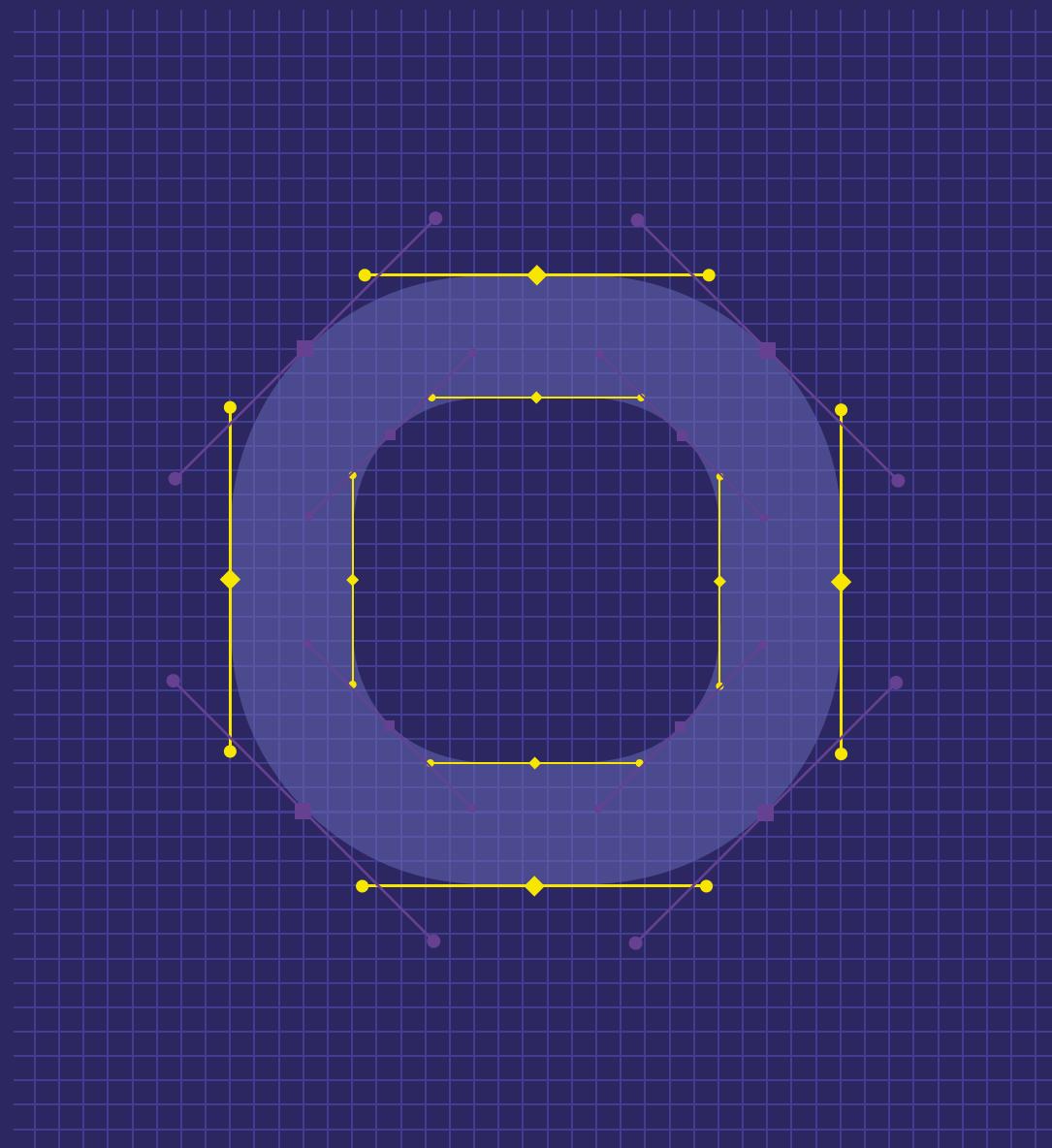
O<sup>©</sup> ORIZON



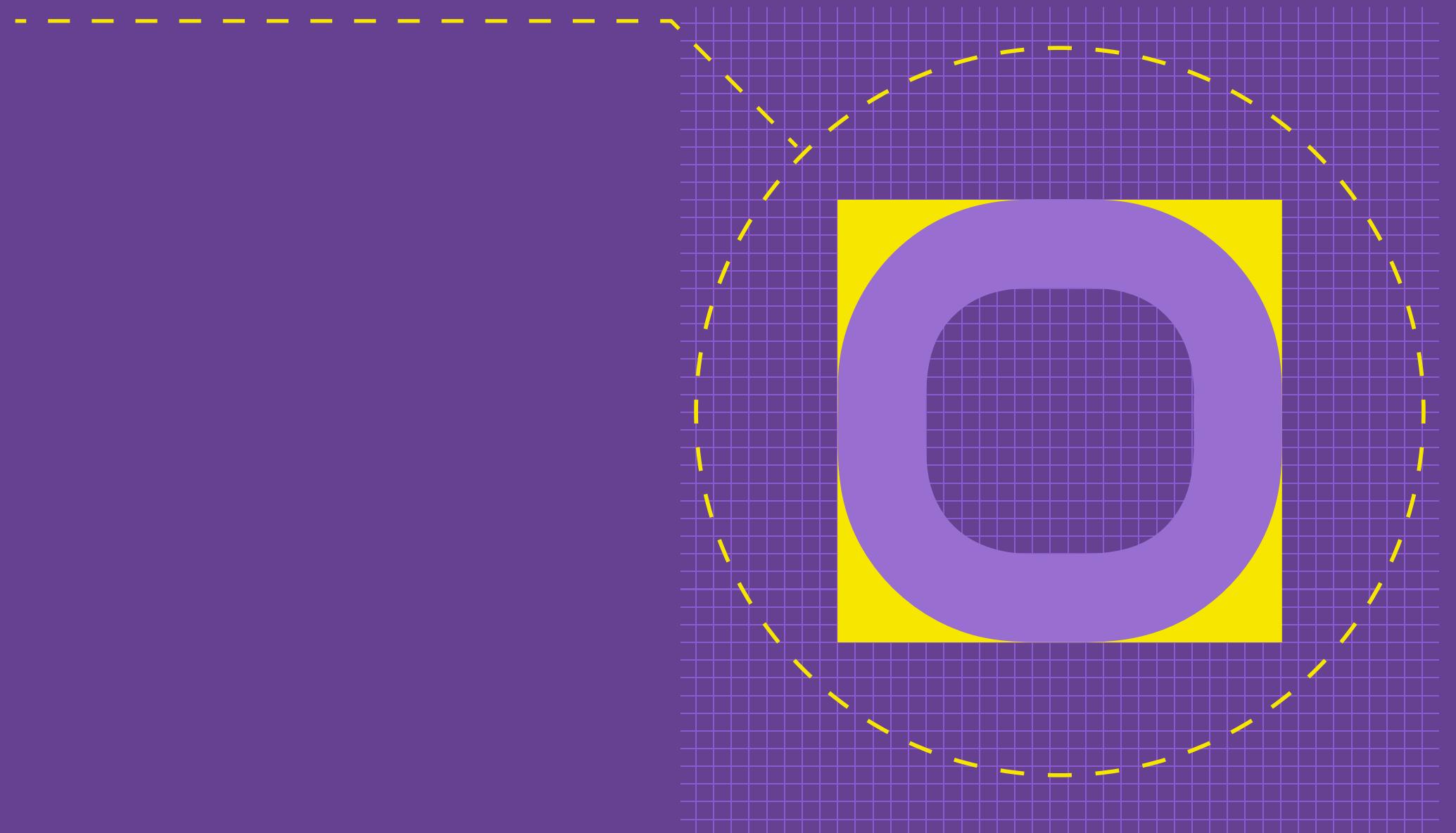
# Introduction

The unique design of the "O" as a square with smooth edges is inspired by the idea of a window into the digital world. This shape represents Orizon's role as a gateway to new horizons in the media and marketing landscape. Just like a window opens up new perspectives, the square form symbolizes Orizon's ability to connect brands with audiences through cutting-edge digital strategies and compelling content.

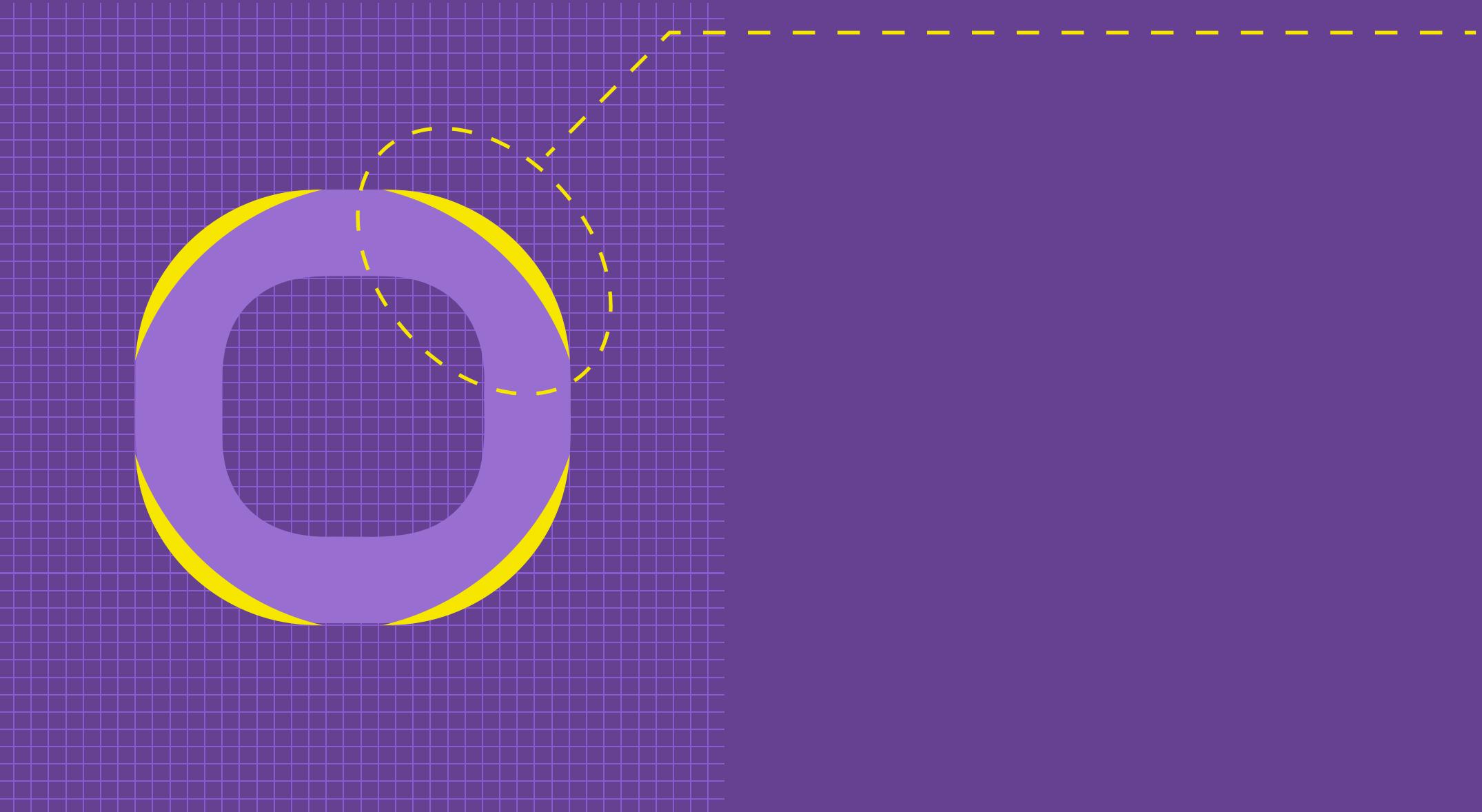




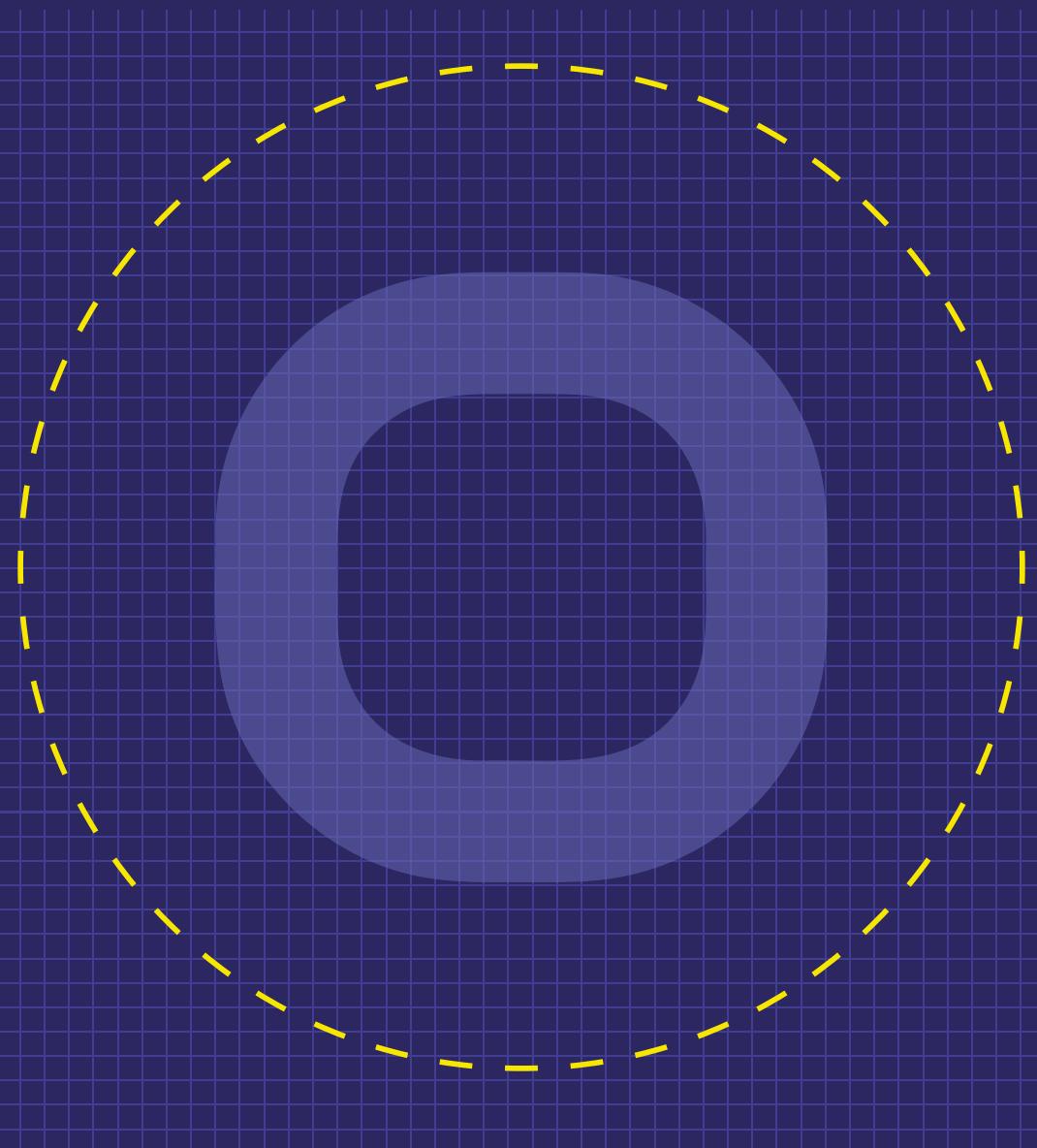
**The square shape reflects a window, through these digital windows, ensuring a clear and effective connection between brands and consumers.**



The smooth, rounded edges of the square add a sense of fluidity, reflecting the dynamic nature of digital media and content creation



By designing the "O" in this way, the logo captures Orizon's dual focus: providing clients with a solid, structured path to digital success, while offering fresh, creative perspectives through content production.



Small size



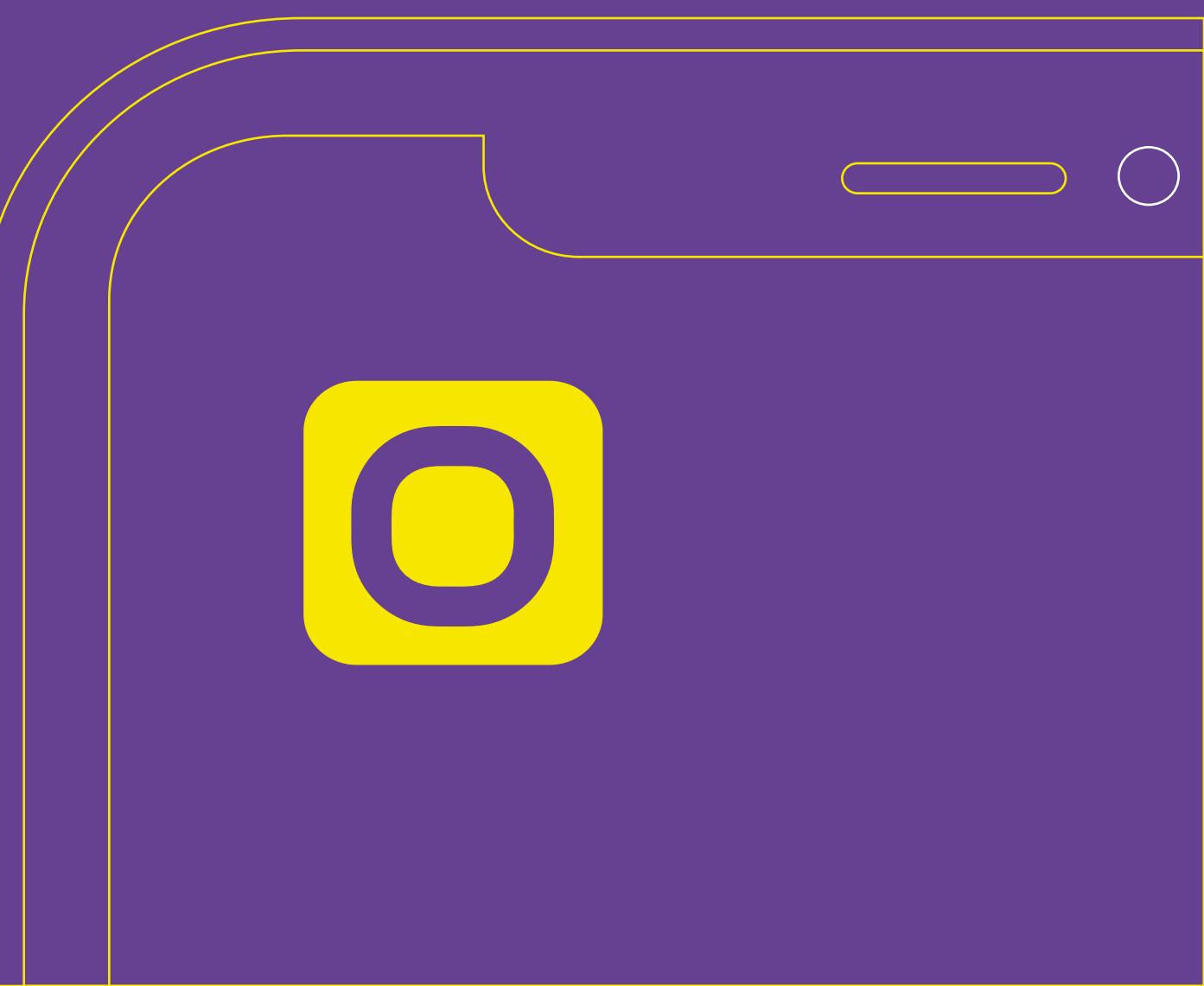
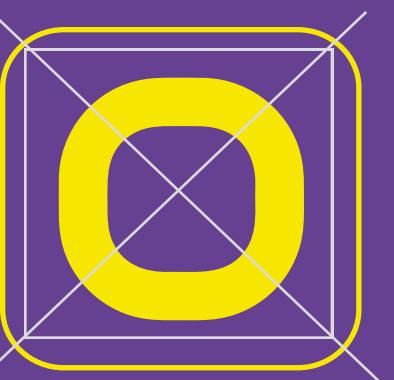
ORIZON

**A shorthand for our name**

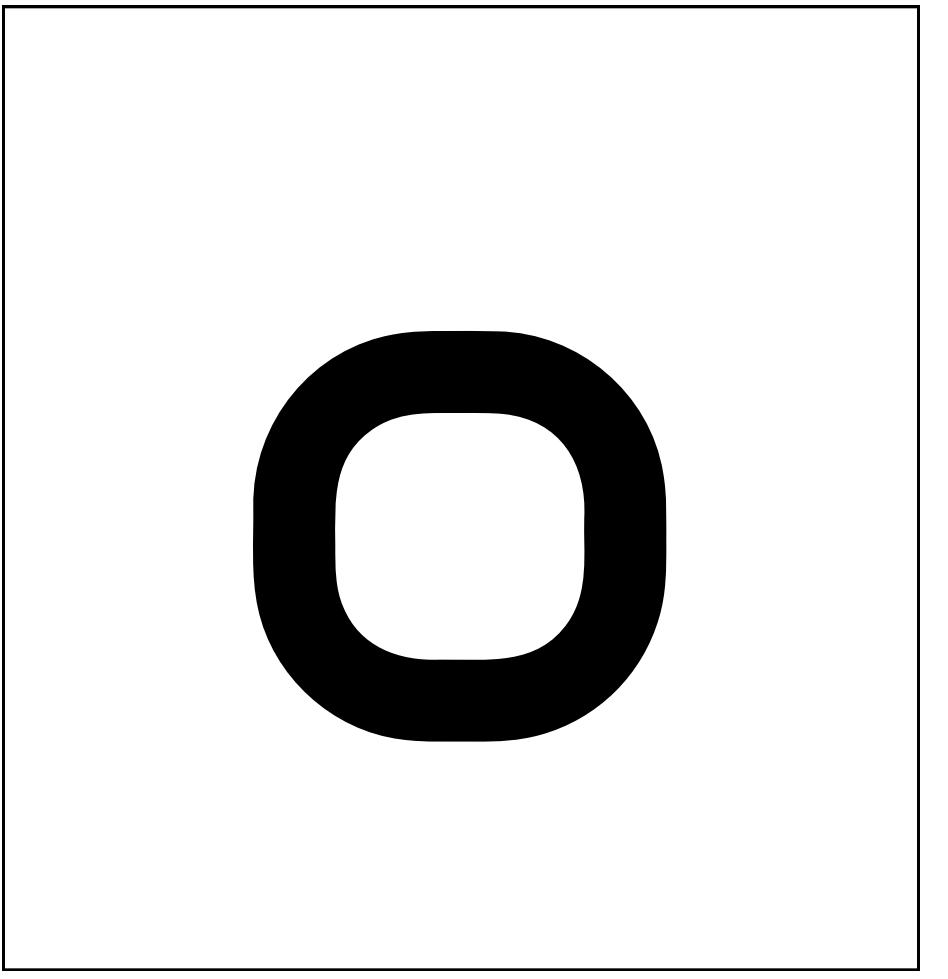
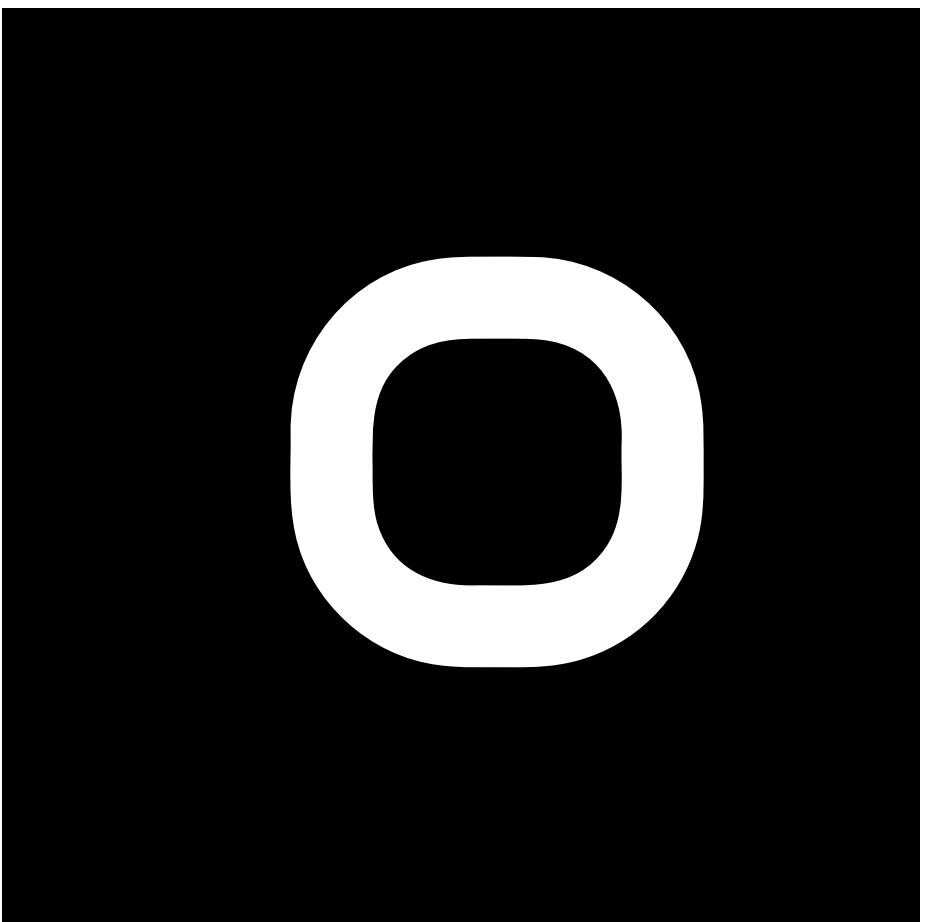
When there is limited space, we abbreviate our name to just the initial letter. Because the letter M is so distinctive it reminds people of the entire word.

It isn't another logo however. Only use the initial M in situations like a browser favicon, a smartphone app icon or a pin badge - when there isn't enough room to fit the entire logo in. Or when print and production restrictions require it.

You must always use the whole logo whenever you can.



LOGO ON  
BLACK/WHITE



## SAFETY BOX



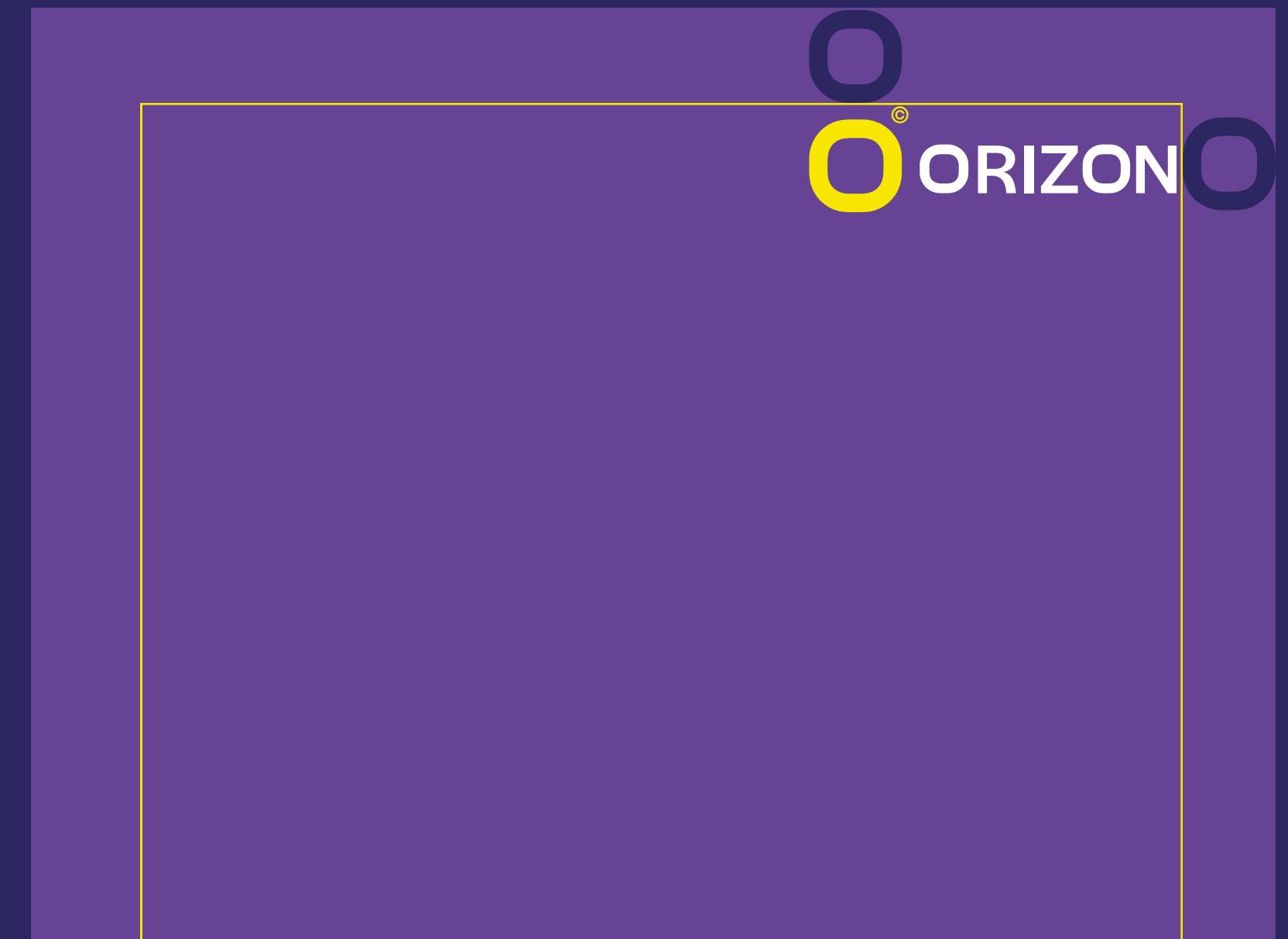
### Where does our logo live?

Our logo usually appears on the right hand side of any item to distinguish it from all other elements on the page and emphasize its appearance clearly as a logo. The margin is defined by 2x the height of the 'O' from our logo, all around the page.



### How much space does our logo need?

We call the area around our logo, into which no other element can be placed, the 'clearspace area'. This area is defined by twice the height of the 'O' all around as shown. The clearspace area is important to protect our logo, ensuring it always stands out. There is also a legal requirement that our logo be separated in this way, so don't allow any other design element to enter the clearspace area or place our logo too closely to the edge of an item.



# Brand Mark Collaboration

O ORIZON



20 : 80

O ORIZON



50 : 50



O ORIZON

80 : 20

# LOGO POSITIONING

What size should our logo be?

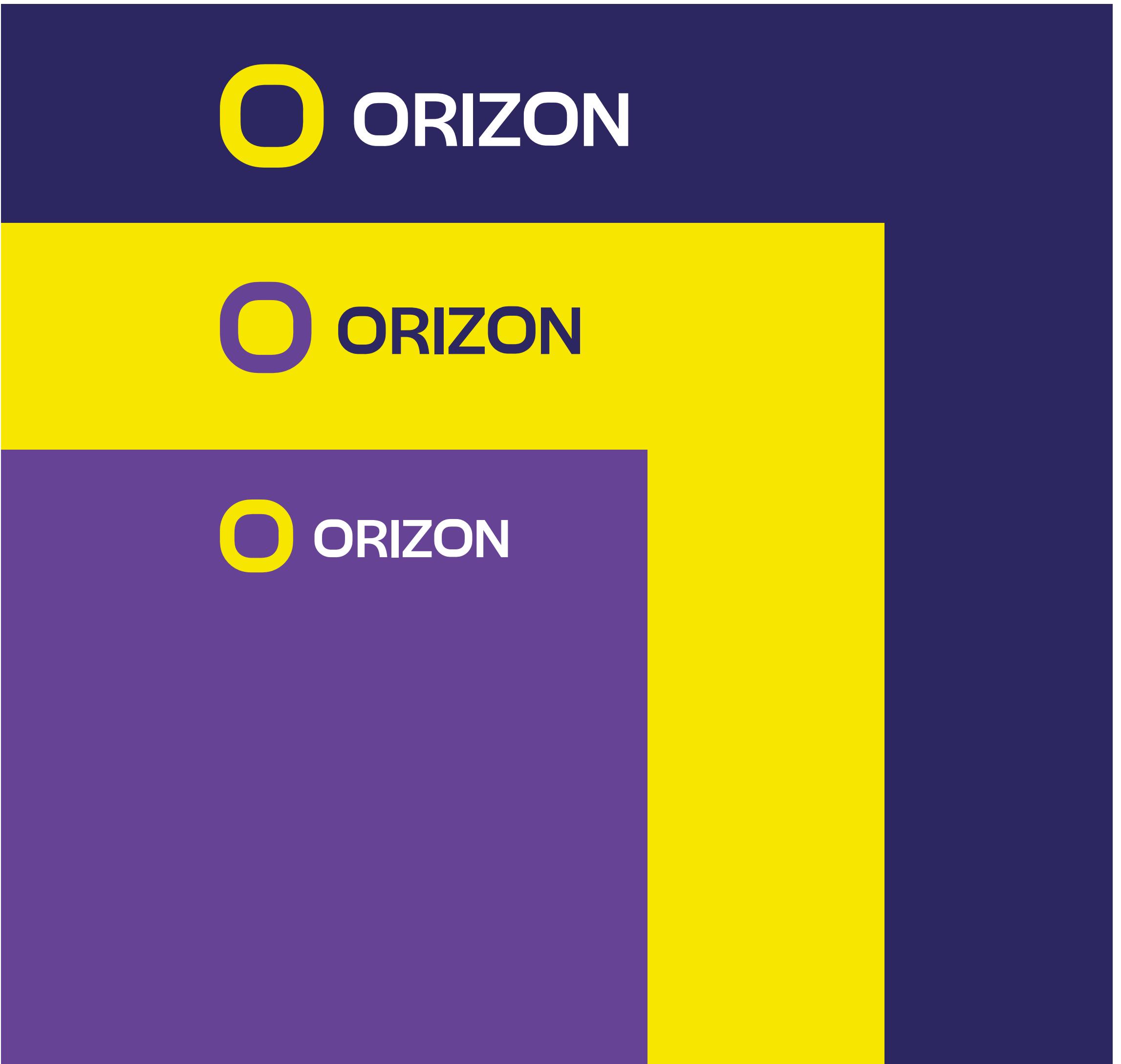
The correct size for our logo has been set for commonly used formats and is listed here.

What about other formats?

If you are working with a different but similar format, such as US Letter, always use the nearestmatch (in this case, A4). If you need to use our logo on a completely different format, there is a simple rule you must use to establish a suggested logo height.

Simply measure the page diagonally and divide the result by 45, round up to the nearest 0.5mm if necessary. This gives you the height of the 'M' in the Merck logo. (If your logo has two lines then make sure to measure the 'M' and not the whole logo height).

With unusual or extreme formats use a visually appropriate logo size.



The background features a dark navy blue gradient with three semi-transparent, overlapping circles in a lighter shade of blue. One circle is positioned at the top center, another at the bottom left, and a third at the bottom right.

# COLOR SYSTEM

# COLOR PALETTE

Color sits at the heart of our brand identity.  
We use bold colors in stimulating combinations.

We have 9 primary colors, which can be used  
in combination to create different impressions...

We have three rich colors. These are the darkest and  
deepest.

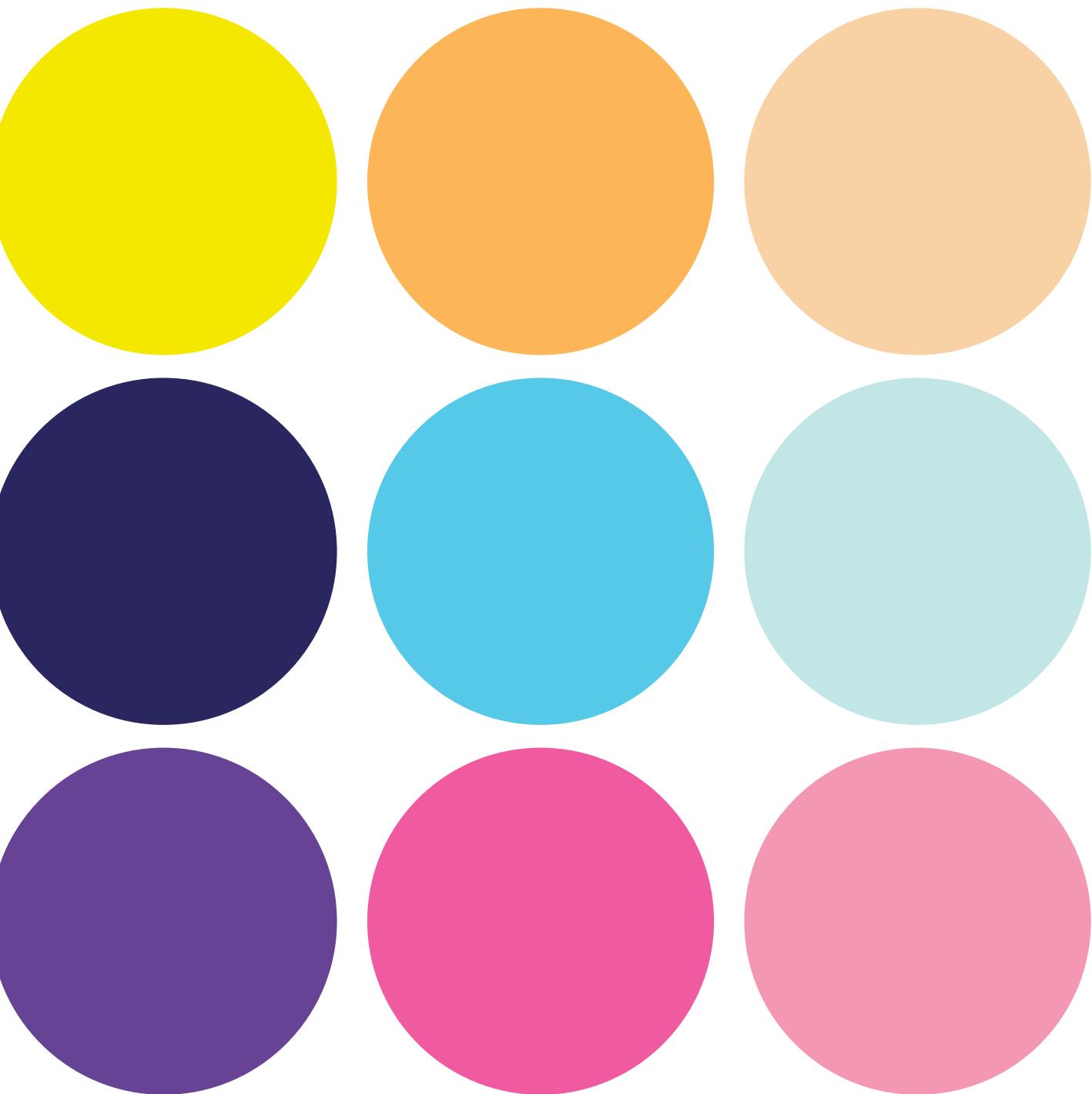
We have three vibrant colors. These are the  
brightest and boldest.

We have three sensitive colors.  
These are the lightest, softest and subtlest.

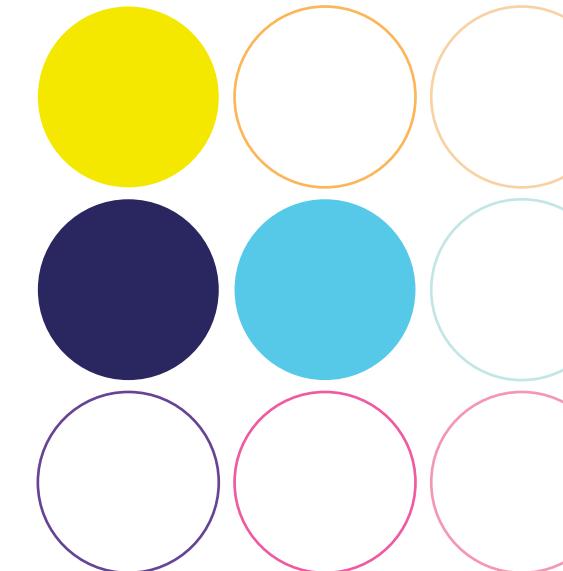
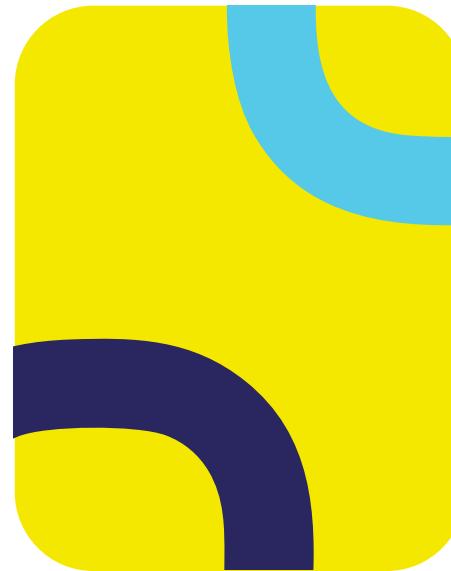
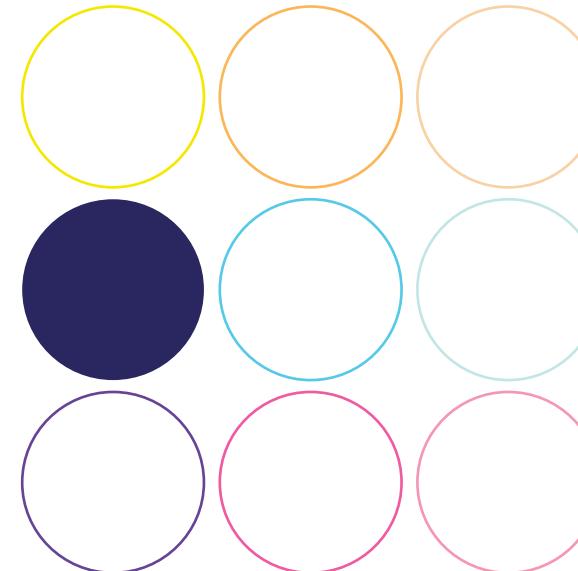
Each of these color types contains a passionate,  
cool, positive and warm option.

This means we can use different colors together across  
the types to create memorable and effective combinations.

The colors work best when used in groups of  
three. Less than three colors can look dull, and  
more than three colors can be overwhelming.



# CHOOSING COLORS



## Start with the background

The first step in putting together a color scheme for your design is to select your background color.

Choosing a rich background color can help to give your design some gravity, as it will have a darker background and a heavier impact.

Choosing a vibrant background color can help to give your design some energy, as it will have a brighter background and a colorful impact.

Choosing a sensitive background color can help to give your design some sensitivity, as it will have a more subtle background and an understated impact.

## Choose two more colors

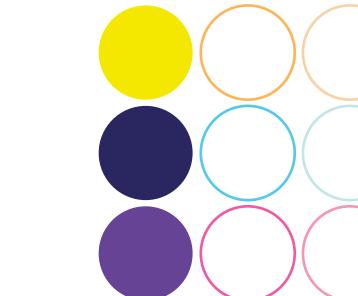
Next, choose two more colors for further design elements on the page such as text and graphics.

Choosing colors closely related to the background color will create harmony, as they come from the same area of the color spectrum, but this will reduce the vibrancy of the design.

Choosing colors less closely related to the background color will create a more dynamic color combination with contrasting colors.

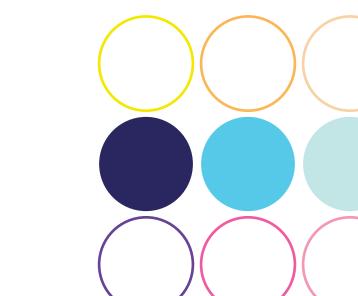
Choosing one color closely related to the background and one which is further away will create a sense of harmony with an accent color which stands out most.

## Remember...

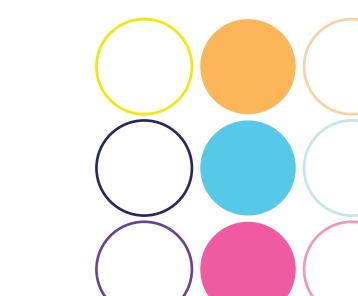


Don't forget to use a rich color. Without a rich color, it is difficult to create sufficient contrast for readable text, and designs will lack impact.

## Never...

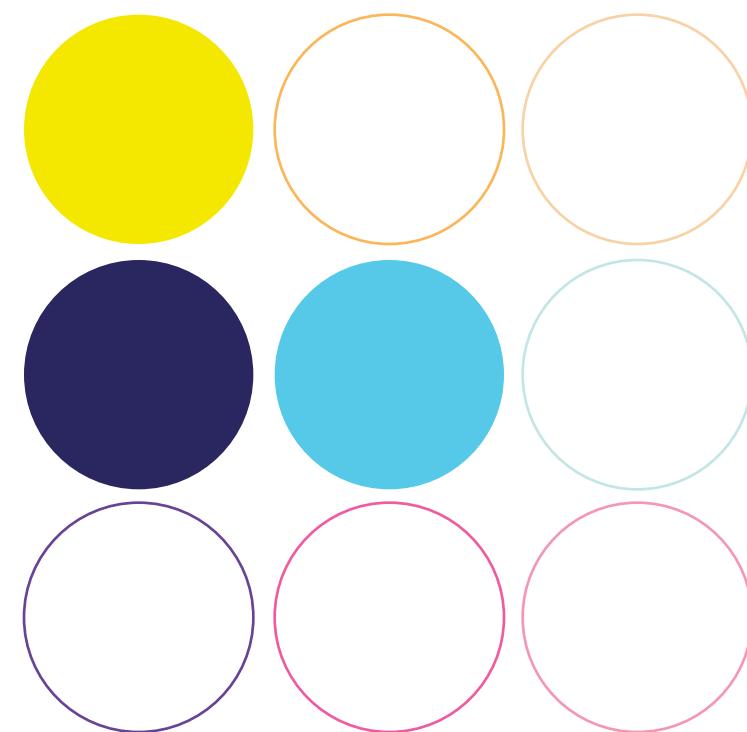


Don't choose all three colors from the same row. E.g. don't choose Rich, Vibrant & Sensitive Green. Choosing from the same row results in dull design.]



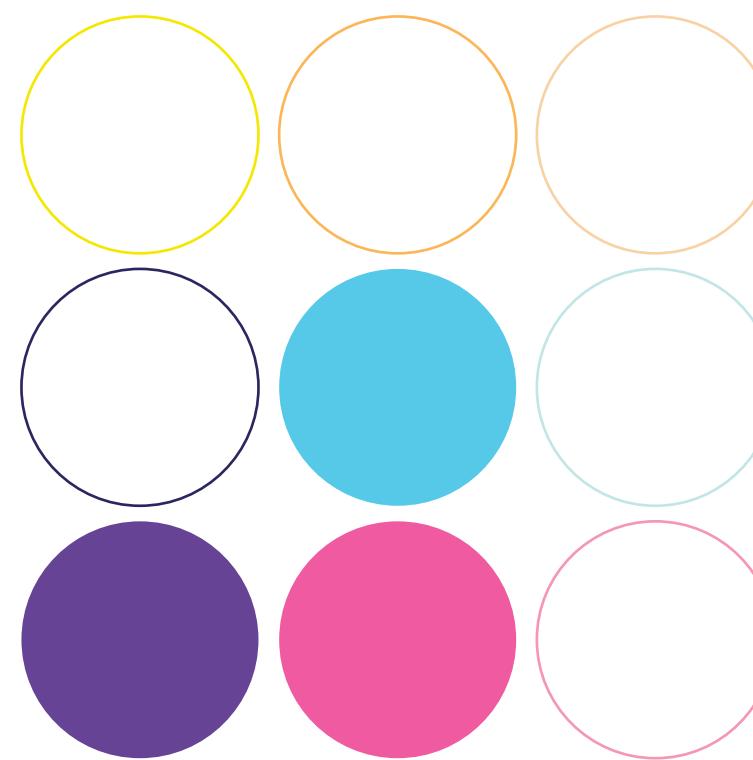
Don't choose all three colors from the same row. E.g. don't choose Rich, Vibrant & Sensitive Green. Choosing from the same row results in dull design.]

# COLOR COMBINATION



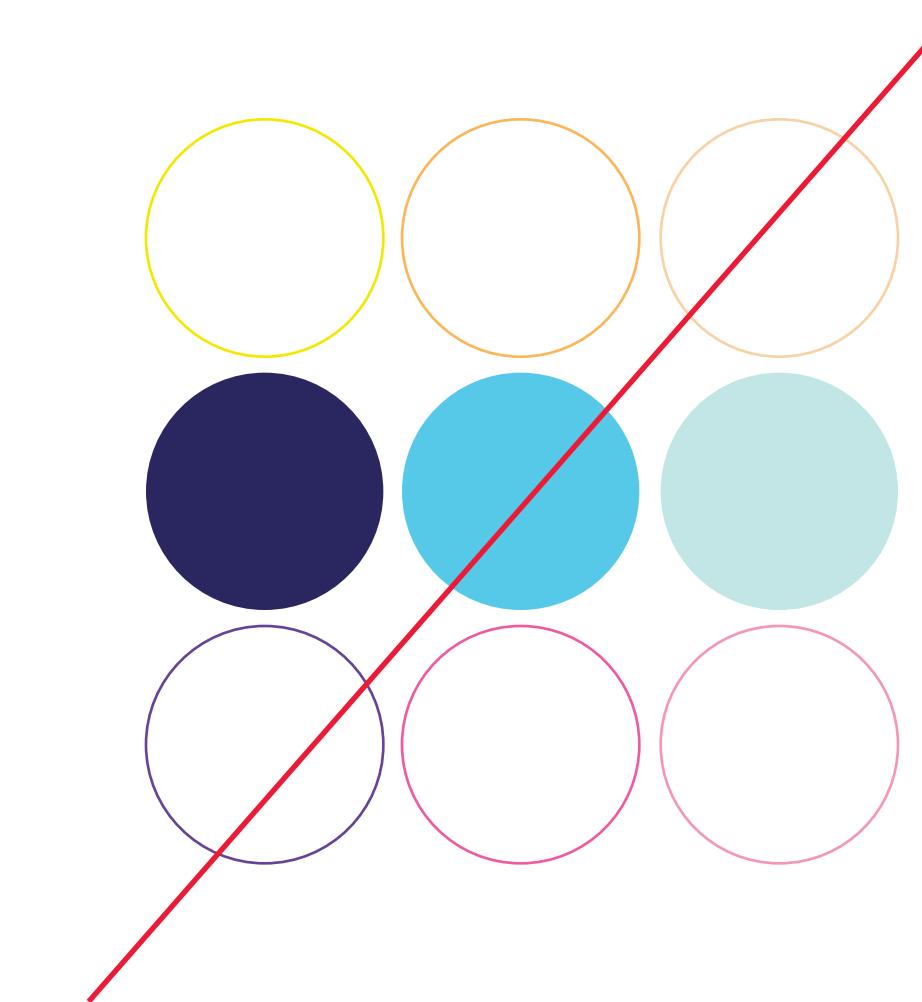
## Harmony

Making color combinations with adjacent colors creates more color harmony, as the colors are more closely related. Things can feel more considered.



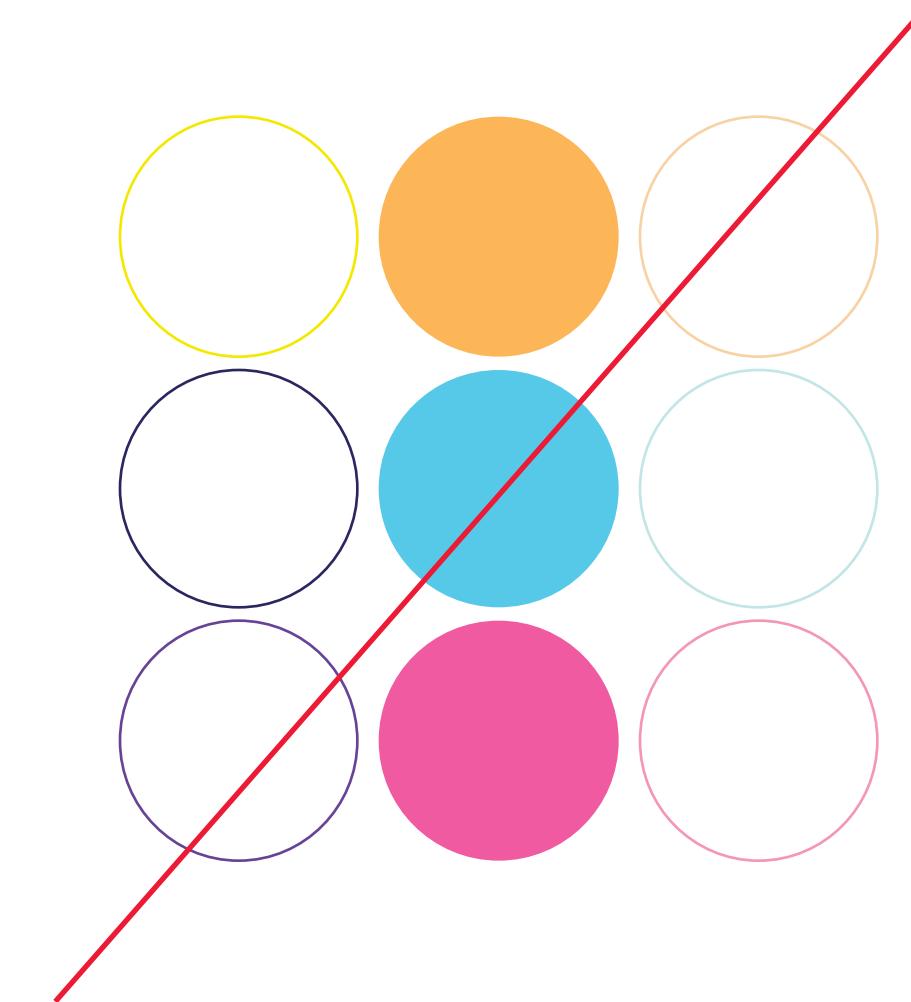
## Vibrancy

Choosing colors which are further apart leads to bolder contrast, as the colors are more different. Things can feel more energetic.



## Monotony

Choosing colors from only one row leads to a dull monochrome result which doesn't convey the positivity of our brand. Things would feel bland.



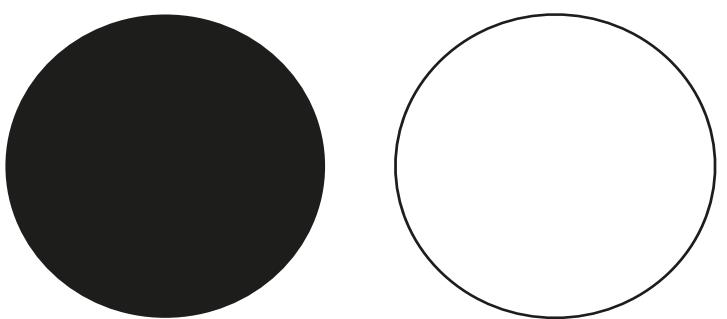
## Clash

Choosing only colors from one column can lead to some uncomfortable combinations lacking a strong contrasting color for text. Things would feel ugly.

# BRAND COLORS

## Neutral Colors

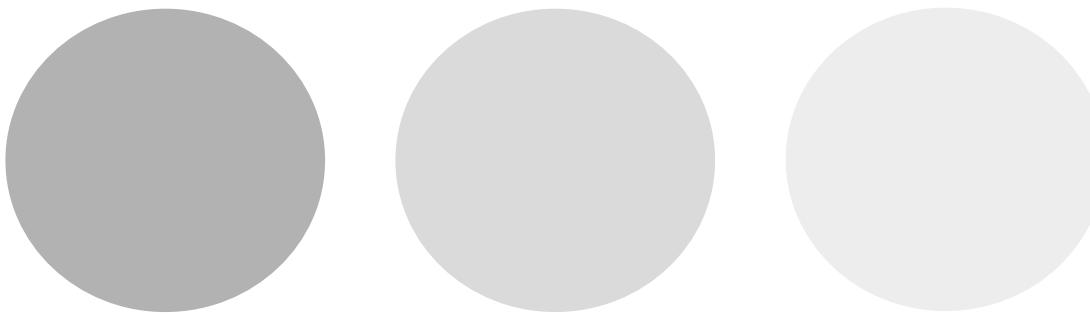
Matt



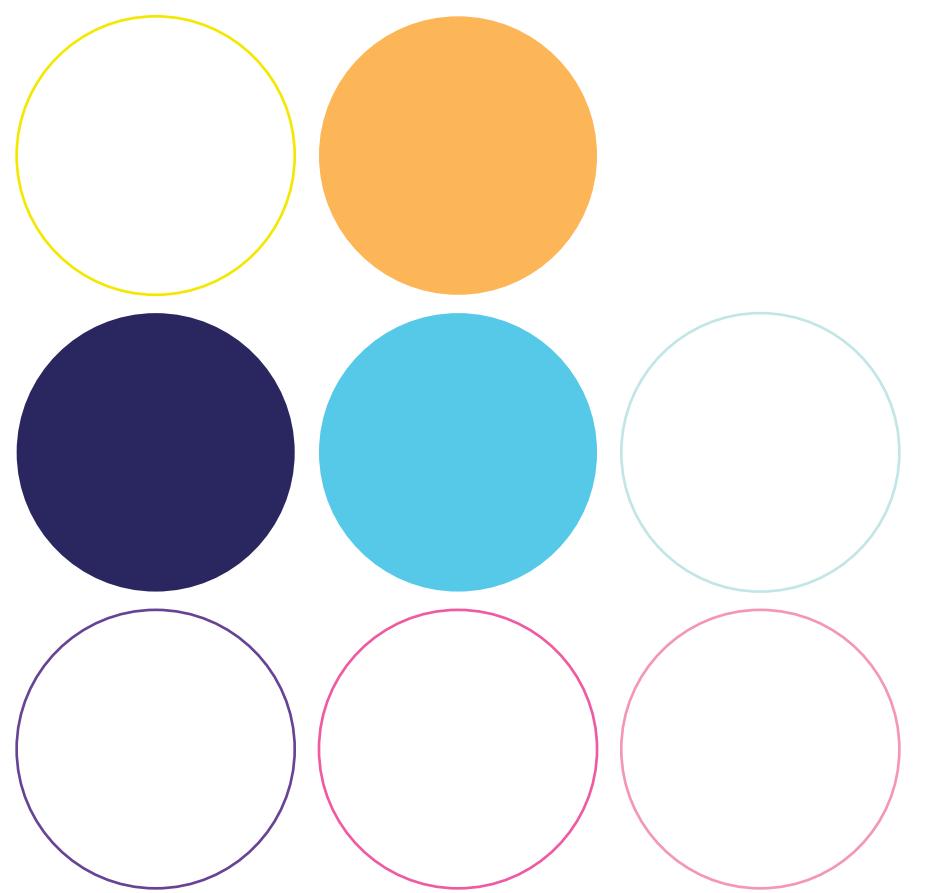
Metalic



Grayscale

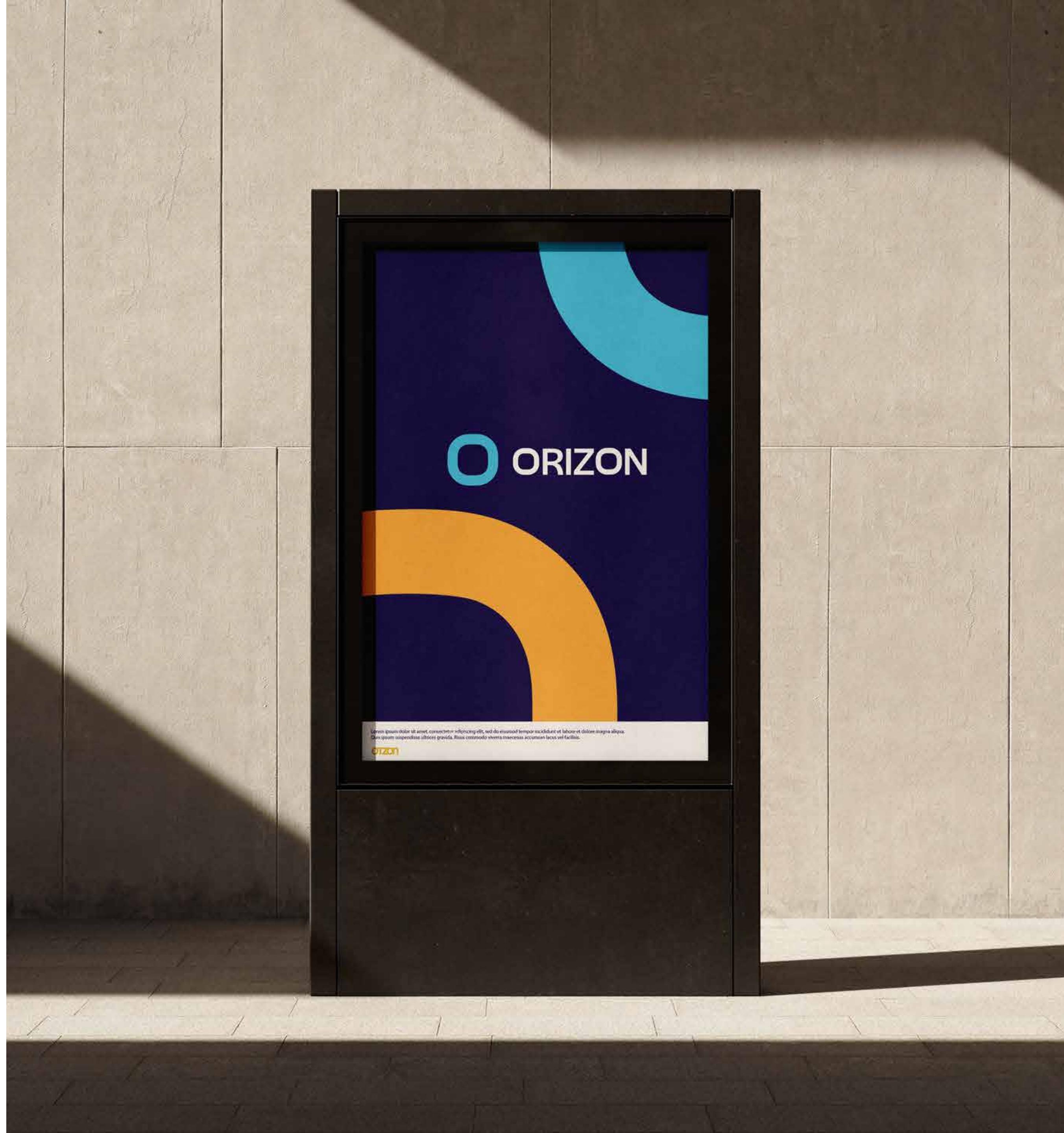


# SENSITIVITY

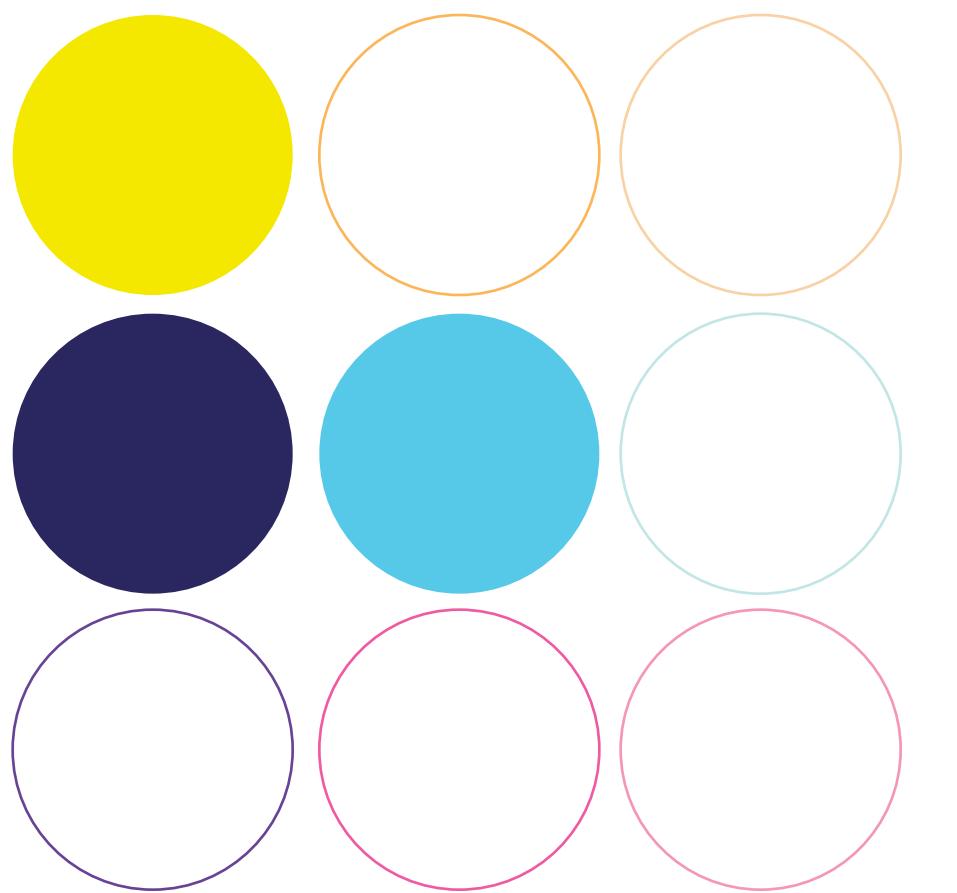


## Impactful color combinations

choosing one of the sensitive colors for your background means that the design will have more subtle feel, and any vibrant colors will stand out well

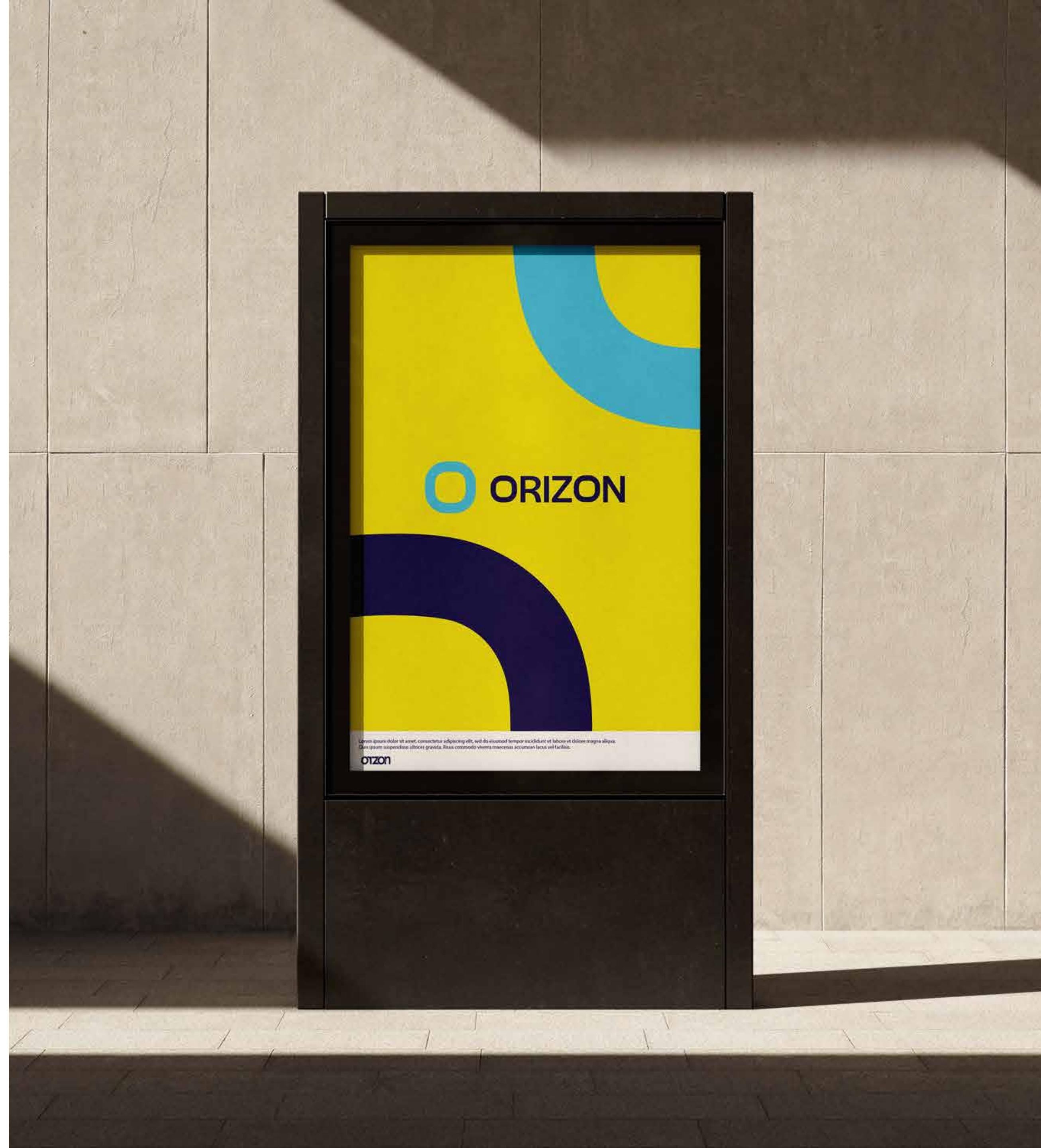


# GRAVITY

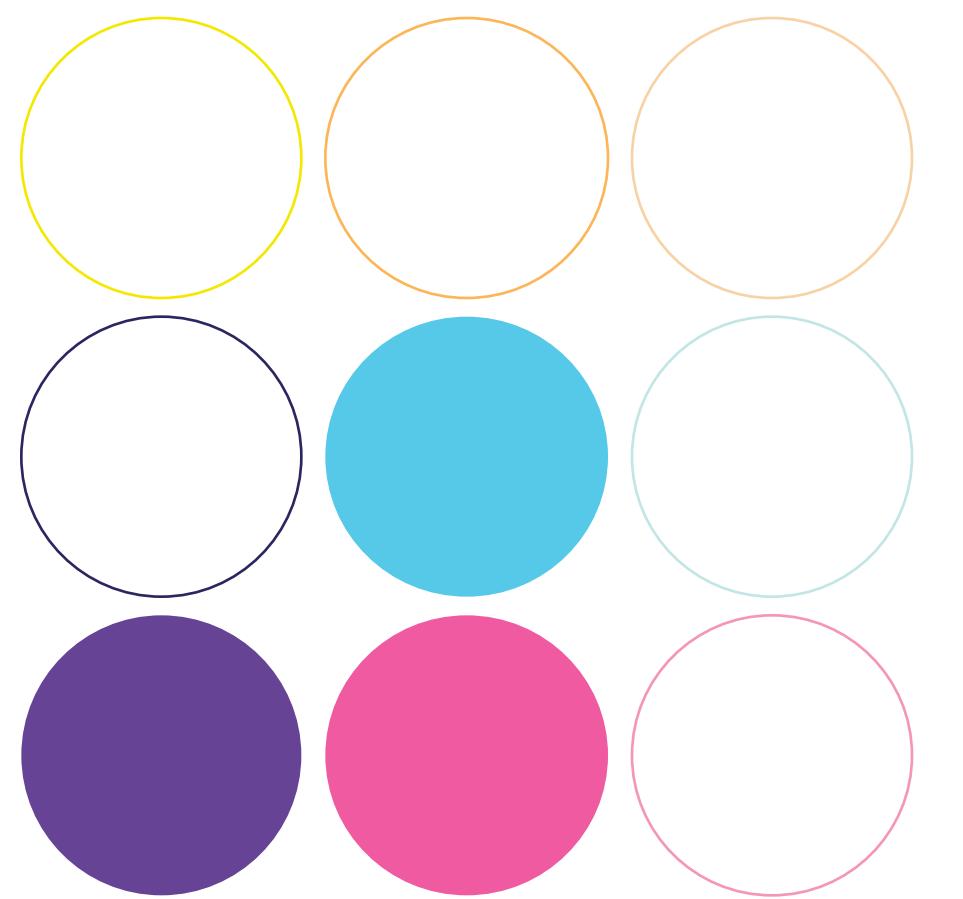


## Bright color combinations

Choosing one of the vibrant colors for your background means that the design will have a bright and brave feel. Any darker rich color will stand out strongly.

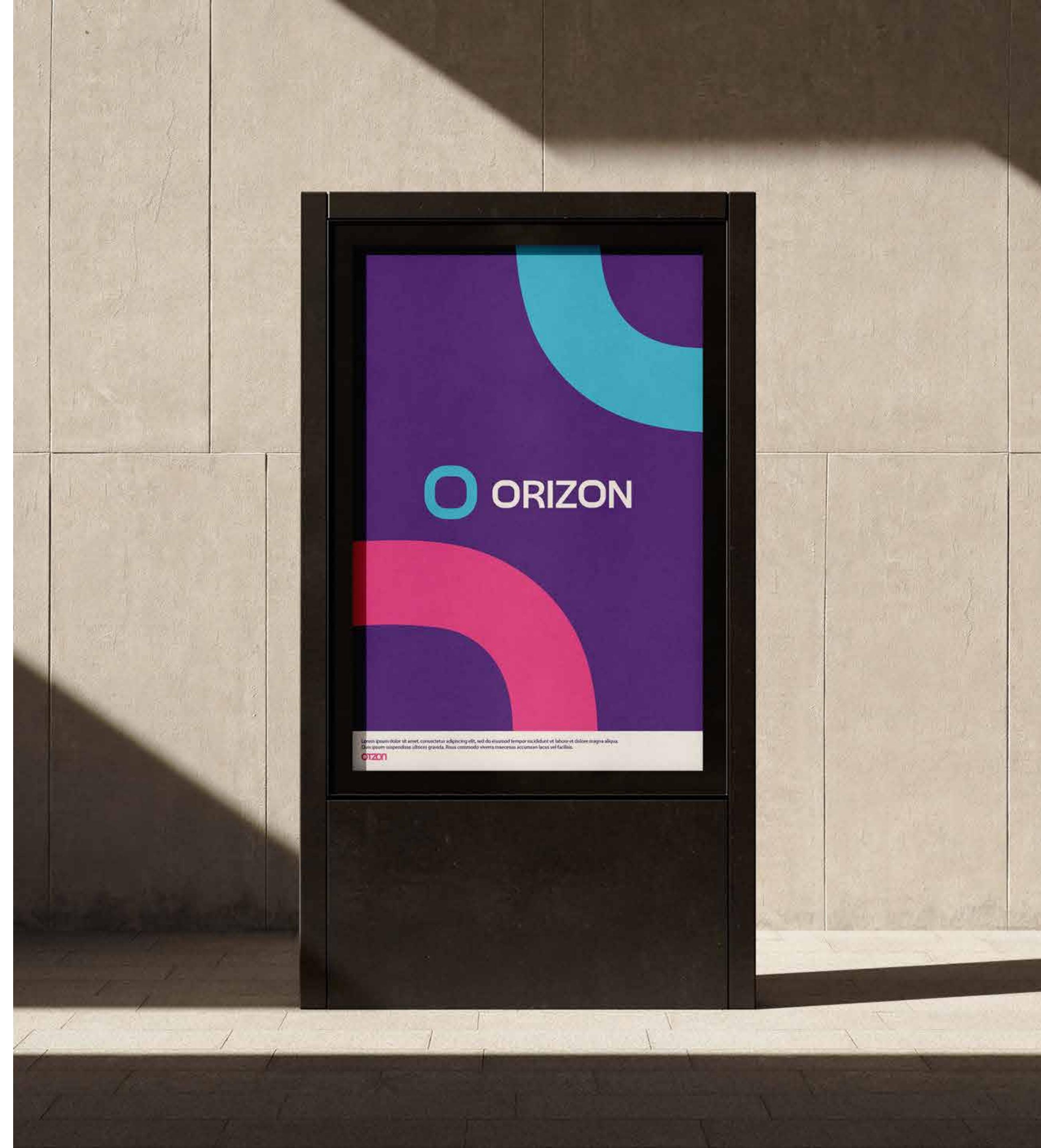


# ENERGY



## calmer color combinations

choosing one of the sensitive colors for your background means that the design will have more subtle feel, and any vibrant colors will stand out well



# TYPOGRAPHY

# ENGLISH TYPOGRAPHY

The Primary typeface is:

Halyard Medium to complement the primary.

This has been carefully selected to represent the brand image best and must be used to retain consistency and must use to headlines and titles.

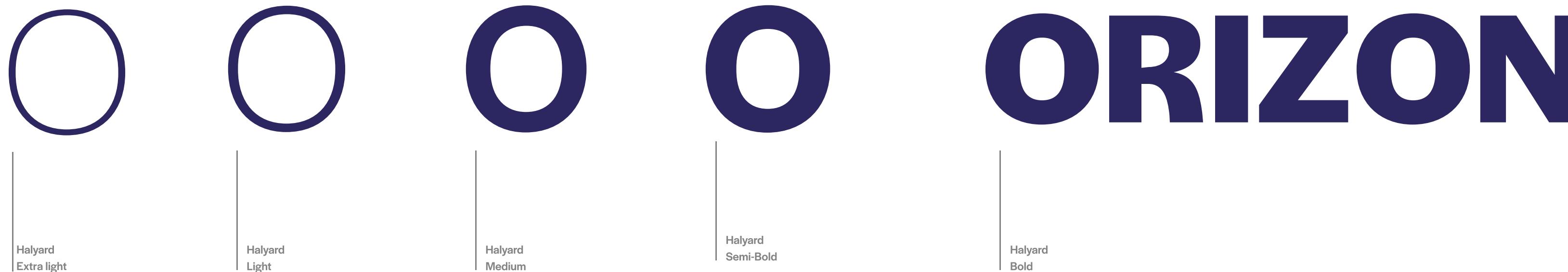
## Halyard Medium

### Upper Case

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
0 1 2 3 4 5 6 7 8 9 ( ; @ : # \$  
% ^ & \ ) \*

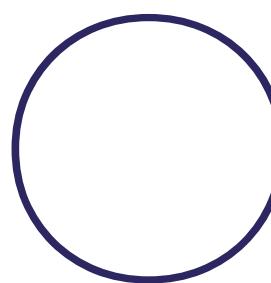
### Lower Case

a b c d e f g h i j k l m  
n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ( ; @ : # \$ % ^ & \ ) \*

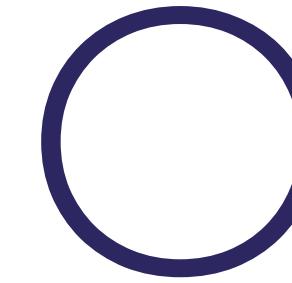


# ENGLISH TYPOGRAPHY

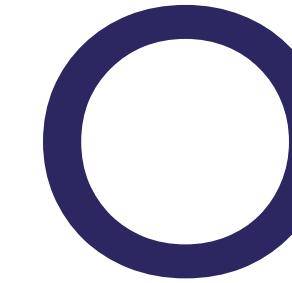
The secondary font complements the primary font and is intended for body text, subtitles, and longer sections of content. Its clean and legible style ensures a comfortable reading experience across digital and printed media.



Montserrat  
Thin



Montserrat  
Light



Montserrat  
Medium



Montserrat  
Semi-Bold

# ORIZON

Montserrat  
Bold

## Montserrat Regular

---

### Upper Case

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
0 1 2 3 4 5 6 7 8 9 ; @ : # \$  
% ^ & \ ) \*

### Lower Case

a b c d e f g h i j k l m  
n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ; @ : # \$ % ^ & \ ) \*

ORIZON

R

Z

ORIZON

O

# ILLUSTRATIONS

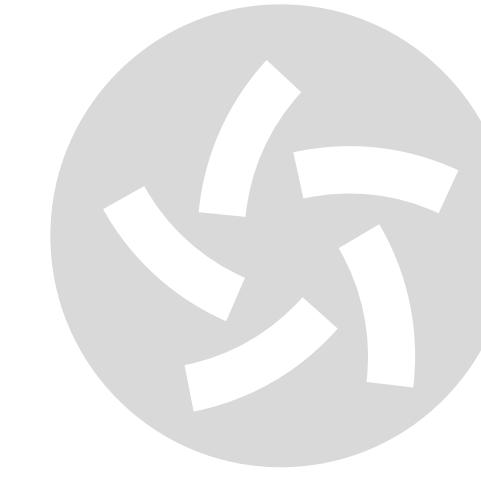
# ILUSTRAIONS



Excellence



Impact



Sustainability



Innovation



Strategic



Collaboration

Illustrations were design based  
on companies values

# ILUSTRAIONS



Excellence



Impact



Sustainability



Innovation



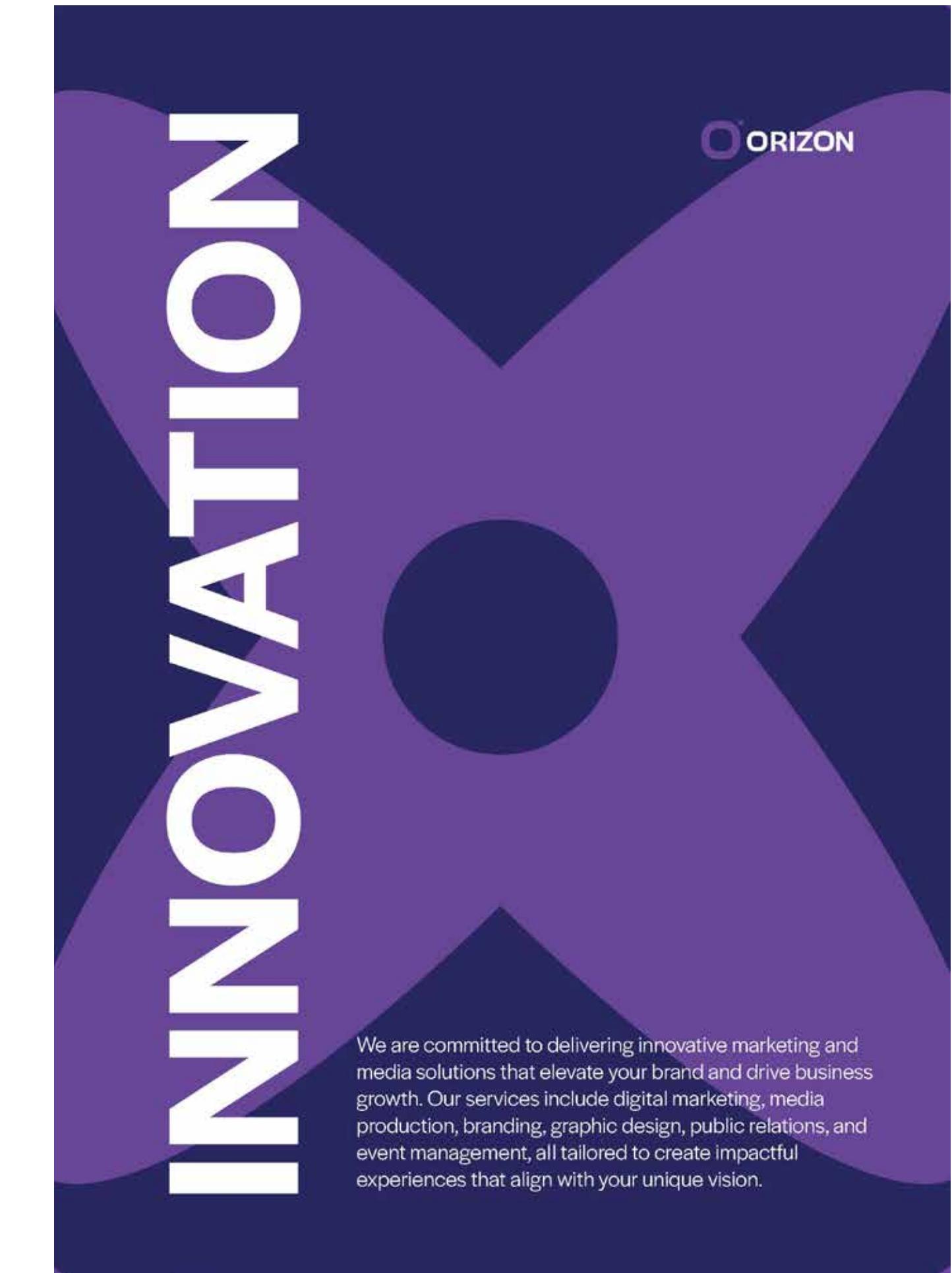
Strategic



Collaboration

Illustrations were design based  
on companies values

# ILUSTRATIONS





# IMPACT

We are committed to delivering innovative marketing and media solutions that elevate your brand and drive business growth. Our services include digital marketing, media production, branding, graphic design, public relations, and event management, all tailored to create impactful experiences that align with your unique vision.



# EXCELLENCE

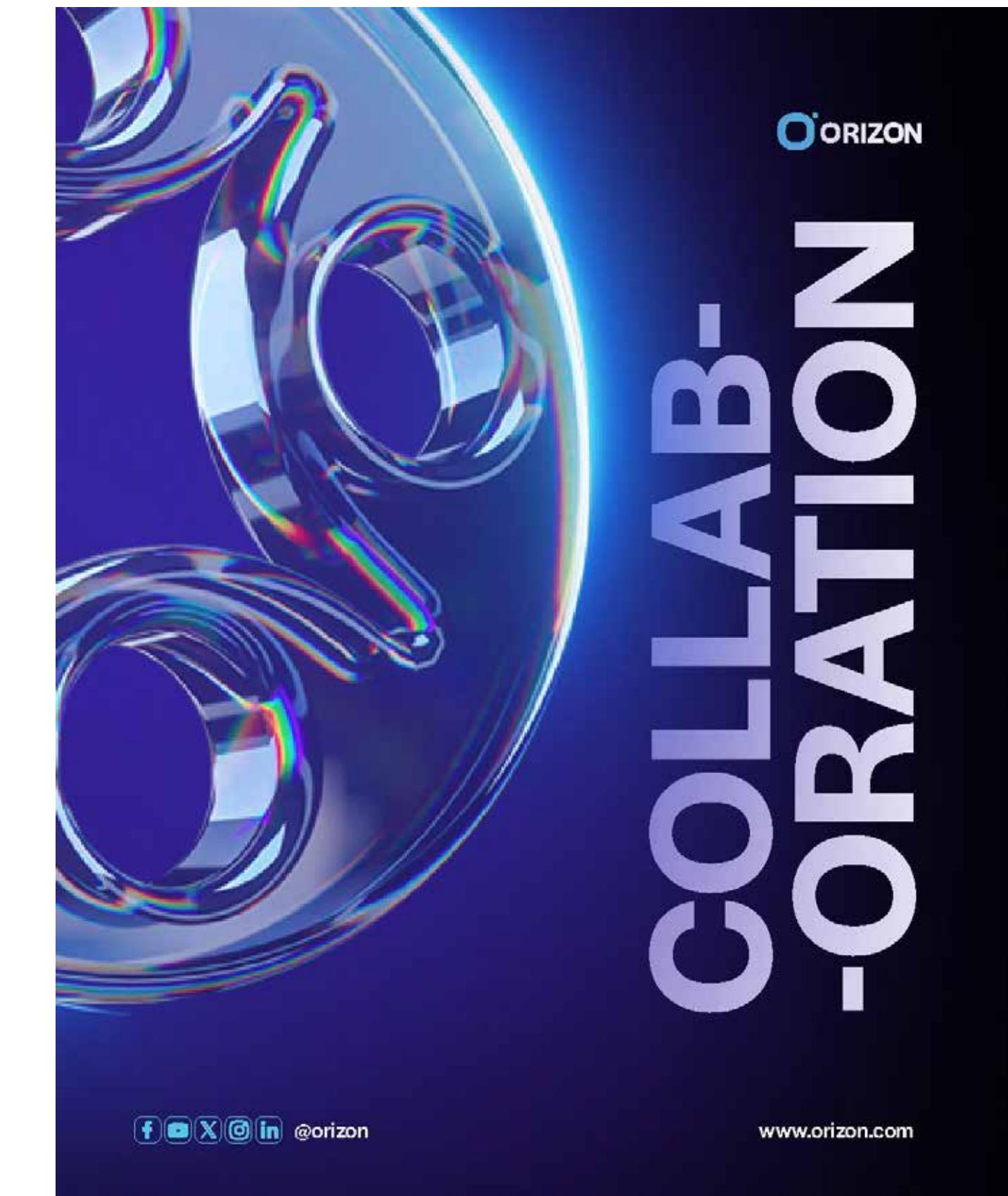
We are committed to delivering innovative marketing and media solutions that elevate your brand and drive business growth. Our services include digital marketing, media production, branding, graphic design, public relations, and event management, all tailored to create impactful experiences that align with your unique vision.



# COLLAB. ORATION

We are committed to delivering innovative marketing and media solutions that elevate your brand and drive business growth. Our services include digital marketing, media production, branding, graphic design, public relations, and event management, all tailored to create impactful experiences that align with your unique vision.

# DIGITAL ILUSTRAIONS



# DESIGN PRACTICE

Social media posts



## IMPACT

Striving to create meaningful and lasting impressions beyond just influence



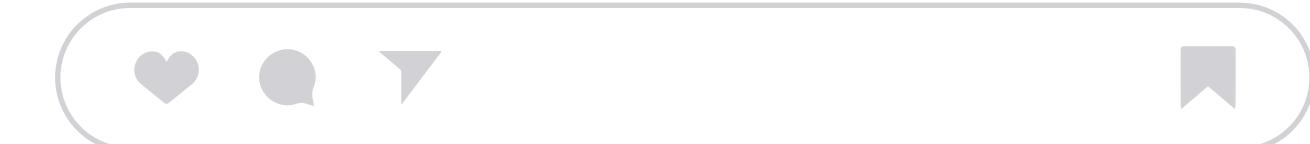
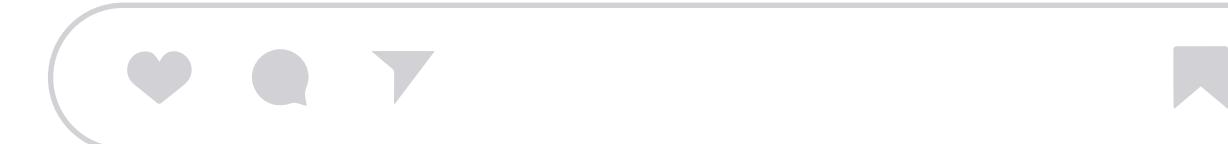
## EXCELLENCE

Involves adhering to the best possible practices setting ambitious goals, and surpassing expectations

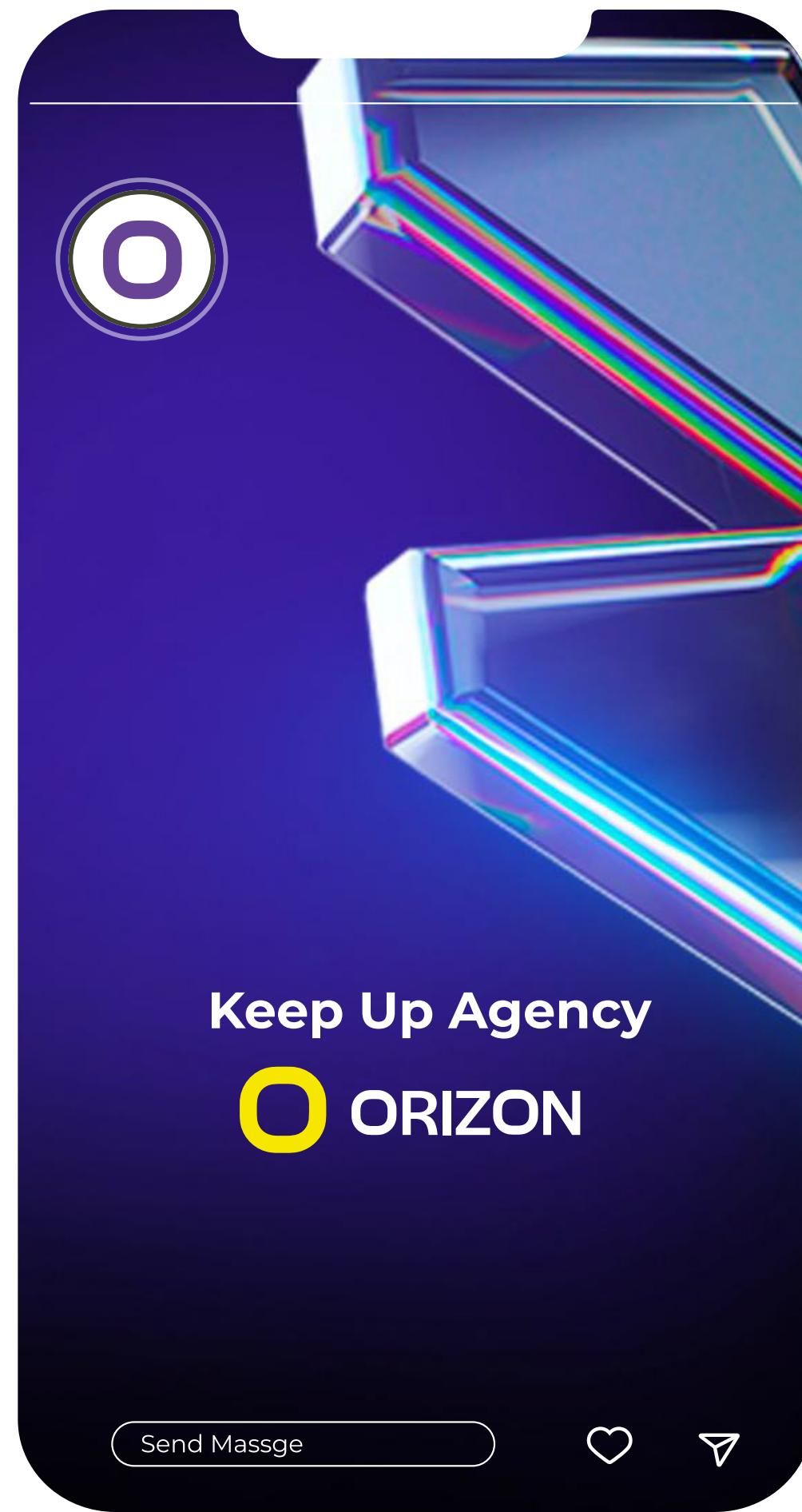


## STRATEGIC

A strategic company focused on innovation and sustainable growth



# HIGHLIGHTS



# WE ARE ORIZON

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

CALL NOW





# ABOUT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

CALL NOW



# EXCELLENCE

Delivering high-quality results that exceed client expectations and inspire trust.

CALL NOW

