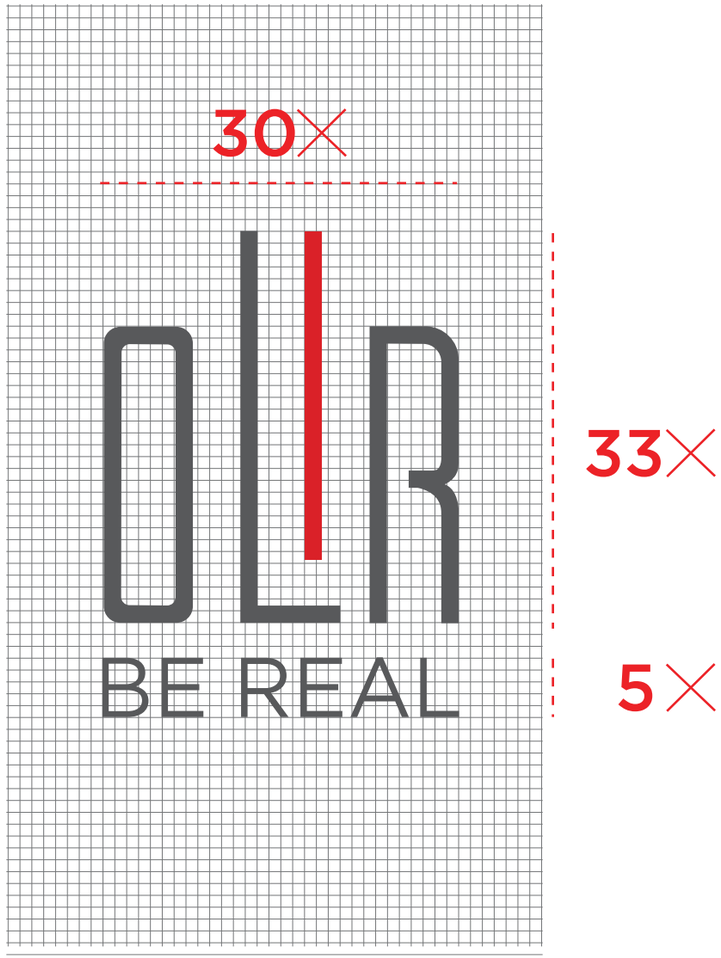
1. LOGO MARK

OLR

BE REAL

LOGO: SPECIFICATION



LOGO: MINIMUM SIZE

10X minimum width for usage

Here X = 1.8 mm

2. BRAND COLOUR

BRAND COLOURS: PRIMARY AND SECONDARY

Primary 1

Royal Grey

CMYK 0 0 0 80
RGB 88 89 91
#58595b
PANTONE 179-13C

Primary 2

Power Red

CMYK 10 100 100 0
RGB 80 184 72
#231F20
PANTONE 151-8 C

Secondary

CMYK 0 0 0 100
RGB 35 31 32

LOGO: BACKGROUND COLOUR

The logo must be used on the white backgrounds or light background (Colour strength should not be more than 10%)

LOGO: BACKGROUND COLOUR

Very rarely the logo should be used only on black background

LOGO: PRINTING (SCREEN PRINT / 2 COLOUR PRINTING)

COLOUR SEPARATION

COLOUR - 1

COLOUR - 2

3. FONT AND TYPOGRAPHY

GOTHAM

font family

Gotham Light
Gotham Book
Gotham Medium
Gotham Bold

Gotham Light

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYy
Zz$£@€,.?!<>:;*&%
0123456789

Gotham Book

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYy
Zz$£@€,.?!<>:;*&%
0123456789

Gotham Bold

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYy
Zz$£@€,.?!<>:;*&%
0123456789

Gotham Bold

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYy
Zz$£@€,.?!<>:;*&%
0123456789

Gotham Bold
Headings

Bigger, better bolder

(Should follow the default kerning)

Gotham Medium
Sub-headings

Bigger, Better, Bolder.

Gotham Book
Body copy

This is a dummy copy please do not read this Lorem Ipsum. This is a dummy copy please do not read this Lorem Ipsum. This is a dummy copy please do not read this Lorem Ipsum. This is a dummy copy please do not read this Lorem Ipsum.
This is a dummy copy please do not read this Lorem Ipsum.This is a dummy copy please do not read this Lorem Ipsum.This is a dummy copy please do not read this Lorem Ipsum.
This is a dummy copy please do not read this Lorem Ipsum.This is a dummy copy please do not read this Lorem Ipsum.This is a dummy copy please do not read this Lorem Ipsum.

4. CORPORATE IDENTITY

HARI PRADHAN

Sr. Client Relationship Manager

306, Western Edge 1,
W E Highway, Above Metro Mall
Borivali (E), Mumbai 400066

7045598308
www.celestialiving.in
hari@oysterliving.in

Formerly known as Oyster living

BE REAL

HARI PRADHAN

Sr. Client Relationship Manager

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W E Highway, Above Metro Mall
Borivali (E), Mumbai 400066

7045598308
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hari@oysterliving.in

Formerly known as Oyster living

BE REAL

STATIONARY: BUSINESS CARD

Front

Back

Mockup is only for representation purpose. Don't take it as an artwork.

BE REAL

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Borivali (E), Mumbai 400066

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info@oysterliving.in

Formerly known as Oyster living

Mockup is only for representation purpose. Don't take it as an artwork.

BE REAL

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sed ut perspiciatis, unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam eaque ipsa, quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt, explicabo. Nemo enim ipsam voluptatem, quia voluptas sit, aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos, qui ratione voluptatem sequi nesciunt, neque porro quisquam est, qui dolorem ipsum, quia dolor sit, amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt, ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit, qui in ea voluptate velit esse, quam nihil molestiae consequatur, vel illum, qui dolorem eum fugiat, quo voluptas nulla pariatur? At vero eos et accusamus et iusto odio dignissimos ducimus, qui blanditiis praesentium voluptatum deleniti atque corrupti, quos dolores et quas molestias excepturi sint, obcaecati cupiditate non provident, similique sunt in culpa, qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio, cumque nihil impedit, quo minus id, quod maxime placeat, facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet, ut et voluptates repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente delectus, ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis doloribus asperiores repellat.

306, Western Edge 1,
W E Highway, Above Metro Mall
Borivali (E), Mumbai 400066

7045598308
www.celestialiving.in
info@oysterliving.in

Formerly known as Oyster living

5. CORPORATE PRESENTATIONS - PPT

BE REAL

Presentation

Title Header

BE REAL

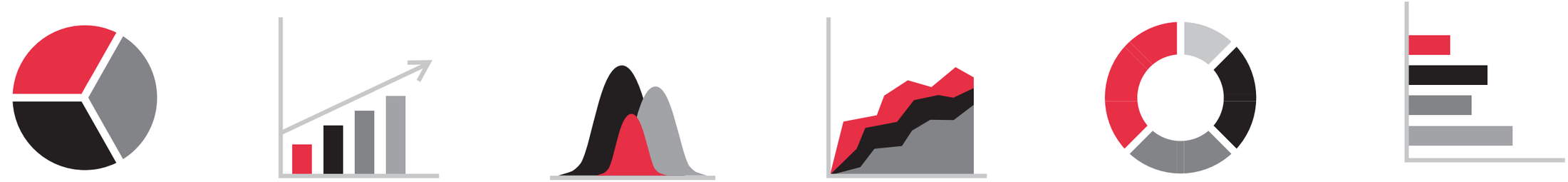
Inside section break

BE REAL

Continuation sheet

CHARTS AND DIAGRAMS

These 4 colours should be used to communicate different level of graph



5. GRAPHICS

DRAFT FOR APP/DIGITAL PLATFORM

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Dolor sit

Amet lorem

Ipsum dolor

Lorem Ipsum

Apr Jun Aug Oct Feb

Ipsum Dolor

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet

LOREM

Lorem Ipsum dolor sit
Dolor sit

Lorem Ipsum dolor sit
Dolor sit

Lorem Ipsum dolor sit
Dolor sit

Search

76%
Lorem ipsum

MARCH 2020

SU	MO	TU	WE	TH	FR	SA
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

Ipsum Dolor

2017 2018 2019 2020

BRAND PATTERNS: LOGO

Step and repeat patterns create a striking visual and can be used in merchandising, signage, online and offline banners, and backdrops for events and promotions.

ICONOGRAPHY: DESIGN PRINCIPLES

ICONOGRAPHY: COMMONLY USED IN REAL ESTATE

7. MARKETING COMMUNICATION

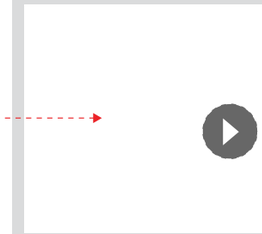
Facebook

Profile photo size
160x160

Image to be uploaded
as180x180 for
best results

Cover photo 828x315
Use brand fonts if needed
for all images

App thumbnail
111x74



Facebook video specs
Ratio: 16:9 or 9:16
Compression: H.264

Shared image posts
1200x628

Image posts
1080x1080

Twitter

Header photo
1500x500
Avoid placing key elements in the lower left quadrant of your header photo. Profile overlap varies with browser window width.

Profile photo
400x400

Timeline photo preview
506x253
Aspect ratio 2:1

Animated GIFs
3mb max. size promoted
5mb mobile max. size
15mb web max. size

Aspect ratios
Best post size: 1024x512
Ratios: 2:1 if you want your entire image to be visible in the Tweet preview.

Mobile ratio is 16:9
Minimum size is 600x335

Instagram

Profile picture
110x110

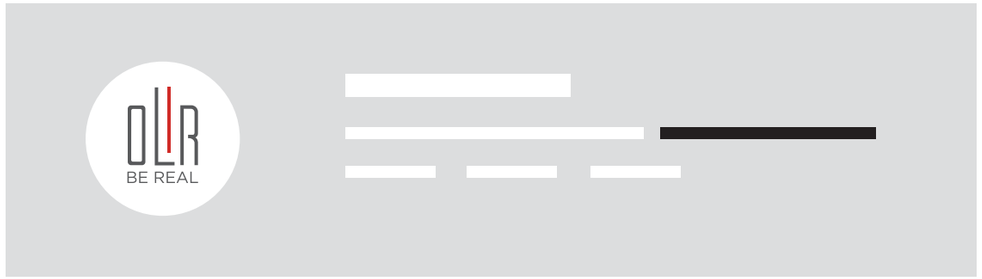


Photo thumbnails
161x161

Stories
750x1334

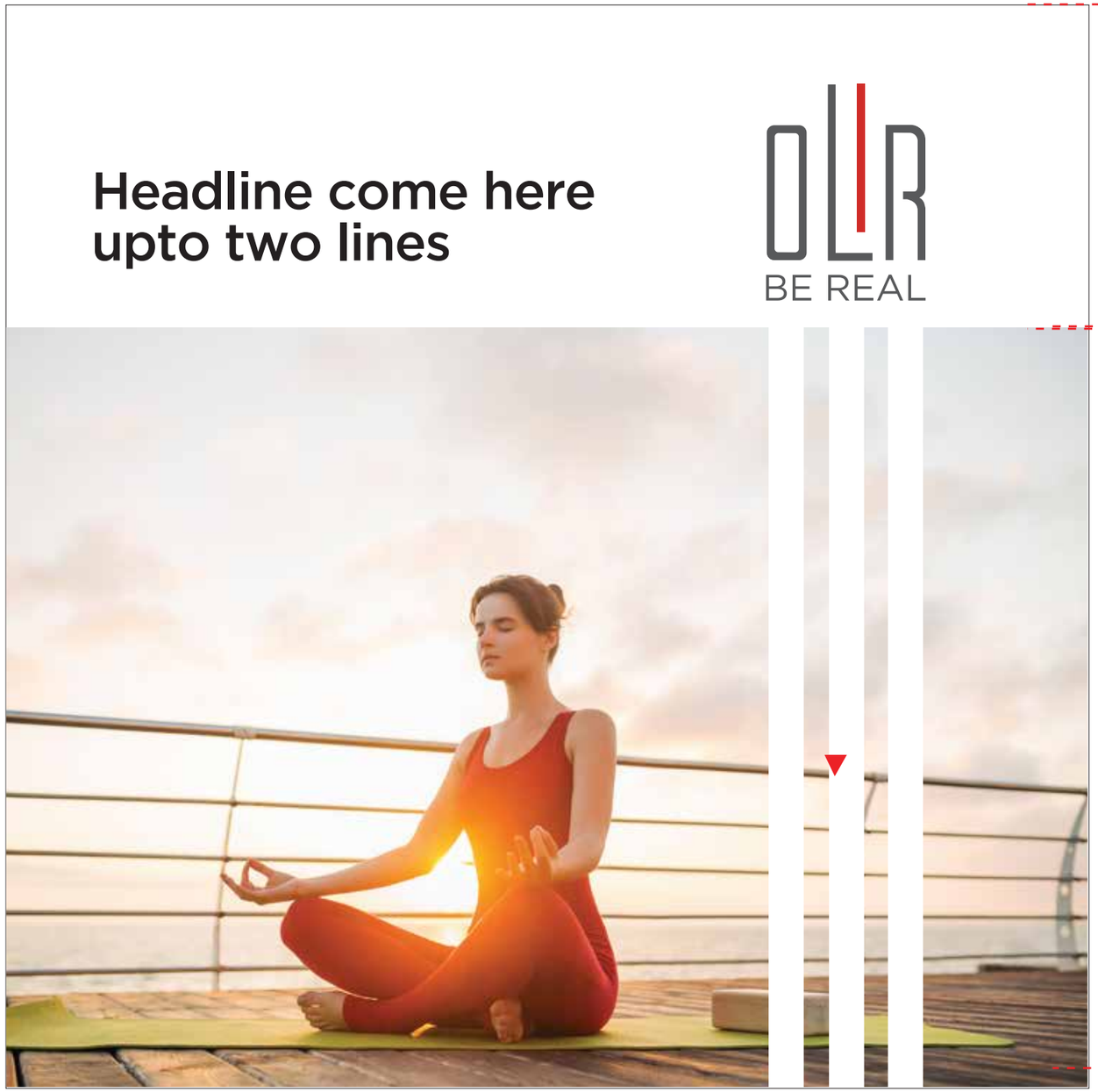
4:3

3:2

Promotional posts
1080x1080
(Same as Facebook posts)

Photo posts
No longer limited to square.
To be posted in 3:2 and 4:3.

Photo posts only to maintain the Arc and no other text or graphics.



Space for communication message
Space occupied 30%

Flexible Shoe

70% space will be used for
Visual communication

Space for
Primary Communication

Space for Imagery

Space for Mandate

Vertical Print Ad

Horizontal Print Ad

Headline come here upto two lines

Subhead will come here Lorem Ipsum. Subhead will come here

BE REAL

Body copy, This is a dummy copy please do not read this. Lorem Ipsum. Body copy, This is a dummy copy please do not read this. Body copy, This is a do read. his is a dummy copy please do not read this. Lorem Ipsum.

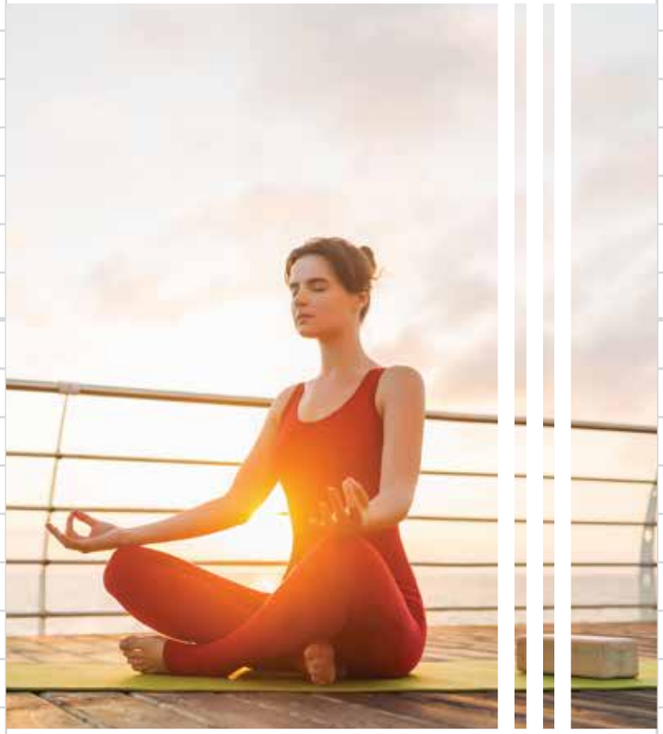
Place for Pointer | Place for Pointer
Place for Pointer | Place for Pointer

Contact Information | Phone Number Phone Number | E-mail | Contact Information | Phone Number | E-mail

Standee

Headline come
here upto two lines

BE REAL



Place for Pointer | Place for Pointer
Place for Pointer | Place for Pointer

Contact Information
Phone 0022131231/32

Leaflet (Inset Layout)

Headline come
here upto two lines

BE REAL

Subhead will come here Lorem Ipsum. Subhead will come here

Place for Pointer | Place for Pointer | Place for Pointer | Place for Pointer

Contact Information | Phone Number | E-mail

OUTDOOR / HOARDINGS

Headline come here upto two lines

BE REAL

Place for Pointer | Place for Pointer | Place for Pointer

Contact Information Phone Number 002131231

1:1

Headline come here upto two lines

Subhead will come here Lorem Ipsum. Subhead will come here

BE REAL

Place for Pointer | Place for Pointer | Place for Pointer | Place for Pointer

Contact Information Phone Number 002131231

1:2

BE REAL

Headline come here upto two lines

Subhead will come here Lorem Ipsum. Subhead will come here

Place for Pointer | Place for Pointer | Place for Pointer

Contact Information Phone Number 002131231

1:3

THIRD PARTY DIGITAL BANNERS

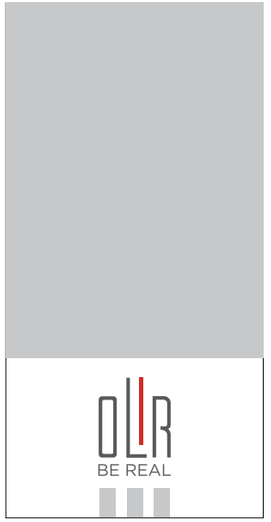
Full banner 468x60

Pop-under 720x300

Leaderboard 728x90

Medium rectangle 300x250

Vertical banner 120x240



E-mailer

Consumer

Headline come here upto two lines

BE REAL

Lorem ipsum dolor sit amet,

consectetur adipiscing elit. Duis aliquet risus congue nibh tempus mollis. Proin placerat ac orci ut ultrices. Mauris eget ligula libero. Vivamus vulputate, metus at venenatis volutpat, turpis nulla vehicula velit, ac viverra arcu lacus nec magna. Vestibulum fermentum, dolor ac consectetur posuere, quam sem viverra dui, id dignissim est tellus vitae felis. Phasellus at porta libero, sit amet malesuada risus. Aenean vel nisi euismod, consequat felis quis, tincidunt arcu. Pellentesque id aliquet eros. Nullam at nisi sapien.

Ut quis aliquam lorem. Duis suscipit a elit quis pellentesque. Phasellus sed tempor erat, at dictum

Cras sodales erat eu turpis varius cursus.

Place for Pointer | Place for Pointer | Place for Pointer | Place for Pointer

Contact Information | Phone Number | E-mail

Partner

Headline come here upto two lines

BE REAL

Lorem ipsum dolor sit amet,

consectetur adipiscing elit. Duis aliquet risus congue nibh tempus mollis. Proin placerat ac orci ut ultrices. Mauris eget ligula libero. Vivamus vulputate, metus at venenatis volutpat, turpis nulla vehicula velit, ac viverra arcu lacus nec magna. Vestibulum fermentum, dolor ac consectetur posuere, quam sem viverra dui, id dignissim est tellus vitae felis. Phasellus at porta libero, sit amet malesuada risus. Aenean vel nisi euismod, consequat felis quis, tincidunt arcu. Pellentesque id aliquet eros. Nullam at nisi sapien.
consectetur adipiscing elit. Duis aliquet risus congue nibh tempus mollis. Proin placerat ac orci ut ultrices. Mauris eget ligula libero. Vivamus vulputate, metus at venenatis volutpat, turpis nulla vehicula velit, ac viverra arcu lacus nec magna. Vestibulum fermentum, dolor ac consectetur posuere, quam sem viverra dui, id dignissim est tellus vitae felis. Phasellus at porta libero, sit amet malesuada risus. Aenean vel nisi euismod, consequat felis quis, tincidunt arcu. Pellentesque id aliquet eros. Nullam at nisi sapien.

Ut quis aliquam lorem. Duis suscipit a elit quis pellentesque. Phasellus sed tempor erat, at dictum lacus. Etiam placerat dui eget eros congue congue. Fusce pulvinar sed risus non iaculis. Sed at cursus elit. Cras diam dolor, lacinia vitae diam id, consectetur malesuada ligula. Suspendisse dapibus, risus et scelerisque adipiscing, augue leo scelerisque justo, eu pharetra velit ante eget libero. Sed at dui rutrum, adipiscing libero eu, laoreet nunc.

Cras tincidunt malesuada gravida. Sed rutrum nibh risus. Donec varius sem a erat suscipit, vitae suscipit elit vestibulum.

Cras sodales erat eu turpis varius cursus.

Vestibulum Metus
laoreet

Contact Information | Phone Number | E-mail

8. IMAGE LANGUAGE

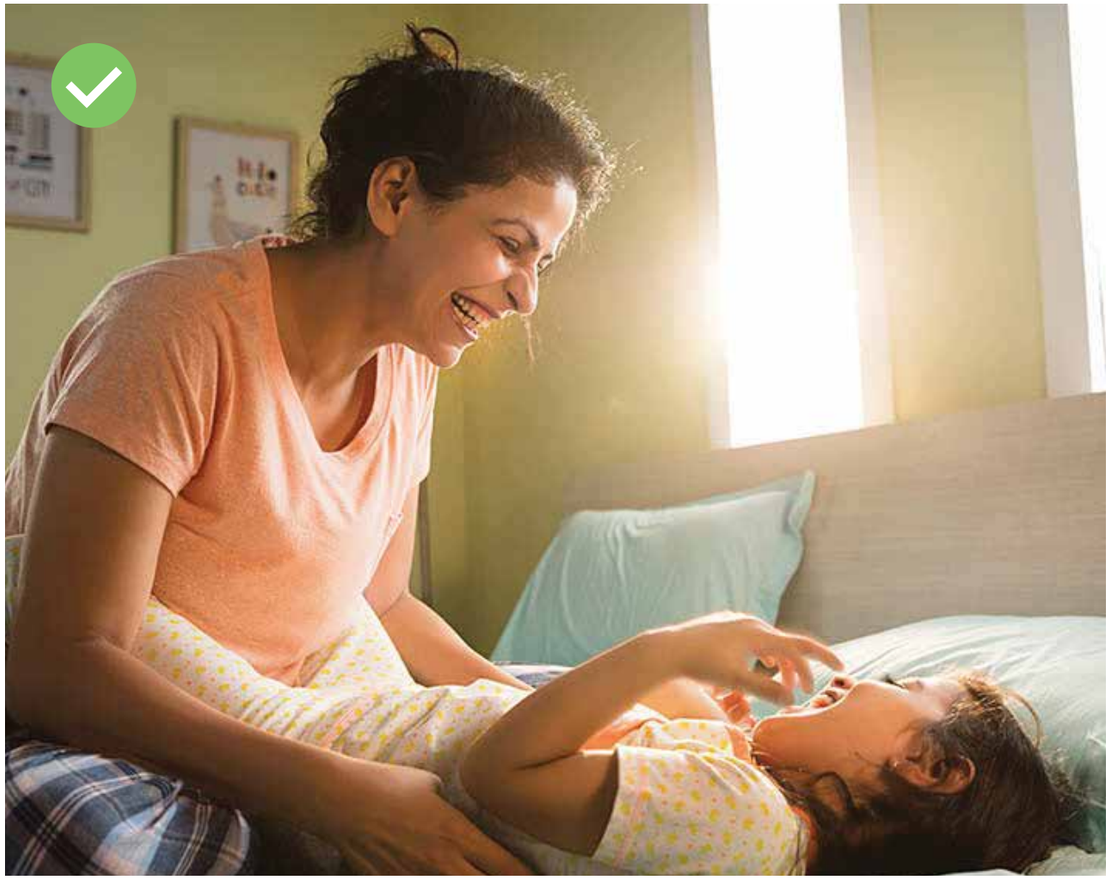
IMAGE LIGHTING

Mood Lighting. Preferably Morning and evening light.
There must be Source of light in the frame.

IMAGE EXAMPLES

PEOPLE

The communication should always projects Indian Faces
The tone of image must be full of warmth. This makes it clear that the brand is a caring brand.



BACKGROUND

The background of these images should be at all times less/not cluttered.

BACKGROUND

The background of these images should be at all times less/not cluttered.

FACING & EXPRESSION

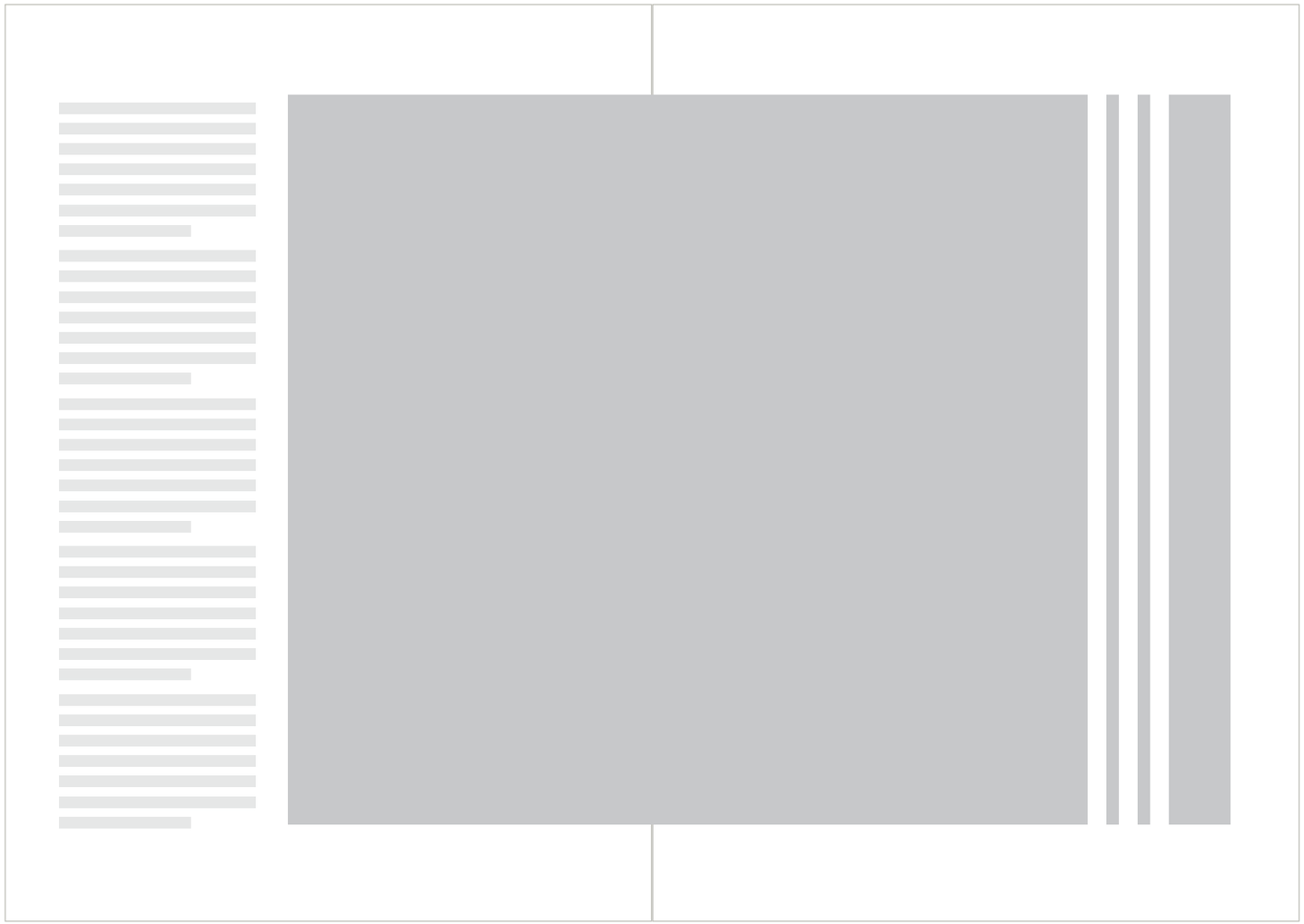
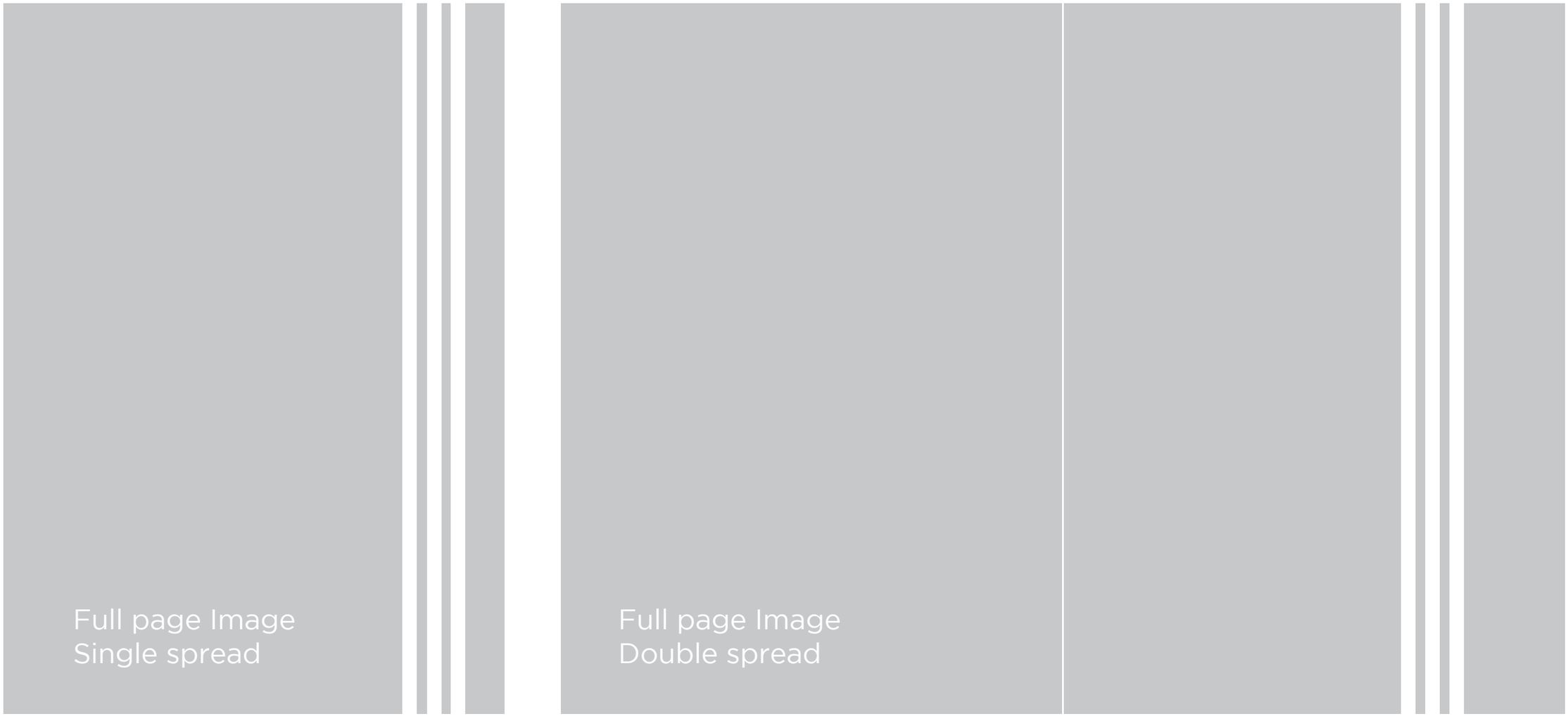
The expressions must be smiling, positive and appealing. The faces of people must at all times be camera facing and never showing their back.

FEATURES

The tone of image should be aspirational, must carry a story to tell the audience. It should showcase a progressive and modern lifestyle.

9. BROCHURE DESIGN LANGUAGE

Suggestive Design (The Brochure Design should vary from project to project)



Brochure Inside pages examples