

Clinet: O.S.M



O.S.M.
Oyoon El-Salsabeel Marines

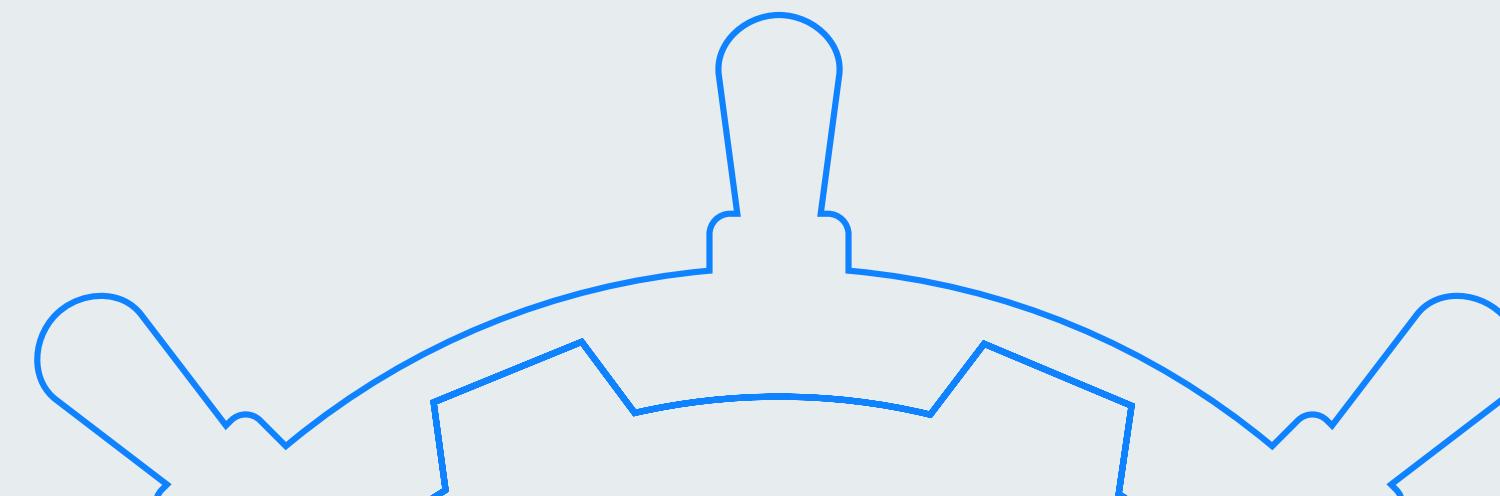


Brand
Guideline



moodboard

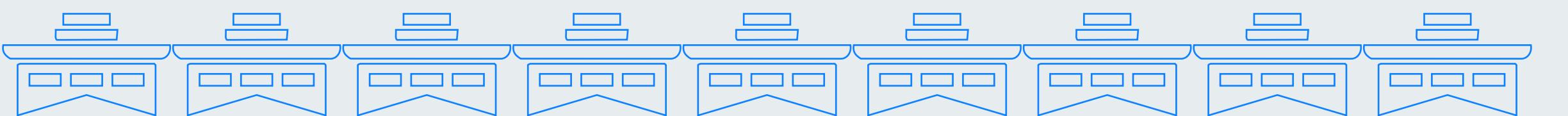
We based our moodboard on exploring a suitable spirit and direction for the maritime services field, including ship repair above and below water through diving. Therefore, we decided on a formal and professional approach targeting Class A clients. Additionally, we ensured a comprehensive search to create a logo that effectively encompasses all services in a simple and clear manner

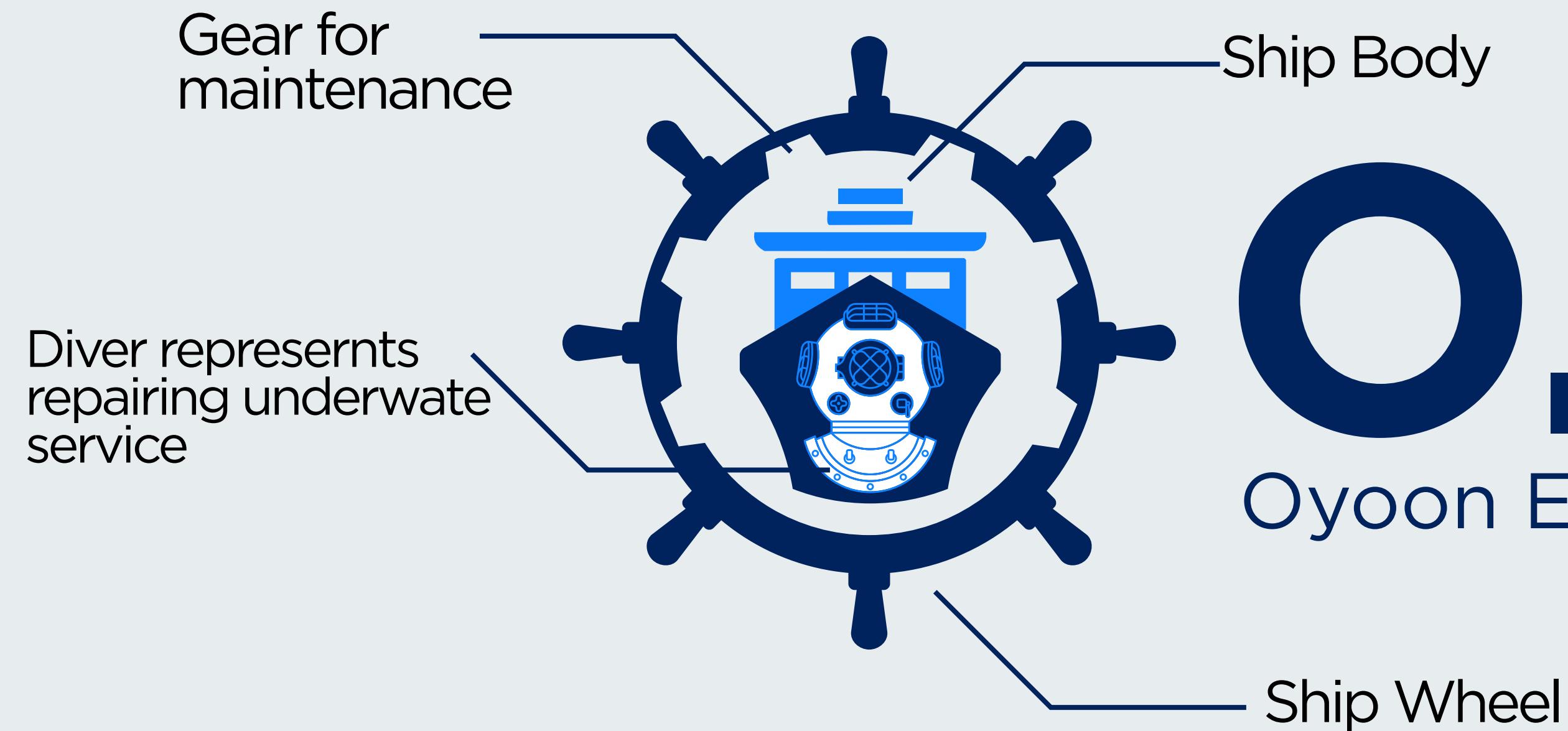
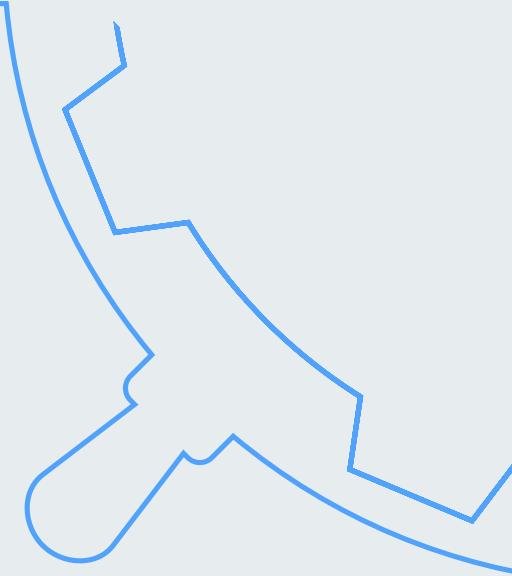




Logo Concept & logo Idea

The logo for "O.S.M" (Oyoon El-Salsabeel Marines) embodies the **essence of marine services and ship repair** above and below water through **diving**. The central element combines a ship wheel, symbolizing maritime navigation, with a diver's helmet, representing **underwater repair services**. The clean, bold typography reflects professionalism and targets high-class clients. The blue tones evoke trust, reliability, and the marine environment, while the overall design maintains a formal and modern aesthetic to align with the company's prestigious image and comprehensive services.





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Formal - Bold - Modern

Colour Pallete

This color palette conveys a sense of professionalism and reliability through the dominant deep blue tones, complemented by accents that evoke energy, balance, and clarity. It combines sophistication with a modern and approachable feel.

#00235D

#OF83FF

#902D41

#OF7173

#E7ECEF

00235d

0f83ff

e7ecef

Typography Font



Gotham Font

WellBond

D3 25pt Gotham Bold

WellBond

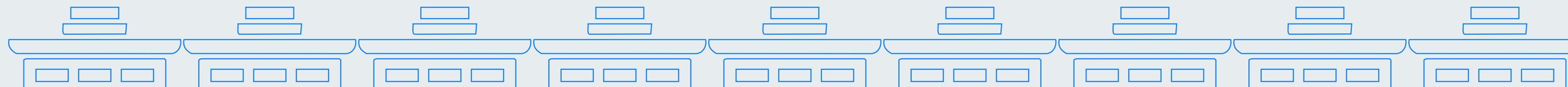
D2 25pt Gotham Medium

WellBond

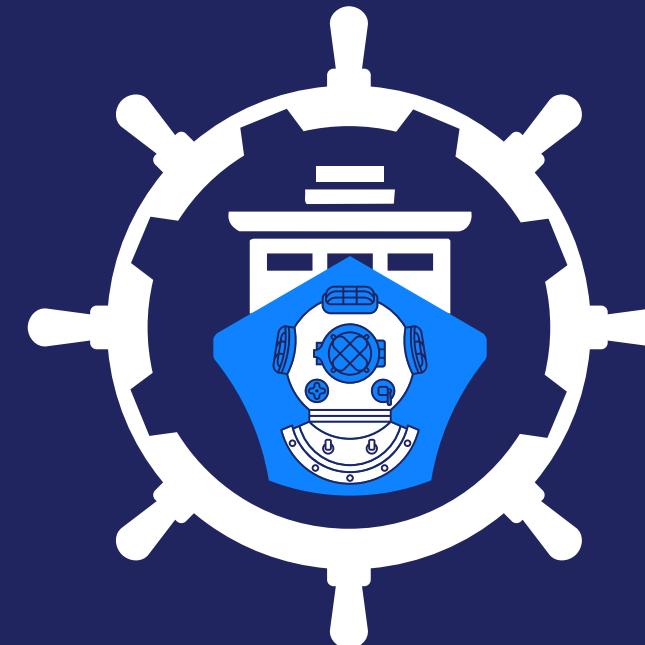
Body Text 25pt Gotham Book

abcdefghijklmnopqrstuvwxyz

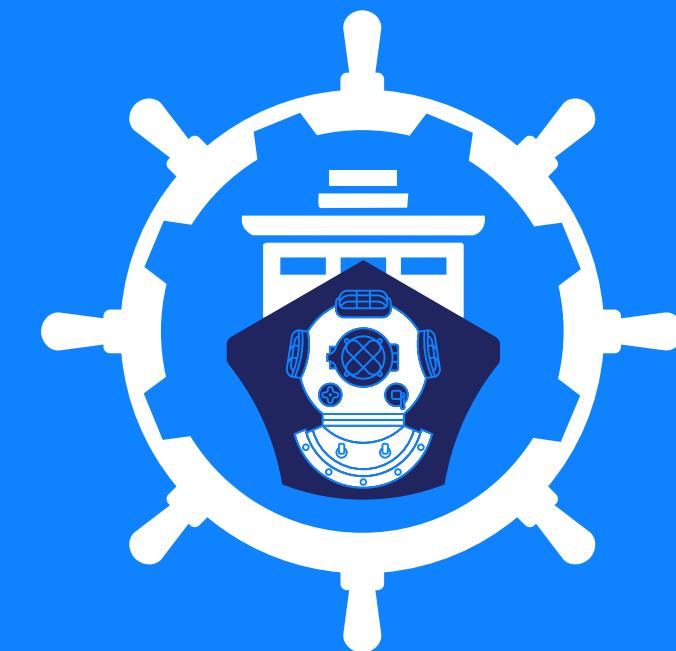
1234567890+=-()*&\$#@!



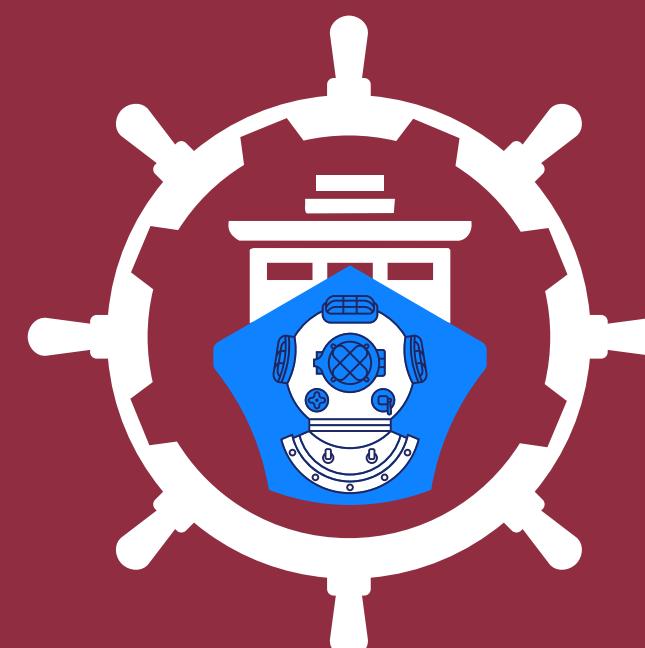
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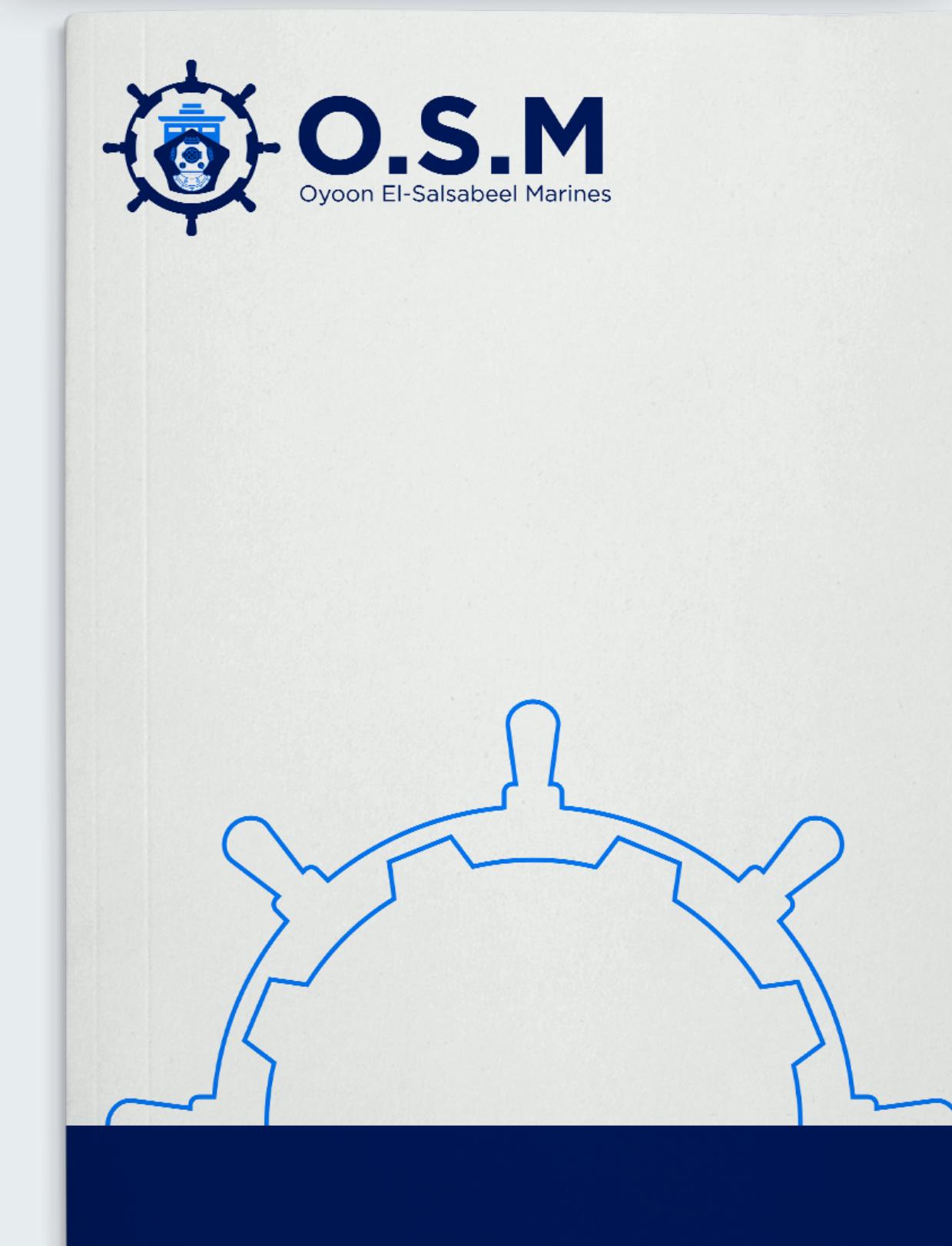
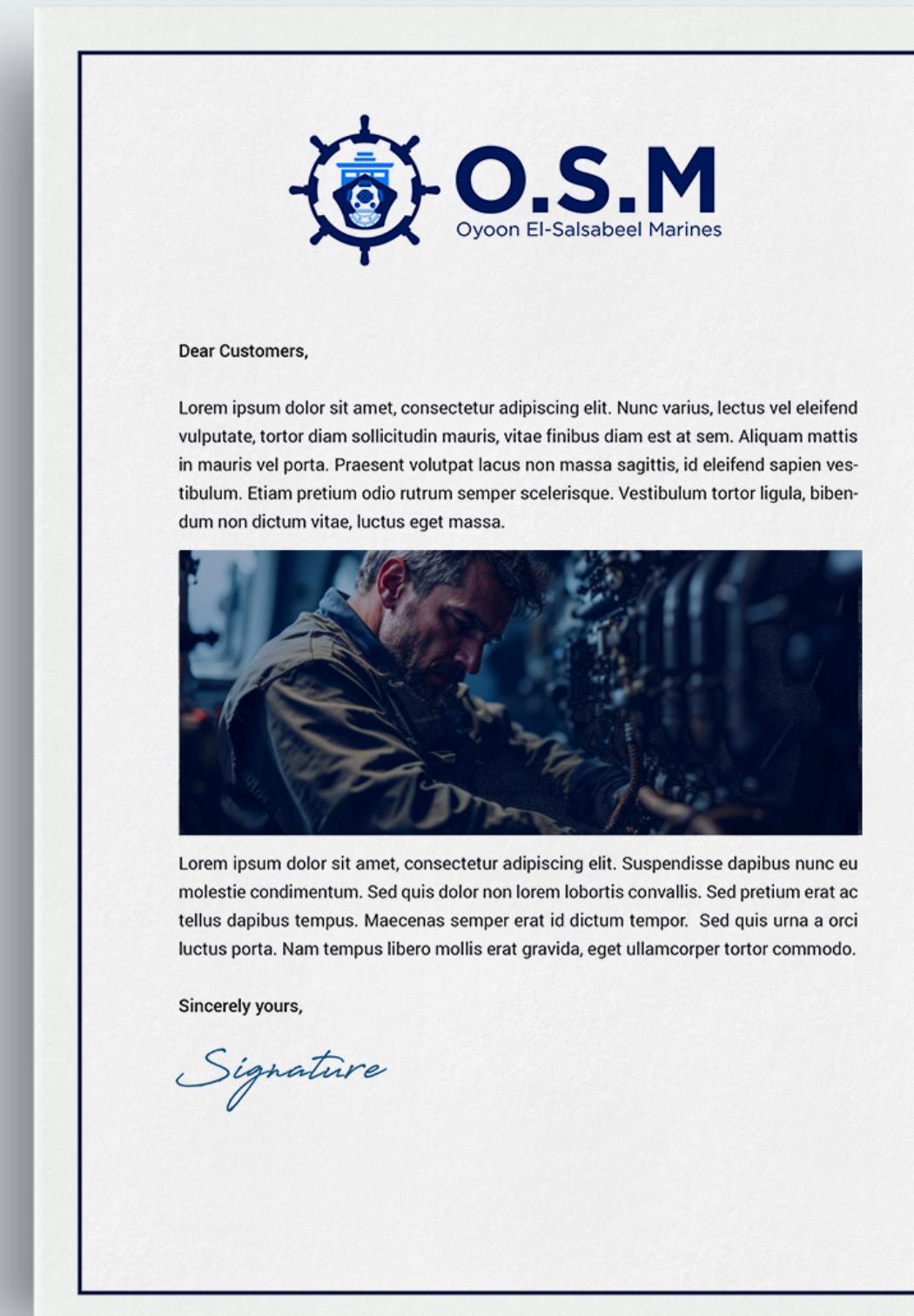
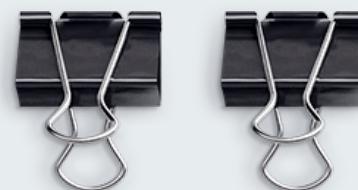
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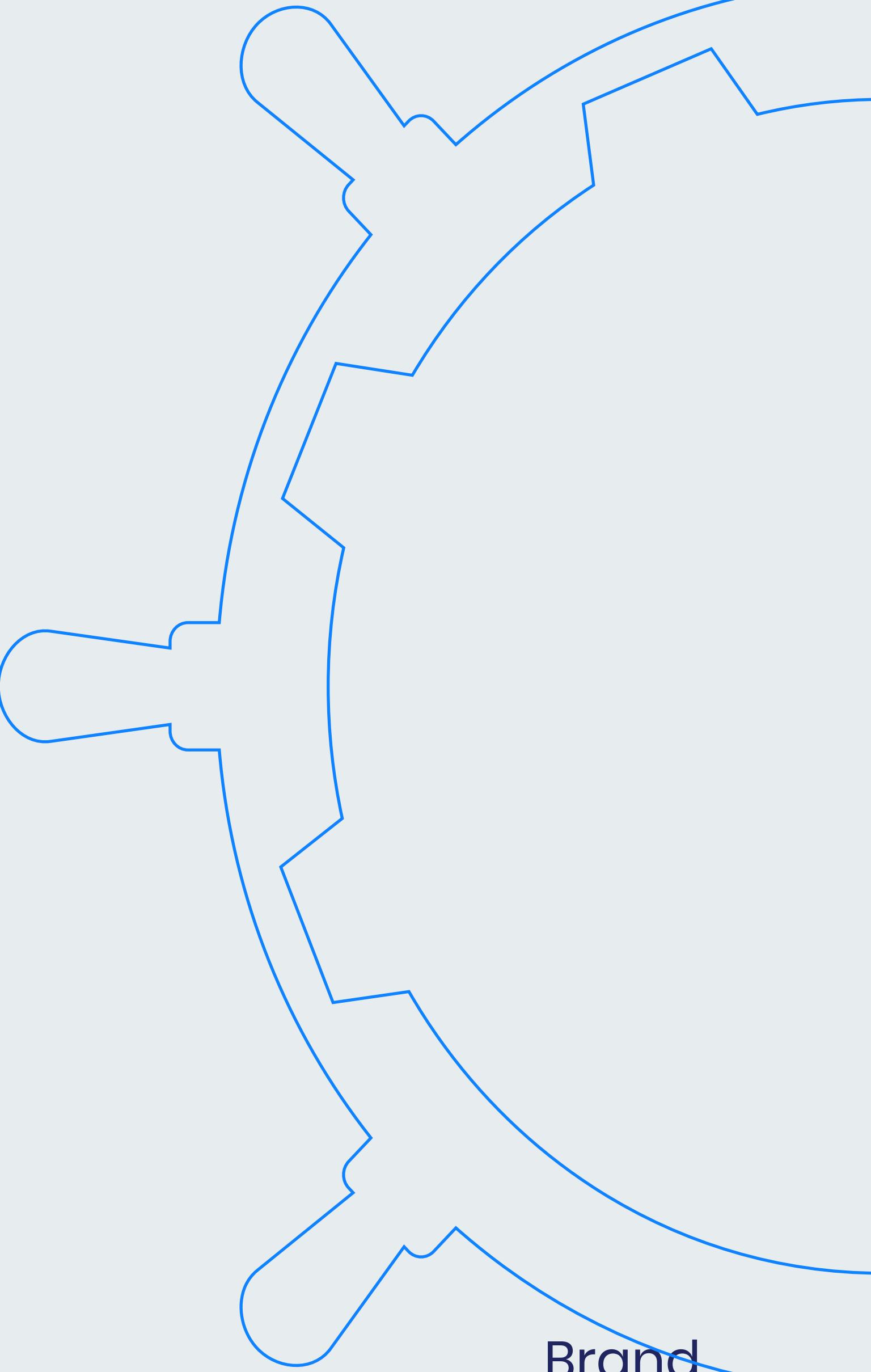
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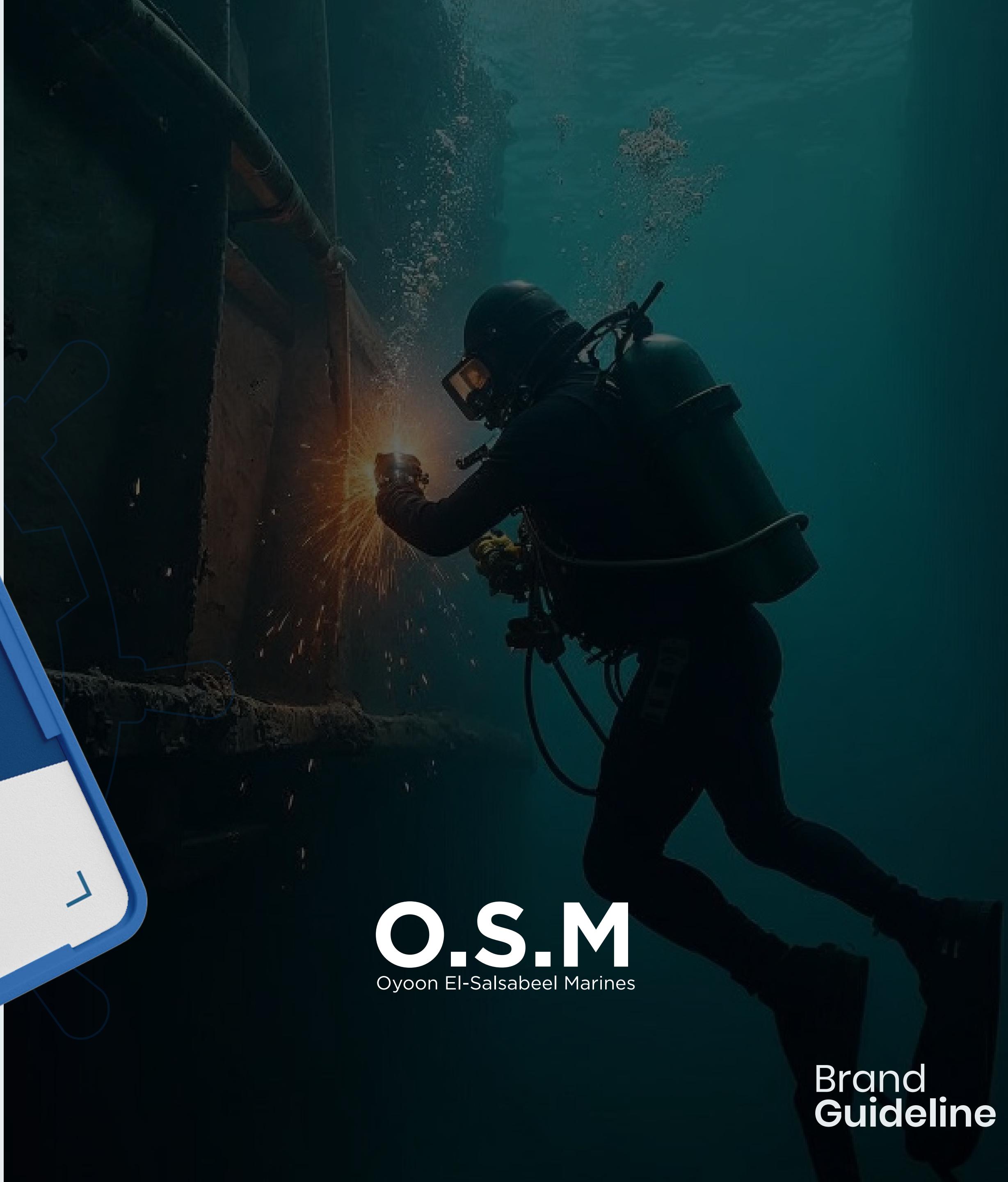
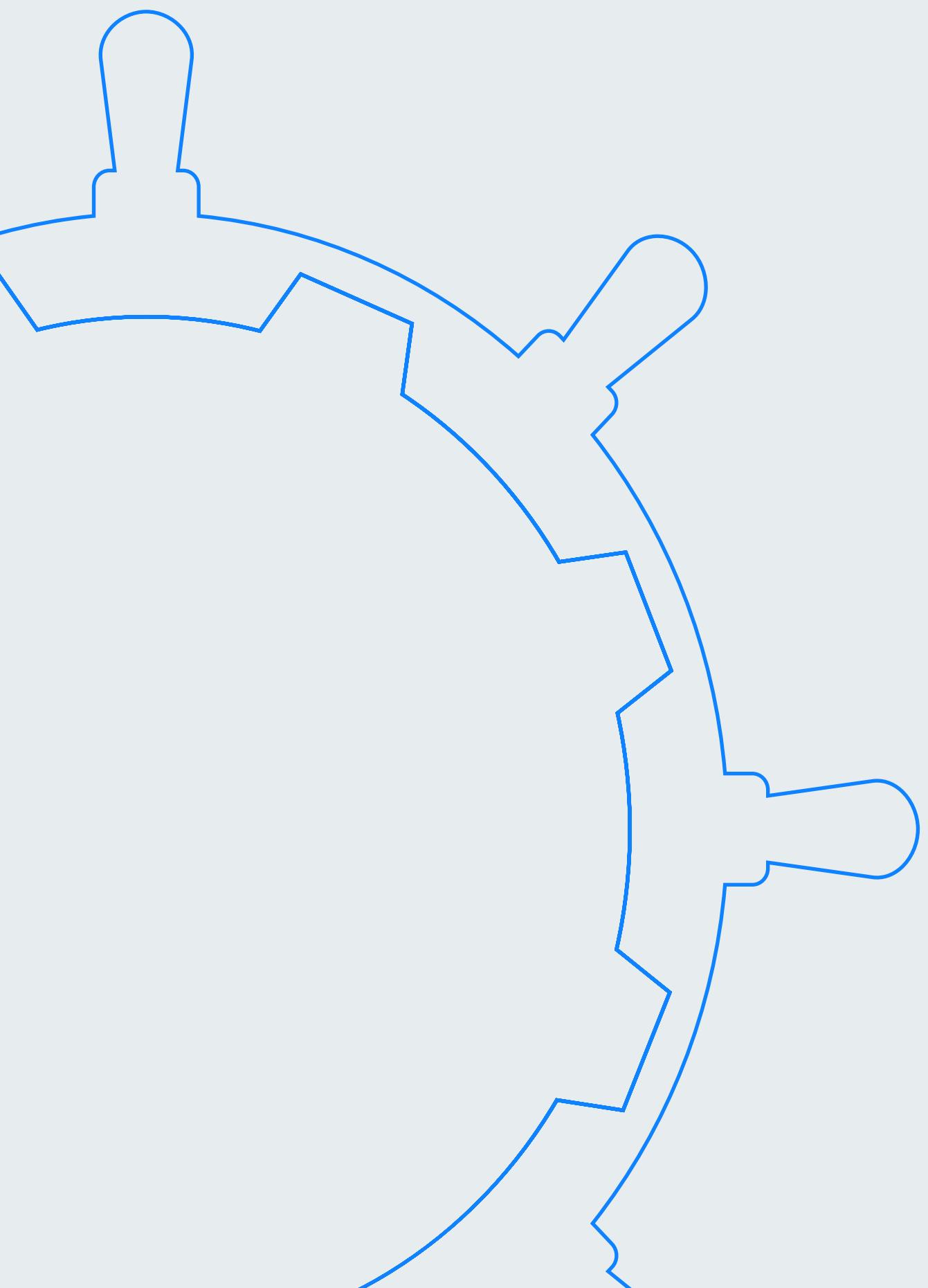
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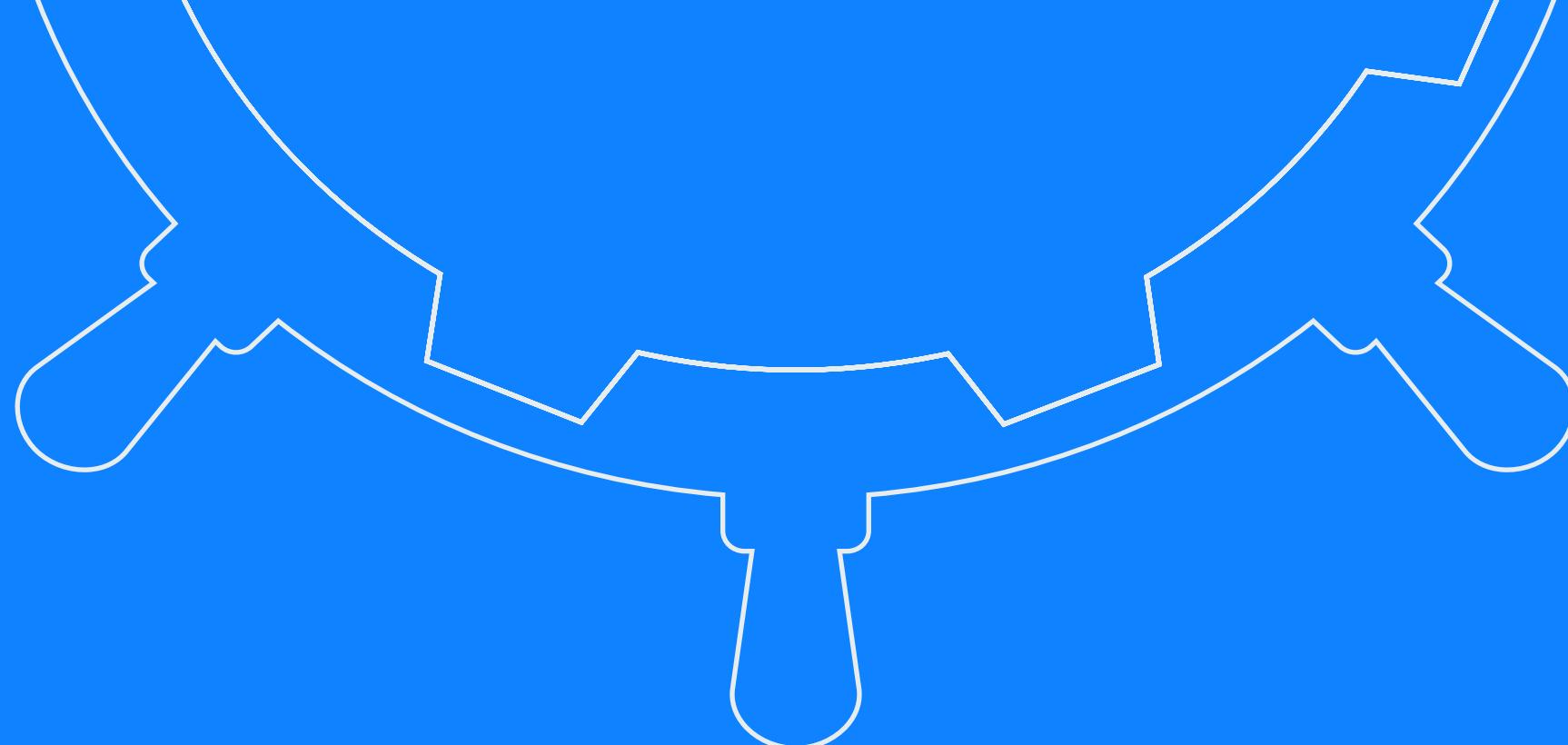
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**THANKS FOR
WATCHING**