

# Oak

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brand book



# logo

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icon • wordmark • combination • tagline • safe space • size





horizontal





how it was built





safe space





L

size



M



S



# typography

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font family • size



# BDO Grotesk

by Deni Anggara

A  
d

font family

A mostly sans serif font that is inspired by monospace type. Designed with a minimalist approach. Whether you are designing a website, app or presentation, BDO Grotesk is the perfect choice for any project that requires a clean and modern aesthetic. Its simple yet striking design ensures that your message is conveyed clearly and effectively, while its minimalist look ensures that your content remains the center of attention.

Light  
Regular  
Medium  
**DemiBold**

**Bold**  
**ExtraBold**  
**Black**



# Book. Secure. Relax

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**Headline**

**Security can be simpler  
than you think**

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**Subhead**

**Body**

We've had your back since 2017.  
Our team of 50+ engineers has performed over 600 audits.

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**Footnotes and extra info**

Oak Security GmbH, © 2025

**size**

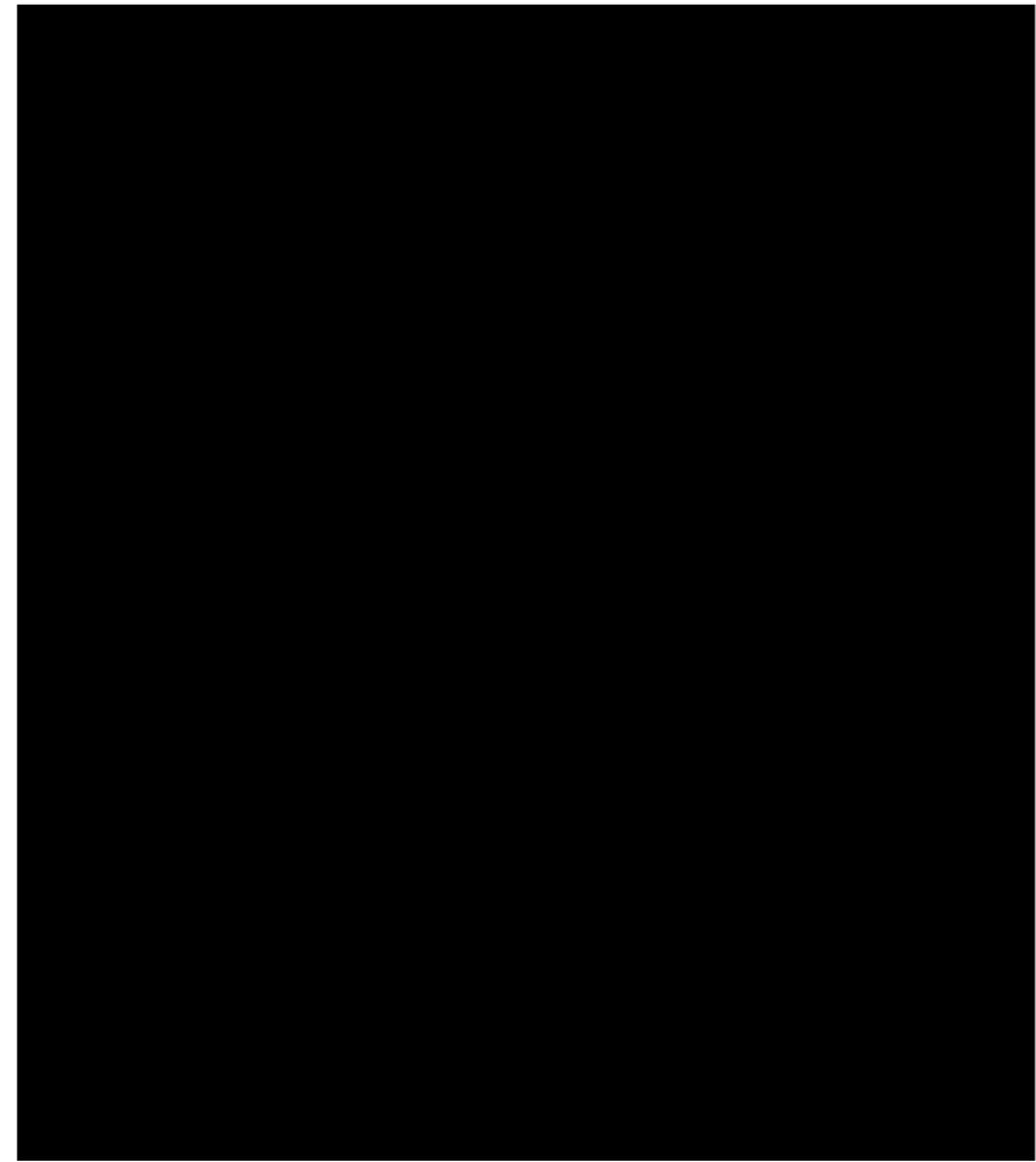


# color

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color • accesible colors

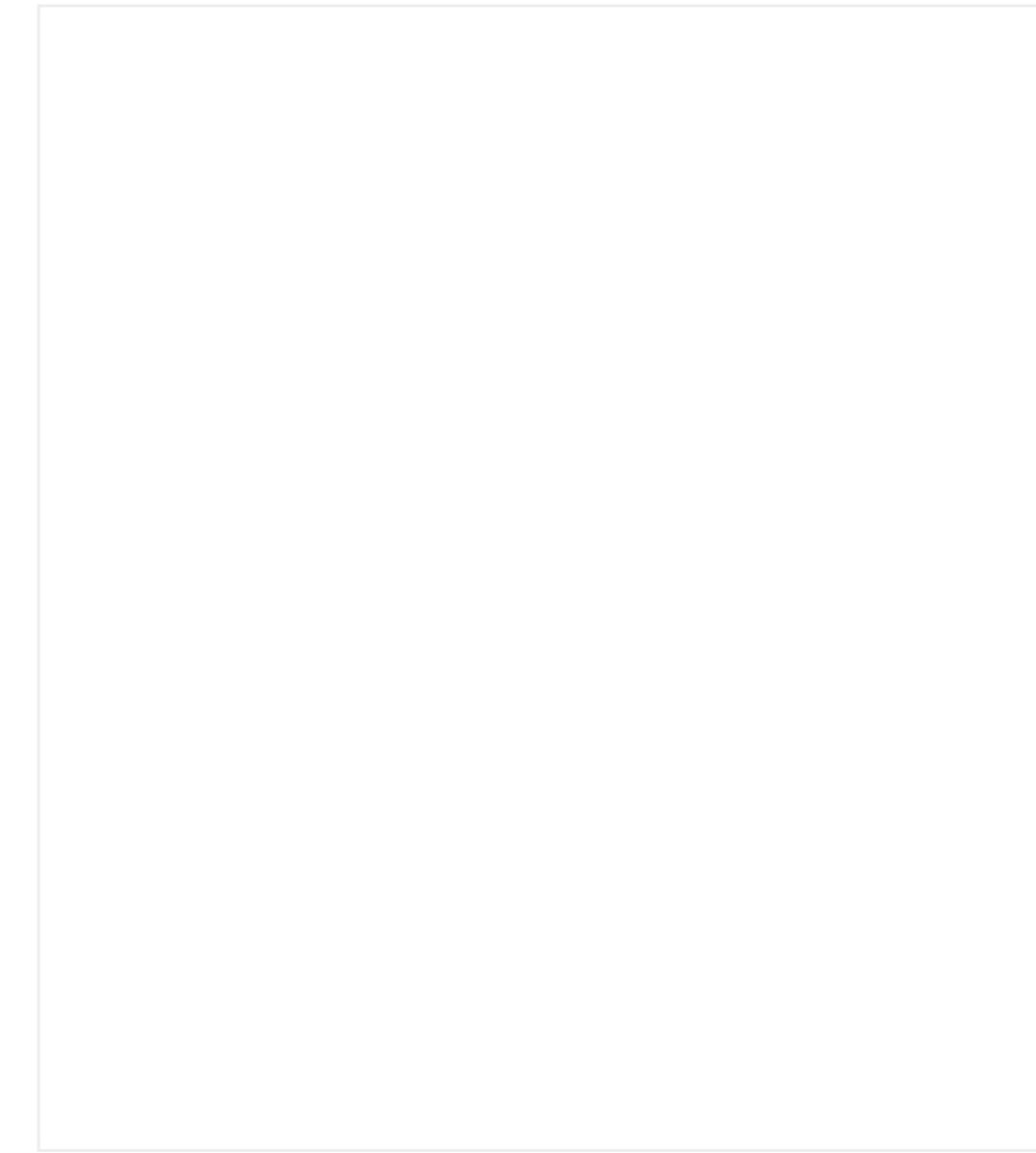




## black

HEX #000000

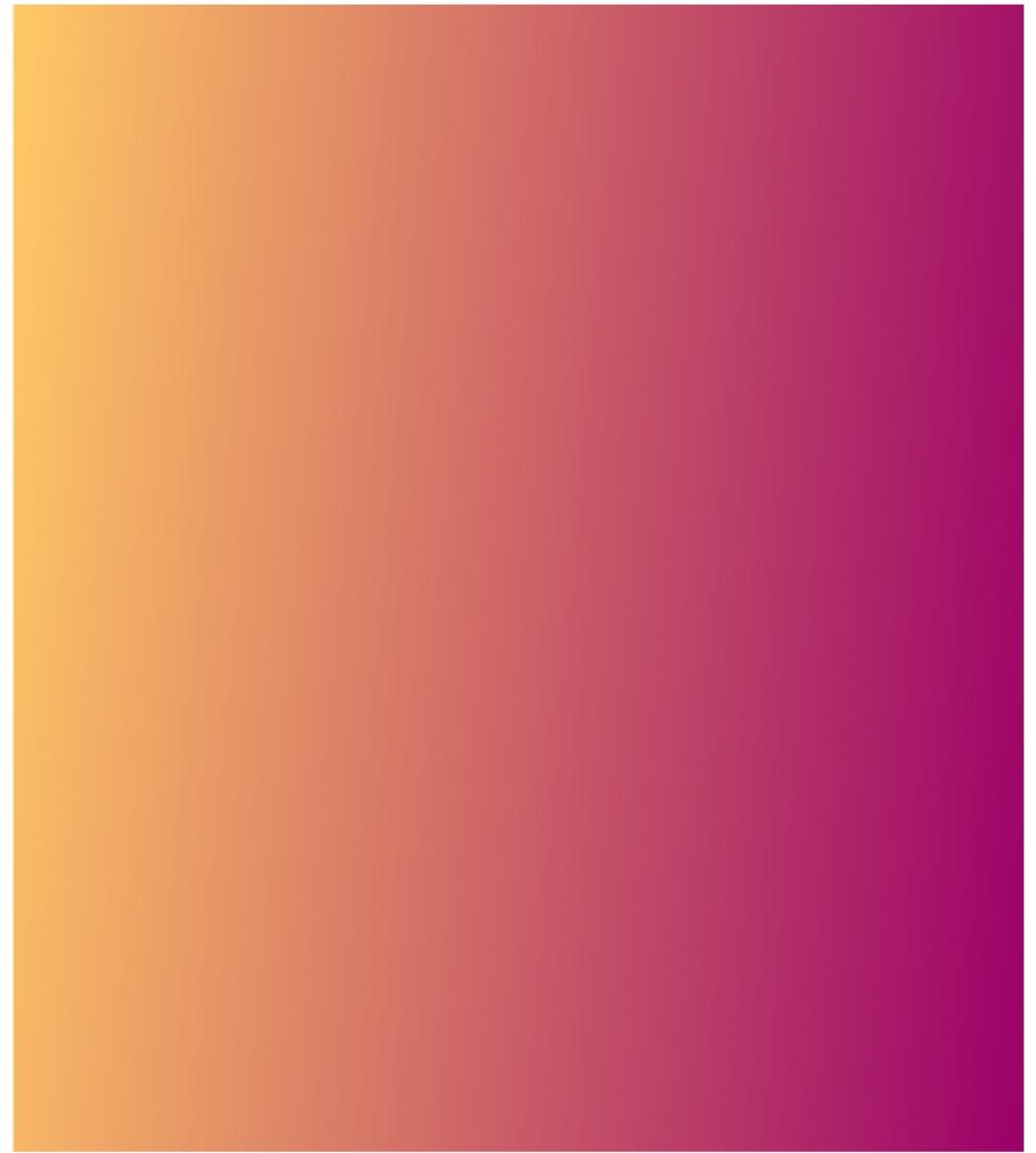
RGB 0, 0, 0, 100%



## white

HEX #FFFFFF

RGB 255, 255, 255, 100%



## linear

HEX #FFC965

#9C0069

RGB 255, 201, 101, 100%

156, 0, 156, 100%

# imagery

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illustration • social media



# illustration

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- ✓ organic stroke, as if made by hand
  - ✓ simple illustrations showing actions
- 

imagery





**Book. Secure. Relax.**

Security audits, penetration testing, trainings and advisory.



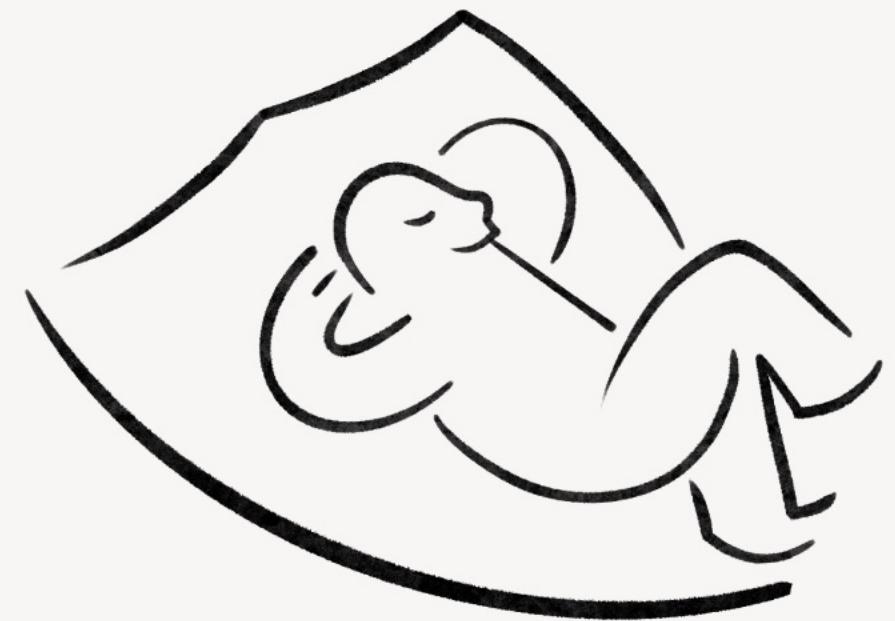
OAK  
@OAK

social media · example A



10:47      . 5G

OAK OAK 3h



## **Security can be simpler than you think**

We've had your back since 2017.  
Our team of 50+ engineers has  
performed over 600 audits.

social media · example B



# applications

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mockups





merchandising · example A





merchandising · example B





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merchandising · example C





sensa.co