

The Oak

THE OAK IS REDEFINING HOW FAMILIES CARE FOR AGING LOVED ONES. WE EXIST TO SUPPORT THE UNSUNG HEROES—INFORMAL CAREGIVERS—BY GIVING THEM THE TOOLS, STRUCTURE, AND PEACE OF MIND THEY NEED TO NAVIGATE ONE OF LIFE'S MOST COMPLEX ROLES.

INFO @THEOAK.COM
WWW.THEOAK.ME

CREATED
BY MK600MK





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[Family First]

At The Oak, we understand that caregiving starts with love. We're here to support families as they care for aging parents, offering tools and guidance that strengthen family bonds during one of life's most meaningful chapters.

[Care Co-Pilot]

You're not alone. The Oak acts as a smart, reliable assistant for caregivers, helping manage appointments, medications, emergencies, and more—so you can stay organized without feeling overwhelmed.

[Smart Support]

Our system learns from similar caregiving situations to offer personalized advice and recommendations. From managing medical information to navigating emotional challenges, The Oak provides tailored guidance when you need it most.

[Task Automation]

Time matters. That's why The Oak automates repetitive caregiving tasks—saving you hours each week and reducing stress. Focus on your loved ones while we handle the logistics.

FAMILY CRM

All your loved one's important information, in one secure place. The Oak keeps medical history, care notes, and contacts organized and accessible for the entire caregiving team.

INFORMED DECISIONS

Access a growing library of expert resources, real-life stories, and coping strategies. The Oak empowers you with knowledge to make confident decisions at every step of the caregiving journey.

BUILT FOR

We're designed for the busy daughter, sister, or spouse—often working full-time, raising kids, and now leading care for a parent. You're resourceful, strong, and organized. The Oak is built for you.

GLOBAL VISION

Starting in Israel, the U.S., and the UK, our mission is to become the go-to caregiving tool across the globe—supporting families everywhere with empathy, innovation, and trust.



THE FIRST SECTION OF THIS BRAND IDENTITY COVERS THE LOGO. HOW TO USE IT, WHEN TO USE IT, AND WHAT NOT TO DO WITH IT. THIS INCLUDES PROPER USAGE, SPACING, AND SIZING

THE LOGO

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01



[DETAILS]

The Oak logo represents clarity, strength, and purpose—just like the caregivers we support. Its bold, distinctive letterforms reflect our commitment to building trust and providing reliable tools for families. The design is clean yet powerful, standing out as a symbol of innovation in the caregiving space. Unique and memorable, it captures The Oak's role as a steady co-pilot in the lives of those juggling care, work, and family.

This is the Primary Logo. The logo must be resized proportionately, never stretched.

[FORMAT]

jpg (flat) / svg (vector) / png (transparent)

The Oak

[DETAILS]

The Oak's logo mark—a bold, stylized oak leaf—captures the strength, resilience, and rooted support that families need when caring for loved ones. Designed with clean lines and a balanced form, it symbolizes stability in the midst of complexity.



Off-white Logo on contrasting images and backgrounds

[FORMAT]

jpg (flat) / svg (vector) / png (transparent)



[DETAILS]

Logo clearspace refers to the empty space surrounding your logo. The Exclusion Zone ensures the legibility and impact of the Logo by isolating it from competing visual elements such as text and supporting graphics. This zone should be considered as the absolute minimum safe distance, in most cases the Logo should be given even more room to breath. (Marked as 'x' in the diagram).

The minimum clear space is 50% of the height of the entire logo.

It is sometimes necessary to increase and decrease the logo depending on the print area.

[FORMAT]

jpg (flat) / svg (vector) / png (transparent)



[DETAILS]

The Oak logo must only be used in the approved four brand colours. No other colours or gradients should be applied under any circumstances.

[I]	BW Image with Soft Pearl logo overlay	[III]	Col 2 with Forest Charcoal logo overlay
[II]	Col 1 with Luminous Cream logo overlay	[IV]	Col 3 with Pure Black logo overlay

	[I]	[II]	[III]	[IV]	
					

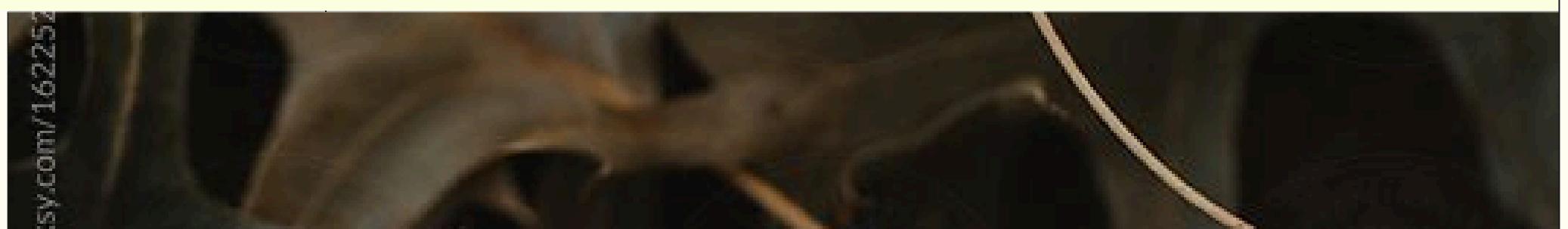
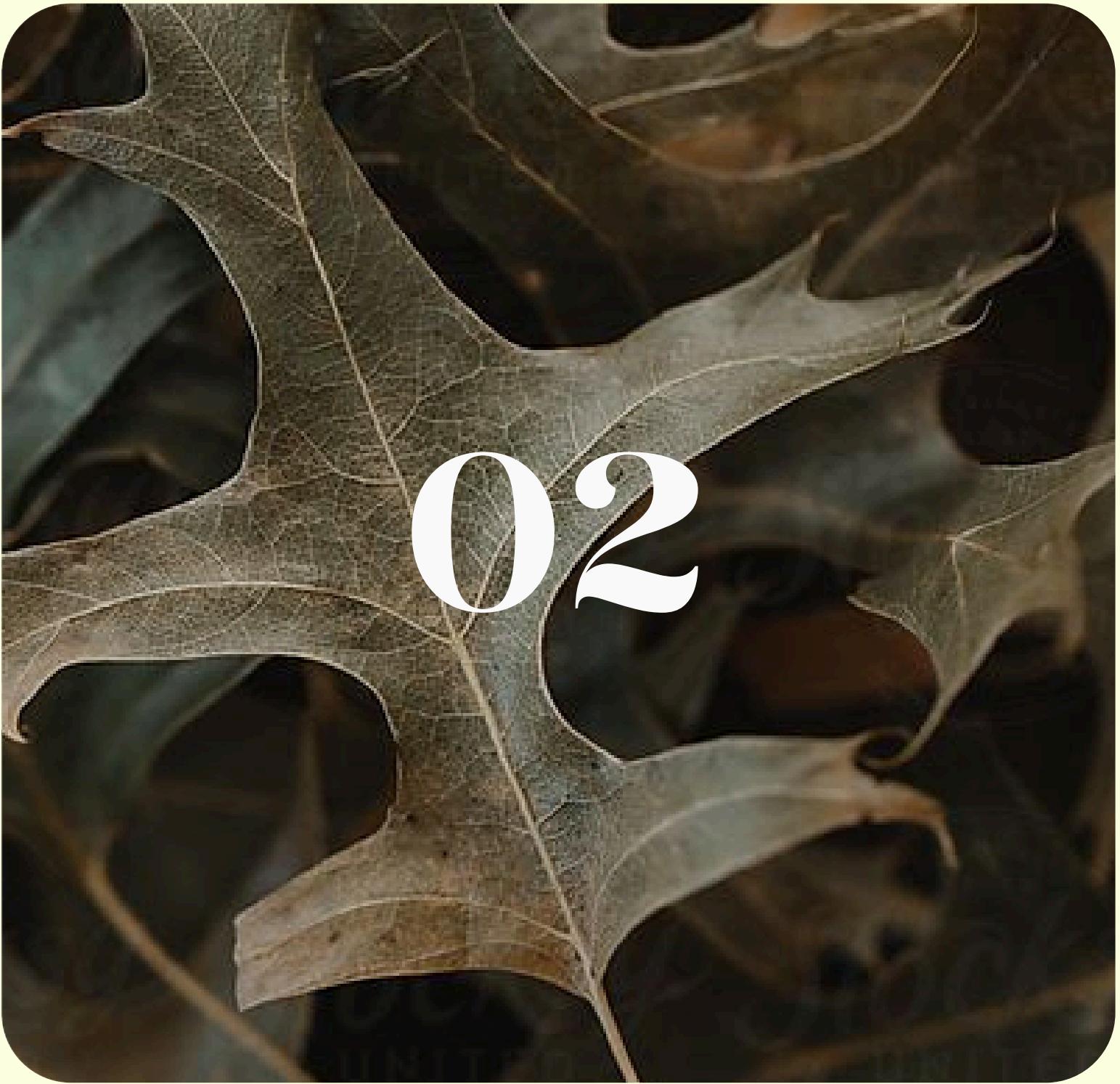


TYPOGRAPHY IS AN ESSENTIAL PART OF ANY BRANDING PROJECT.
IT'S ONE OF THE FIRST THINGS PEOPLE WILL NOTICE, AND IT CAN HELP CONVEY THE
PERSONALITY OF YOUR BRAND.

TYPOGRAPHY

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5sy.com/162252

<p>[DETAILS]</p> <p>Frank Ruhl Libre is the primary typeface for The Oak, chosen for its strong presence and refined character. As a serif font, it brings a sense of trust, clarity, and heritage—perfectly aligning with our mission to support families with care and confidence</p>	<p>[NAME]</p> <p>Frank Ruhl Libre</p>	<p>[DESIGNER]</p> <p>Yanek Iontef</p>
	<p>[FORMAT]</p> <p>Serif</p>	

LETTER SPACING 0
LINE SPACING 0.95

ÀÁÂÃÄÅBCDEFGHIJKLMNOP
àáâãäåbcdefghijkl
mnopqrstuvwxyz
1234567890
!@#\$%^&*()-.♦£'~/~?

HEADLINES

[DETAILS]	<p>Heebo is The Oak's secondary typeface, used for digital interfaces and body text where clarity and readability are essential. As a modern sans-serif font, Heebo offers a clean, minimal look that complements the elegance of Frank Ruhl Libre. Designed by Oded Ezer and extended by Meir Sadan, Heebo supports both Hebrew and Latin scripts, making it ideal for our multilingual audience across Israel, the UK, and the US. Its versatility ensures a smooth, accessible user experience across platforms.</p>	[NAME]	DM Sans
[DESIGNER]		[DESIGNER]	Oded Ezer
[FORMAT]		[FORMAT]	Sans Serif

LETTER SPACING 100
LINE SPACING 1.5

ÀÁÂÃABCDEFHIJKLMNOP
MNOPQRSTUVWXYZ
àáâãäbcdefghijkl
mnopqrstuvwxyz
1234567890
!@#\$%^&*()+-£"/~?

SUBHEADINGS & BODY TEXT

THE COLOUR PALETTE SECTION OUTLINES THE COLOURS THAT SHOULD BE USED IN ASSOCIATION WITH THE BRAND. IT ALSO PROVIDES GUIDANCE ON WHEN TO USE CERTAIN COLORS IN ORDER TO MAINTAIN A CONSISTENT LOOK AND FEEL.

COLOUR

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[DETAILS]

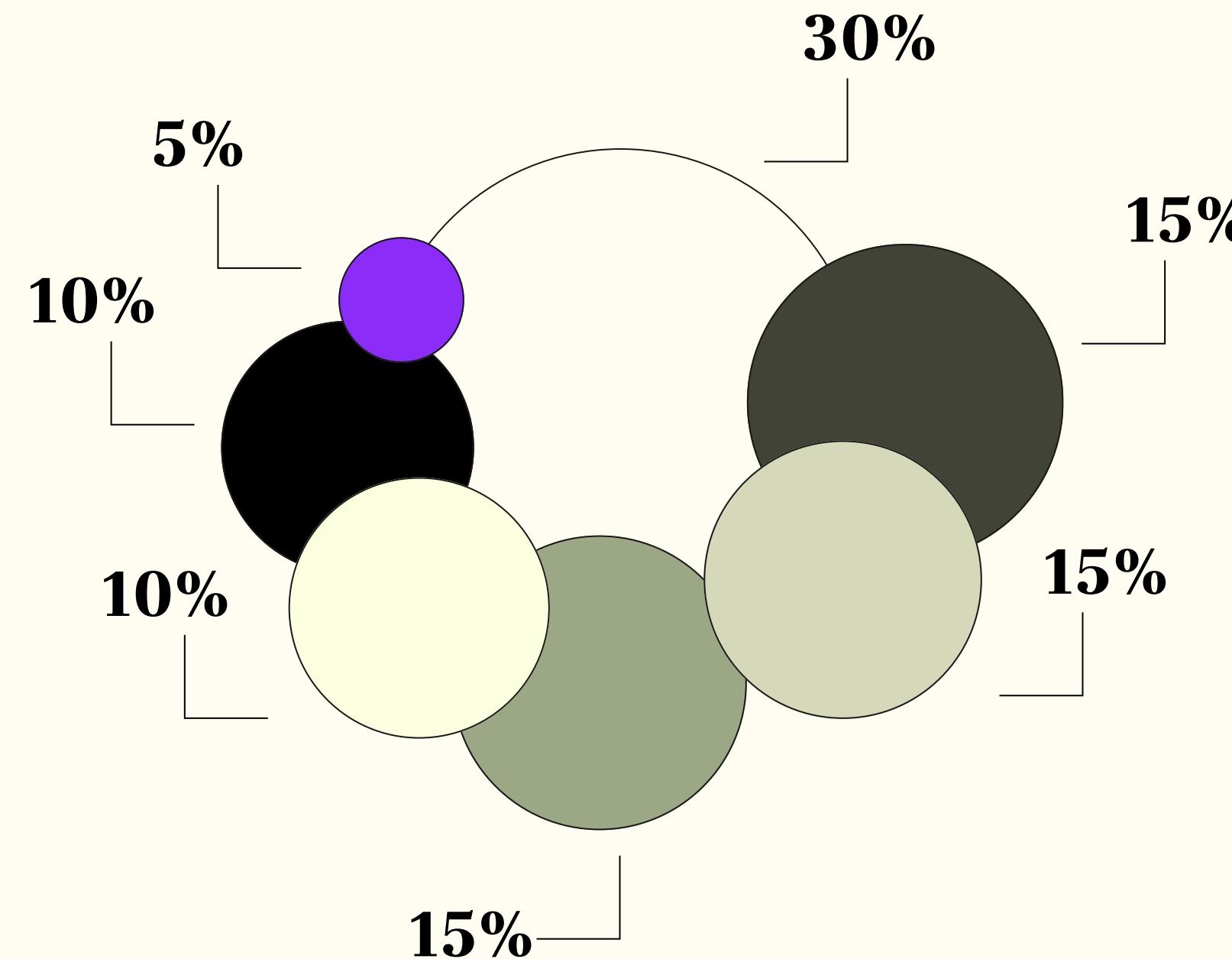
The Oak's colour palette is calm, grounded, and purposeful—reflecting the values of family, trust, and health at the heart of our mission. With deep, reassuring tones balanced by soft, natural hues, the palette creates a sense of warmth and clarity. It's designed for efficiency in communication and innovation in experience—supporting caregivers with a visual language that feels both nurturing and confidently modern.

Brand Palette

The colour palette consists of seven colours.

[FORMAT] RBG, CMYK & HEX

	[I]	[II]	[III]	[IV]	[V]	[VI]	[VII]	
	Pure Black	Forest Charcoal	Electric Purple	Sage Mist	Muted Sage	Luminous Cream	Soft Pearl	
	RGB 0, 0, 0 C 0 m 0 y 0 k 100 Hex #000000	RGB 65, 67, 54 C 3 m 6 y 19 k 74 Hex #414336	RGB 140, 44, 249 C 44 m 82 y 0 k 2 Hex #8C2CF9	RGB 156, 167, 134 C 7 m 0 y 20 k 35 Hex #9CA786	RGB 213, 217, 186 C 2 m 0 y 14 k 15 Hex #D5D9BA	Name 251, 255, 223 C 2 m 0 y 13 k 0 Hex #FBFFDF	Name 255, 252, 242 C 0 m 1 y 5 k 0 Hex #FFFDF2	



[Soft Pearl]

Primary background and main colour for fonts when dark background or contrasting backgrounds

[Luminous Cream]

Occasional background colour and buttons

[Muted Sage]

Occasional background colour and buttons

[Sage Mist]

Occasional background colour

[Forest Charcoal]

Occasional background colour

[Pure Black]

Accent colour and main colour for fonts when light background

[Electric Purple]

Accent colour and main colour for fonts when light background

MOOD PHOTOGRAPHY IS ESSENTIAL BECAUSE IT VISUALLY
COMMUNICATES A BRAND'S ESSENCE, EVOKING THE EMOTIONS AND ENERGY THAT
WORDS ALONE CANNOT CAPTURE.

MOOD PHOTOGRAPHY

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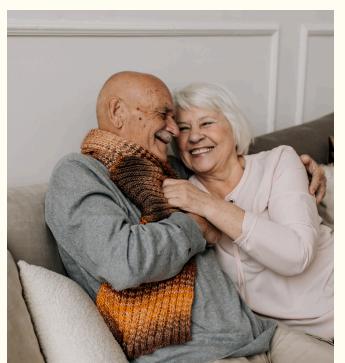
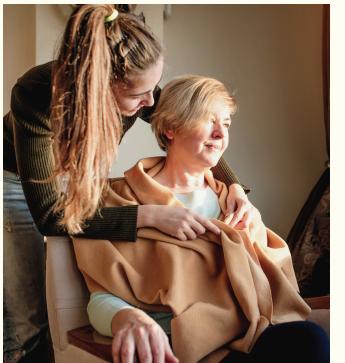
[DETAILS]

The Oak's mood photography captures real moments of connection, care, and quiet strength. The imagery focuses on everyday family life—authentic, warm, and human. Natural light, soft tones, and candid expressions help convey the emotional depth of caregiving while reflecting our core values of family, trust, and health.

Photo Style

[FORMAT]

PNG, JPG

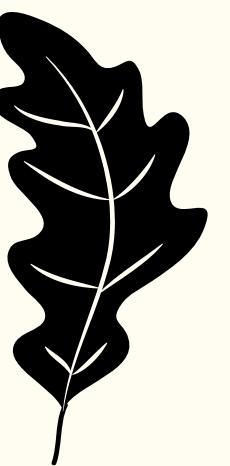
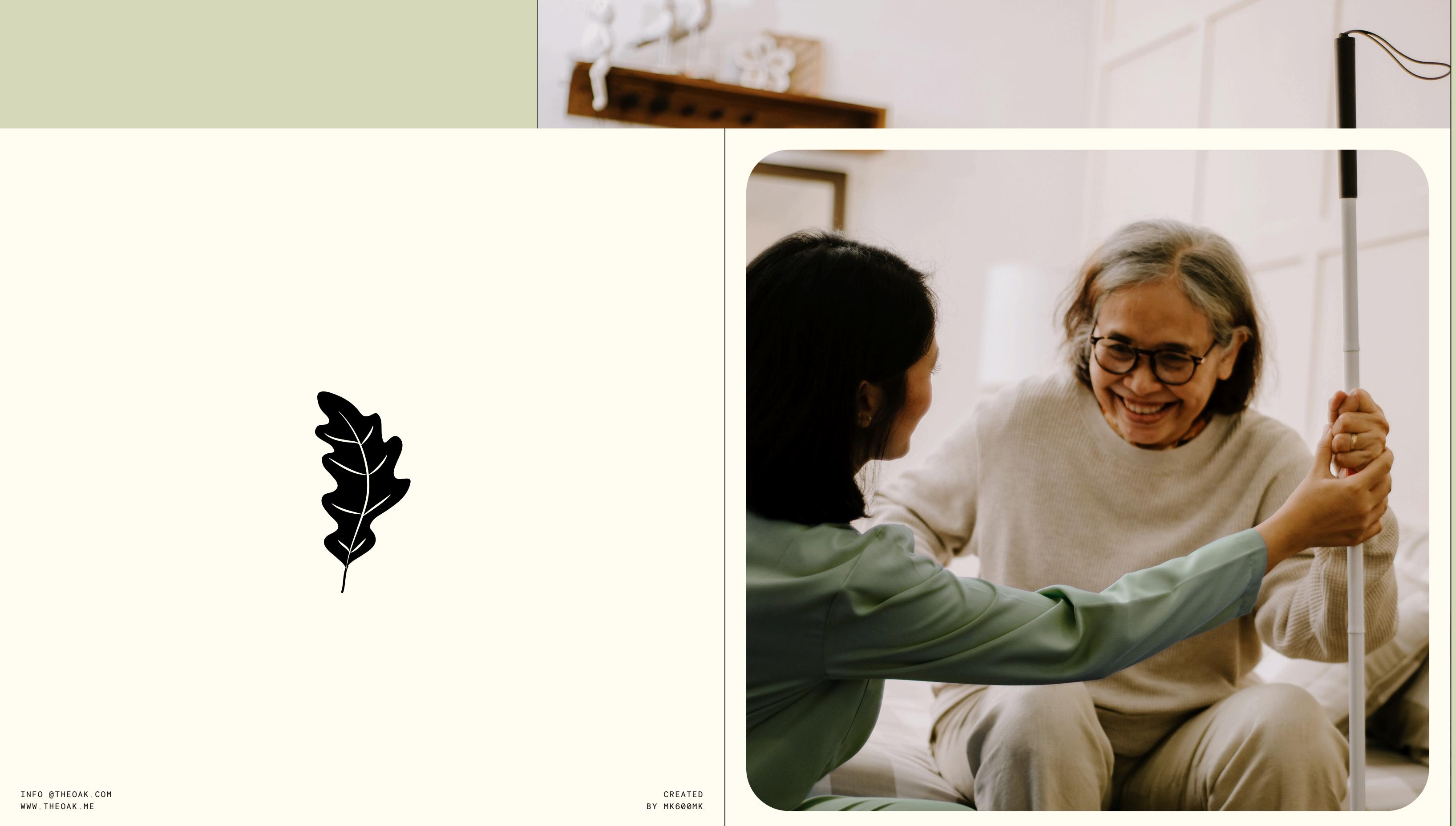




[DIMENSIONS]	3.5" x 2.0" / 85 x 55mm
[CARD STOCK]	Natural 300GSM
[FINISH]	Letterpress w.Spot UV Finish

The Oak's business card design is clean and purposeful—balancing professionalism with warmth. Using the brand's refined typography and earthy colour palette, the layout emphasizes clarity and trust. The oak leaf mark adds a subtle yet memorable touch of identity, while generous white space reflects our values of efficiency, innovation, and care. Just like the brand itself, the card is designed to feel thoughtful, grounded, and quietly confident.

BUSINESS CARDS



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