



Confidentiality Agreement

*Please protect our intellectual property
as you would expect us to protect yours.*

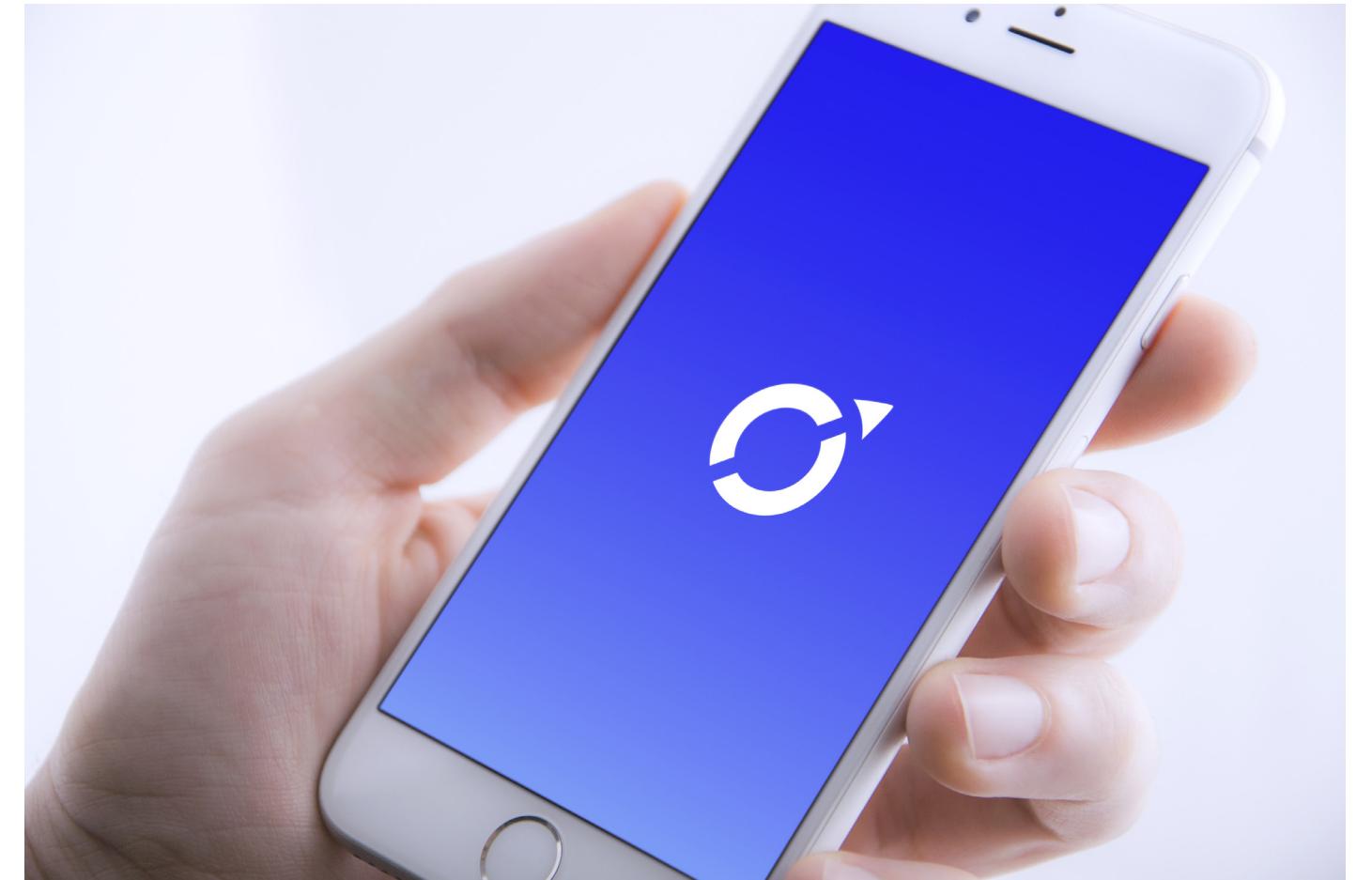


These brand guidelines and any other attachments or materials disclosed herein are to be held strictly confidential with the sole intention of being viewed by the recipient and the recipient only.

Any disclosure, dissemination, distribution, copying, or use of these guidelines—or any related materials—without the permission of Orion is prohibited.

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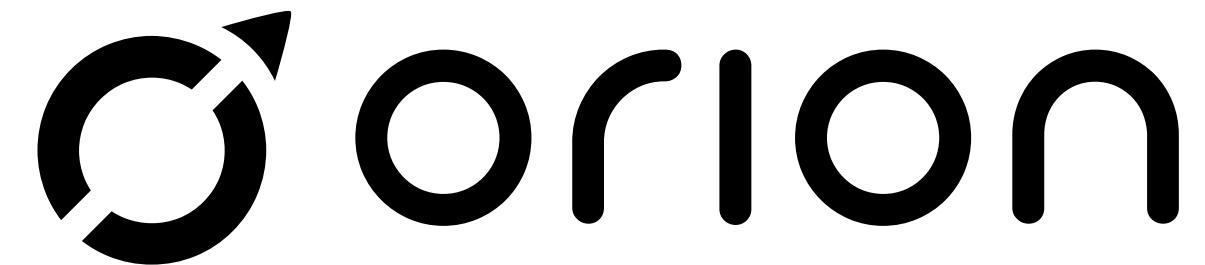
Introduction

Name and Logo Concept

In mythology, Orion was the shepherd of the sky, guiding and protecting. We believe in doing the same and nourishing each business, allowing them to be a shining pinnacle of their professional success.

The Orion logo was imagined with several combinations of key elements in mind, to represent our brand and it's core values.

We began with a circle symbolizing unity, trust, protection and commitment. The bow and arrow is used to depict Orion as the shepherd, moving forward, providing safety and security. The map pin markers serve as symbols of navigation, guidance and leadership.



Core Values

What we do

At Orion, we develop the enterprise solution and platforms that would allow companies to implement the dispatching and tracking system into their business processes and introduce the on-demand business model to their operating system.



Our Mission

Our mission at Orion is to provide a cost efficient solution for software development to businesses dealing with on-demand platforms.

We provide an affordable standalone solution, as well as supplying maintenance and support for the platform, customizable to each client's needs.

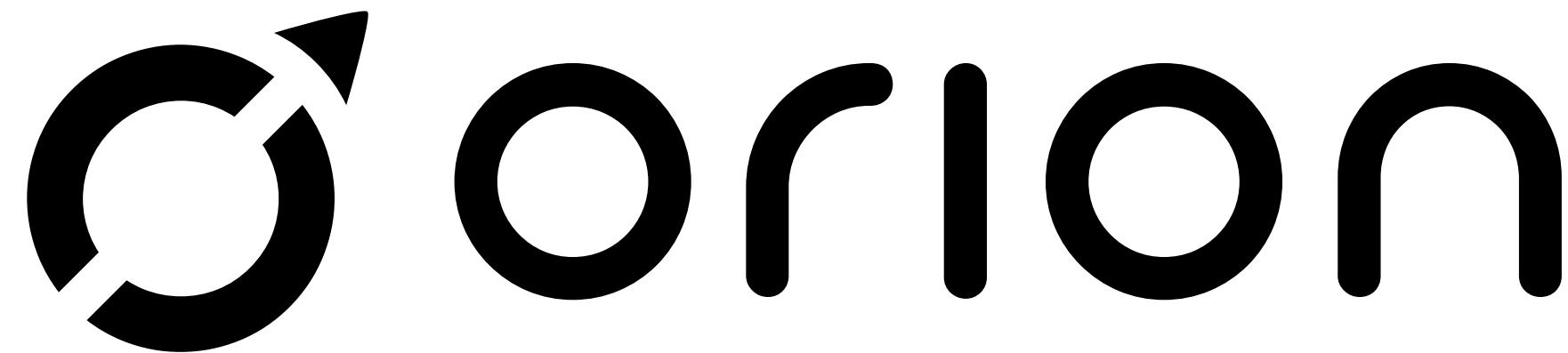
Our Vision

Collectively, the team at Orion has decades of experience in software development, user solutions and software advertising/marketing. Our platform would be able to accommodate any structure of the business while being flexible and scalable in order to adapt to our client's needs. We offer US based support and development with competitive prices for our services, providing better business administration, better earnings and faster payout.

Our vision for the future is to be able to provide our services internationally and to be recognized as having the best on-demand platforms available on the market.

Logo + Usage









1



This section deals with the various forms that the Orion logo can take.

-
1. The full logo, displaying both the icon and the wordmark.
This should be used whenever possible to officially represent the company.

This can be used in:

- Full color on white
- White on color
- White on black

2



2. The stacked logo. This could be used to substitute the full logo on email signatures or where horizontal space is limited.

This can be used in:

- Full color on white
- White on color
- White on black

3



3. The icon. This can be used in:

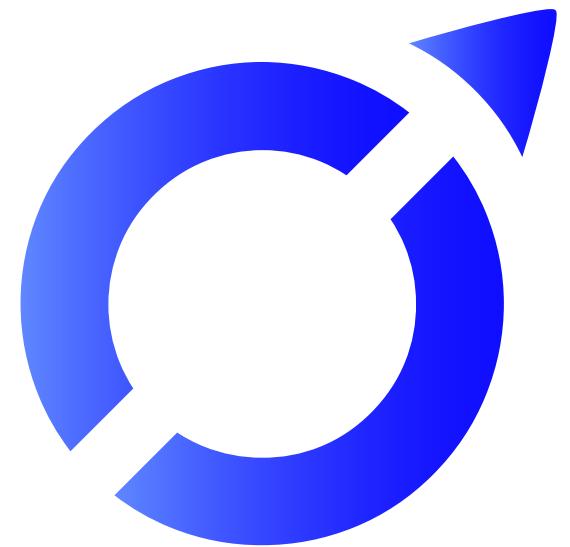
- Full color on white
- White on color
- White on black

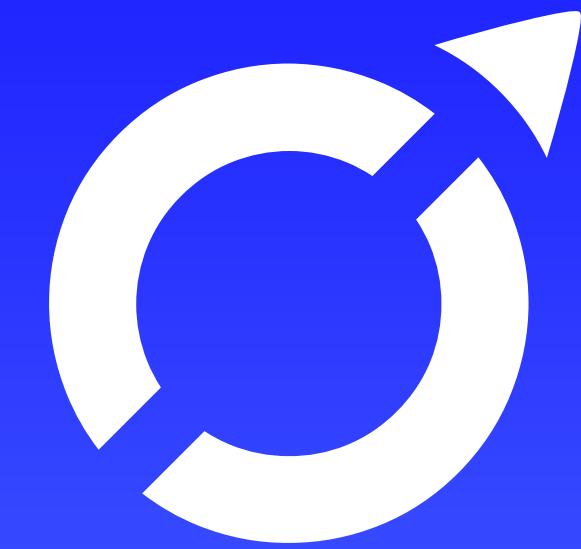
4



4. The wordmark. This can be used in:

- Full color on white
- White on color
- White on black







Logo Clear Space

All forms of the Orion logo must have a designated amount of clear space on all sides unoccupied by other elements.

This is to ensure the logo's visual clarity and effectiveness.

1. The full logo.



2. The stacked logo.



3. The wordmark.



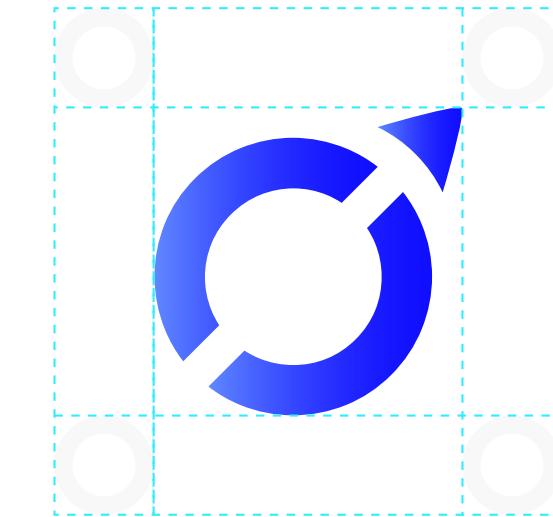
Icon Clear Space

All forms of the Orion logo must have a designated amount of clear space on all sides unoccupied by other elements.

This is to ensure the logo's visual clarity and effectiveness.

1. The icon.

2. The social media app / OS icon.



1



2



Primary color logo on white background



White logo on solid Orion Blue color background



Primary color logo on light background image



White logo on primary color background



White logo on dark image placed at side corner

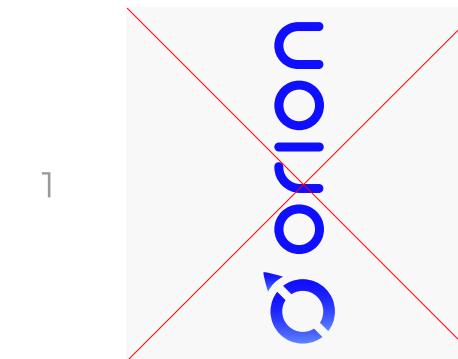


Primary color icon on light background image

The logo must be used as is and not be altered in any way. This means:

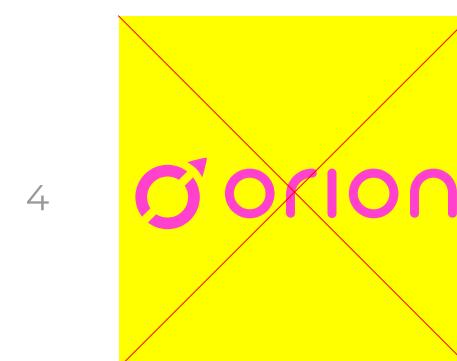


1. Do not rotate the logo (icon + wordmark).



2. Do not deconstruct logo, icon and/or wordmark.

3. Do not stretch or distort logo.



4. Do not use wrong colors.

5. Do not use wrong gradient colors.

6. Do not outline logo, icon and/or wordmark.



Color Palette

The Orion Color Palette

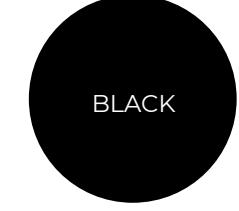
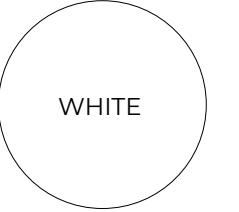
Our company colors are professional and modern, expressing who we are.

1. Primary Color Palette:

Our main logo colors are gradient shades of blue, to signify loyalty and trustworthy nature of our company. These colors also portray security, wisdom, joy, precision, honesty and stimulate productivity.

2. Secondary Color Accent Palette:

Our main Orion Blue gradient colors are complemented by a more subdued set of accent colors, including shades of grey, black and white.

1		ORION GRADIENT GRADIENT COLOR		ORION BLUE HEX 100EFF R16 G14 B255 C94 M95 Y0 K0 Pantone 2736 C		STARDUST HEX 5F87FF R95 G135 B255 C63 M47 Y0 K0 Pantone 2718 C
2		BLACK HEX 000000 R0 G0 B0 C100 M100 Y100 K100 Pantone Black C6		DUST GREY HEX 999999 R153 G153 B153 C43 M35 Y35 K1 Pantone 877 C		HORIZON HEX D2D2D2 R210 G210 B210 C17 M13 Y13 K0 Pantone 427 C
		MILKY WAY HEX F8F8F8 R248 G248 B248 C2 M1 Y1 K0 Pantone 649 C		WHITE HEX FFFFFF R255 G255 B255 C0 M0 Y0 K0		

Typography

About the Fonts and Usage

We use two sets of typefaces representing our brand:

Our primary typeface is used for the design of the logo.

This typeface is forward thinking and modern.

It was chosen for its sociable and welcoming structure.

Arista Pro

SemiBold

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

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

About the Fonts and Usage

We use two sets of typefaces representing our brand:

Our secondary typeface is used for all web + printed materials.

This typeface is legible, minimalist and sleek.

It was chosen to compliment the logo.

Montserrat

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

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

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + = " : ? > <

HEADER + TITLE FONT

Montserrat Bold

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

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

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + = " : ? > <

EMPHASIS + DIVIDER TEXT

Montserrat Italic

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

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

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + = " : ? > <

BODY COPY

Montserrat Regular

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

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

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + = " : ? > <

How We Look



