VISUAL IDENTITY GUIDELINES

BRAND ASSET

This document describes general recommendations for correct logo usage and presentation on different media.

The purpose of the logo is to be easy to remember and to promote the values of the company: trust, professionalism and passion for the digital environment.

The logo mark is created by the following elements: an abstract and geometric symbol composed from hexagons along with clean lettering "OASIUM".

For a proper placement transferrable, the logo was created in 2 versions:
- one with the symbol above the lettering and,
- other is longitudinal for printing purpose and placement.

It is recomended the logo elements should be used together, only in the two forms below. However there can be a case when the hexagonal symbol can be used sepparately, but never use the word "OASIUM" without the symbol!
The logo should never be altered, tilted, distorted, manipulated or disassembled in any application.

As a general rule the logo should be used in Black and Soft Red/Soft Orange gradient version. However on certain application as well as on printed media, the usage of the logo is allowed in several versions depending of the background (see chapter COLOR AND BACKGROUND).

OASIUM

OASIUM

SIZE AND SPACING

The logo should be used on a certain distance from other media, in order to be clearly readable and avoid confusion regarding the trademark elements.
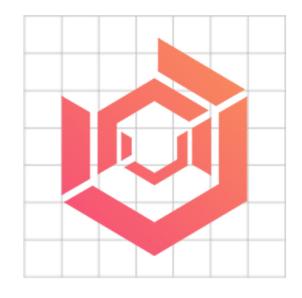
Regardless of the size of the logo, the minimum spacing around it should be about the size of the rectangle shown near by. (Allow sufficient clear space on all sides of the elements).

To assure the optimal logo readability, the digital display or printed size should not be smaller than 2x1.7in (for the logo) and 1.5x1.5in (for hexagonal symbol).
(Except for mobile applications where the size is up to debate).

Do use the logo large enough to be clearly read. Don't use logos that are too small or are low resolution.

2in

1.5in

1.7in

1.5in

COLOR AND BACKGROUND

The logo native colors was chosen to stand out in the IT and Software Development Industry, in order to fit the company profile.

As a general rule, it is recommended to use the logo only on white background. If it's necesary to use the logo on a dark background, the lettering OASIUM should be made white for readability. The hexagonal symbol can be used in both white or dark scenarios.

Do not place the logo on images that compete with the design of

Do not use drop shadows or outer glows to separate the logo from the background, as this may alter the logo's appearance.
For internal designers or other vendor creatives: The colors used Soft Red F75575 liniar gradient to Soft Orange F8875F can be used for other graphical elements but not nearby logo proximity, as this may create confusion of the logo.
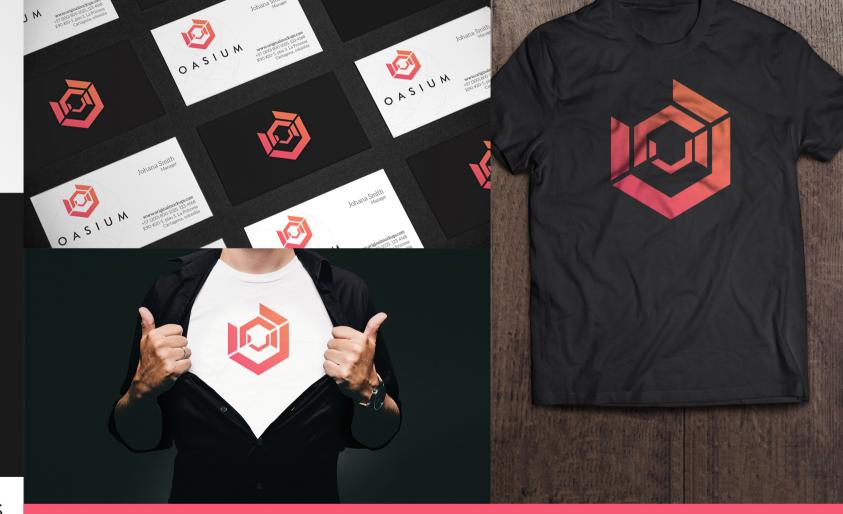
Traffic White RAL 9016
R255 G255 B255
C0 M0 Y0 K0
Hex #ffffff

Soft RED RAL 3017
R247 G85 B117
C0 M66 Y53 K3
Hex #f75575

Jet Black RAL 9005
R26 G26 B26
C0 M0 Y0 K90
Hex #1a1a1a

COLOR AND BACKGROUND

TYPOGRAPHY

The chosen typefont for "OASIUM" is Futura Medium (customized with kerning between letters cca. 70 pct.)

The font is easy to read, clear, minimalistic and with an modern accent.
The font should be use on company official document titles or even for regular text.
The font is included in the Adobe Creative Cloud Plan, a package we are licensed to use. As copyright owners of the logo you can display the logo as it is. However if you want to use the font Futura MD in documents or applications other than the logo, we recommend getting appropriate license for the font.

Futura Medium font:

O A S I U M

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890   ~!@#$%^&*()_+<>?
abcdefghijklmnopqrstuvwxyz

O A S I U M

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OASIUM