

Brand Guidelines



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01.

Introduction

Defining the visual foundation and brand expression of Oizom®

Oizom®'s visual identity reflects our commitment to innovation in air quality monitoring and environmental intelligence. More than just design elements, our visual assets communicate who we are, what we stand for, and the values that drive us.

Our brand language is bold, clear, innovative, and engaging; designed to build trust, strengthen recognition, and create a consistent experience across every touchpoint.

Driven by a passion for continuous progress and innovation, we ensure that every element of our brand identity, including logos, typography, colors, and layouts, is used with consistency and purpose to reflect the Oizom® brand accurately and professionally.



02. Logo

The primary visual identifier of the Oizom® brand.

The Oizom® logo is one of the brand's most valuable assets. It represents Oizom's identity, credibility, and presence across every touchpoint and must therefore always be handled with consistency and care. As a core element of the brand identity system, the logo is governed by specific usage guidelines to maintain its integrity, visibility, and recognition across all applications.

This section provides guidance on the approved logo versions, their correct usage across different backgrounds and formats, recommended placement and spacing, and applications where the logo should or should not be used.



Usage

Oizom®'s white logos should always be used on dark backgrounds and the black logos are meant to be used on light backgrounds. When placing a logo on a corner of a document, always use the horizontal logo. In case of a centre alignment, either the square or the horizontal logo can be used.



Black versions on a light background



White versions on a dark background

Usage

To ensure that clear space is maintained around the logo for legibility, photos, text and graphic elements must follow the guidelines illustrated here. Use the letter “O” from the logo as a measuring tool to help maintain clearance on all four sides.



Usage

When using the logo over images, the black logo should only be used over light backgrounds and the white logo over dark background. All the elements of the logo should be clearly visible and readable.



Incorrect Usage

To ensure that the logo is properly visible, do not place the black logo on a dark or cluttered background and the white logo on a light background.



Do not pair the logo with any solid colors other than bright gray (#EBECEEE) and deep blue (#293B4B).



Incorrect Usage

Do not scale, stretch, skew, distort or apply and effects to the logo. Do not rearrange the elements of the logo or change its colors.



03. Products

Consistent representation of Oizom® products across all brand communications.

Usage

A critical aspect of Oizom®, our products single-handedly make up for who we are and thus it is necessary to ensure that all of our product names and images are used correctly in all marketing materials.



Incorrect Use of Images



Do not stretch, distort, shear, crop or transform the product image in any way.



Do not use mirror images of the products.



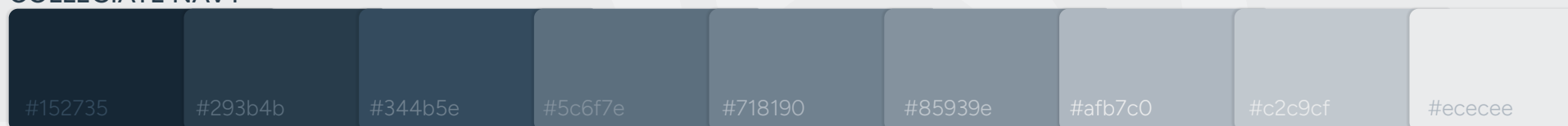
04. Colours

Distinctive set of colours that reinforces Oizom®'s visual identity and brand recognition.

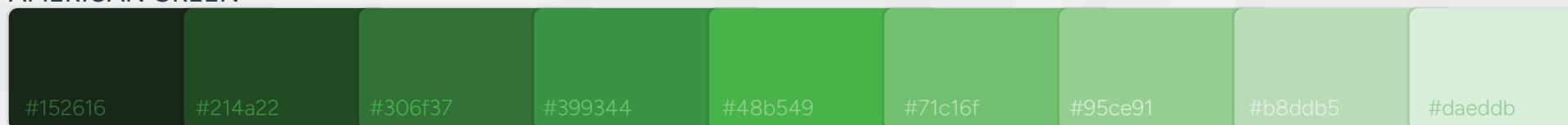
The Palette

Oizom®'s colour palette, especially our primary blue, plays a key role in defining the brand identity and strengthening brand recognition. Consistent use of these colours across all marketing and communication materials is essential to maintain a cohesive visual presence.

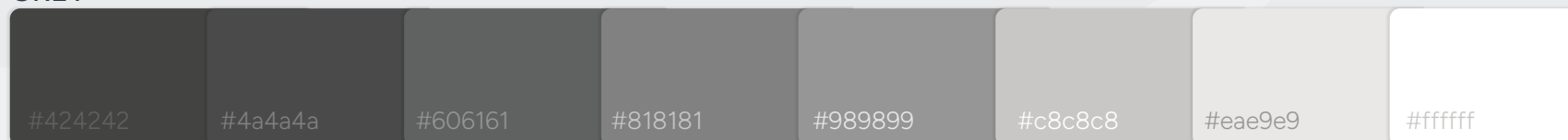
COLLEGIATE NAVY



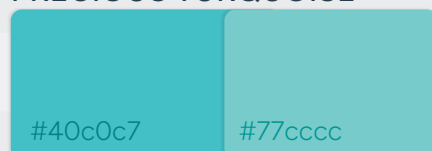
AMERICAN GREEN



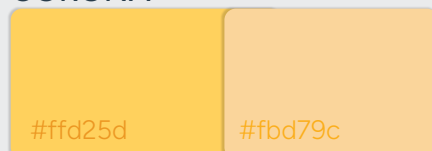
GREY



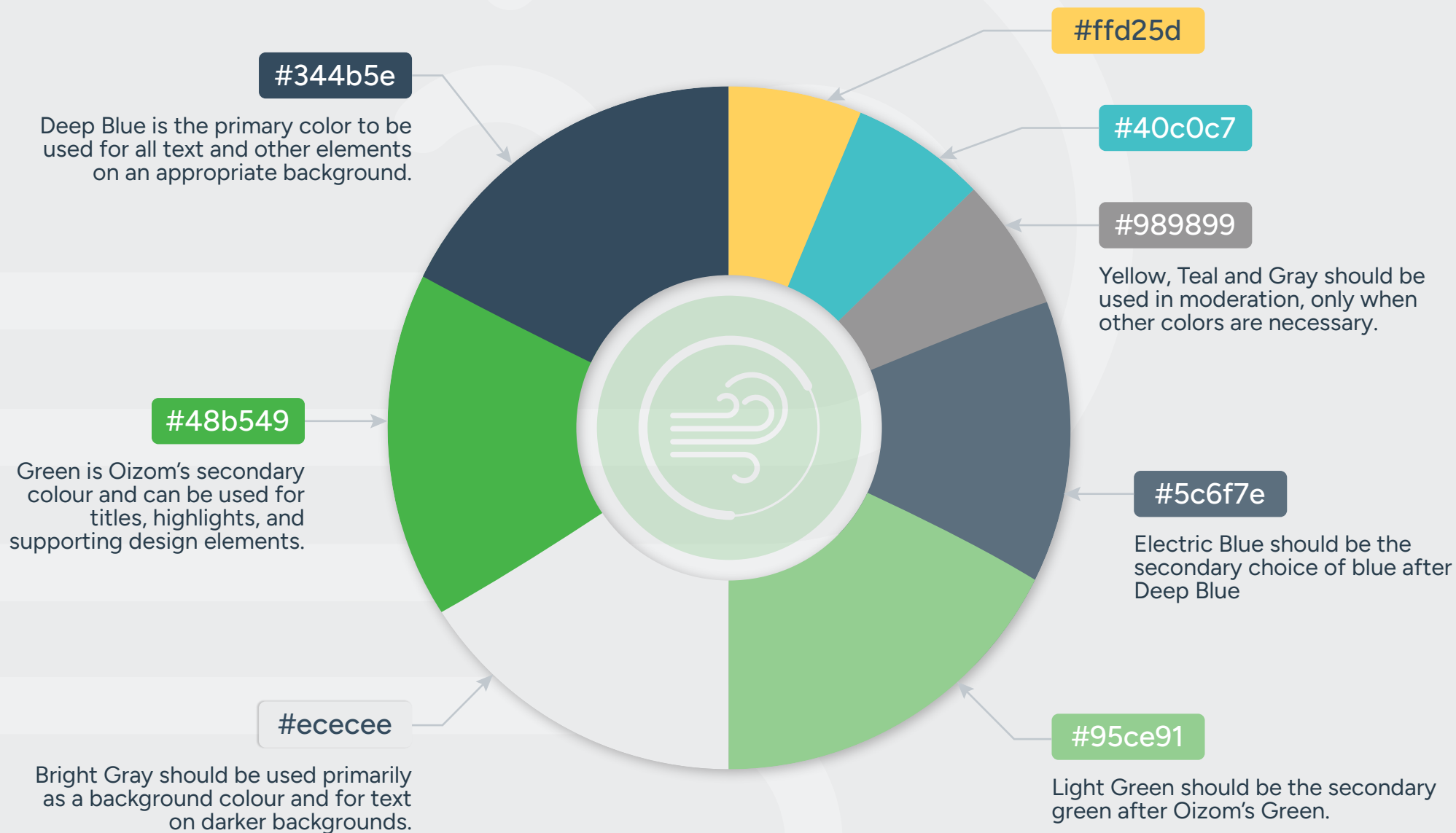
PRECIOUS TURQUOISE

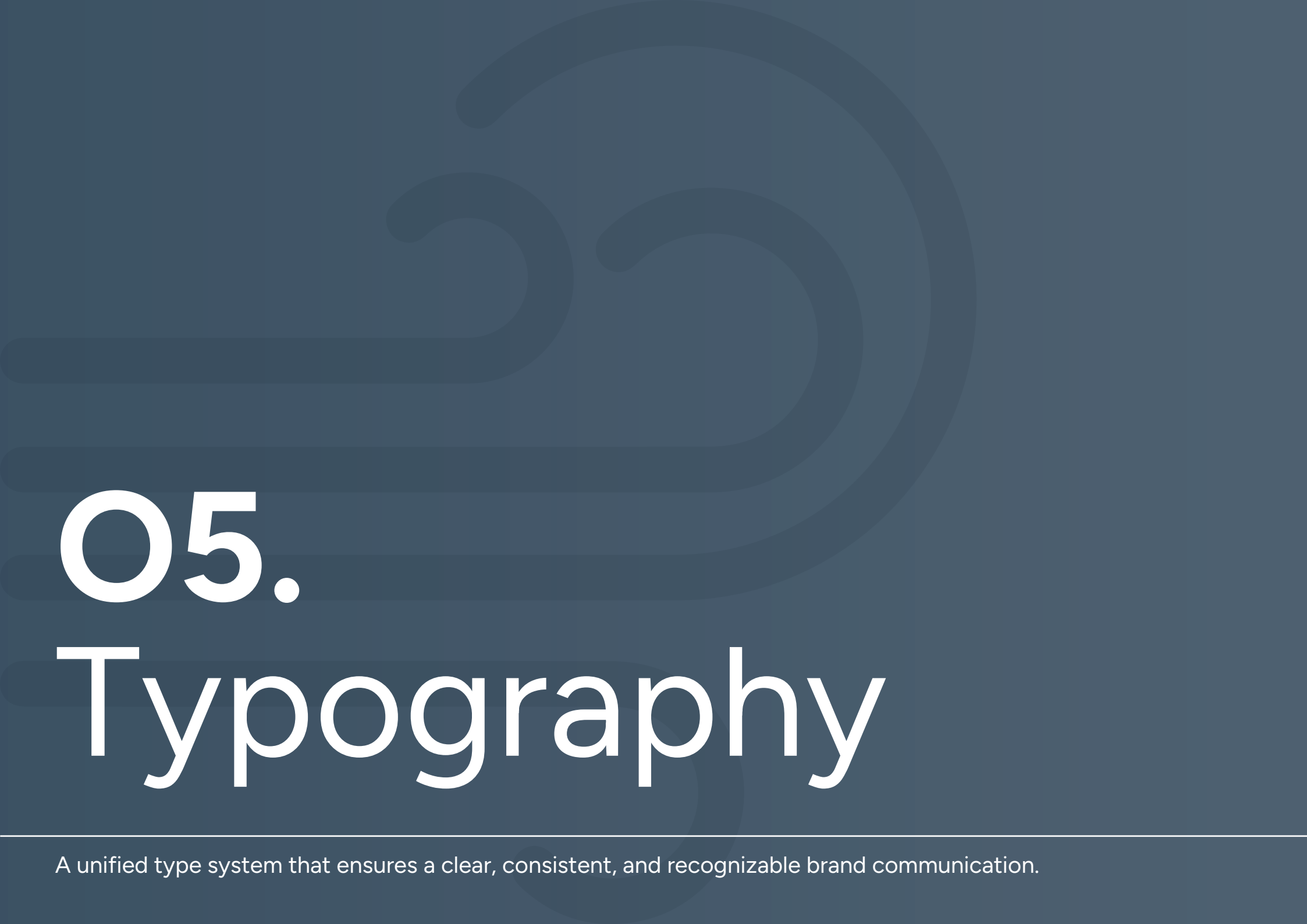


CORONA



Usage





05.

Typography

A unified type system that ensures a clear, consistent, and recognizable brand communication.

Typeface

Aa

FIGTREE

Light | Regular | Medium | **Semibold** | **Bold** | **Extrabold** | **Black**

Figtree is the primary typeface and should be used across all brand communications to maintain visual consistency, readability, professionalism, and a strong unified identity throughout the brand ecosystem.

Aa

HELVETICA NEUE

UltraLight | Thin | Light | Regular | **Medium** | **Bold**

In cases where Figtree is unavailable or technical limitations prevent its use, Helvetica Neue may be used as the alternate typeface to ensure consistency, clarity, and visual harmony across all brand communications.

Font Usage

Maintaining a clear typographic hierarchy through appropriate font weights ensures readability, structure, and consistency across all marketing materials.

Hardware Solutions

Figtree Semibold for main headlines and titles

Polludrone

Figtree Medium for secondary titles

Polludrone is an ambient air quality monitoring system (AAQMS). It is capable to monitor all the required urban pollutants like air pollution, radiation, noise, etc. Using external probes / attachments, it can monitor other peripheral attachments, it can monitor other peripheral.

Figtree Regular for body copy

Font Usage

A4

H1 ← 35 pt (leading 42 pt)

H2 ← 25 pt (leading 30 pt)

H3 ← 18 pt (leading 21 pt)

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laoreet dolore magna
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A5

H1 ← 20 pt (leading 24 pt)

H2 ← 15 pt (leading 19 pt)

H3 ← 12 pt (leading 14 pt)

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volutpat. ← 9 pt (leading 10 pt)



#293B4B is the color to be primarily used for all text over light backgrounds. Green (#48B549) can also be used for headlines.

A4

H1 ← 35 pt (leading 42 pt)

H2 ← 25 pt (leading 30 pt)

H3 ← 18 pt (leading 21 pt)

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A5

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volutpat. ← 9 pt (leading 10 pt)



#EBECEE is the color to be primarily used for all text over light backgrounds. Green (#48B549) can also be used for headlines.

Font Usage

Adjust the leading and tracking for text as mentioned on the previous page so that there is enough space between letters and lines and the characters don't collide with each other.



Lorem ipsum dolor
sit amet, consec



Lorem ipsum dolor
sit amet, consec

06.

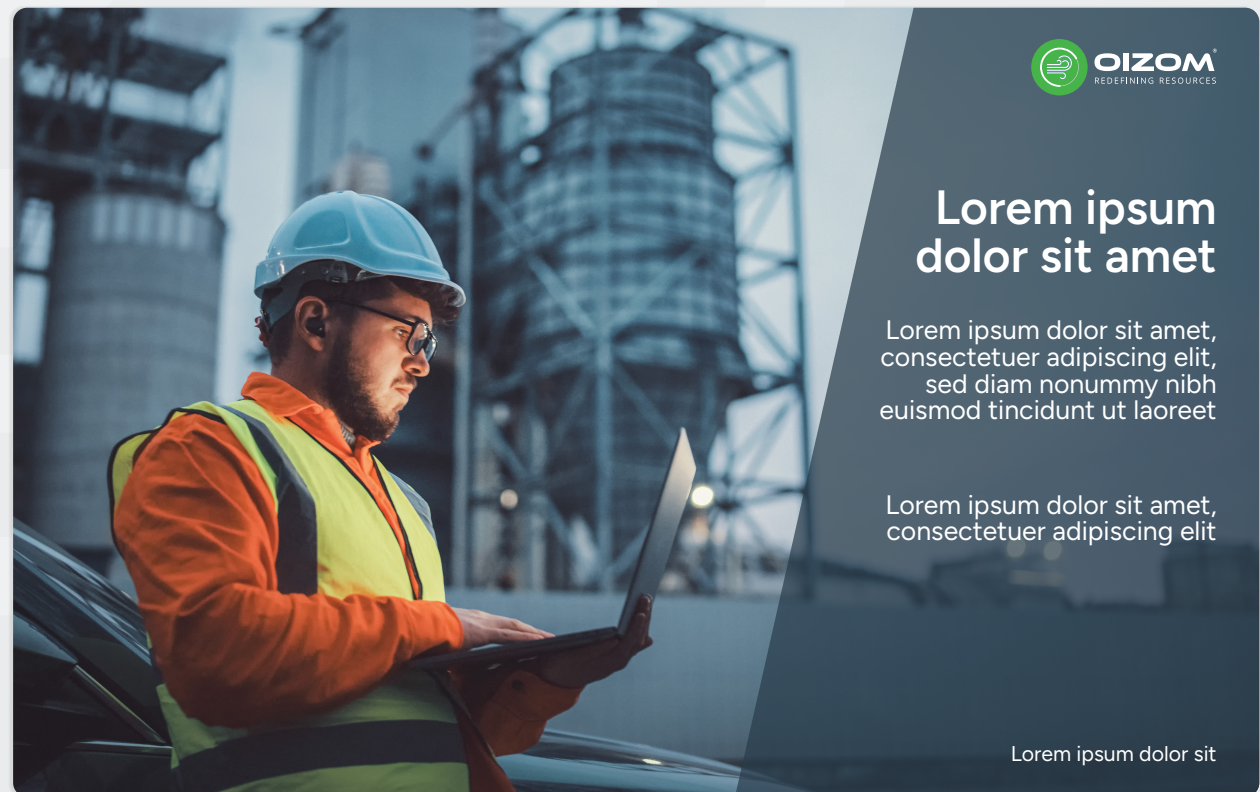
Layouts

Clean, spacious, and visually balanced layouts that ensure clear and effective brand communication.

Correct Layouts

Oizom® visual layouts should feature full-bleed colour photography with balanced brightness and contrast to create a clean, and visually engaging appearance. Landscape images should include sufficient natural light and avoid overly dark tones or dominant single-colour compositions.

Layouts must remain minimal, spacious, and easy to navigate to ensure effective communication of the message. A solid colour block or overlay may be applied to approximately one-third of the image to create clear separation between visuals and text. Only Deep Blue or Bright Gray overlays should be used, while logo applications must follow the contrast guidelines defined in the Logo section.



Correct Layouts



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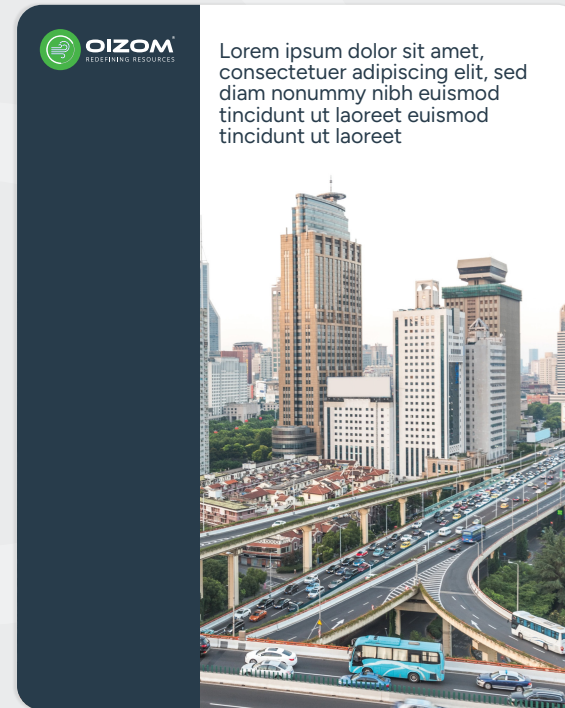
Lorem ipsum dolor sit



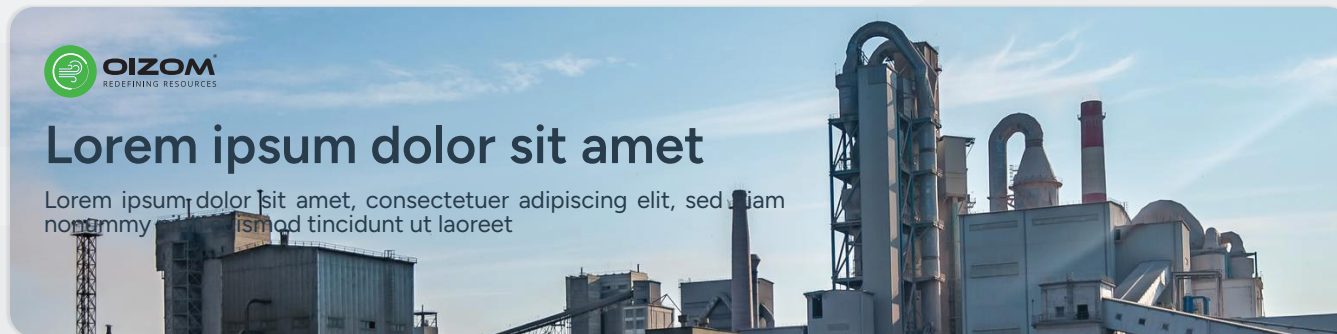
Incorrect Layouts



❌
The image
should not
overlap
the text
separator



❌
No element
in the layout
should be
left blank



❌
The text should not
be placed over the
elements in the
background.

Cropping of Images

When cropping images, ensure that the main elements of the image do not get cropped out. Following are some correct ways of cropping an image.



Incorrect Ways of Cropping of Images



CONSISTENT DESIGN BUILDS A STRONG, RECOGNIZABLE BRAND.

Following these guidelines ensures clarity, cohesion, and professionalism across all touchpoints. Every visual element should reflect the brand's values, creating a unified and impactful experience for the audience.