



We Help Your Band Get Creative.

Brand Guidelines

01.

Brand Guidelines

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About Our Studio.



An Experienced Brand Identity Studio.

Our Brand Vision.

To build a creative brand recognized for originality, quality, and innovative thinking, creating work that leaves a lasting impression.

Our Brand Mission.

Our mission is to transform ideas into powerful visual and digital experiences through thoughtful design, modern technology, and purposeful creativity.

We aim to help individuals, businesses, and organizations present themselves with confidence and connect meaningfully with their audiences.

04 Brand Philosophy

At Oseko Creative, creativity is more than decoration.

We believe great design should have purpose, personality, and impact.

Every project begins with an idea. Our role is to understand that idea, refine it, and transform it into something people can see, understand, remember, and connect with.

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Our Brand Values.

We challenge conventional thinking and continuously
explore new ideas perspectives and possibilities

02.

The Corporate Logo.

1. Corporate Logo Construction
2. Corporate Logo Introduction
3. Corporate Logo Backgrounds
4. Corporate Logo Clear Spaces

Corporate Logo Introduction.

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The Logo Format

Jpg | Png | Psd | Indd | Indt

Logo Full Details

Our corporate logo is the primary visual representation of our brand and serves as a symbol of our identity values and professionalism. It is designed to create a consistent and recognizable presence across all brand communications.

Logo Monogram

Logo Word Mark

The Logo Monogram :

The logo monogram is a distinctive symbol created from the key initials of the brand name. It represents the essence of the brand in a simple, memorable, and versatile form.

The Logo Work Mark :

The logo wordmark is the typographic representation of the brand name. It is designed to communicate the brand's identity through its distinctive lettering style and visual character.

Logo Black Variation

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Logo White Variation

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Oseko		0.5	
Creative			
2.50	5.25		

Creative

To maintain clarity, consistency, and visual impact, the logo must always be reproduced at an appropriate size and surrounded by sufficient clear space. The clear space protects the logo from surrounding text, images, graphics, or other visual elements that may reduce its visibility or impact.

Creative
Creative
Creative

0.5

5.25

Logo Incorrect Usages.

Incorrect Usages Details

To maintain the consistency and integrity of the brand the logo must always be used according to the approved brand standards. The following examples illustrate incorrect applications that should be avoided.

The logo should not be stretched compressed rotated recolored distorted or modified in any way. Avoid adding effects such as shadows outlines gradients or unnecessary elements. The logo should also never be placed on backgrounds that compromise its visibility or legibility.

Consistent and correct logo usage ensures a strong recognizable and professional brand identity across all applications.

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Do not add transparency

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Do not Tilt the Logo

Creative



Do not crop the logo

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Do not distort the logo

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Do not add effect

The Corporate Typography.

1. Corporate Primary Typography
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-

03.

Corporate Primary Typography

Font TypoGraphica

Font Name Details

TypoGraphica is the primary display typeface used within the brand identity. Its bold geometric character gives the brand a distinctive and confident visual presence while maintaining a clean and modern appearance.

The typeface is primarily intended for headings, titles, logo, related applications, and other prominent brand elements. Its strong visual character helps establish recognition and consistency throughout the brand.

Regular
Bold

Light Italic

Font Characters

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.

Font Numbers

1 2 3 4 5 6 7 8 9 0.

Font Symbols

! ~ { } ' |

Corporate Secondary Typography.

Secondary Font Name & Details :

Font Name & Details

Poppins is the secondary typeface used to support the brand's primary typography. Its clean, modern, and highly legible design provides a balanced contrast to the distinctive character of TypoGraphica.

Poppins should be used for body copy, subheadings, captions, navigation, contact information, and supporting text across corporate and marketing materials.

Regular
Bold
Light Italic

Font Characters

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.

Font Numbers

1 2 3 4 5 6 7 8 9 0.

Font Symbols

(! ~ ` @ # ^ % - _ * { } [] ' + = / ? |)

Corporate Colors System.

1. Corporate Primary Colors
2. Brand Color Palette
3. Brand Color Codes

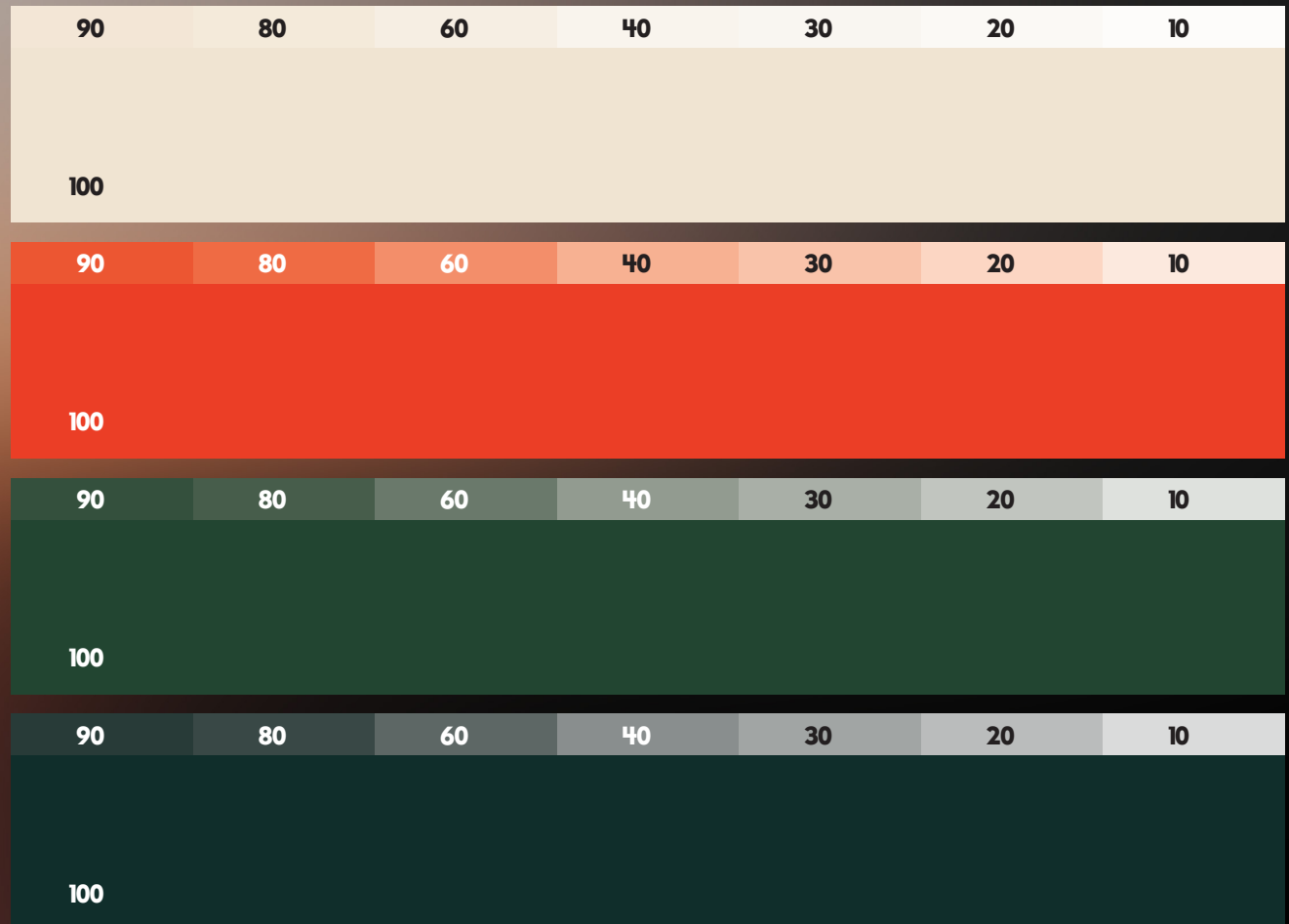
04.

Corporate Primary Colors.

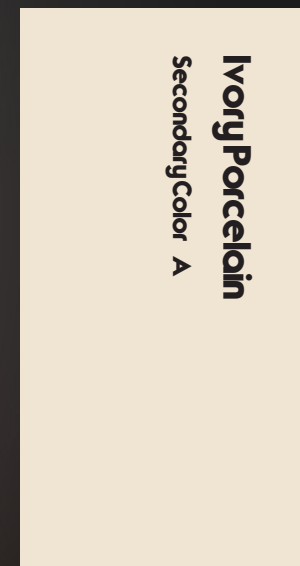
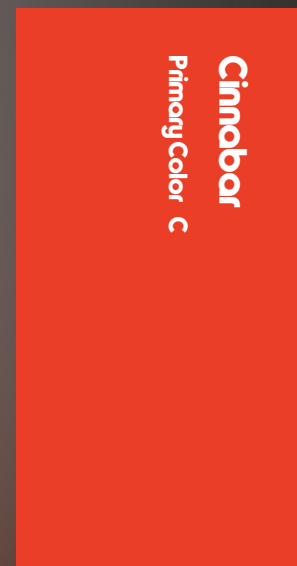
Primary Color Details

The primary brand colour is a core element of the visual identity and plays a key role in establishing brand recognition. It should be applied consistently across all brand touchpoints to create a strong cohesive and recognizable appearance.

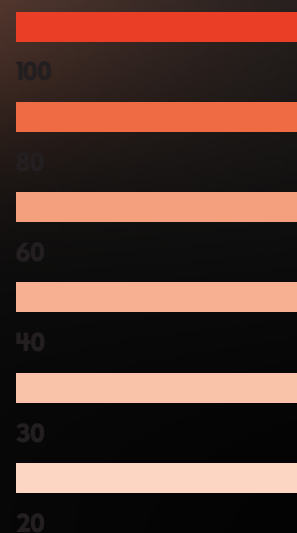
The primary colour should be used prominently across logos key headings but tons graphic elements digital interfaces marketing materials and other important brand applications.



Brand Colour Palette.



Brand Color Palette



Brand Color Codes.

Primary Color A Timber Green		Primary Color B Dark Green Shimmer		Primary Color C Cinnabar		Secondary Color A Ivory Porcelain	
Color Codes		Color Codes		Color Codes		Color Codes	
C 83		C 80		C 2		C 83	
M 58		M 47		M 90		M 58	
Y 66		Y 79		Y 98		Y 66	
K 64		K 50		K 0		K 64	
R 22		R 37		R 234		R 239	
G 47		G 70		G 66		G 277	
B 45		B 50		B 38		B 210	
Codes 162f2d		Codes 254632		Codes ea4226		Codes efe3d2	

Brand Images Direction.

Brand Black White Images

Brand Black should be used for text backgrounds logo applications headings icons and supporting graphic elements where a strong and refined visual presence is required.

Brand Colorful Images

The colour palette should be used to create visual emphasis highlights backgrounds illustrations digital elements marketing materials and other creative brand applications.



Brand Image Design Patterns.

Why Are Design Patterns Important For A Corporate Brand

Image Pattern Details

The brand's image and pattern system is designed to create a consistent distinctive and visually engaging identity across all brand touchpoints. Imagery should reflect the brand's personality while maintaining a clean modern and professional aesthetic.

Patterns may be used as supporting visual elements in backgrounds packaging stationery social media graphics presentations and marketing materials. They should complement the primary brand identity without overpowering the logo typography or key messaging.

Pattern - 01



Pattern - 02



Black

For Print

CMYK 0 0 0 100

For Web

HEX 000000

RGB 0 0 0



Oseko Creative

Website

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Contact Us For More Information.

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