BRAND BOOK

01 Introduction

02 Logo Identity

03 Typography

04 Color Palette

05 Applications

Our Inspiration - Ösel

The origin of this fascinating word can be traced back to the high mountains of Tibet. The term essentially means ‘clear’ but it is used by scholars to also mean ‘luminosity’ or ‘radiant’ light. We, at Ösel Technology Pvt Ltd, have embraced the spirit of this magnificence in our quest to make the world brighter and more vivid. We have kindled a display solutions revolution across the globe, and we invite you to be a part of our journey.

Final Logo

It's the Foundation of Our Brand Identity.

Logo Color Variations

The variation gives our brand the ability to be cohesive, consistent and recognizable in many settings. Our business will require more logo variations to work on different platforms.

Brand Font

Montserrat is versatile and readable font which makes it effective for both logos and body text. This is a wonderful business font, ideal for tech and design-oriented businesses.

The Headline

Ösel is one of the original equipment manufacturers (OEMs) LED Display Manufacturer in Greater Noida, India.

The Sub Headline

Ösel is one of the original equipment manufacturers (OEMs) LED Display Manufacturer in Greater Noida, India.

Body Copy

Ösel is one of the original equipment manufacturers (OEMs) LED Display Manufacturer in Greater Noida, India.

Primary Colors

Gold (#FFE18D)

This is the main color of our Brand.

This can only be used as background color in specific case, can be used as underline color and to write special text line only.

Restricted and limited usage.

Blue (#005AAB)

This is the main primary color of our Brand.

This can be used as background color, text highlight color, underline color, headline text and to write special text line only.

This can be used as background color also.

White (#FFFFFF)

This is the main primary color of our Brand.

This can be used as the headline text, body copy text, highlight color, underline color and to write special text line only.

This can be used as background color also.

Black (#000000)

This is the main primary color of our Brand.

This can be used as the headline text, body copy text, highlight color, underline color and to write special text line only.

Restricted usage as background color.

Secondary Colors

#62B7E8	#4185B5
#134070	#285D8D

These are the secondary colors of our Brand.

These colors can be used in graphics and presentations as background color with white color written text.

And these colors can be used in presentation designs, layouts, bullets points, etc.

Logo Usage Guidelines

This (#005AAB) is the main primary color of our Brand.

This Brand Logo should be used only on this background.

Our logo should appear clean, clear and uncluttered.

This (#FFFFFF) is the main primary color of our Brand.

This Brand Logo should be used only on this background.

Our logo should appear clean, clear and uncluttered.

This (#62B7E8) is the secondary color of our Brand.

This Brand Logo should be used only on light background.

Our logo should appear clean, clear and uncluttered.

This (#134070) is the secondary color of our Brand.

This Brand Logo should be used only on dark background.

Our logo should appear clean, clear and uncluttered.

Logo should never have any design element around it. Use Logo Icon as a "Stand Alone."

THANK YOU