



brand Guidelines

2021

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This manual aims to guide the practical use of **blueOASIS**® visual identity, both internally and externally.

Provides a set of rules and recommendations for identity implementation, ensuring a cohesive and coherent image.

For this, it is necessary the collaboration of all in the fulfilment of what it is proposed here.

In the event of specific situations not covered by this manual, please contact **blueOASIS**®.

Logo

Variants

The logo is composed of the name and description.

The relationships between the elements of the logo should not be changed and the proportions should be maintained.



Regular treatment.



Inverted - For use on dark backgrounds.

Logo

Proper usage


The minimum space of protection corresponds to the space around the logo, within which there should be no other graphic element, except for the colour and photographic backgrounds.


The logo is a key element in communication and should not be modified.

It must always be reproduced consistently and in accordance with the rules specified in this manual.



Spacing

Allow ample white space  around the logo.
No other elements or text should come within these boundaries.

 = the height of the lettering.



Modification

Do not modify the logo. Do not combine any other visual elements with the logo such as dates, names or version numbers.

Logo

Monochromatic versions

When it is not possible to use the defined colour references, the reproduction of the visual identity must be done as indicated.



Regular treatment.



Inverted - For use on black backgrounds.

Logo

Behaviour on chromatic backgrounds

The use of the logo on colour backgrounds should be thought in order to maintain the colour integrity with the maximum of contrast.

In clearer or neutral backgrounds, the original logo should be maintained.

With strong or dark colour backgrounds, please use negative or monochromatic versions.

These examples should serve as a guide so that the visibility of the logo is preserved.



Logo

Behaviour on photographic backgrounds

The use of the logo on photographic backgrounds should be thought in order to maintain the colour integrity with the maximum of contrast. You should look for a space where there is sufficient contrast between the background and the logo and preferably on flat spots.



Icon

Corporate icon

The Corporate Icon is to be used in all blueOASIS® communication.
(e.g.) social media logo page or website favicon.



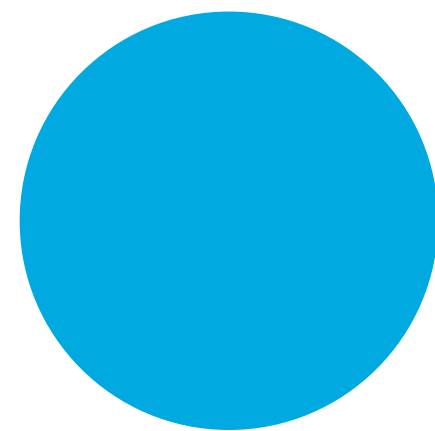
Color

Corporate colours

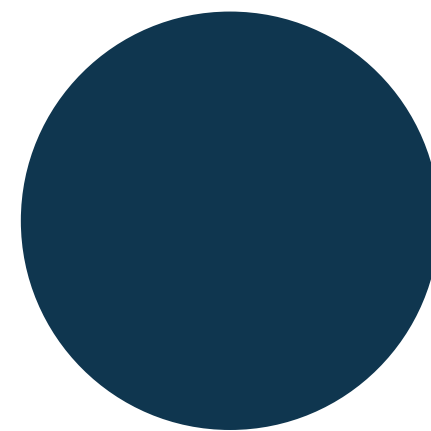
The Corporate Colours are to be used in all blueOASIS® communication.

For Display & Web: Use the RGB or Hex values described.

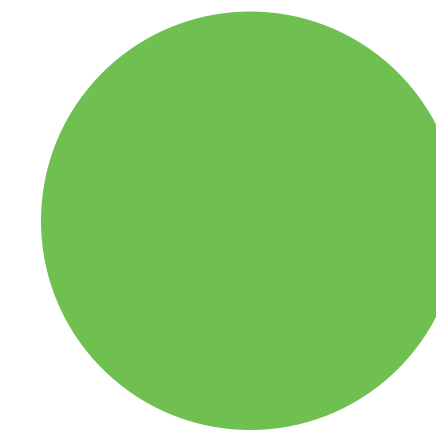
For Print: Use the following CMYK values, or Pantone colours if needed.



RGB: 0 / 173 / 239
Hex: #00adef
CMYK: 76 / 12 / 2 / 0
Pantone 299C



RGB: 0 / 46 / 83
Hex: #002e53
CMYK: 83 / 55 / 26 / 59
Pantone 7463C



RGB: 51 / 204 / 51
Hex: #33cc33
CMYK: 60 / 0 / 92 / 0
Pantone 802C

Notes: Pure White **RGB:** 255 / 255 / 255, **Hex:** #ffffff is frequently added to the palette for material with a dark background.

Dark Blue **RGB:** 0 / 46 / 83, **Hex:** #002e53 is often used for titles, headings and backgrounds for web content such as the footer from our website.

Brand name

Registered mark

Please use everywhere only blueOASIS, the brand, that is even registered mark in Portugal (blueOASIS®).

blueOASIS®

Always write the name blueOASIS with the word "blue" in lowercase and "OASIS" in uppercase.

Typography

Corporate font

To be used in all blueOASIS® communication.

Font can be downloaded from [Google Fonts](#).

Barlow

Thin, ExtraLight, Light, Regular, Medium,
SemiBold, Bold, ExtraBold, Black

Titles - Barlow Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Headings - SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body Copy (Paragraph) - Barlow Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Tagline

Corporate Tagline

The corporate slogan should be used whenever is possible in all blueOASIS® communications.

It is important to keep the colours **green** and **blue** for each word.

These examples should serve as a guide so that the visibility of the Tag line is preserved.

Making the World **Green** and the Oceans **Blue**

Making the World **Green** and the Oceans **Blue**

Making the World **Green** and the Oceans **Blue**

Photography

Royalty-free images

We use several images from royalty-free images websites.

Photography should always be clear, use appropriate resolution for the purpose, and should have a professional feel with tasteful framing and composition.

References: [Pexels](#), [Unsplash](#), [Pixabay](#).



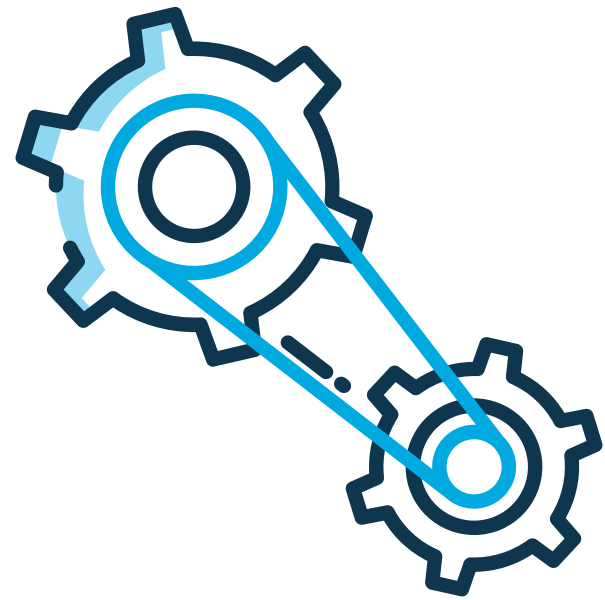
Note: All images from these references are free to use. For more information read the websites licenses.

Icons

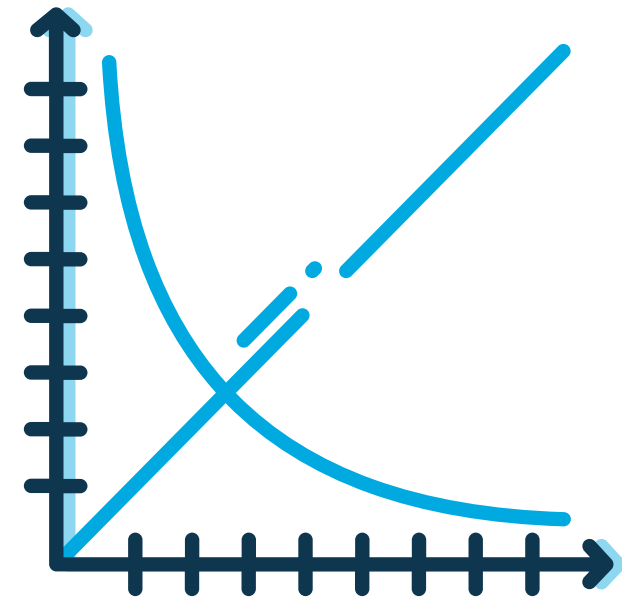
Services icons

All icons that are used should follow a consistent style.

We use outline colour icons from [Flaticon](#), edited with blueOASIS® corporate colours.



Expertise



Research and Development



Consultancy



Technical Proposal PM

Note: As a free user of Flaticon you must include the attribution line "Icons made by [lcongeek26](#) from www.flaticon.com" somewhere in the project.

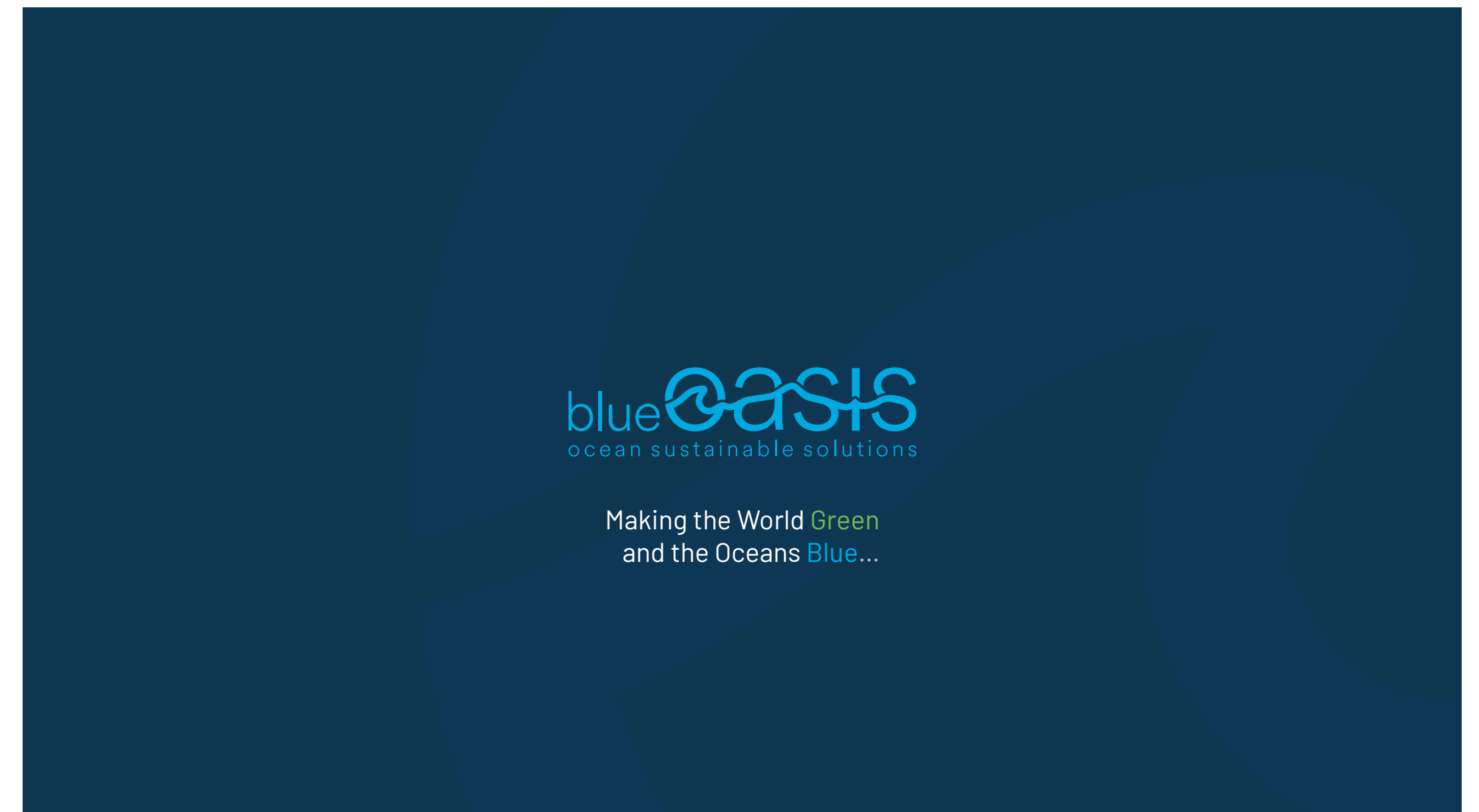
Backgrounds

Corporate backgrounds

We developed some backgrounds that can be used for display, web and print.



Video calls - space in the middle for the interlocutor.



Background for desktop - Dark background works better for icons apps and light sensitivity.



Thank You!

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