obex

Visual Identity Manual

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Primary Wordmark

The Obex identity is a customized wordmark.

In its primary form the wordmark is made up of the word Obex, in lowercase with a geometric san-serif block text called Braggadacio (refer to page 9 for further information). It has a colored accent on the bowl of the lowercase B. It should primarily be displayed in the specified PANTONE colors (refer to page # for further information)

Any reproduction of the Obex wordmark must use approved artwork, and be applied in a way that follows all visual identity standards. Do not hand-type this wordmark. Do not ever copy the wordmark, always use the original file.

Postive Wordmarks

When using the Obex Wordmark in any of its approved applications, it is important to ensure that the readability or integrity of the wordmark is never compromised.

For application or reproduction of the Obex wordmark the color combinations to the right are the only acceptable positive variations.

The two-color word mark should be used primarily, if the material and methods of reproduction/printing are compatible. In the event that there are color printing restrictions, such as but not limited to newspapers and faxes, the black variation may be used. An alternate half-tone variation can be used in situations where neither the two-color nor black application can be deemed fitting.

Reverse Wordmarks

The usage of this variation is limited. Two different inversed marks can be used, one in grey and one in black. The inversed logo should be used when the background it is placed on compromises the primary wordmark's integrity.

Usage of the inversed wordmarks will be determined based on the complexity and noise of the background image or illustration. If it contains contrasting colors, compromises the legibility of the wordmark or negatively impacts the wordmark, use of the inversed application is required.

The inversed word mark should not be used on a blank white background or elsewhere when the primary wordmark can be accurately used.

When using the wordmark on a background that does not have enough contrast in color value to use the primary applications (refer to page 5), the one-color (all white) reverse wordmark should be used. This version can be used on any non-competitive background, or can be ghosted out of a 4-color image.

Primary Colors

The Obex wordmark colors are based on the PANTONE* Color Standard specified below. For color matching refer printers and other suppliers to the PANTONE Color Publications. Note that the Pantone colors are specified as U, meaning uncoated. For all coated applications ink should be mixed to match to those specified on the right.

Since differences in substrate and process can affect color, the CMYK equivalents provided at left are guidelines only. They should not be considered to provide an exact match. To ensure consistent results, always proof carefully against the PANTONE Color Standard.

NOTE: Colors shown in this book are for demonstrative purposes only. Do match publications to these swatches; always make sure to match them to the PANTONE color formula guide.

Pantone Orange 021 U

C: 0% M: 72% Y: 86% K: 0%

H: 16° S: 82% B: 100%

R: 255 G: 108 B: 44

Hex#: FF6C2C

Pantone 433 U

C: 63% M: 55% Y: 50% K: 24%

H: 227° S: 5% B: 37%

R: 91 G:92 B: 96

Hex#: 5B5C60

Accent Colors

This accent palette has been selected to increase the range and variance with which the Obex wordmark can be displayed and reproduced. These colors allow for diverse applications of the Obex wordmark.

These colors may be used typographically or for solid areas of color. They should be used sparsely and with great care and consideration.
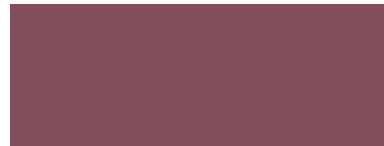
NOTE: Colors shown in this book are for demonstrative purposes only. Do match publications to these swatches; always make sure to match them to the PANTONE color formula guide.

PANTONE 3165 U

C: 83% M: 52% Y: 48% K: 24%

H: 190° S: 53% B: 39%

R: 47 G: 91 B: 101

Hex#: 2F5B65

PANTONE 7490 U

C: 55% M: 24% Y: 71% K: 4%

H: 97° S: 31% B: 61%

R: 124 G: 156 B: 106

Hex#: 7C9C6A

PANTONE 3165 U

C: 43% M: 73% Y: 50% K: 22%

H: 345° S: 39% B: 50%

R: 128 G: 77 B: 89

Hex#: 804D59

PANTONE 2765 U

C: 73% M: 73% Y: 31% K: 14%

H: 252° S: 32% B: 45%

R: 87 G: 78 B: 117

Hex#: 574E75

Typefaces

The typeface used for the Obex wordmark is Braggadocio. It should be used only for the wordmark.

Main text and titles may use variants of Avenir Next. Avenir Next comes in many variations allowing for a singular typeface to work cohesively and uniformly among itself. Different weights and styles allow for uniform variation in any application. The Avenir Next Heavy weight should be avoided as the emphasis is extreme and at times hinders the legibility. The Ultra Light weight should also be used with care. Make sure that text is always placed appropriately and maintains its legibility and hierarchy.

Braggadocio
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz
1234567890
!#$%&()<=>?@\[]

Avenir Next Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#$%&()<=>?@\[]

Avenir Next Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#$%&()<=>?@\[]

Avenir Next Ultra Light
Avenir Next Ultra Light Italic
Avenir Next Medium
Avenir Next Medium Italic
Avenir Next Demi-Bold
Avenir Next Demi-Bold Italic
**Avenir Next Bold**
Avenir Next Bold Italic

Clear Space

The Obex wordmark has a clear space surrounding it's outlying top, bottom, left and right edges. This space is equal to the width of the stem of the lowercase b; it must always be kept clear. Generally more clear space is preferred, and if the design allows should be accommodated.

No other design elements should be placed or competing with the wordmark or clear space including typography.

The minimum size for print for the primary wordmark is .6 inches while the reversed application has a minimum size of .7 inches. Reproductions of the wordmark shouldn't be smaller than either of these specified sizes as it begins to compromise legibility as the letterforms may bleed into one another.
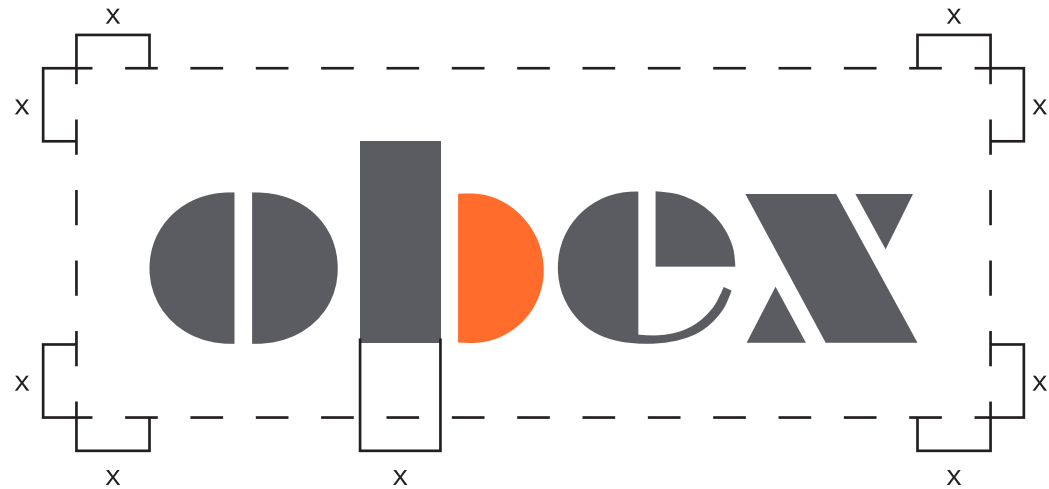
Minimum Size

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obex   **obex**

Improper Usage

Proper usage of the Obex wordmark is key aspect of uniformity. The examples to the left demonstrate unacceptable variances of the Obex wordmark. The Obex wordmark must not be manipulated in any way and should always be reproduced following the rules outlined in this manual.

DO NOT: strech the wordmark

DO NOT: produce the wordmark smaller than specified on page 11

DO NOT: invade the clear space

DO NOT: reverse the wordmark

DO NOT: place the wordmark on a contrasting background

DO NOT: alter the orientation of the wordmark

DO NOT: reproduce the wordmark in colors other than those specified on pages 7-8

DO NOT: reverse the colors in the wordmark

Colophon

Designer

Kelina Orozco

Engineers

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Typefaces Used

Braggadocio

Avenir Next