

Branding

Primary Logo



Masterbrand

This is our overarching masterbrand and represents our core values products, and services.

Full colour and single colour

Full Colour is the primary logo and should be used wherever possible on full colour applications.

The logos are supplied as EPS for professional printing and SVG and PNG for digital applications.

The single colour logo is available in two versions.

OASIS Mono Blue should be used on light backgrounds.

OASIS Mono White should be used on dark backgrounds.

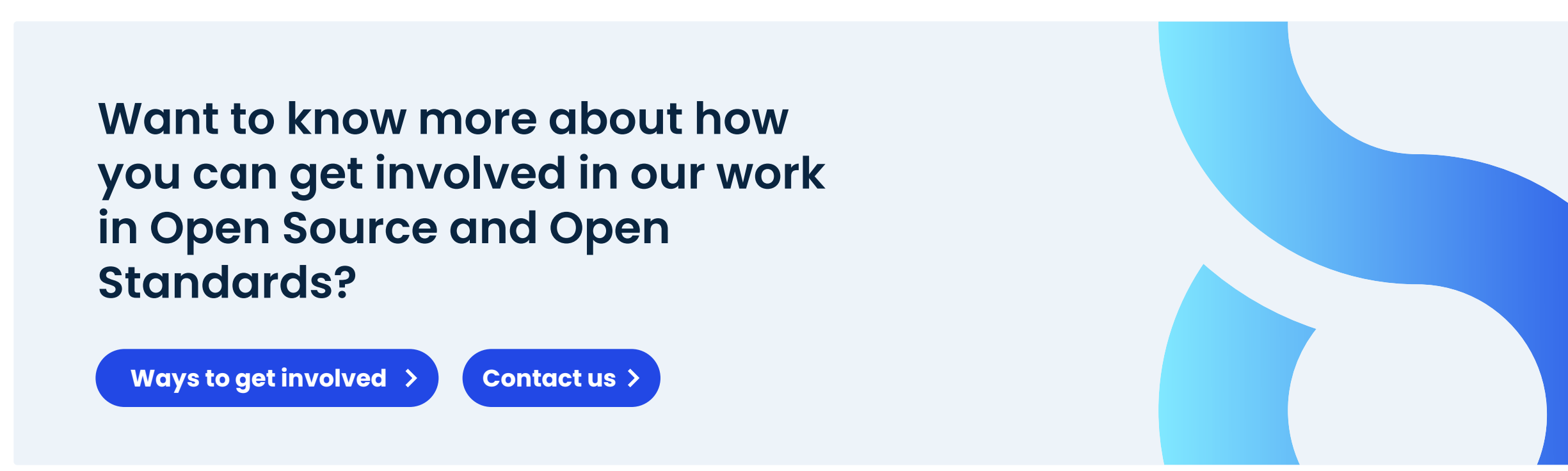
Secondary Logo



Stacked variant

The "stacked" version of the logo can be used in some applications and where horizontal space is at a premium, for example some printed merchandise such as mugs.

Symbol



The OASIS symbol can in some cases be used in isolation, for example as an abstract background element as shown in this example.

Clear space and minimum size



Clear Space

The logo should always be surrounded by a minimum amount of clear space which remains free from type and graphic elements in order to maximise standout and clarity.

The clear space should be equal to the depth of the symbol, as shown by (X) here.

Minimum size

We do not use the logo smaller than the minimum size shown.

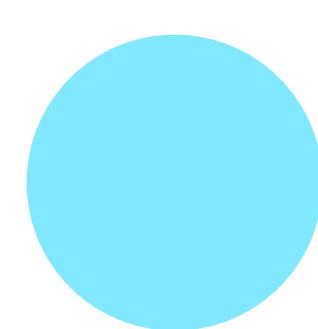
Minimum size - Print



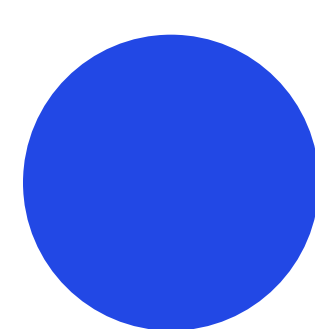
Minimum size - Digital



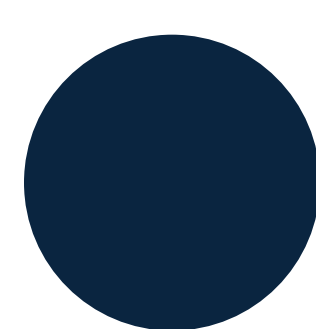
Logo Colours



PANTONE: 297C
CMYK: 52/0/0/0
RGB: 128/233/255
HEX:#80E9FF



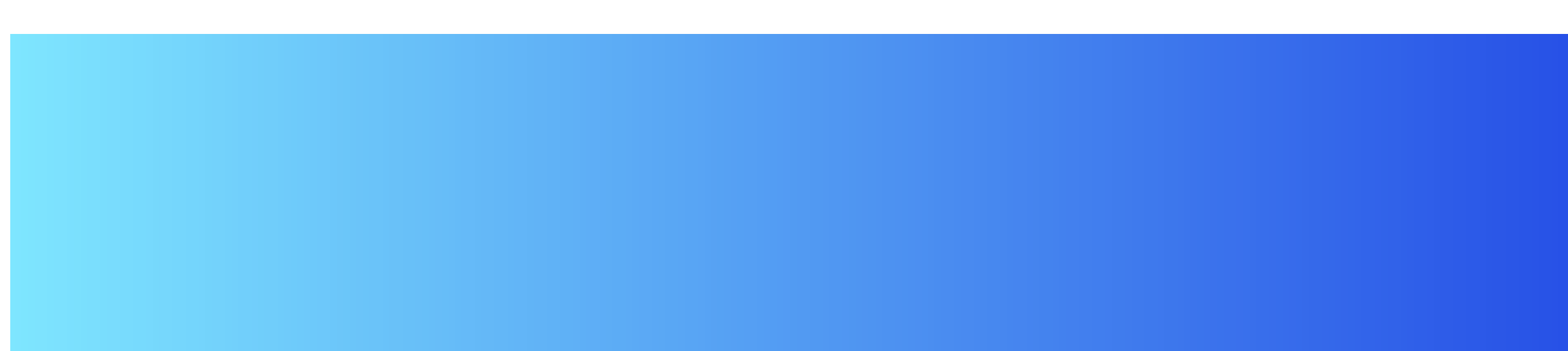
PANTONE: 2728C
CMYK: 99/76/0/0
RGB: 34/72/229
HEX:#2248E5



PANTONE: 297C
CMYK: 100/40/0/82
RGB: 10/37/64
HEX:#0A2540

We only ever use the primary colour palette for the OASIS logo. Here are the CMYK, RGB, Pantone and HEX references.

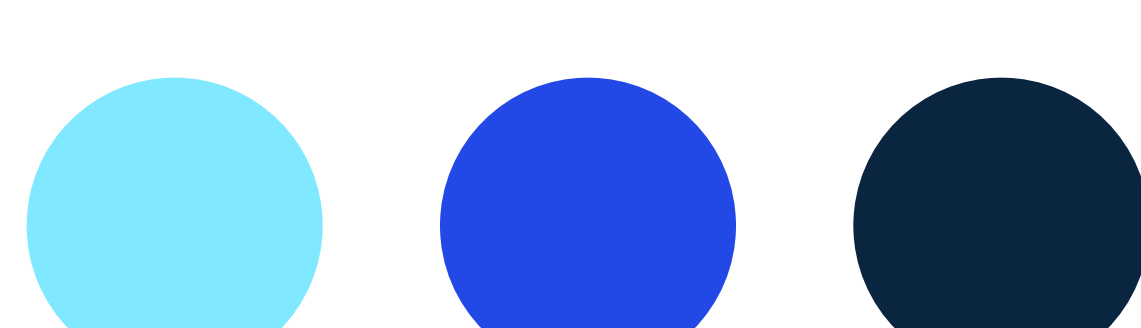
The cyan-cobalt gradient is used for the symbol only.



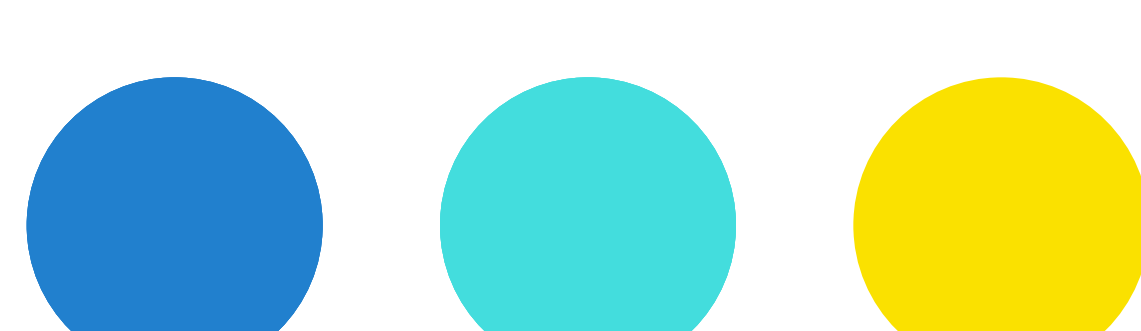
Cyan-Cobalt Gradient

Colour palette summary

Primary



Secondary



Neutral



The OASIS colour palette is vibrant, modern and fresh. Further guidelines on colour usage can be found on the next page.

Typography

Poppins
Black
Bold
Semi-bold
Medium
Regular
Light
Extra Light

Poppins is our primary typeface and is used for all communications in both print and digital.

Poppins is a geometric sans-serif typeface published by Indian Type Foundry in 2014. It was released as open-source and is available for free on Google Fonts. It supports both Latin and Devanagari languages and is available in nine weights with matching italics.

Poppins is clean, clear and easy-to-read. It has open, circular letterforms which pair well with the OASIS logo and helps the brand to appear friendly and approachable.

Further guidance on font usage can be found on the typography section of the Design System.

Colours

Primary



Cyan
#80E9FF



Cobalt
#2248E5



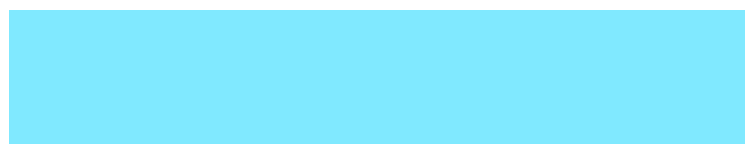
Deep Blue
#0A2540

Primary colours

The three primary OASIS colours are dominant in our communications. We apply them to backgrounds, illustrations, infographics, UI elements etc.

Cobalt is mainly used for active links and primary buttons. Most text should be set in Deep Blue. Cyan should not be used to set text to avoid accessibility issues.

Vibrance



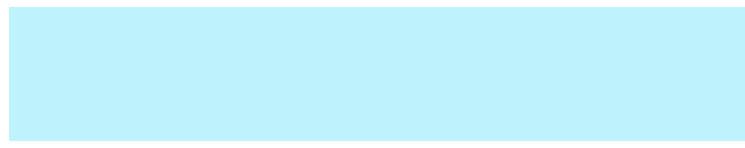
Base #80E9FF



High #40D4FF



Medium #80E9FF



Low #BFF4FF



Base #2248E5



High #0414CD



Medium #90A3F2



Low #D2DAF9



Base #0A2540



High #030B13



Medium #84929F



Low #CED3D8

Vibrancy

The core colour palette has been expanded to include new tones for digital application. The “high”, “medium” and “low” variations can be used for hover, tap or click states.

Gradient



Cyan-Cobalt

Gradient

The gradient will add further interest and prevent designs from looking too cold and clinical. We use it primarily in the logo and for icons.

Secondary



Purple
#827CFF



Green
#75E4A2



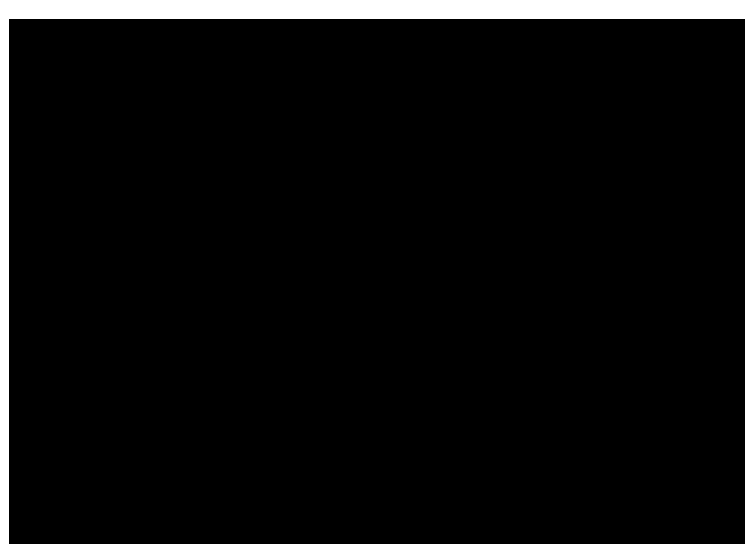
Yellow
#FAE100

Secondary colours

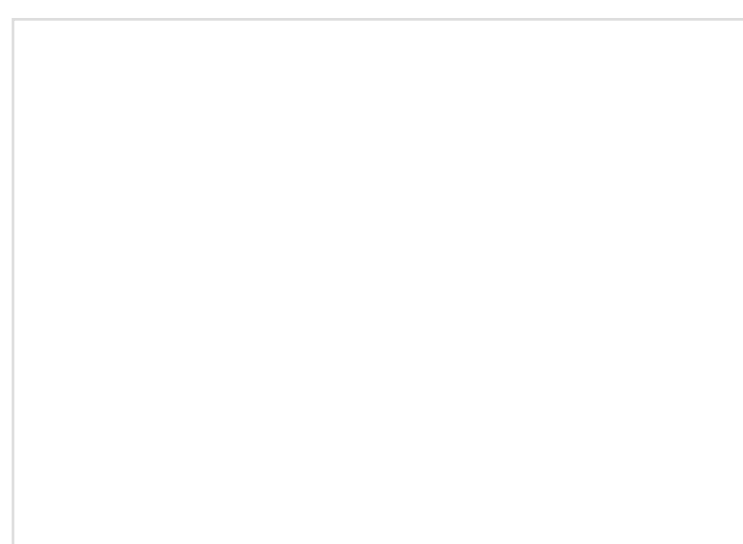
Secondary colours can be used sparingly when needed to highlight important things such as alerts and announcements.

The secondary colours may be used for backgrounds with dark text to ensure the design meets AA accessibility standards.

Neutrals



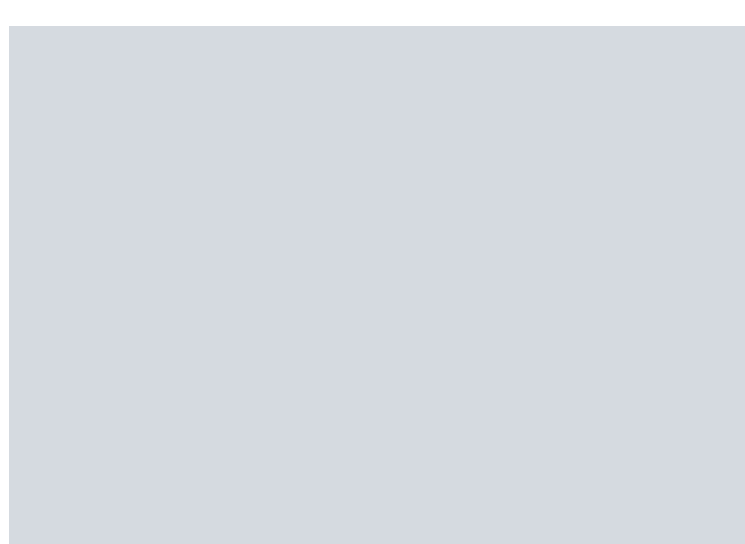
Black
#000000



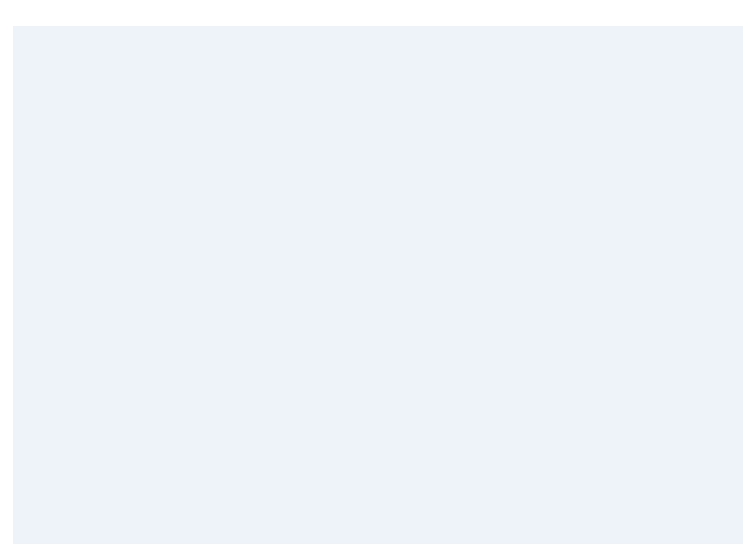
White
#FFFFFF



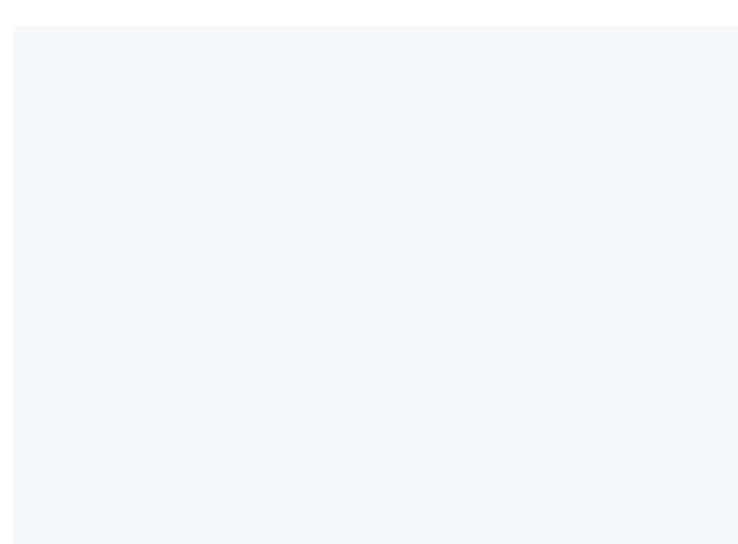
Slate
#6E6E6E



Pebble
#D5DAE0



Cloud
#EDF3F9



Mist
#F6F9FC

Neutral colours

A palette of neutral colours has been introduced to the digital design system. These can be used to balance designs, create white space and differentiate sections of the website.

**H1 – Poppins – Semi Bold
(60/80)**

H2 – Poppins – Semi Bold (50/72)

H3 – Poppins – Semi Bold (40/56)

H4 – Poppins – Semi Bold (26/40)

H5 – Poppins – Semi Bold (20/24)

Large Text – Poppins – Regular (26/32)

Medium Text – Poppins – Regular (20/32)

Normal Text – Poppins – Regular (16/24)

Small Text – Poppins – Regular (14/24)

Extra Small Text – Poppins – Regular (12/16)

Button Text – Poppins – Bold (14/24)

Headings

Should use the semi bold weight only in “Deep Blue”.

Body Copy

Can use Regular, Semi Bold, Bold and Italic variations and should usually be set in “Deep Blue”.

Button Text

Can be used in bold weight.

Size

Only sizes outlined here should be used, and you should try not to vary sizes too much in any one screen to keep new designs looking clean and consistent.

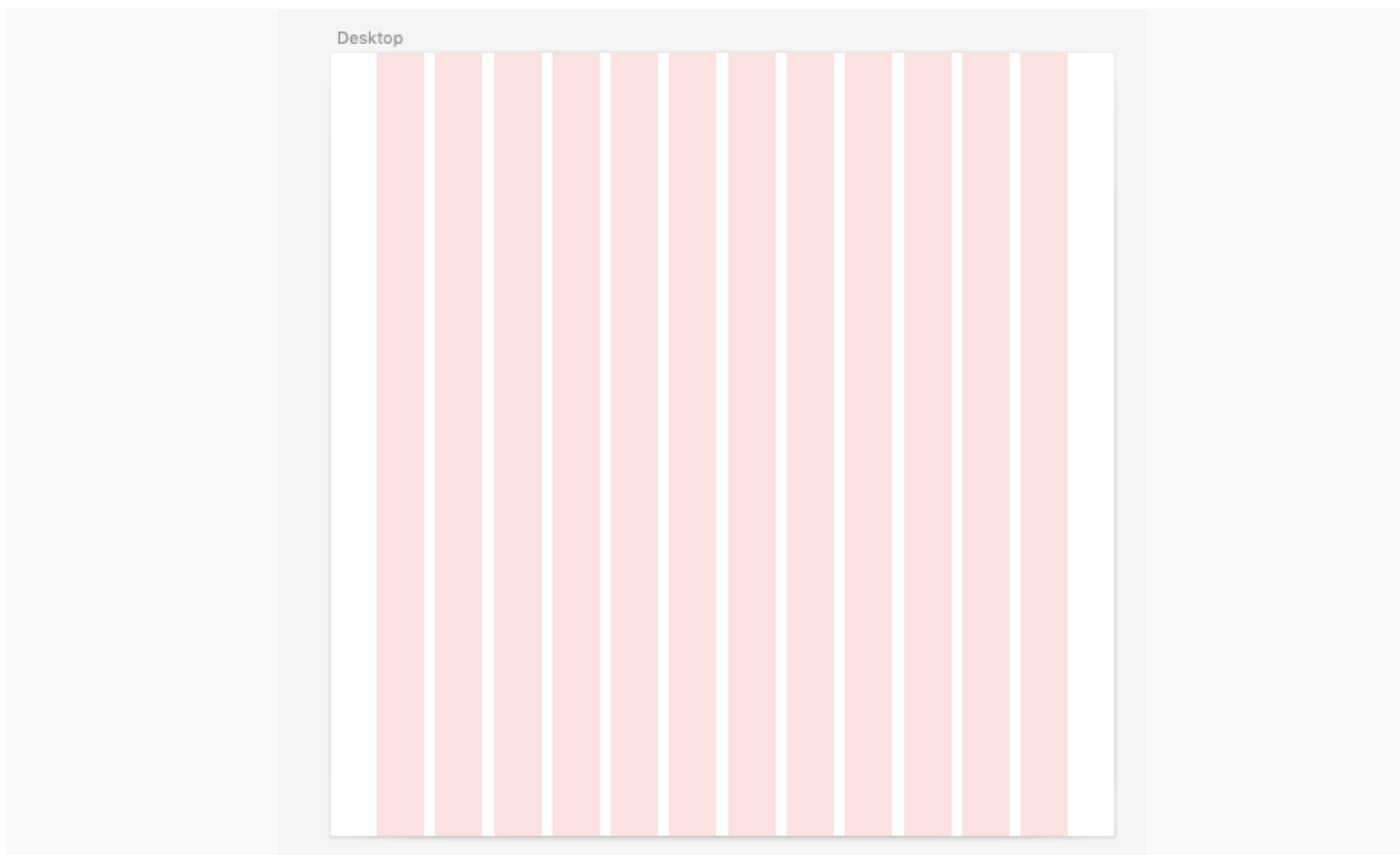
Letter spacing

Is always set to 0

Setting

Body copy should always be ranged left. In some cases it can be centred, for example to align with centred icons or section titles. Most text, especially headlines, should always appear in sentence case (except for acronyms eg: OASIS).

Spacing and Grid



12 Column grid

The designs sit on a 12 column responsive grid with 30px gutter width. It's based on the Bootstrap grid system, which works well across all devices:

<https://getbootstrap.com/docs/4.0/layout/grid/>

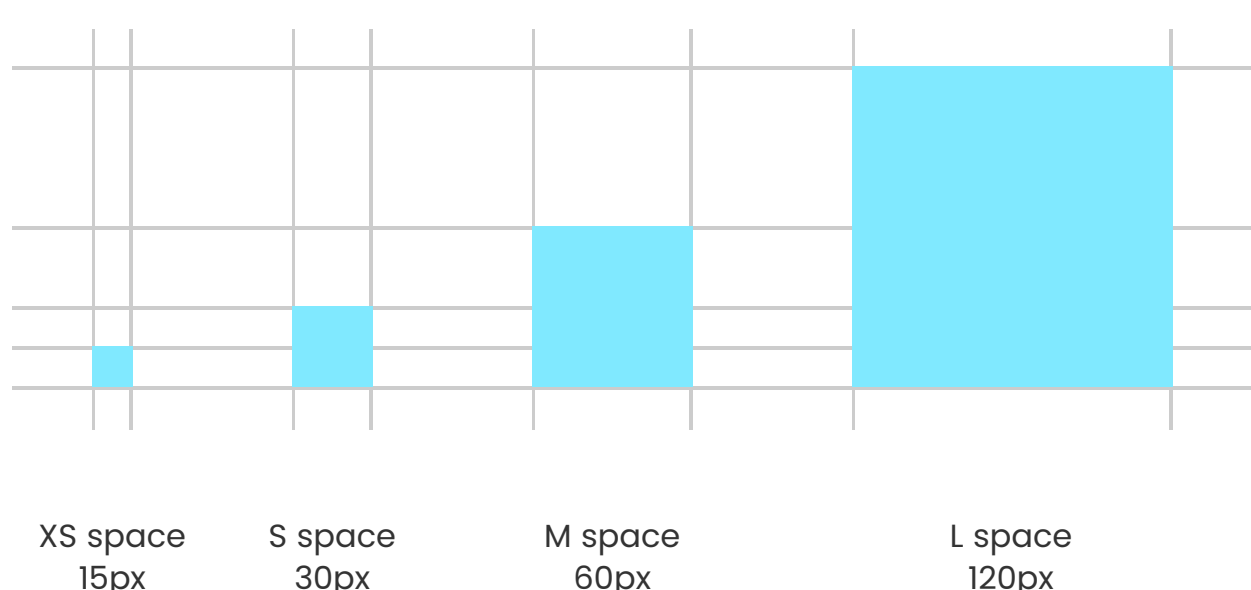
Consistent UI

When all of your measurements follow the same rules, you automatically get a more consistent UI. Elements should be evenly spaced in increments of 15.

Example breakpoints

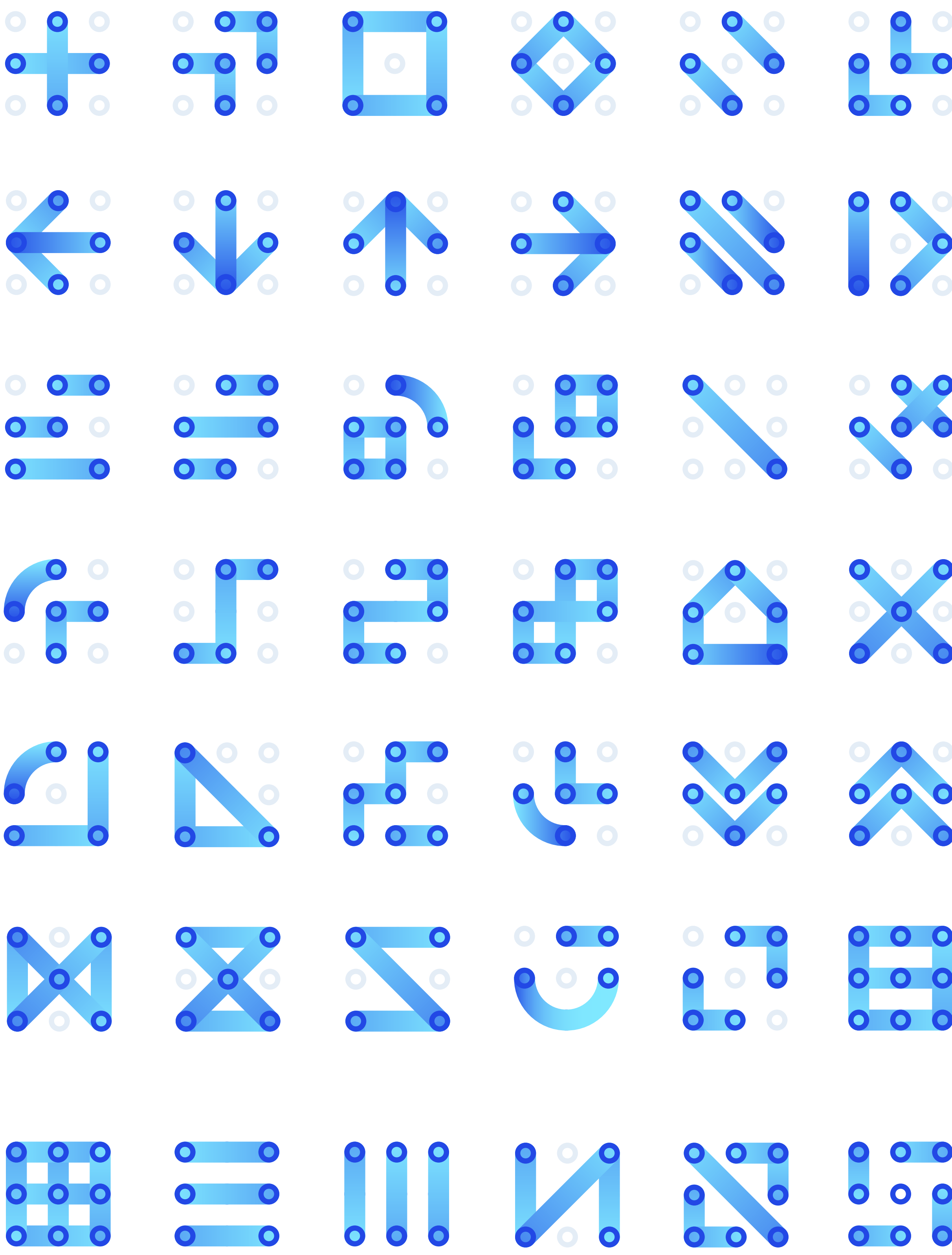
	Extra small <576px	Small ≥576px	Medium ≥768px	Large ≥992px	Extra large ≥1200px
Max container width	None (auto)	540px	720px	960px	1140px
Class prefix	.col-	.col-sm-	.col-md-	.col-lg-	.col-xl-
# of columns	12				
Gutter width	30px (15px on each side of a column)				
Nestable	Yes				
Column ordering	Yes				

Spacing increments



Icons and graphic elements

Icon set



Graphic language

Our brand language includes patterns, shapes and iconography that help to add more personality and visual interest to our communications. These could even be animated in future.

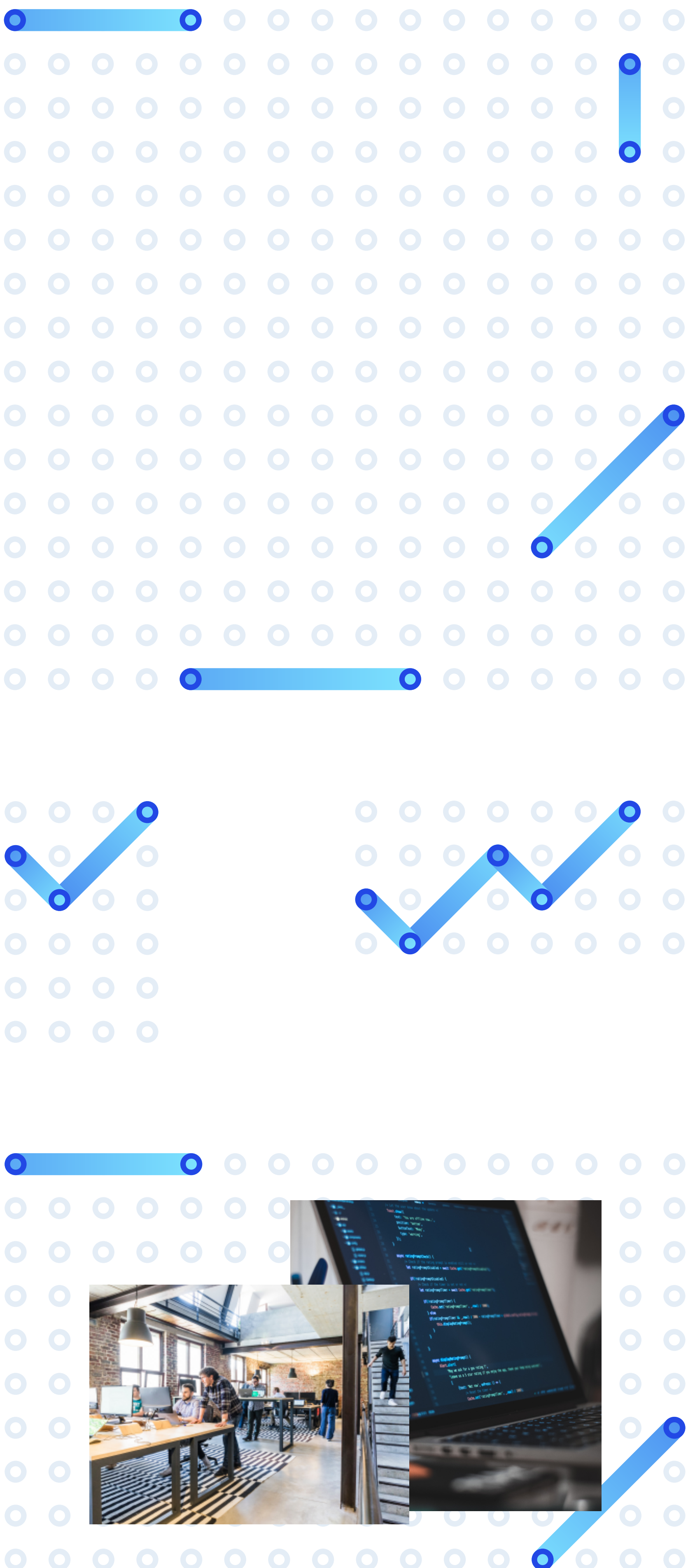
These elements are derived from the "O" in the OASIS wordmark, and can be used to reinforce the concepts of community, collaboration, networks, sharing information and being open.

Bespoke icons

Our icons tie in with the "connect the dots" idea, and use abstract patterns to create a fun and playful look and feel.

The symbols themselves are designed with no specific meaning in mind, therefore they can be flexible in their usage.

Graphic patterns



Dot grid

The same dot grid as used in the icons can also be used to create an infinite number of patterns. These can be used to add visual interest to website pages and create pauses in text-heavy content.

Size and spacing

The base dots are always 20px in diameter and are spaced evenly by 20px. The grid should remain a uniform size across the website.

Layering

The dot grid can also be layered with photography. This is especially effective when used in the "hero" module in the website header areas.

Photography

People/work



Photography style

Photography is a principal brand asset. It captures the essence of the OASIS brand and shows that we are a people-first, approachable, collaborative and inclusive organisation.

All images used should be light, bright and fit with the overarching website and brand look and feel.

People photography

To demonstrate the diversity of our members we should select images that show a wide range of people from all walks of life, cultures, genders, ages and abilities. Photos should look natural, realistic and not too staged or set-up. We should always try to show people who are engaged in collaboration, for example taking part in meeting, chatting over a laptop or at an event.

Conceptual photography

We can select more abstract images to convey themes and subjects such as collaboration, cyber security, blockchain, technology etc. However, we should avoid using overly "cheesy", staged and unnatural images. Chosen images should fit well with the blue/grey/white brand aesthetic.

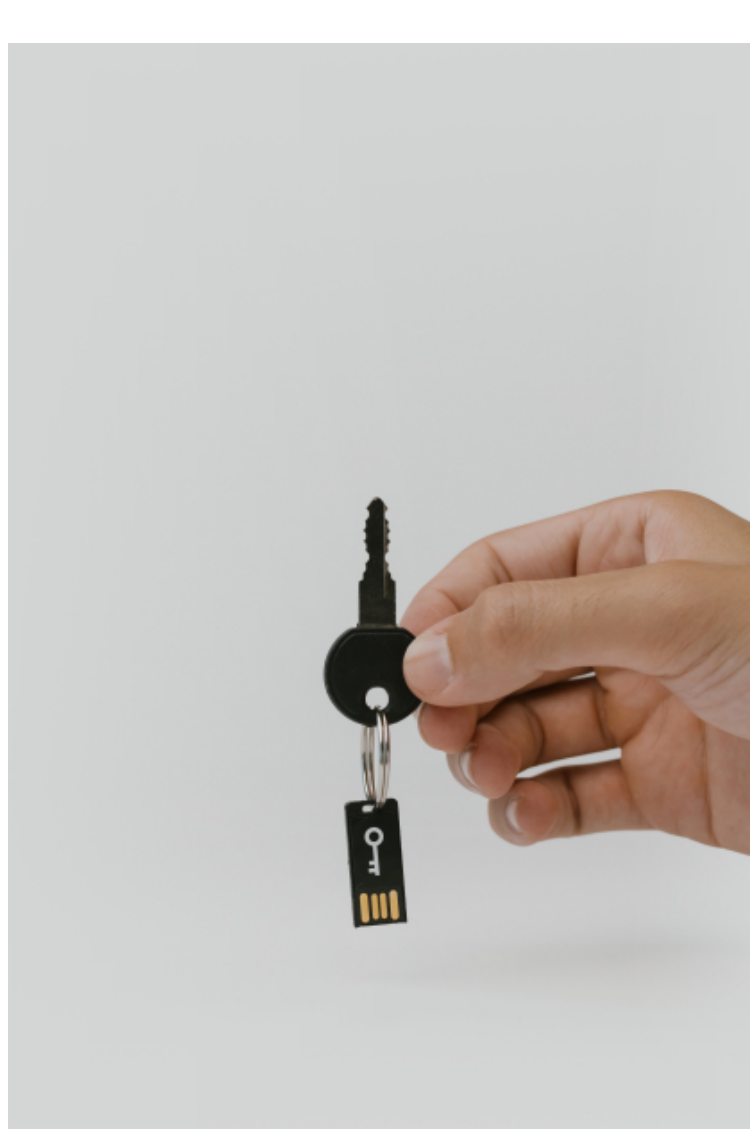
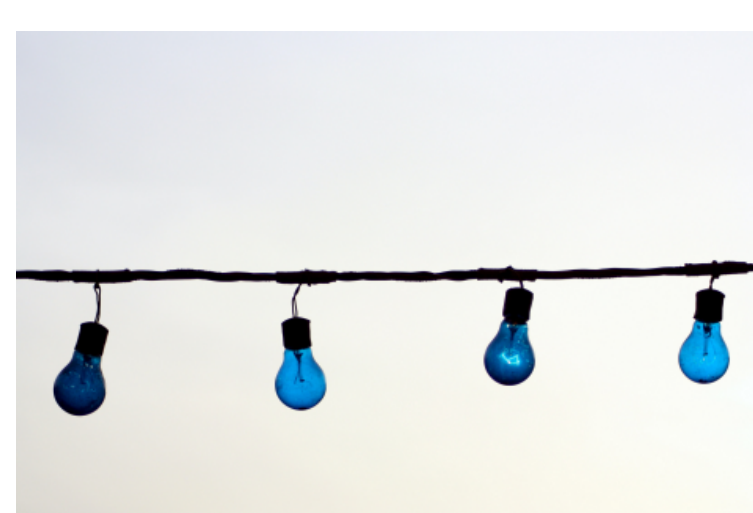
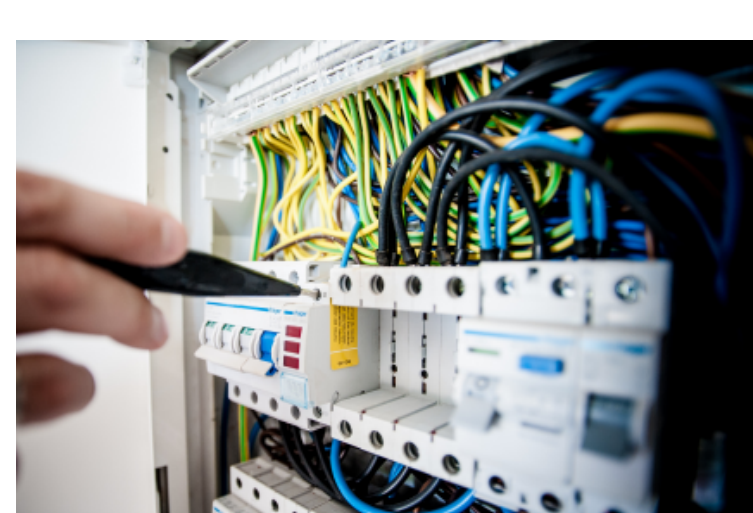
Things to avoid

- Darkly-lit pictures
- People on their own or not doing anything
- Space, lasers and sci-fi imagery
- Close-up handshakes
- Professional models/unrealistic beauty standards
- Strong use of non-brand colours, such as abstract images that are predominantly red.

Sources

www.unsplash.com and www.pexels.com are both great places to look for high-quality free images.

Abstract/conceptual



Staff/board member portraits



New, high-resolution portraits are required for the About Us section.

The photos need to look as uniform as possible, so the subject should be roughly the same distance from the camera in all the pictures. The pictures can be turned to black & white if needed to help them all sit together well.

The person should be positioned centrally in the frame and ideally be against a white or light-coloured, plain backdrop.

The portraits need to be head-and-shoulders shots, and include enough space around the person so that the final image will work in both landscape and circular profile formats.

The example shows an ideal image. The photos don't have to be professionally shot and can be taken on a good phone camera if necessary, but images that are poorly lit, too closely zoomed in, tightly cropped or pixelated should be avoided.