

OKTAWAVE

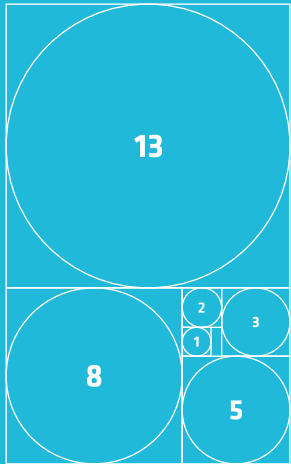
BRAND GUIDELINES

CORPORATE IDENTITY & MANUAL

01

LOGO DESIGN

The following guidelines have been created to ensure that the brand is presented in a consistent and professional manner across all media. Logo is based on golden ratio proportion to reflect the high-end and professional nature of the brand.



LOGO

Explanation

The following guidelines have been created to ensure that the brand is presented in a consistent and professional manner across all media. When using the new identity it is important that the design should use the color references supplied and that the logo should not be altered or redrawn.

The two colors logo should always appear on a light background. There is a solid color version of the logos to be used for applications where two colors are not suitable. As well as a color version of the logo sometimes there will be mono, reversed mono or reversed color version as needed.

Logo & Colors



Oktawave Blue
C69 M7 Y9 K0
R45 G181 B218
#2DB5DA



Oktawave Grey
C45 M36 Y36 K1
R147 G149 B152
#939598

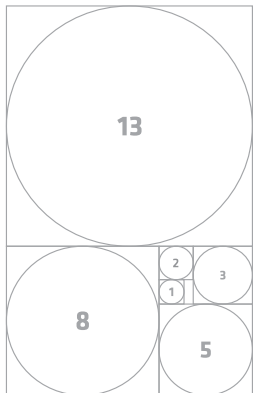


Dark shade
C73 M67 Y57 K57
R48 G48 B54
#303036

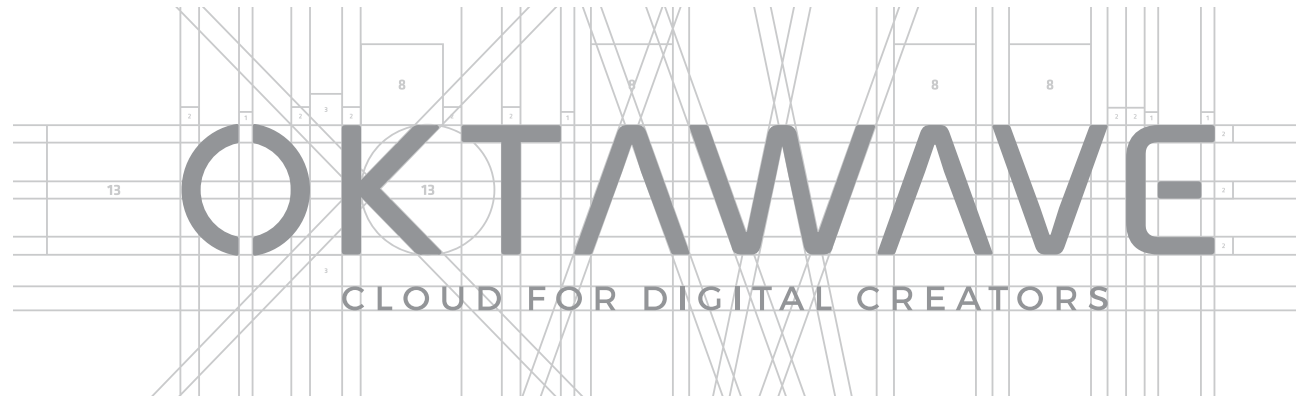


Explanation

In mathematics, two quantities are in the golden ratio if their ratio is the same as the ratio of their sum to the larger of the two quantities. The figure on the right illustrates the geometric relationship.



Golden ratio



Explanation

Each version of the logo & icon is to be used wherever possible. The elements should always appear on a white background. The logo & icon should never be redrawn or altered in any way from the original suite of logos & icons. There are a solid color version of the logos to be used for applications where two color is not suitable.

As well as a color version of the logos & icons there will be times when a mono, reversed mono or reversed color version is needed. These can be used instead of main color logos and can appear either as a black or reversed white.

Logo & Icon color variations

Color logo on plane white background



Gray logo on plane white background



Blue logo on plane white background

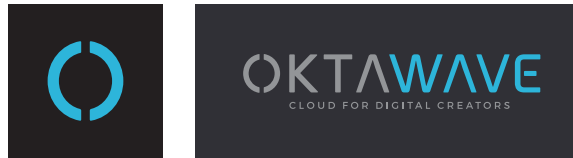


Black and White



Logo & icon color variations

Color logo on plane dark background



White logo on gray background



White logo on blue background



Black and White reversed

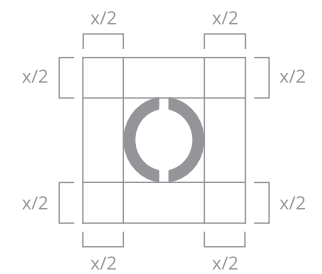


Explanation

Always maintain the minimum clear space around the logo to preserve its integrity. To maintain visual clarity and to provide maximum impact, the logo must never appear to be linked to or crowded by copy, photographs or graphic elements. The minimum clear space must never differ proportionally from the diagrams demonstrated on this page.

The clear space for the logo is X , where x = width, measure the width of the first letter “O” in the logotype. The clear space for the icon is $x/2$, where $x/2$ = width, measure the half of width of the first letter “O” in the logotype. The clear space will change depending on scale. There are no maximum size restrictions.

Clear space



Explanation

The Oktawave stand-alone logo with a claim is restricted to 9mm for print and 34px for digital applications. Without a claim is restricted to 6,4mm for print and 24px for diital media.

Violating this standard compromises the integrity and legibility of the logo. For sizes smaller than minimum sizes shown, please contact us for approval.

Minimum sizes

Print



Digital



Explanation

Any modification of our stand-alone or tagline logos confuses their meaning, diminishes their impact, and is not allowed. Precise logo artwork has been created to accommodate any usage need. Never redraw, translate or otherwise alter our logo in any way. The following list of incorrect usages must be avoided to maintain the integrity of our brand.

Correct and incorrect logo usage



Do not change the opacity of the logo



Do not distort the logo



Do not rearrange the logo



Do not rotate the logo



Do not change the colors of the logo



Explanation

As well as central alignment, left alignment and right alignment can be used when it is necessary.

Alternative claim



Alternative claim placement



Oktawave jest innowacyjną platformą infrastruktury na żądanie (IaaS)

DOSTĘPNA JUŻ W KILKADZIESIĄT SEKUND PO STARCIE

SERWERY W CHMURZE

NOWOCZESNA CHMURA Z ROZLICZANIEM GODZINOWYM

Klientom korporacyjnym oferujemy nieprzeciętną infrastrukturę chmurową

02

TYPOGRAPHY

Fonts and typography are the key features of the Oktawave identity and allows the brand to communicate in a simple and effective way when used correctly. Proxima Nova is the only sans serif typeface to be used. It has been chosen for combining modern proportions with a geometric appearance. Used in both offline and online.

TYPOGRAPHY

Font weights

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Primary typeface

Proxima Nova
ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOTUVWXYZ
0123456789



Typeface colors



Important
C69 M7 Y9 K0
#2DB5DA
Use in: headers, CTA, quotes



Small case
C45 M36 Y36 K1
#939598
Use in: footers



Basic text
C73 M67 Y57 K57
#303036
Use in: body

Secondary typeface

Montserrat

A B C D E F G H I J K L M

N O T U V W X Z

0 1 2 3 4 5 6 7 8 9

Montserrat is the secondary typeface. It can be used when the primary fonts are unavailable.



Structure of type: letterhead

Caption

Lorem ipsum dolor amet

-

Proxima Nova Light
10 pt type / 14 pt leading /
C45 M36 Y36 K1

Body copy Quote

Lorem ipsum dolor amet / “Lorem ipsum”

-

Proxima Nova Light
12 pt type / 18 pt leading / space after paragraph 14 pt /
C73 M67 Y57 K57 or C69 M7 Y9 K0

Subheadline

LOREM IPSUM DOLOR AMET

-

Proxima Nova Light - Capital letters
12 pt type / 18 pt leading / tracking 100 / space after paragraph 14 pt or 25 pt /
C73 M67 Y57 K57

Headline

LOREM IPSUM

-

Proxima Nova Light - Capital letters
30 pt type / 36 pt leading / tracking 50 / space after paragraph 14 pt /
C69 M7 Y9 K0



Headline:

Proxima Nova Light / uppercase / 30 pt font size /
36 pt leading / tracking 50 / space after paragraph 14 pt

Subheadline:

Proxima Nova Light / uppercase / 12 pt font size /
36 pt leading / tracking 50 / space after paragraph 14 pt / 25 pt

Body copy:

Proxima Nova Light / 12 pt font size / 18 pt leading /
tracking 0 / space after paragraph 14 pt

Quote:

Proxima Nova Light / 12 pt font size / 18 pt leading /
tracking 0 / space after paragraph 14 pt

Mark:

Proxima Nova Semibold / 12 pt font size / 18 pt leading /
tracking 0 / space after paragraph 14 pt

Caption:

Proxima Nova Light / 10 pt font size / 14 pt leading /
tracking 0

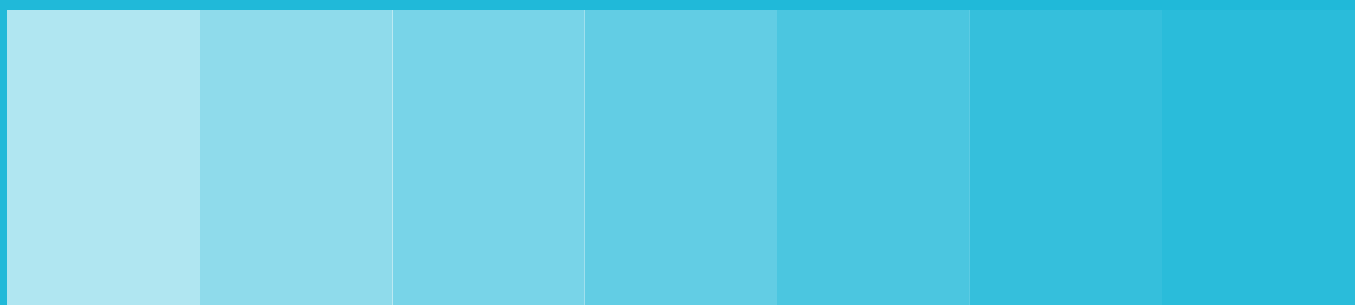
LICZY SIĘ SZYBKOŚĆ

SKORZYSTAJ Z NASZYCH WYJĄTKOWO SZYBKICH INSTANCJI
DZIAŁAJĄCYCH W CHMURZE.

Dzięki rozliczaniu jedynie za wykorzystane zasoby ograniczysz koszty wydawane na IT, równocześnie zachowując zdolność do błyskawicznego dostosowania infrastruktury do zmieniających się potrzeb twoich klientów i rynku. Dajemy Ci do wyboru wiele prekonfigurowanych instancji, systemów operacyjnych oraz aplikacji. Sam decydujesz o ilości pamięci operacyjnej, CPU i rodzaju pamięci dyskowej. „Z nami tworzone przez Ciebie systemy będą bezpieczne i stabilne”.

Oktawave Cloud Instances to usługa, która pozwala Ci w łatwy sposób wykorzystać zasoby chmury obliczeniowej (wirtualnych serwerów, które nazywamy instancjami) do stworzenia i rozwoju skalowalnych serwisów i aplikacji internetowych, systemów dedykowanych, czy gier online.

W przypadku włączenia Autoskalera, miesięczny koszt instancji OCI może ulec zmianie.



03

COLORS

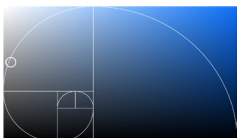
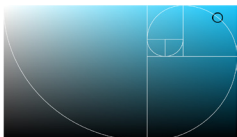
Our primary colors are Oktawave Blue and Oktawave Gray, which are essentials of our brand recognition and should be present in all the communications. Oktawave Blue suggests authority, trust, security and stability. Blue mixed with Gray are used to convey image attributes such as quality, innovativity, technology, reliability and trustworthy.

COLORS

Explanation

It is essential that our use of color be consistent across all applications. By referring to these guidelines, we will achieve the desired results of our brand, and we'll work more efficient by eliminating guesswork.

Oktawave Blue and Oktawave Gray are our primary brand color and we should use them as often as we can to help drive a consistent feel across communications. These colors were chosen by using Golden ratio. Colors from our supporting palette should be used to assist delivery of our vibrant personality.



Primary colors system



OKTAWAVE GRAY

CMYK : C45 M36 Y35 K1

RGB : R147 G149 B152

Web : #939598

Pantone : 415C

100%	#939598
70%	#b1b1b4
50%	#cfcfd1
30%	#dfdee0
20%	#efeff0



OKTAWAVE BLUE

CMYK : C69 M7 Y9 K0

RGB : R45 G181 B218

Web : #2DB5DA

Pantone : 311C

100%	#2DB5DA
70%	#73c5e2
50%	#9ed4ea
30%	#c3e3f2
20%	#e2f1f9

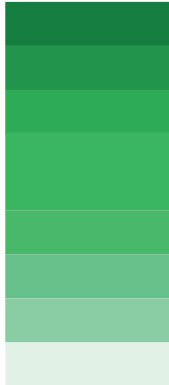
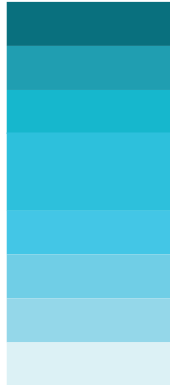
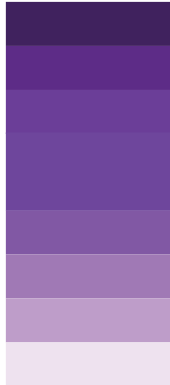


Explanation

Our alternative secondary colors were created to expand the primary palette. They can be used to complement the primary colors but should never replace them as the main Oktawave colors.

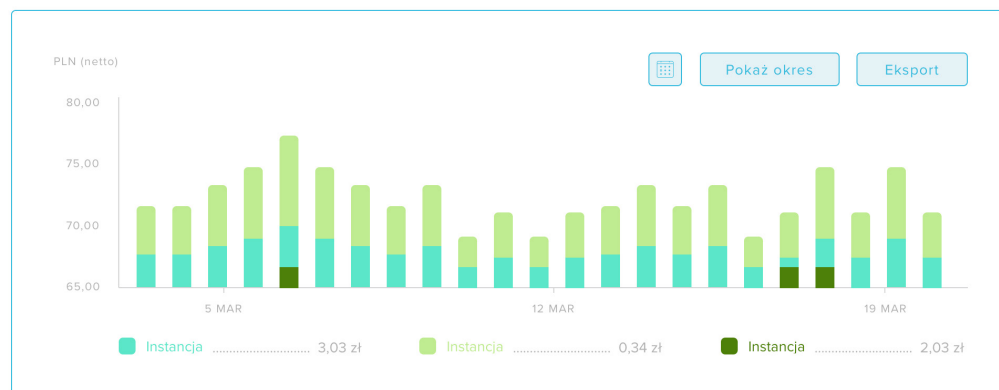
Secondary colors system is used in accents and when elements needs more various shades (banners, facebook posts, landing pages and Oktawave admin panel).

Secondary colors system

	#1a7836 #1e8d40 #23a249 #27b753 #2bcc5d #67cc86 #93dba9 #e9f8ed		#004a43 #00635a #007d71 #009688 #00b09f #00c9b6 #00e3cd #e5f4f3		#006f7f #009cb2 #00b2cc #00c9e6 #00dfff #66ebff #99f2ff #e5f9fc		#45115b #611880 #7d1fa4 #8b23b7 #a24ec5 #b97bd3 #d0a7e2 #f3e9f8
	#997304 #cc9a05 #edb100 #ffc107 #ffcd38 #ffd96a #ffe69b #fff9e6		#b36a00 #cc7a00 #e68900 #ff9800 #ffa219 #ffb64c #ffc77f #fff4e5		#7f2b11 #b23c17 #cc451b #ff5722 #ff784e #ff9a7a #ffbba6 #ffeee8		#99264d #cc3367 #e53974 #ff2770 #ff5a92 #ff8db3 #ffb2cc #ffe9f0



Secondary colors system usage



Instancja
3,03 zł netto (89,96%)



Instancja
3,03 zł netto (89,96%)





04

KEY VISUAL

Oktawave key visual is an image that is used in campaigns and visual identity in order to enhance brand recognition. The key visual is strongly associated with the logo. Elements are based on golden ratio reflect the high-end and tech nature of the brand.

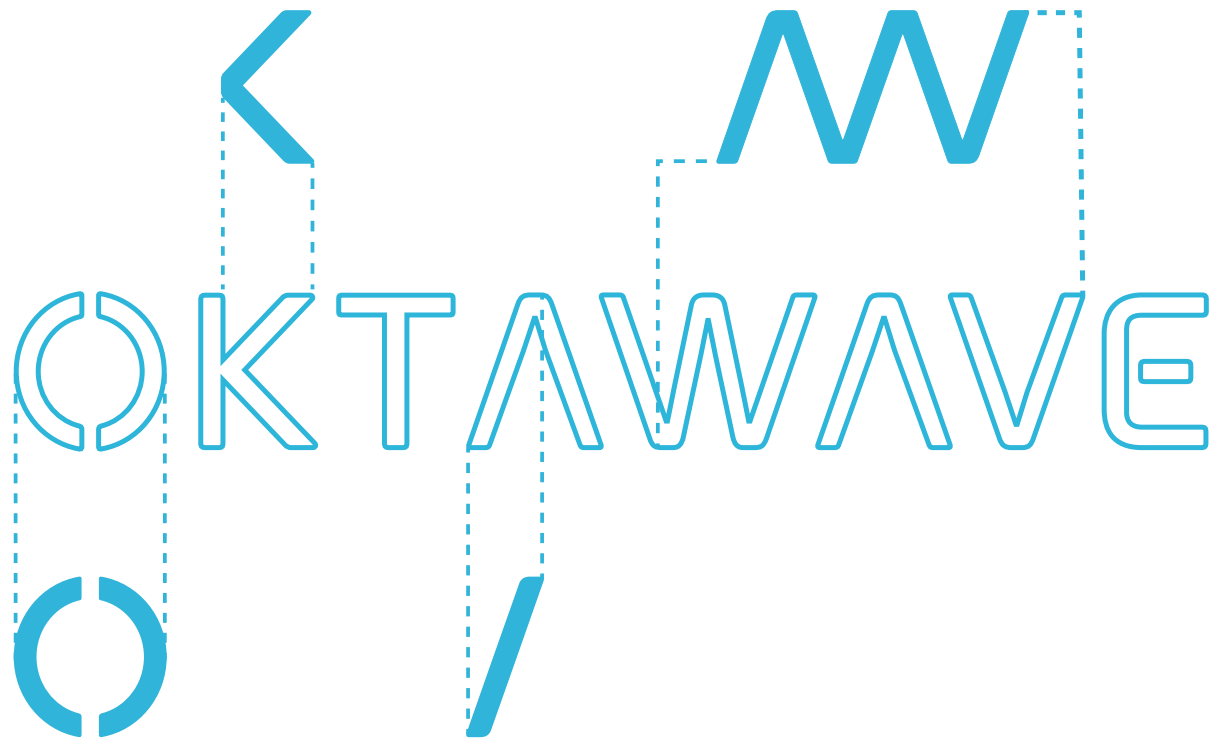
OK / W

KEY VISUAL

Explanation

We have provided a few key visual elements that create a unique look and make Oktawave recognizable. Key visual is based on elements that are separated parts of the logo. It develops consistent communication and strong brand personality by addressing the feelings of the target group.

Genesis

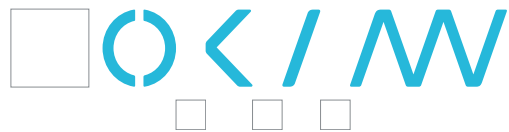


Explanation

These elements can be combined and played individually to add visual interest and enhance our storytelling.

Key visual elements can be shown in various constellations. Each of these variations are used in different purposes. For example:

1. These two elements are primary atoms for binary patterns.
2. The short emblem can be used in BTL promotion materials like gaming pads.
3. Each of these elements can be used as a part of patterns or illustration backgrounds.



Variations



1.



2.



3.



BINARY

Explanation

The binary is a pattern created from two elements that are parts of a Oktawave logo. These two elements are visual representation of 1 and 0. Group of compositions represents binary conversion of letters from the name Oktawave. The binary pattern can be used as a horizontal strip or as an individual letters. Using binary like a semi transparent accent creates unique look and enhances our technological background.



0100
1111

0/00
///



0100
1011

0/00
/0//



0101
0100

0/0/
0/00



0100
0001

0/00
000/



0101
0111

0/0/
0///



0100
0001

0/00
000/



0101
0110

0/0/
0//0



0100
0101

0/00
0/0/



OKTAWAVE

0/00 0/00 0/0/ 0/00 0/0/ 0/00 0/0/ 0/00
// // /0// 0/00 000/ 0/// 000/ 0/0 0/0/

05

STATIONERY

Stationery is a primary mean of communication and is necessary to improve the credibility and performance of Oktawave. As the whole brand identity the stationary is also based on a golden ratio. The golden proportion in print and digital communication is a promise of excellence and precision. That describe how we want our customers to perceive our company.

STATIONERY

Specification

Dimensions

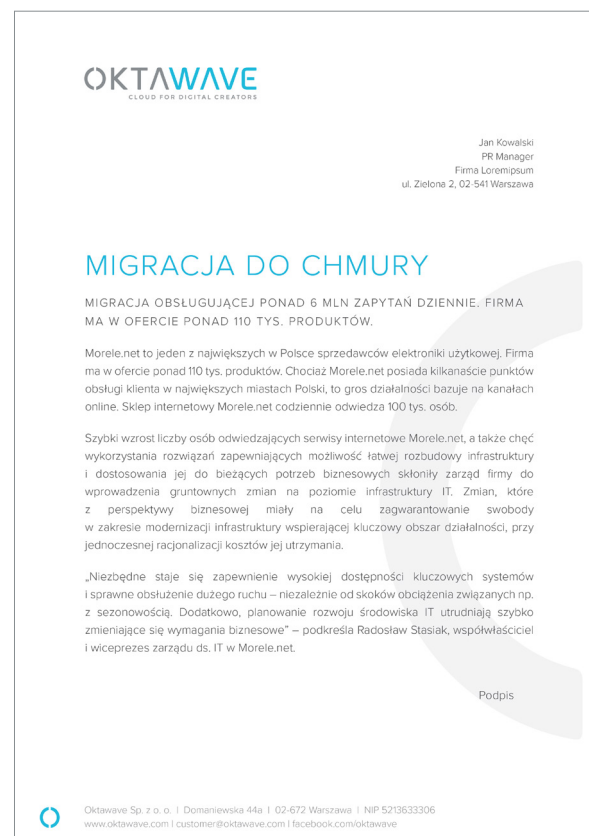
297 x 210mm

A4

Paper

120g/m Uncoated white

Letterhead



Specification

Dimensions

297 x 210mm
A4

Paper

120g/m Uncoated white

Special letterhead



Specification

Dimensions

297 x 210mm
A4

Paper

80g/m Uncoated white

Invoice

OKTAWAVE
Oktawave Sp. z o.o. | ul. Domaniewska 44a
02-672 Warszawa, Polska | NIP: 5213633306

Faktura nr OK FV2/2016/4/0068/0000

Nabywca: Agencja K2.PL Sp. z o.o. SKA
Adres: ul. Domaniewska 44A
02-672, Warszawa, Polska
NIP: 5213637793
Nazwa projektu: Sonata

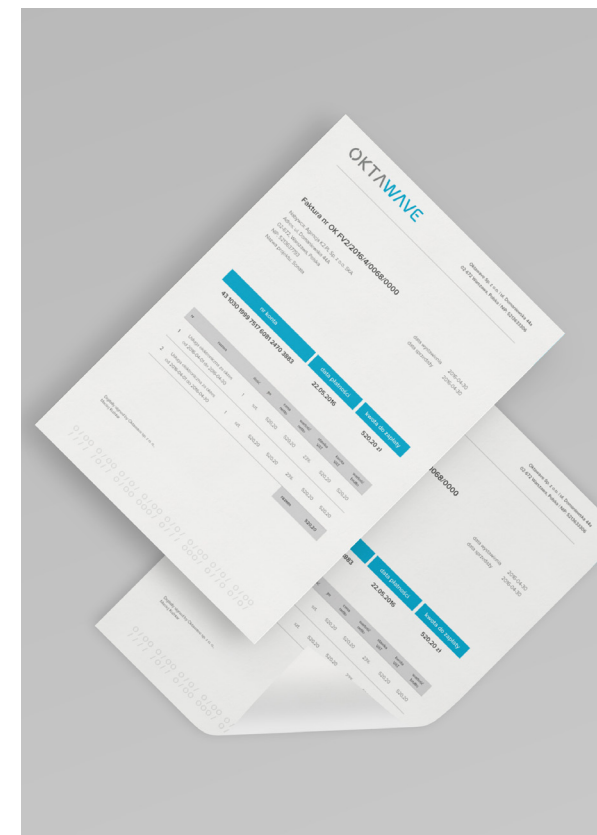
data wystawienia 2016-04-30
data sprzedaży 2016-04-30

nr konta	data płatności	kwota do zapłaty
43 1030 1999 7517 6081 2470 3883	22.05.2016	520,20 zł

nr	nazwa	ilość	j.m.	cena netto	wartość netto	stawka VAT	kwota VAT	wartość brutto
1	Usługa elektroniczna za okres od 2016-04-01 do 2016-04-30	1	szt.	520,20	520,20	23%	520,20	520,20
2	Usługa elektroniczna za okres od 2016-04-01 do 2016-04-30	1	szt.	520,20	520,20	23%	520,20	520,20
razem								520,20

Digitally signed by Oktawave sp. z o.o.,
Maciej Kuznia

0/00 0/00 0/0/ 0/00 0/0/ 0/00 0/0/ 0/00
// // // // // // // // // // // // // // // //



Specification

Dimensions

90 x 50mm

Paper

250-300g/m velvety matte coating with
uv spot varnish

Business card

Front side



Back side



Specification

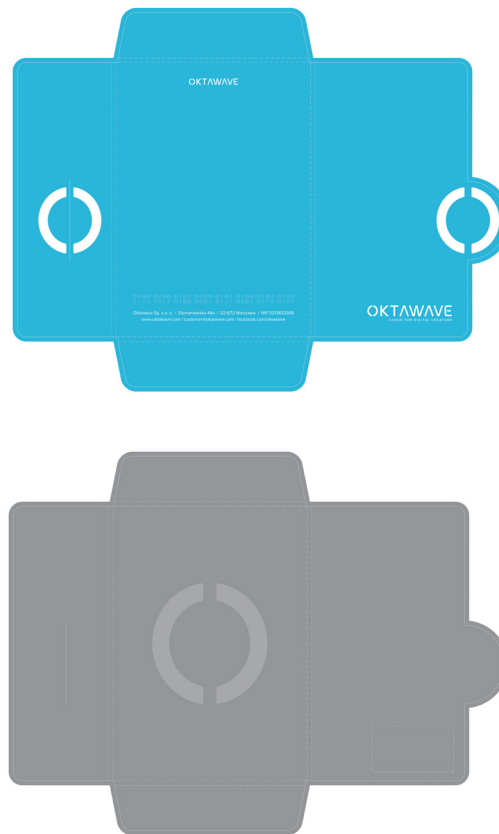
Dimensions

337 x 475mm

Paper

350g/m Coated with uv spot varnish

Folder



110 x 220mm
DL

Light or medium weight.

Outside



Specification

Dimensions

100 x 200mm

Display

Polyester fabric, bilateral.

Rollup



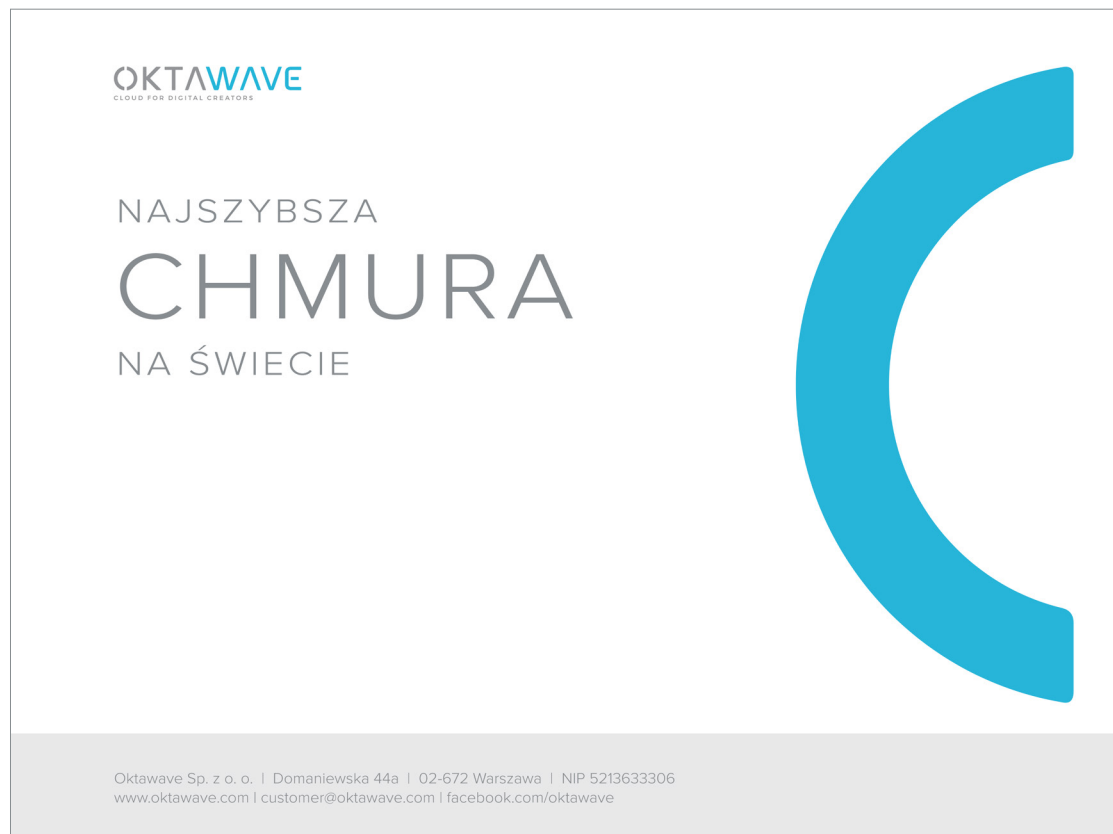


Specification

Dimensions
300 x 230mm

Display
Polyester fabric, bilateral.

Pop up wall





06

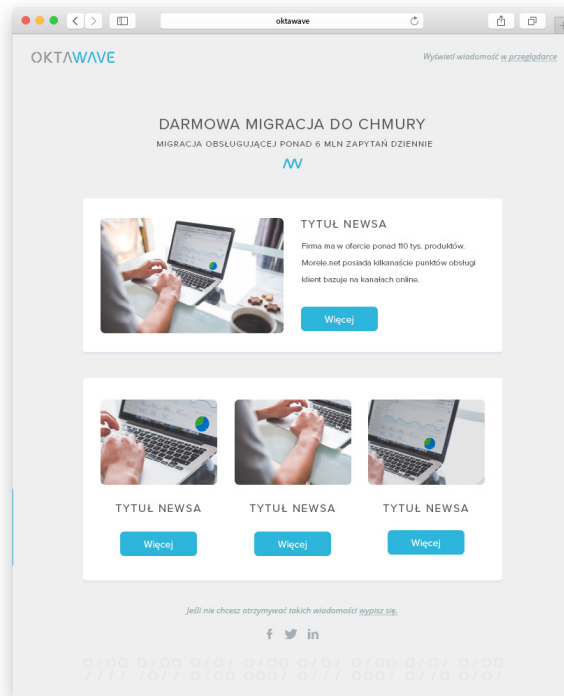
DIGITAL

Use Oktawave patterns and components to provide a unified language and consistent look and feel when designing for digital media within Oktawave ecosystem. Make sure that in digital as well in print all of brand communications are consistent with brand personality traits. On social media profiles use „O” avatar as an profile picture instead of full logo.

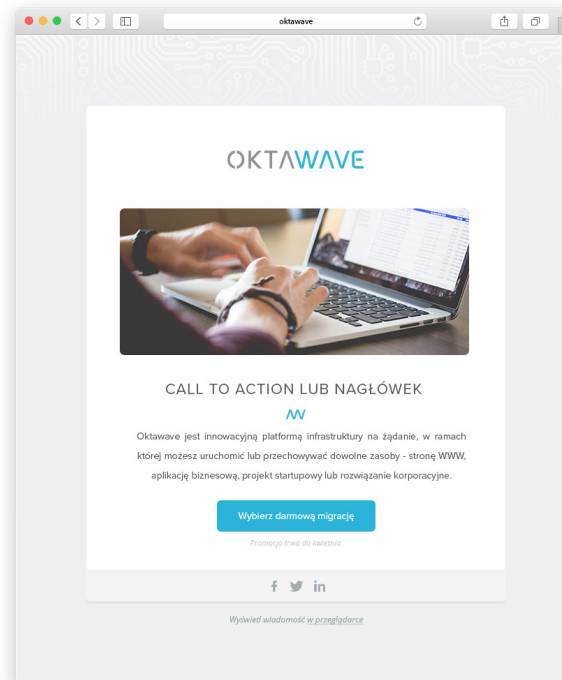


MAILING - MARKETING LAYOUT

Mailing long

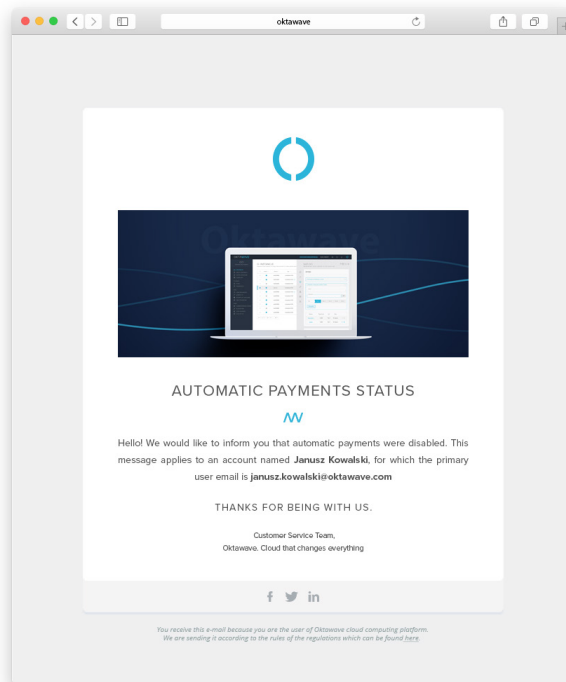


Mailing short

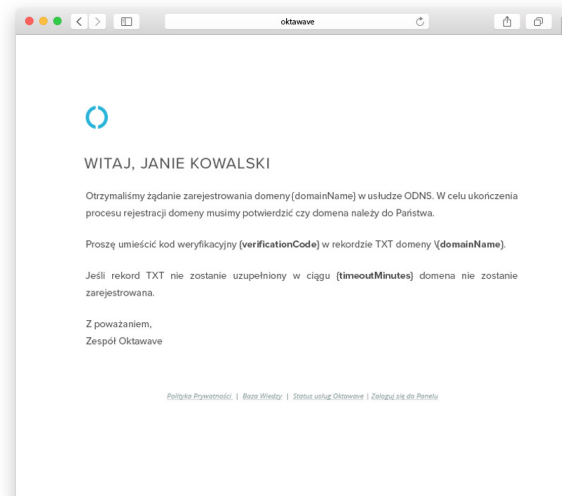


MAILING - TECHNICAL LAYOUT

Mailing NAP



Mailing admin panel



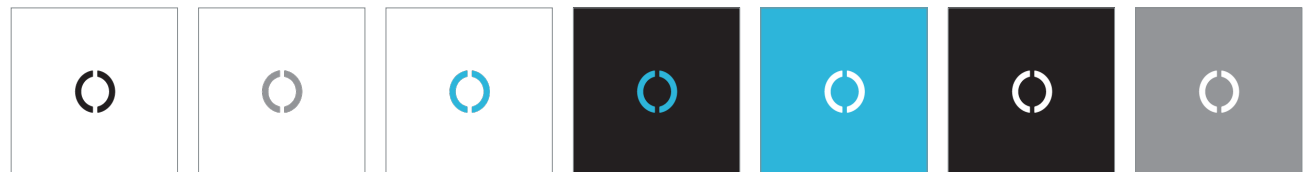
TWITTER

Twitter profile



FACEBOOK

Facebook avatar & cover photo

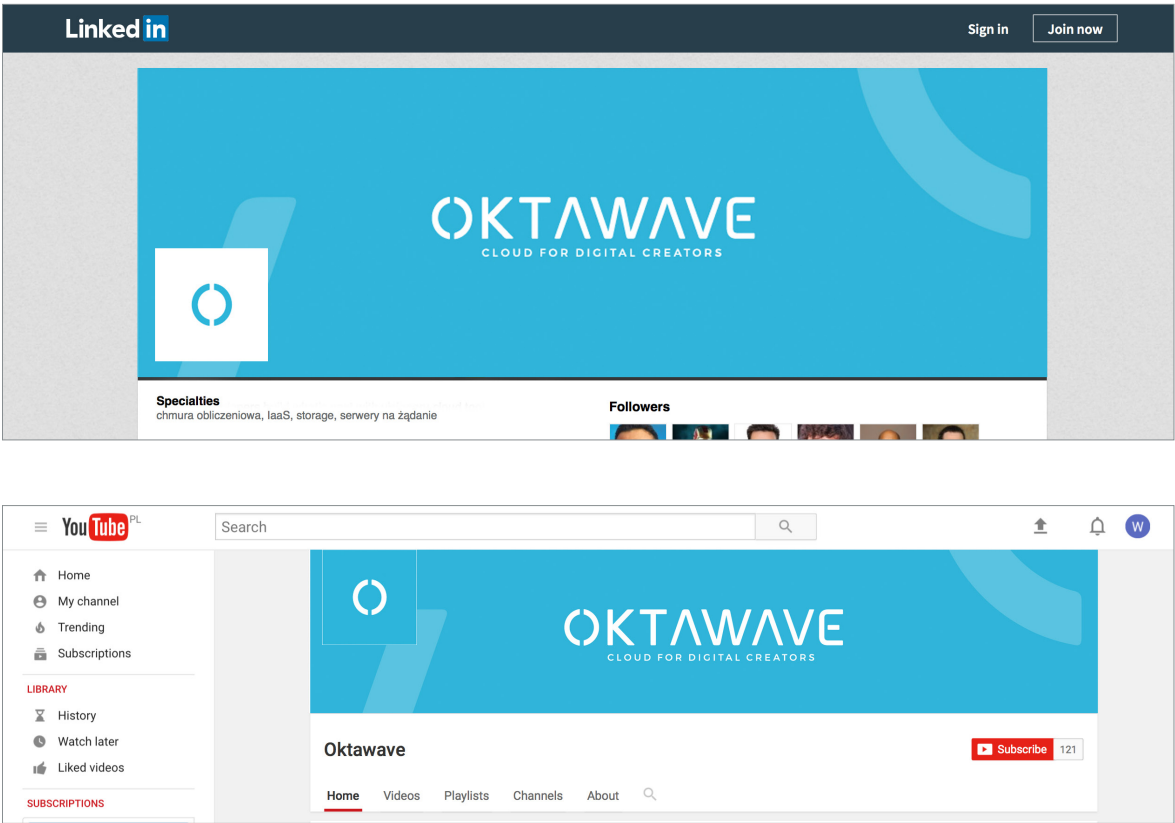


Facebook post example



LINKEDIN & YOUTUBE

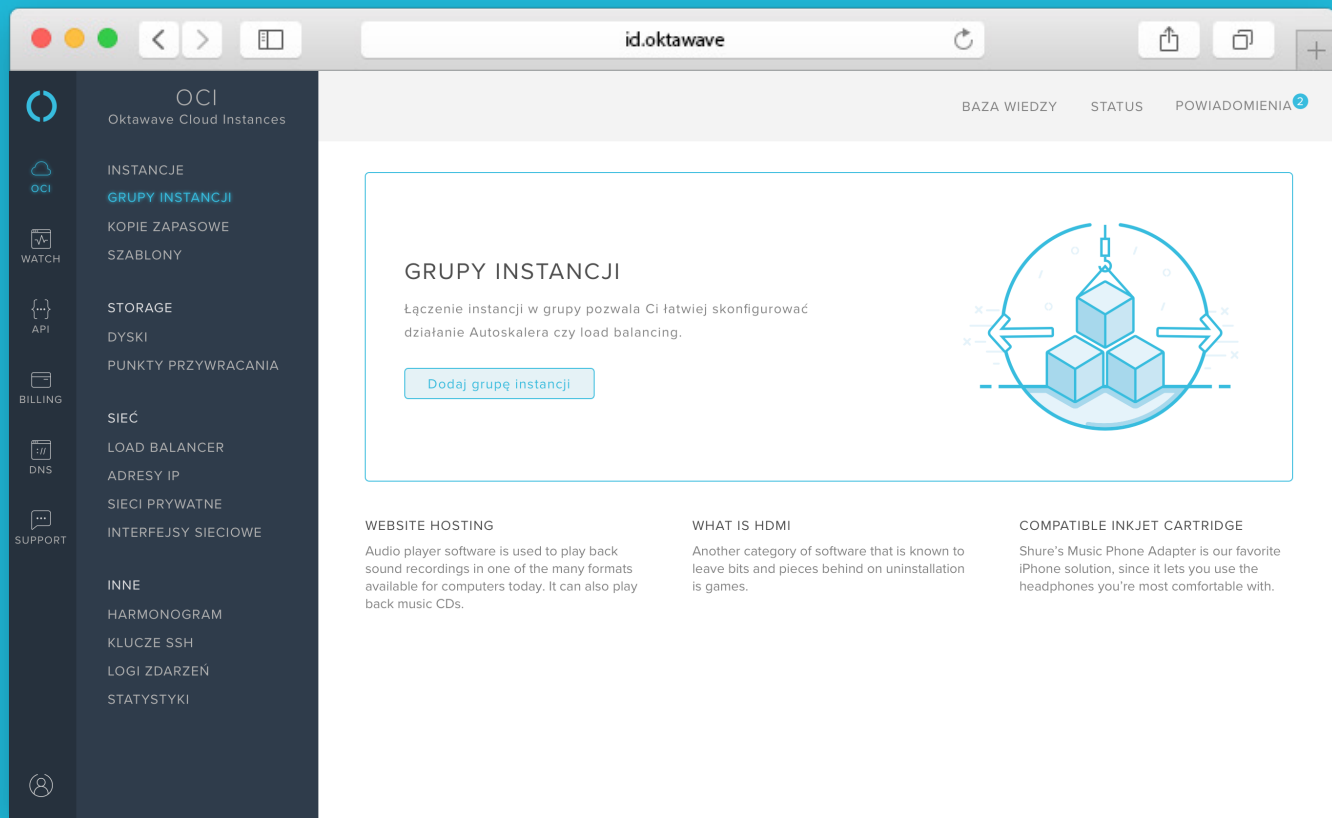
LinkedIn & YouTube profiles



07

ICONOGRAPHY

Oktawave icons are all about visualising the variety and complexity of our products. They are based on circle that is based on Oktawave emblem. The „O” shape paired with golden ratio and various key visual elements describe quality work ethic. Mixture of these elements with shades of Oktawave Blue creates the set of baseline icons that can be combined in compositions and illustrations.

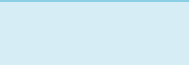


ICONS

Explanation

Icon design uses a few line weights and colors which results as a flat and linear style. It can be used on white background. In case of use on color background icons should be mono for example: on blue use appearance with shades of white. Icons provides visual context and enhance usability.

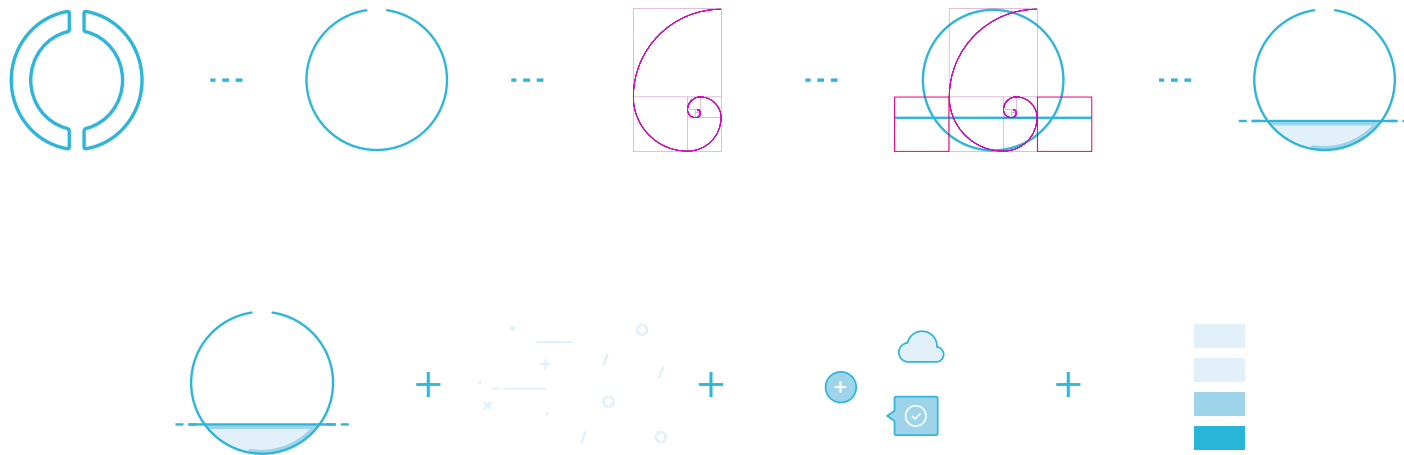
Colors

	#2DB5DA
	#9ed4ea
	#e2f1f9
	#ffffff

Icon style example



Genesis



Icon set

Instancje



Grupy instancji



Szablony



Dyski



Snapshoty



Load balancer



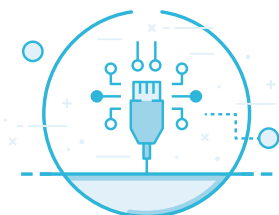
Adresy IP



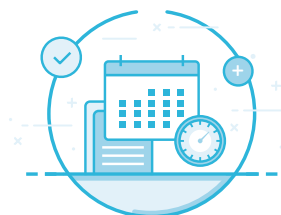
Interfejsy sieciowe



Sieci prywatne



Harmonogram zadań



Klucze SSH



Logi zdarzeń



Statystyki



Healthchecks



Powiadomienia



API



DNS



Import



Eksport



Oczekujące zlecenia



Support



Zaplanowane kopie



