

BRAND- identity guide



oikos consulting



01 logo

LEVEL 1

Big areas.

Large prints, documents, posters, banners, ...



LEVEL 2

Smaller areas.

Smaller prints, letterstamps, lare on social media, ...



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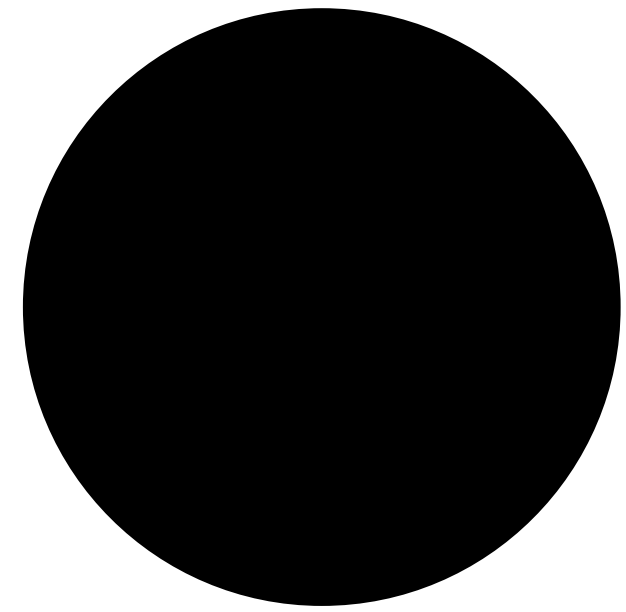
LEVEL 3

Tiny areas.

Profile picture, watermarks, Website favicon, ...



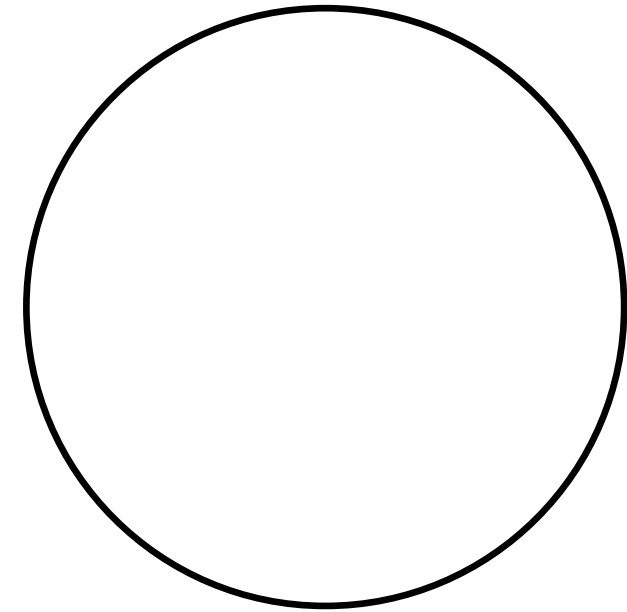
02 color



#000000

Pure black

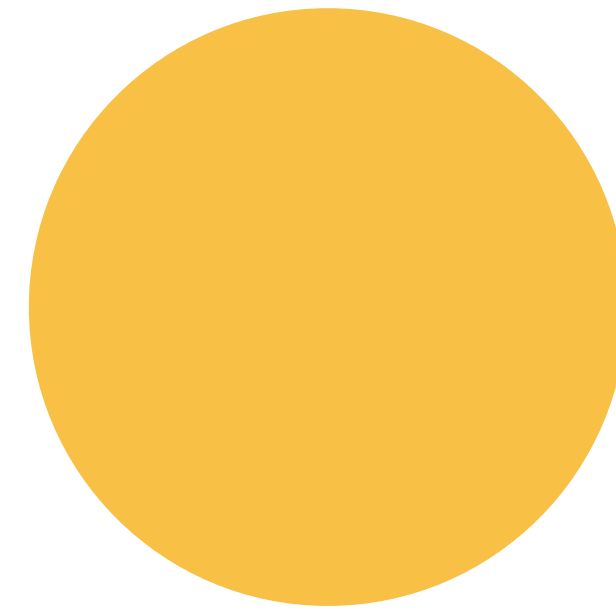
Titles, headings, text, graphical
elements.



#FFFFFF

Pure white

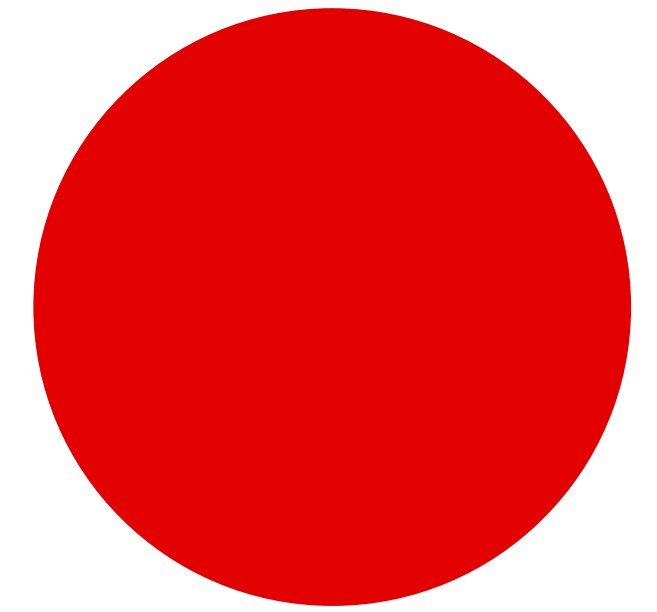
Backgrounds, titles, headings,
highlights, graphical elements.



#F8C045

Bold yellow

Backgrounds, titles, headings,
highlights, graphical elements.



#E20000

Attention red

Highlights only.

03 typography

TITLE

Font: Inter (bold), CAPS.

Usage: Large area, few words.
Big and bold statements.

heading

Font: Poppins (semibold), lowercase.

Usage: claims and headings.
Not a lot of text.

highlight/ add-on

Font: Reenie Beanie (regular), lowercase, added stroke.

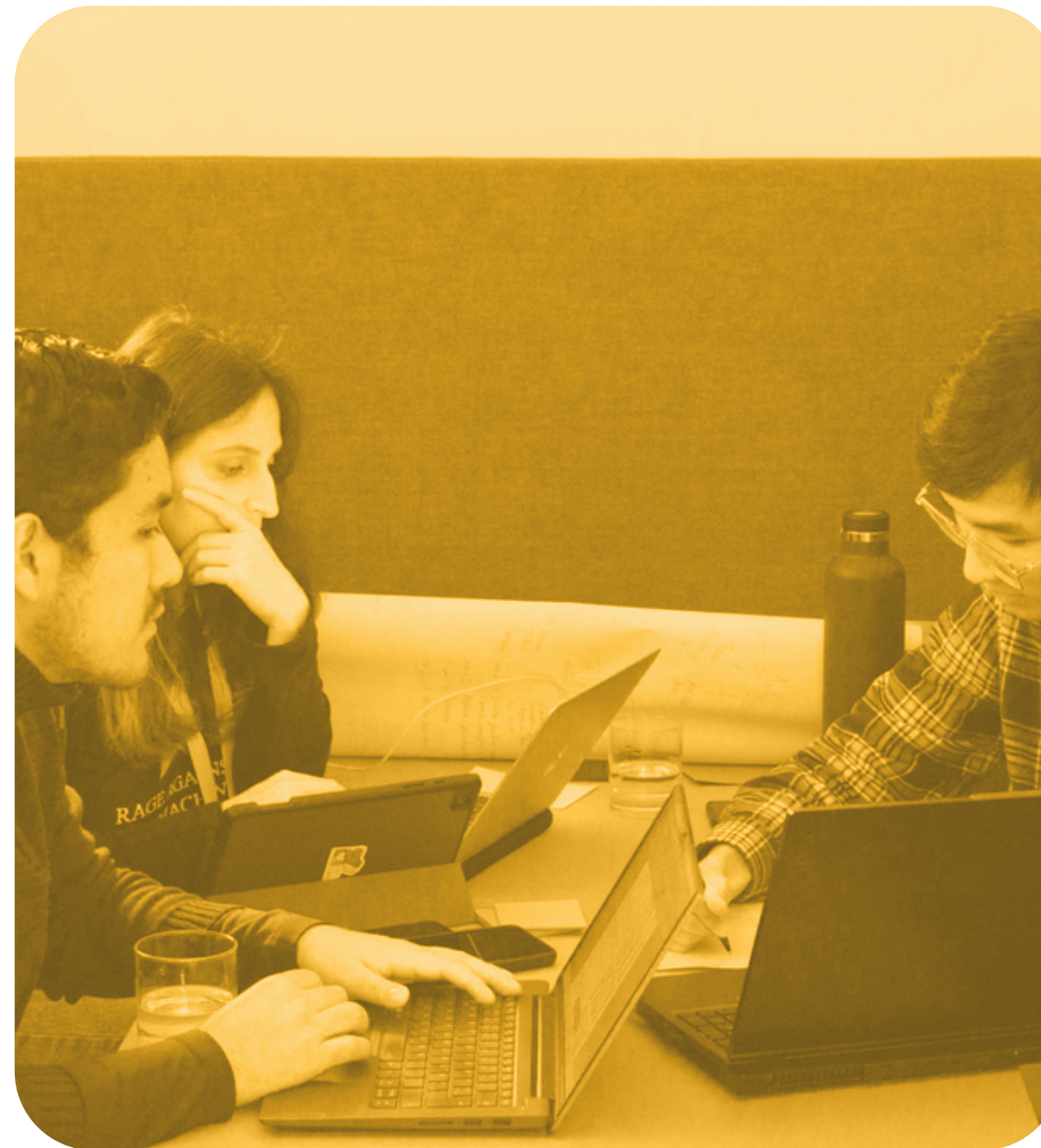
Usage: additive to highlight words or give additional info. Free from text grid. Stroke of same color is necessary for more thickness.

text

Font: Poppins (regular)

Usage: text paragraphs.
Poppins (bold) for bold text.

04 images



YELLOW ON WHITE

opacity **60%**, blend mode **luminosity**



B&W ON YELLOW

saturation **0%**, adjust for **higher contrast**

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