The corporate image says a lot about an organisation and the way it does things. A strong corporate image can make a good impression on the public and partners.

This manual is intended to guide everyone connected with *Oasis Entertainment* on the applications of the logo and corporate image.
Contents

1. The brand
2. Using the logo
3. Typography
4. Stationery and prints
5. Clothing
6. Vehicles
The Oasis Entertainment’s brand communicates our identity across visual and written media.
1.1 The Logo

There are two elements to the logo as seen here:

The Symbol (camel and camera)

The Wordmark (text)

The symbol must never be altered or redrawn, but reproduced exactly from the artwork in the manual. In exceptional circumstances such as signwriting, it must be created to the exact specification supplied. The wordmark should also be reproduced from artwork, but for signwriting purposes it is Dream Orphans font.
2. Using the logo

This section explains how the logo should be used to ensure that our visual identity is reflected correctly in all communications.
The logo may be reproduced in colour or monotone, depending on applications.

### Full Colour Work

**A) Main logo**

The main logo can be used on a white background. The main logo can be used on any other colour, but it must be placed in a white box.

**B) Main logo with red background**

This version must not be used on a white background. It can be used on any other colour, but logo must be placed in a red box.

C:34 M:100 Y:100 K:56

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2.1 Basic Elements

**Full colour reproductions**

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**Full Colour Work**

**A) Main logo**

The main logo can be used on a white background. The main logo can be used on any other colour, but it must be placed in a white box.

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C:34 M:100 Y:100 K:56
2.1 Basic Elements
Orientation and reduction

Depending on the space where the logo will be placed, the orientation of it may change. Horizontal (main) and vertical positions. The space also determines the size of the logo, these are the maximum reductions the logo can be.
2.1 Basic Elements
Separated Artwork
These are guidelines for producing separated artwork for full colour elements of the logo on a white background.
The logo may be reproduced in other colours or monotone, depending on applications. It must only be used in the colours listed below.

2.1 Basic Elements
Single colour reproductions

A) Black: C:0 M:0 Y:0 K:100

B) Red: C:25 M:100 Y:100 K:25

C) Yellow: PANTONE 8965C

D) Cream: C:10 M:11 Y:49 K:0
2.1 Basic Elements

X Proportion

This size based on a X measure allows to keep the right proportion of the logo when the size changes or when the components are separated from each other.
2.1 Basic Elements
Exclusion Area

The exclusion zone is an area of clear space that surrounds the logo. No other text or graphics can appear in the exclusion zone. This is to be sure that other elements do not affect the visual impact of the logo.
2.1 Basic Elements

Multiple Logos

Placing our logo next to others.
Logo must be of equal size, and the exclusion zone must be used.
2.1 Basic Elements

Logo Misuse

A) Do not change the position of the symbol and text
B) Do not reduce only the symbol
C) Do not reduce only the logotype
D) Do not use only the logotype
E) Do not typeset your own logotype
F) Do not rotate logo
G) Do not distort logo
H) Do not print the logo in one colour other than the approved
3. Typography

This section explains which typeface should be used on all professionally printed materials.
3.1 Typography

The following four typefaces have been chosen to compliment each other and enhance the logo, producing a professional image for the company. The four of them are for professionally printed publications, stationery.

**Dreams Orphans, Agra**
The typefaces used on the artwork (logo)

**Perpetua**
The typeface used on the complementary information within the stationery

**Frutiger LT Std.**
The typeface used on the printed publications and documents of the company
4. Stationery and Prints

This section ensures all our stationery has a consistent style.
This section explains how the logo should be used on Oasis Entertainment clothing.
6. Vehicles

This section shows how the logo and corporate identity should be used on vehicles.
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