



Brand Guidelines

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Introduction

Oizom®'s visual identity is what sets us apart as a company offering air quality monitoring solutions. Our visual assets speak for us and communicate our core values. Its voice is bold, clear, engaging and innovative. It is our visual assets that help us build trust and recognition with our audience.

We aim that our passion for constant progress and innovation be conveyed clearly from our brand language. To ensure that, we strive to maintain consistency throughout our brand in the usage of logo, fonts, colours and layouts.

Logo

The Oizom[®] logo is one of our most valuable assets as it reflects our personality and it should be treated as such. It follows very specific ways of usage. This section covers our versions of the logo, where and how to use them and where not to use them.

The Usage

- ✓ Oizom®'s white logos should always be used on dark backgrounds and the black logos are meant to be used on light backgrounds. When placing a logo on a corner of a document, always use the horizontal logo. In case of a centre alignment, either the square or the horizontal logo can be used.



White versions on a dark background



Black versions on a light background



To ensure that clear space is maintained around the logo for legibility, photos, text and graphic elements must follow the guidelines illustrated here. Use the letter “O” from the logo as a measuring tool to help maintain clearance on all four sides.





When using the logo over images, the black logo should only be used over light backgrounds and the white logo over dark background. All the elements of the logo should be clearly visible and readable.



Incorrect Usage

- ✘ To ensure that the logo is properly visible, do not place the black logo on a dark or cluttered background and the white logo on a light background.



- ❌ Do not pair the logo with any solid colors other than bright gray (#EBECEEE) and deep blue (#293B4B).



- ❌ Do not scale, stretch, skew, distort or apply and effects to the logo. Do not rearrange the elements of the logo or change its colors.



Products

A critical aspect of Oizom[®], our products single-handedly make up for who we are and thus it is necessary to ensure that all of our product names and images are used correctly in all marketing materials.



The correct usage of all Oizom[®] product photographs with the appropriate way of mentioning their names is as shown below. Make sure that you use all the latest product images from the Oizom Press Kit.



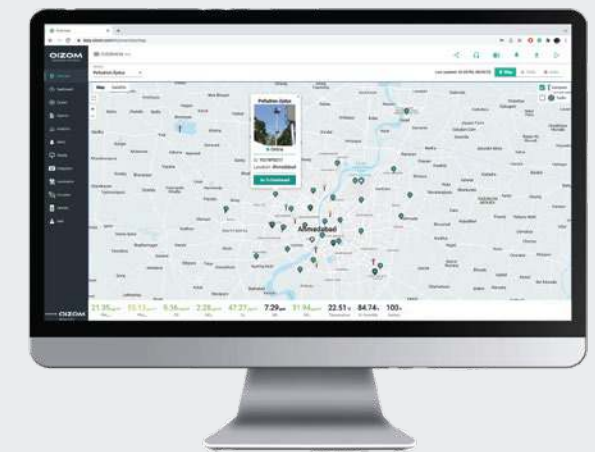
Polludrone[®]
Odosense[®]
Dustroid[®]



Weathercom[®]



AQBot[™]



Envizom[™]

Incorrect Use Of Images




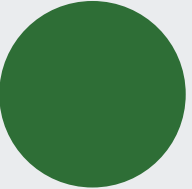



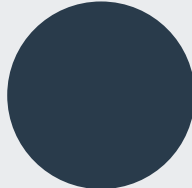



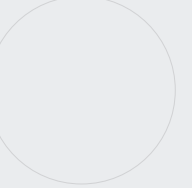
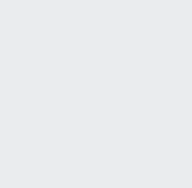
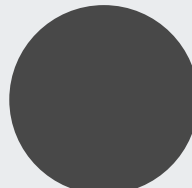
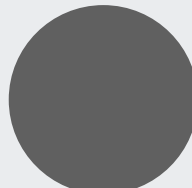
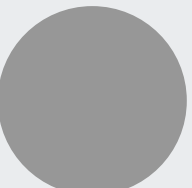

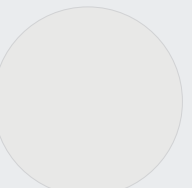

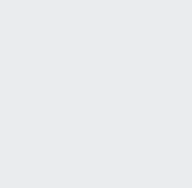


✘ Do not stretch, distort, shear, crop or transform the product image in any way.

✘ Do not use mirror images of the products.

Colours

Oizom[®]'s colour palette, and especially our primary green colour plays a vital role in shaping our brand identity and creating memorability with the audience. Therefore, it is essential that these colors are used consistently throughout all marketing materials.

The Palette

Green									
	#152616	#204922	#2E6E37	#399244	#48B549	#70C16F	#94CE91	#B7DDB5	#DAEDDB
Blue									
	#293B4B	#344B5E	#5C6F7E	#70808F	#85929E	#AEB7BF	#C2C9CF	#EBECEEE	
Grey									
	#414141	#494949	#606161	#818181	#989798	#C8C8C8	#E9E8E8	#FFFFFF	
Teal									
	#3CBFC6	#76CBCB							
Yellow									
	#FFD15C	#FAD79C							

The Usage

#48B549

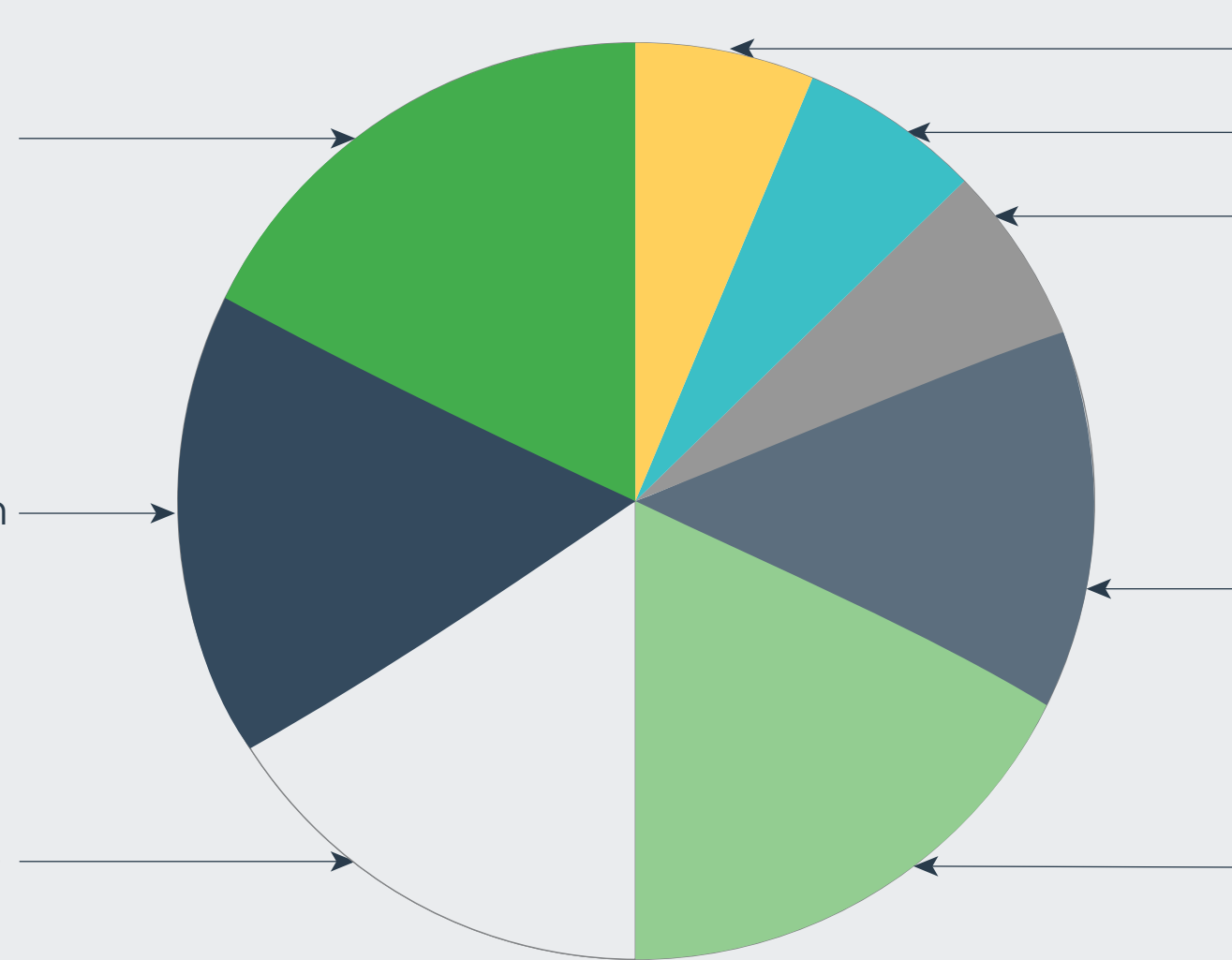
Green is Oizom[®]'s primary colour and can be used mainly for titles.

#293B4B

Deep Blue is the color to be used for all text and other elements on a light background

#EBECEEE

Bright Gray should be used primarily as a background colour and for text on darker backgrounds



#FFD15C

#3CBFC6

#989798

Yellow, Teal and Gray should be used in moderation, only when other colors are necessary

#5C6F7E

Electric Blue should be the secondary choice of blue after Deep Blue

#94CE91

Light Green should be a secondary green after Oizom's primary Green.

Typography

Having a solid primary typeface - Montserrat, helps us maintain uniformity throughout our visual assets and speaks for us clearly and boldly. Consistency in using the typeface, reinforces Oizom®'s brand identity.

Primary Typeface

A a B b C c

Bold

SemiBold

Medium

Regular

Montserrat

Montserrat is Oizom®'s primary typeface and remains consistent throughout all of our marketing materials. It is an open source font and is easily available. Of the 18 styles of Montserrat, Bold, SemiBold, Medium and Regular are most commonly used.

Alternate Typeface

Aa Bb Cc

Bold

Medium

Regular

Light

Helvetica Neue

If Montserrat is unavailable or if there are technical limitations, Helvetica Neue can be used as an alternate typeface.

Font Usage

To maintain textual hierarchy in any marketing material, it is essential to use bolder font styles for headlines and thinner, neater font styles for the body copy.

Hardware Solutions

← Montserrat Semibold
for main headlines and titles

Polludrone

← Montserrat Medium
for secondary titles

Polludrone is an ambient air quality monitoring system (AAQMS). It is capable to monitor all the required urban pollutants like air pollution, radiation, noise, etc. Using external probes / attachments, it can monitor other peripheral parameters like weather, traffic, disaster, etc.

← Montserrat Regular
for body copy

A4

Heading 1 ← 35 pt (leading 42 pt)

Heading 2 ← 25 pt (leading 30 pt)

Heading 3 ← 18 pt (leading 21.6 pt)

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← 10 pt (leading 12 pt)

A5

Heading 1 ← 20 pt (leading 24 pt)

Heading 2 ← 15 pt (leading 19.2 pt)

Heading 3 ← 12 pt (leading 14.4 pt)

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← 9 pt (leading 10.8 pt)

● #293B4B is the color to be primarily used for all text over light backgrounds. Green (#48B549) can also be used for headlines.

A4

Heading 1 ← 35 pt

Heading 2 ← 25 pt

Heading 3 ← 18 pt

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A5

Heading 1 ← 20 pt

Heading 2 ← 15 pt

Heading 3 ← 12 pt

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← 9 pt

● #EBECEEE is the color to be primarily used for all text over light backgrounds. Green (#48B549) can also be used for headlines.

Adjust the leading and tracking for text as mentioned on the previous page so that there is enough space between letters and lines and the characters don't collide with each other.

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✔ Lorem ipsum dolor
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Layouts



Clear, engaging and precise, Oizom®'s layout structure is designed to efficiently convey the message to the audience. This section is all you need to design clean layouts that are in line with Oizom®'s brand identity.

Correct Layouts

Oizom® calls for full bleed color photography with the brightness and contrast adequately enhanced to make it look appealing. All landscape images must have enough natural light in it. They should not be dark or have a single overpowering color.

It is essential that the layouts be clear, minimal, spacious and straightforward in order for the message to be conveyed effectively. A solid colour or a colour overlay can be applied to roughly one-third part of the image to separate the image and the text. Make sure that the solid colour or overlay is either deep blue or bright gray in color and use the logos over contrasting colours as mentioned in the Logo section.





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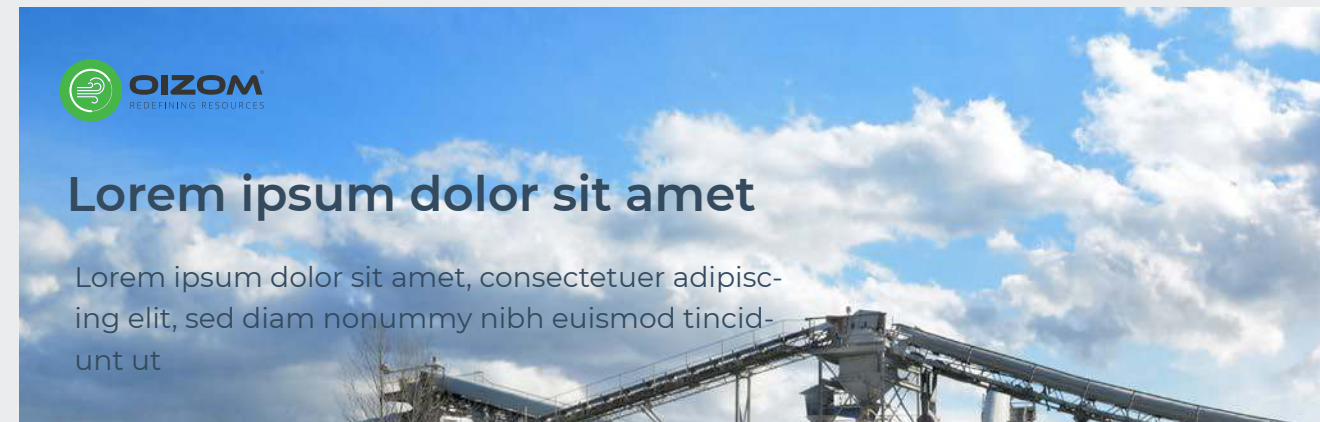
Incorrect Layouts



✘ The image should not overlap the text separator



✘ No element in the layout should be left blank



✘ The text should not be placed over the elements in the background.

Cropping Of Images



When cropping images, ensure that the main elements of the image do not get cropped out. Following are some correct ways of cropping an image.



Incorrect Cropping Of Images



Layout For Presentations

The Oizom® logo will remain consistent on the top right corner

The font for the title should be Montserrat Semibold, 25 pt

About Oizom®

Oizom has years of experience in stimulating innovation by creating groundbreaking technology for environmental monitoring. With the platform-based development approach, Oizom has been able to successfully unlock multiple solutions catering to various industries. Our sensing technology is built on proven working principles like NDIR, Electrochemical, Semiconductor, Optical, Laser-Scattering, etc. As a part of our patented 'Micro Active Sampling' (e-breathing technology), we have a sophisticated suction and exhaust system to take a sample of air and monitor inside a controlled environment.

A slide should not be text heavy and the font for the body text should be Montserrat Regular, 15 pt

0.5 inch of space should be left on all four sides of the slide



Company Presentation

www.oizom.com

About AQBot



- Wide range of parameters:** Compatible with a wide range of parameters for gases, PM & Noise
- On-device display:** Built-in display to check on-site concentration and unit of measurement
- Real-time data:** Continuous monitoring and real-time data transfer at configurable intervals
- Data analytics software:** Advanced software to view data, analyze, integrate and create reports
- Built-in relay:** Built-in relay for automating external equipment and better process control
- Alerts and notifications:** Real-time alerts through software, siren, and strobe



Company Presentation

www.oizom.com

Calibration Capabilities



1. Factory Calibration

All the sensors are calibrated by our sensor manufacturing partner before leaving the factory. They are kept under lab condition and calibrated with Pure (Zero) Air and with calibration gas.



2. Lab Calibration

Particulate matter sensors are collocated against a reference i.e. Metone BAM 1020 for 24 hours. Any drift observed from the correlation is corrected prior to the dispatch of the monitors.



3. Collocation Calibration

Wherever the customer has access to a reference-grade air quality monitoring system, we deploy our sensor-based system side-by-side and compare 1000+ data points to establish a correlation.

Company Presentation

www.oizom.com

About Company



Oizom is an Environmental IoT company offering data-driven environmental solutions for better decision-making. Using our sensor-based hardware, we monitor various environmental parameters related to air quality, noise, odour, weather, radiation, etc. Our data analytics platform derives various actionable insights for authorities, communities, and industries. Through smart environmental solutions and data science, Oizom is striving to play an important role in future cities. Since its inception in 2015, Oizom is primarily focused on environmental monitoring technology and solutions. In a short span of 6 years, Oizom solutions are live at 1000+ locations monitoring the environmental health of more than 23 million people every day.



VISION :
Keeping Environment at the core, we envision to empower various industries with highly scalable data driven solutions for better decision making.



MISSION
Implement our Environmental IoT and Environmental AI solutions in 50 Major cities of the world by 2022.

Company Presentation

www.oizom.com

Hardware Solutions



Polludrone

Polludrone is an Ambient Air Quality Monitoring System (AAQMS). It is capable of monitoring all the required urban pollutants like air-pollution, radiation, noise, etc. Using external probes/ attachments, it can monitor other peripheral parameters like weather, traffic, disaster, etc. Polludrone is an ideal choice for urban monitoring applications such as smart-city infrastructure, roadside monitoring, campus monitoring, airport monitoring, etc.

Parameter	Lite	Smart	Pro
Particulate Matter - PM ₁₀ & PM _{2.5}	✓	✓	✓
Ultra Fine Particulate Matter (PM ₁₀), Total Suspended Particulate Matter (PM _{2.5})	X	X	✓
Carbon Monoxide (CO) and Carbon Dioxide (CO ₂)	✓	✓	✓
Noise, UV Radiation, Temperature, Humidity	✓	✓	✓
Gaseous Pollutants (SO ₂ , NO, NO ₂ , O ₃)	X	✓	✓
Hydrogen Sulfide (H ₂ S)	X	X	✓
Equipment Size	360mm (H) x 328mm (W) x 200mm (D)		
External Modules (optional)	Wind Speed & Direction, Rainfall, Flood		



Company Presentation

www.oizom.com



Accurate Air Quality Monitoring And Advanced Data Analytics



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☎ +91 88666 60025 / 39