OXYLIVING

LIVE BETTER. LIVE LONGER.

Brand *Guidelines*

The art of breathing well. The mark, color, type and image, and how they come together in every application.

MANIFESTO

High oxygen. *Precisely* engineered.

Premium oxygen chambers that generate their own oxygen, hand-built from aircraft-grade aluminum and made to order for homes, spas and performance teams.



CONTENTS

i. The mark

ii. Color, type & image

iii. Applications

i.

The mark



PRIMARY LOGO

An open circle.
A single breath.

The symbol, wordmark and tagline form one signature. They are used as supplied and never redrawn, respaced or recolored outside this guide.

a Symbol

b Wordmark

c Tagline

LOGO SYSTEM



Stacked. Covers, signage, packaging.



Horizontal. Web, email, letterhead.

OXYLIVING

Wordmark.



Symbol.

LOGO SYSTEM 06



CLEAR SPACE & SIZE

Give it *room* to breathe.

Keep a margin equal to the height of the O in the wordmark on every side.

Stacked	1.25 in	160 px
Horizontal	1.75 in	200 px
Symbol	0.3 in	24 px

CLEAR SPACE & SIZE 07

VERSIONS

OXYLIVING

Navy on cream

OXYLIVING

Cream on navy

OXYLIVING

Champagne foil



MISUSE

Restraint is the *rule.*



No stretching



No rotation



No effects



No low contrast



No busy backgrounds



No rearranging

CHAPTER TWO

ii.

Color, type *& image*



Midnight, cream *& champagne.*

PALETTE

Pantone and RAL are closest matches

Oxyliving Navy

HEX	#10223F
RGB	16 34 63
CMYK	100 85 40 50
Pantone	289 C
RAL	5011

Midnight

HEX	#0B1730
RGB	11 23 48
CMYK	100 85 45 65
Pantone	5395 C
RAL	5004

Champagne

HEX	#C4A574
RGB	196 165 116
CMYK	20 30 60 5
Pantone	7502 C
Foil	871 C

Cream

HEX	#FAF4ED
RGB	250 244 237
CMYK	0 2 5 0
Pantone	9224 C
RAL	9001

TYPOGRAPHY

Aa

DISPLAY

New Millennium Sans

Regular *Italic* **Bold** ***Bold Italic***

Headlines, statements and the logo.

Aa

TEXT

Jost

Light Regular **Medium**

Body copy, captions, labels and interface.

HIERARCHY

HEADLINE · NEW MILLENNIUM 72

Your space. *Made to order.*

SUBHEAD · JOST REGULAR 36

Hand-built oxygen chambers

BODY · JOST LIGHT 26

Every chamber generates its own oxygen and is built from aircraft-grade aluminum, then delivered and installed by our team.

LABEL · JOST MEDIUM 24

REQUEST A QUOTE

IMAGERY

Light, *stillness* & craft.

Two worlds in every story: the chamber as a luminous, sculpted object, and the calm architecture it lives in. Crops follow the arch and circle of the symbol.





i. The object. Dark studio, glowing detail, frontal and symmetric.

ii. The setting. Stone, water, daylight.

iii.

Appli *cations*

15 Business card
16 Letterhead & envelope
17 Email signature
18 Social media
19 Booth & roll-up
20 Objects
21 Showroom



BUSINESS CARD



3.5 × 2 in · 32 pt duplex

Champagne hot foil, blind deboss

LETTERHEAD & ENVELOPE



US Letter, cotton paper

#10 envelope, navy lining

LETTERHEAD & ENVELOPE 16

EMAIL SIGNATURE

Every message, *signed.*

Symbol as hosted PNG at 2x. Jost with Arial fallback. No banners or extra images.

With warm regards,

Alex Morgan
DIRECTOR OF SALES

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alex.morgan@oxy.living

LIVE BETTER. LIVE LONGER.

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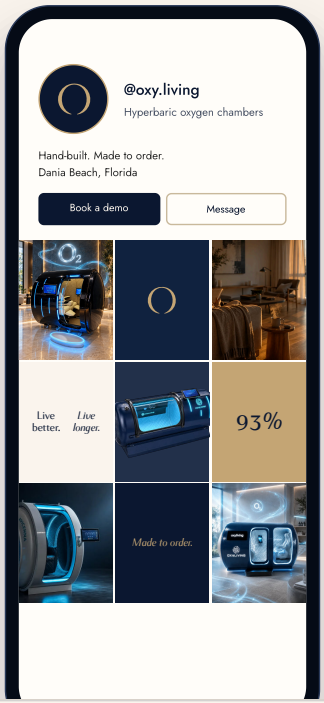
EMAIL SIGNATURE 17

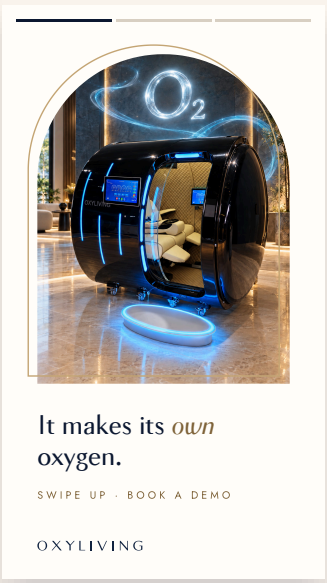
SOCIAL MEDIA

A feed that *breathes.*

Product, statement, interior. The grid alternates photography with quiet brand tiles so no two images sit side by side.

Feed	1080 × 1350
Story	1080 × 1920



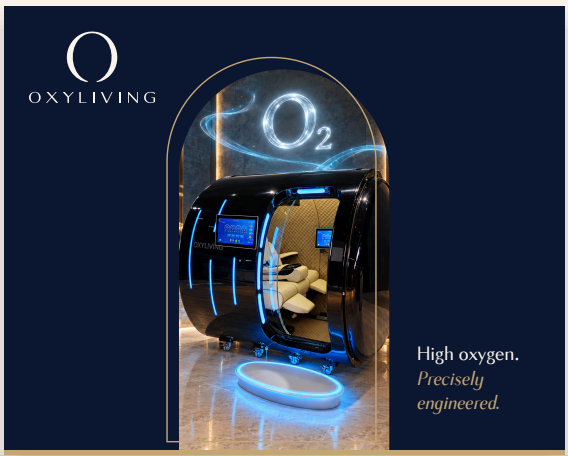


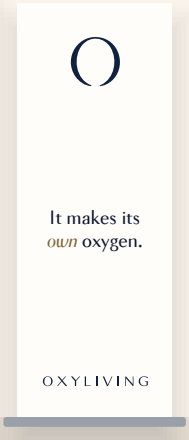
EVENTS

Arrive like a *showroom.*

A midnight wall with one arched window. The chamber is the only image; everything else stays quiet.

Back wall	20 × 8 ft, fabric tension
Roll-up	33 × 80 in





OBJECTS

Small things, *finished well.*

Each object carries the symbol alone, in foil, embroidery or etching. The wordmark is kept for packaging.

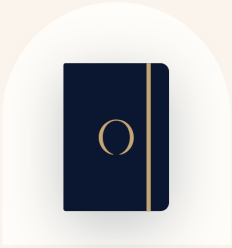
Finishes	Foil, emboss, tonal stitch



a Team polo · symbol on chest



b Linen tote · navy print



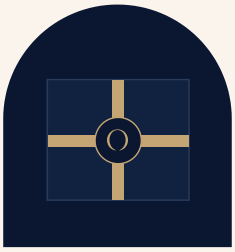
c Notebook · foil, ribbon



d Mug · ceramic, gold rim



e Bottle · steel, etched



f Gift box · champagne ribbon

SHOWROOM

An address to *breathe in.*

Stone, midnight and champagne. The arch from the symbol becomes the shop window and the door.

Fascia	Halo-lit champagne letters
Blade	24 in disc, double-sided
Door	Gold vinyl, by appointment





Live better. *Live longer.*

ADDRESS

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USE THE LOGO AS SUPPLIED