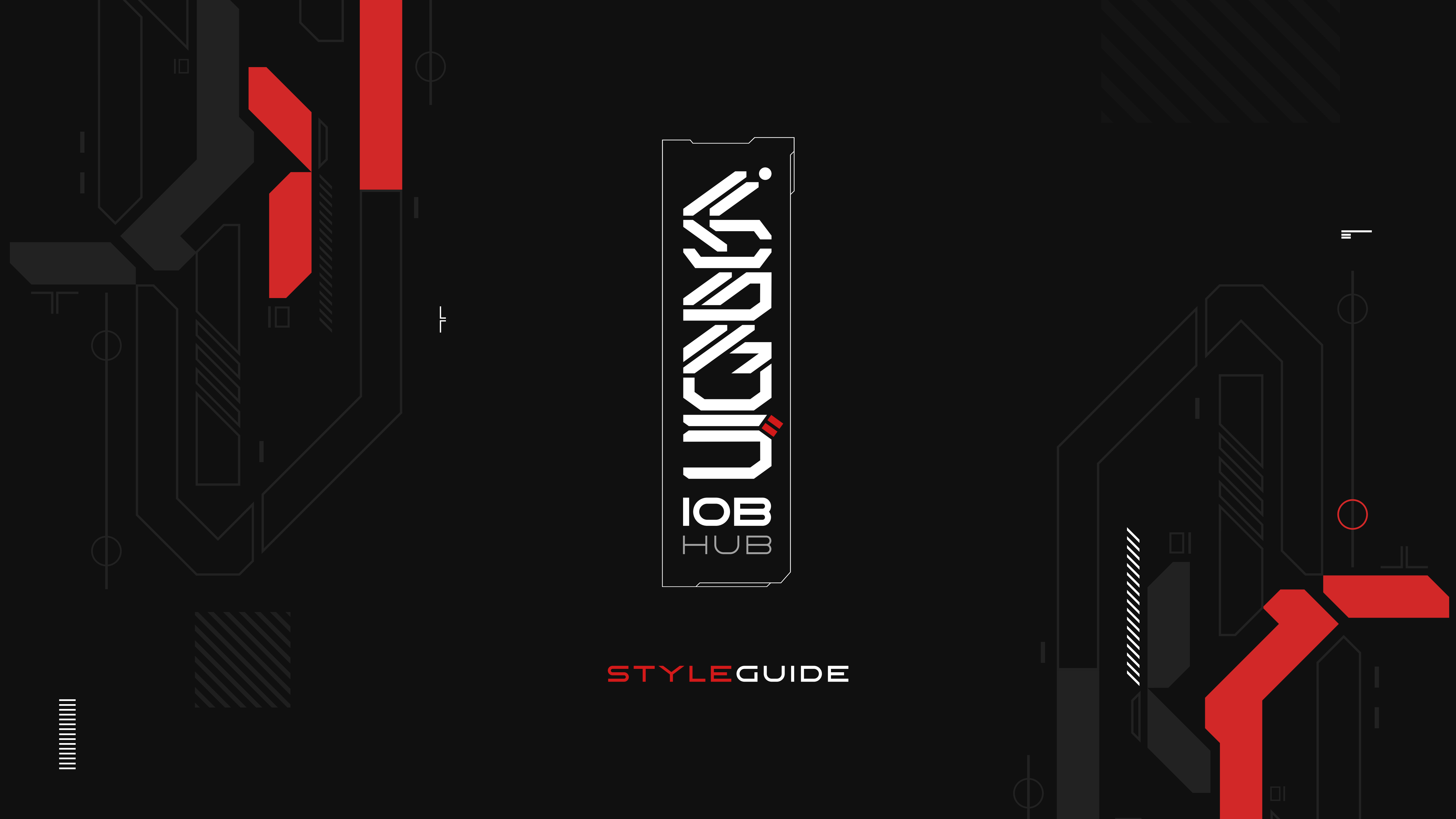




STYLEGUIDE





BRAND PHILOSOPHY

Humanity & Technology Fusion: The gentle curve of “ブ” can be seen as a representation of humanity – organic, ever-evolving, and full of nuances. In contrast, the straight edge represents technology – deterministic, straight-forward, and reliable. This duality encapsulates the brand’s core philosophy of merging the human body with technology, representing the IOB’s central tenet.

Simplicity in Complexity: The character, in its minimalistic design, signifies simplicity. However, when one dives deeper into its meaning and its association with the brand, it unravels a complex relationship between humans and technology, much like the brand’s mission to simplify the intricate world of IOB.

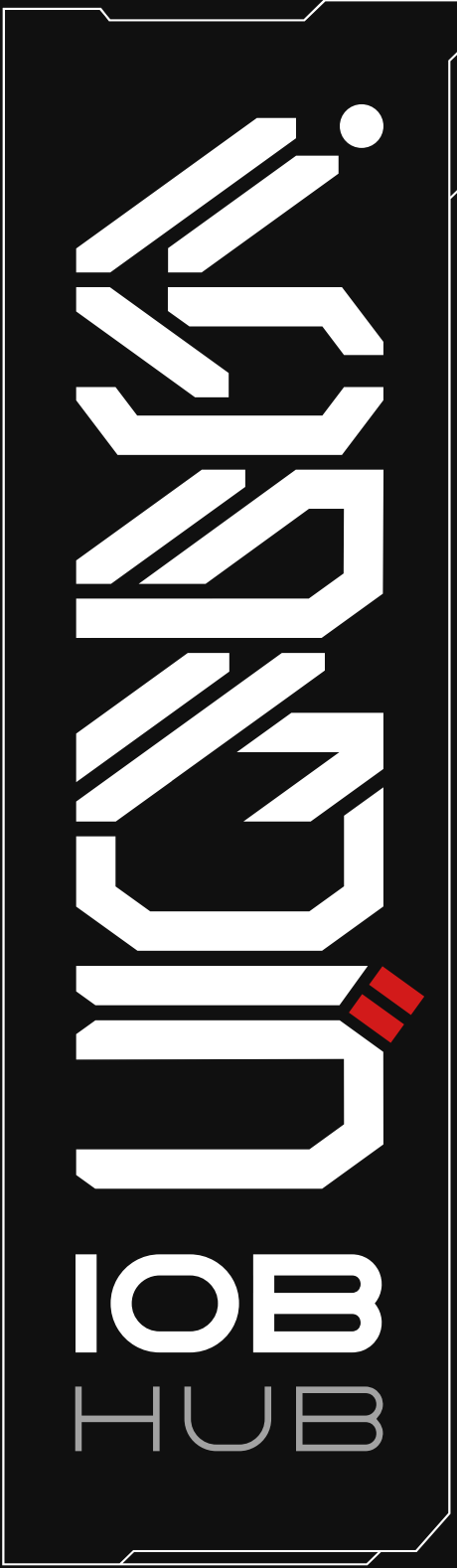


ELEMENTAL DESIGN

The character “ブ” is a juxtaposition of a gentle curve and a firm line. This reflects the intersection of the organic, fluid nature of the human body and the straight, deterministic nature of technology.



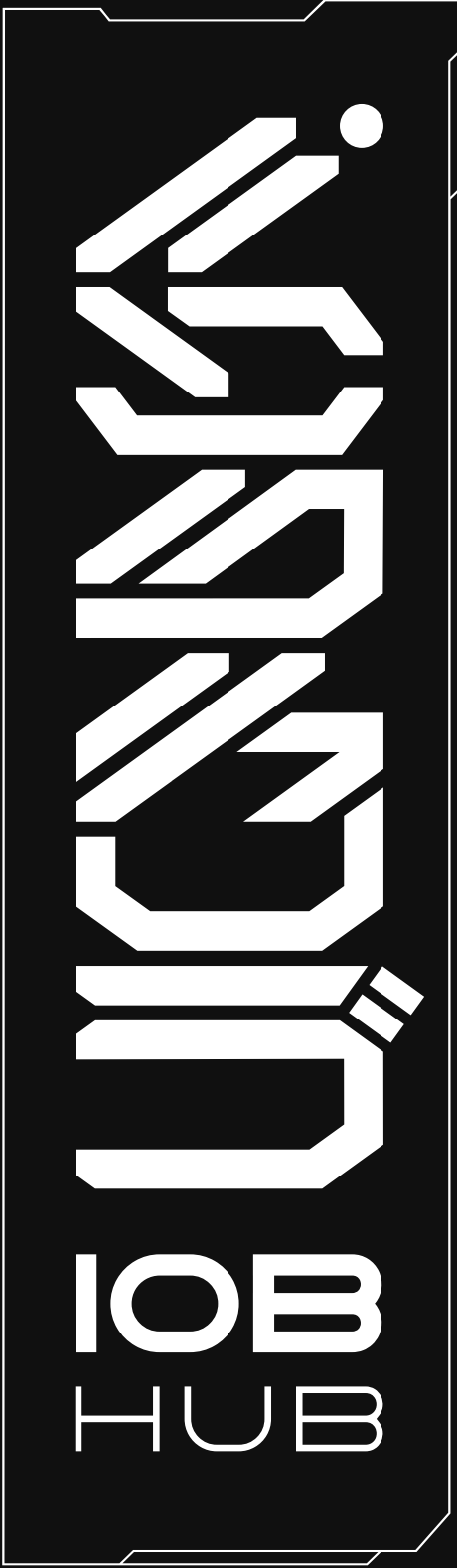
| | |
|---------------------------|----|
| Logo Design | 4 |
| Exclusion Zone | 9 |
| Color Palette | 10 |
| Logo Font | 11 |
| Web Font | 12 |
| Social Media Icons | 13 |
| Logo Misuse | 14 |
| Social Media Banner | 15 |
| Logo Variation | 16 |
| Graphic Elements | 17 |



Color with dark background



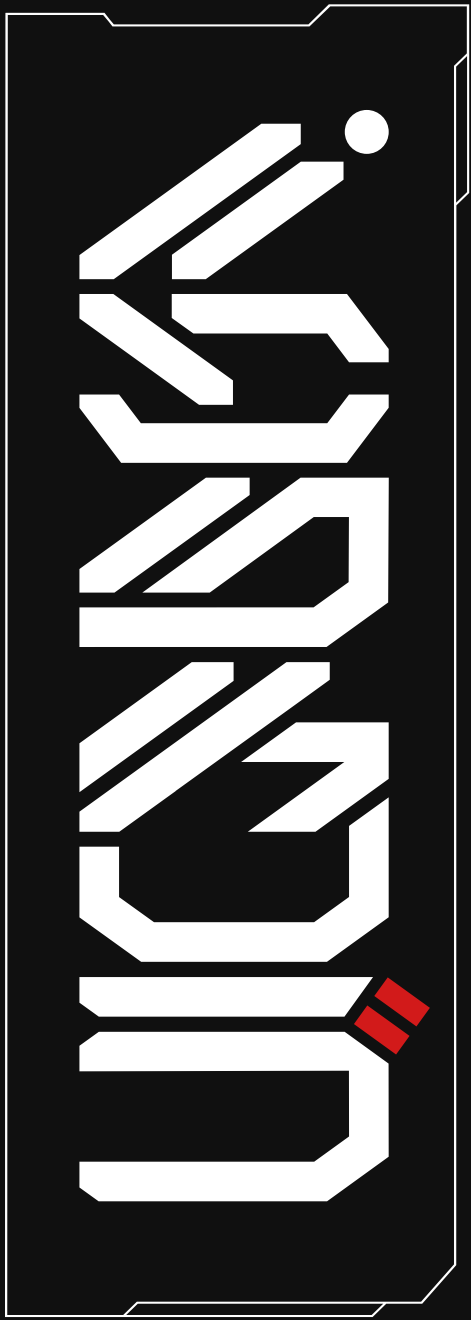
Color with white background



No color with dark background



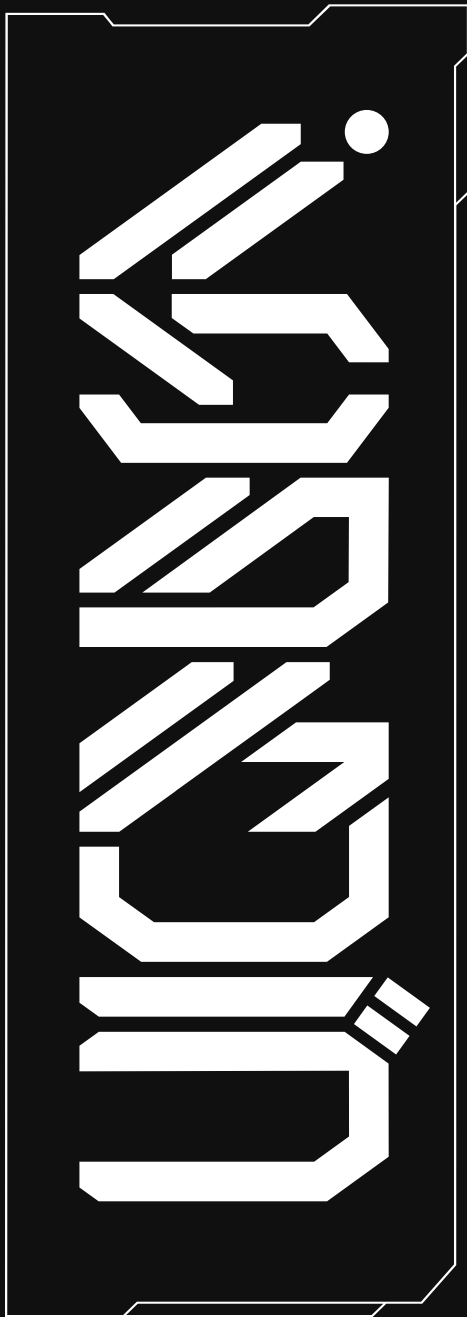
No color with white background



Color isotype with dark background



Color isotype with white background



No color isotype with dark background



No color isotype with white background



ブ + Text color with dark background



ブ + Text color with white background



ブ + Text no color with dark background



ブ + Text no color with white background



Text horizontal with dark background



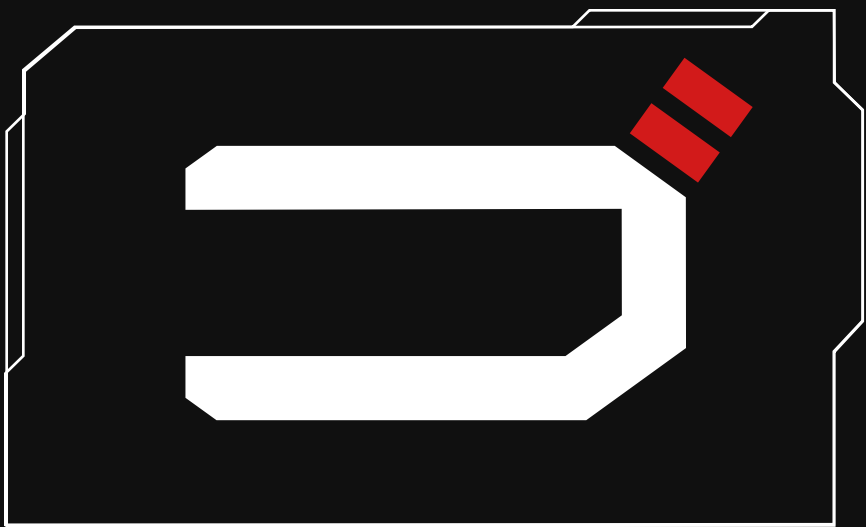
Text horizontal with white background



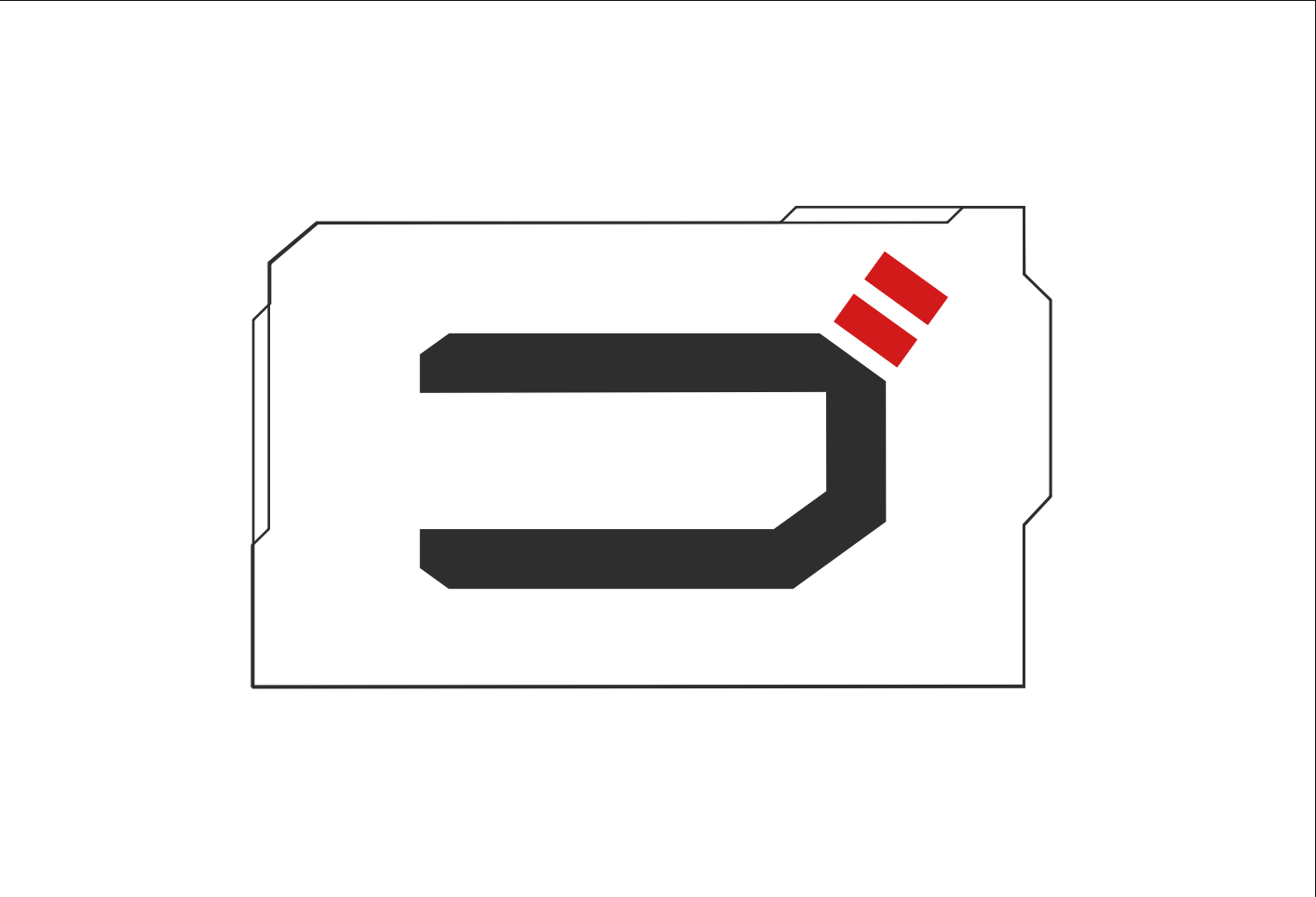
Text vertical with dark background



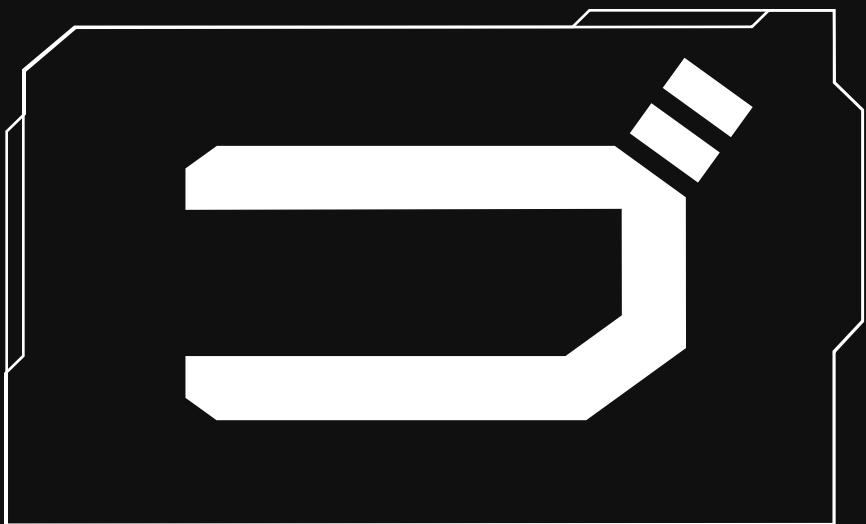
Text vertical with white background



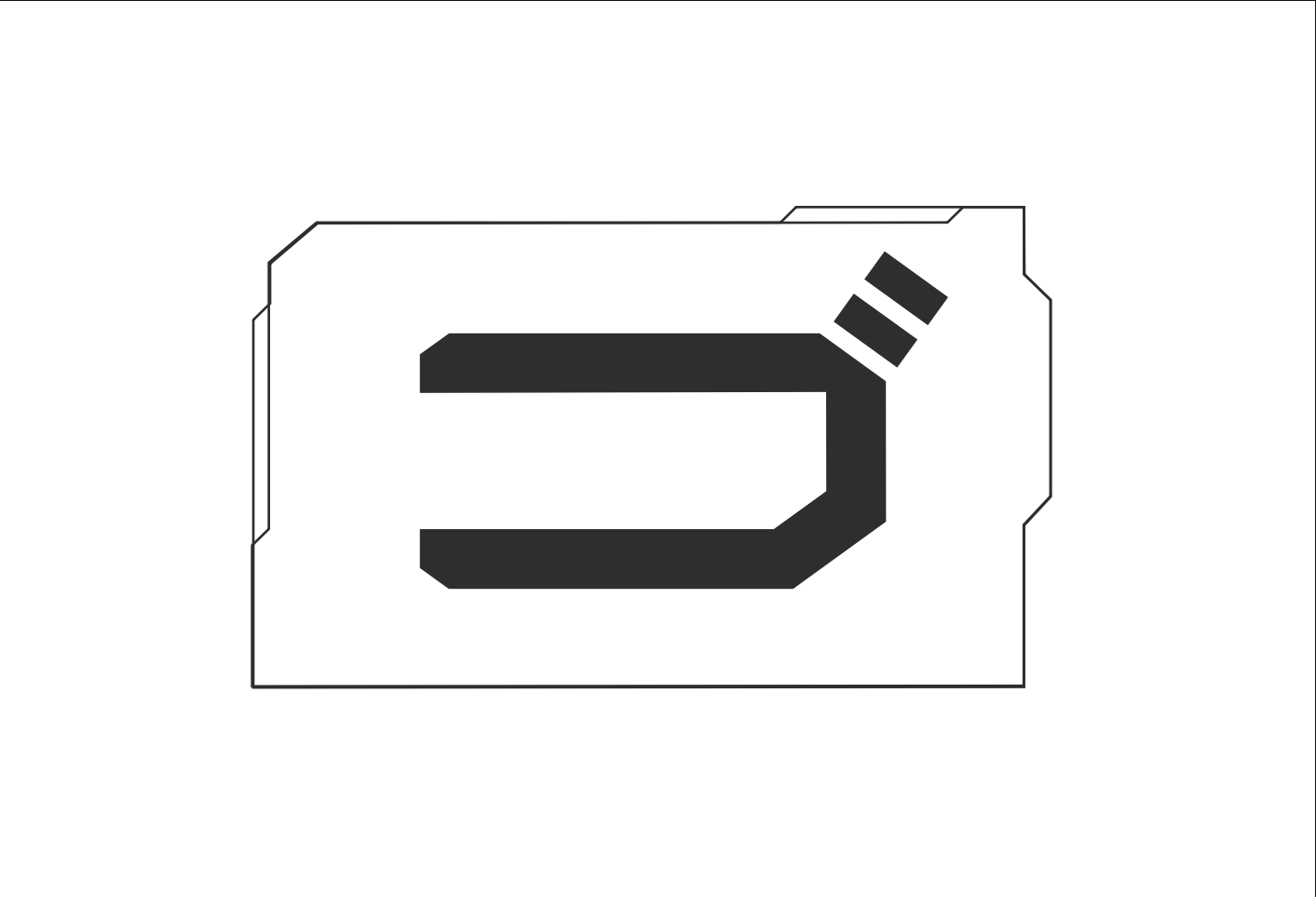
Icon color with dark background



Icon color with white background

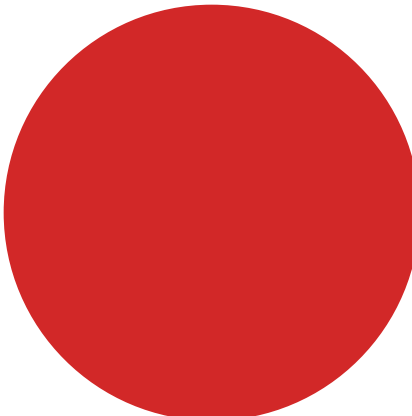


Icon no color with dark background



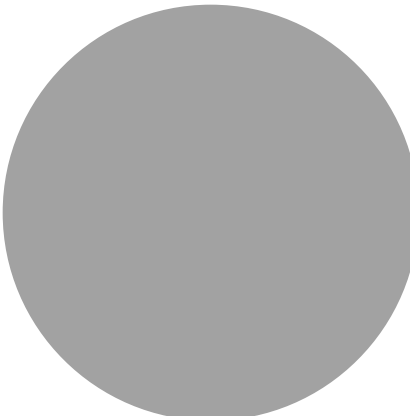
Icon no color with white background





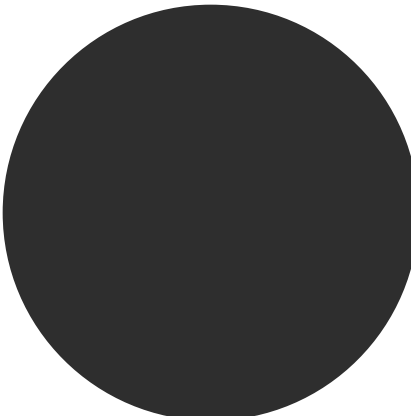
Digital
Hex: #d22828
R:210 G:40 B:40

Print
C:11 M:94 Y:88 K:2



Digital
Hex: #a2a2a2
R:162 G:162 B:162

Print
C:38 M:30 Y:30 K:9



Digital
Hex: #2e2e2e
R:46 G:46 B:46

Print
C:70 M:61 Y:57 K:69

IOBHUB

AEROS FONT

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
12345678909!@#%^&*

AEROS

H1 MAIN HEADLINE BOLD 58X

H2 B-SECTION HEADLINE SEMI BOLD 38X

H2 SECTION HEADLINE REGULAR 34X

H3 CARD HEADLINE LIGHT 28X

H4 CARD HEADER SMALL MEDIUM 20

H5 Sub Headline Regular 20x

Poppins

p Body Text Medium 18x Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ultricies gravida enim, ac congue diam. Cras faucibus lorem et velit tempus viverra.

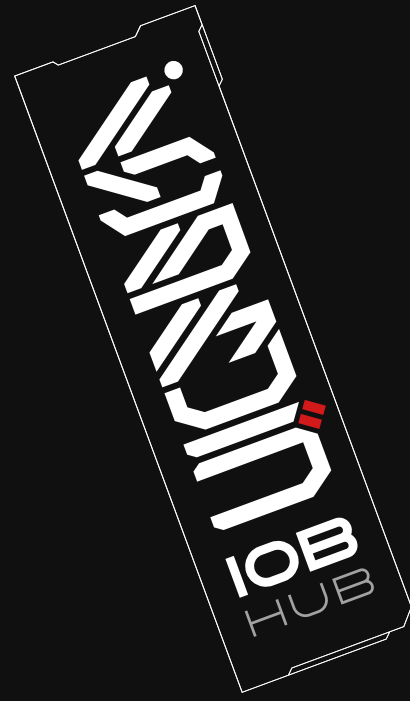
P Button Text Medium 18 px Lorem ipsum dolor

Link Footer links Medium 18x Lorem ipsum dolor

P Small Text Medium 16 px Lorem ipsum dolor

P Small Text Regular 16 px Lorem ipsum dolor





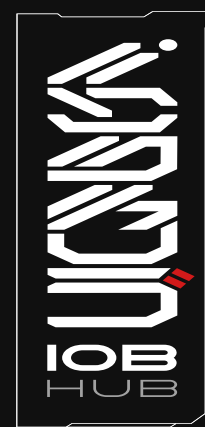
X Do not distort or warp or rotate the logo in any way.



X Do not outline or create a keyline around the logo.



X Do not use colors that are not in this guide for the logo.



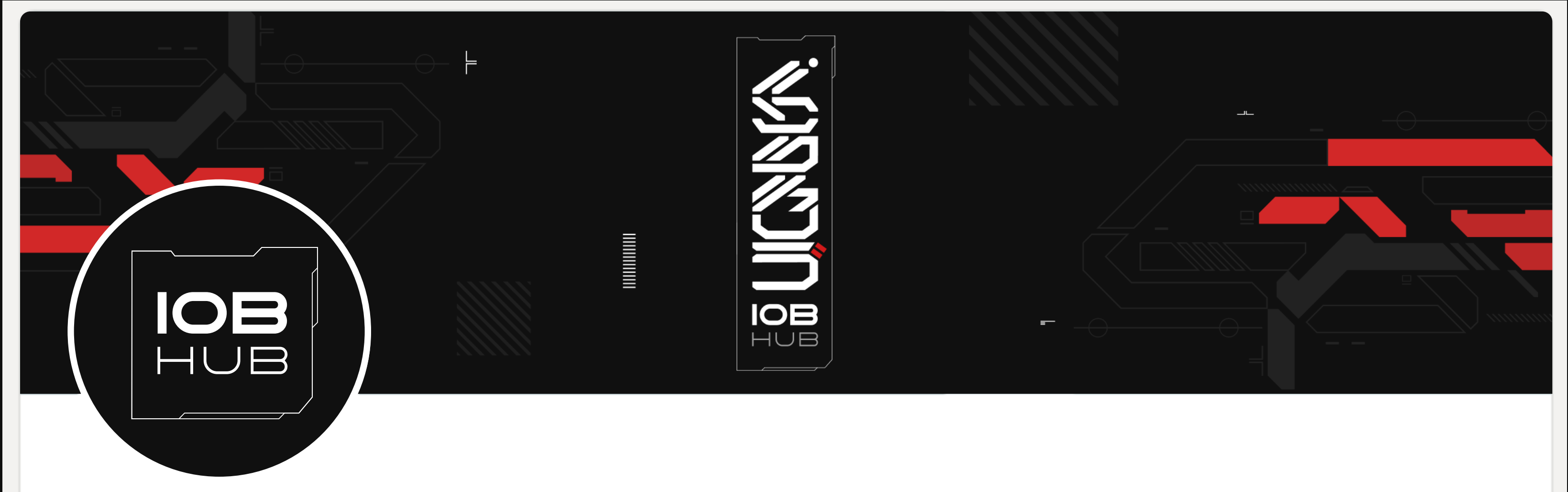
X Do not distort the shape of the logo.



X Do not change the typeface nor recreate or manipulate the wordmark



X Do not use unfilled stroke in the logo



イオビスタ

イオビスタ
IOB
HUB





