



OBRICA

**MULTITALENTED
CONTRACTORS**

#reliable #skilled

#numanzarli

BRAND IDENTITY GUIDELINES

GERONIMO STAGE - APRIL 2019

CONCEPT AND DESIGN BY THE DUCORP X.TEAM | WWW.DX.TEAM

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INTRODUCTION



The importance of visual guidelines for any business or organisation could be summarised in one sentence: “Don’t put the cart before the horses”. It is one thing to create visually appealing communication tools, but it is of crucial importance to remember that these tools will eventually define what OBRICA is. Appending our logo on dissimilar productions, streaming in from every direction, would leave an impression of untidiness. But it would also make our brand less recognisable.

Consistently following visual guidelines, on the other hand, helps people define who and how different OBRICA is. It also saves precious time which would otherwise be spent trying to reinvent the wheel or briefing subcontractors. A consistent branding means more hours spent on content and less on unnecessary layout experimentation.

This document provides a new set of visual guidelines for OBRICA, which are meant to lay the new foundations of our existing communication products while leaving room for creativity. They revolve around two core elements: a refreshed logo, which ensures visual continuity while seamlessly integrating our brand name and tagline, and a strap.

The strap is typical of our new brand identity: it is simple, sober, clear, easily scalable and meaningful.

It translates the idea of **Reliability, Truth** and **Hard work**, which is now how OBRICA defines itself. These guidelines are now an integral part of this definition as well, and as such should become a point of reference for anyone working on internal and external communication products.

ABOUT OBRICA

Obrica is a bloodline satellite (incubated business venture) of Ducorp.

Ducorp is a family investment company that cultivates family values in its venture studio and business satellites. That is, we care about each team member and help them achieve their goals in life, and support them to become world class professionals. It also means coming together as a team to solve the problems of customers and partners (our communities) with the right solution for them.

Ducorp deploys trust based in truth and focused on bringing value to others; +Value20rs. In 2019, Ducorp created the Ducorp X-Team to be its life force, that is to execute on, support and bring to reality its mission and drive the operation of its business ventures and satellites. Obrica personnel is part of the Ducorp X-Team Academy, where they are taught self-esteem, self-awareness and a world-class work ethic.

Obrica is a collection of multitalented contractors serving the real needs of people from electrical, renovations, maintenance, cabling and special contracting needs. It manages its team and subcontractors (that they've previously worked on projects with) from a project management and capabilities perspective.



Obrica is highly selective on the projects they work on based on providing the maximum value to others and beating their expectations. We compete against ourselves and our personal best.

We build and cultivate unique partnerships and projects.

OBRICA SYMBOL



- The symbol can sometimes be used by itself in exceptional situations where the logotype will be too small; e.g. on social media profile picture or as a graphic on apparels. The choice of using the symbol independently should be thoroughly considered to avoid negative disruption in the branding strategy of Obrica.

- The Obrica symbol is a stylised head of a determined goat. Goats form part of the local Mauritian landscape. They are natural browsers, preferring to eat leaves, twigs, vines, and shrubs.

They are very agile and will stand on their hind legs to reach vegetation. Obrica is a team of high achievers! No challenge is high enough for them. The different talents which englobes Obrica, thrive on difficult tasks.



1.0 | LOGO

1.1 | OBRICA | LOGO WITH LOGOTYPE



The OBRICA logo is our signature. This signature is the key building block of our identity. It must at all times remain consistent. It reinforces the message of a clear, strong identity for OBRICA. Every aspect of OBRICA's activities on view internally and externally should be identified by use of the logo.

All elements of the logo have a fixed relationship and this must never be adjusted, redrawn or modified in any way, and must always be reproduced by using approved digital versions.

1.2 | OBRICA | COLOUR VARIATIONS



The OBRICA logo can be used in the form of the illustrated variants.

Make sure that you use Obrica's signature in a dark colour on light background.



Please do not use the logo in the reversed format as shown below.



1.3 | OBRICA | USE ON IMAGES



To maximise best results, it is advised to use the logo on its corporate yellow background to maintain legibility and brand continuity.

The OBRICA logo may be placed on an image. In such scenario, maximum readability must be ensured.

Photos should be used in black and white every time the logo is applied in an artwork. Pictures are used to evoke the essence of the communication strategy, not necessarily for aesthetic purposes.

1.4 | OBRICA | CLEARANCE



To ensure the integrity of the OBRICA's logo, no design elements such as typography or graphics may intrude the logo's clearance.

The protected area of the whole signature is equivalent to the height of the logotype as illustrated on the left hand side of this text box.

1.5 | OBRICA | THINGS TO AVOID



DO NOT DISTORT THE LOGO
(HORIZONTAL DISTORTION)



DO NOT DISTORT THE LOGO
(VERTICAL DISTORTION)



DO NOT ENCROACH ON
THE LOGO'S CLEARANCE

Palicaut vessin Etrac fe
nition Itat, te, se desin
resulvit, unum diAn hos
obus etri, quodi poena-
tus. Hucepost reditiam
ret? qui populin dit.



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DO NOT DISPLACE
LOGO ELEMENTS



DO NOT PUT THE LOGO
AT AN ANGLE



DO NOT CHANGE THE LOGOTYPE



DO NOT USE THE LOGO
IN LOW RESOLUTION



DO NOT CHANGE PROPORTIONS



DO NOT CHANGE THE COLOR



2.0 | COLOURS

2.1 | OBRICA | MAIN COLOURS

GREEN

PANTONE
TO DEFINE

CMYK

C	87
M	53
Y	59
K	41

RGB

R	27
G	73
B	74

Web

#1b494a

YELLOW

PANTONE
TO DEFINE

CMYK

C	0
M	20
Y	90
K	0

RGB

R	255
G	204
B	50

Web

#ffcc32



In addition to white, which will often be used as a predominant background colour, the Obrica brand revolves around two main colour formats: Obrica's Green and Yellow.

The Obrica's Green is mainly used for texts and the Yellow for backgrounds.



3.0 | FONTS

3.1 | OBRICA | FONTS - THE TAGLINE

The tagline says something special about the Obrica's brand. It is the company's motto! It gives the essence of why Obrica exists.

The tagline is intentionally set in **Squada One** (easily available on Google Fonts), which is different from the normal typeface, **Fira Sans Extra Condensed**, used for common texts.

**WE THRIVE ON CHALLENGES!
WHICH PROJECT CAN WE TACKLE
FOR YOU TODAY?**

#reliable #skilled #numanzarli

3.2 | FONTS PRINT AND DIGITAL DOCUMENTS

One font family is used in Obrica's texts in digital and print documents: **Fira Sans Extra Condensed**.

Fira Sans Extra Condensed, is a legible typeface which is most appropriately used for corporate communication, commercials, annual reports, brochures, flyers, adverts, posters and website for main titles and texts. No other fonts may be used for the core texts. As for emails it is very important that you use only Arial font family.

FIRA SANS EXTRA CONDENSED LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#€%^&*()

FIRA SANS EXTRA CONDENSED LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#€%^&()*

FIRA SANS EXTRA CONDENSED REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#€%^&*()

FIRA SANS EXTRA CONDENSED ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#€%^&()*

FIRA SANS EXTRA CONDENSED MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#€%^&*()

FIRA SANS EXTRA CONDENSED MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#€%^&()*

FIRA SANS EXTRA CONDENSED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#€%^&*()

FIRA SANS EXTRA CONDENSED ITALIC

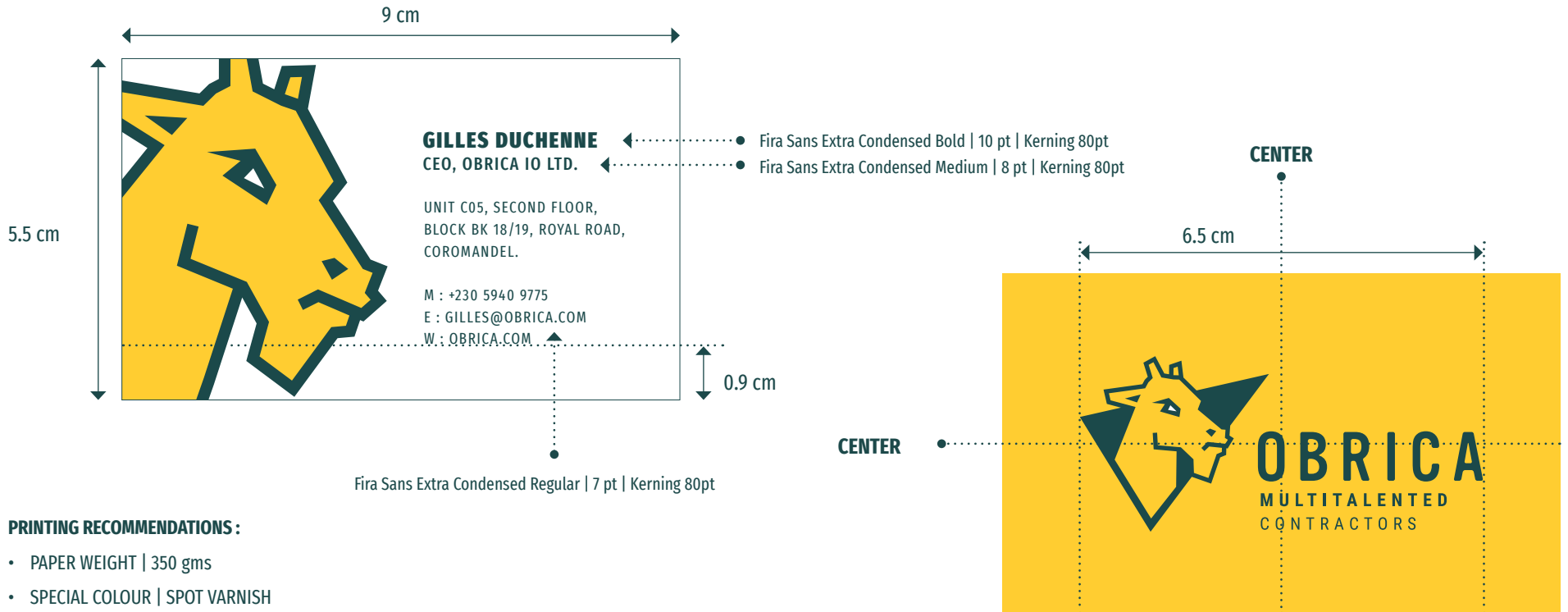
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#€%^&*()



4.0 | PRODUCTS

4.1 | OBRICA | BUSINESS CARDS

Obrica's business cards are effective networking tools for its employees and also serve as a promotional tool for the company. It features two sides: one with the Obrica full logo on a yellow background, and one with the contact details of both Obrica and the owner.



PRINTING RECOMMENDATIONS :

- PAPER WEIGHT | 350 gms
- SPECIAL COLOUR | SPOT VARNISH

4.2 | OBRICA | LETTERHEAD

Obrica's letterhead is a must, as it serves as an additional advertising and branding tool. Please follow the guidelines to ensure proper communication and branding strategy.



• **Fira Sans Extra Condensed Regular & Bold**
10 pt | Leading 12 pt

• **Fira Sans Extra Condensed Regular** | 9 pt | Leading 12 pt

• **Fira Sans Extra Condensed | Regular**
7 pt | Kerning 80 pt | Leading 6 pt

4.3 | OBRICA | CAP

The cap is an accessory that can be used for everyday activity. The objective is to disseminate the Obrica brand. Unlike traditional forms of advertising such as tv and radio ads, print, or online marketing, apparel based advertising that “walks” is more likely to gain attention.



4.4 | OBRICA | T-SHIRT

The T-Shirt forms part of the compulsory official wear for each employee of Obrica. It is their day-to-day uniform whenever employees have to meet clients and when they are on-site for a task. The T-shirt ensures brand recognition and is thus a very powerful tool which complements Obrica's branding and communication strategy.



4.5 | OBRICA | POLO-SHIRT

The Polo-Shirt forms part of the compulsory official wear for each employee of Obrica. It is their day-to-day uniform whenever employees have to meet clients and when they are on-site for a task. The Polo-shirt ensures brand recognition and is thus a very powerful tool which complements Obrica's branding and communication strategy.



4.6 | OBRICA | FACEBOOK

This a sample of the layouts which can be created for social media communication strategies.



PROFILE PICTURE



SOCIAL MEDIA COVER PICTURE



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