OASYS

VISUAL IDENTITY GUIDELINES

October 2024

HI. WELCOME TO OASYS BRAND GUIDELINES

This document aims to acquaint you with using our brand elements to ensure consistency across all applications.

Inside, you'll find an overview of our brand values and positioning, tone of voice guidelines, and the building blocks of Oasys' visual identity, including:

- logo
- brand colours
- typography
- illustration

By combining each of these elements, we can create a recognisable and vibrant look and feel for the Oasys brand. You'll see that the system is flexible, encouraging creativity across all of our communications.

BRAND ASSETS

For access to all Oasys assets featured in this document, click the button below.

DOWNLOAD ALL OASYS ASSETS >

CONTENTS

BRAND VALUES

Five values guide everything Oasys does.

1. INNOVATION

Oasys pushes the boundaries of what a game platform can offer players and developers.

2. COMMUNITY

Gaming is better when it's shared. From our Discord to our in-game chat, we believe in uniting people worldwide to share their passion for gaming.

3. ETHICS

At its best, the blockchain fosters trust and accountability—that's why we're so passionate about it. In the same spirit, we act with integrity and have our customers and the gaming community's best interests at heart.

4. TRANSPARENCY

The blockchain might offer a trustless environment, but we believe in giving our customers and collaborators positive reasons to believe in us. We proactively allow everyone to see and participate in what we're doing.

5. FUN

Finally—but perhaps most importantly—Oasys is about having fun. Regardless of the technology, gamers and developers can expect a place to express their imagination, display their skills, meet new people, and hang out with friends.

BRAND POSITIONING

OASYS
UNREAL GAMES MADE REAL

Our positioning line – **Unreal games made real** – speaks to two aspects of Oasys' offering.

Firstly, Oasys' platform is built on a unique blockchain explicitly built for games. It can connect the virtual world of each game with every other game deployed on its platform – and with the real world – through fungible and non- fungible tokens.

Players can take their in-game assets to other games or trade them on the open market. In this way, Oasys makes the "unreal" world of games part of the real world.

Secondly, "unreal" connotes "amazing" or "extraordinary". Oasys hosts awesome games – regardless of the technology that underpins them.

Soon, major game developers will be deploying the hottest titles on Oasys. The games gamers dream of playing will be there – for real.

TONE OF VOICE

We have used our values to inspire our tone of voice guidelines. See below how each one has developed and what it means for our branded communications.

VALUES

TONE OF VOICE

INNOVATION

COMMUNITY

ETHICS

TRANSPARENCY

FUN

TRAILBLAZING

INCLUSIVE

THOUGHTFUL

OPEN

PLAYFUL

We're focused on the future of gaming and the blockchain and excited about new developments. We speak with confidence.

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THOUGHTFUL

OPEN

PLAYFUL

Gaming is all about building connections with others across the world. Our communications prioritise the needs of our customers and developers and foster a sense of belonging.

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As these new technologies emerge, we carefully consider what they may mean for our customers, stakeholders, and the world.

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PLAYFUL

The principles that inspired blockchain, such as decentralisation, consensus, and transparency, inspire us, too. To that end, we speak directly and truthfully, inviting our audiences to collaborate in our journey.

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TONE OF VOICE

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OPEN

PLAYFUL

Our communications strive to be enjoyable and engaging by highlighting the pleasure and excitement inherent in the gaming and blockchain worlds.

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OASYS LOGO

The Oasys logo consists of the logomark that represents the multi-layered Oasys' architecture and the Oasys brand name.

There are three approved variations of the logo – **large, medium and small** – which are flexible to use depending on the desired application.

The brand colour is green, and there are two shades of green in the colour palette that work for light and dark background applications

Always ensure you use the correct logo artwork and never attempt to recreate this artwork.

DOWNLOAD OASYS LOGO >

Large logo | Green

Medium logo | Green

Small logo | Green

LOGO

The green version on the previous page passes accessibility for white and light backgrounds, while the light green is suitable for use on black and dark backgrounds.

See Oasys colour palette on page 20 for the correct values.

Always ensure you use the correct logo artwork and never attempt to recreate this artwork.

DOWNLOAD OASYS LOGO ＞

Large logo | Light Green

Medium logo | Light Green

Small logo | Light Green

OTHER COLOUR VARIATIONS

You can use each variation of the Oasys logo in green, light green, dark grey, or white.

See Oasys colour palette on page 20 for the correct values.

Always ensure you use the correct logo artwork and never attempt to recreate this artwork.

OTHER COLOUR VARIATIONS

You can use each variation of the Oasys logo in green, light green, dark grey, or white.

See Oasys colour palette on page 20 for the correct values.

Always ensure you use the correct logo artwork and never attempt to recreate this artwork.
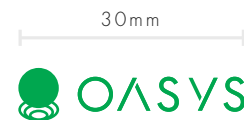
EXCLUSION ZONE

To maximise the logo's presence and visual impact, always maintain adequate clear space around it. The exclusion zone around the logo defines the area into which no other graphic elements, such as text, imagery, or other brand marks, can intrude.

We determined the minimum required clear space around the Oasys logo using the "O" character from the logo itself.

You can also use the exclusion zone to determine the minimum distance between the logo and the edge of a printed or digital application.

MINIMUM SIZE

Follow the minimum sizes at all times to maintain legibility.

30mm

The logo should be no less than 30mm wide for print applications.

60px

The logo should be no less than 60px wide for digital applications.

EXCLUSION ZONE

To maximise the logo's presence and visual impact, always maintain adequate clear space around it. The exclusion zone around the logo defines the area into which no other graphic elements, such as text, imagery, or other brand marks, can intrude.

We determined the minimum required clear space around the Oasys logo using the "O" character from the logo itself.

You can also use the exclusion zone to determine the minimum distance between the logo and the edge of a printed or digital application.

MINIMUM SIZE

Follow the minimum sizes at all times to maintain legibility.

The logo should be no less than 20mm wide for print applications.

The logo should be no less than 50px wide for digital applications.

EXCLUSION ZONE

To maximise the logo's presence and visual impact, always maintain adequate clear space around it. The exclusion zone around the logo defines the area into which no other graphic elements, such as text, imagery, or other brand marks, can intrude.

We determined the minimum required clear space around the Oasys logo using the "O" character from the logo itself.

You can also use the exclusion zone to determine the minimum distance between the logo and the edge of a printed or digital application.

MINIMUM SIZE

Follow the minimum sizes at all times to maintain legibility.

15mm

The logo should be no less than 15mm wide for print applications.

35px

The logo should be no less than 35px wide for digital applications.
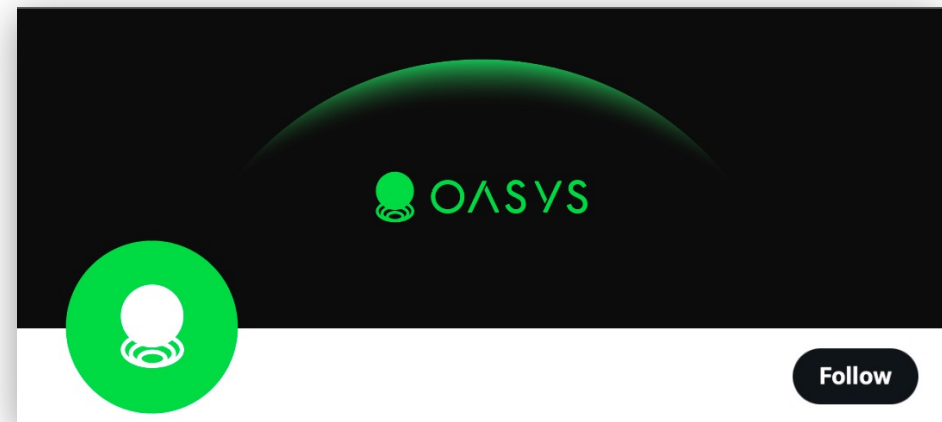
OASYS SYMBOL

You can use the Oasys symbol alone when the full Oasys logo is illegible (e.g. small digital formats with limited space). Always try to mention the Oasys name in any communication piece where the symbol is used in isolation.

Always use the Oasys name in any communications that feature the symbol in isolation. You can use the Oasys symbol as a social icon or favicon. Always ensure enough contrast between the colour of the symbol and the background.

OASYS SYMBOL

You can also use the exclusion zone to determine the minimum distance between the logo and the edge of a printed or digital application.

15mm

35px

The logo should be no less than 15mm wide for print applications.

The logo should be no less than 35px wide for digital applications.

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DOS & DON'TS

All elements of the Oasys logo are fixed. Don't alter them in any way. You must reproduce the logo consistently using the original artwork. Do not modify the artwork. Always ensure good contrast between the logo and the background. Here are some examples of things you should never do:

1. Stretch the logo.
2. Squash the logo.
3. Rotate the logo.
4. Change the hierarchy of the logo.
5. Alter the size of any of the elements.
6. Put the logo in the box.
7. Create a multi-coloured logo.
8. Use drop shadow on the logo.
9. Use the logo on busy backgrounds.
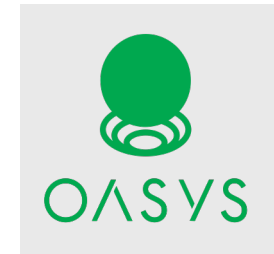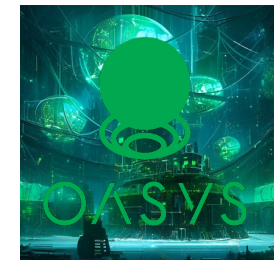
OASYS TOKEN SYMBOL

The symbol for the OAS token represents the two-layer structure of Oasys. The symbol should be used on any token visualisations (for example on coin illustrations) but may also be used as a standalone symbol when referring to the OAS Token.

The symbol has been chosen for use in a variety of sizes, however, should not be applied in sizes smaller than 20px.

DOWNLOAD OASYS TOKEN SYMBOL ›

20px

The token symbol should be no less than 20px wide for digital applications.
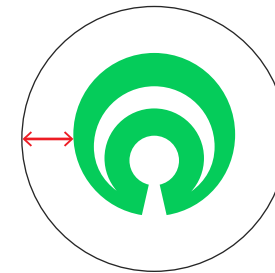
CIRCLAUR FRAME GUIDANCE

When applying the token symbol ensure that there is no empty space surrounding the symbol. The edge of the circle should touch the edge of the frame. When applying the logo to a circular frame ensure it fills the frame with no border.

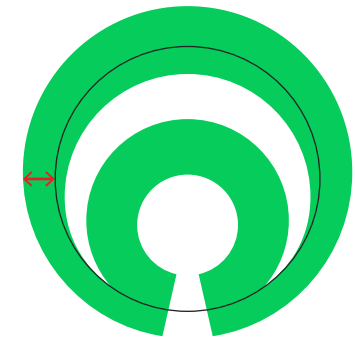Always use the brand approved assets.

DOWNLOAD OASYS TOKEN SYMBOL >

DOS

DON'TS

Margins exist around OAS tokens
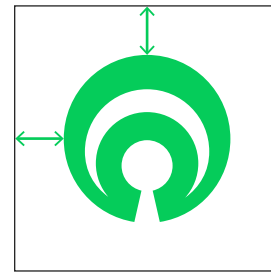
Part of the OAS token design is outside the display area.
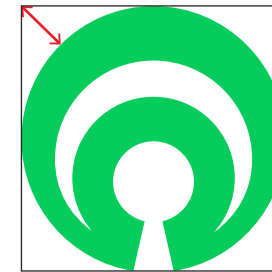
SQUARE FRAME GUIDANCE

When applying the token symbol with borders ensure that there is empty space surrounding the symbol. The edge of the square should not touch the edge of the symbol. When applying the logo to a square frame ensure it fills the frame with a border.

Always use the brand approved assets.

DOWNLOAD OASYS TOKEN SYMBOL >

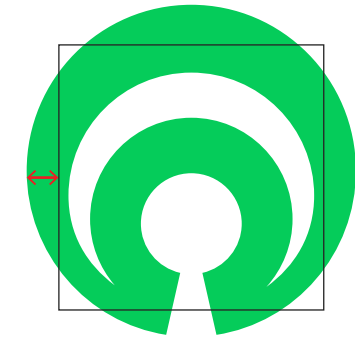**DOS**

DON'TS

Margins exist around OAS tokens

Part of the OAS token design is outside the display area.

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COLOUR PALETTE

Colour is essential to the Oasys brand and can help set the tone for each audience.

Two shades of green are Oasys' primary colours, with "Green" providing enough contrast against a white background and "Light Green" adding neon vibrancy against a dark backdrop.

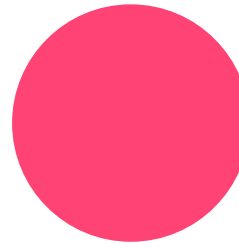The secondary colour palette is inspired by gaming and reflects a sense of entertainment and fun.

We have shown the colours in Pantone, CMYK and HEX values for various uses across print and digital communications.
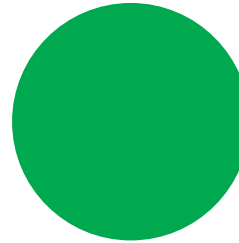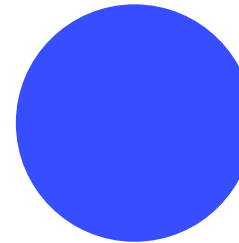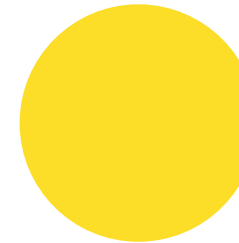
Green
#00A84F
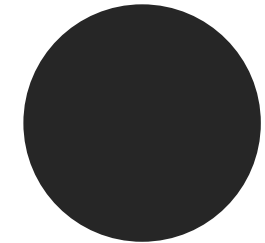79.0.87.0
Pantone 355C
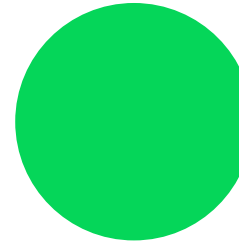
Light Green
#05D65A
69.0.82.0
Pantone 802C

Pink
#FF4374
0.83.29.0

Blue
#364EFF
84.65.0.0

Yellow
#FCDD27
4.9.87.0

Dark Grey
#262626
73.63.59.75

DIGITAL ACCESSIBILITY

Through accessibility testing for brand colours, we can ensure we use the correct size and colour pairings for our type on all background colours.

Testing ensures that all users can access all the information we display in our communications.

Colour combinations marked with ⊘ pass all accessibility criteria and can be used in combinations listed beside freely. Those marked with ⊖ symbol can only be used with 18pt type size or larger. Those marked with ⊗ failed and need to be avoided.

Dark Grey on Light Green AA — Pass ✓	Light Green on Dark Grey AA — Pass ✓	White on Blue AA — Pass ✓
Dark Grey on Green AA — Pass ✓	Green on Dark Grey AA — Pass ✓	Blue on White AA — Pass ✓
Dark Grey on Pink AA — Pass ✓	Pink on Dark Grey AA — Pass ✓	
Dark Grey on Yellow AA — Pass ✓	Yellow on Dark Grey AA — Pass ✓	

Dark Grey on Blue AA — Fail ✗	Blue on Dark Grey AA — Fail ✗	White on Green AA — 18pt or larger ⊖
White on Light Green AA — Fail ✗	Light Green on White AA — Fail ✗	Green on White AA — 18pt or larger ⊖
White on Yellow AA — Fail ✗	Yellow on White AA — Fail ✗	White on Pink AA — 18pt or larger ⊖
		Pink on White AA — 18pt or larger ⊖

TYPEFACE

It is essential to consider clarity and legibility when using text, whether on a digital application or within a printed publication.

Our brand typeface is Futura PT. Futura PT has many variations, so you can use it in many ways to allow flexibility while maintaining consistency.

MINIMUM SIZE

The minimum recommended size for print is 9pt. Only in exceptional circumstances can the text be smaller. The recommended minimum size for screens is 11pt.

ACTIVATE FUTURA PT >

Futura PT Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@!£$€#%*&()

Futura PT Extra Bold Oblique
Futura PT Extra Bold
Futura PT Bold Oblique
Futura PT Bold
Futura PT Heavy Oblique
Futura PT Heavy
Futura PT Demi Oblique
Futura PT Demi
Futura PT Medium Oblique
Futura PT Medium
Futura PT Book Oblique
Futura PT Book
Futura PT Light Oblique
Futura PT Light

HIERARCHY

While the Oasys typeface is flexible and unrestricted in how you can apply it, you should take care when creating typographic layouts to ensure that type is consistent, simple, and easy to read.

Consider the type's size, weight, column width, and line spacing. Here are some examples of recommended specifications for using Futura PT.

LEADING & TRACKING

Tracking is an important element that adds fun to the Oasys typography. See the guide (right) for which values work with each size of type.

Futura PT Medium, 9pt
Tracking 25 ——————— RUNNING HEAD

Futura PT Demi Oblique, 35pt
Tracking 100, Leading 40 ——————

HEADLINE STYLE 1

Futura PT Demi, 35pt
Tracking 50, Leading 40 ——————

Headline Style 2

Futura PT Medium, 12pt ——————
Tracking 25, Leading 16

This sample Latin text is to illustrate the approximate size of introduction paragraph text. Volorenti bero offic tota simila verfernat ut il ium ducimi, comnihitati sit res quo delestios erchit, si odipsam facerch icaborum fugiti cor rehene.

Futura PT Demi, 9pt
Tracking 10, Leading 12 ——————

Sub heading example

Futura PT Book, 9pt ——————
Tracking 10, Leading 12

This sample Latin text is to illustrate the approximate size of standard body text. Volorenti bero offic tota simila verfernat ut il ium ducimi, comnihitati sit res quo delestios erchit, si odipsam facerch icaborum fugiti cor rehene quam quo tempore verorro inusant esent occatur a quae. Nam, eversperum illitatium re, volupta ectioritio.

Bitatempedi quo exceptus evenda eritiisse cum eictotatur aut odi aborate lissima preruptatis el mos ra ant esserorum laborro vitatemod eatet maximus exerum, occumque eatur sequos deleseque conseri consecat. Odis aut fuga. Et et aperionetur sumquam eum audigni hiciisc ienihit arum quiaspe ommo ero eos aut quiduntiur sitatemos sendaero molor sum incia.

JAPANESE CHARACTERS

Most Oasys applications will be translated into Japanese. In these instances, you should use Kozuka Gothic Pro alongside Futura PT.

ALTERNATIVE FONTS

Ocassionally, Adobe Fonts may not be available. Use these Google Fonts alternative instead:

Jost should be used instead of Futura PT.

Noto Sans JP should be used instead of Kozuka Gothic Pro.

Kozuka Gothic Pro R
小塚ゴシックProの例です
0123456789@!£$€#%*&()

ACTIVATE KOZUKA GOTHIC PRO >

Jost Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@!£$€#%*&()

DOWNLOAD JOST >

Noto Sans JP Regular
これは Noto Sans JP の例です
0123456789@!£$€#%*&()

DOWNLOAD NOTO SANS JP >

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GRAPHIC DEVICE

There are a few variations of the graphic device that you can use in many ways to reflect the futuristic and fun aspects of Oasys' brand.

All of these devices come from the circular shape of the Oasys symbol, and you can use them to host imagery or create diverse animations, both on light and dark backgrounds.

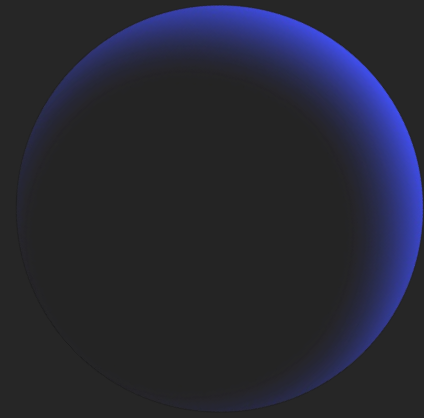You can use all these devices in any size and any colour from the Oasys brand colour palette.
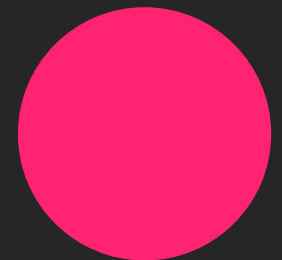
DOWNLOAD TEAMS BACKGROUNDS >

The Eclipse

Star Graphic

Planet Graphic

Button Graphic

ILLUSTRATION STYLE

Alongside the Oasys graphic device, you can evoke our gaming ethos with vivid illustrations and AI-generated images.

You can use a collage of OASYX avatars alongside AI-generated characters to show the diversity of our gaming universe. Always feature more OASYX avatars than AI-generated characters.

Featuring many fictional, AI-generated worlds in various illustrative styles can help you represent the Oasys multiverse. Some imagery can be clipped and placed on top for extra dynamic.

PARTNERSHIP ANNOUNCEMENT

We have created a template for Oasys' new partnership announcements. It allows you to display any partner logo alongside the Oasys logo.

Always ensure no additional, unbranded elements or graphics are added to the template and do not alter the background colour. Doing so could affect the legibility of both the Oasys and the partner logo.

DOWNLOAD PARTNERSHIP TEMPLATE　>
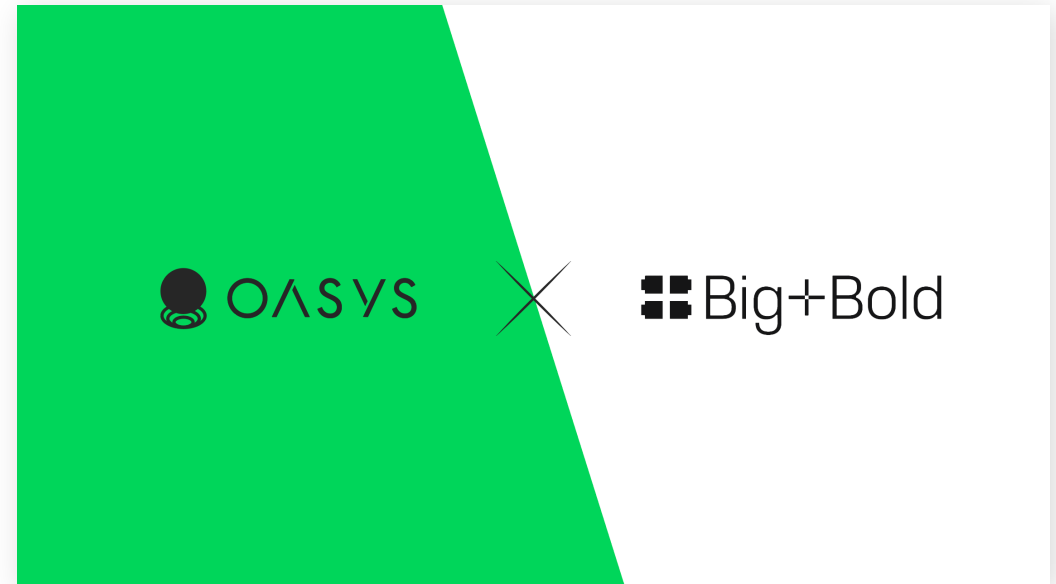
AVAILABLE ON OASYS/ON OASYS

We've created a template to feature game titles available on the Oasys blockchain platform. It allows you to display any game title/company name with the 'Available on Oasys' or 'on Oasys' line, indicating compatibility without implying exclusivity.

Always ensure the 'Available on Oasys' and 'on Oasys' is clearly legible against background graphic.

DOWNLOAD 'AVAILABLE ON'
& 'ON OASYS' TEMPLATES ›

**company name
and graphic**

Available on 🔵 OΛSYS

**company name
and graphic**

on 🔵 OΛSYS

ONLY ON OASYS

For exclusive products/services, use the 'Only on Oasys' line to emphasize exclusivity.

Always ensure the 'Only on Oasys' is clearly legible against background graphic.

**company name
and graphic**

Only on 🐙 OΛSYS

DOWNLOAD 'ONLY ON' TEMPLATE >

LINKS TO ALL OASYS BRAND ASSETS

For ease of access, we gathered all links to the Oasys assets featured in this document:

OASYS LOGO VARIATIONS >

OASYS TOKEN SYMBOL >

OASYS TEAMS BACKGROUNDS >

OASYS PARTNERSHIP TEMPLATE >

'ON OASYS' TEMPLATES >

FUTURA PT TYPEFACE >

KOZUKA GOTHIC PRO TYPEFACE >

JOST TYPEFACE >

NOTO SANS JP TYPEFACE >

OASYS

October 2024

This document will be updated as further applications of the brand are created.