

Brand guidelines
Balanced O identity



Build something
worth owning.



Illustrative mixed-use development

A clearer path to project ownership.

Purpose

Connect people with development opportunities and make the terms, teams and progress easier to understand.

Positioning

An investment platform connecting independent project sponsors with people exploring a financial stake in development.

Who Ownvestia serves

Audience	What they need	What the brand emphasizes
Individual investors	Understand the stake, risks and payment terms.	Clear documents and useful project updates.
Project sponsors	Present the opportunity and communicate after funding.	A credible project page with supporting evidence.
Contractors and developers	Review plans and submit a scoped proposal.	Complete bid information and clear responsibilities.
Investment groups	Research opportunities with people they know.	Shared notes and access to project information.

Each audience needs a clear role. Shared research does not automatically create a pooled investment fund.

One brand with clear destinations

Ownvestia

Project discovery, investment review and progress reporting.

Ownvestia Studio

Proposed premium workspace for sponsor reporting and project collaboration.

Ownvestia Learn

Education that explains development, ownership structures and project risk.

Ownvestia Groups

A place for people to share research and discuss opportunities.

Proposed brand architecture. Product availability and service scope remain planning decisions.

Balanced O identity



Balanced structural pieces frame an open center.
Plain emerald fill, with no outline or metallic edge.

Selected identity. Trademark clearance and final vector artwork remain outstanding.

Logo use



Starting size targets
32 px digital icon
25 mm embroidered mark

Primary lockup

Plain emerald symbol and matching wordmark.

Standalone mark

Use on caps, chest embroidery and small digital surfaces.

Clear space

Leave at least half a mark's width around the identity.

Color treatment

Plain emerald, no outline or metallic edge.
Single-color reverse on dark backgrounds.

The Ownvestia palette

Color	HEX	RGB	Primary use
Emerald	#0B6B4F	11 107 79	Core identity and emphasis
Onyx	#101815	16 24 21	Headlines and dark grounds
Bone	#F2EEE6	242 238 230	Warm page backgrounds
Stone	#C3C9C1	195 201 193	Quiet supporting surfaces
Gold	#D4AF37	212 175 55	Small accents only, never logos

Gold is an accent. Keep the Balanced O and wordmark plain emerald, without an outline.

Typography

Nimbus Sans

Primary type for product information,
headlines, documents and everyday copy.

Aa Bb Cc 0123456789

Regular for reading
Bold for hierarchy

Keep investment terms and numerical information in the primary sans serif.

Build something
worth owning.

Nimbus Roman

A limited editorial accent for the
statement tee and Studio storytelling.

Visual direction

Real materials
Human scale
Dated progress
People behind the work

Dimensional art belongs in
brand moments. Actual
project updates need
documentary evidence.



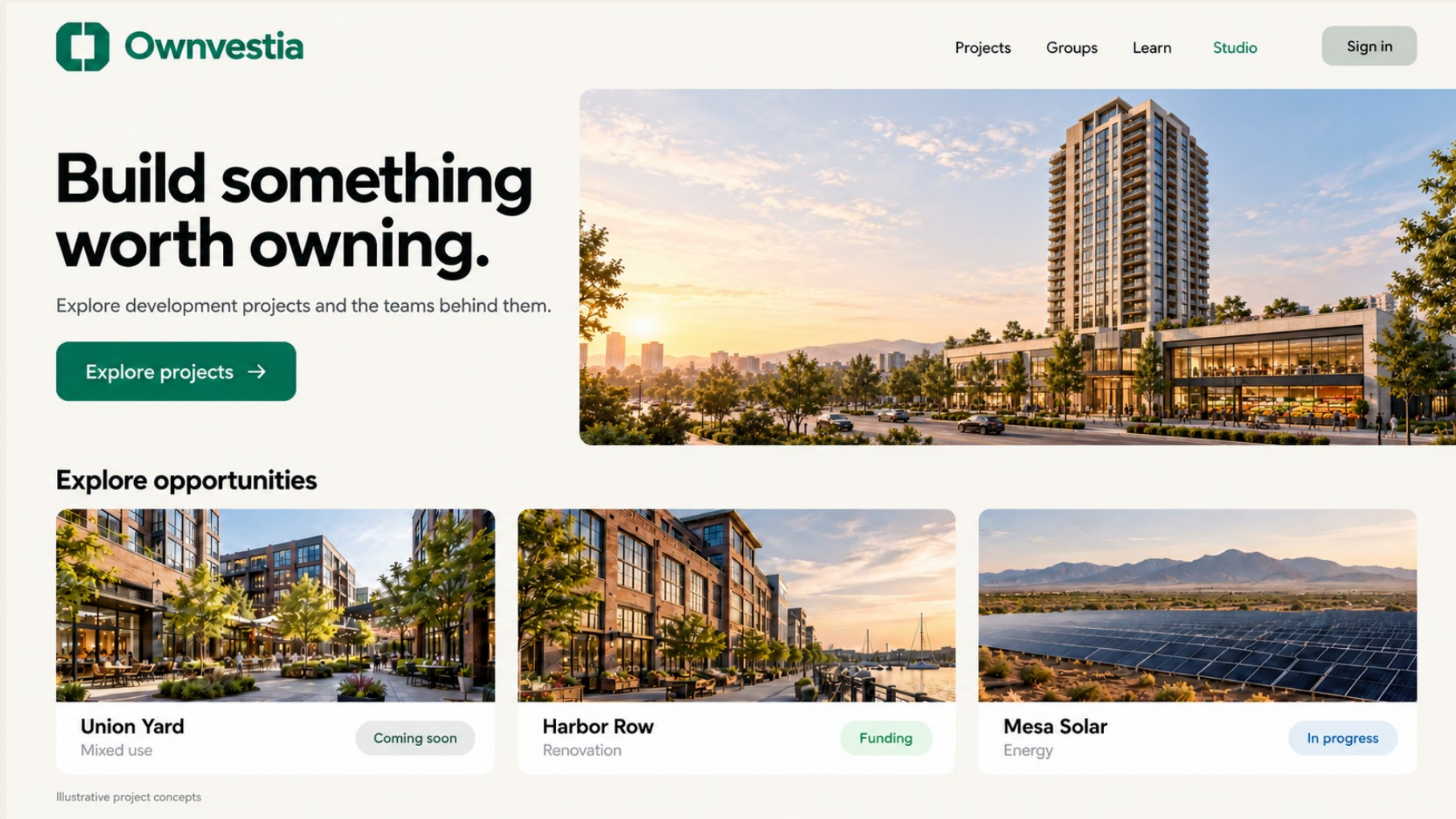
Illustrative project rendering

Voice and messaging

Moment	Example copy	Writing rule
Discovery	Build something worth owning.	Lead with the project and its purpose.
Project review	Know the plan before you take a stake.	Explain rights, costs and material risks.
Progress	See what changed since the last update.	Use dates, evidence and clear status.
Community	Bring your research to the group.	Encourage understanding and useful discussion.

Proposed copy. Offering-specific claims and risk disclosures require review before publication.

Project discovery



Illustrative project-discovery interface. Project names and statuses are examples.

The ownership collection



Statement tee, emerald hoodie, cap, canvas tote and insulated bottle. Concept merchandise.

Merchandise specifications

Item	Material and color target	Decoration target
Statement tee	240 gsm cotton Onyx or bone	Small front mark Statement print on back
Hoodie	380 gsm fleece Emerald or onyx	25 to 35 mm chest mark Single embroidery color
Cap	Six-panel cotton Bone, emerald or onyx	25 mm front mark Flat single-color embroidery
Tote	Heavy canvas Natural bone	160 mm horizontal lockup Single print color
Bottle	Insulated stainless steel Matte onyx	30 mm mark Laser etch or single ink

Starting specifications only. Suppliers must confirm garment sizing, materials and artwork limitations.

Meeting uniform

Emerald polo
Onyx quarter-zip
Bone or dark trousers

A consistent silhouette for
sponsor meetings, events
and investor support.



Proposed staff apparel

Project visit kit

The core polo stays consistent.

Site visits add the project's required protective equipment.

Visibility takes priority over the brand palette.



Concept kit only. The site safety lead and supplier must confirm protection, fit and permitted decoration.

Uniforms that identify the relationship

Role	Core kit	Identification
Investor relations	Emerald polo with an onyx outer layer	Ownvestia branding and a named staff badge at events
Sponsor relations	Emerald polo and dark or bone trousers	Ownvestia lockup on the left chest
Project visits	Core uniform plus required protective equipment	Site-issued visitor credential with the employee's name
Partner contractors	Their own company uniform and required protection	Their company name and trade Any partner mark needs permission

Partner branding must accurately describe the relationship and avoid implying Ownvestia supervises construction.

Ownvestia Studio

Onyx foundation
Single-color marks
Plain finishes

More room
for the work.

Proposed premium workspace for
sponsor reporting, shared research
and project collaboration.

Premium changes service depth. Investment rights follow each offering.

Production and rollout

01 Selected identity

Balanced O in plain emerald, no outline.
Complete name and mark clearance.

03 Samples and wear trial

Check fit, stitching, washing
and readability across sizes.

02 Production artwork

Prepare vector masters, print files,
embroidery files and color samples.

04 Focused first run

Begin with polos, one outer layer
and caps. Use preorders for other merch.

All apparel and identity images are concept directions. Supplier-ready artwork and physical samples are next.