

An abstract geometric sculpture made of blue and white faceted planes, resembling a stylized bird or a crystalline structure, positioned on the left side of the page.

# CI DEVELOPMENT

A smaller abstract geometric sculpture, similar in style to the one on the left, located in the bottom right corner of the page.



AOSH CORPORATE IDENTITY GUIDELINES

AOSH CORPORATE IDENTITY GUIDELINES

# Logo stands for

"aosh" is a logotype of Occupational Safety & Health

**A** is a beginning letter to start "osh"

**O** stands for Occopational

**S** represents to Safety

**H** is for Health

# Elements of Logotype

**Times New Roman Bold** serif font used for AOSH in lower case.

**a sh**

Alphabet **O** is replaced by circle which contains 2 signs in it.



Alphabet **h** is treated to stylize the top portion.

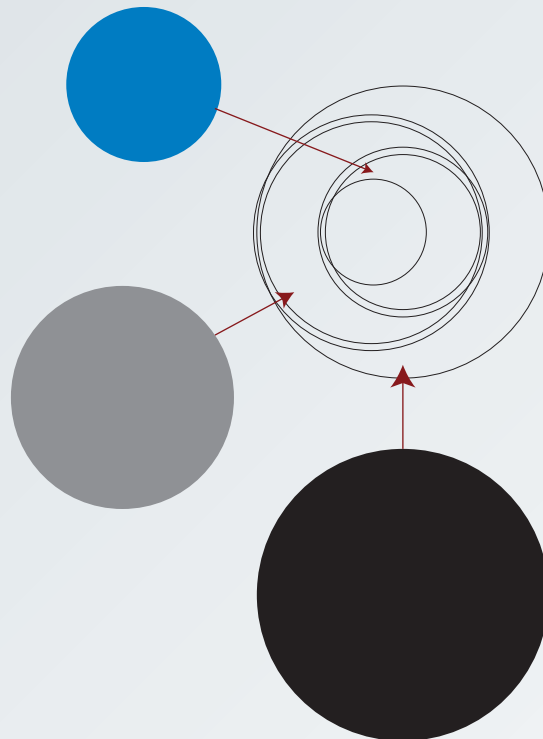
**h**

A sign for protection used on the top as a shield.



# Story of letter "O"

We used **a** and **s** as it is in the font **Times New Roman** and modify the letter **O** as below:



The circle represents O is not a simple circle, it is a group of meaningful circles.

We are using 3 colors in our logo as primary colors.

These are **black**, **gray** and **blue**.

Here "circle" represents many things that we can observe in synonymous words like group, body, set, company, sphere, world, domain etc.

# Story of letter "O"

When we are talking about O in AOSH means a diversified approach which we explain below.

As for **Black** circle as crescent, it represents to a body or the company as a whole. Also graphically it shows how the other circles tie in it.



**Black** is associated with power, elegance; it is considered to be a very formal, elegant, and prestigious color. **Black** was one of the first colors used by artists in cave paintings. **Black** became the most popular color of the nobility, particularly in Italy, France, and Spain, and gray and white were harmonious with it.

We used **Black** color for its stability and stronghold. Usually, the black color used for all kind of official documents in the world.

# Story of letter "O"



The **Gray** circle is our domain where we dealing with our top priority Health & Safety, Food Safety, First Aid , Education and Quality Assurance.

**Gray**, it is an achromatic color, literally a color without hue. In Europe and the United States, surveys show that **Gray** is the color most commonly associated with neutrality, conformity, and modesty.

During the Renaissance and the Baroque, **Gray** began to play an important role in fashion and art.

We used **Gray** color to associate our work which demands neutrality, conformity, and modesty.

# Story of letter "O"

We placed a **Blue** circle as a crescent that represents group efforts to the health and safety related issues.

We symbolize this **Blue** crescent to the health and safety, social care, and associated subjects we are dealing with.

**Blue** is the color of the sky and sea. It is often associated with depth and stability. It symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, truth, and heaven.

**Blue** is considered beneficial to the mind and body. It slows human metabolism and produces a calming effect.

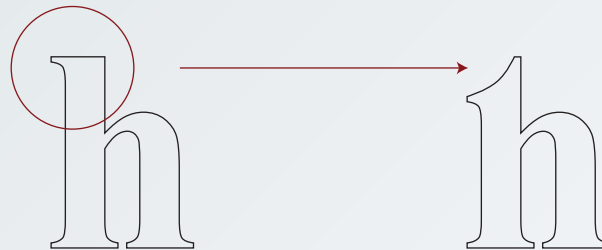
We used **Blue** for our wisdom and confidence to achieve the trust of the people.





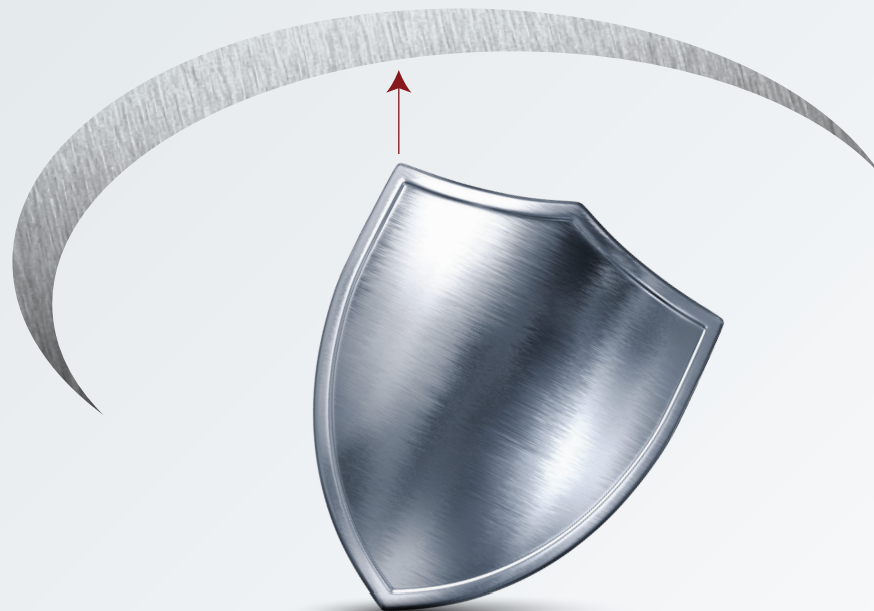
# Modification in letter "h"

We modify the letter **h** from the top to shape it in circular form to harmonise with other letters



# Creation of Shield

We added a symbol of shield on the top as a steel shield for protection



# Creation of Shield

We use blue colour insted the steel, for it's vision and visidom

Protection Shield

# Theme

We get two themes out of our Brand as below:

1- The Protection Symbol "Shield"



2- Letter "O" which contains circles for multiple signs



# Final Logo

Actual Clours










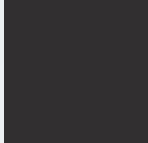

Black & White



# Colours

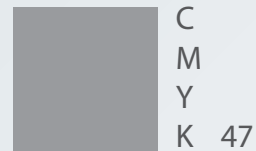
CMYK colours are used for Printing  
Also available PANTONE colors

RGB colours are for Digital use

	C 100 M 35 Y K		PANTONE P 109 -8 C		R G 131 B 202
	C M Y K 47		PANTONE P 179 -7 C		R 153 G 155 B 158
	C M Y K 100		PANTONE P 179 -16 C		R 35 G 31 B 32

# Secondary Colours

## Primery Colours



## Secondary Colours



These two colours  
are of the British  
Flag's colours