

A woman with brown hair in a ponytail, wearing a blue sports bra, has her eyes closed and her hands clasped over her heart. The background is a blurred indoor setting, possibly a gym or a modern building interior. The overall image has a soft, muted color palette.

Oxigeen

logo styleguide

Brand Story

About Your Oxigeen :

Oxigeen is dedicated to enhancing the quality of life for individuals facing breathing challenges. We specialize in providing innovative solutions that address a wide range of respiratory issues, ensuring that our clients can breathe easier and live better. At Oxigeen, we understand the critical role that breathing plays in overall health and well-being, which is why our mission is to offer products and services that deliver unparalleled comfort and effectiveness.

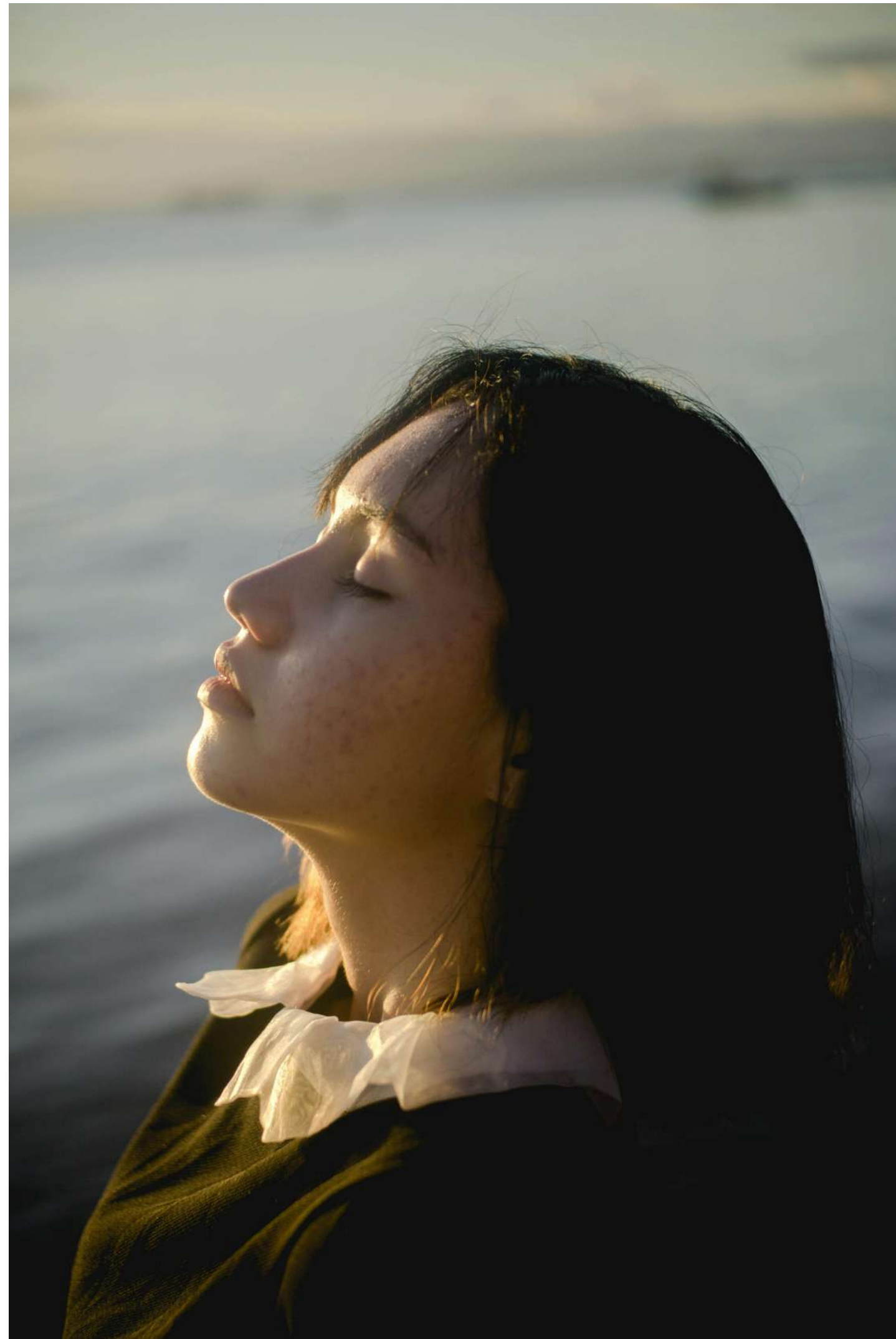
Services:

Oxigeen offers a premium selection of products designed specifically for those with breathing difficulties. From cutting-edge portable oxygen concentrators to advanced respiratory masks and air purifiers, our range of products is meticulously curated to meet the diverse needs of our clients. Each product is engineered with precision and crafted from the highest quality materials to ensure reliability, ease of use, and maximum benefit. Whether you need support for a chronic condition or are looking for solutions to improve air quality in your environment, Oxigeen is here to provide the best in respiratory care.

Brand Personality:

Oxigeen embodies a luxury brand personality that reflects our commitment to excellence and our clientele's discerning tastes. We believe that even the most essential aspects of life, like breathing, should be addressed with sophistication and elegance. Our brand exudes a sense of calm and reassurance, paired with an unyielding dedication to quality. We aim to provide not just products, but a refined experience that enhances the well-being of our customers, offering them a sense of luxury and comfort in every breath they take.

Mohammed J



User personas

I made a few different user personas to identify the target market. The branding is not for us; it is for the people who consume the brand. So, it is good to identify them better. To create these user personas, I have used Google artificial intelligence tools, so the data is pretty much accurate for making decisions.

Demographics

- Age: 32
- Gender: Male
- Location: Riyadh, Saudi Arabia
- Occupation: Marketing Manager at a Tech Company
- Education: Bachelor's Degree in Business Administration
- Income: High-income bracket
- Ethnicity: Saudi Arabian

Goals and Motivations:

- **Health Optimization:** Wants to improve his overall health and respiratory function due to a sedentary lifestyle.
- **Product Efficacy:** Seeks effective, scientifically-backed health products that show tangible results.
- **Convenience:** Prefers products that are easy to integrate into his daily routine.
- **Status and Luxury:** Motivated by high-end, luxury products that reflect his social status.

Behaviors:

- **Health-Conscious:** Regularly engages in fitness activities like jogging and yoga to maintain his health.
- **Tech-Savvy:** Frequently explores and purchases the latest gadgets and health-tech devices.
- **Social Media User:** Active on TikTok, X, and Snapchat, where he follows health and tech influencers.
- **Brand Loyalty:** Prefers premium brands and is willing to pay more for quality and luxury.

Media Consumption:

- **Social Media:** Primarily consumes content on TikTok, X, and Snapchat, focusing on tech, health, and luxury lifestyle content.
- **Podcasts:** Listens to health and wellness podcasts during his commute.
- **Online Shopping:** Regularly shops online, especially for tech gadgets and health products.
- **Health Blogs:** Reads articles on health and wellness websites.

Background:

Faisal grew up in a well-off family in Riyadh, where education and a healthy life-style were highly valued. He transitioned from being a tech enthusiast to some-one deeply invested in his health as he entered his 30s. Balancing a high-pres-sure job in marketing, Faisal often feels the physical strain, particularly in his re-spiratory system due to long hours in air-conditioned environments. He is now focused on improving his breathing and overall health to sustain his active life-style. Faisal is drawn to luxury brands, valuing quality and status, and he seeks products that not only deliver results but also reflect his high-end lifestyle.

Key Takeaways:

Faisal is an ideal customer for Oxigeen, drawn to the luxury aspect of the brand and its focus on respiratory health. He would likely be interested in the brand's products for their ability to improve his breathing and complement his health-focused lifestyle.

Faisal Al-Harbi

Marketing Manager



Demographics

- Age: 27
- Gender: Female
- Location: Jeddah, Saudi Arabia
- Occupation: Wellness Blogger and Yoga Instructor
- Education: Bachelor's Degree in Nutrition and Dietetics
- Income: Middle to high-income bracket

Goals and Motivations:

- **Holistic Health:** Aims to achieve and promote holistic health and well-being, with a particu-lar focus on respiratory health.
- **Authenticity:** Values authentic and effective health products that align with her wellness philosophy.
- **Education and Advocacy:** Motivated to educate her audience about the importance of breathing and respiratory health.
- **Luxury and Aesthetics:** Prefers products that are not only functional but also aesthetically pleasing and luxurious.

Behaviors:

- **Health Enthusiast:** Practices yoga and meditation daily, focusing on breathwork and mind-fulness.
- **Content Creator:** Regularly creates and shares wellness content on social media, particu-larly on TikTok and Instagram.
- **Community Engagement:** Engages with her online community, offering advice on health and wellness products.
- **Brand Curator:** Selects and promotes brands that align with her values of health, wellness, and luxury.

Media Consumption:

- **Social Media:** Active on TikTok, Instagram, and Snapchat, consuming and creating con-tent related to wellness, luxury lifestyle, and health products.
- **Online Workshops:** Attends and hosts online workshops and webinars related to yoga, nu-trition, and holistic health.
- **Wellness Magazines:** Reads digital and print wellness magazines to stay updated on the latest trends in health.
- **E-commerce Platforms:** Shops for luxury wellness products online, comparing reviews and brand stories.

Background:

Sara comes from a progressive, health-conscious family in Jeddah, where she developed a passion for wellness and holistic living. She pursued a degree in Nu-trition and Dietetics, which led her to a career as a wellness blogger and yoga in-structor. Sara has built a strong online presence where she educates her audi-ence on health topics, with a particular emphasis on breathwork and respiratory health. She is always on the lookout for innovative products that align with her holistic health approach. Sara appreciates brands that offer luxury, quality, and authenticity, and she is dedicated to integrating these into her personal and pro-fessional life.

Key Takeaways:

Sara is a prime candidate for Oxigeen's products, given her focus on holistic health and respiratory wellness. Her influence as a wellness blogger could also position her as a brand ambassador, amplifying Oxigeen's reach within the luxury health market.fulness.

Sara Al-Saud

Wellness Blogger

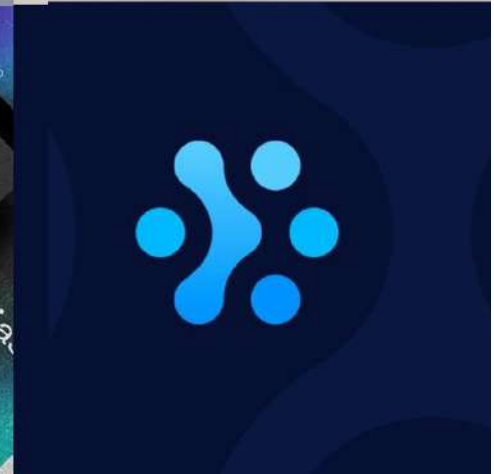


Stylescape

Creating a stylescape is crucial for my brand identity design process as it provides a visual direction, ensures consistency across touchpoints, and facilitates collaboration with clients. Stylescapes act as a starting point for design iterations, expressing the brand's personality and setting the desired mood, all while aligning with the user personas I developed earlier. They streamline decision-making, inspire design elements, and help avoid misinterpretation, making them an essential tool in guiding the overall visual representation of the brand.



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OXIGREEN



The Logo

Overview

The logo design for Oxigeen features a square with rounded corners, containing a duplicated inner square. This abstract representation of O2 is thoughtfully crafted to symbolize the essential role of oxygen in energizing the human body and enhancing overall health.

Symbolism

- **Abstract Representation of O2:** The two squares within the larger square serve as an abstract representation of the oxygen molecule (O2). This clever design element directly connects the logo to the brand's focus on breathing and oxygen's vital role in sustaining life. It visually communicates the core essence of Oxigeen, emphasizing the importance of oxygen in health and wellness.
- **Power Boost Representation:** The duplication of the inner square symbolizes the power boost that good oxygen flow provides to the human body. Oxygen is crucial for energy transformation, and this design element highlights how effective breathing can enhance physical performance and vitality. It conveys the message that Oxigeen is dedicated to optimizing oxygen intake for improved energy levels and overall health.
- **Square as a Symbol of Power:** The square is a universal symbol of strength and stability. By incorporating this shape into the logo, it reinforces the idea that Oxigeen is a reliable source for enhancing breathing and promoting well-being. The rounded corners soften the design, adding a modern touch while maintaining a sense of approachability.

Color and Font Choice

- **Blue Gradient Color:** The use of a blue gradient in the design evokes feelings of calmness, trust, and health. Blue is often associated with the sky and water, elements that are intrinsically linked to breathing and life. The gradient adds depth and dynamism to the logo, making it visually appealing and modern.
- **Bebas Neue Regular Font:** The choice of Bebas Neue Regular font complements the overall design by providing a clean, contemporary look. This font is highly legible and conveys professionalism, aligning with the brand's luxurious image. Its geometric style resonates well with the square shapes in the logo, creating a cohesive visual identity.

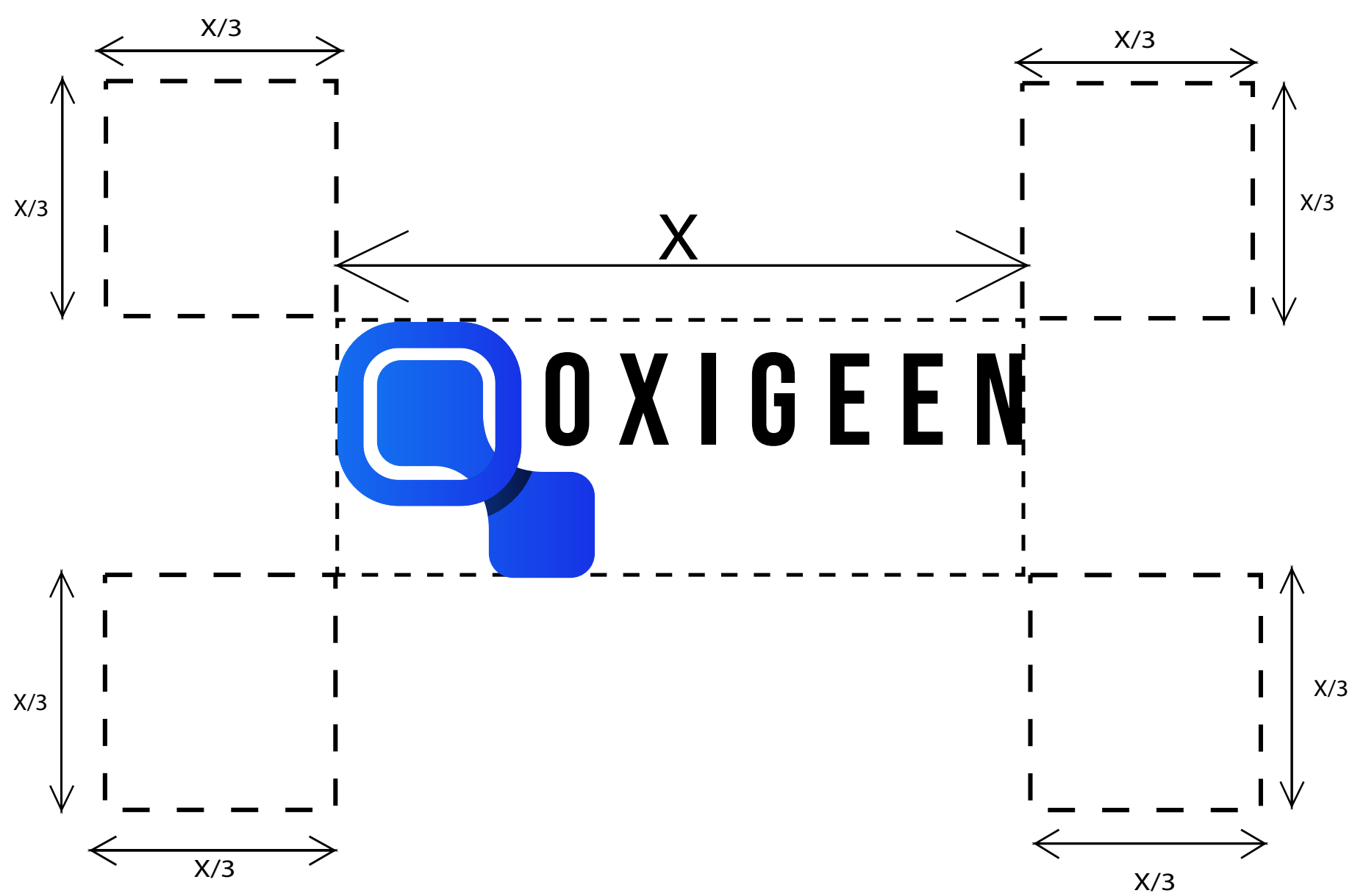
Conclusion

In summary, this logo design for Oxigeen effectively encapsulates the brand's mission to enhance breathing and promote health through a modern and powerful visual representation. The abstract depiction of O2, combined with the symbolism of power and the calming blue gradient, creates a strong identity that resonates with health-conscious consumers. This design not only stands out in the marketplace but also conveys the essential message of vitality and energy transformation that is central to the Oxigeen brand.



Logo Clearspace

Defining a clear space around a logo is essential for maintaining visibility, legibility, and brand integrity. It ensures versatility across platforms, prevents crowded designs, enhances recognition, and contributes to professional aesthetics. The clear space also facilitates high-quality reproduction and compliance with design standards, adapting well to various backgrounds while preventing visual distractions. Overall, it is a fundamental aspect of logo design that ensures the logo's impact and consistency across different applications.



Logo Variations



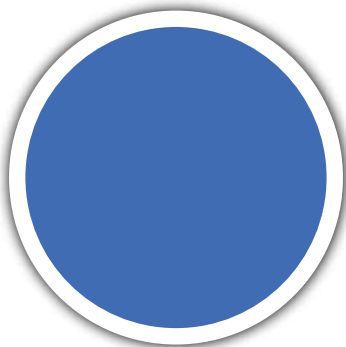
Typography

Bebas Neue is a versatile sans-serif font family, originally designed by Ryoichi Tsunekawa. Known for its clean, bold lines and modern aesthetic, Bebas Neue has become a go-to choice for impactful headlines and design projects. Its simplicity and strength make it highly adaptable, perfect for both print and digital media

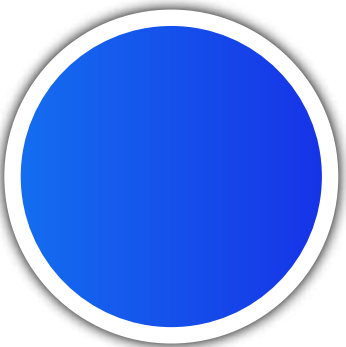
Font name : **Bebas Neue Regular**

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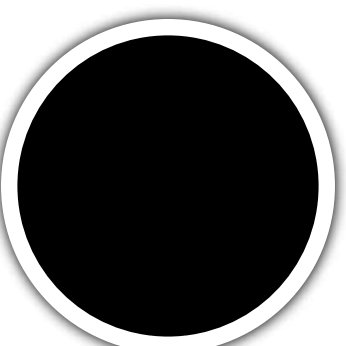
The Logo Colors



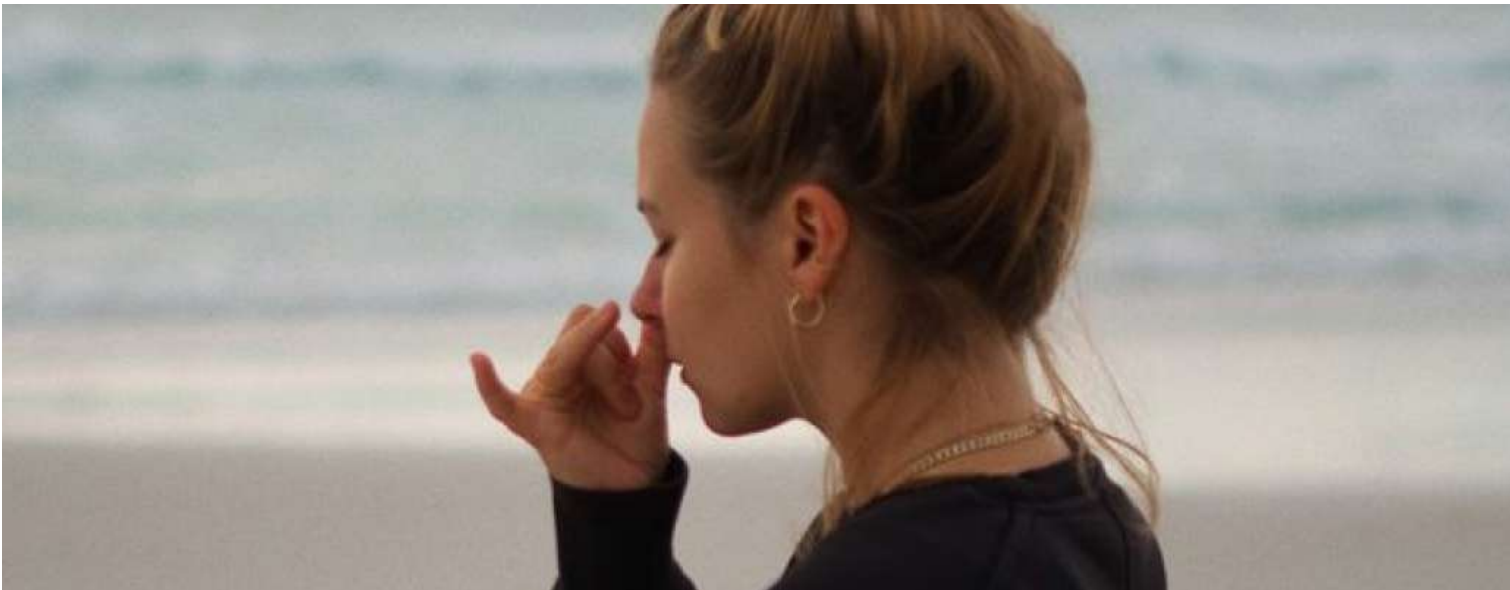
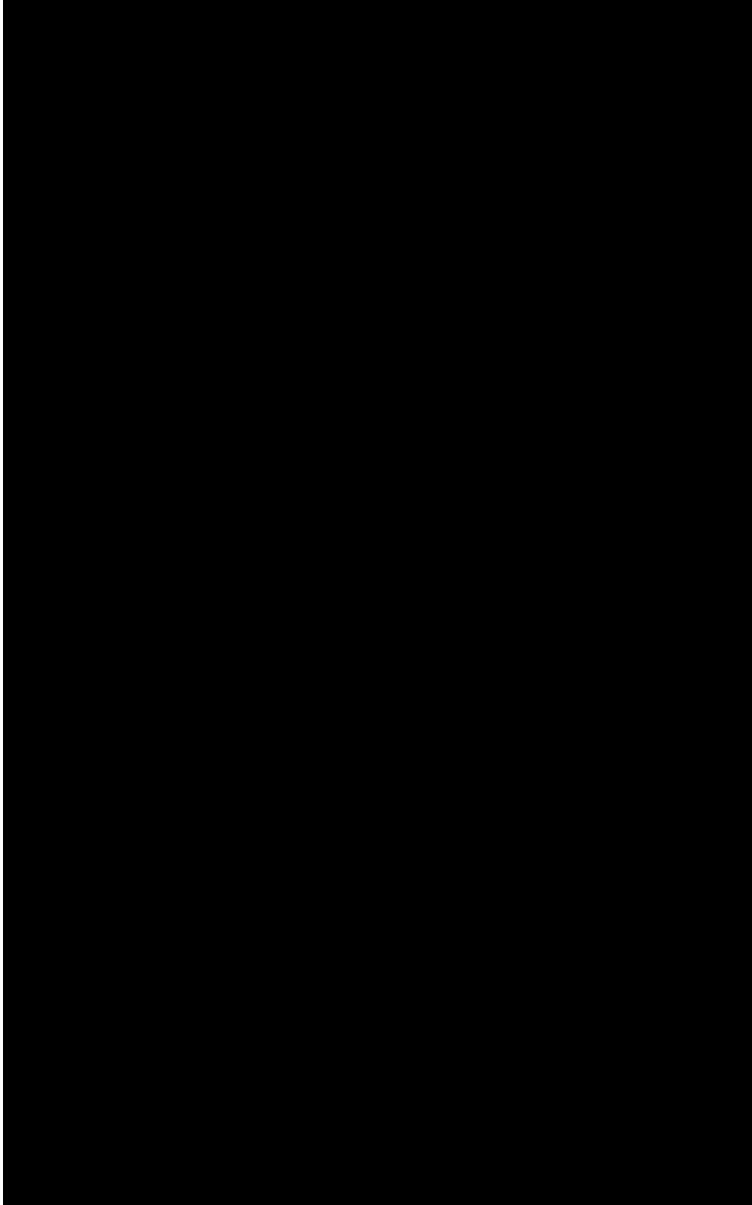
#406cb4



#154bea



#000000



Logo with Background Variations



Icons

Instagram profile
picture size
110px by 110px



80px by 80px



Web favicon size
32px by 32px



Competitive landscape



Real-world mockups

The use of real-world mockups in brand identity design is crucial for visualizing how the brand will appear in practical settings. It aids in effective communication with stakeholders, facilitates user experience testing, ensures brand consistency across platforms, enhances marketability in presentations, and allows for iterative design improvements. In summary, real-world mockups contribute to the overall success of a brand identity by providing a tangible and realistic representation for evaluation and refinement

Name Board



Business Card



Mug



Mobile App



Tshirt

