



BRAND BOOK

Welcome to the Okeanos[®] Visual Brand Book.

At Okeanos, we are pioneering a future where nature and innovation are compounded into a solution for a more sustainable future.

These guidelines define our brand identity through logo, typography, colors, tone of voice, and more. By following them in marketing, digital content, and packaging, we ensure a strong, cohesive, and recognizable brand.

We aim to fight plastic pollution by using natural stone to deliver a scalable packaging solution. As advocates for a cleaner planet, our brand must embody this mission through consistent voice, impactful visuals, and shared values.



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01

BRAND STRATEGY



The Story Behind Okeanos



Okeanos was born from a deep reverence for the ocean and a mission to fight plastic pollution.

Inspired by the ancient Greek Okeanos, the river encircling the world, our name reflects our commitment to protecting it.

With **Made From Stone™**, we harness renewable **calcium carbonate** to mimic natural packaging like seashells, helping brands reduce plastic and lower their CO₂ footprint—today and for the future.



Brand Promise

We promise ethical innovation, embracing diversity, excellence, and global compliance.



GUARANTEE

We are committed to science-backed innovation, developed both transparently and ethically.

DEDICATION

Our team pledges to remain culturally and racially diverse, socially aware, and committed to excellence internally and externally.

APPROACH

Working in tandem with our global partners to ensure we are in compliance with local and national regulations.



Brand Essence

We aim to lead the charge against plastic pollution with innovation inspired by nature.



VISION

To build a global brand as strong and unique as our solution—leading the fight against plastic pollution through nature-inspired innovation. Our branding drives awareness, encouraging buyers to choose Made From Stone™.

MISSION

Plastic pollution affects oceans everywhere. Through innovation, education, and adoption of Made From Stone™, we aim to cut plastic use, lower our carbon footprint, and make real impact today.



Brand Commitments

The Sustainable Development Goals established by the UN General Assembly outline a blueprint for achieving peace and prosperity for people and the planet by 2030.



Okeanos identifies with and believes that it can improve on SDG's 5, 9, 12, 13, 14, and 17.





02

VISUAL IDENTITY



Logotype

Our stone globe logo represents a world **Made From Stone™**, embodying the global impact of our movement and mission.



LOGO FONT

Isidora Sans Semibold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?:._-

■ It provides an immediate cue that steers consumers toward sustainability.



Structure & Spacing

The logo's visibility must always be protected by respecting its minimum size and clear space, ensuring it stays legible and impactful across all applications.

Minimum Size

Digital: 200px x 46px.

Print: 35mm x 8mm.



Minimum Space Rule

Digital: Leave at least 10 px of clear space around the logo.

Print: Use the height of the second "o" as spacing.



Usage & Legibility

We advise using the Okeanos[®] logo only in its approved versions and placing it on backgrounds with strong contrast to ensure clarity and consistency.

Full Colored
Standard use



Black
White/bright color backgrounds



White
Black / dark color backgrounds



Always place the logo on backgrounds with strong contrast. Keep it clear, undistorted, and free from visual clutter.



Do's & Don'ts

Any changes to our logo diminish its integrity and the equity of our brand.



Do not reposition or reorient the text relative to the mark.



Always use approved color versions—do not edit or change.



Do not stretch or distort any part of the Okeanos[®] logo.



Global Operations

Flexible identity system, consistent worldwide.



PRIMARY LOGO

+

REGIONAL/BUSINESS UNIT NAME

Isidora Sans Medium Italic should be used as the secondary font for country's logo. The height of the capitalized letter should be the same as the globe.

-  *kēanos* **Argentina**
-  *kēanos* **Bangladesh**
-  *kēanos* **Brasil**
-  *kēanos* **CEE**
-  *kēanos* **Colombia**
-  *kēanos* **Europe**
-  *kēanos* **Egypt**
-  *kēanos* **Holdings**
-  *kēanos* **Iberia**
-  *kēanos* **India**
-  *kēanos* **Japan**
-  *kēanos* **Innovation**
-  *kēanos* **Middle East**
-  *kēanos* **Ohio**
-  *kēanos* **Pakistan**
-  *kēanos* **Philantropy**
-  *kēanos* **Saudi Arabia**
-  *kēanos* **Spain**
-  *kēanos* **Vietnam**



 **Consistent brand extension across all countries and divisions.**

Trademarked Logos

All trademarks, service marks, trade names, trade dress, product names and logos appearing on the site are the property of their respective owners, including Okeanos Group, LLC and its affiliates (“Okeanos”).

— Any rights not expressly granted herein are reserved.



Primary Colors

Just like our logo, the colors we use help people instantly recognize us and feel connected to our brand.

<p>sunset</p> <p>PANTONE 170C</p> <p>C0 M57 Y47 K0 R249 G140 B117</p> <p>#F98C75</p>	<p>coral</p> <p>PANTONE 2345C</p> <p>C0 M72 Y54 K0 R255 G111 B97</p> <p>#FF6F61</p>	<p>paprika</p> <p>PANTONE 2345C</p> <p>C0 M99 Y100 K0 R217 G4 B4</p> <p>#D23218</p>	<p>glacier</p> <p>PANTONE 3245 C</p> <p>C47 M0 Y23 K0 R156 G221 B211</p> <p>#9CDDD3</p>	<p>breeze</p> <p>PANTONE 7466C</p> <p>C98 M0 Y26 K0 R255 G171 B192</p> <p>#00ABC0</p>	<p>harbor</p> <p>PANTONE 7474C</p> <p>C100 M25 Y37 K1 R8 G135 B153</p> <p>#088799</p>
------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------



Secondary Colors

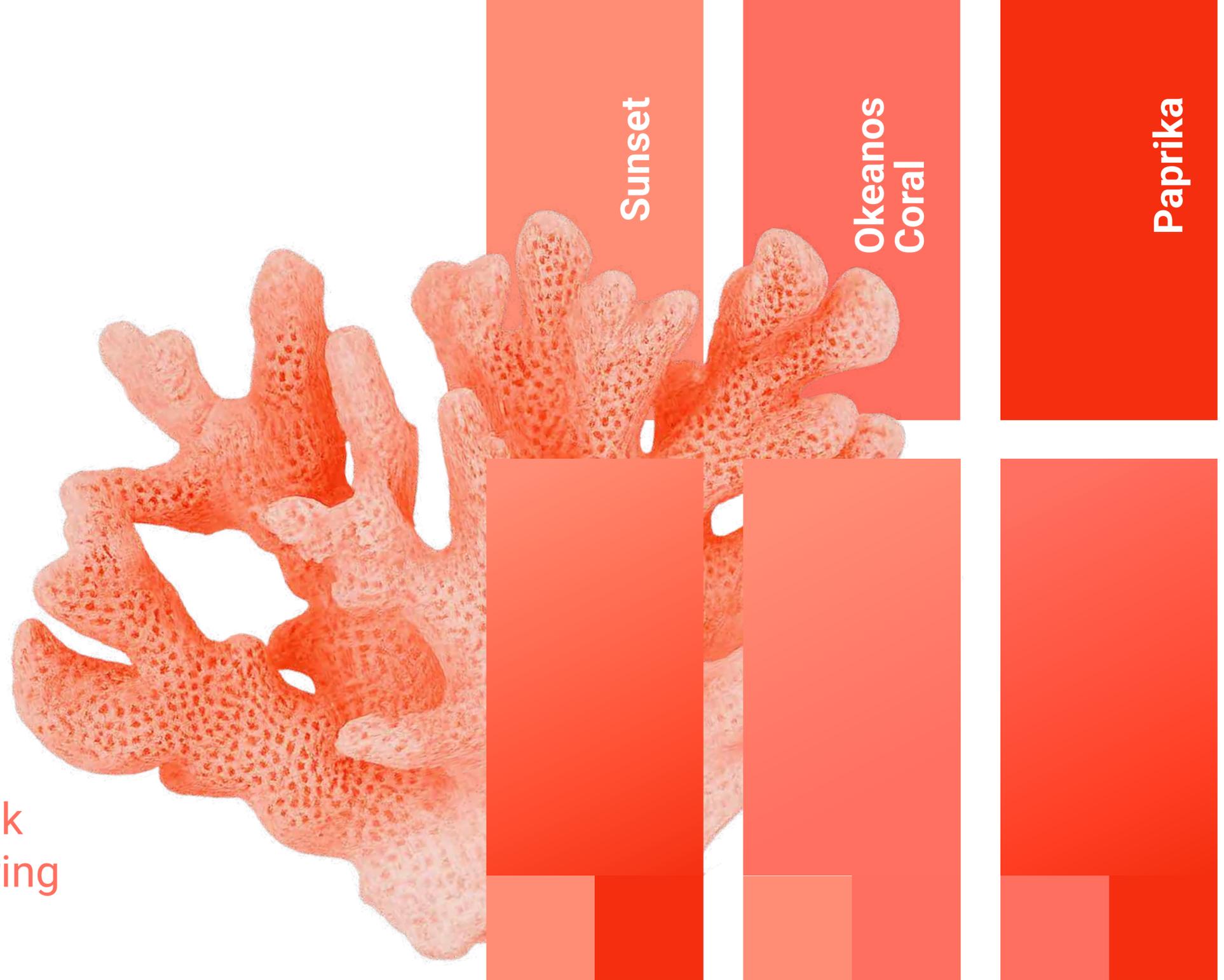
They complement our primary palette, adding variety and flexibility while maintaining a consistent brand look across different applications.

dawn	blush	meadow	wave	stone	cloud
PANTONE 109C	PANTONE 1775C	PANTONE 339C	PANTONE 7466C	PANTONE 7474C	GRAY
C1 M16 Y100 K0 R244 G207 B0 #F4CF00	C0 M56 Y19 K0 R233 G141 B157 #E98D9D	C84 M0 Y63 K0 R86 G175 B137 #56AF89	C94 M77 Y16 K3 R58 G80 B138 #3A508A	C70 M64 Y63 K61 R51 G51 B51 #333333	C3 M3 Y3 K0 R243 G241 B240 #F3F1F0



Coral in Motion

The coral gradient is our signature asset. It gives Okeanos® a distinctive, look in a crowded market ensuring instant recognition.



— More than design, it's a strategic brand marker that builds consistency, credibility, and global visibility.



Typography Guidelines

Brand typography ensures consistency, readability, and professionalism across all communications.

Roboto Bold

Used for presentations and graphic content, ensuring consistency across internal and external materials.

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Source Sans Pro

Chosen for readability in emails and formal documents, offering clarity and professionalism.

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789



Typography Guidelines

Our headline font is Roboto Bold. It is used for main slide titles, campaign slogans, and key messages.

— **Maintain the font pairing, tracking, leading and paragraph headlines.**

Roboto

H1 Headline

Roboto Black

PowerPoint / Keynote: 44–60 pt

Print (posters, brochures): ~32–48 pt

Digital (social media graphics):

Scaled so it's readable on mobile

H2 Subheadline

Roboto Light

PowerPoint / Keynote: 28–36 pt

Print (posters, brochures): 24–32pt

H2 Bodycopy

Roboto Light

PowerPoint / Keynote: 16–20 pt

Print (posters, brochures): 24–32pt



Design Elements

The Okeanos globe serves as the foundation of the main design element, whose zoomed-out view generates abstract shapes.

Main design element used to decorate splash backgrounds.



Zoom the globe art until its segments become larger, abstract shapes; crop or tile the result to create a repeating pattern or large-scale texture. Keep the original proportions, line weight feel, and brand palette so the pattern reads as an extension of the mark.

Rule 1:
Blends with the page.



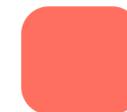
This style blends images with background colors or shapes, creating a smooth, flowing look. The bottle shows how a photo can integrate seamlessly into the page design.

Rule 2:
Defined by the page.



In this approach, design elements frame the image. The child photo sits inside a red, rounded rectangle, making it a clear focal point.

Rule 3:
Rounded edges.



For all graphical elements such as shapes, containers, buttons, and image frames, rounded edges must be used instead of sharp corners.



Brand Imagery

Our imagery reflects the essence of Okeanos: natural, human, and sustainable.

Photos should feel **authentic, vibrant,** and **optimistic,** highlighting people, products, and nature in harmony.



Visuals must support our mission by showcasing real experiences and environmentally conscious solutions, always with a clean and modern aesthetic.



Corporate Identity

At Okeanos, every touchpoint is an opportunity to reinforce who we are.

From emails to presentations, our visual and verbal identity keeps us consistent, clear, and credible. These guidelines help every team member present Okeanos® and Made From Stone™ with professionalism and alignment.



› Employee badge with QR code

› Branded Email Signature



› Email Font

Tahoma, 11
#000000

› Office Document



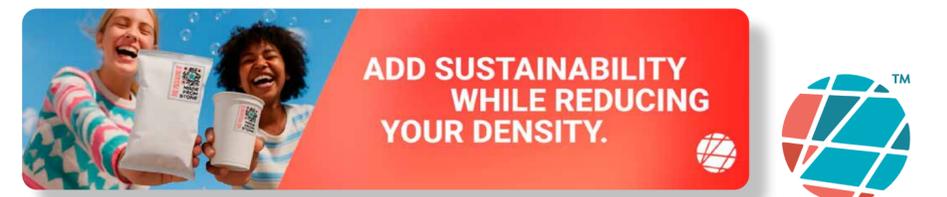
[Excel Template](#)

[Word Template](#)

› Corporate LinkedIn banner



› Email Banner





03

CO-BRANDING WITH MADE FROM STONE™



Why Co-Branding Matters

Co-branding with Made From Stone™ strengthens brand credibility, earns consumer trust, and creates instant recognition in a crowded marketplace.

The badge tells the story for you signaling less plastic, lower CO₂, and total transparency, making your brand the one today's conscious consumers look for.



Co-Branding at a Glance

Our badge and calls-to-action adapt across languages, keeping our message clear and our brand consistent worldwide.

One badge, many languages: global clarity with a unified identity.

› **Dedicated LCA Page**



› **Badge:** The hero factor.



Dharma Gothic M Regular

Toroka Wide Bold

› **Call to Action**

**LESS PLASTIC.
LESS CO2.
WE CAN PROVE IT!**

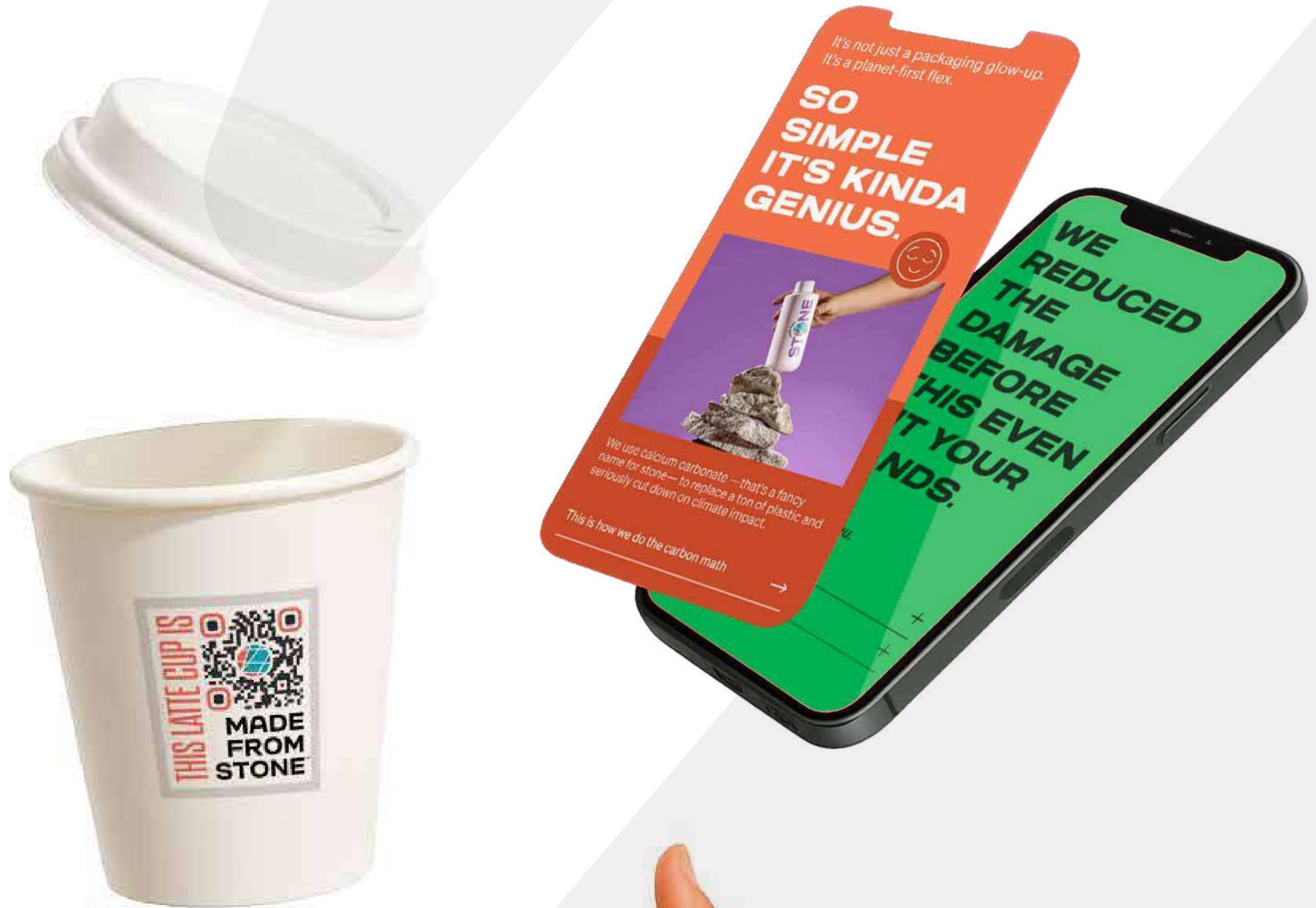
› **Legal Disclaimer**

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Our Badge

Our badge turns claims into proof. The QR code links to verified data on plastic and CO₂ savings for each product.



Badge Use

The badge text adapts perfectly to each product and language, ensuring clarity and maximum visibility.

> Vertical Application



> Horizontal Application



> Circle Application



> QR Code Application



Main Rules

✗ Recreate or redraw the badge

✓ Use official files

✗ Stretch or skew it

✓ Maintain proportions

✗ Place too close to other elements

✓ Respect clear space

✗ Wrap around corners or folds

✓ Use on flat areas

✗ Add your claims

✓ Use approved product lines

Badge Color Adaptability

The badge adapts to any packaging, available in full color, two-color, or monochrome for consistent visibility.

FULL COLOR



Preferred option when color printing is available.

TWO COLORS



For packaging with limited brand colors.

BLACK & WHITE



Use only when color printing isn't possible to keep the badge and QR functional.



Badge Language Adaptability

The badge keeps its design consistent while adapting the message into local languages for clarity in every market.



Why it matters:

- Consumers instantly understand the message.
- Builds global recognition with local relevance.

Portuguese



Spanish



Arabic



French



Private Label & White Label Application

For unbranded items, use the madefromstone.com or our globe. On very small items like cutlery, use a coral color; on larger surfaces, an embossed globe. All uses require Okeanos approval.



Thermoformed / Full No Print / Embossed
Application: Embossed MFS Globe
Text: in local language
Color: None
Location & Size: Realistic Space Decitions

Printing Hierarchy

- > 1st: Full Colored
- > 2nd: Okeanos Grey / #DDDDDD
- > 3rd: Black / #303030



LCA Pages

The LCA Page offers a transparent view of your product's impact, with verified reductions and a clear look at its journey.



What it shows:

- Carbon footprint reduction
- What "carbon footprint" means
- Resource savings (plastic, CO₂, water)
- A map of the product's journey from raw material to final form

Why it matters for brands

- Builds trust with transparent, data-backed proof
- Differentiates your product instantly
- Turns impact visibility into a competitive advantage

Simple, engaging, and backed by real data — because transparency should feel easy to understand.



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English *Pending Patent



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French *Pending Patent



Hecho de Piedra, Okeanos, y diseños asociados son marcas comerciales de Okeanos Group, LLC. Patentes enumeradas en: madefromstone.com/patents.

Spanish *Patente Pendiente



ممي اصت ل او Okeanos و Made From Stone
 ةك رشل ةعبات ةي راجت تامالع يه اهب ةطبترم ل
 ةدوجوم تاءاربل ا ةمئاق . Okeanos Group, LLC.
 يلع : madefromstone.com/patents.

Arabian *Patente Pendiente



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Portuguese *Patente Pendente



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 特許一覧: madefromstone.com/patents

Japanese *Patente Pendente





04

BRAND IN ACTION



Acting on Purpose

Every collaboration is an opportunity to amplify the message of sustainability across multiple channels.

From social media to PR campaigns and in-store activations, we showcase how our partners are turning the Made From Stone™ badge into real impact — building loyalty, inspiring conversation, and elevating their brand.

— Co-branding with Made From Stone™ goes beyond packaging.



We didn't reinvent the world, we just changed what it's made of.

Our new campaign makes that story visible, showing how our science quietly changes the material behind the products people use every day.

We didn't reinvent heroes. Just their capes.

Made From Stone™ — less plastic, same strength.



We didn't reinvent cravings. Just the bag that feeds them.

Made From Stone™ — less plastic, same satisfaction.



We didn't reinvent cleaning. Just the bottle that does the dirty work.

Made From Stone™ — less plastic, same shine.



We didn't reinvent the wheel. Just the material behind it.

Made From Stone™ by Okeanos — reducing plastic and CO₂ in everyday packaging.



We didn't reinvent the coffee break. Just the cup.

Made From Stone™ — less plastic, same performance.



Social Media Guidelines

Through meaningful content, we build excitement around our brand and products while fostering a sense of belonging among a global community.



We steer clear of negativity

except when addressing plastic and pollution, which should be approached with an educational, neutral, or lightly witty tone, never as the core message.

Our platforms serve as a key tool to share progress, spark conversation, and reinforce our commitment to sustainability, one post at a time.



Co-Branding in Action

Grupo Danec × Made From Stone™

With over 50 years of market leadership, Grupo Danec introduced Made From Stone™ packaging to its Regia margarine line—bringing a bold new layer of brand impact to an everyday staple.

— Customizable, scalable, and ready today.

MEDIA CAMPAIGN



CO-BRANDED PRODUCT



Co-Branding in Action

Superbol × Made From Stone™

Building on its legacy of sustainable packaging, Superbol brings Made From Stone™ to e-commerce and delivery bags—delivering less plastic, less CO₂, and more brand impact.

MEDIA
CAMPAIGN



CO-BRANDED
PRODUCT



**Products are made
in the factory, but
brands are created
in the mind.**

*And today, we've given that brand a face
the world will recognize.*

