

Brand guidelines



Logo

The Ozeapon logo represents interconnected natural systems and communicates a transition toward regeneration, collaboration, and long-term impact.

The logomark serves as a compact representation of the Ozeon.

It is designed to be instantly recognizable and flexible across contexts, functioning both as a standalone symbol and as a supporting visual element. Its organic, fluid form reflects the connection between natural systems and technological structures, making it suitable for use across internal and external communications where clarity and consistency are essential.



The logotype is typically used in combination with the logomark to form the complete brand signature.

It has been optically refined to ensure balanced spacing and a consistent visual rhythm across all letters. Whenever possible, the approved logotype should be used instead of recreating or typing the name manually.

Ozealon

The logo lockup combines the logomark and logotype into a unified signature.

It represents the default and preferred usage of the brand. This configuration should be used across external communications to ensure clarity, consistency, and strong brand recognition.



LOGO
CLEARANCE

The clear space is constructed as a page-based frame derived from A4 proportions.

This approach reflects the logic of academic layouts and paper culture. The dimensions of this area are directly related to the proportions of the logomark, forming a consistent and scalable system. No text or graphic elements should enter this space.



LOGO
COLOR

The logo is designed to be used on neutral and core brand backgrounds.

Black, white, and primary color applications ensure optimal contrast and legibility. These are the preferred and default color combinations and should be used in most cases to maintain consistency and clarity across all materials.



LOGO
COLOR

The logo can be used across both neutral and expressive backgrounds, provided sufficient contrast is maintained.

In addition to core brand colors, the logo may appear on imagery and more dynamic color fields. In such cases, legibility and clarity should always be prioritized. The logo should remain clearly visible against the background, avoiding visual noise or low contrast.



LOGO

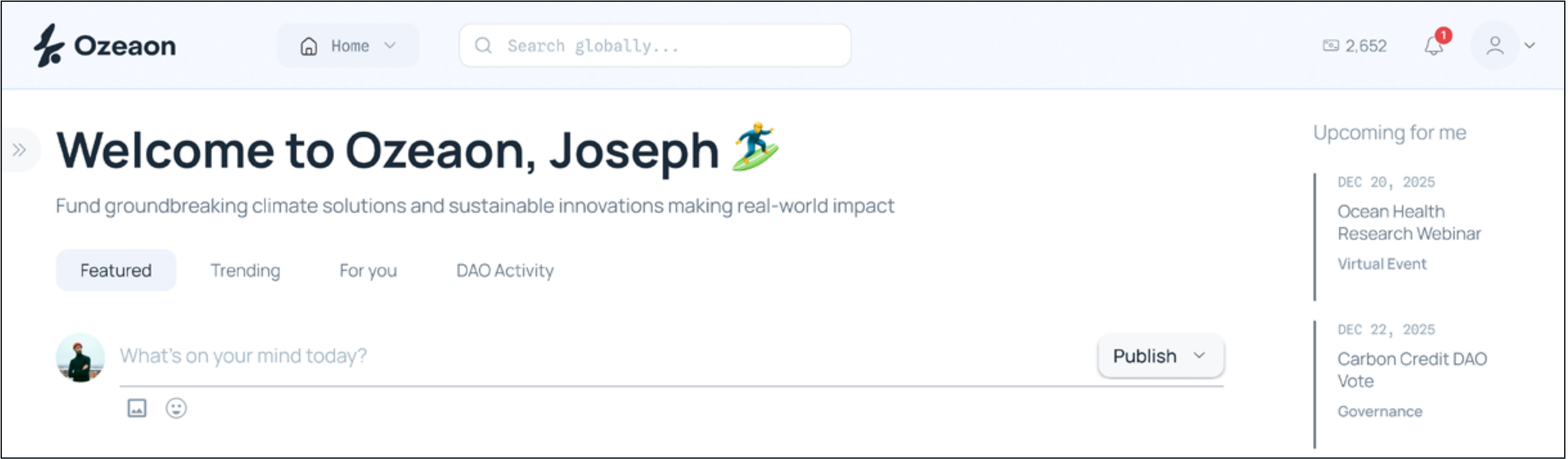
HOME PAGE

On the platform, a modified logo lockup is used to ensure visual balance within the interface.

The logomark is vertically centered relative to the logotype, aligning with surrounding UI elements such as navigation, icons, and controls. This adjustment improves optical balance and integration within structured layouts.

This version is used specifically in interface contexts and should not replace the primary logo in external applications.

Minimum size:
The recommended minimum size is 120 px in width. In certain cases, the logo may be used smaller, provided that legibility and the integrity of the logomark are preserved.

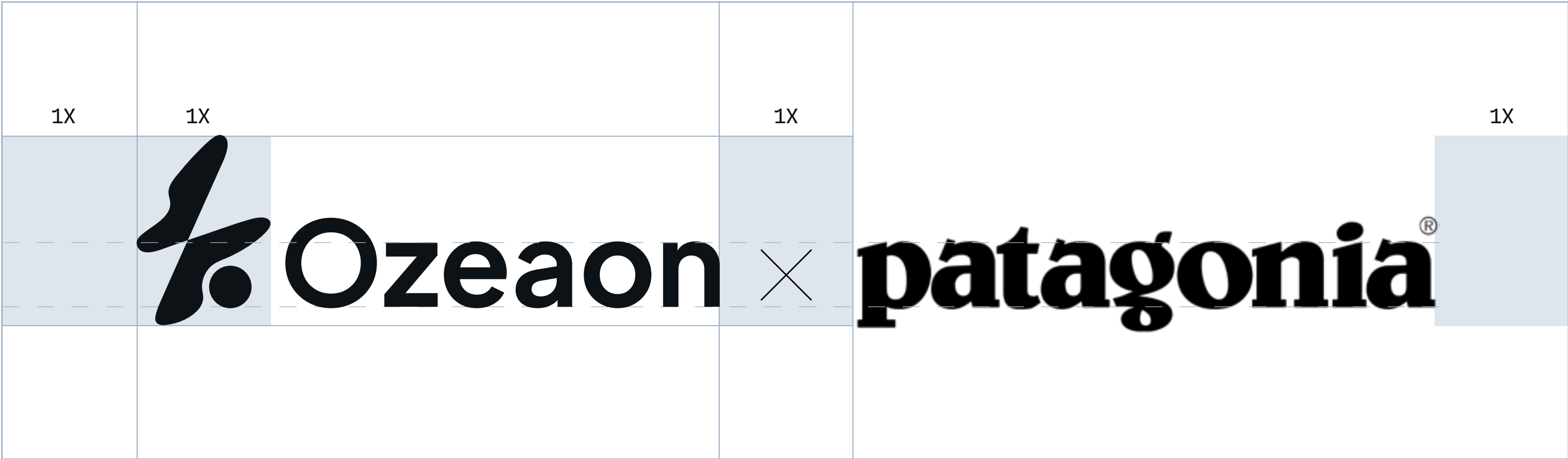


LOGO
CO-BRANDING

Spacing is defined by “X” (based on the logomark proportions) and must be consistently preserved.

No logo should dominate.

Use a simple divider only when needed.



The avatar is a simplified version of the logomark, designed for small-scale applications.

It is primarily used in social media icons, profile images, and compact interface elements where space is limited.

Use high-contrast color combinations to preserve clarity at small sizes.



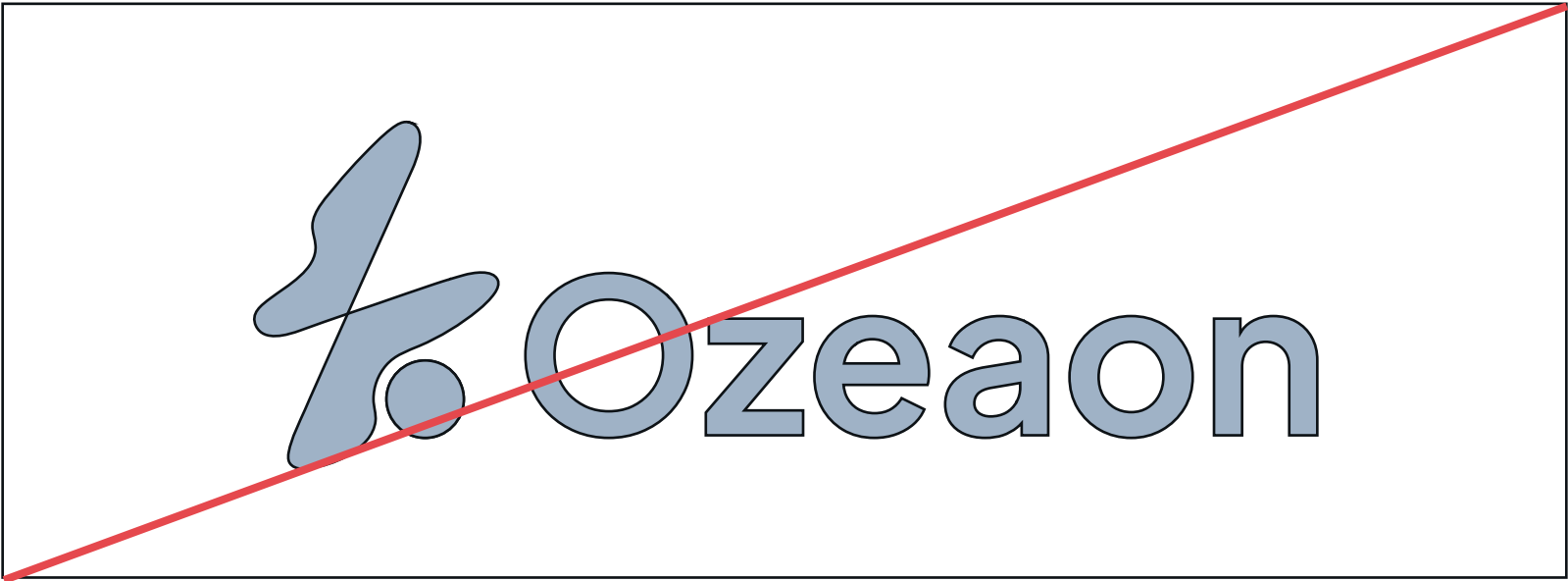
LOGO
WHAT TO AVOID

Incorrect use of the logo weakens recognition and consistency.

To maintain clarity and integrity, avoid the following:

- Using low-contrast color combinations that reduce legibility
- Applying different colors to the logomark and logotype
- Distorting proportions (stretching, skewing, rotating)
- Adding effects such as outlines, shadows, gradients, or any styling
- Repositioning or altering the relationship between elements
- Placing the logo on complex or low-contrast images

When placing the logo on images, use only black or white versions and ensure sufficient contrast at all times.



Color

Color supports structure and clarity.
The system balances neutral foundations
with controlled accents.

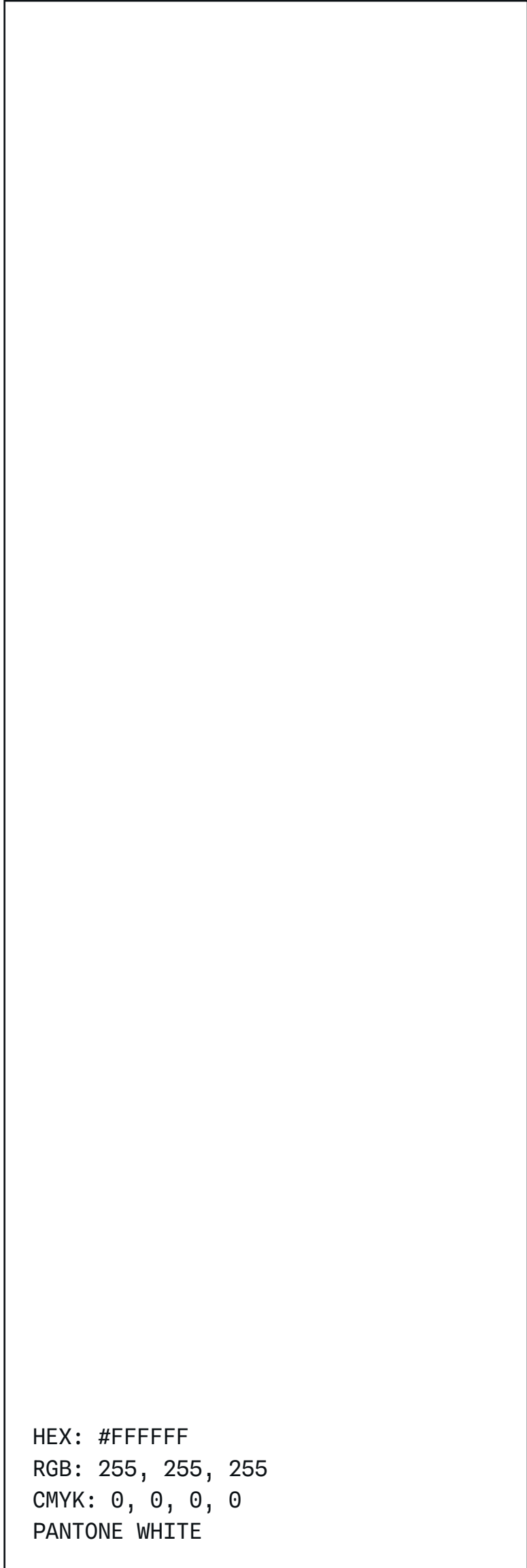
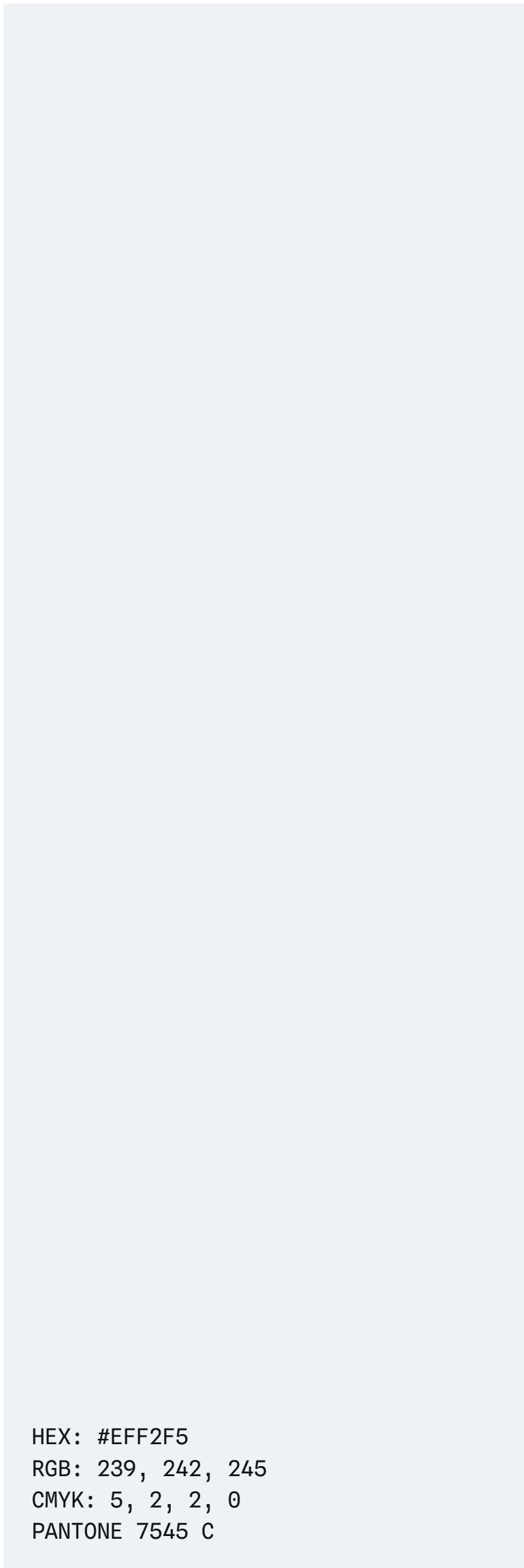
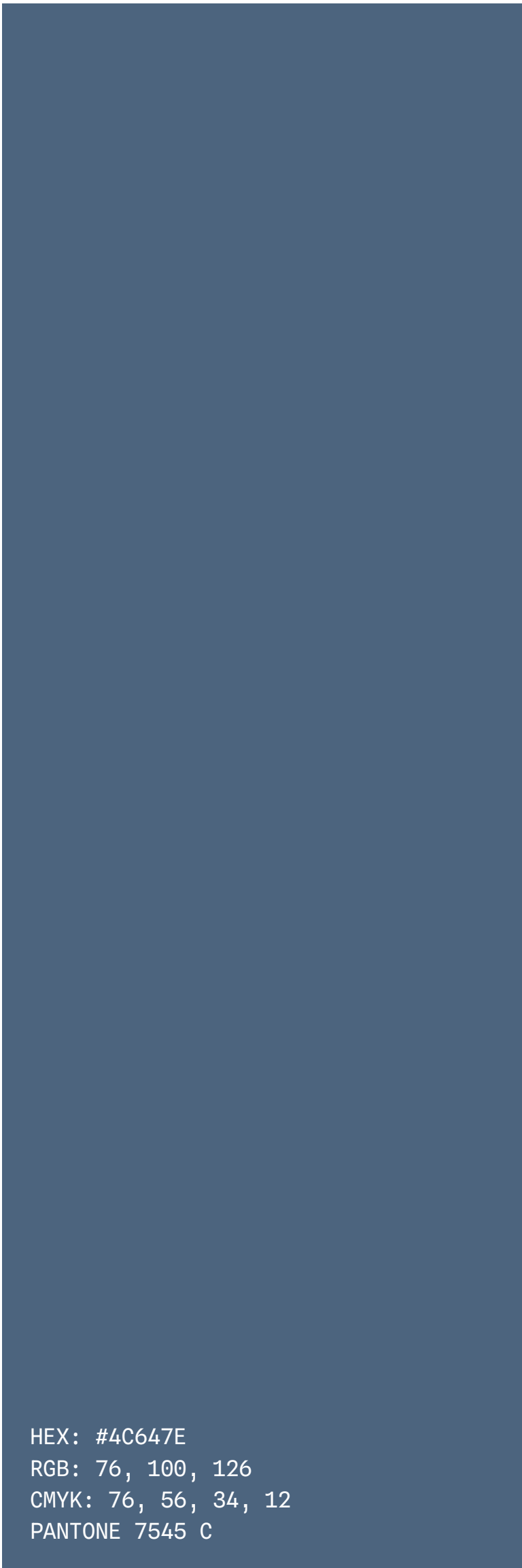
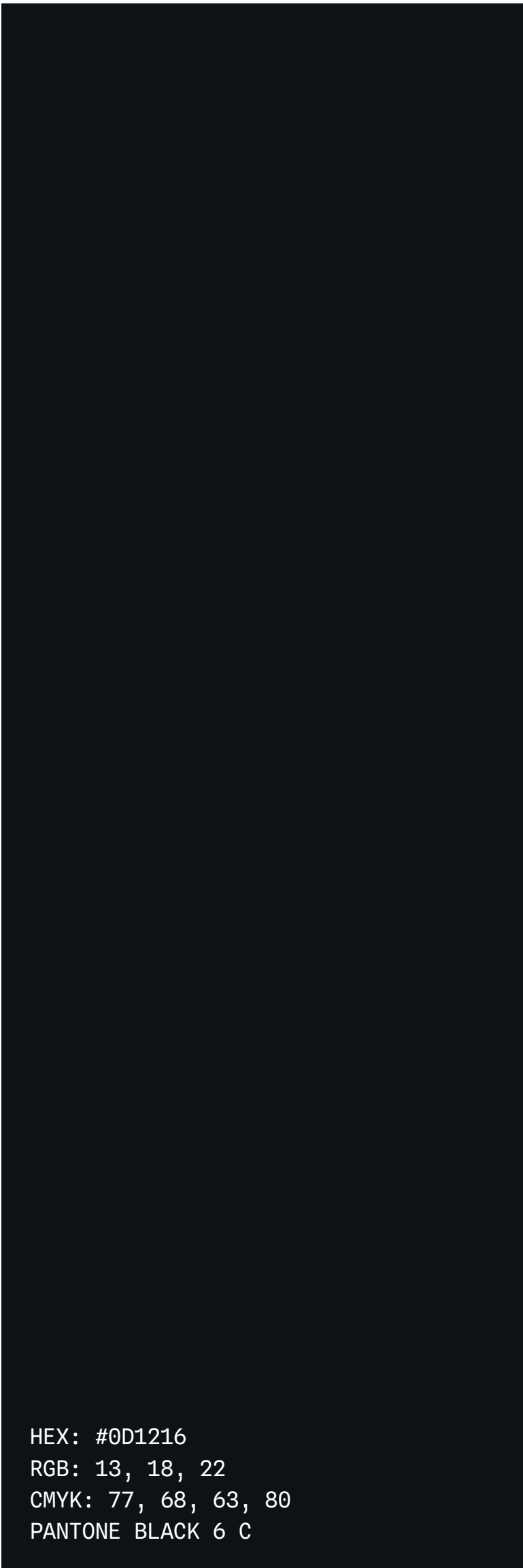
COLOR
PRIMARY

Primary colors define the core visual identity of the brand.

They are used across key interfaces, layouts, and foundational elements.

The palette is built around neutral and controlled tones, ensuring consistency, legibility, and a calm visual presence.

Primary colors should dominate most applications and serve as the base for all compositions.



COLOR

PRIMARY COLOR SCALE

The primary color is supported by a tonal scale, allowing flexible use across different contexts and hierarchies.

The scale ranges from light to dark values, enabling control over contrast, depth, and emphasis within layouts.

Lighter tones are used for backgrounds and subtle divisions, while darker tones define structure, typography, and key elements.

This system ensures consistency while providing enough range to build clear and balanced compositions.

HEX: #EFF2F5 RGB: 239, 242, 245 CMYK: 8, 4, 4, 0	HEX: #DFE5EC RGB: 223, 229, 236 CMYK: 15, 8, 6, 0	HEX: #BFCDD9 RGB: 191, 204, 217 CMYK: 29, 15, 11, 0	HEX: #9FB2C6 RGB: 159, 178, 198 CMYK: 42, 23, 16, 1
HEX: #8098B3 RGB: 128, 152, 179 CMYK: 55, 33, 19, 3	HEX: #607E9F RGB: 96, 126, 159 CMYK: 67, 43, 23, 6	HEX: #4C647E RGB: 76, 100, 126 CMYK: 74, 52, 33, 17	HEX: #394C60 RGB: 57, 76, 96 CMYK: 80, 60, 41, 33
HEX: #263340 RGB: 38, 51, 64 CMYK: 85, 67, 49, 54	HEX: #131920 RGB: 19, 25, 32 CMYK: 90, 75, 56, 78	HEX: #0D1216 RGB: 13, 18, 22 CMYK: 89, 75, 60, 85	

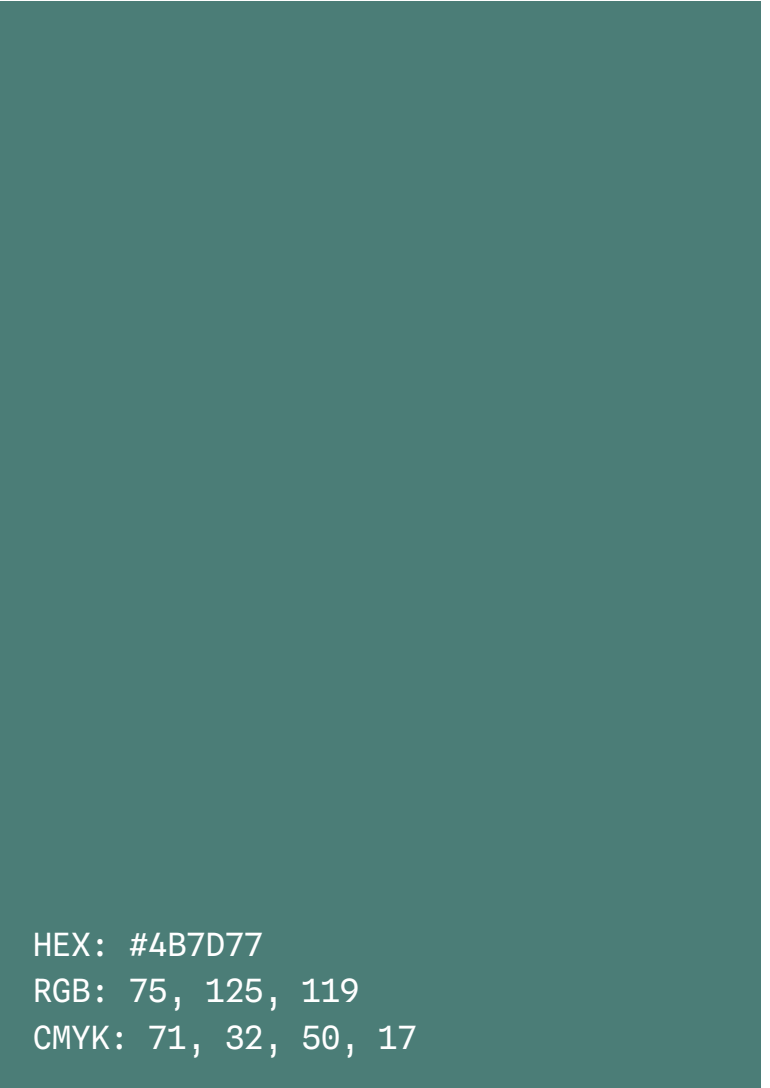
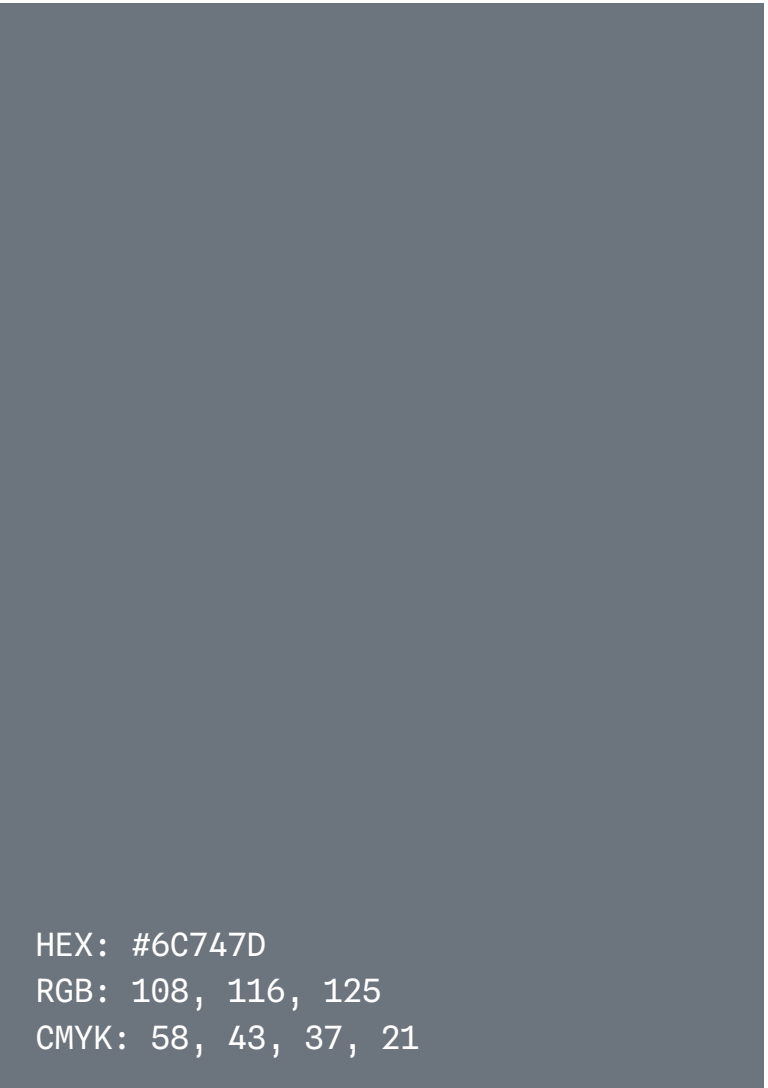
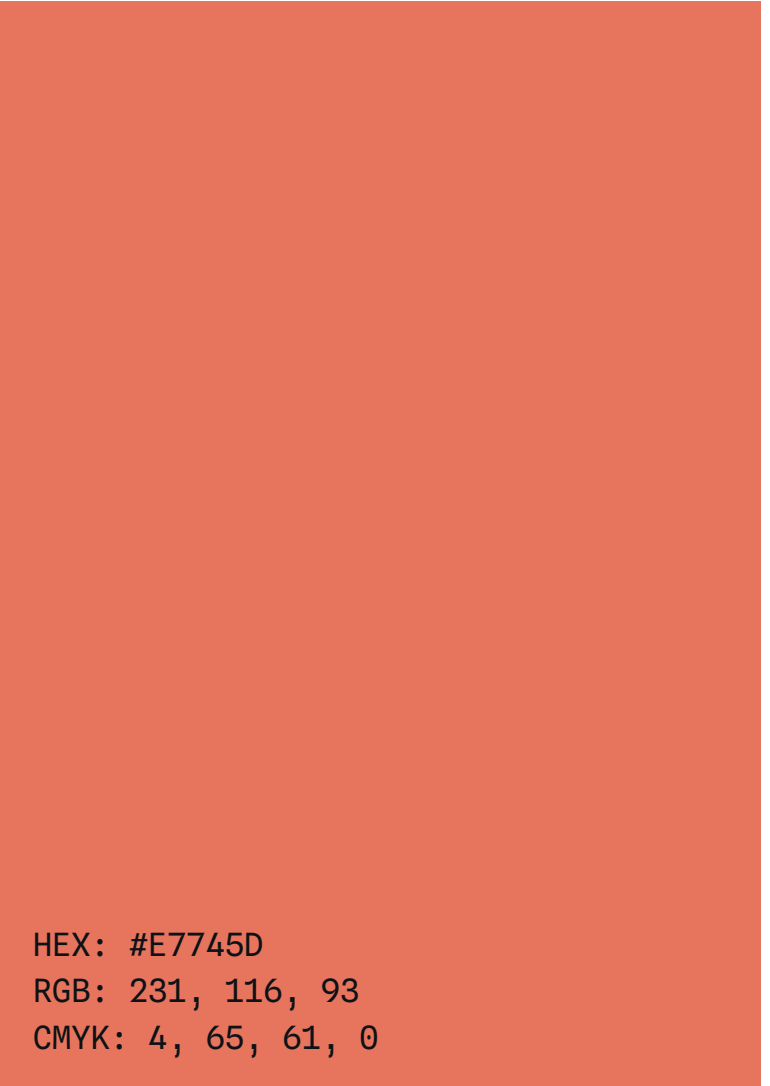
COLOR
SECONDARY

Secondary colors expand the palette and introduce diversity and expression.

They are used for highlights, accents, and to differentiate content or categories.

Additional colors may be used beyond this palette, provided they stay within the same tonal range and visual character.

Secondary colors should remain supportive — they must not overpower primary colors, but instead complement the core palette and maintain overall consistency.



Typography

Typography is a functional system that connects academic rigor with a technological voice.

It provides clarity, hierarchy, and consistency across all communication.

Lora is used for headlines and key typographic accents.

It brings an editorial and academic tone to the system, adding contrast to the sans-serif and helping shape a more distinctive visual rhythm.

Lora by Cyreal

AaBbCc

Inspiring Regenerative Innovation
& Sustainable Development

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
,.;!?"'()[]{}<>/\|@#\$\$%^&*-_ =+~

Manrope is the primary sans-serif typeface used for clarity and structure.

It is highly readable and neutral, making it ideal for interfaces, body text, and functional communication.

Use Manrope for consistency, accessibility, and clean hierarchy across digital and product environments.

Manrope by Mikhail Sharanda

AaBbCc

Inspiring Regenerative Innovation
& Sustainable Development

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
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Spline Sans Mono is used as a supporting typeface for technical or system-level expression.

Its monospaced nature introduces precision and a subtle reference to data, code, and infrastructure.

Use it selectively for labels, metadata, UI elements, or moments where a more technical or analytical tone is needed.

Spline Sans Mono by Eben Sorkin, Mirko Velimirović

AaBbCc

Inspiring Regenerative Innovation
& Sustainable Development

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
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TYPOGRAPHY
TYPE HIERARCHY

The typographic hierarchy defines how information is structured and read.

Each level has a clear role — from navigation and context to headline, support, and body text. The system combines serif and sans-serif typefaces to create contrast, improve readability, and guide attention through the content.

Consistent use of this hierarchy ensures clarity, rhythm, and a cohesive reading experience across all formats.

Kicker: Spline Sans Mono Regular Uppercase

OCEAN & HUMAN HEALTH

Headline: Lora Regular

Your Wellbeing Is Connected to the Ocean

Subline : Manrope Medium

The air you breathe, the climate you live in,
and even your mental clarity depend on
marine ecosystems.

Body copy : Manrope Regular

When we take care of the ocean, we take care of ourselves.
Small changes in awareness lead to real action. And real action leads
to regeneration — for the planet and for us.

The ocean is not far away. It is part of your everyday life.

TYPOGRAPHY

TYPE	COLOR	USE	CASES
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Typography should maintain strong contrast and remain clearly legible across all color combinations.

Primary color pairings are preferred, while secondary colors can be used to introduce variation and context.

Sustainable
Development

Sustainable
Development

Sustainable
Development

Sustainable
Development

Sustainable
Development

Sustainable
Development

TYPOGRAPHY
HIGHLIGHTS

Links, references, and external resources should be clearly identifiable within the text.

On light backgrounds, hyperlinks are highlighted in blue (#1A73E8). On dark backgrounds, they are set in the same color as the text to maintain contrast and visual consistency.

This approach ensures links remain visible without disrupting the overall typographic balance.

Building infrastructure where
open science, collaboration and
new funding models turn re-
search into coordinated action
— explore more at ozeaon.com —
driving regenerative innovation.

Building infrastructure where
open science, collaboration and
new funding models turn re-
search into coordinated action
— explore more at ozeaon.com —
driving regenerative innovation.

Visual Language

The graphic system is inspired by scientific culture, paper-based structures, and academic visual language. It combines clarity, structure, observation, and a sense of technology rooted in real-world systems.

VISUAL LANGUAGE
GRID SYSTEM

The grid system is based on a vertical format, referencing the proportions of paper-based documents such as academic publications and research materials.

It reflects the logic of “paper culture”, where information is structured within a defined page and organized through clear vertical divisions.

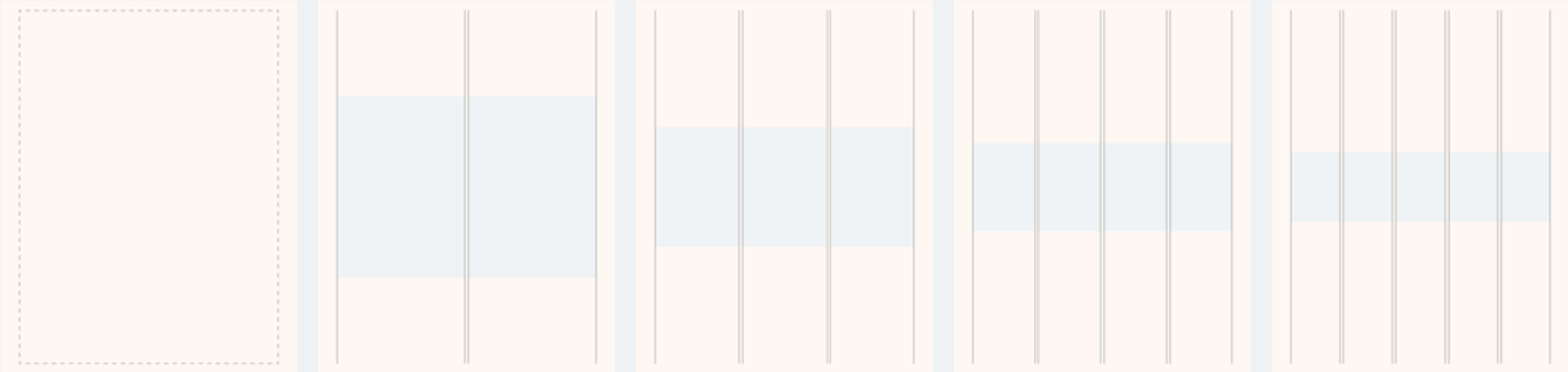
The layout is built from repeating vertical modules, allowing flexible composition while maintaining consistency and alignment.

The grid is not only a layout tool, but also a visible part of the visual system. Grid lines can be used within compositions as graphic elements, adding a sense of structure, precision, and scientific character. The number of columns can vary depending on the composition (up to 5 columns).

PAGE-BASED GRID

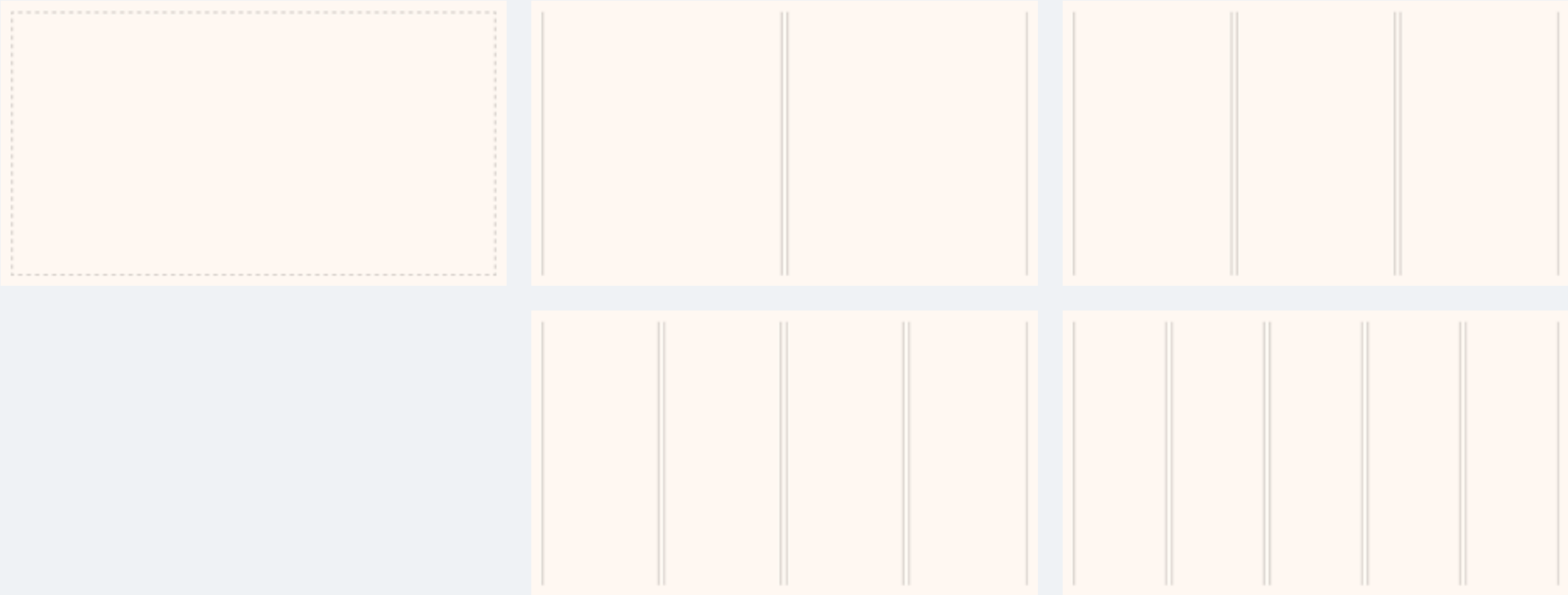
INSTAGRAM POST
1080 x 1350 PX

68 PX LEFT/RIGHT 34 PX TOP/BOTTOM MARGINS
12 PX GUTTERS



PRESENTATION
1920 x 1080 PX

42 PX MARGINS
21 PX GUTTERS



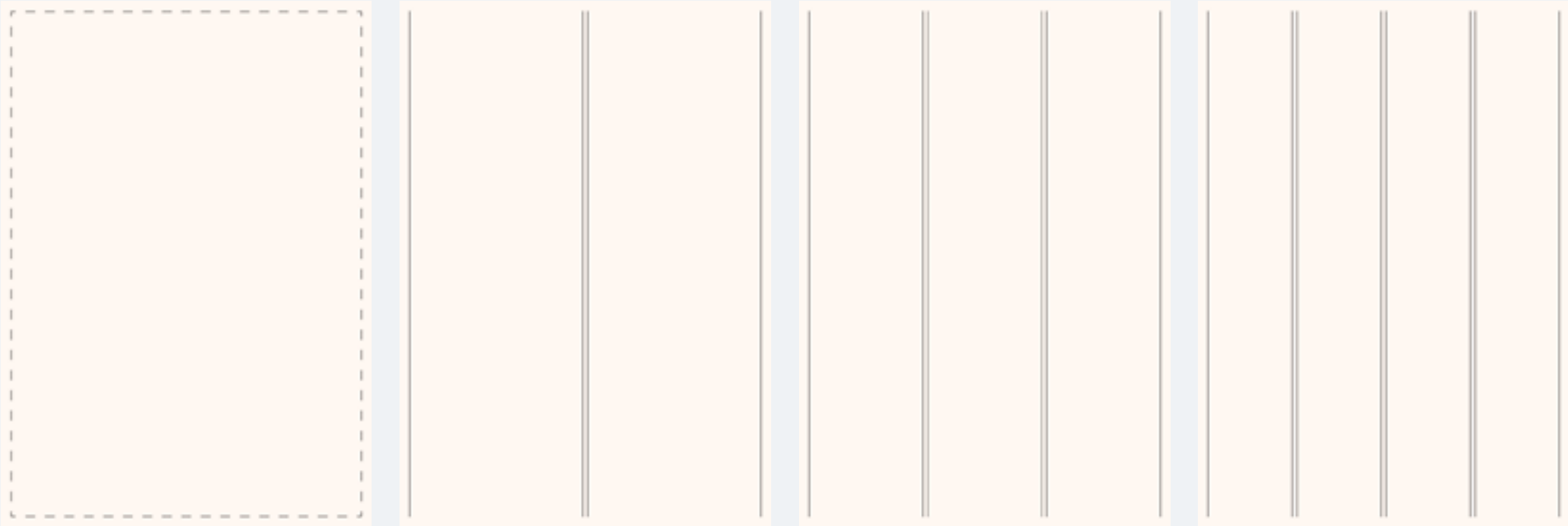
VISUAL LANGUAGE
GRID SYSTEM

Grid lines are functional and must not overlap or intersect with content.

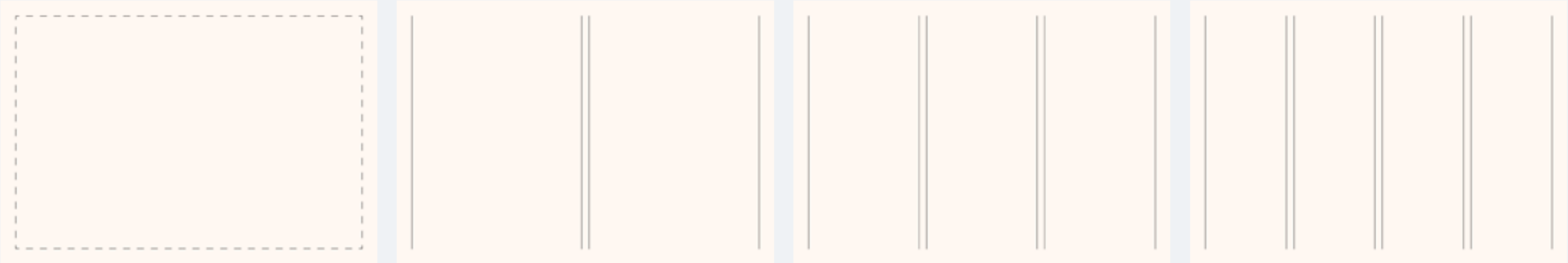
Margins, spacing, and alignment should remain consistent.
The layout should maintain clarity, structure, and visual discipline.

PAGE-BASED GRID

A4 PORTRAIT 6 MM MARGINS
210 x 297 MM 3 MM GUTTERS



A4 LANDCAPE 12 MM MARGINS
297 x 210 MM 6 MM GUTTERS



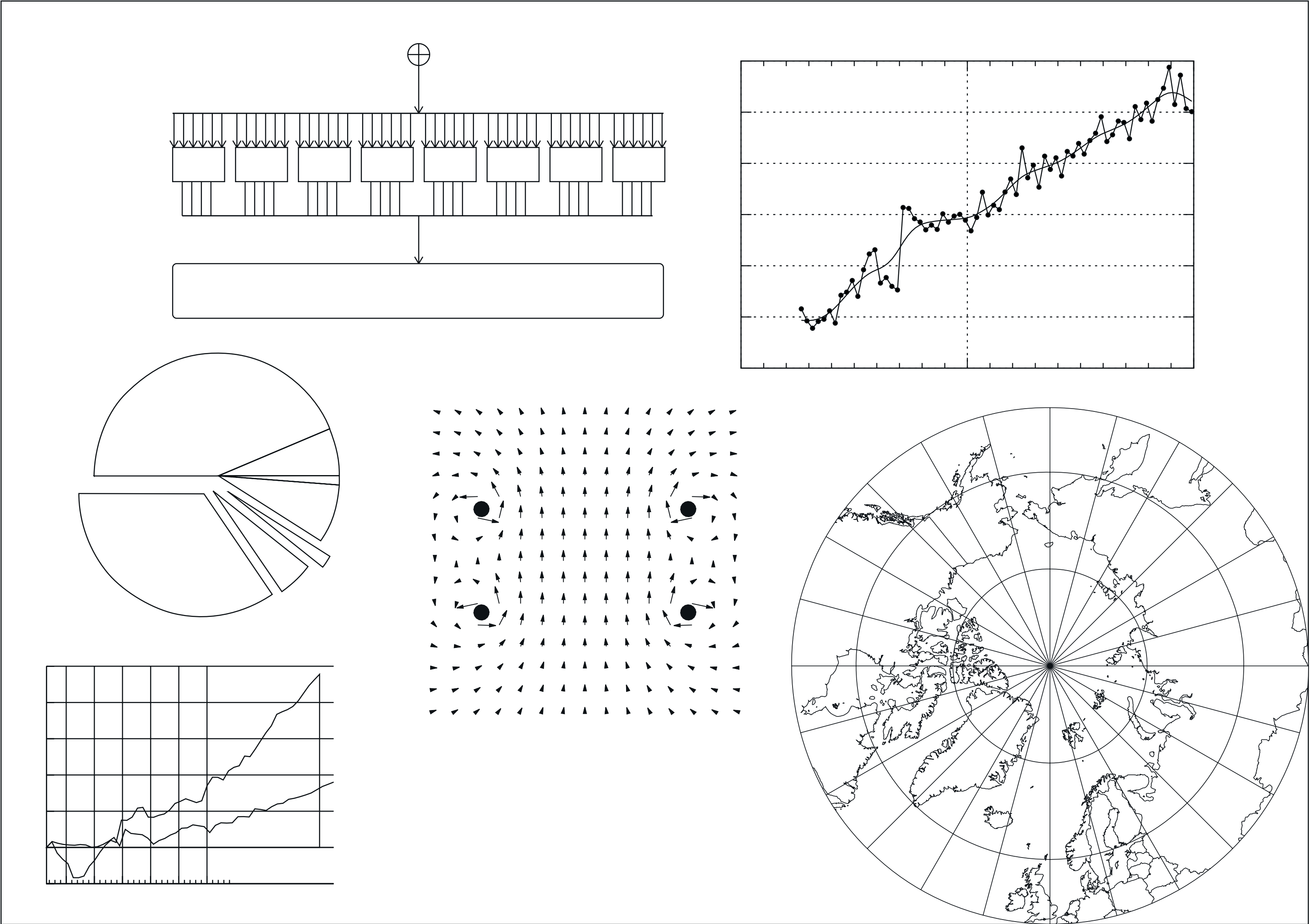
VISUAL LANGUAGE
DATA LAYOUTS

Data layouts are graphic compositions inspired by scientific publications and research materials.

They are based on real data structures such as charts, diagrams, and analytical visuals, reinterpreted into a consistent visual language.

These elements help communicate a sense of research, structure, and credibility.

They can be used to support scientific and educational content across formats such as social media, banners, and posters.



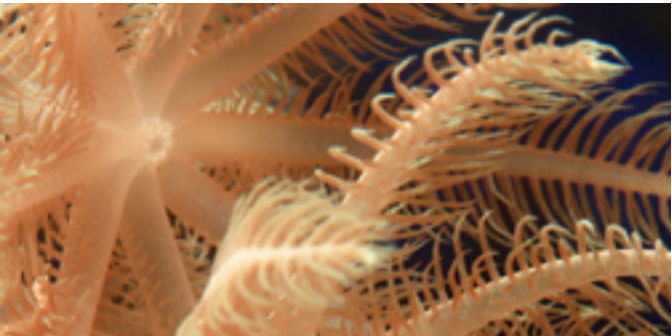
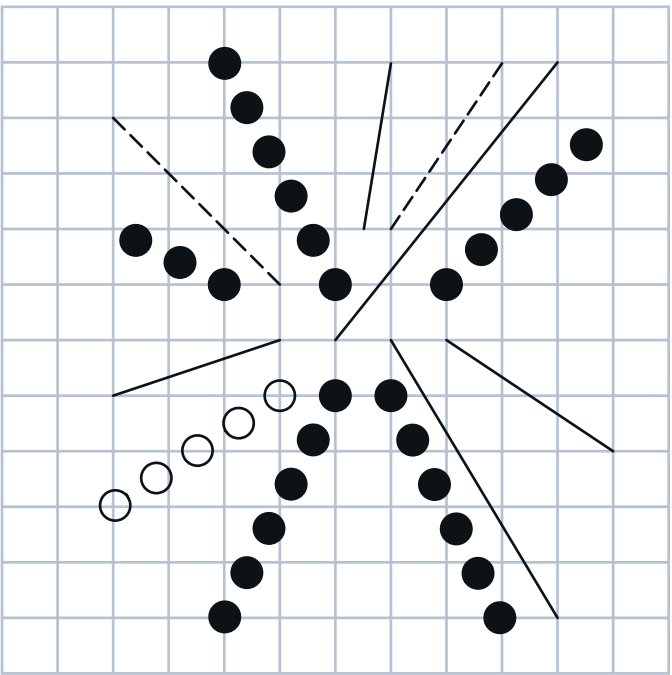
VISUAL LANGUAGE
DATA LAYOUTS

Data forms are abstract graphic compositions inspired by organic structures and natural systems.

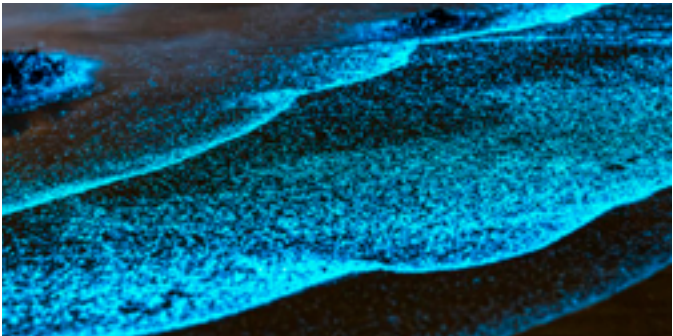
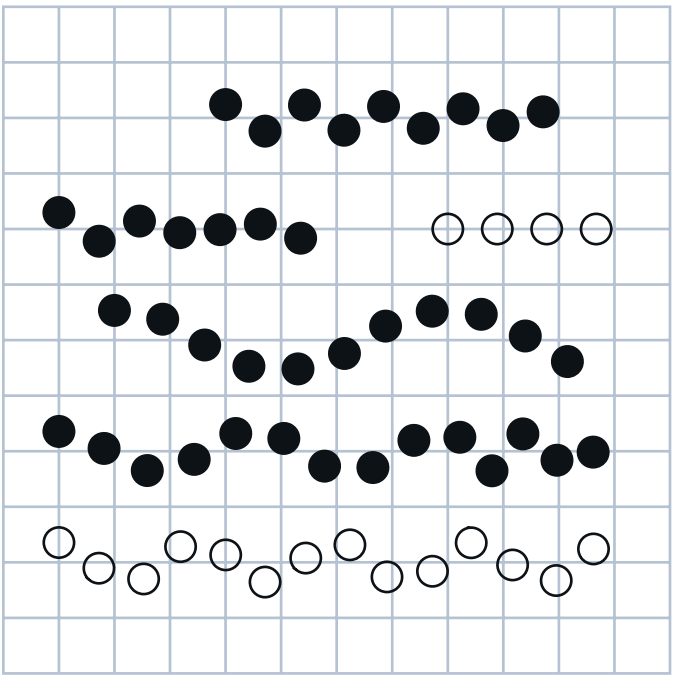
They are built using a 12×12 grid and consist of simple elements such as lines and circular points.

These compositions reinterpret scientific and biological patterns into a structured visual language.

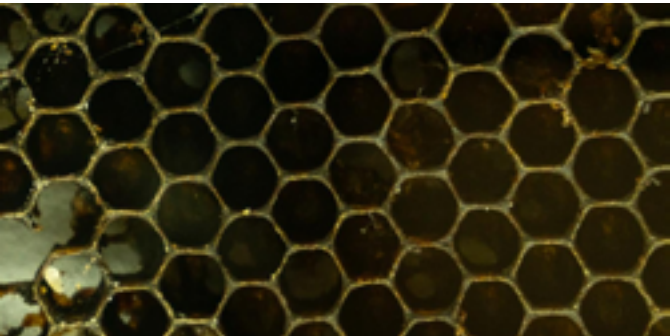
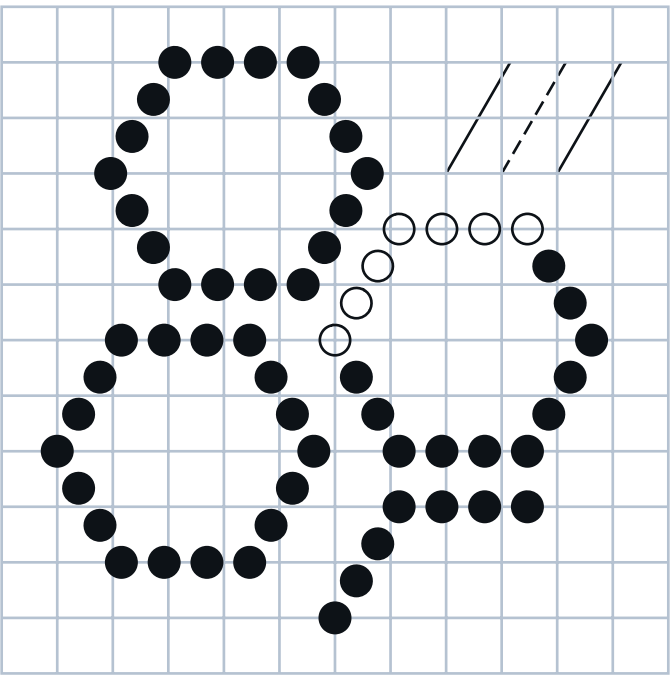
Data forms are used to express the technological and research-driven nature of Ozeon, supporting materials across digital and print formats.



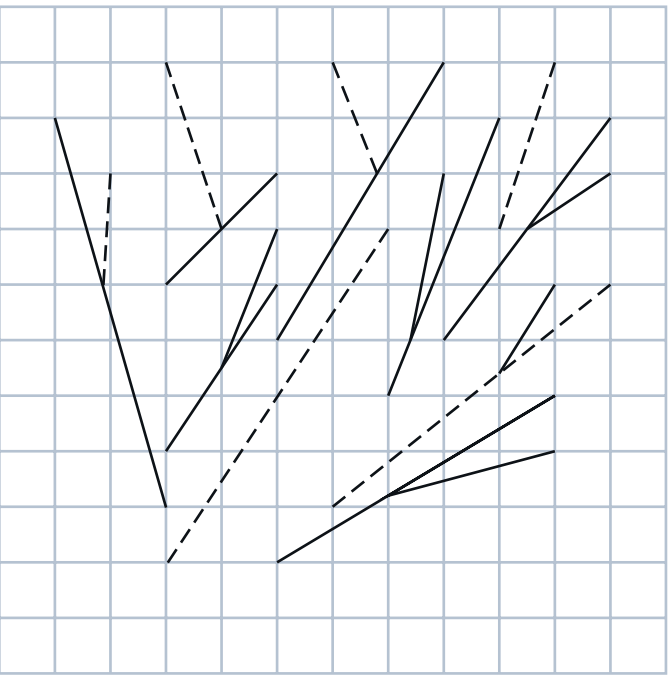
CORAL POLYP



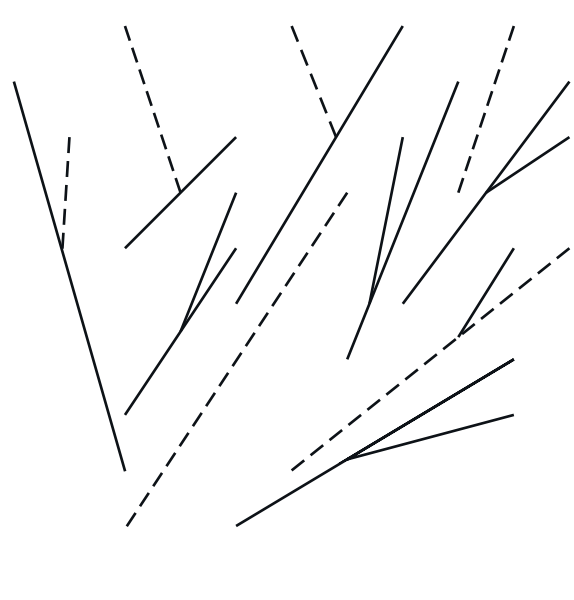
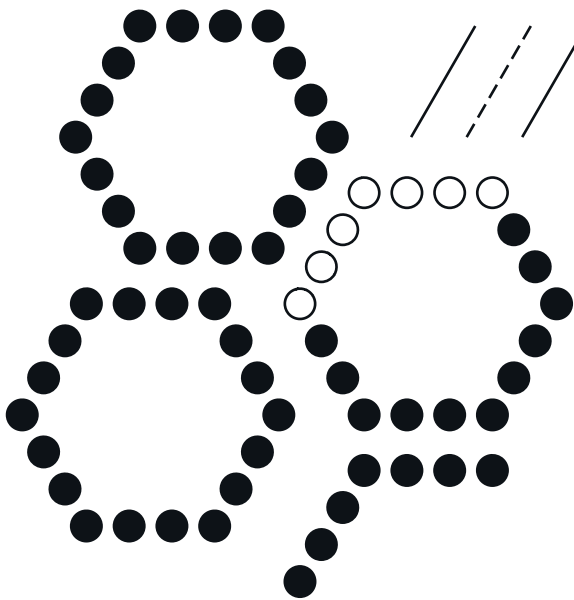
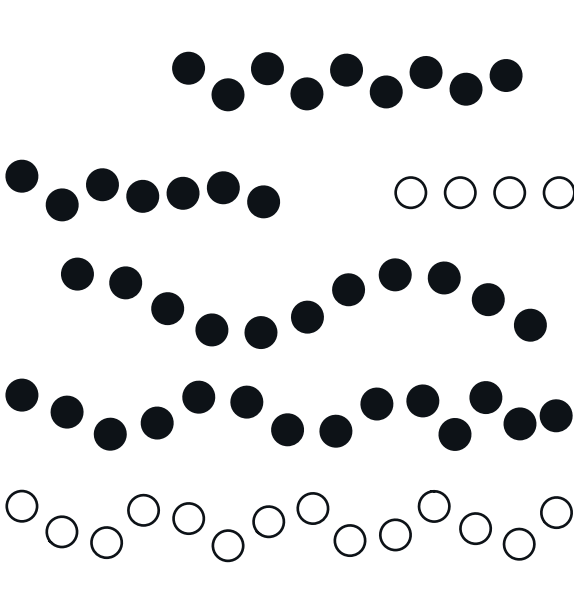
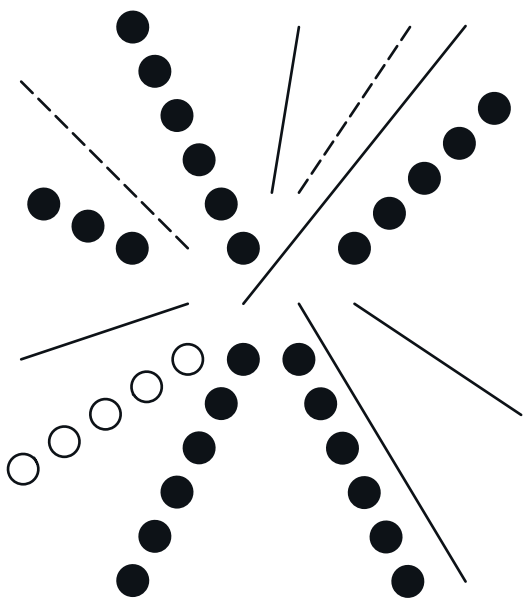
BIOLUMINESCENT PLANKTON



HONEYCOMB



LOTUS LEAF



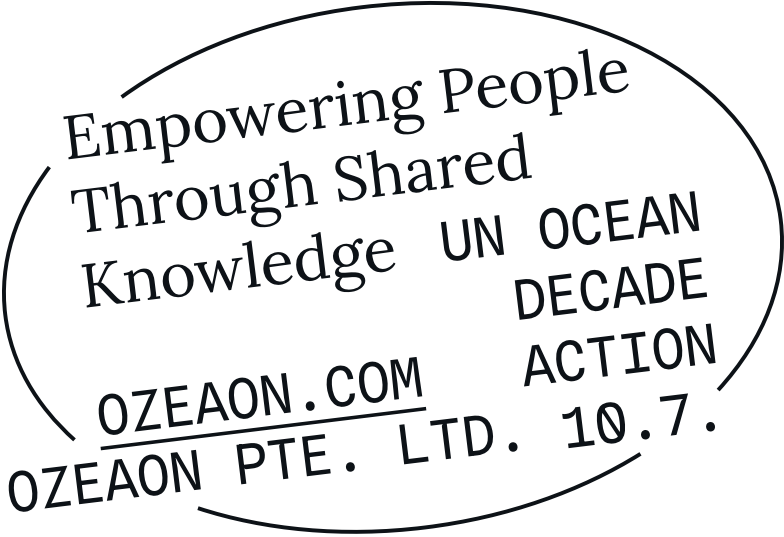
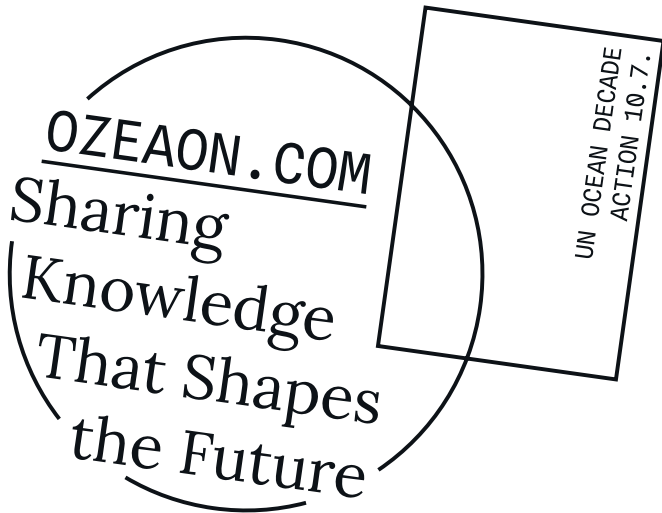
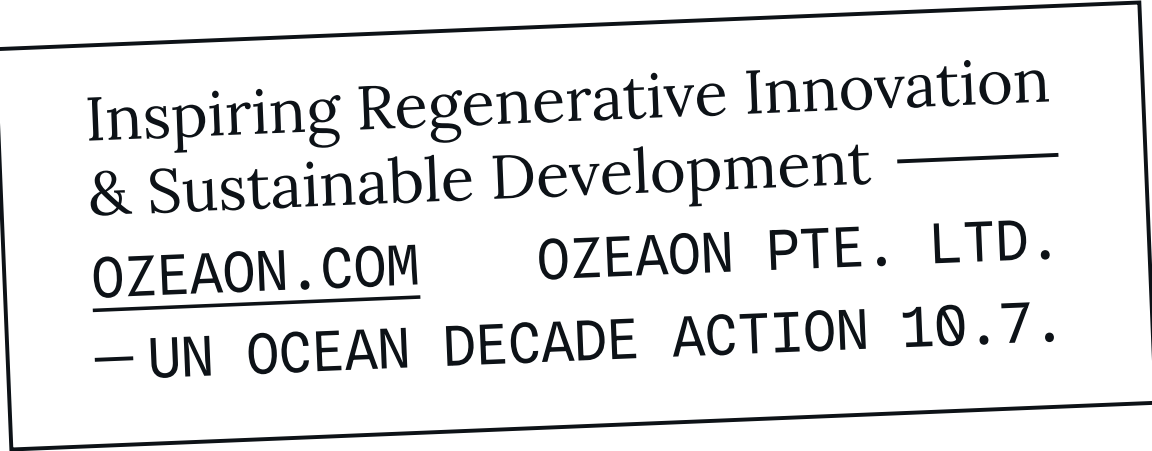
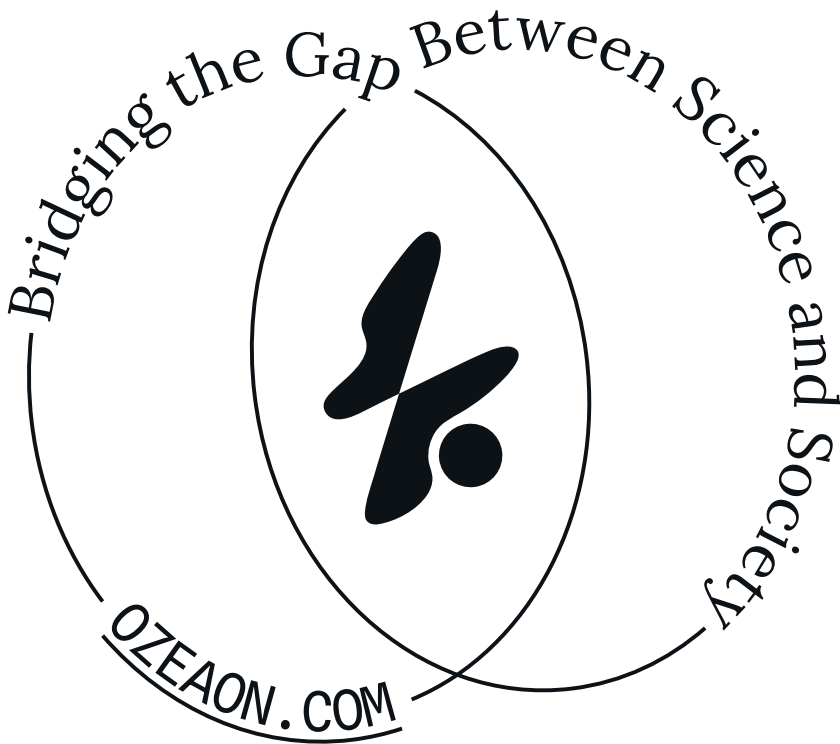
VISUAL LANGUAGE
TYPOGRAPHIC STAMPS

Typographic stamps are graphic elements combining typography and simple geometric forms.

They function as brand markers and can be used across materials related to the platform, including documents, presentations, and communication assets.

Stamps act as a signature, reinforcing credibility, authorship, and trust.

They may contain short statements, labels, or platform references, and should be used sparingly to maintain clarity and visual balance.



VISUAL LANGUAGE
CATEGORY ICONS

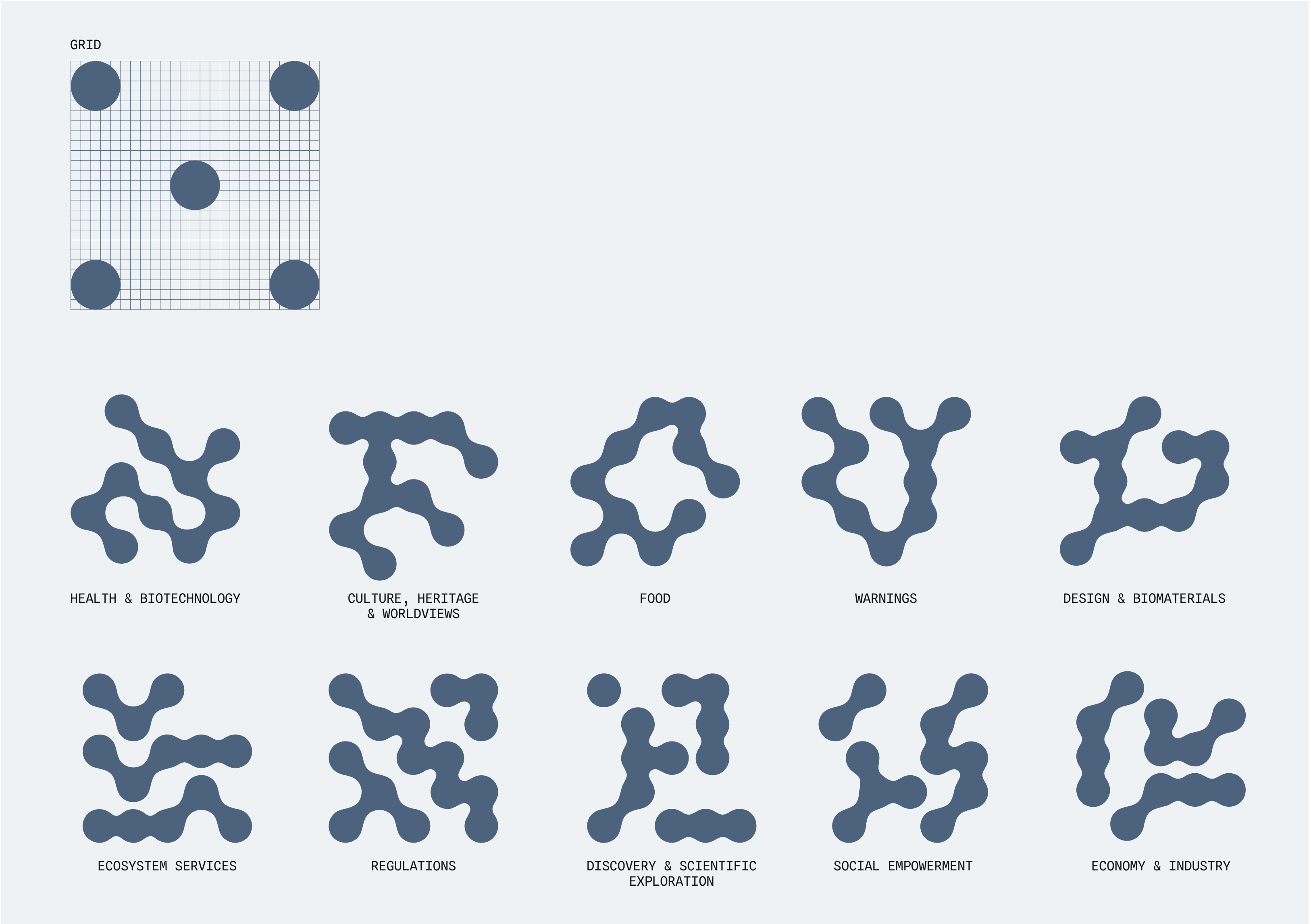
Category icons are graphic elements built on a grid using metaball-based connections.

They can appear as unified shapes or as composite structures formed by multiple connected elements.

The visual language is based on continuity and merging forms, creating a cohesive system.

Category icons are used exclusively to represent educational categories on the platform and to identify types of educational content.

They should not be used independently outside of this context.



VISUAL LANGUAGE
PHOTOGRAPHY

Photography reflects the connection between nature, research, and real-world impact.

Images should focus on natural environments, scientific processes, and human interaction with ecosystems.

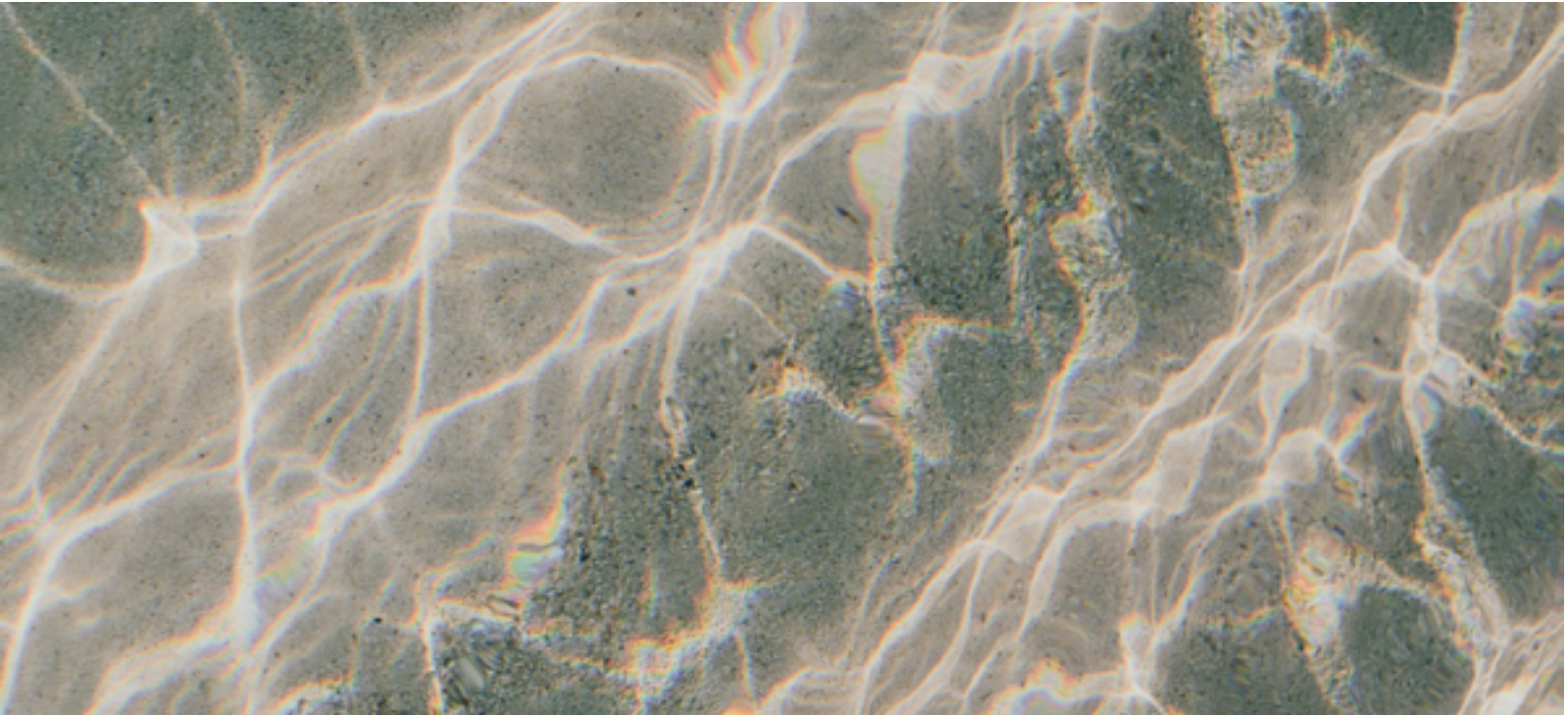
Preference is given to authentic, documentary-style visuals rather than staged or overly stylized imagery.

The visual language emphasizes texture, structure, and natural patterns, reinforcing the platform’s focus on science and observation.

Unusual, futuristic qualities found in natural forms can also be used to convey a sense of technology and innovation.

Images should feel real, precise, and observational.

Avoid overly artificial color grading, stock-like compositions, or generic imagery.



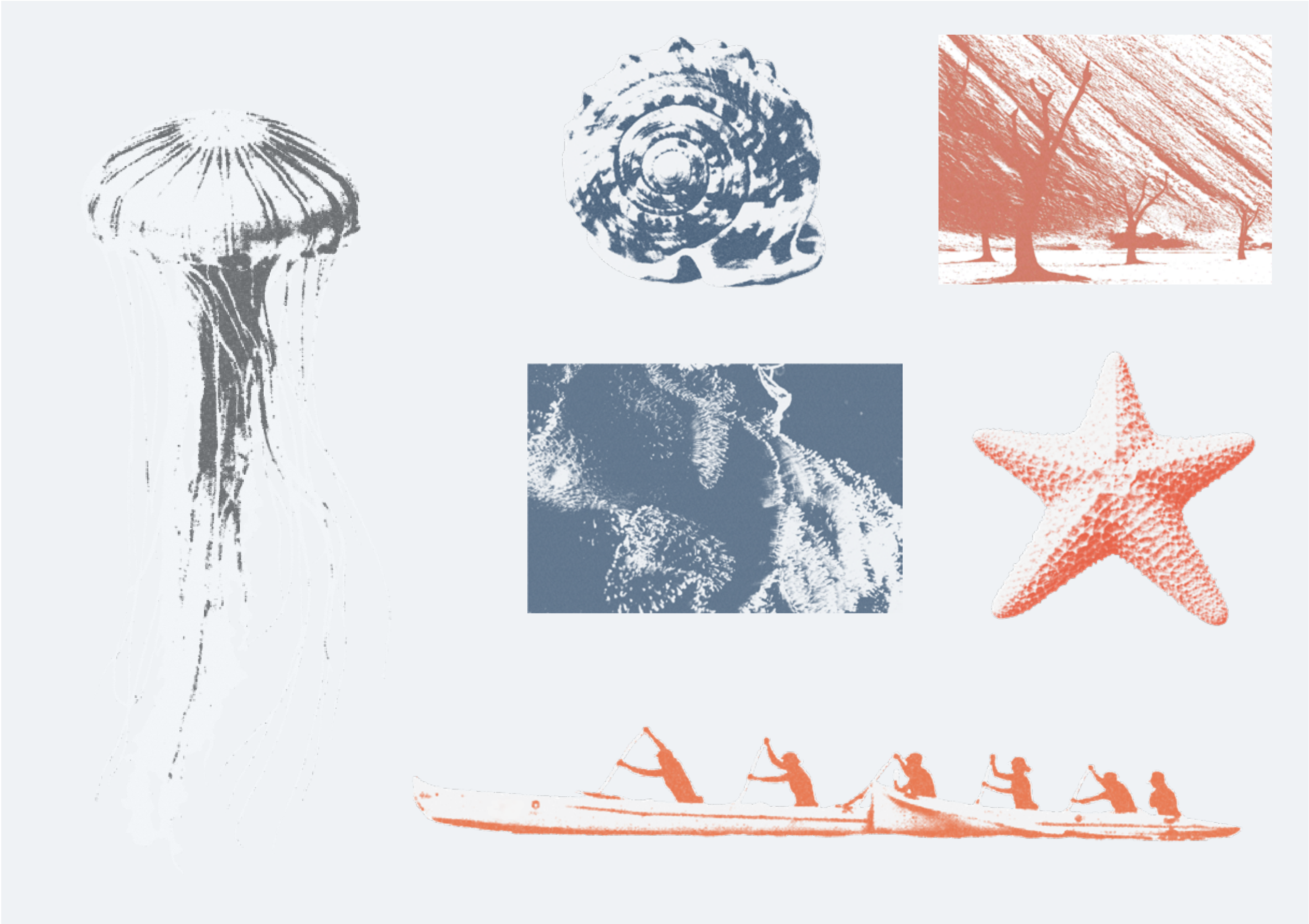
VISUAL LANGUAGE
DUOTONE ILLUSTRATIONS

Duotone illustrations are based on photographic and scientific imagery, reinterpreted into a two-color graphic format.

They reference the visual language of academic publications, field documentation, and printed research materials.

This treatment emphasizes physical presence and realism, reinforcing the idea that the work exists in the real world and is happening now.

All illustrations must use only two contrasting colors.



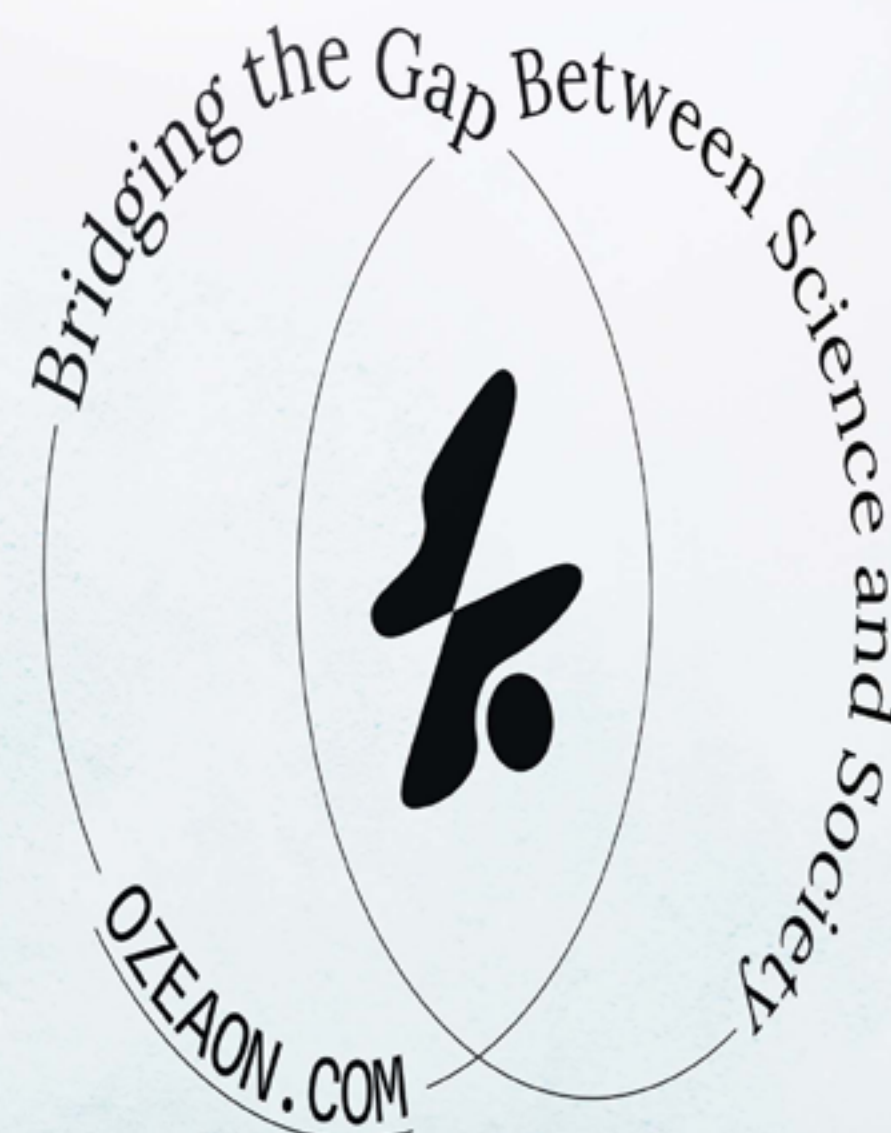
Inspiring Regenerative Innovation & Sustainable Development

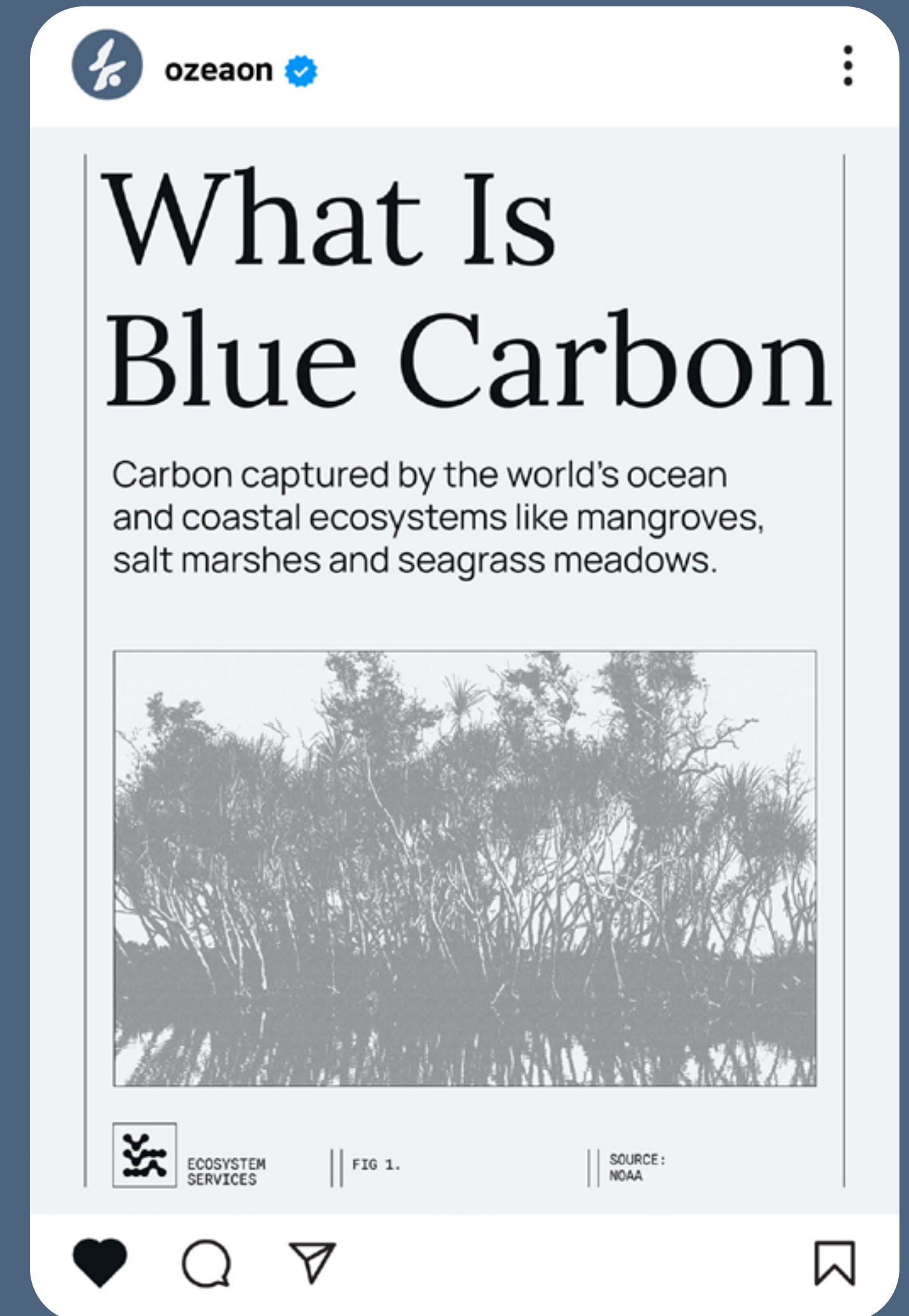
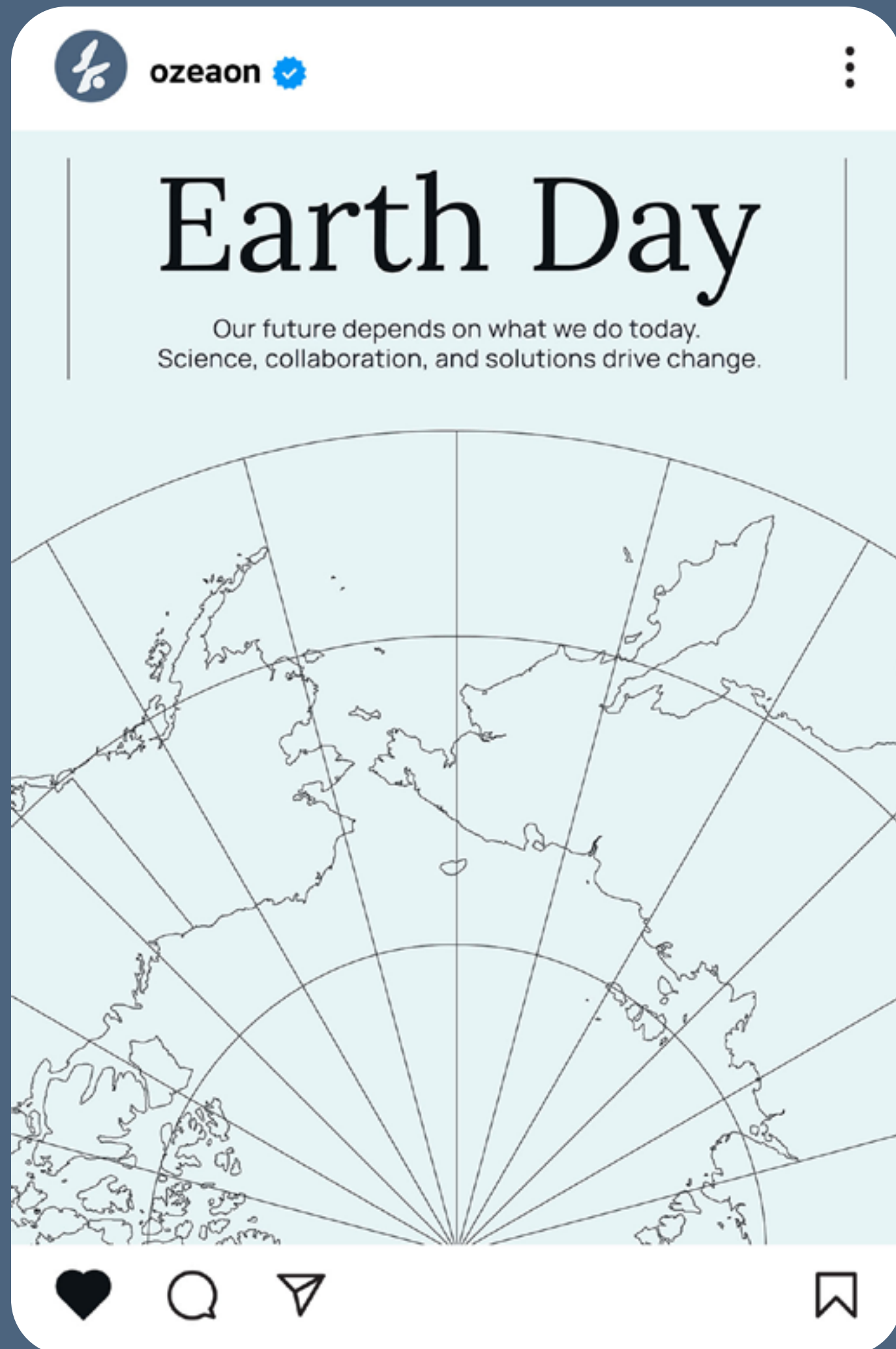
Connecting knowledge, innovation,
collaboration, and funding for ocean,
climate, and regenerative solutions.

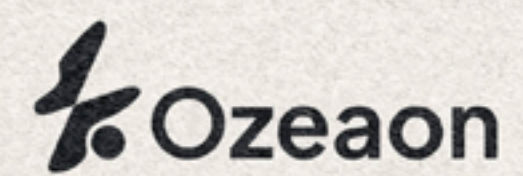
UN OCEAN DECADE

ENDORSED UN
OCEAN PROF

BUILDING A REGENERATIVE
FUTURE TOGETHER







Joseph Frederick Flynn
founder & CEO

joseph@ozeaon.com

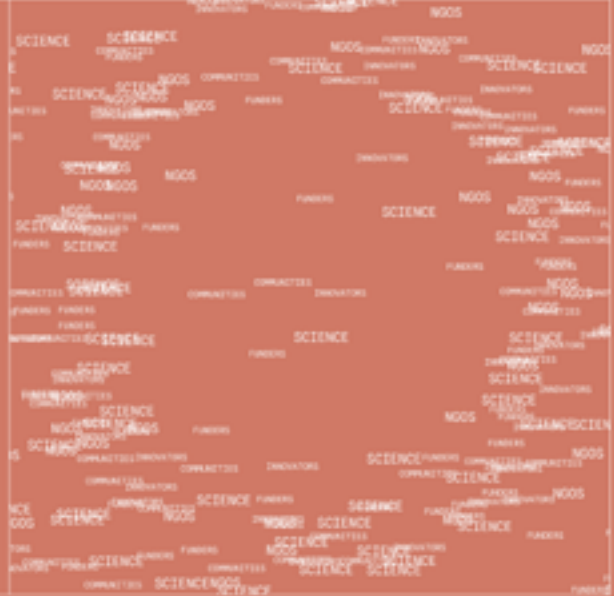
Inspiring Regenerative Innovation
& Sustainable Development

ozeaon.com

PROBLEM

The Solutions Exist, but the Ecosystem Is Disconnected

Climate, ocean, and ecological crises are intensifying, yet the knowledge, people, and resources needed to respond remain fragmented across academia, institutions, communities, and funding networks.

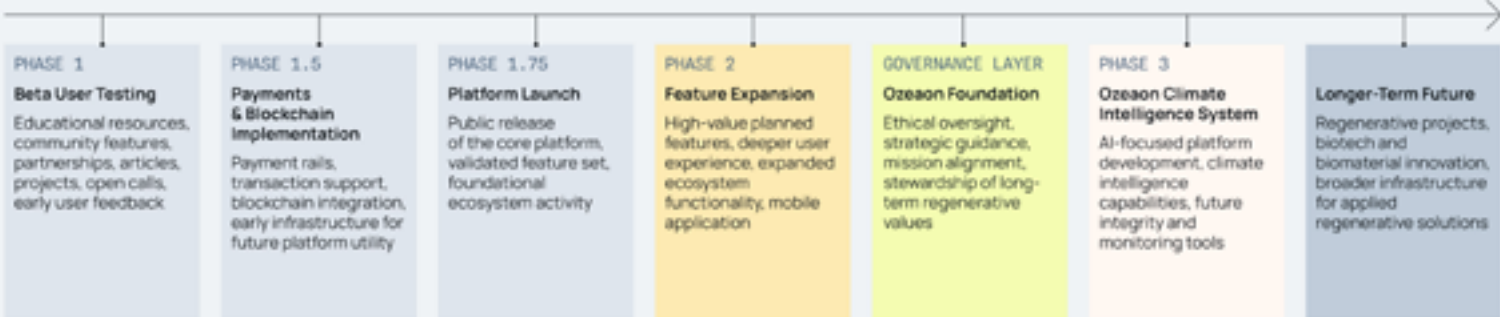


- Climate and ocean degradation are accelerating
- Knowledge is dispersed across academia, NGOs, startups, and institutions
- Researchers, innovators, communities, and funders often operate in silos
- Many regenerative ideas and projects struggle to gain visibility, collaboration, and support
- No unified infrastructure connects learning, participation, project development, and funding

ROADMAP

A Phased Roadmap to Build Durable Regenerative Innovation Infrastructure

Ozeon is being built in deliberate phases, moving from platform validation and ecosystem participation to infrastructure expansion, governance layers, and later advanced climate intelligence capabilities.



PHASE 1	PHASE 1.5	PHASE 1.75	PHASE 2	GOVERNANCE LAYER	PHASE 3	Longer-Term Future
Beta User Testing Educational resources, community features, partnerships, articles, projects, open calls, early user feedback	Payments & Blockchain Implementation Payment rails, transaction support, blockchain integration, early infrastructure for future platform utility	Platform Launch Public release of the core platform, validated feature set, foundational ecosystem activity	Feature Expansion High-value planned features, deeper user experience, expanded ecosystem functionality, mobile application	Ozeon Foundation Ethical oversight, strategic guidance, mission alignment, stewardship of long-term regenerative values	Ozeon Climate Intelligence System AI-focused platform development, climate intelligence capabilities, future integrity and monitoring tools	Regenerative projects, biotech and biomaterial innovation, broader infrastructure for applied regenerative solutions

OZEON CLIMATE INTELLIGENCE SYSTEM (OCIS)

A Future Intelligence, Integrity, and Market-Enablement Layer for Regenerative Projects

OCIS is a planned future platform within the broader Ozeon ecosystem, designed to provide climate intelligence, project integrity support, verification infrastructure, and advanced digital tools for regenerative development.



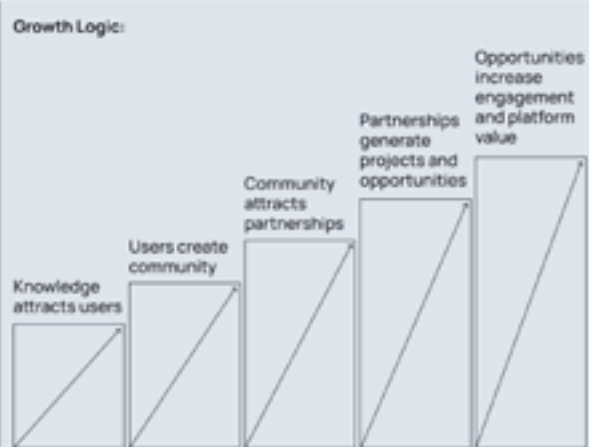
Strategic Role:	Planned Capability Areas:	Market-Enabling Function:
- Developed after the core Ozeon platform - Expands Ozeon from ecosystem infrastructure into intelligence, verification, and market-linkage infrastructure - Supports stronger links between regenerative projects, trusted data, implementation, and finance - Creates future pathways for smaller projects to participate in environmental markets that are often difficult to access	- Climate intelligence and environmental data integration - Project integrity support and evaluation - dMRV-aligned monitoring, reporting, and verification workflows - Standardised assessment and verification procedures for regenerative initiatives - Decision-support tools for regenerative projects - Future risk, impact, and implementation insights - Responsible use of AI within a mission-aligned governance framework	OCIS intends to help connect small and medium-sized regenerative projects to carbon, biodiversity, and broader nature markets through verification methods and standardised procedures developed in collaboration with a consortium of research institutions and real-world sites. Why It Matters: - Smaller projects are often excluded from environmental markets because verification is too costly, fragmented, or complex - Funders, institutions, and market participants need stronger evidence, transparency, and comparability - Standardised procedures can improve trust, accessibility, and scalability across diverse project types - OCIS creates a future bridge between regenerative project activity and credible access to environmental value creation pathways

Ozeon builds the ecosystem. OCIS adds the intelligence, verification, and market-access layer.

GO-TO-MARKET STRATEGY

An Ecosystem-Led Go-to-Market Strategy Designed For Compounding growth

Ozeon grows through aligned ecosystems where knowledge, participation, partnerships, and opportunities reinforce one another, creating a scalable growth model beyond paid acquisition alone.



- User Acquisition Channels:
 - Ocean and climate networks → UN Ocean Decade • ECOPs
 - Universities and research communities
 - NGOs and mission-driven organisations
 - Sustainability and regenerative innovation ecosystems
 - Open call ecosystems
 - Strategic partnerships
 - Accelerator and innovation communities

COMPETITOR ANALYSIS TABLE

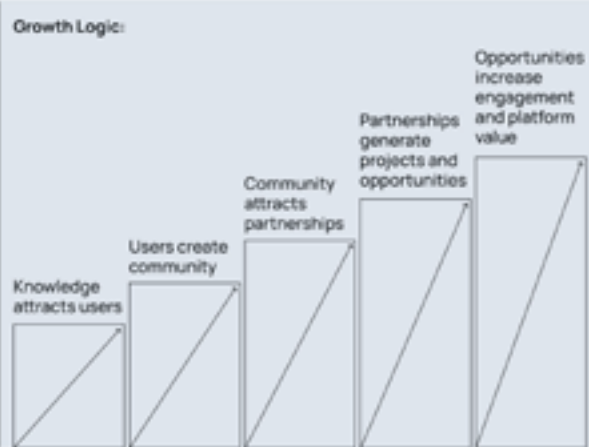
Ozeon Integrates All of These into a Single Ecosystem

Platform / Category	Primary Strength	Education	Community / Networking	Open Calls / Opportunities	Project Visibility	Funding / Transactions	Governance / Stewardship	Regenerative Innovation Focus
Coursera education platforms	Large-scale online learning and credentials	Yes	Limited	No	No	No	No	Limited
ResearchGate academic networking	Research discovery, peer visibility, scientific networking	Partial	Yes	Limited	Limited	No	No	Limited
Grant & open call listing sites	Opportunity discovery and application visibility	No	Limited	Yes	Limited	No	No	Limited
Climate communities / mission networks	Community engagement and thematic alignment	Partial	Yes	Partial	Limited	No	No	Moderate
Gitcoin Web3 coordination	Grants, coordination, Web3-native funding infrastructure	Limited	Partial	Partial	Partial	Yes	Partial	Limited
Project funding ecosystems	Campaign-based funding and public support	No	Partial	Limited	Yes	Yes	No	Limited
Ozeon	Integrated regenerative innovation infrastructure	Yes	Yes	Yes	Yes	Yes	Yes / phased	High

ASK & USE OF FUNDS

€500k to Build and Validate Core Regenerative Innovation Infrastructure

This raise funds the delivery, validation, and launch of Ozeon's core platform, enabling beta testing, ecosystem growth, payments infrastructure, and MVP readiness.



€500,000 PRE-SEED	Milestones Unlocked:
42% Platform development and delivery 13% Payments and blockchain implementation	- Successful beta platform testing - Early user validation and engagement - Core partnership traction - Features functionality live - Payments and blockchain implementation - Ozeon launch • Art Based Initiative event - Phase 2 feature expansion and mobile - Readiness for Phase 3 and beyond

Invoice

#00

BILLED TO

Name

INVOICE DATE

01.01.2026

OZEAON PTE. LTD.

#	TITLE / DESCRIPTION	SUBTOTAL
1		

Total



PAYMENT INFO

OZEAON PTE. LTD.



ABOUT

WHAT WE

Full name:

Enter your name

Email Address

your@email.com

GET EARLY ACCESS

We'll notify you when access is available

From Knowledge