

One mind. Many moves.

An original identity and working design system for a company with many possibilities.



Made for more than one thing.

Purpose

Connect the different sides of a full life through considered products, useful experiences and imaginative entertainment.

Positioning

OCTO is a cross-category creative company. One recognizable design intelligence connects what we wear, use, eat, play and experience.

Promise

Considered things, made for possibility.

Curious

Open to new worlds. Ask better questions and make room for discovery.

Capable

Deliver useful things. Show versatility through quality and clarity.

Direct

Say what matters. Let a strong idea carry the message.

Warm

Keep the person at the center. Make the system inviting, never obscure.

A symbol with a point of view.

Three original directions tested against recognizability, adaptability and small-scale use.



01 / Orbit

Eight directions around one center. Flexible for motion; less clearly an octopus.



02 / Tidal

A continuous organic gesture. Expressive, but less reliable at small scale.



03 / The Eight

Selected. A compact dome, eight open arms and restrained eye cuts.

Recognizable at every scale.



Primary: symbol plus wordmark. Use for brand introductions and formal signatures.

Wordmark: use when the name carries the message and space is horizontal.

Symbol: use on known-brand touchpoints, app icons, labels and avatars.

Micro mark: simplified eight-arm shape for 20-31px. The full mark starts at 32px.

Give the idea room to breathe.



Clear space

Reserve one quarter of the symbol width on all sides. Wordmark alone: reserve one O-counter height.

Minimum sizes

Full symbol: 32px / 12mm. Micro: 20px. Wordmark: 100px / 25mm.
Horizontal signature: 160px / 40mm.

Never

Stretch, rotate, rearrange arms, recolor individual parts, add shadows, place on busy imagery, or typeset the custom logo.

Production masters

Use symbol-cutout files for transparent knockout eyes. Color presentation versions include fixed eye color. Embroidery requires an actual-size supplier proof.

One family. Different expressions.



Clothing and movement



Merchandise and useful objects



Food and shared rituals



Home and lifestyle



Gaming and interactive worlds

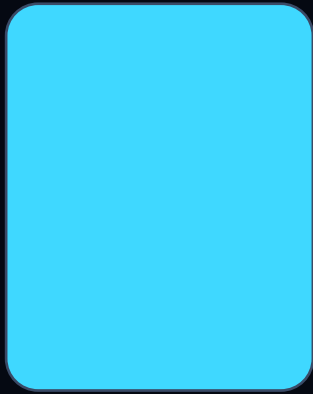


Entertainment and culture

Deep field. Electric light.

**Abyss**

#050912

**Cyan**

#3FD8FF

**Electric**

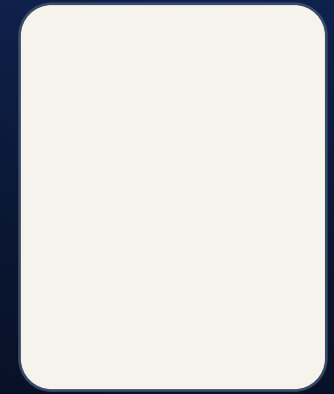
#2B6BFF

**Vermillion**

#EF623F

**Lime**

#C6F36B

**Chalk**

#F5F3EB

Start at 70% Abyss field, 20% glass, 10% light. Cyan is the action, Vermillion the signature, Lime means positive. Glow marks only the thing that matters.

Chalk text on Abyss or glass for body copy. Abyss text on Cyan or Vermillion fills. Loss and errors use the cool Error red, never Vermillion. Logo masters keep the Release 01 Ink, Chalk and Vermillion.

chalk on abyss: 17.93:1 / AA body PASS

cyan on abyss: 11.84:1 / AA body PASS

lime on abyss: 15.59:1 / AA body PASS

ember on abyss: 8.63:1 / AA body PASS

vermillion on abyss: 6.16:1 / AA body PASS

violet on abyss: 7.27:1 / AA body PASS

Clear words. Distinctive letters.

Make room for possibility.

The OCTO wordmark is custom vector lettering. Display and numbers use Space Grotesk 500 and 700; text uses Inter 400 to 600. Both are SIL Open Font Licence fonts bundled with the UI kit. Fallback is Arial / Helvetica.

Display 56 / 56px

Heading 32 / 36px

Title 24 / 30px

Body 16 / 25px

Label 12 / 16px

Sentence case. Tight headlines. Comfortable body copy. Keep all-caps labels short.

Structure creates freedom.



Desktop: 12 columns / 24px gutters / 1440px maximum content. Tablet: 8 columns. Mobile: 4 columns / 16px gutters / 20px margins. Breakpoints at 760px and 1100px.

Use a 4px base grid. Spacing steps: 4, 8, 12, 16, 24, 32, 48 and 64. Controls use 12px radii, cards 20px, sheets 28px. Let type and imagery create emphasis. Avoid decorative containers around every piece of content.

Hierarchy: one main action, one dominant message, then supporting detail. Preserve generous whitespace. Test narrow screens, long labels and translated text before release.

Useful by default.

The standalone glass UI kit includes buttons, inputs, textarea, select, checkbox, radio, switch, slider, keyboard tabs, breadcrumb, pagination, alerts, badges, progress, skeleton, spinner, toast, avatar, cards, empty states, accordion and dialog.

Copy octo-ui.css, tokens.css, fonts.css and fonts/ into your application and use semantic HTML. Add octo-light for the daylight variant. Token JSON provides primitive colors, semantic mappings, typography, spacing and motion. SwiftUI and Compose files are reference mappings, not compiled native applications.

Accessible interaction

Visible keyboard focus. Labels and error associations. Native dialog behavior. Status announcements. 44px web/iOS controls and 48dp Android targets.

Responsive behavior

Do not lock text into fixed heights. Test font scaling, long content and orientation changes.

State coverage

Default, hover, pressed, focus, disabled, loading, success, error and empty. Connect example behavior to actual application state.

Icons

16 original 24px SVG icons. 1.8px strokes with rounded caps and joins. Label all icon-only actions.

Confident enough to be simple.

Master line

One mind.
Many moves.

Talk about what people can do, feel and make. Use active verbs and ordinary words. Write one idea per sentence. Let confidence come from precision.

Never invent awards, environmental benefits, health claims or performance evidence.

WEAR

Made for your next move.

TABLE

Good things. In good company.

PLAY

Play a little further.

LIVING

Room for possibility.

STUDIO

See what happens next.

Light, glass and depth.

OCTO

ONE MIND.

MANY MOVES.

WEAR. TASTE. PLAY. LIVE.



Deep black fields, one or two coloured lights, and glass that lets the light through. The subject glows; everything else recedes.

Photography is shot low key with a single rim of cyan or Vermillion light. Never place body text on an image without a glass scrim.

The Release 01 still life remains in 12_CONCEPT_STUDY as history. Use actual product photography for commercial product claims.

Reach with purpose.



160ms / Feedback

Hover, press and simple state changes.

240ms / Surfaces

Menus, panels and supporting interface movement.

600ms / Expression

An occasional identity reveal. Begin in one place and expand with intent.

Ease

cubic-bezier(.2,.8,.2,1). Prefer transform and opacity.

Accessibility

Respect reduced-motion settings. Avoid constant loops, flashing and motion-only information.

An adaptable campaign language.



Print posters, square/portrait/landscape social, slides, stationery, apparel hangtags, product labels and food sleeve artwork share the same hierarchy: one strong statement, one focal point, one clear signature.

From master to material.

SVG

Editable source artwork. Logo letterforms are vectors. Template text remains editable and asks for Space Grotesk, falling back to Arial.

PNG

sRGB raster exports for immediate digital use. Do not enlarge for print. Use SVG or PDF at the required output size.

PDF

Vector exports at the specified trim size. These are review/production starting points, not certified PDF/X press files.

Print checklist

Confirm size, stock, finish, color profile, spot inks, bleed and overprint with the supplier. Add 3mm bleed and a 5mm internal safe area. Proof before bulk production.

Packaging

Artwork panels are not engineered dielines. Supplier adds folds, glue zones, seals and approved dimensions. Add verified ingredients, allergen, care and regional labeling.

Common trim sizes

Posters A2: 420 x 594mm. Card: 85 x 55mm. Letterhead A4: 210 x 297mm. Hangtag: 60 x 100mm. Product label: 90 x 60mm.

Find it. Use it. Keep it coherent.

01_LOGOS

Master signatures, wordmarks, symbols, micro and transparent production files.

02_EXPLORATIONS

Alternative symbol and lettering directions, clearly separated from release masters.

03-09 / APPLICATIONS

Architecture, patterns, print, social, packaging, templates and digital assets. Each has SVG, PNG and PDF.

10_UI_KIT + 11_DOCUMENTATION

Reusable components, icons, native mappings, token files, manual, inventory and production notes.

Naming

asset-id / format. Keep descriptive IDs intact. Release 02 Abyss is version 2.0.0. Never silently replace a used master.

Ownership of changes

Assign a brand steward. Propose changes with rationale, small/large renders and a list of affected touchpoints. Archive superseded artwork.

Originality and scope

Vector artwork, layouts, copy and icons were created for this project. Space Grotesk and Inter are third party SIL Open Font Licence fonts. OCTO is a working name; trademark clearance is not established. No award is claimed.

Reproducibility

The local source includes generators, source SVGs, export scripts and inventory. See README_START_HERE.md.