

A close-up, black and white photograph of an elephant's head, showing its eye, ear, and tusk. The image is partially obscured by a dark grey rectangular overlay on the left side, which contains the text.

OLIPHAUNT

BRAND BOOK

www.blablalass.com



INTRODUCTION

Strategic consultancy companies come in different shapes and forms; however, they all share a common ground. All consultancies work with the secretive and most intimate business fundamentals of the organizations they support.

Oliphant is a boutique consulting company. We support organizations with their venture building. Our customers come in all sizes and shapes. We support large scale corporates with their product market approach and innovation management funnel, turning it into a "needle mover". We support start-up companies with their go to market and product market fit. We assist public organizations to define and achieve their aspirations and we pivot technologies across different fields of businesses.

It all comes to venture building – understand the business and help the organizations grow in its unique most relevant direction.



LOGO IDENTITY



BUSINESS CARD



COLOR VARIATIONS 1



COLOR VARIATIONS 2



COLOR VARIATIONS 3



COLOR VARIATIONS 4

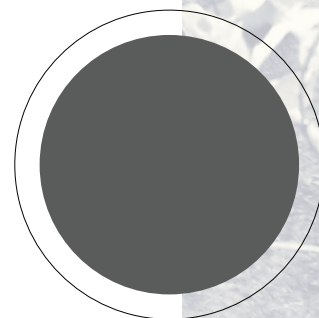


COLOR NAME

PANTONE 115 U

R: 40 G: 49 B: 56 (For Web Use Only)

C: 79 M: 66 Y: 57 K 56 (For Printing Use Only)

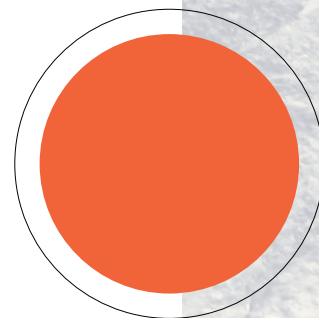


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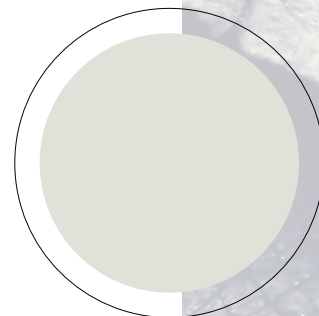


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BRAND COLORS

TYPOGRAPHY

PRIMARY FONT

HELVETICA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890!@ \$%

SECONDARY FONT

Roboto Thin

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STATIONERY



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