

The logo for Ocean Matrix is displayed in a bold, white, sans-serif font against a dark blue horizontal band. The word "OCEAN" is on the top line and "MATRIX" is on the bottom line. The letters are closely spaced, and the "X" in "MATRIX" has a registered trademark symbol (®) to its upper right.

OCEAN MATRIX®

The slogan "Catch the Wave.™" is centered in a dark grey, bold, sans-serif font. The background is a black and white photograph of a large wave crashing over dark, jagged rocks. The water is white with foam, and the sky is a uniform grey.

Catch the Wave.™

A dark blue circular graphic containing the text "brand style guide" in a white, lowercase, sans-serif font. The text is arranged in three lines: "brand", "style", and "guide".

brand
style
guide



Catch the Wave.™

**OCEAN
MATRIX®**

Ocean Matrix is a manufacturer of affordable and versatile interface solutions for the Broadcast and Pro-AV industry. Our mission is to provide rugged, easy to use tools featuring the latest technology.

The Ocean Matrix toolbox consists of distribution amplifiers, extenders, converters, hum eliminators, and video switchers that are proven problem-solving devices.



about

PRIMARY LOGO

The primary logo consists of the words "OCEAN" and "MATRIX" stacked vertically in a bold, blue, sans-serif font. The letters are closely spaced, and a registered trademark symbol (®) is located at the end of the word "MATRIX".

The primary Ocean Matrix Logo is a 1 color design. Make sure the registered mark can be seen next to the X. When placing the logo in any marketing layout make sure there is ample room around the logo. At least one 'O' height of space should be used on all sides.



BLACK & WHITE LOGO



TAGLINE

Catch the Wave.™

The official tagline for Ocean Matrix marketing material is "Catch the Wave.™" and should be displayed separate from the brand logo. The tagline can be shown in 100% White, 100% Black or 75% Black.

logo

COLORS

FONTS

Logo Colors

OCEAN MATRIX BLUE

C98 M76 Y25 K9 | Web RGB #003366 | UV Printer Color: DogerBlue3 C88 M43 Y0 K20

WHITE

0% Black | Web RGB #000000

BLACK

100% Black | Web RGB #ffffff

Marketing Colors

FISH GRAY

75% Black | Web RGB #666666

SEA GREEN

C85 M12 Y98 K2 | Web RGB #009933

SPLASH PURPLE

C73 M78 Y0 K0 | Web RGB #666699

WAVE BLUE

C93 M35 Y0 K15 | Web RGB #006699

Ocean Matrix print and digital marketing can make use of the main logo colors as well as the accompanying marketing colors when more variety is needed. All marketing will use fonts from the Arial and Oswald Font Families.

Main Text

ARIAL REGULAR

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWw
XxYyZz0123456789

ARIAL BOLD

AaBbCcDdEeFfGgHhIiJjKkLl
IMmNnOoPpQqRrSsTtUuVv
WwXxYyZz0123456789

Highlights

OSWALD BOLD ITALIC

AaBbCcDdEeFfGgHhIiJjKkLlM
mNnOoPpQqRrSsTtUuVvWwXx
YyZz0123456789

color
& font

The logo for Ocean Matrix, featuring the word "OCEAN" stacked above "MATRIX" in a bold, blue, sans-serif font. A registered trademark symbol (®) is located at the end of "MATRIX".

OCEAN MATRIX®

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