

BRAND MANUAL

ONIVIUS

01.

Introduction.

1. Introduction.

This *Brand Manual* serves as a comprehensive guide to maintain the consistency and integrity of **Onivius'** visual identity.

It defines the key elements of our brand—mission, vision, and values—and provides detailed instructions for their application.

The purpose is to ensure every communication reflects the essence of **Onivius: transformation, creativity, and growth.**

1.1 About Onivius: Foundations and Evolution.

1. Introduction

Onivius is a symbol of action, structure, and vision, representing the strength and foundational energy of the father. Rooted in the Real Estate sector, **Onivius** is evolving alongside *Magaia*, a parent company that embodies the nurturing and creative spirit of the mother.

Together, they aim to redefine the industry through balance, innovation, and transformation.



02.

The Naiame Ornivius.

2.1 Linguistic and Cultural Significance.

2. The Name: Onivius.

The name Onivius transcends linguistic and cultural boundaries, resonating with both the human and the divine.

Its pronunciation evokes balance, energy, and unity, reflecting the brand's global aspirations.

ONIVIVUS



2.2 Sound and Mayan Cosmology.

2. The Name: Onivius.

Onivius connects to Mayan cosmology, symbolizing the balance between the underworld, terrestrial, and celestial realms. Its sound vibrates as a universal mantra, bridging material and spiritual dimensions.

ONIVIVUS



03.

OUR Brand.

3.1 The Butterfly: Transformation and Dynamism.

3. Our Brand.

The *butterfly* represents *change, freedom, and connection* between earth and sky, aligning perfectly with **Onivius**'s mission to innovate and elevate *Real Estate* projects.



3.2 The Composition: Our brand.

3. Our Brand.

The **Onivius** logo combines a modern sans-serif typeface with a symbolic butterfly. The butterfly represents transformation and creativity, while the clean typography conveys professionalism and innovation.

Together, they reflect the brand's commitment to meaningful marketing solutions



3.3 Visual Identity

3. Our Brand.

The logo is available in multiple variations to adapt to different contexts. These include color, monochromatic, and inverted versions, ensuring flexibility while maintaining brand consistency.



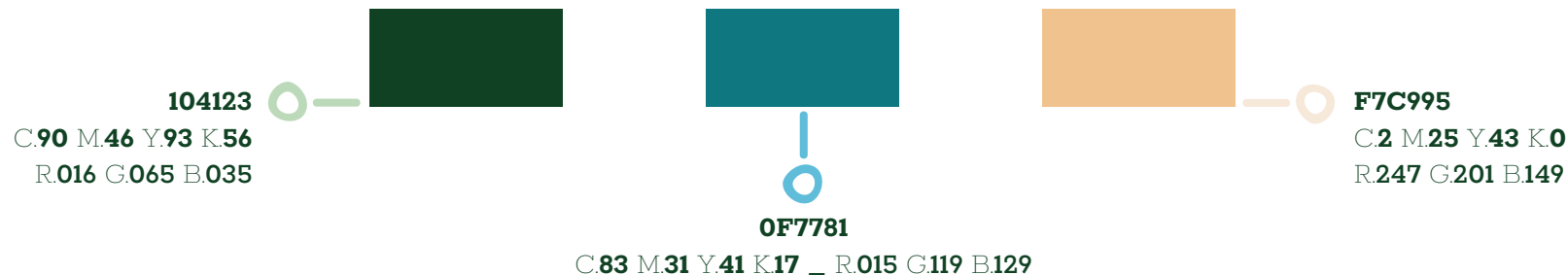
04.

Color.

4.1 Color Palette.

4. Color.

The **Onivius** color palette features three primary tones: a sophisticated *dark green*, a *vibrant teal*, and a *warm beige*. These colors evoke professionalism, trust, and approachability. Each color is presented with its *HEX*, *RGB*, and *CMYK* values to ensure accuracy in both digital and printed applications.



4.1 Color Palette.

4. Color.

F6AC99	FED489	FDF0E1	60C4E0	C3E1C0	33724F
F18870	FDC65E	FDE1C1	55C1DD	C3E1C0	1C5A37
E56746	FAB539	F7C995	1995A3	61AE84	104123
CF431E	E3980B	CF985E	0F7781	389061	0E291B
A42B17	AF7413	A66D30	065C65	197747	081510



4.1 Textures.

4. Color.



4.1 Textures.

4. Color.



05.

Typography.

5.1 Our **typography**

5. Typography.

The typography reflects **Onivius'** modern and professional image. The primary font is used for headings and prominent text, while the secondary font supports body copy and complementary elements.

Consistent typography ensures clarity and reinforces the *brand's visual identity*.

5.2 **Main** typography.

5. Typography.

Main Typography: Maitree Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890¿?*!¡#



5.4 **Second** typography.

5. Typography.

Second Typography: Rokkit (Serif) Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890¿?*!;#

5.5 Complementary typography.

5. Typography.

Complementary Typography: Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890¿?*!;#



06.

Brand Usage:

5.1 Correct Use.

5. Brand Usage.

The correct uses of the logo are presented to avoid its misuse in any application where the image is present, taking into account colors, versions, printing systems, among others.

Main Version
Symbol +
Brand Name



ONIVIUS

!
Logotype
Only Typography



5.1 Correct Use.

5. Brand Usage.

Variations. Used to represent the Brand in different situations where the Main Version and Logotype are not available or needed.



Extended Version
Symbol + Brand Name
+ Area/Department



5.2 Over colors.

5. Brand Usage.

The placement of the logo over colors and textures aside from the branding palette, means to assure visibility and contrast.

Dark non-corporate color background



Light non-corporate color background



Dark picture background



Light picture background



5.3 Incorrect use.

5. Brand Usage.

Incorrect use of the image can cause a negative perception and disrupt its image consistency.



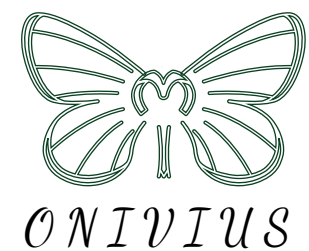
Take away elements that distort its appearance



Orientation
Elseways to horizontal



Distortion
Expanding or Contracting



Modifications
Changing elements for others



5.3 Incorrect use.

5. Brand Usage.

Avoid changing the color palette to others, neither partially nor totally, on colored backgrounds that create a negative effect vibration that hampers their elements.

Different Colors
Variation in elements



Out of Palette
Full Change



Wrong Corporate Color
In dark picture background



Wrong Corporate Color
In vibrant effect combinations

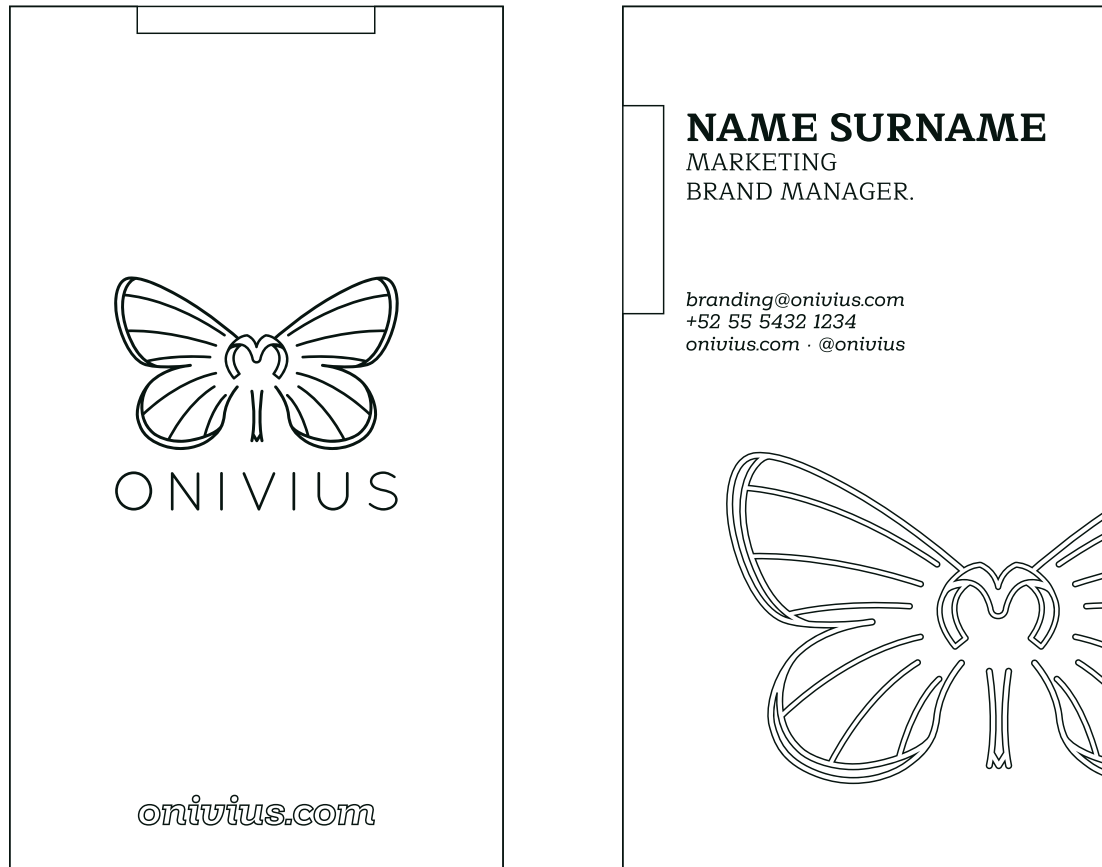


07.

Applications.

7.1 Business card

7. Applications.



Business card architecture.

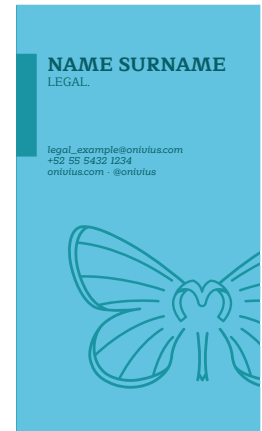
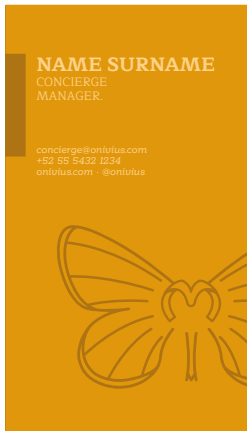


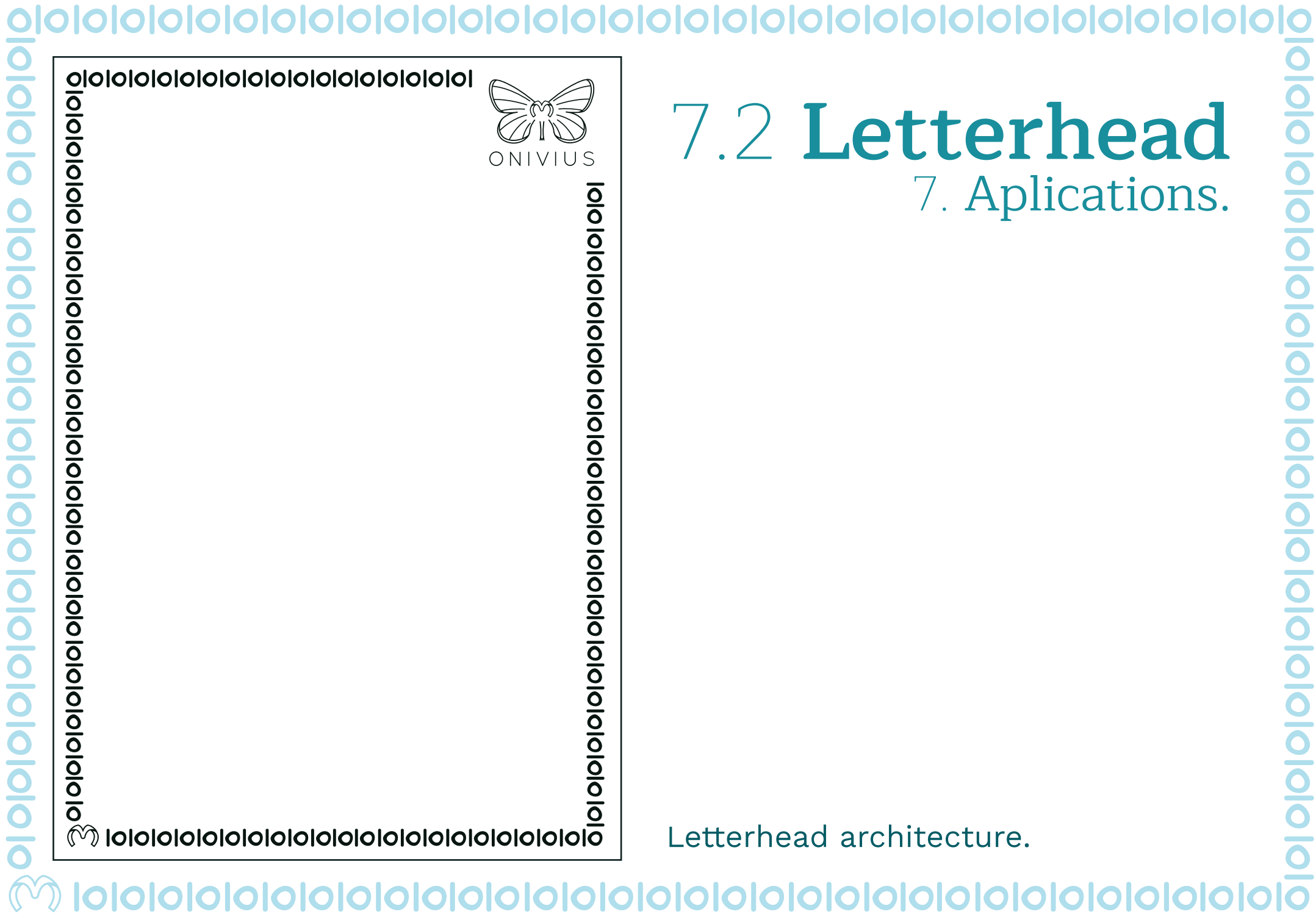


7.1 Business card

7. Applications.

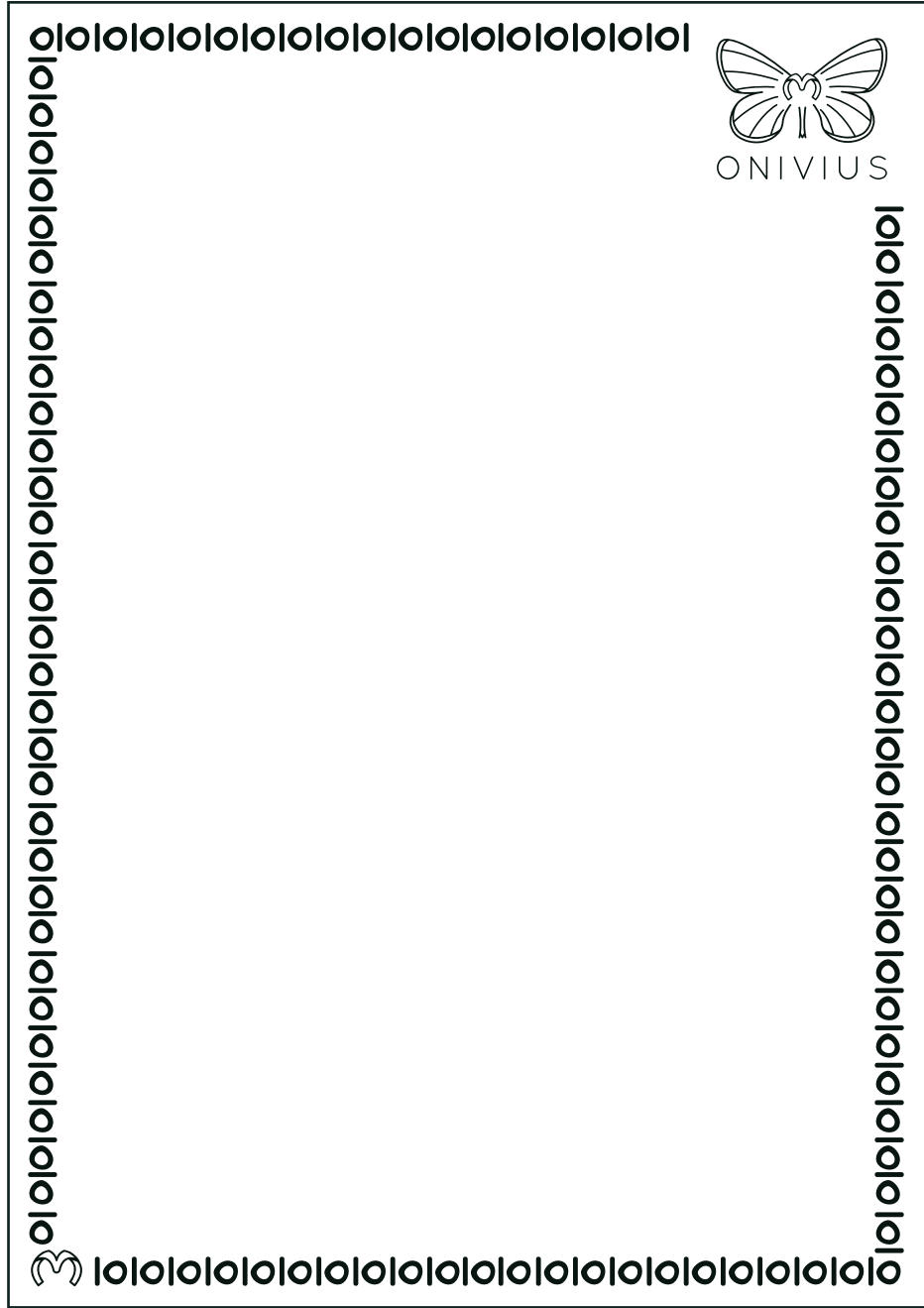
Business card variations.





7.2 Letterhead

7. Applications.



Letterhead architecture.

7.2 Letterhead

7. Applications.

Riviera Maya, Mexico,
December 12, 2024.



Karen Ocampo
External Branding Team
ONIVIUS Project

ONIVIUS Brand Manual

Preserving Cultural Roots, Inspiring Modern Spaces

Welcome to the **ONIVIUS Brand Manual**, a *comprehensive guide* designed to ensure the consistent and accurate representation of our brand identity. **ONIVIUS** is more than a name; it is a vision rooted in the celebration of cultural heritage while embracing contemporary design. Our work revolves around creating spaces that honor the past, inspire the present, and set a standard for the future.

This manual outlines the visual and conceptual elements that embody the **ONIVIUS** philosophy, including our logo, color palette, typography, and additional graphic assets.

Each section has been crafted to provide clear instructions and practical examples, enabling our team and collaborators to uphold the brand's integrity across all applications.

By following these guidelines, we foster a *unified voice and aesthetic that strengthen our brand's identity*, connecting us more deeply to the communities and audiences we serve.

Let this document guide us in maintaining the balance between *tradition* and *innovation*, a core value of **ONIVIUS**.

Sincerely,

Arturo Barrera
External Branding Team
ONIVIUS Project.



Riviera Maya, Mexico,
December 12, 2024.



Karen Ocampo
External Branding Team
ONIVIUS Project

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Sincerely,

Arturo Barrera
External Branding Team
ONIVIUS Project.



Quintana Roo
Riviera Maya

Pre-Sales Real Estate
Investment in Mexico

ONIVIUS

Pre-Sales Real Estate
Investment in Mexico.

Pre-Sales gain: +30-35%
Annual Value increase: 12%
Annual ROI: 9-13%
Resort Fundraising



ONIVIUS



ONIVIUS



ES REAL ESTATE
INVESTMENT IN MEXICO

Quintana Roo
Riviera Maya



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2025.

