

ORAMA  
MINIMAL  
FRAMES

BRAND  
GUIDELINES  
2020

## **Orama Minimal Frames Brand Book**

*Based on the 2018 brand refresh*

Roleplay team & collaborators:

**Roza Giannopoulou:** Creative direction, Project management, Exhibition design

**Leonidas Oikonomou:** Creative direction, UX/UI design, Copywriting, Social media strategy, Video script

**Mateo Gomez Unda:** Graphic design, UX/UI design, Print production

**Evi Kostakioti/Seamless:** Exhibition design

**Vicky Katsarou:** 3D visualisations, animation

**Panos Oikonomou:** Filming, editing

**Thanos Eleftherakos:** Website development

**Dimitris Marlagkoutsos:** Delivery application development

**Spiros Tzortzis/Sociality:** Social media management

**Stella Taoussiani:** Newsletter design

**Petros Koublis:** Photography

**Eva Bolou:** Brand book design

1<sup>st</sup> Edition: April 2020

[www.roleplay.gr](http://www.roleplay.gr)

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# BRAND



**Minimal**

**Whitewashed**

**Continuous**

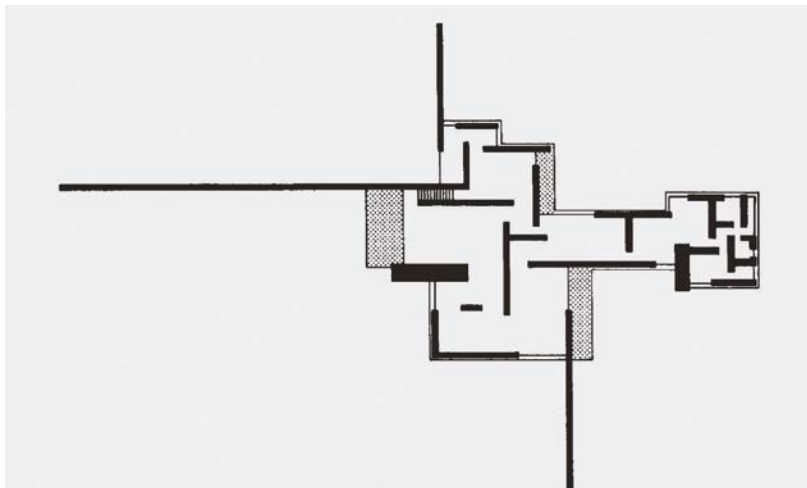
**Unobstructed**

**Detailed**

**Elegant**

# LOGO

The Orama Minimal Frames logo draws inspiration from the minimal diagrammatic drawings of the greats of modernism in architecture. It also refers to the verticality of structural engineering, it looks bold, solid and secure, however allowing for openings to make it feel light for the eyes.



*Mies Van Der Rohe, Brick Country House, 1924*



ORAMA MINIMAL FRAMES



INVERTED



MINIMAL FRAMES

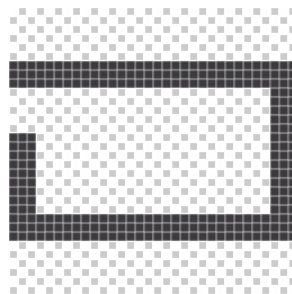
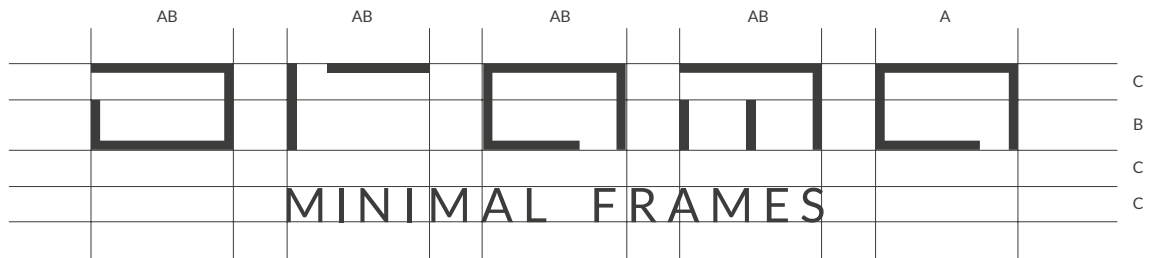


MINIMAL FRAMES



ORAMA MINIMAL FRAMES

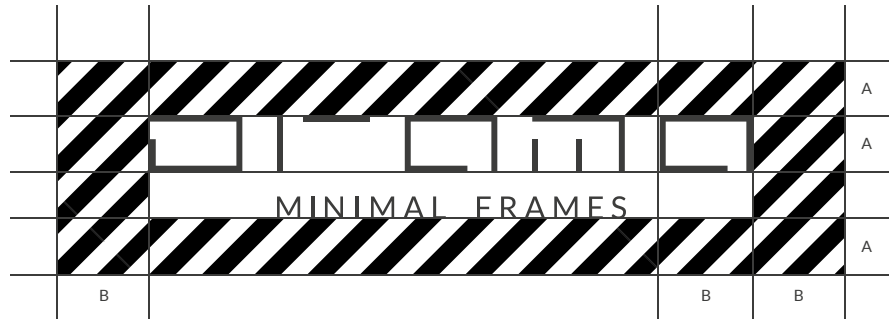




# LOGO USAGE

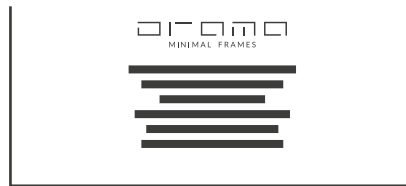
## Safe area

Don't place other type or image blocks within the main logo safe area.



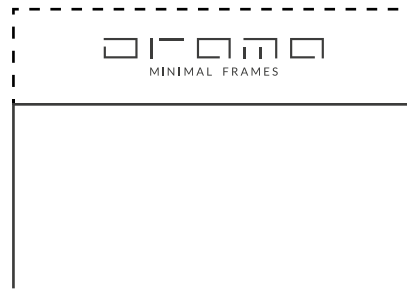
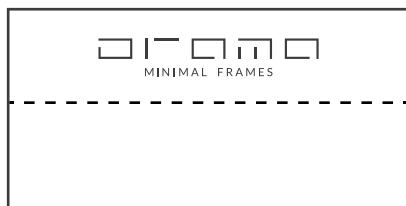
## Vertical alignment

Valid for print & web



## Positioning

Suggested logo positioning in relation to container – print or web.



## URL usage

Valid for print

[www.oramaminimalframes.com](http://www.oramaminimalframes.com)

## Horizontal syntax

When the Orama name is composed with other words to create a subset, don't use the main logo.

 MINIMAL FRAMES



**ORAMA MINIMAL FRAMES**

**ORAMA DOOR**

**ORAMA COMPANY BOOK**



# COLORS

**Off black**

#1a1a1a

0/0/0/90

---

**Cobalt blue**

#25408F

99/89/10/1

---

---

**Light grey**

#E6E7E8

8/6/6/0

---

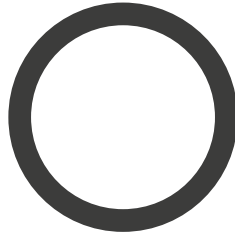
**Serenade Orange**

#FFF0E6

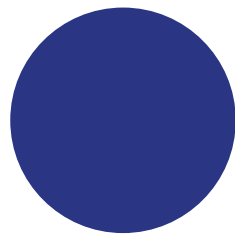
0/6/7/0

---

# PRIMARY



*Typography*  
*Graphic elements*



*Products*  
*Technical Drawings*  
*Large paper / screen areas*

---

# SECONDARY



*Large paper / screen areas*



*Large paper / screen areas*

# TYPOGRAPHY

Primary font: Lato superfamily

<http://www.latofonts.com/>

---

Lato Hairline

*Lato Hairline Italic*

Lato Thin

*Lato Thin Italic*

Lato Light

*Lato Light Italic*

Main usage: body text  
min font-size: 9pts–12px  
letter-spacing: 20px–0,02em  
line-height: 1.4em

---

Lato Regular

*Lato Italic*

Lato Medium

*Lato Medium Italic*

Lato SemiBold

*Lato SemiBold Italic*

Lato Bold

*Lato Bold Italic*

Lato Heavy

*Lato Heavy Italic*

Lato Black

*Lato Black Italic*

Main usage: headings  
min font-size: 12pts–18px  
letter-spacing: 20px–0,02em  
line-height: 1.15em

---

Main usage: product headings  
min font-size: 12pts–18px  
letter-spacing: 20px–0,02em  
line-height: 1.15em

---

Main usage: logo, headings  
min font-size: 12pts–18px  
letter-spacing: 20px–0,02em  
line-height: 1.15em

---

Decorative font: Minimal Hard

<https://www.dafont.com/minimalhard.font>

---

MINIMAL HARD 1

minimal hard 1

MINIMAL HARD 2

minimal hard 2

Heading font: Sectra

<https://www.grillitype.com/typeface/gt-sectra>

---

**GT Sectra Display Bold**

<i>Main usage:</i>	<i>headings</i>
<i>min font-size:</i>	18pts–24px
<i>letter-spacing:</i>	20px–0,02em
<i>line-height:</i>	1em

---

GT Sectra Display Regular

# IMAGERY









3D concept / 2014



3D concept / 2014

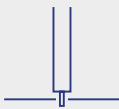


3D concept / 2019



3D concept / 2019

# GRAPHICS



ZERØ



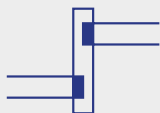
ONE



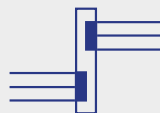
AXIS



PORTA



OMICRON



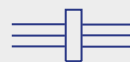
ΩMEGA



NET



MOTOR



POST



Wood



Corian



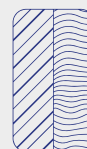
Concrete



Tiles



Metal



Combine

# ICONS



Facing width



Installation flush to the floor



Installation flush to the ceiling



Max. leaf height



Max. leaf width



Max. leaf weight



Max. sliding leaf area



Max. fix leaf dimension



Glass thickness



Smooth sliding



Minimum visual impact



Adjustable base



Uw values



Air permeability



Resistance to rain penetration



Resistance to wind loads



Sound insulation



Resistance to burglary



Accessibility



Invisible



Thermally broken



Invisible drainage



Double locking

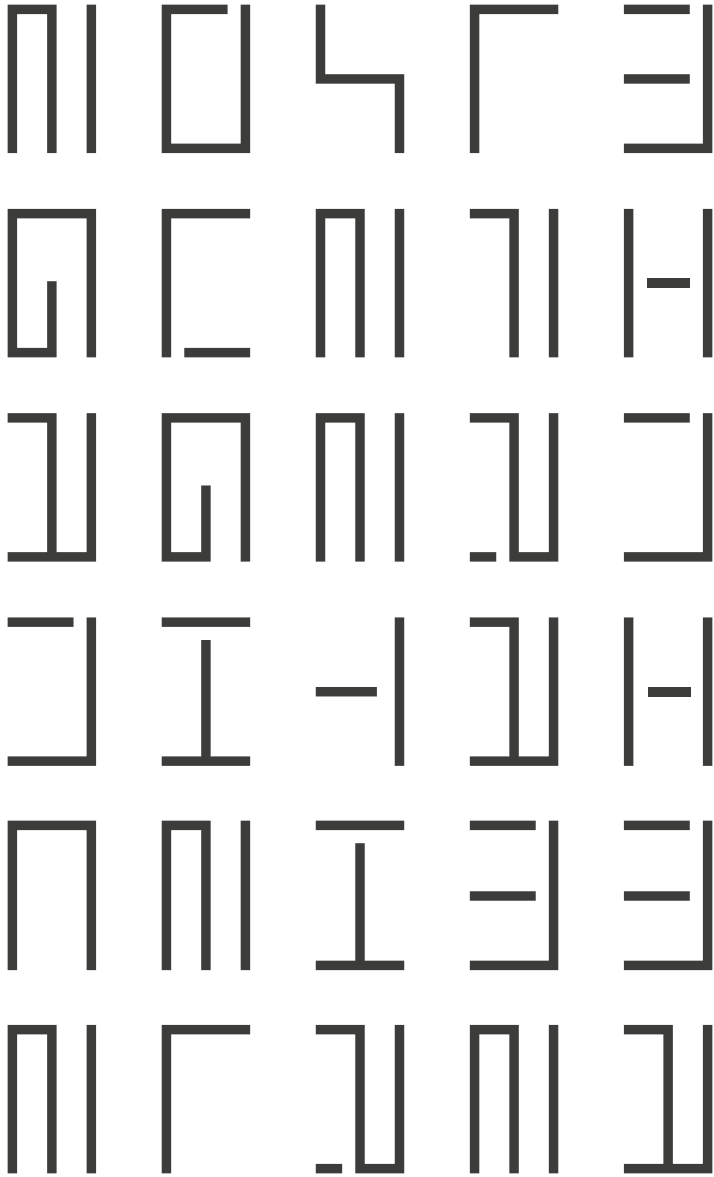


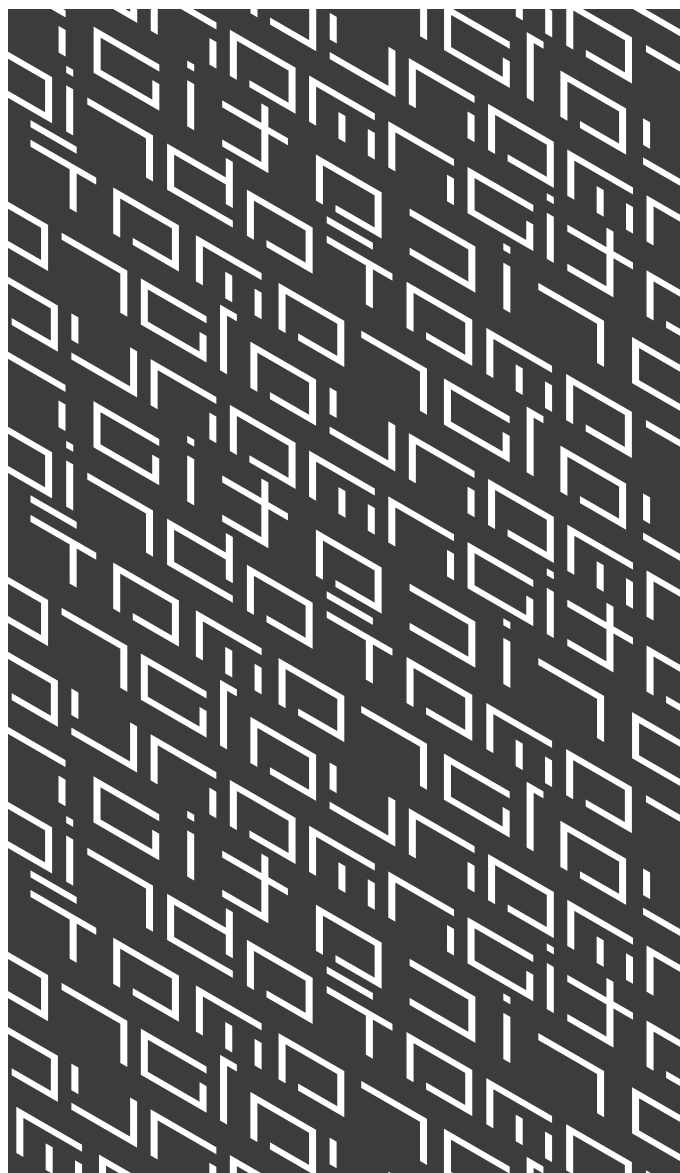
Hand-made parts



Quick assembly

COVER TYPOGRAPHY





# VOICE

SEE·THROUGH·ELEGANCE

**ZERØ**

The Invisible Frame

**ONE**

The Minimal Frame

**AXIS**

The Pivoting Frame

**PORTA**

The Frameless Door

**OMICRON**

Double Glazing

**ΩMEGA**

Triple Glazing

**NET**

The Insect Screen

**MOTOR**

Automated Sliding

**POST**

Between Fix Panes

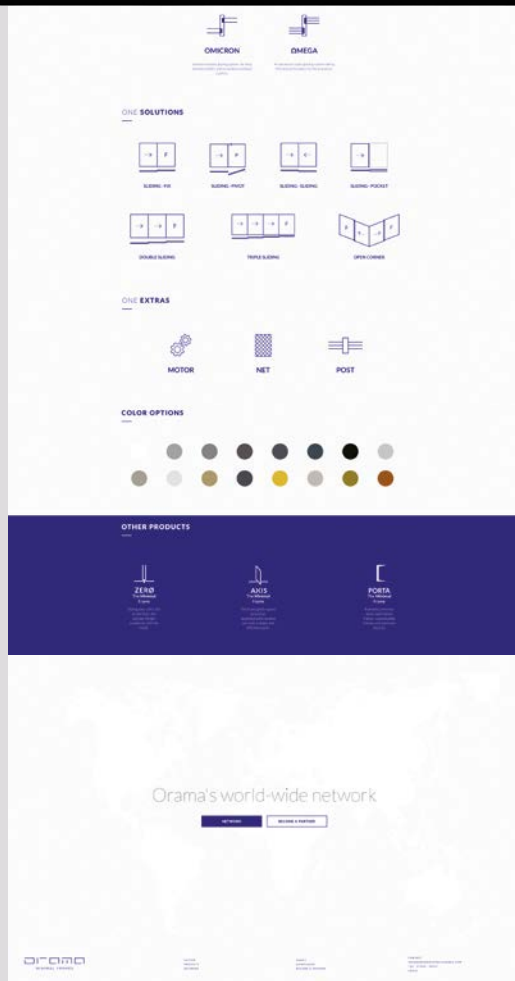
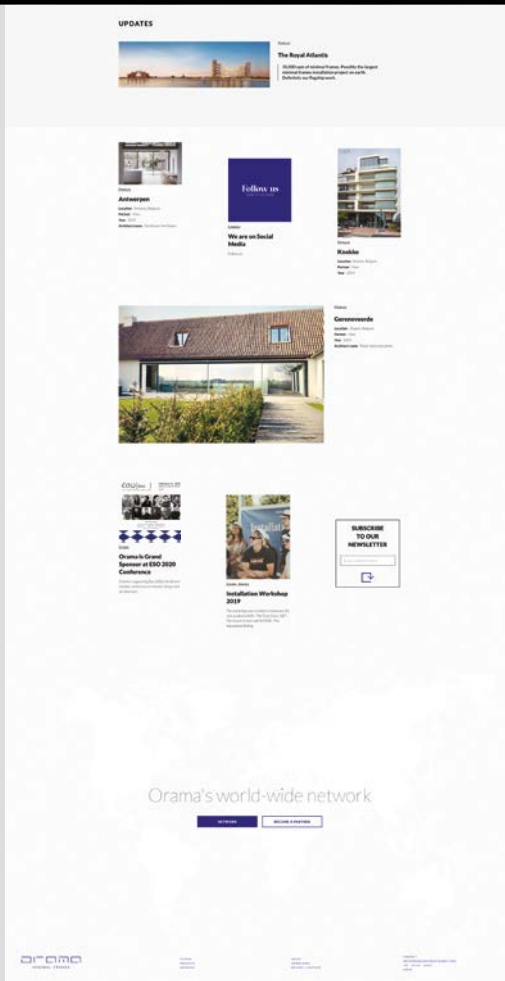
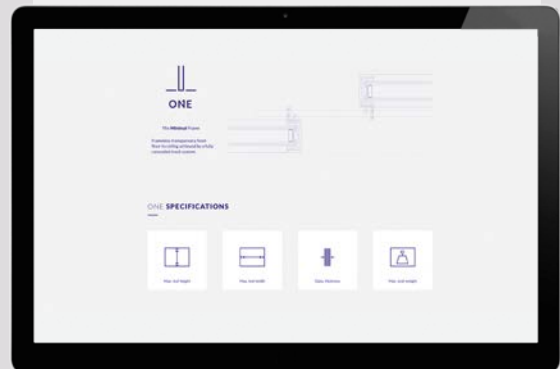
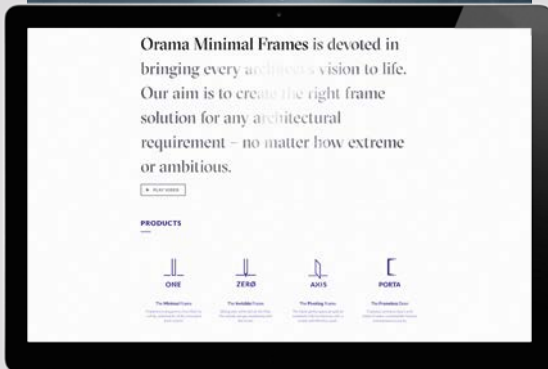


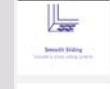
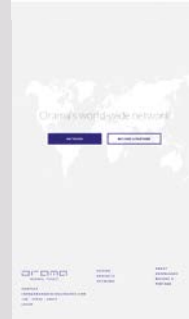
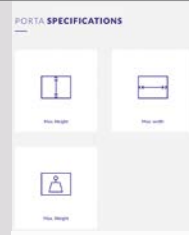
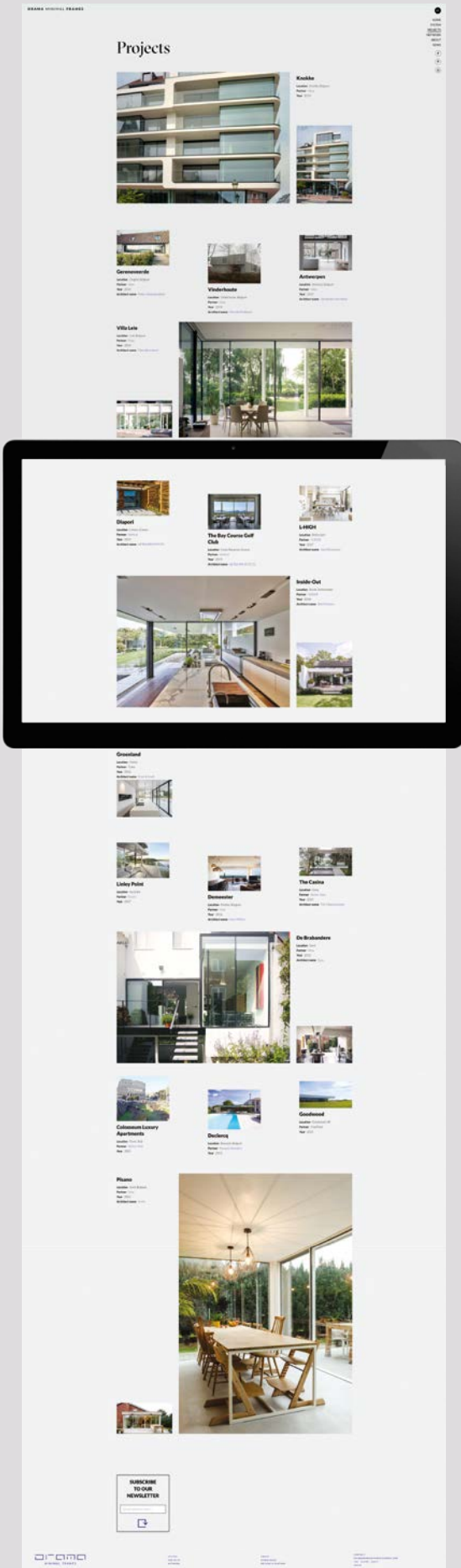
Orama is the Greek word for Vision (=όραμα). Orama Minimal Frames is a company devoted in bringing every architect's vision to life. Our aim is to find the right frame solution for any architectural requirement – no matter how extreme or ambitious.

The surrounding landscape, either natural or artificial, is a construct that we sometimes want to embrace, sometimes we need to avoid. A great view is a cinematic experience for our everyday life and a window is therefore a screen, for us to enjoy it in comfortable and safe conditions.

Architecture is always about the definition of the interior and the exterior of the living space. Orama is redefining this threshold, introducing a new relationship between the shadow and the light, the cave and the great outdoors.

# WEB







# DELIVERY APP

DELIVERY APP
ORDERS USERS ADMIN NOTIFICATIONS ACCOUNT LOGOUT

### Edit Account

Email address:

Mobile number:

**SAVE CHANGES**

### Change Password

Current Password:

New Password:

Confirm New Password:

**SAVE CHANGES**

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DELIVERY APP
ORDERS USERS ADMIN NOTIFICATIONS ACCOUNT LOGOUT

Search:  All orders 50

**AGOSTINI GROUP**

Name	Order No.	Confirmation date	Estimated delivery date	Price	Item
HRA	19-1325-FOI	Week 26 16-Sep-2019	Week 43 25-Oct-2019		Pending profiles from 19-1325-FOI-8 per 200 17 + 20 per 200-14
FLIBTO	19-1198-FOI	Week 35 09-Sep-2019	Week 39 27-Sep-2019		PROFILES - ACCESSORIES
DROME ORAMA	19-1347-FOI	Week 35 09-Sep-2019	Week 37 15-Sep-2019		ACCESSORIES
2870 CARRON	19-1090-FOI	Week 35 09-Sep-2019	Week 37 15-Sep-2019		2 per 200-044
HRA	19-1325-FOI	Week 22 06-Aug-2019	Week 38 26-Sep-2019		PROFILES - ACCESSORIES
2870 DI SERRAMENTI	19-1325-FOI	Week 22 06-Aug-2019	Week 38 26-Sep-2019		100 per 200-058 12 (ALUMINIO) (per 10 per 100 per 200-058) (per 10 per 100 per 200-058)
SAMPLE PROFILES	19-1318-FOI	Week 21 05-Jul-2019	Week 21 05-Aug-2019		Sample profiles
2870 CARRON	19-1090-FOI	Week 20 02-Jul-2019	Week 25 02-Aug-2019		Pending: 1 or 200-137 (2000 new)
DIVADESO (COORITALIA)	19-1274-FOI	Week 23 11-Jul-2019	Week 36 26-Sep-2019		1 per 100
2856 TERNIZATO	19-1115-FOI	Week 21 03-Jul-2019	Week 25 02-Aug-2019		2 per 100 + 100 per 100
SOBALDOC	19-1215-FOI	Week 24 12-Jul-2019	Week 27 30-Jul-2019		1 Profile: Decorement/Art/Accessories
GUAGLIANONE	19-1275-FOI	Week 21 03-Jul-2019	Week 29 17-Aug-2019		1 FT with alarm sensor + 1 FT with alarm sensor + 4 per 100-000-000 Profiles
SOBALDOC	19-1215-FOI	Week 22 07-Jul-2019	Week 25 22-Jul-2019		PROFILES - ACCESSORIES

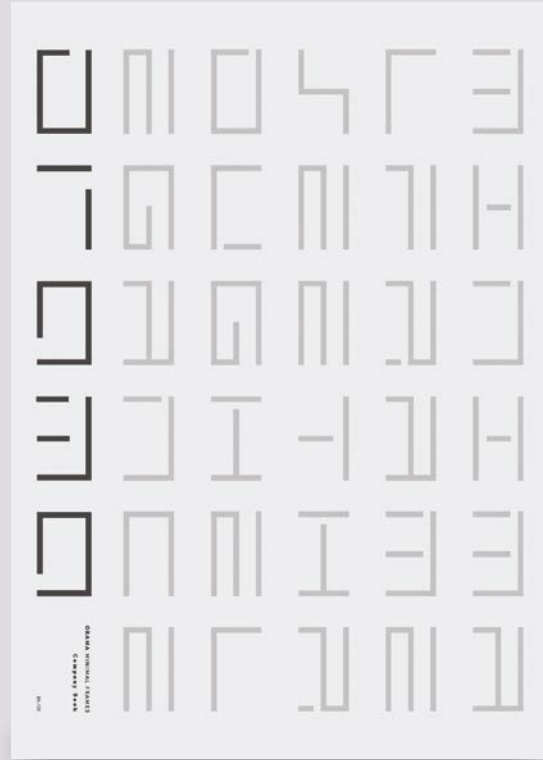
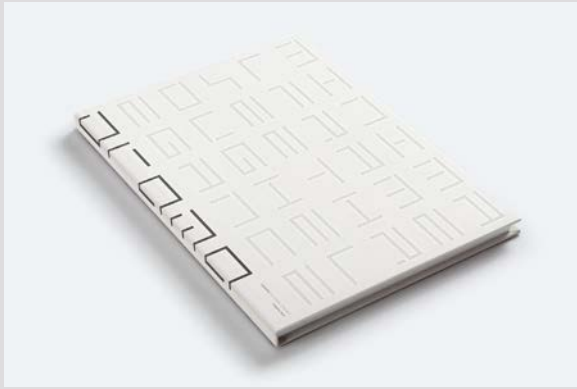
DELIVERY APP
ORDERS USERS ADMIN NOTIFICATIONS ACCOUNT LOGOUT

Search:  All orders 50

**ORAMA TEAM**

Name	Order No.	Confirmation date	Estimated delivery date	Final Delivery Date	Shipping Date	Order Date No.	Order Last Loading Date	Price	Item
ORAMA TEAM	COLOR SAMPLE	19-1200-FOI	Week 40 29-Oct-2019						1 per Royal Black, 1 per 10 per 200-000-000
BARU	POSTO	19-1293-FOI	Week 40 29-Oct-2019	Week 43 26-Nov-2019					1 1 Profile + 1 Profile 5
MASON DE LUXE	ROLLERB - INHIBIT	19-1263-FOI	Week 40 29-Oct-2019	Week 43 26-Nov-2019					450 - 13000 - 1 Profile 5
ORAMA TEAM	NEW PROFILES	19-1265-FOI	Week 40 29-Oct-2019						10 per 200-134 + 10 per 200-000 + 10 per 200-137 + 10 per 200-138
Compte Immobilière Srl	CALLABATE F17 - Origo	19-1229-F17	Week 40 29-Oct-2019	Week 41 05-Nov-2019					2 QUADRO
ORAMA TEAM	BATHAT EXHIBITION	19-1219-FOI	Week 40 29-Oct-2019	Week 43 26-Nov-2019					1 100011347 (2019) - OR 7500
ORAMA TEAM	BATHAT EXHIBITION	19-1219-FOI	Week 40 29-Oct-2019	Week 43 26-Nov-2019					1 10001131 (2019) - OR 7507
GUTMANN MIDDLE EAST LLC	ALHAMA	19-1295-FOI	Week 40 29-Oct-2019	Week 42 19-Oct-2019	Week 41 11-Oct-2019				1 43001140 (2019) - OR 7579
ORAMA TEAM	STOCK ORDER	19-1200-FOI	Week 40 29-Oct-2019						112 per 200-008
BARU	BRUSS	19-1297-FOI	Week 40 29-Oct-2019	Week 43 26-Nov-2019					1 per 200-000 (with bar + 1 200000000 + 1 per 100)
ARKAY WINDOWS LTD	196038 Hurdles	19-1260-FOI	Week 40 29-Oct-2019	Week 43 26-Nov-2019					1 per 1000 2002
ERNST SCHWITZER	ORDER 77280	19-1319-FOI	Week 40 29-Oct-2019	Week 42 19-Oct-2019	Week 40 22-Oct-2019				300 per 100-4
IMPONATA	ROLLER CARTRAGES	19-1374-FOI	Week 40 29-Oct-2019	Week 43 26-Nov-2019					10 per 1000 (with roller)
TUDOR	WIN SCHIFFENING MUEBLICH (2007)	19-1020-FOI	Week 40 29-Oct-2019	Week 43 26-Nov-2019					1 per 200-000 + 1 per 1000

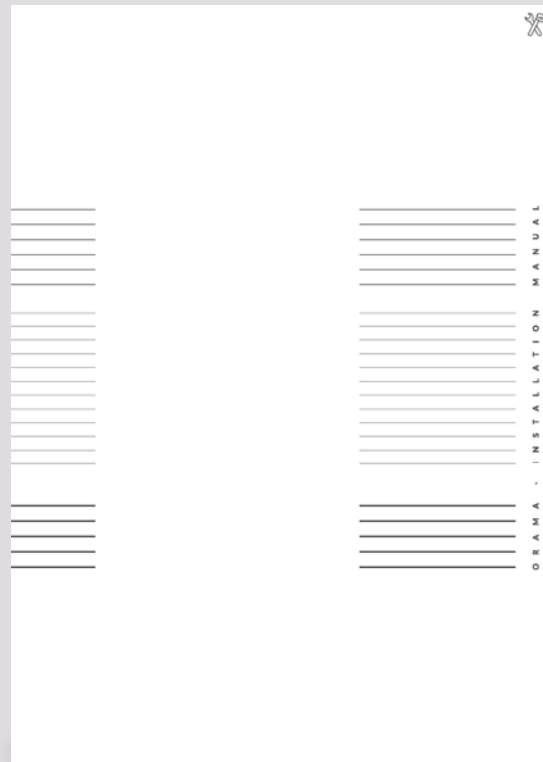
# PRINT



ORAMA Company Book













*Fabrication Manual*



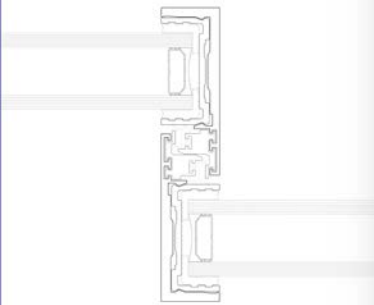
*Installation Manual*

### SYSTEM HIGHLIGHTS

 MINIMUM VISUAL IMPACT	 MINIMAL LABYRINTH
 HAND-MADE PARTS	 ADJUSTABLE BASE
 SMOOTH SLIDING	 INVISIBLE DRAINAGE
 THERMALLY BROKEN	 SOUND PROOF
 UNCONDITIONAL SAFETY	 QUICK ASSEMBLY

SEE • THROUGH • ELEGANCE

HORIZONTAL SECTION



SCALE 1:1

[www.oramainimalframes.com](http://www.oramainimalframes.com)

MINIMAL  
ALPHA  
MESH  
ETHRO  
LGHTEL  
EGANOC  
EONEL  
ERODH  
HJWIN  
DOWSF  
RAMES

**ORAMA**  
MINIMAL FRAMES



  
**ONE**

**The Minimal Frame**

Orama ONE offers a frameless transparency from floor to ceiling. This is made possible by the fully concealed advanced track system.



  
**ZERØ**

**The Invisible Frame**

Orama ZERØ merges the outside with the inside seamlessly. The windows slide over a 3cm wide slot in the floor. The space between tracks is covered with the same flooring material, which creates a continuous space.

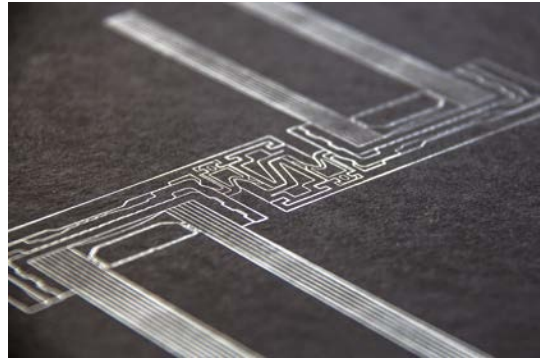
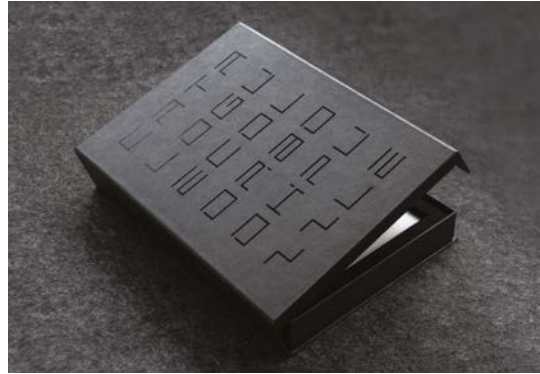
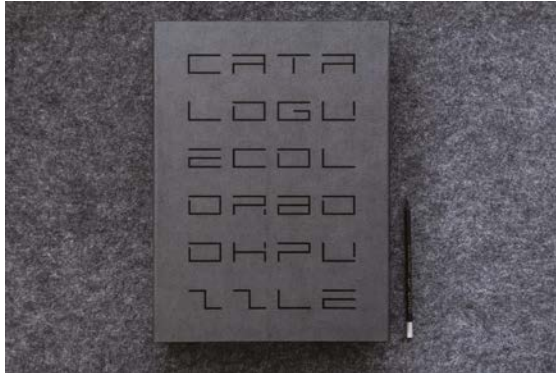


  
**AXIS**

**The Pivot Frame**

Orama AXIS conceals more than one simple opening operation; the door swings around an asymmetrically located axis, creating a short-lasting anti-gravity moment. AXIS gently opens with a simple and effortless push.

# PACKAGING

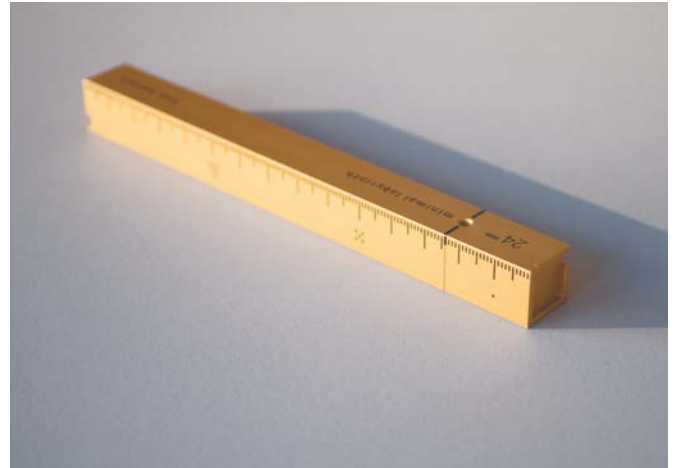


Architect Box





ORAMA Suitcase



ORAMA Minimal Chocolate / 2016

ORAMA Ruler / 2018



*Wine Case Tube / 2017*

# EXHIBITION



MINIMAL FRAMES







