

**EVERY
MARK
MATTERS.**

Make the next reading obvious.

ORDEN is built around a consistent reading sequence. A surface should reveal the product designation, confirm the quantity, then offer the reference details.

01 / RECOGNISE

Give the product designation the strongest typographic presence.

02 / CONFIRM

Keep the quantity and unit in a distinct, consistent field.

03 / REFER

Group edition and sample reference details in a separate information block.

Keep the same reading sequence across different package shapes.



The O and its square form a single, fixed master symbol.

One mark. No improvisation.

CLEAR SPACE

Leave at least one square's width around every edge of the symbol.

PROPORTION

Scale the master uniformly. Keep the circle, opening and square in their original relationship.

CONTRAST

Use ink on stock or signal; use stock on ink. Keep texture out of the symbol's interior.

SMALL APPLICATIONS

Proof the symbol at its intended size and process. If the opening fills in, increase the symbol or use the wordmark alone.



SHOTGUN



RIFLE



FRAGMENTATION



TANK ROUNDS



A family is more than a colour.

The same three elements accompany each family: the letter, the written name and its band pattern.

THE CONSTANT

Keep the designation prominent; repeat the family letter and bands on the secondary face.

THE VARIATION

S has one band, R two, G three and T four. Keep band thickness and spacing consistent within each format.

THE MONOCHROME CHECK

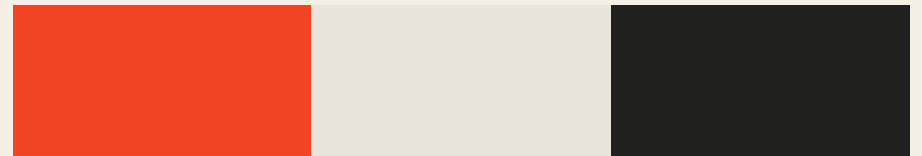
Remove colour during artwork review. Confirm that the letter, name and pattern remain distinct.

The letter and bands are internal brand identifiers.

Aa / 01
READ
CLEAR.

Barlow Condensed / Display
IBM Plex Mono / Information

Expressive scale.
Quiet detail.



SIGNAL / #F04424

An accent field and a point of punctuation. Use ink for small text on signal.

STOCK / #E9E5DA · INK / #20211E

The primary reading pair. Preserve generous contrast in information blocks.

TYPOGRAPHY

Use Barlow Condensed 800 for product designations and large statements.

Use IBM Plex Mono 400 for short reference fields. Use sentence case for explanatory prose.

PRINT TRANSLATION

HEX values describe the screen palette. Establish physical colour targets with the printer on the chosen substrate.

KEEP THE ORDER.

A useful standard explains what to preserve, and what to correct.

Do / Don't

DO / REPEAT THE SEQUENCE

Keep designation, quantity, illustration and reference fields in a consistent order.

DON'T / DISTORT THE SYSTEM

Do not stretch the symbol, rotate its square independently, compress the type or invent a new family pattern.

DO / DESIGN AROUND THE OBJECT

Keep reading fields on a single visible plane. Leave folds, seams and closures clear of key text.

DON'T / TRUST COLOUR ALONE

Do not remove the written family name or substitute a coloured patch for the family letter.

DO / SEPARATE INFORMATION

Keep brand graphics separate from product and statutory information approved by qualified specialists.

INK. STOCK. SURFACE.

The screen is a starting point.
The physical proof is the next conversation.

Finish with a physical proof.

01 / STOCK

Compare the bone palette against the actual board. Review ink absorption and the small-type edges.

02 / SURFACE

Check direct print and applied labels on the proposed matte finish. Confirm that texture leaves type readable.

03 / FORM

Review a folded sample. Check panel alignment, hidden information and graphic continuity around corners.

04 / RECORD

Keep the approved visual proof, colour sample and artwork edition together.

ORDEN / Visual standards / Edition 02.6. Product identification and general safety are documented in the separate insert.