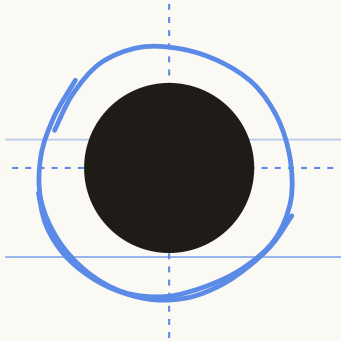
drawn by hand,
timed by the frame



orbimotion

We make the sexiest visuals.

Drawn by hand. Timed by the frame.

Every orbimotion film starts as a pencil test: a loose drawing that finds the idea, then a clean-up pass that makes it shine. The brand keeps both on show. The rough says a person thought about this. The clean line says it was finished properly.

01

The hand shows

Rough blue lines, red margin notes and circled words stay visible. They are not decoration. They show the thinking.

02

Timed on twos

Anything hand-drawn moves at 12 frames a second, like real drawn animation. The product itself moves smoothly.

03

Two materials

By day, a sheet of animation paper. By night, the same sheet on a lightbox. Never pure black, never pure white.

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the sketch never gets erased.
it is the brand.

The logo

An orb in two passes: a loose Col-Erase blue rough, then the ink clean-up. It is a real line test, frozen on frame 12.





1 · The rough

Col-Erase blue, drawn twice around. Always one of the three master drawings.



2 · The clean-up

A solid orb in graphite. Paper-white on dark. It sits slightly off-centre, as drawn.



3 · The i-dots

Both dots in orbimotion are tiny orbs with a rough ring: the mark, hidden in the name.



4 · The wordmark

Schibsted Grotesk ExtraBold, –5% tracking, all lowercase. Supplied as outlines. Never retype it.

Logo versions



Primary
The default, everywhere.



Primary, dark
On the lightbox and dark UI.



Construction
Hero moments: covers, reel openers, posters.



Stacked
Square and tall spaces, merch.



Wordmark
When the orb is already on screen.



Mark
Avatars, watermarks, stings.



Small mark
Anything under 48 px.



One colour, graphite
Stamps, embossing, one-colour print.



One colour, white
Photos and colour fields.

Clear space and minimum size

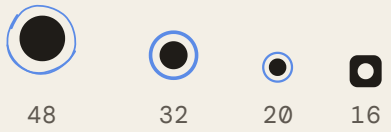


Clear space = R, the radius of the ink orb, on every side. Nothing else goes inside the dashed line: no text, no edges, no other logos.



MINIMUM SIZES

VERSION	SCREEN	PRINT
Primary	140 px wide	35 mm wide
Stacked	96 px wide	24 mm wide
Mark	48 px	12 mm
Small mark	20–47 px	6–11 mm
Favicon	16 px	—



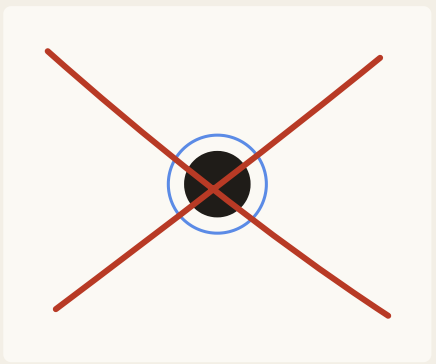
Below 48 px the rough line gets too thin to read, so it becomes one clean ring. At 16 px only the orb survives.

Logo don'ts

The rough is on purpose. Please don't tidy it, recolour it or redraw it.



Don't make the rough grey or black. In colour it is always Col-Erase blue.



Don't replace the rough with a perfect circle or trace a new one.



Don't stretch, squash or skew it.



Don't recolour the orb. Red is for notes only.



Don't add shadows, glows, gradients or outlines.



Don't retype the wordmark in any font. Use the supplied files.



Don't place the colour logo on busy images. Use the one-colour white version.



Don't rotate it. Only margin notes get to tilt.

App icon and favicon



APP ICON · LIGHT



APP ICON · DARK



IOS · FULL-BLEED



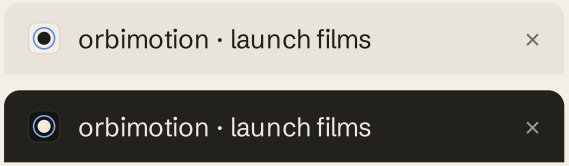
32 PX



32 PX · DARK TAB



16 PX



PASTE INTO THE <HEAD> OF THE SITE

```
<link rel="icon" href="/favicon.ico" sizes="48x48">
<link rel="icon" href="/favicon.svg" type="image/svg+xml"
<link rel="apple-touch-icon" href="/apple-touch-icon.png"
<meta name="theme-color" content="#F3EFE6"
      media="(prefers-color-scheme: light)">
<meta name="theme-color" content="#141310"
      media="(prefers-color-scheme: dark)">
```

favicon.svg switches to the dark version by itself when the browser is in dark mode. The app icon uses a simpler, single rough loop so it stays crisp at 60 px.

Colour: Paper

The light theme. Animation bond paper, graphite, a Col-Erase blue pencil and a red one.



ABOUT 70 PAPER · 18 GRAPHITE · 7 BLUE · 5 RED

Paper
#F3EFE6 · RGB 243, 239, 230
Page background

Fresh sheet
#FBF9F4 · RGB 251, 249, 244
Cards, panels, inputs

Graphite
#1F1C18 · RGB 31, 28, 24
Text, the orb, buttons
14.8 : 1

HB lead
#5E5850 · RGB 94, 88, 80
Secondary text
6.1 : 1

Col-Erase blue
#5B8BE6 · RGB 91, 139, 230
Rough lines, guides. Never text
graphics

Col-Erase deep
#2A5BC0 · RGB 42, 91, 192
Links and blue text
5.5 : 1

Red pencil
#B83A25 · RGB 184, 58, 37
Notes, circled words
5.0 : 1

Final blue
#2F5FD0 · RGB 47, 95, 208
Finished frames in reels
5.0 : 1

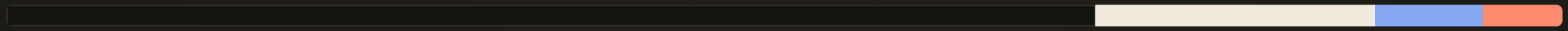
Rule
#DCD5C7 · RGB 220, 213, 199
Hairlines
decor

Peg hole
#E4DDCF · RGB 228, 221, 207
Wells, toggles, peg bars
decor

Contrast ratios are against Paper. Col-Erase blue is for lines and drawings only: it is too light for text, so blue text uses Col-Erase deep.

Colour: Lightbox

The dark theme. The same sheet on a lightbox in a dark room: warm, never pure black.



ABOUT 70 DESK · 18 PAPER-WHITE · 7 GLOW BLUE · 5 WARM RED

Desk
#141310 · RGB 20, 19, 16
Page background

Lit sheet
#1D1B17 · RGB 29, 27, 23
Cards, panels, inputs

Paper-white
#F1EBDD · RGB 241, 235, 221
Text, the orb, buttons
15.6 : 1

Soft lead
#A69E90 · RGB 166, 158, 144
Secondary text
7.0 : 1

Lit blue line
#7FA3EE · RGB 127, 163, 238
Rough lines, guides
7.4 : 1

Glow blue
#86A9F2 · RGB 134, 169, 242
Links, logo rough
7.9 : 1

Warm red
#FF8B6E · RGB 255, 139, 110
Notes, circled words
8.1 : 1

Final blue
#3A63D8 · RGB 58, 99, 216
Finished frames in reels
graphics

Rule
#34302A · RGB 52, 48, 42
Hairlines
decor

Peg hole
#0B0A08 · RGB 11, 10, 8
Wells, toggles, peg bars
decor

Contrast ratios are against Desk. Cards on the lightbox get a soft warm glow: 0 0 60px rgba(255, 236, 196, 0.16).

Typography: three hands

SCHIBSTED GROTESK · 400-900

Show us your rough idea.

Every film starts as a pencil test. We keep the rough visible so you can see the thinking, then clean it up until it shines.

HEADLINES 800, −4 TO −5% TRACKING · BODY 400, 17/27

Aa 400 Aa 500 Aa 700 Aa 800 Aa 900

SHANTELL SANS · NOTES · 500

hold the product 24f

napkin sketches welcome

RED PENCIL, LOWER CASE, TILTED −2 TO −6°

DM MONO · LABELS · 400/500

SC 04 · F 096 · 01:12

CAPS, +6% TRACKING, 11-13 PX

SCALE

Display	96-120 / 0.98 · 800 · −5%
Heading 1	56-72 / 1.0 · 800 · −4.5%
Heading 2	36-48 / 1.05 · 800 · −3%
Heading 3	20-28 / 1.2 · 700
Body	17-21 / 1.5 · 400
Note	17-22 / 1.15 · Shantell 500
LABEL	11-13 · DM Mono · caps

All three are free Google Fonts under the SIL Open Font License. The files are in 01-fonts.

Hand-drawn elements

The pencil work is what makes this brand feel human. Use it with restraint: one idea per mark.



Pencil circle

Circles the one word that matters. Once per screen, red pencil, drawn on then boiling.



Construction guides

Baseline and x-height lines in soft blue, on hero headlines only. They run edge to edge.



Margin notes

The animator talking. Short, lower case, red, tilted. Three per screen at most, never essential information.



Arrows

Point from a note to its subject. Drawn loose, never a UI icon.

Peg bar

The three holes of animation paper. Tops cards, reels and sheets like this one.



Rough icons

Blue rough outline plus one ink detail. They jitter gently in place.

Motion: two speeds

The hand moves on twos. The product moves on ones. That contrast is the whole motion system.

The hand, on twos

12 fps · steps()



The product, on ones

60 fps · eased



ON TWOS

The logo, roughs, notes, arrows, the pencil circle, rough icons

ON ONES

Product UI, cards, page transitions, scrolling, the reel's final pass

UI easing: cubic-bezier(.3, .7, .2, 1) at 240 or 400 ms.



Line boil

Three drawings of the same line, looped at about 8 fps (360 ms). Pencil lines are never still.



Draw-on

Lines draw in 12 steps over one second, never a smooth wipe.

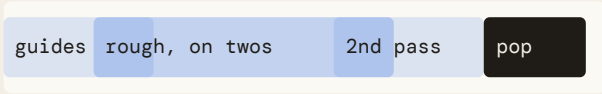


Clean-up pop

The ink orb lands in 3 frames: overshoot, settle, hold.

LOGO STING · 2 SECONDS



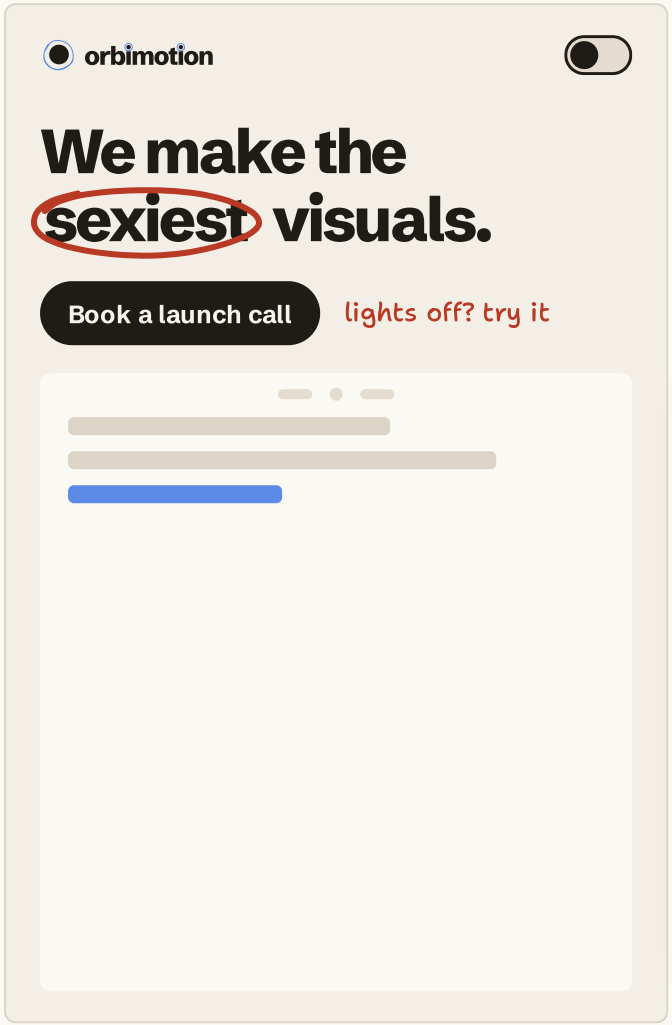


After the sting, the rough keeps boiling. Files: 02-logos/svg/animated and 05-motion/gif.

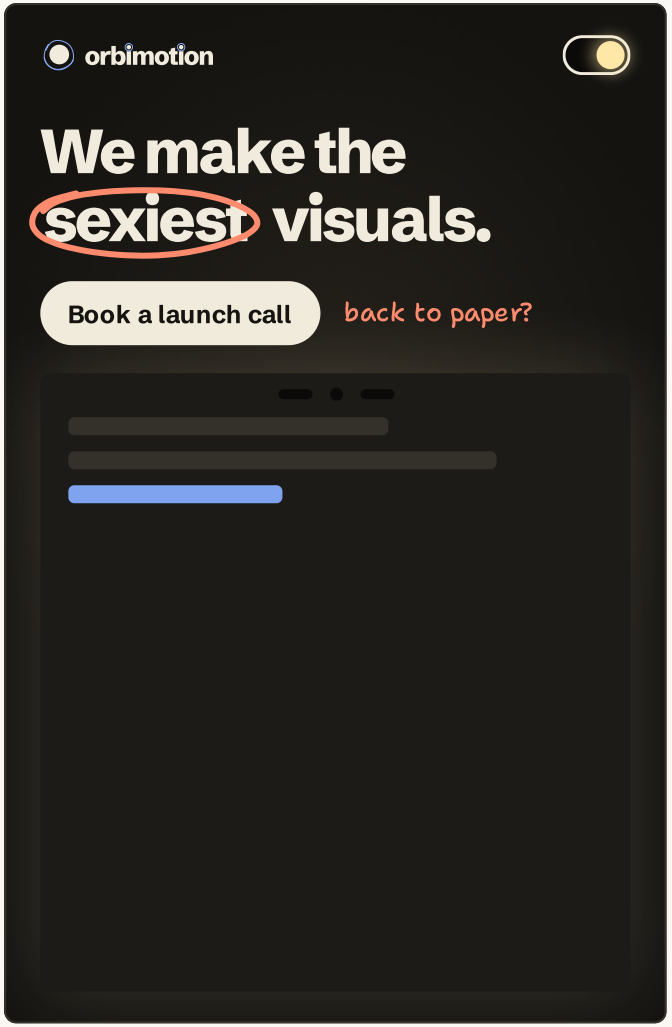
on twos	83 ms a drawing
line boil	360 ms loop
UI fast / base	240 / 400 ms
reduced motion	hold drawing 1

Light and dark

One sheet of paper, two lighting conditions. The switch in the nav is a lightbox, not a moon icon.



Paper · daylight, graphite on bond paper



Lightbox · the same sheet, lit from below

THE SWITCH

Turning it on flickers twice like a real tube (about 160 ms), then the glow warms up over 600 ms.

Turning it off is instant, like pulling the plug, with a soft daylight fade.

First visit follows the visitor's system setting. After that, remember their choice.

RULES

Never pure black or pure white. Blue lines get lighter on dark, red gets warmer. Cards glow; pages don't.

tokens.css, motion.css and theme-switch.js in the kit do all of this.

Voice

We talk like the animator on the call, not the agency deck: confident, specific, a little cheeky.

SAY

Show us your rough idea.

Every launch started as a pencil test.

Drawn by hand, timed to the frame.

We'll bring the clean lines, the timing and the sound.

NOT

~~Unlock end-to-end motion solutions.~~

~~We create stunning, world-class content.~~

~~Elevate your brand with cutting-edge visuals.~~

~~Storytelling that drives engagement.~~

WRITING RULES

Headlines are short, sentence case, and end with a full stop.

Notes are lower case, one thought, in the animator's voice: cards land on twos

Labels borrow from the exposure sheet: SC 03 · F 096 · 01:12.

Numbers are real or shown as placeholders like [+00%]. Never invent a client result.

The tagline "We make the sexiest visuals." is said once per page and meant.

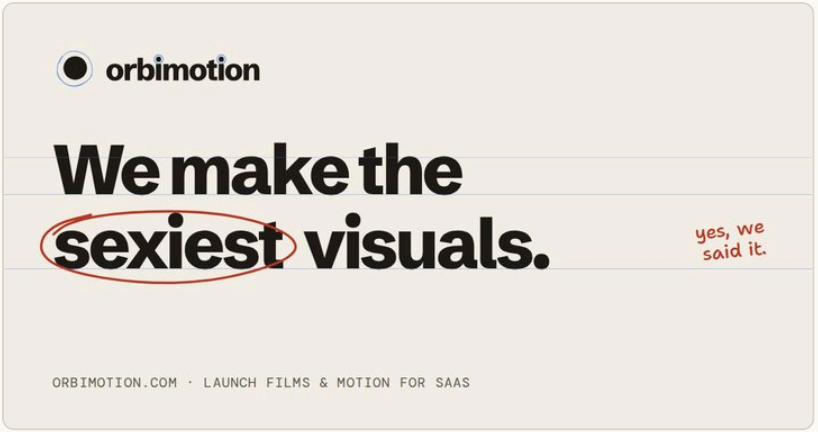
OUR WORDS

rough · clean-up · frame · timing · launch · hand · sheet · cut

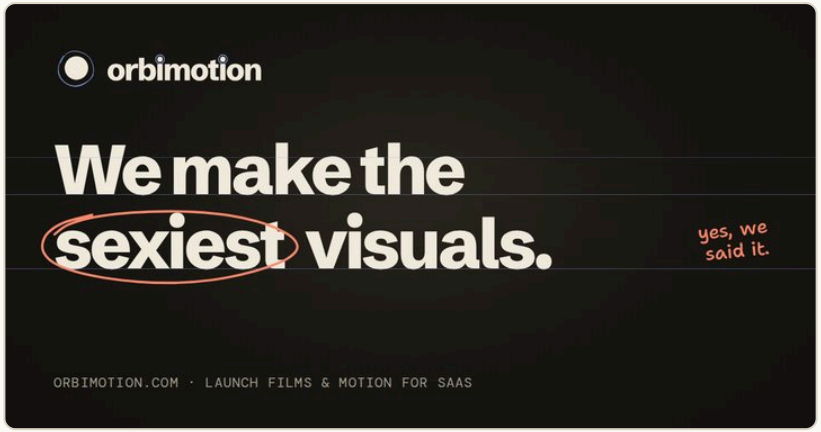
NOT OUR WORDS

solutions · leverage · cutting-edge · world-class · synergy · elevate

In use



LINK SHARE IMAGE · 1200 × 630



LINK SHARE IMAGE, DARK





PROFILE AVATARS · 800 × 800



LINKEDIN BANNER · 1584 × 396



X HEADER · 1500 × 500

SHARE IMAGE TAGS FOR THE SITE <HEAD>

```
<meta property="og:image" content="https://orbimotion.com/og-share-image-light.png">
<meta property="og:image:width" content="1200"> <meta property="og:image:height" content="630">
<meta name="twitter:card" content="summary_large_image">
```

The kit

Everything on these pages, ready to use.

01-fonts/	Schibsted Grotesk, Shantell Sans and DM Mono: static TTF for design apps, variable TTF, and WOFF plus fonts.css for the web. Licences included.
02-logos/	Every logo as SVG and transparent PNG: primary, construction, stacked, wordmark, mark and small mark, in light, dark, graphite and white. Animated SVGs in /animated.
03-app-icons-and-favicons/	App icons (light, dark, full-bleed), favicon.svg, favicon.ico, PNG favicons and the Apple touch icon.
04-colour/	tokens.css, tokens.json and palette.json, plus swatch files for Adobe (.ase) and GIMP, Inkscape and Krita (.gpl).
05-motion/	motion.css (boil, draw-on, pop, flicker), theme-switch.js and GIF versions of the logo sting and boil.
06-hand-drawn-elements/	Pencil circle, arrows, peg bar and rough icons as SVG, in light and dark.
07-social/	Avatars, link share images, LinkedIn and X banners, in light and dark.
08-brand-guidelines/	This page as HTML (upload it as is) and as a PDF.

placeholders in [brackets] are yours to fill in

orbimotion
WE MAKE THE SEXIEST VISUALS. · ORBIMOTION.COM