



ODK
MODELS

BRAND GUIDELINES

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01

Introduction

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| About

ODK Models was founded in 2015 by Ajayi Gilbert in Lagos, Nigeria. Over eight years, the studio grew from a local craft operation into Nigeria's most trusted architectural scale model studio, delivering work across Lagos, Abuja, Port Harcourt, Ibadan, the UAE, and Denmark.

The brand must carry the weight of that reputation. It must signal precision, trust, and premium craft before a word is spoken and confirm it through every word that follows.



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| Mission

To transform architectural blueprints into extraordinary physical masterpieces combining traditional craftsmanship with cutting-edge technology to produce models that don't just impress, they sell visions.

Vision

To redefine what architects, developers, and investors in Nigeria and beyond expect from a model studio, elevating the discipline from a craft service into a high-trust, premium presentation tool that closes deals.



| Core Values

Exactness — we hold ourselves to a standard others consider unreasonable.

Integrity — we deliver what we promise, when we promise it.

Nigerian pride, global standard — world-class work, rooted in Lagos.
Founder accountability — Ajayi Gilbert's personal standard governs every model.

Continuous mastery — craft is never finished; it is only ever refined.



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02

Logo

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| Brand Logo



Logo Proposition

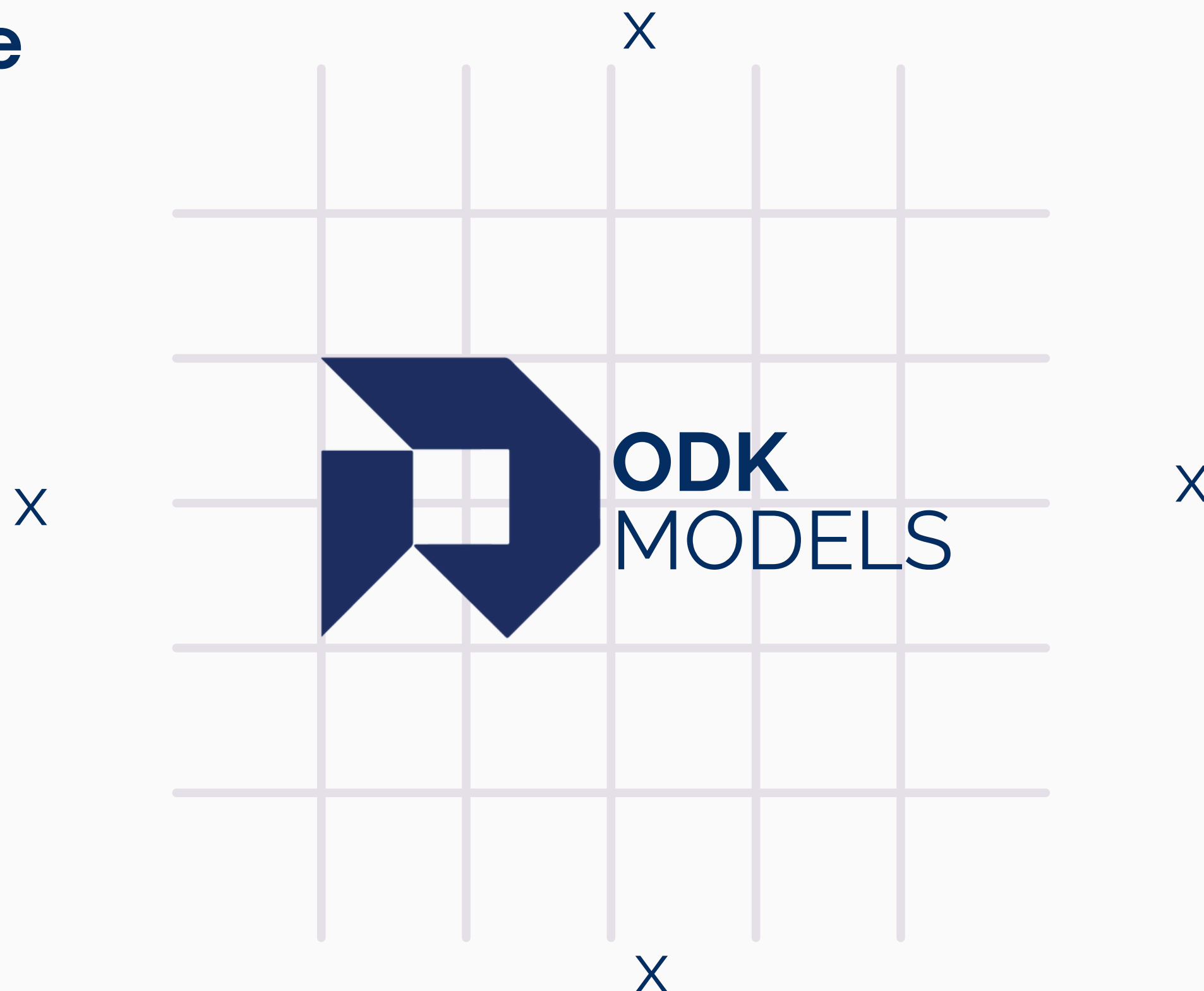


Icon Mark

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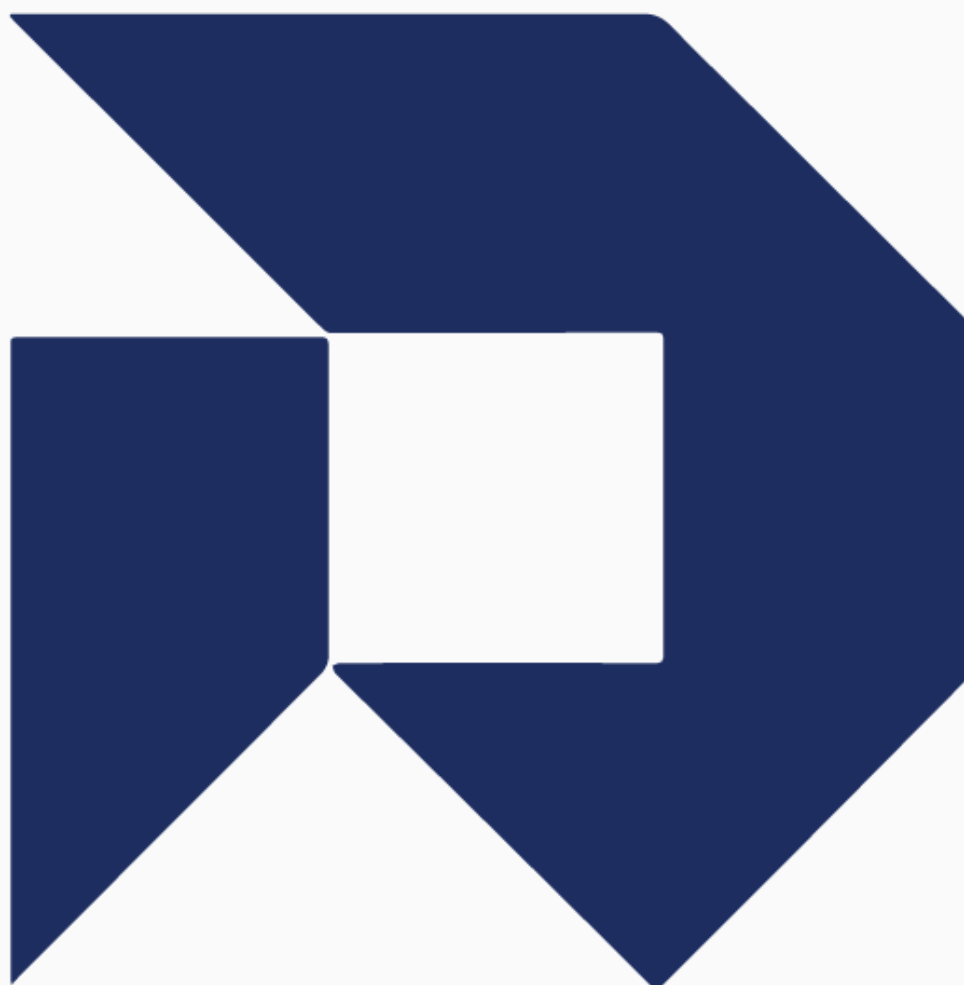
Word Mark

Logo Space



x = cap-height of "O" min
18mm print • 80px digital
no elements enter this zone

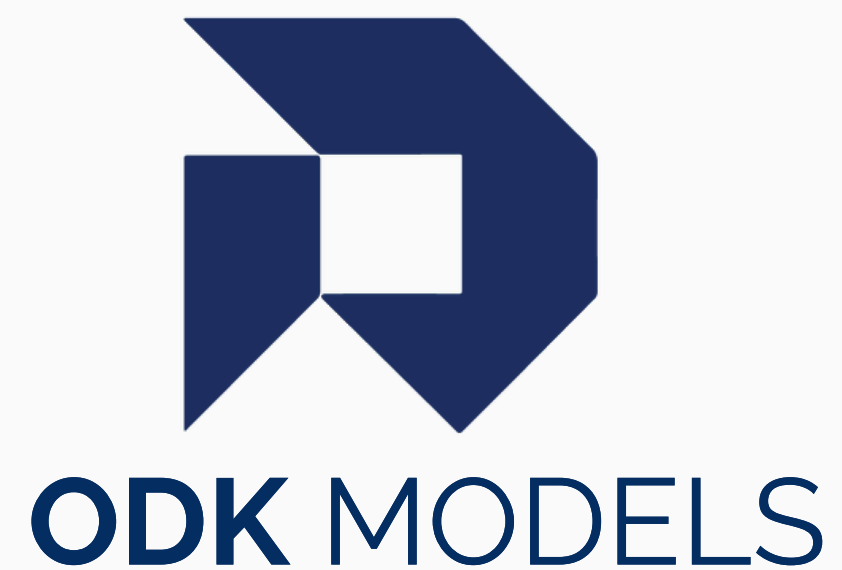
| Logo Mark



Variation

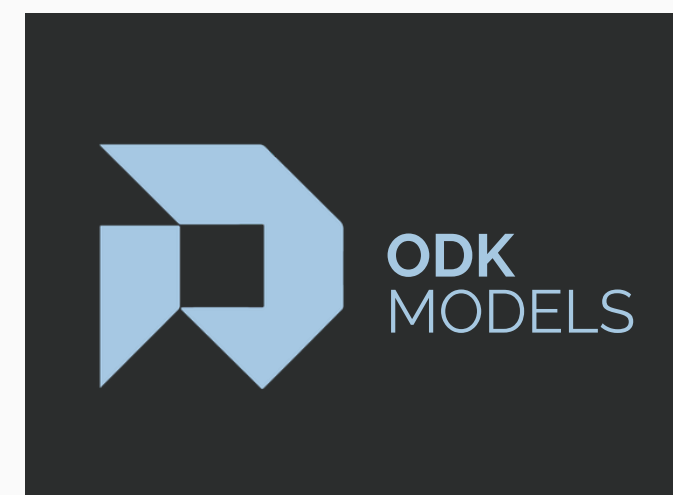


Variation

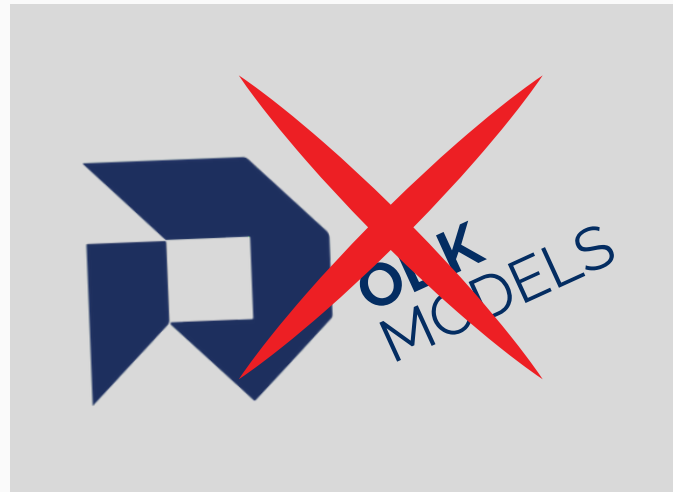


Horizontal

Logo On Background



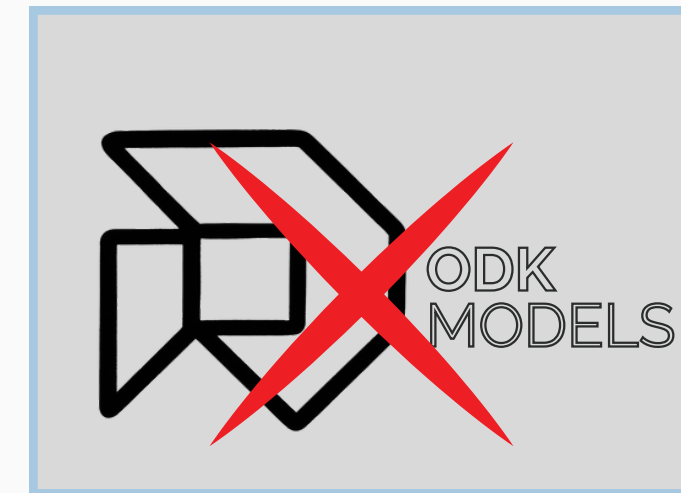
| Logo Misuse



Never rotate
Any angle other
than upright



Never recolour
Unapproved palette



Never outline
Stroke or hollow mark



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03

Colours

Colour Palette 18



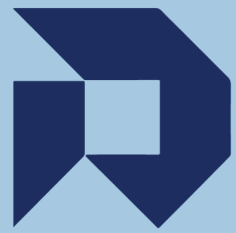
| Colour Palette

#042D62

#A6C8E1

#2B2D2D

#FAFAFA



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04

Typeface

Primary Typography 20

Secondary Typography 21

| Primary Typography

Raleway gives a modern, clean, and professional feeling with a sense of structure, precision, and confidence.

AaBb
Raleway Medium

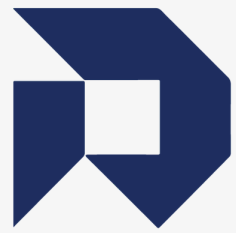
| Secondary Typography

AaBb

The Seasons

The Seasons gives an elegant, high-fashion architectural feel.

Aa Bb Cc Dd Ee Ff Gg
ahh li Jj Kk all Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz



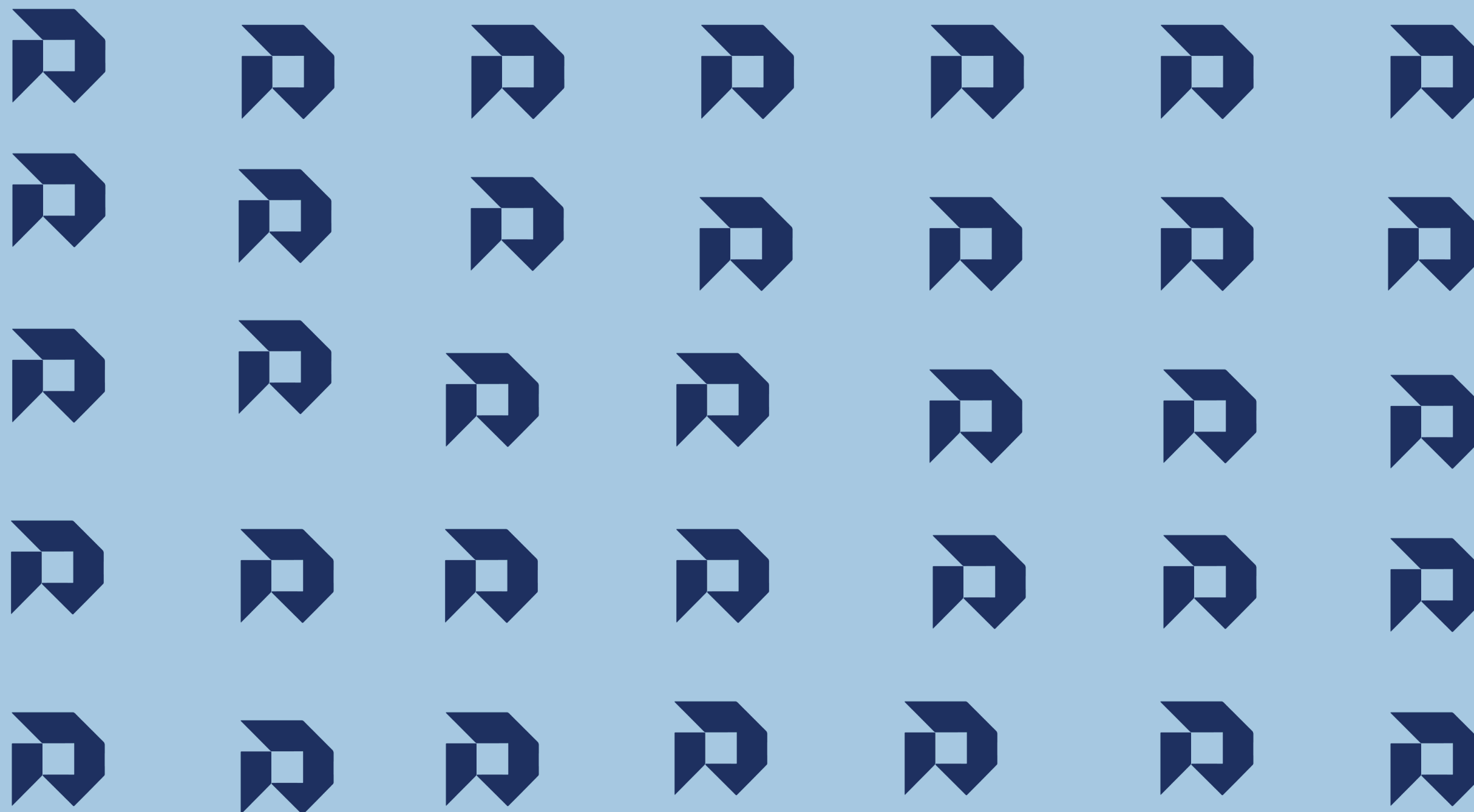
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05

Pattern

Pattern Design 23

| Pattern





06

Stationary

Business card 25

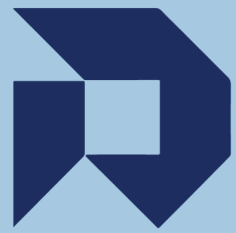
Letterhead 26

| Business Card



Letterhead





07

Mockups

T-shirt & Cap	28
Bag & Bottle	29
Social media & Website	30-31

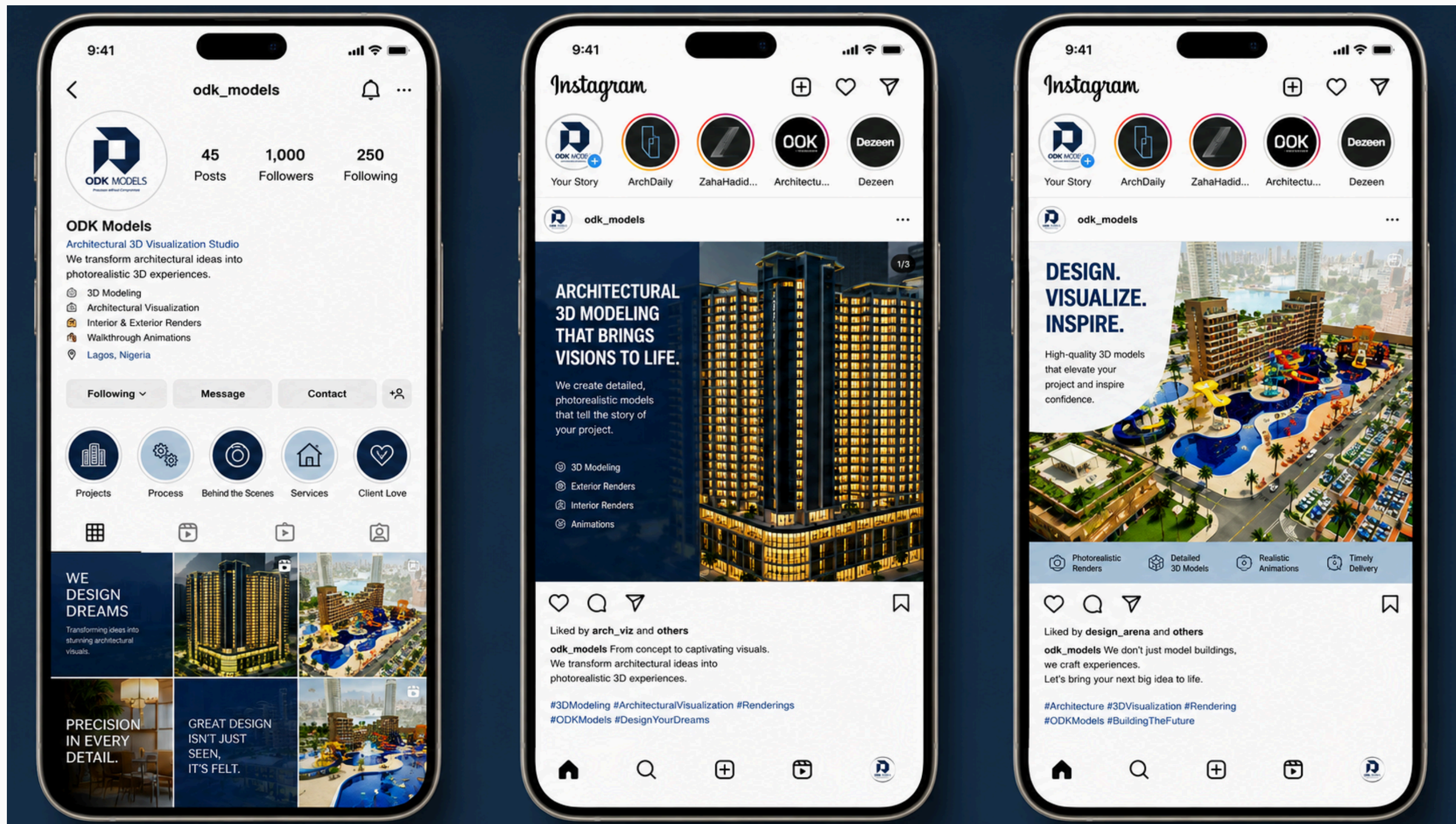
| T-shirt & Cap



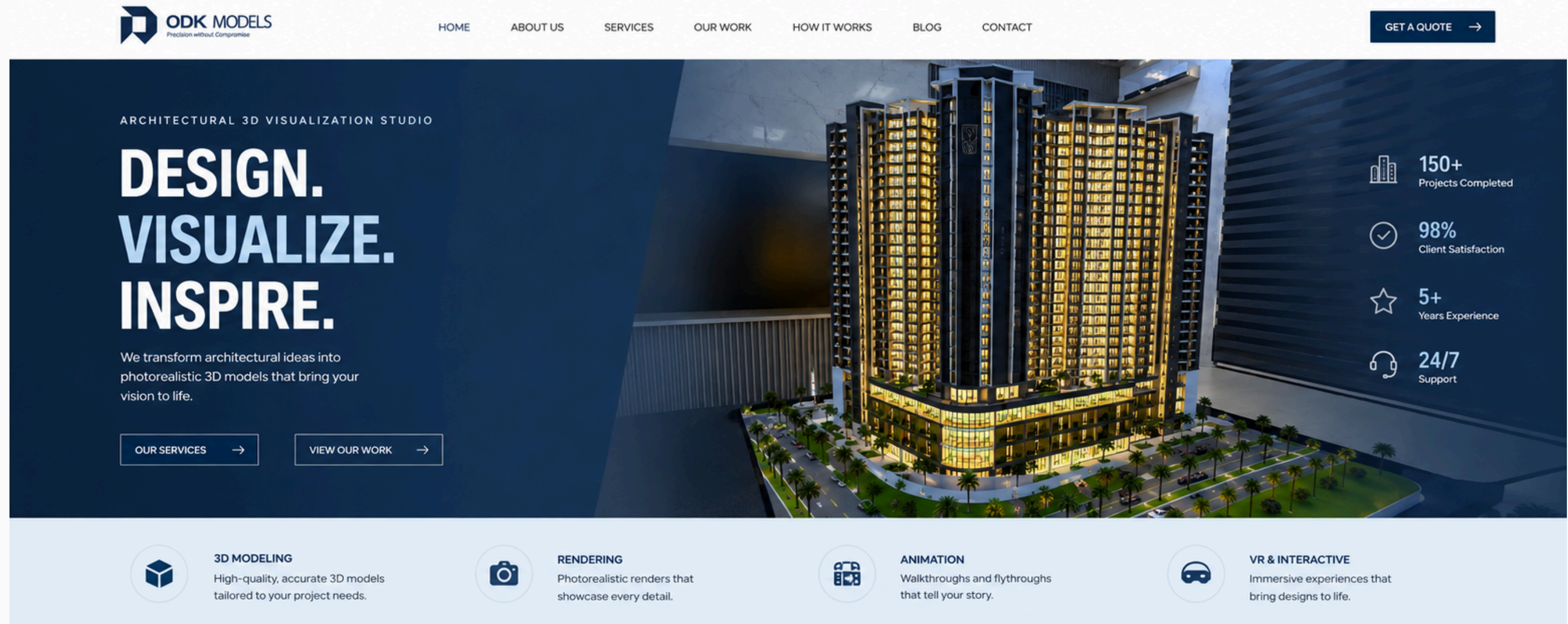
| Bag & Bottle



Social Media & Website



Social Media & Website



ABOUT US

Turning Concepts Into Captivating Visuals

At ODK Models, we are passionate about architecture and visual storytelling. Our team combines creativity, technology, and precision to deliver stunning 3D visualizations that help architects, developers, and designers present their ideas with impact.

LEARN MORE ABOUT US →



Residential Complex
3D Model & Render



Resort & Hospitality
3D Model & Animation



Exterior Visualization
Render

08

Contact

Contact

..... 33

Thank you

..... 34

| Contact



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The image features a solid light blue background. In the top right and bottom left corners, there are dark blue geometric shapes composed of several triangles and polygons, creating a modern, abstract design.

Thank you