



Brand Guidelines

Design

Logo & Brand Identity Guidelines

Company

Omega Digital Technology Innovations

Date

08/03/2025

Designer

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SurveyTools

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logomark

our logo is the face of SurveyTools- the primary visual expression that we use to identify ourselves. meaning that we need to be careful to use it correctly and to do so consisently.

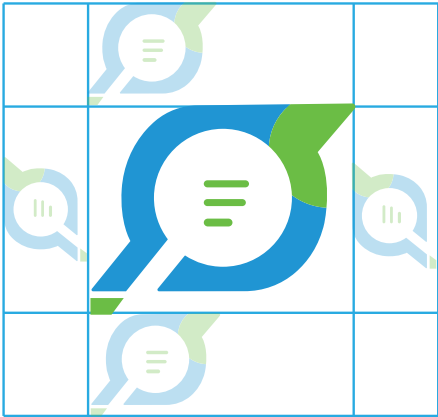


Priamary Logomark



Clear space

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logomark. This space is determined by 50% height of logomark on each side. Measure the clear space for primary logomark by the height of the letter R



Logo variation

SurveyTools logo used on an application will often depend on the background and production method. When using the logo on a white background, you can use full color version or orange color logo.



Full color



Full color with background



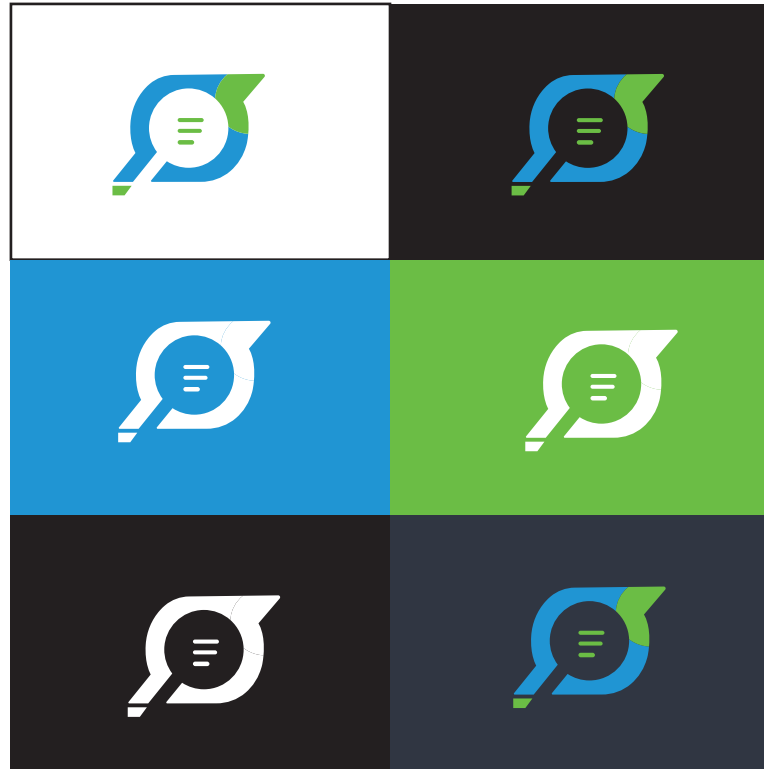
One color



One color : Reverse



background



Primary colors



CMYK

85, 29, 0, 17

HEX

#2095D3



CMYK

78, 19, 0, 4

HEX

#35C6F4

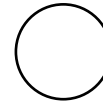


CMYK

44, 0, 64, 25

HEX

#14FE19



CMYK

0 0 0 0

HEX

#FFFFFF



secondary colors



CMYK

96, 19, 0, 43

HEX

#067591



75, 0, 49, 61

#196332



CMYK

0, 82, 80, 41V

HEX

#961B1E



0, 74, 80, 28

#B73025



The Typeface Family

Only one font styles are used for the logo, typeface family: Poppins

When to Use:

POPPINS Bold is the primary font used for the logotype/logo wording.

When to Use:

Poppins is to be used for all other forms of standard body text, ranging from: stationery, website design, brochures and all forms of general correspondence.

When to Use:

Helvetica is for HEADLINES.

Poppins (Bold)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ**

**abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()**

Poppins (Medium & Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
YZ

abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()



Photography

Photograph is one of the main elements in SurveyTools brand identity. use imagery showing happiness, research, and studios.



Application

