

# BRAND GUIDELINES

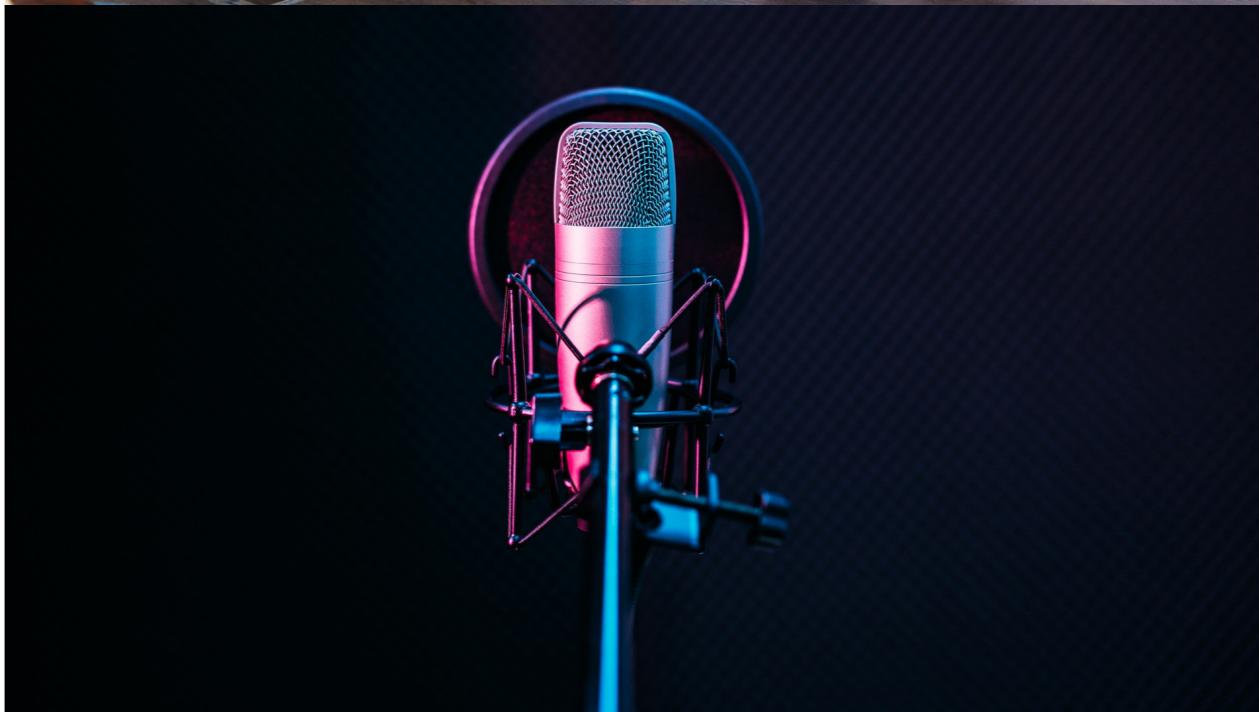


OMNI SIGNALS



# Table of Contents

|                       |    |
|-----------------------|----|
| Company Introduction  | 03 |
| Logo Usage Guidelines | 05 |
| Favicon               | 12 |
| Color Palette         | 14 |
| Typography            | 16 |
| Iconography           | 18 |
| Imagery               | 20 |
| Print Materials       | 22 |
| Stationery            | 25 |
| Social Media Kit      | 30 |
| Glossary              | 34 |



# COMPANY INTRODUCTION



# Company Introduction

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# LOGO USAGE GUIDELINES

# Logo Metaphor

Every detail of a logo should be considered and honed to effectively symbolize the quality and usefulness of a brand.



# Logo Grid System

A logo grid is a grid system used to create shapes and designs for a logo. The purpose of a grid system is to produce geometric harmony.



# Logo Versions

It's important to properly use our different logos.

Logo



OMNI SIGNALS

Logomark



OMNI SIGNALS





# Minimum Size

This is the following minimum width of the logo and logomark that you can use for print and website media. At minimum size the logo is still clearly legible and provides a strong level of identification. When using a lower quality printing technique (i.e. screen printing), it is recommended that the logo be used in a larger size. The logo must never be used in a smaller size than the sizes defined below.



Print  
36 mm / 1.36 in



Print  
11.2 mm / 0.4 in



Digital  
98 px



Digital  
32 px



# Clear Space

The clear space has been established to ensure logo visibility and impact. Always maintain the clear space zone between the logo and other graphic elements such as: type, images, symbols, etc. It is important to keep brand marks clear of any other graphic elements. To regulate this an exclusion zone has been established around the brand mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark of the symbol itself and our company name. They have a fixed relationship that should never be changed.



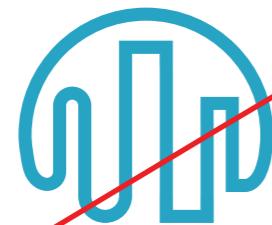
Here X is the height of Logomark

Clear Space = X/4





# Logo Misuse



**OMNI SIGNALS**

Don't remove element from the logo



**OMNI SIGNALS**

Don't reposition elements



**OMNI SIGNALS**

Don't change color of elements



**OMNI SIGNALS**

Don't condense the logo



**OMNI SIGNALS**

Don't outline logo elements

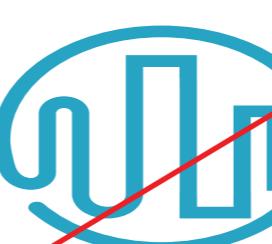
**OMNI SIGNALS**

Don't use wordmark alone



**OMNI SIGNALS**

Don't use blur



**OMNI SIGNALS**

Don't stretch the logo



**OMNI SIGNALS**

Don't use rotate logo



# FAVICON

# Favicon

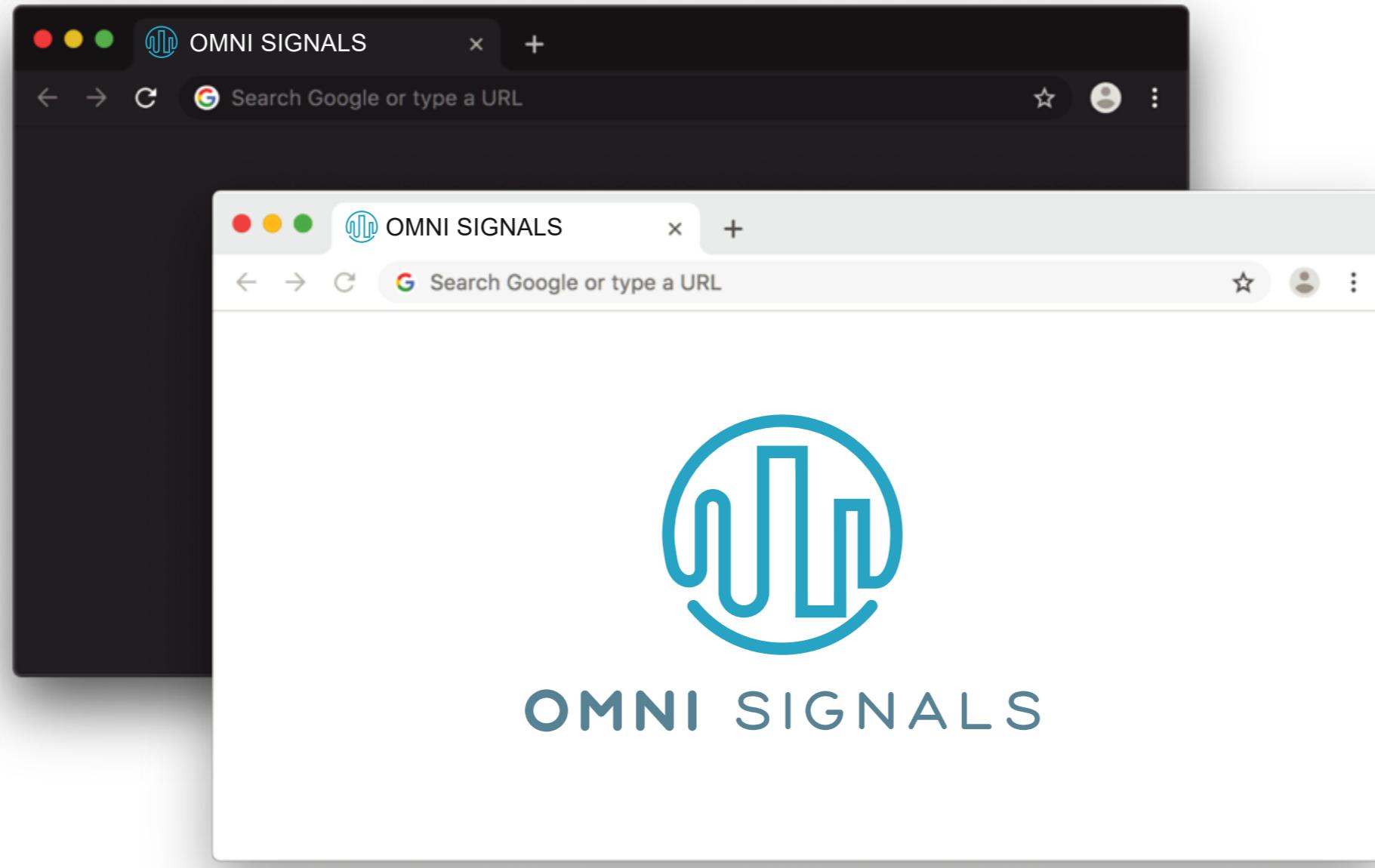
A favicon also known as a shortcut icon, website icon, tab icon, URL icon or bookmark icon is a file containing one or more small icons associated with a particular website or web page.



32 Pixels



48 Pixels



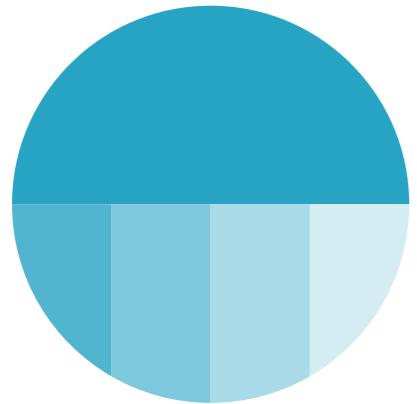
# COLOR PALETTE



# Color Palette

## Primary Colors

They are used to provide consistency, accessibility, and a powerful simplicity throughout all brand communications.

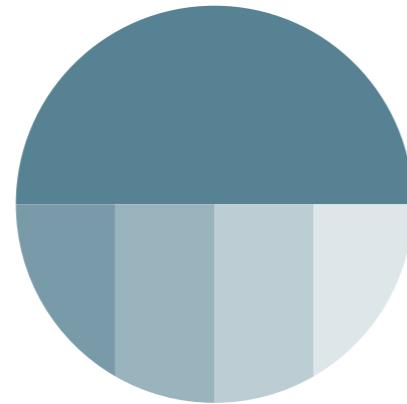


HEX  
#27A3C4

CMYK  
80%, 17%, 0%, 23%

RGB  
39, 163, 196

PMS  
631 C



HEX  
#578293

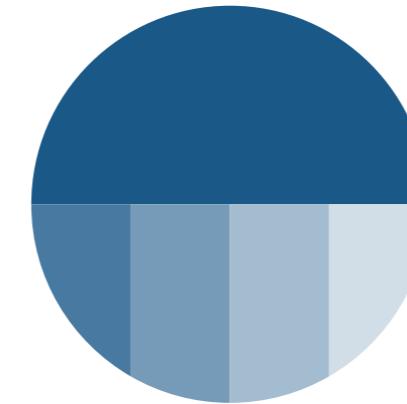
CMYK  
41%, 12%, 0%, 42%

RGB  
87, 130, 147

PMS  
7697 C

## Secondary Colors

Secondary colors should never be used as a dominant color on their own. You may see the secondary colors used in marketing materials in charts, time lines or presentations, but they will be used sparingly.

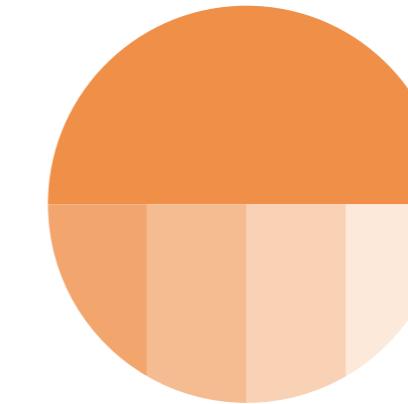


HEX  
#1A5888

CMYK  
81%, 35%, 0%, 47%

RGB  
26, 88, 136

PMS  
301 C

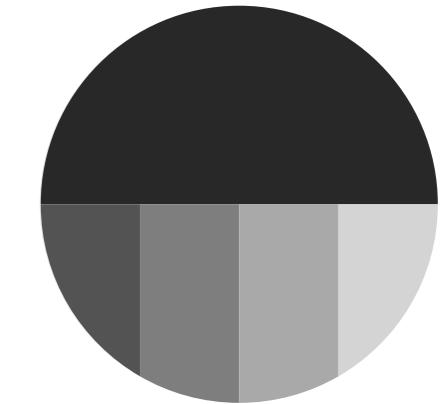


HEX  
#EF8F48

CMYK  
0%, 40%, 70%, 6%

RGB  
239, 143, 72

PMS  
715 C



HEX  
#282828

CMYK  
0%, 0%, 0%, 84%

RGB  
40, 40, 40

PMS  
426 C



# TYPOGRAPHY



# Text Hierarchy

Brand Font

Nunito

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*()

Title

LOREM IPSUM IS

Nunito Bold

Aa

Lead

**Lorem Ipsum is simply dummy text  
of the printing and typesetting  
industry. Lorem Ipsum has been**

Nunito Bold

Aa

Paragraph

  Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it

Nunito Regular

Aa

Button

GET STARTED

GET STARTED

Nunito Regular

Aa

Link

Learn More

Nunito Light

Aa



# ICONOGRAPHY

# Iconography



User



Search



Tag



Cart



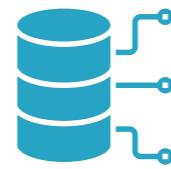
Help Desk



Services



Signal



Data



Send



Delivery



Statistics



Gift Card



Discount Coupon



Surveillance Camera



Video Camera



Accessibility



Mail



Document



Attachment



Sound



Website



Location



Chat



Call



Verified



Contact us

# IMAGERY

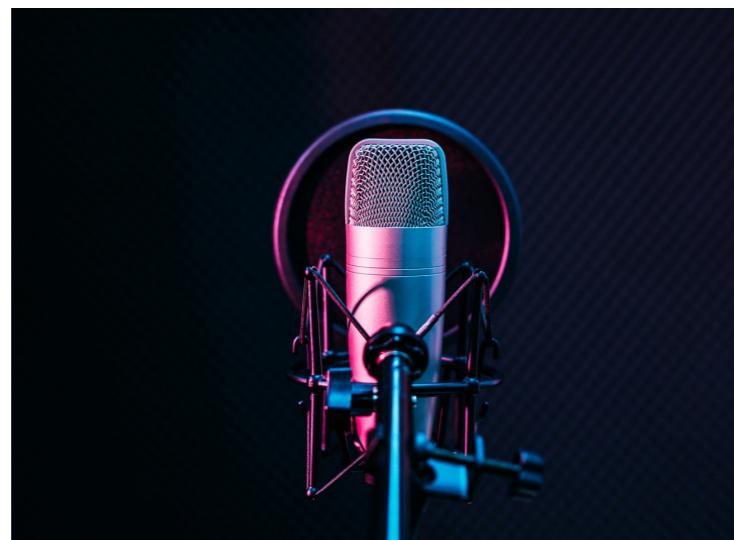
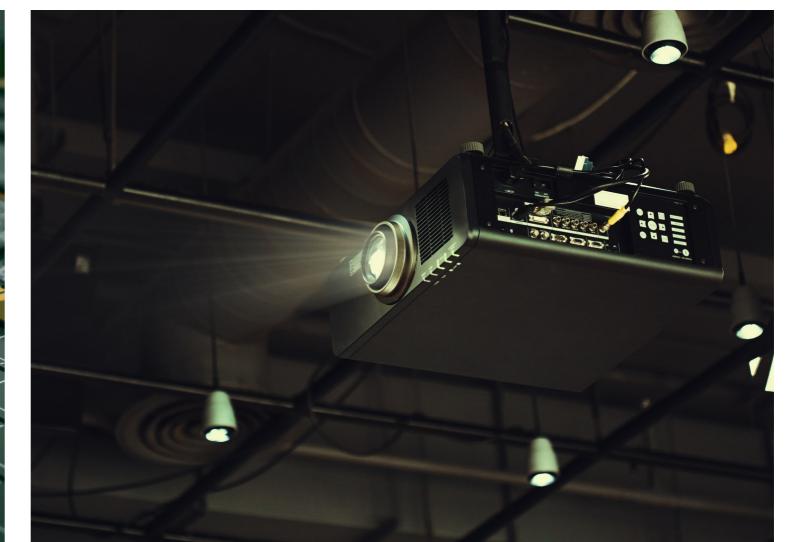
The imagery should be authentic, meaningful and immersive. Brand imagery is the result of all the visuals that represent your brand's identity. The images that make up your brand imagery can appear in a variety of forms, from billboards to Instagram, websites to print ads.

## Do's

- Proper ownership of artwork copyright
- Photos used must be of high quality

## Don'ts

Proper ownership of artwork copyright  
Photos used must be of high quality  
Do not use low-resolution images that feature unrelated subjects, or stock Images that we have not purchased a license for.



# PRINT MATERIALS



# Print Materials





# Print Materials



# STATIONERY

## Business Card

Dimensions  
88.9 x 50.8 mm

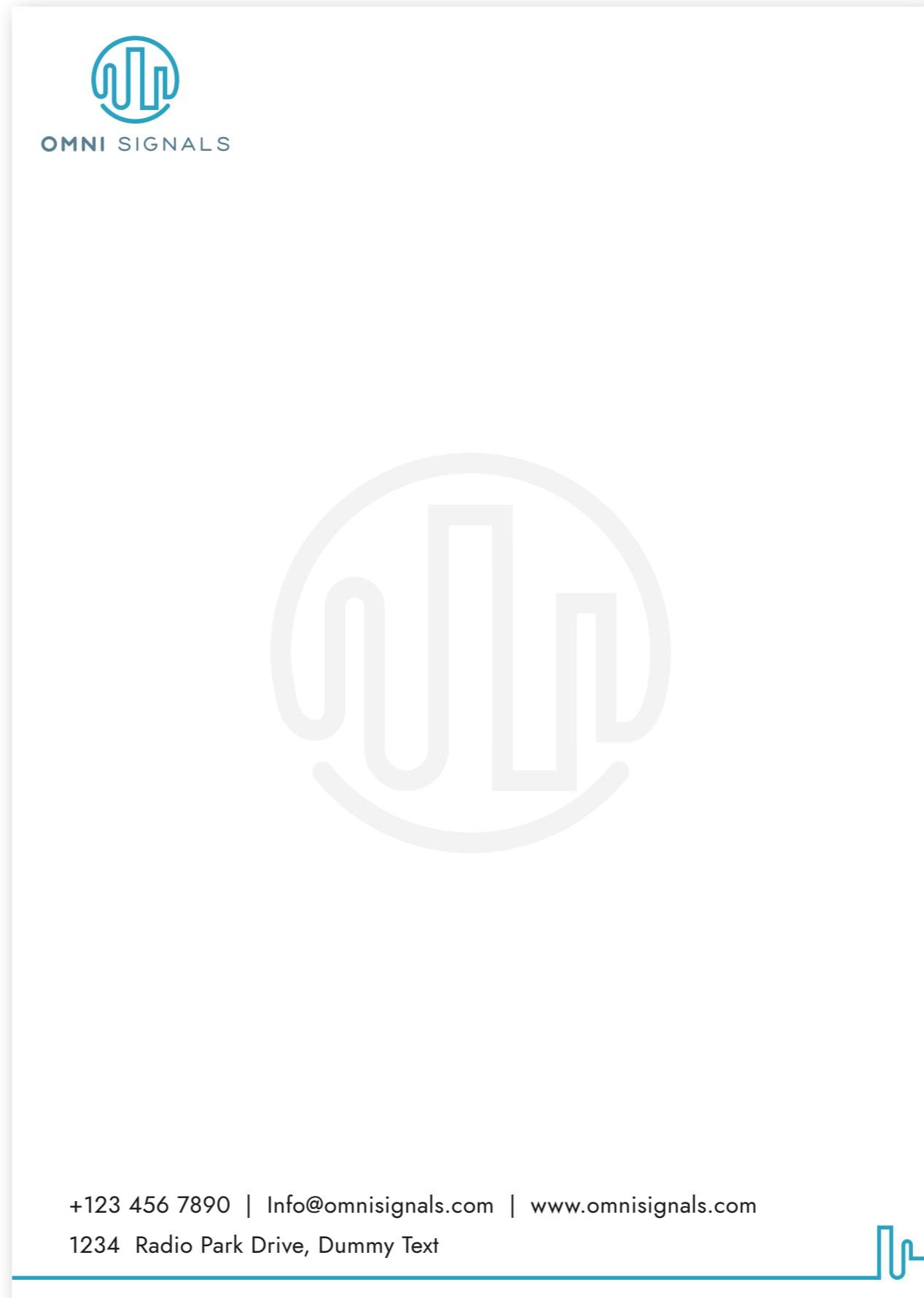
Print  
CMYK





# Stationery

## Letterhead



Dimensions

210.82 x 297.18 mm

Print

CMYK

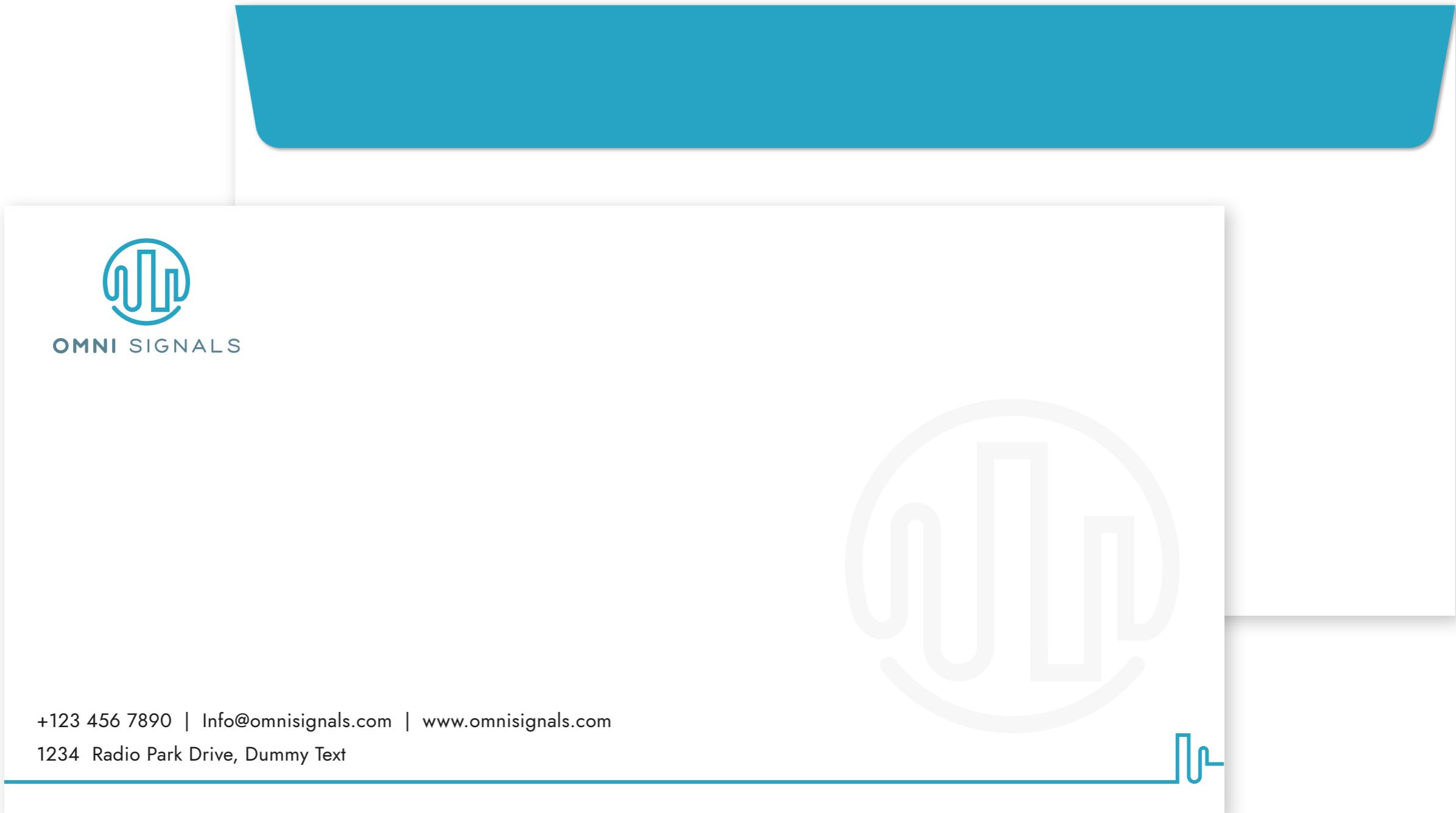
## Envelope

Dimensions

219.96 x 109.98 mm

Print

CMYK



## Email Signature



**John Doe**  
Owner  
[+123 456 7890](tel:+1234567890)  
[Info@omnisignals.com](mailto:Info@omnisignals.com)  
[www.omnisignals.com](http://www.omnisignals.com)



# SOCIAL MEDIA KIT

## Facebook



Shop Professional  
**Audio Visual  
Equipment**

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



OMNI SIGNALS



**OMNI SIGNALS**

@omnisignals



Twitter



Shop Professional  
**Audio Visual  
Equipment**

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



LinkedIn



Shop Professional  
Audio Visual  
Equipment



OMNI SIGNALS

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



# GLOSSARY



File types for print purposes



File types for digital purposes

## VECTOR FILES

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### AI



#### ADOBE ILLUSTRATOR

AI is a proprietary vector-based file format by Adobe Systems. It is the standard source file for your logo. Some print shops will request this file when prepping a project for print.

### PDF



#### PORTABLE DOCUMENT FORMAT

Another editable vector-based file format. Its universal file format makes it extremely versatile. It's typically used for printing and easily sharing documents online.

## IMAGE FILES

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### JPEG



#### JOINT PHOTOGRAPHIC EXPERTS GROUP

A popular image format that is commonly used for photographs and web graphics. Its lossy compression allows for smaller file sizes than PNG, but does not support transparent backgrounds.

### EPS



#### ENCAPSULATED POST SCRIPT

Like a PDF, an EPS can be edited with any vector graphics program. Although it's becoming outdated, some print shops with older software will still request these files so they're good to have on hand.

### SVG

#### SCALABLE VECTOR GRAPHIC

SVGs are great for websites or apps to keep logos and icons sharp and are infinitely scalable without pixelation.

### PNG

#### PORTABLE GRAPHICS NETWORK

Another image file format that is great for web graphics and digital displays. Supporting transparent backgrounds is a key advantage over JPEG, but file sizes are typically larger.



## COLOR SPACES

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### RGB

#### DIGITAL (RED, GREEN, BLUE)

The color space for digital displays. These files are used for the digital purposes such as web graphics or photographs. Printing RGB files can result in blurry images with inaccurate colors. Use CMYK or Pantone files for printing purposes.



### CMYK

#### PRINT (CYAN, MAGENTA, YELLOW, BLACK)

CMYK stands for Cyan, Magenta, Yellow, and Black. These are the four basic colors used for printing. CMYK files are for any project that will be physically printed such as business cards or brochures. They are not for screen use.



### PANTONE/SPOT

#### OFFSET PRINT

Pantone is a standardize system for color. Unlike CMYK, A Pantone or spot color is a single color created from a precise mixture of inks. Their color accuracy is superior to CMYK, but can become costly using more than three colors.



OMNI SIGNALS

THANK YOU !