# Logo

Whenever possible, the dark blue version of the logo should be used. On a dark background, the white version of the logo should be used.

# Text

**Typography**

Calibri is the corporate font for OMNI and can be used at several weights.

**Hierarchy of Type**

Below are the hierarchies used in deliverables. Note that the OMNI colors can be used for any of the below except: Headline 4, Body, and Footnote; those items should only be used with a white background and either dark gray or black font. Once you have assigned a color combination to one of the font levels, be sure to be consistent with that combination throughout a deliverable.

**Title - 36pt Calibri Bold**

Headline 1 - 24pt Calibri Regular

**Headline 2 - 18pt Calibri Bold**

**Headline 3 - 14pt Calibri Bold**

**Headline 4 - 12pt Calibri Bold**

Body - 11pt Calibri Light

Pull Quote - 16pt Calibri

**CHART/TABLE/FIGURE TITLE - 12PT Calibri Bold**

*Chart/Table/Figure Caption - 11pt Calibri Light Italics*

Footnotes - 10pt Calibri Light

**Color Guidelines**

Adhering to the below color reproduction guidelines will help in creating a consistent image and maintaining the visual impact of the visual identity while maintaining ADA compliance.

**Never use light teal or orange for text on a white background. Light blue can only be used as text on white background at 14 pt or larger.**

Text

Gray

Hex: #666666

RGB: 102, 102, 102

CMYK: 60, 51, 51, 20

Dark Gray

Hex: #333333

RGB: 51, 51, 51

CMYK: 62, 48, 49, 48

Primary

Dark Blue

Hex: #314160

RGB: 49, 65, 96

CMYK: 78, 54, 31, 20

Medium Blue

Hex: #347686

RGB: 52, 118, 134

CMYK: 80, 26, 27, 8

Light Blue

Hex: #779aab

RGB: 119, 154, 171

CMYK: 53, 22, 15, 3

Secondary

Light Teal

Hex: #8bc0b2

RGB: 139, 192, 178

CMYK: 45, 8, 21, 1

Orange

Hex: #eab66f

RGB: 234, 182, 111

CMYK: 7, 26, 49, 1

Tan

Hex: #7b7754

RGB: 123, 119, 84

CMYK: 42, 32, 53, 16

* Variations of OMNI’s primary colors can be used with decorative accents like text boxes or icons.
* To make light teal or orange compliant on a white background, use the darkest option.
* The below table has all accent color codes and their compliance on white or black backgrounds. To copy the codes, double click the image to open as a PDF. 

# Charts/Graphs

## Titles

* **A graph’s title should be a descriptive sentence that ends in a period**. Subtitles or additional annotation are provided as needed.
* **Titles should be 12PT Calibri Bold and gray (HEX# 666666)** with appropriate emphasis colors when appropriate (see below under colors)

## Data

### Decimal points

* **Decimal points are not included unless absolutely necessary.** Most data can be rounded to whole numbers without losing important detail. Include one or two decimal places only if that level of precision is needed.

### Data labels

* **Data labels required for interpretation are included**. Extraneous ones are deleted. Focus attention by removing redundancy.
* **Data should be labeled directly, avoid legends.** Position data labels near the data rather than in a separate legend (e.g., on top of or next to bars and next to lines).
* **Data labels should be at least 10 pt Calibri Light and gray (HEX # 666666)**

### Data Order

* **Data should be ordered intentionally.** For some data, this means sorting so the values are arranged largest to smallest. Keep in mind, however, how ordering data can unintentionally diminish the responses of underepresented groups.

## Chart Visuals

### Axes

* **Graph axes should be appropriately sized and labeled if needed**
* **Graph axes should start at 0**
* **Set the axis maximum to capture all data** and not inflate small differences
* **Percentage data does not always have to have an axis maximum of 100**, but the axis range should not be so small as to make the differences between items look larger than they actually are or too large to minimize results if small percentages are significant.
* **Charts on the same page, comparing similar data should have the same axes ranges** and chart size to ensure relative sizes are true to the numbers represented.
* **Axis titles should be 10pt Calibri and Gray (HEX #666666)**

### Lines

* **Remove gridlines unless needed for interpretation**. Use a light gray if gridlines are needed
* **Remove chart border**
* **Remove axis lines and tick marks**

## Colors

* **Only OMNI brand colors are used unless clients ask to use their branding**. You do not need to use all OMNI colors in a report.
* **Color is used to highlight key information**. Action colors should guide the viewer to key parts of the display.
* **Graph titles or corresponding text are colored to match emphasis** to help readers interpret information. Less important, supporting, or comparison data can be lighter hue of OMNI color or gray
* **Color is used consistently and sparingly throughout the visuals in a document**. Use colors consistently so that the reader doesn't have to re-learn the color scheme in each visual (e.g., always have the highlighted value in teal and the other values in gray; or always have high school data in navy blue and middle school data in teal).