

BRAND GUIDELINES

Version 1.0



WELCOME

Welcome to the OMG Rentals Brand Guidelines. This document contains all you need to know about how our brand should be used in print and digital materials ensuring it remains consistent throughout. Using our brand correctly is extremely important to us, so we ask that the guide is always referred to and adhered to. We hope you enjoy getting to know our brand better.

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BRAND STRATEGY

Our brand is more than our name or our logo. It's the sum total of everything we say and do. At Interior Shop, we set and achieve ambitious goals. The quality of our products and services reflects our identity. Our guidelines have been designed to ensure consistency within our brand, helping to create strong, recognizable, and innovative communications. The following pages demonstrate the flexibility within the identity and should be used to inspire and motivate creative expression.

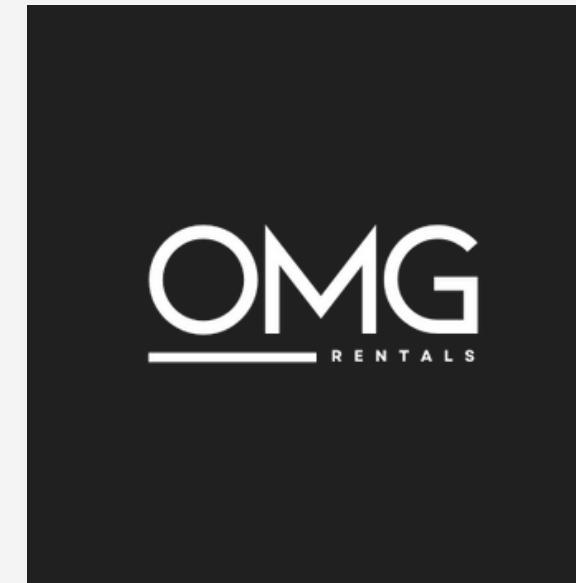
LOGO

The single most identifiable element of our identity is our logo. Consistent use of our logo is key to retaining brand strength through immediate recognition of who we are and what we stand for as a brand.

LOGO

MASTER LOGO

Our logo is simple, clean, and stylish. This logo can be used with the icon or without. The logo is available for use in black or white in all instances where the logo is used on its own. Overall style - modern and professional.



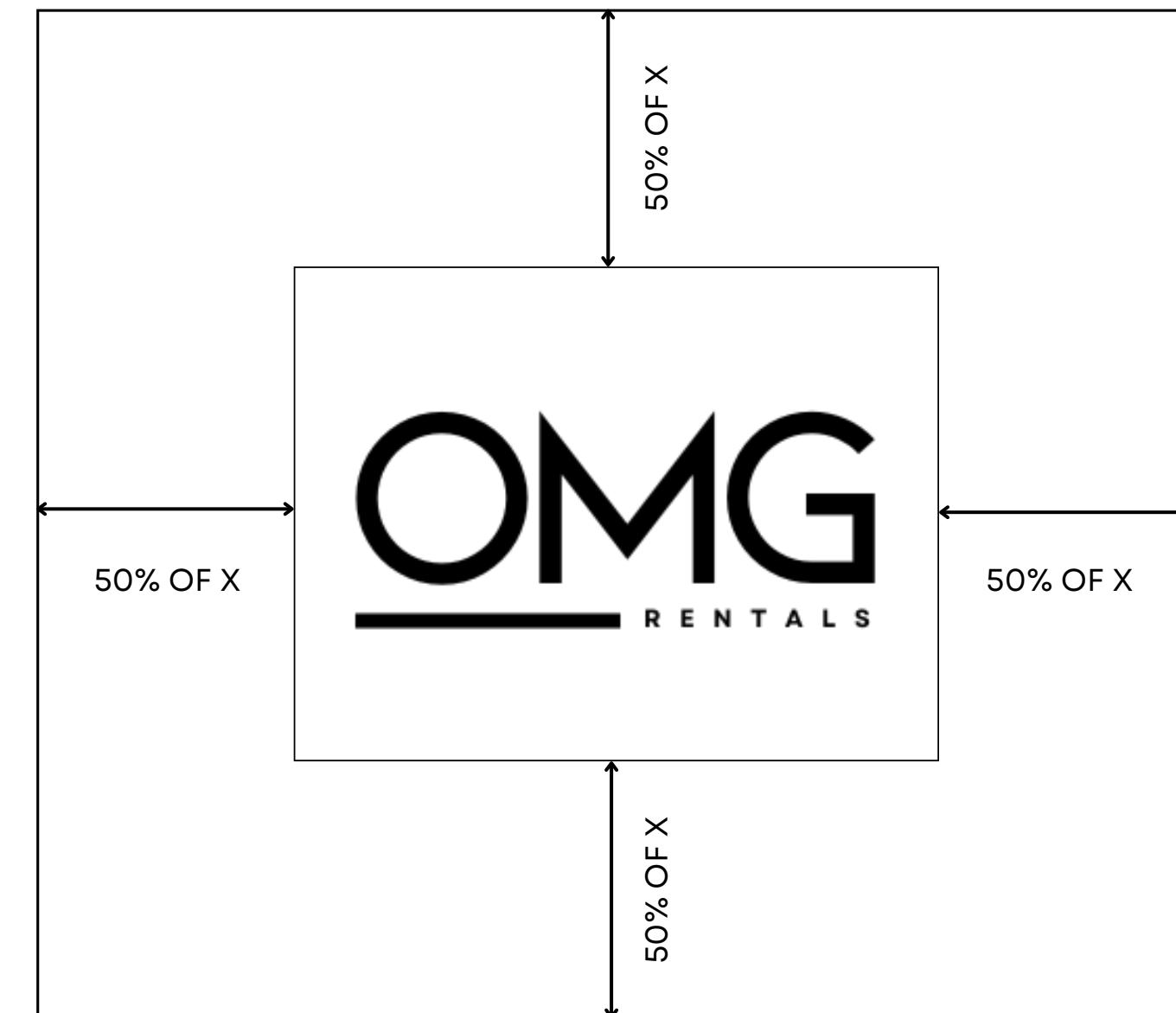
CLEAR — SPACE & SIZING

Clear space is the area surrounding our logo that must be kept free of any text or graphic elements. By leaving space around the logo, we make sure it stands out in all of our communications. The minimum clear space is 50% of the height of the entire logo. Our logo must be sized large enough to be easily read on every application.



THE MINIMUM SIZE

It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep in proportion. Always ensure the text is legible.



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LOGO MISUSE

Few rules are necessary for maintaining the integrity of the brand. Any changes to our logo can diminish our values and the overall look of our brand. The examples shown here are some specific “do not” for our logo. Please do not compromise the overall look of the logo by rotating, skewing, or distorting in any way - that includes adding unnecessary and unattractive text, decorative elements, shadows, and outlines.

Do not alter the logo's colors in any way.

Do not lock up text to the logo.

Do not add elements or shadows.

Do not place the logo in a holding shape.

Do not alter the logo's shape in any way.

Do not change the relationship of components.

COLOUR

Our brand is underpinned with a colour palette designed to be fresh, modern and distinctive. Different combinations of colour can dramatically change the tone and appearance of a document so it is important to consider how they work together. To help achieve greater brand recognition it is important that our colour palette is applied consistently.

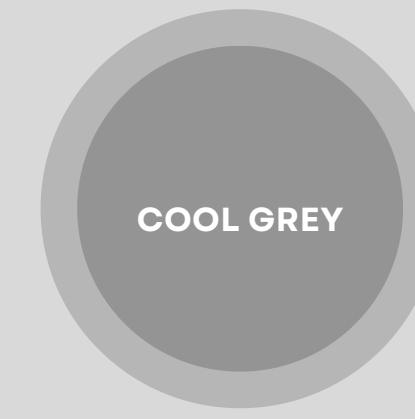
PALETTE

BRAND COLOURS

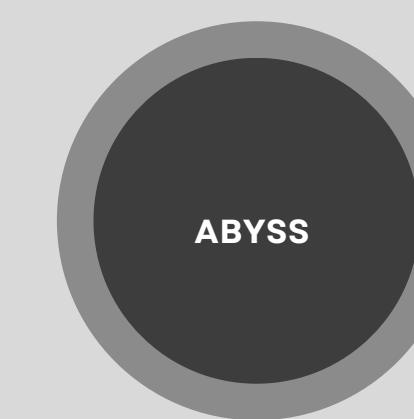
The primary colour palette is constant throughout all communications. A colour hierarchy has been implemented, ranging from Mint Frost being the most important to Light Grey being the least used. Where possible Pantone colours should be used. For extra impact, special print techniques such as debossing can also be applied.



SUPER WHITE



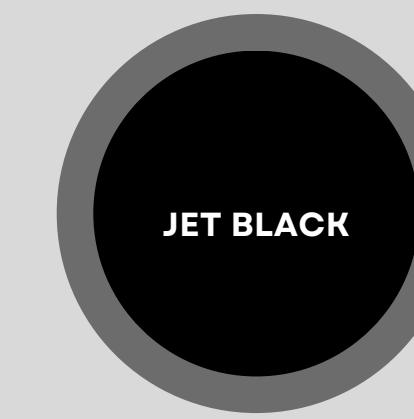
COOL GREY



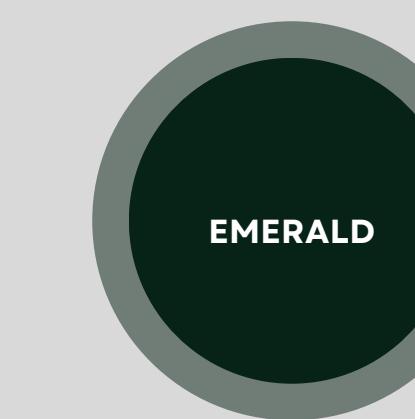
ABYSS



CHARCOAL



JET BLACK



EMERALD

Colour
#FFFFFF

Colour
#949494

Colour
#3D3D3D

Colour
#212020

Colour
#000000

Colour
#072216

TYPOGRAPHY

Kiona is our brand typeface, it should be used in all instances where typography is required. It is a simple, clean, and legible typeface that complements our logo. Typography shouldn't be overlooked as a key element within our toolkit. It is important to adhere to the leading, tracking, and text arrangement specified in this document to achieve brand consistency throughout.

TYPOGRAPHY

PRIMARY FONT

KIONA BOLD

A B C D E F G H I J K L
M N O P R S T U V W X Y Z

A B C D E F G H I J K L
M N O P R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 ! @ # % & () +

TYPOGRAPHY

SECONDARY FONT

GARET

Bold is our headings weight.

Regular is used for captions and some bodies of text.

Regular Italic is used for quotes and interviews.

Aa

TYPOGRAPHY

MAIN COLLECTION

KIONA BOLD

TO BE USED
FOR HEADINGS
AND TITLES.

ABCDEFGHIJKLMNOPRSTUVWXYZ

ABCDEFGHIJKLMNOPRSTUVWXYZ

1234567890!@#%&()+

GARET BOLD

To be used for
main copy and
body of text.

ABCDEFGHIJKLMNOPRSTUVWXYZ

abcdefghijklmnoprstuvwxyz

1234567890!@#%&()+

GARET

To be used for
secondary body

ABCDEFGHIJKLMNOPRSTUVWXYZ

abcdefghijklmnoprstuvwxyz

1234567890!@#%&()+





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