



BRAND GUIDELINE BOOK

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STYLE GUIDE 2017

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INTRODUCTION

The following is brand standards for Omniex. Typefaces, logos, colors, positioning statement and design elements are all defined with the purpose of creating a consistent brand language to be used by all stakeholders and media, both visually and conceptually. Brand standards create a strong guideline from which to successfully launch a new identity while maintaining brand extension and continuity for years to come. The combination of all approved graphic elements interact with each other to create a consistent design enhancing Omniex's ability to attract, interact, react and track marketing and community strategy towards the Omniex brand.

This style guide was created as a central location for brand guidelines, assets, and more. It is a living document that will be updated as the Omniex company grows and develops.

Goals of the company here

Frequently Asked Questions:

What is the Omniex style guide?

The Omniex style guide is a living document that houses all the typefaces, logos, colors, positioning info, and design elements of the Omniex brand. This helps create a consistent brand across all mediums.

Do all Omniex products use this style?

No. The majority of the Omniex products will be revamped to reflect this style as we move forward building the company and brand.

LOGO

Master Logo

The master logo should be used at all times. Where not possible, use one of the approved variations (below). This will ensure the logo and brand are consistent across all mediums.



Omniex Master Logo

[PNG \(RGB\)](#)

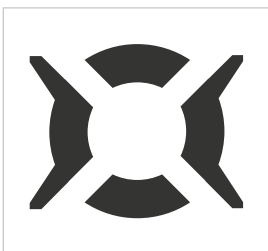
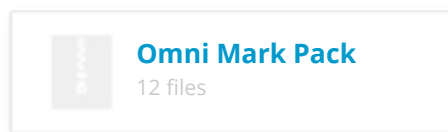
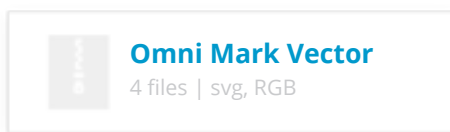
[Vector \(svg, CMYK\)](#)

[Vector \(svg, RGB\)](#)

[Vector \(eps, RGB\)](#)

The Omni Mark

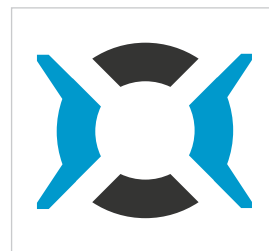
The Omni mark can be used with the following color combinations.



mark-dark.png



mark-color.png



mark-color-alt.png



mark-blue.png

You can also use the drops on a solid background color from the primary palette.



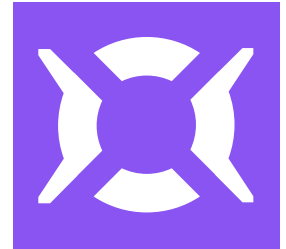
Mark on Blue



Mark on Orange



Mark on Pink



Mark on Green

Logo Variations

The Omniex logo can be used with any of the primary and secondary color palette. As we associate the colors with different sectors of the industry, it is important that the logo remains flexible in its usage. This allows for the use of strong colors while keeping the brand identity consistent.

Reversed Monochrome Logo



[White Mono Logo](#)

The master logo can be reversed out and used on any of the primary colors. The primary color palette has been designed so that the colors contrast with white or light backgrounds.

SPACING & SIZES

Isolation Area

The Omniex logo should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.

The area is defined by using the height of one of the peaked portions from the Omni mark. A margin of clear space equivalent to 60% of this height is drawn around the logo to create the invisible boundary of the area of isolation.

The Omniex logo isolation area is equal to 60% the height of the peaked portion on the mark. The separation between the text and mark is equivalent to 25%. The area of separation around the logo is a minimum and should be increased wherever possible.



[SVG \(RGB\)](#) [↗](#)

Minimum Size

The scale and proportion of the Omniex logo should be determined by the available space and overall aesthetics of the design in which it is applied.

There is no maximum size for the Omniex logo. However, there is a minimum size in which the logo can be displayed (shown below). The omni mark also has a minimum size in which it should be displayed.



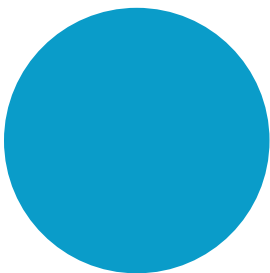
COLORS

Definitions



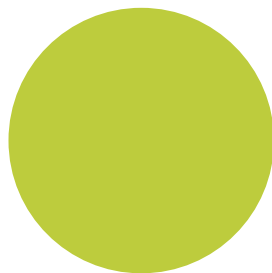
Primary Color Palette

The Primary Color Palette should be used in all materials with the Omniex brand. The colors have been chosen as a reflection of the bright, positive, and exciting aspects of the Omniex culture. The chosen colors allows for flexibility with any medium.



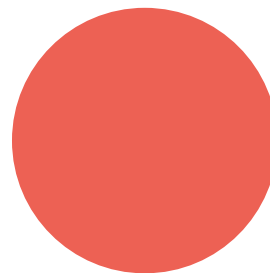
Omni Blue

Hex	RGB
#0099CC	0, 153, 204
CMYK	PMS
78, 24, 6, 0	7688 C



Alien

Hex	RGB
#BCCF31	188, 207, 49
CMYK	PMS
31, 4, 100, 0	381 U



Afterglow

Hex	RGB
#EE6352	238, 99, 82
CMYK	PMS
2, 76, 69, 0	7416 C








Ultraviolet

Hex	RGB
#8C4CF5	140, 76, 245
CMYK	PMS
63, 73, 0, 0	2665 C

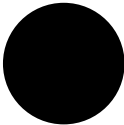



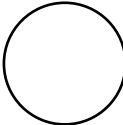
Secondary Color Palette

The Secondary Color Palette is designed to compliment the Primary Color Palette. These colors should be used sparingly and primarily as accents. The color preference is from top left to bottom right.

	Sundog	Hex #FF9933	RGB 255, 153, 51		Nova	Hex #F3E39D	RGB 243, 227, 157
	Terraform	Hex #849222	RGB 132, 146, 34		Oxide	Hex #841C26	RGB 132, 28, 38
	Neptune	Hex #005470	RGB 0, 84, 112				

Shades of black

The following should be used as backgrounds or text color.

				
Black	Dark Matter	Carbon	Silver	White
Hex #000000	Hex #333333	Hex #666666	Hex #CCCCCC	Hex #FFFFFF
RGB 0, 0, 0	RGB 51, 51, 51	RGB 102, 102, 102	RGB 204, 204, 204	RGB 255, 255, 255

Color Usage

General Usage

The Omniex brand is best represented by the four colors in the Primary Color Palette. Their usage should be balanced, but also consider their representation below.



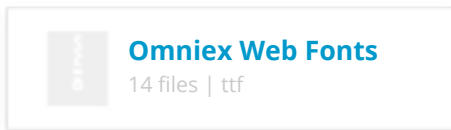
- **Omniex Blue** - Used as the primary color of the brand
- **Alien** - Lorem Ipsum Dolor
- **Afterglow** - Lorem Ipsum Dolor
- **Ultraviolet** - Lorem Ipsum Dolor

TYPOGRAPHY

Our Font Families

The Omniex brand uses two font families to keep the brand consistent across all mediums: Raleway and Open Sans.

Web and App Fonts



Raleway

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,;:?!\$&*)

family: Raleway
weight: Thin (100)

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,;:?!\$&*)

family: Raleway
weight: Light (300)

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,;:?!\$&*)

family: Raleway
weight: Bold (700)

Raleway is an elegant sans-serif typeface family intended for headings and other large size usage.

Raleway Cont.

Embed HTML

```
<link href="https://fonts.googleapis.com/css?family=Raleway:100,300,700" rel="stylesheet">
```

Specify CSS

```
font-family: 'Raleway', sans-serif;
```

Open Sans

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,,:?!\$&*)

family: Open Sans
weight: Light (300)

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,,:?!\$&*)

family: Open Sans
weight: Light Italic (300)

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,,:?!\$&*)

family: Open Sans
weight: Regular (400)

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,,:?!\$&*)

family: Open Sans
weight: Regular Italic (400)

Open Sans Cont.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,;:?!\$&*)

family: Open Sans
weight: Semibold (600)

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,;:?!\$&*)

family: Open Sans
weight: Semibold Italic (600)

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,;:?!\$&*)

family: Open Sans
weight: Bold (700)

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,;:?!\$&)*

family: Open Sans
weight: Bold Italic (700)

Open Sans was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letter-forms. For this reason, the main font of the Omniex brand is Open Sans. This should be used for any body fonts or large paragraphs. For applications that requires a high level of legibility, it is OK to substitute Raleway for Open Sans in the respective weights.

Raleway Cont.

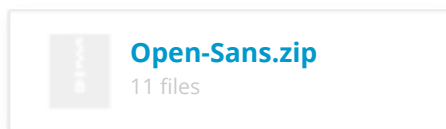
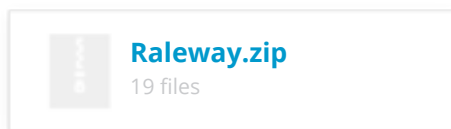
Embed HTML

```
<link href="https://fonts.googleapis.com/css?family=Open+Sans:300,300i,400,400i,600,600i,700,700i,800,800i" rel="stylesheet">
```

Specify CSS

```
font-family: 'Open Sans', sans-serif;
```

Desktop Fonts



Web Styles

Heading 1

font-family: Raleway

font-weight: 700

font-size: 48px

line-height: 1.5

color:



Heading 2

font-family: Raleway
font-weight: 700
font-size: 36px
line-height: 1.2
color: #333333

HEADING 3

font-family: Raleway
font-weight: 700
font-size: 24px
line-height: 1.2
color: #0099CC
text-transform: uppercase
letter-spacing: 10px

Heading 4

font-family: Raleway
font-weight: 700
font-size: 18px
color: #333333

Heading 5

font-family: Raleway
font-weight: 700
font-size: 16px
color: #333333

Body font - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer accumsan diam nec tortor efficitur tristique. Sed tempor, justo id ultrices pharetra, odio orci elementum quam.

font-family: Open Sans
font-weight: 300
font-size: 14px
line-height: 1.7
color: #333333

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ABOUT OMNIEX

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