



BRAND GUIDELINES

05.2019

# Messaging

*Any use of the OMNIA Partners brand is subject to approval by a representative of the OMNIA Partners marketing team.*

## Communication of Brand Name

- When referencing OMNIA Partners, the word OMNIA should always be written in all caps.
- OMNIA Partners should always be referenced by the full company name, OMNIA Partners. Never OMNIA as a standalone term.
- On first reference in any communication, the public sector of OMNIA Partners should be referred to as OMNIA Partners, Public Sector. After that, “OMNIA Partners” is acceptable.
- On first reference in any communication, the private sector of OMNIA Partners should be referred to as OMNIA Partners, Private Sector. After that, “OMNIA Partners” is acceptable.
- Used in a sentence, **power, access and trust** should always appear in bold.

# Logo

## Primary and Reversed Logo

OMNIA<sup>®</sup>  
P A R T N E R S



## Use on Light/Dark Backgrounds



# Logo: Sizing & Spacing

## Safety Field

For greatest visual impact and design integrity, the logo is always surrounded by a clear space where no other image or type should appear. The box (shown as a dotted line) around the logo indicates the protective field, which is the width of the “M” around the entire logo.



## Minimum Size

The OMNIA Partners logo should not appear smaller than 1" or 72px wide and 0.34" or 24px high.



# Logo: Usage

***All logo usage must be approved by your dedicated OMNIA Partners Marketing Portfolio Manager.***

## Do Not:

- Stretch or distort (always use SHIFT key when scaling logo)
- Change colors of logo
- Add shadows, outlines, or other effects to logo
- Rotate logo
- Change proportions of logo elements
- Use a different typeface in logo
- Place logo on busy or colored backgrounds
- Create your own logos or use unapproved logos

## Logo File Sharing

EPS is the preferred format for all types of printing, while PNG & JPG are primarily used digitally.



# Color Palette

The OMNIA Partners color palette has been carefully selected in order to help our organization present a consistent and clear visual aesthetic.

The palette, consisting of black and white with grey accents, serves to unify the brand through consistent representation.

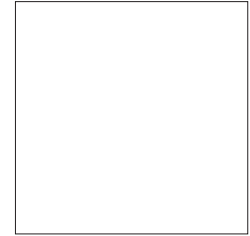
The specified colors are the constant standard of our visual connection to the marketplace.

The accent palette therefore should be used sparingly and only when needed, in order to provide differentiation within designs, to add range to our brand experience across campaigns, or to create distinction between blocks of information or other matter in presentations, signage or various media.

## Primary



Pantone Black 6C  
C75 M68 Y67 K90  
R0 G0 B0  
HEX #000000



C0 M0 Y0 K0  
R255 G255 B255  
HEX #FFFFFF

## Accents



Pantone Cool Gray 9 C  
C55 M46 Y44 K10  
R120 G120 B123  
HEX #78787B



Pantone Cool Gray 4 C  
C27 M22 Y22 K0  
R188 G187 B186  
HEX #BCBBBA

**CMYK:** “four-color process,” used for print communications

**RGB & HEX:** for digital uses

**Pantone (PMS):** for specialty printing

# Typography: Fonts

## Primary Font: Proxima Nova

The OMNIA Partners primary typeface is Proxima Nova. If available, this typeface is to be used on all communications materials, printed or digital.

## Secondary Font: Arial

The OMNIA Partners secondary typeface is Arial. This is only to be used if Proxima Nova is unavailable (i.e. for web, PowerPoint, or other digital applications).

## Proxima Nova

À Á Â Ã Ä Å A B C D E F G H I J K L  
M N O P Q R S T U V W X Y Z  
à á â ã ä å a b c d e f g h i j k l m n o p  
q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ; ' & \* ( ) ?

## Arial

À Á Â Ã Ä Å A B C D E F G H I J K L  
M N O P Q R S T U V W X Y Z  
à á â ã ä å a b c d e f g h i j k l m n o p  
q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ; ' & \* ( ) ?

# Social Media

Connect with us on social media to stay up to date!

When posting about OMNIA Partners on any social media platform, please be sure to tag official company pages, and use official hashtags.

## LinkedIn Company Page

**OMNIA Partners**

## LinkedIn Showcase Pages

**OMNIA Partners. Private Sector**  
#OMNIAPartnersPrivate

**OMNIA Partners. Public Sector**  
#OMNIAPartnersPublic

## Facebook

**OMNIA Partners. Private Sector**  
@OMNIAPartnersPrivate  
#OMNIAPartnersPrivate

**OMNIA Partners. Public Sector**  
@OMNIAPartnersPublic  
#OMNIAPartnersPublic

## Twitter

**OMNIA Partners. Private Sector**  
@OMNIAPrivate  
#OMNIAPartnersPrivate

**OMNIA Partners. Public Sector**  
@OMNIAPublic  
#OMNIAPartnersPublic

## Instagram

**OMNIA Partners**  
@OMNIAPartners  
#OMNIAPartners

## YouTube

**OMNIA Partners. Private Sector**

**OMNIA Partners. Public Sector**

**Main YouTube page**