OMNI
Omni Express Pte Ltd

Brand Guidelines

OMNI
Omni Express Pte Ltd

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Logo Elements

Since the logo of Omni Express is made of simple typography, it is important that every

element of the logo is accurate.

Times New Roman
Regular, 145px
Oracal Red, 031

OMNI

Times New Roman
Regular, 42px
Oracal Dark Blue, 050

Omni Express Pte Ltd

Ananda Black
Regular, 29px
Oracal Dark Blue, 050

Open Minds New Ideas

1.1

Logo Variations

Our logo is made of various elements. Thus, if the colour of the logo needs to be changed, all colours of each logo element should be changed. Please adhere to the correct usage of the logo.

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Open Minds New Ideas

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2.0
Logo Guide

Dimensions of the MAIN logo is as shown below.

148 mm

OMNI
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Open Minds New Ideas

71 mm

Clear Space surrounding the MAIN logo should be 10mm and kept free from any additional visual elements, such as other logos, symbols, or text.

10 mm

10 mm

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2.0

Logo Guide

Our logo can also be used without the tagline if necessary.
Dimensions of the SECONDARY logo is as shown below.

148 mm

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62 mm

Clear Space surrounding the SECONDARY logo should be 8mm and kept free from any additional visual elements, such as other logos, symbols, or text.

8 mm

8 mm

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2.1
Clear Space Usage

Correct Usage: Element should be placed outside the clear space of 10 mm.

Incorrect Usage: Element should not be placed within the clear space of 10 mm.

2.1
Clear Space Usage

Correct Usage: Element should be placed outside the clear space of 8 mm.

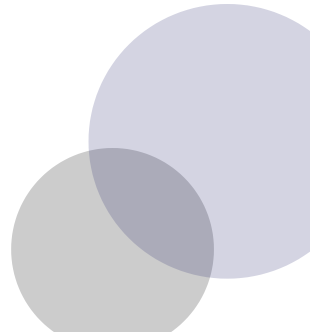**Incorrect Usage:** Element should not be placed within the clear space of 8 mm.

3.0
Logo Minimum Size

Minimum Size for **Screen:**

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|—————————————————|
250 px

Minimum Size for **Print:**

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|————————————|
215 px

3.1
Logo Variations

Our logo should only be used against appropriate backgrounds. Refer to examples shown below.

Acceptable logo usage:

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Unacceptable logo usage:

Used against patterns where the logo does not stand out.

4.0
Typefaces

Primary Font
Times New Roman

Times New Roman is a clean font that captivates the audience and helps portray Omni Express as a professional company.

Aa

Bb	Cc	Dd	Ee	Ff	Gg	Hh
Ii	Jj	Kk	Ll	Mm	Nn	Oo
Pp	Qq	Rr	Ss	Tt	Uu	Vv
			Ww	Xx	Yy	Zz

1 2 3 4 5 6 7 8 9 0

4.0
Typefaces

Secondary Font
Open Sans

Open Sans pairs well with Times New Roman and is a highly visible and legible font for a sleek and simple concept.

Aa

Bb	Cc	Dd	Ee	Ff	Gg	Hh
Ii	Jj	Kk	Ll	Mm	Nn	Oo
Pp	Qq	Rr	Ss	Tt	Uu	Vv
			Ww	Xx	Yy	Zz

1 2 3 4 5 6 7 8 9 0

5.0
Colours

Red represents passion. Here at Omni Express, we are passionate in what we do to ensure the best service is provided.

RGB
176, 0, 13

CMYK
21, 100, 100, 14

#B0000D

Oracal Red
031

Blue is often associated with responsibility. Omni Express promises to be dedicated and responsible for all that we do.

RGB
27, 46, 93

CMYK
100, 90, 35, 27

#1B2E5D

Oracal Dark Blue
050

To ensure our red and blue stands out, a neutral black is added in our colour palette.

RGB
13, 14, 17

CMYK
24, 18, 0, 93

#0D0E11

Oracal Black
070

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