



oma SpecWorks

VISUAL SYSTEM

LOGO

The OMA SpecWorks logo is meant to be approachable, polished, uplifting, and unique to our frame of reference. It helps to convey the most forward-thinking and empowering elements of our brand and communicate multiple, collaborative elements coming together as a whole.

The default use of our logo should be in full color with black type.

- **The logo should never appear distorted**, with additional effects, in colors other than those outlined here, or as though it is part of a sentence or paragraph.
- Ensure our logo is always displayed at a size that allows it to be **clear and legible**.
- **Avoid placing the logo on a background color that doesn't provide sufficient contrast** with the colors in the spiral graphic.
- If the logo appears on an especially dark background, the **black type can be reversed to a white knockout**.



In externally facing media, our logo may appear with our official tagline: "For a Connected World." In this use, we have one lockup (shown right) that we should adhere to in all applications.

- With the singular exception of our tagline, **no other design element should tuck under our logotype in this way**.
- **Do not use this lockup if our tagline is a large headline in a layout**. This avoids redundancy and makes our tagline special.



TYPOGRAPHY

Within OMA's assets, four typefaces are in use: Bimini, Merriweather Sans, Merriweather, and Helvetica.

Bimini is the display typeface that's used in our logo and in our tagline. Expressive, unusual, and memorable, we should treat the way this type is used as a signature: one of a kind. Avoid using Bimini for uses other than the logo and tagline to maintain our logo's respect in its use.

Bimini

Merriweather Sans is the typeface that we use for main headlines and for body copy because of its open, light nature. As a headline, set Merriweather Sans in a lighter weight, in all caps and use generous tracking (240). When it's used as body copy, choose a weight that is readable for the medium and provides contrast from headlines.

Merriweather Sans Light

Merriweather Sans Bold

Merriweather Sans Regular

Merriweather is the original, serif design for Merriweather Sans. Contemporary but classic, we use this typeface in our identity for intro text or for pull quotes. When you choose a weight for Merriweather, select one that matches the body copy it's being paired with, but it should be set at a larger size to provide contrast.

Merriweather Light

Merriweather Bold

Merriweather Regular

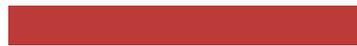
Helvetica is our web safe typeface, and its use should be relegated to emails and other media where font selection is extremely limited

Helvetica

COLOR

OMA's color palette has both vibrant and soft qualities: allowing our identity to present itself as positive without losing professionalism. Since our logo has a number of colors in it, our secondary colors are more neutral.

The five official colors of the OMA brand are shown to the right for the purposes of accurate reproduction. Their order (counterclockwise from the top) should always be red, blue, gold, green, purple. These color values should be limited to use in their logo, and secondary shades should be utilized for other design assets.



20 / 90 / 84 / 7
186 / 60 / 55
#C0172A



100 / 80 / 0 / 0
3 / 78 / 162
#034EA2



11 / 33 / 78 / 2
221 / 169 / 82
#DDA952



43 / 0 / 27 / 0
144 / 210 / 196
#8FD2C4

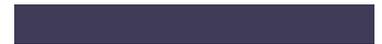


57 / 80 / 0 / 0
130 / 82 / 160
#8252A0

Within the OMA brand, **white is actually widely used** (though it isn't represented here). White and especially dark colors pair the best as background values. The two swatches shown in the top row to the right, should be utilized as background colors when white isn't a viable option.



24 / 18 / 0 / 80
38 / 41 / 5
#F3E37C



26 / 32 / 0 / 65
65 / 60 / 88
#413C58

For highlight colors (to draw attention to a particular element or to show interaction in digital assets), the two color values shown in the second row on the right provide that visual priority in a way that is harmonious with our logo.



0 / 58 / 70 / 6
240 / 100 / 73
#F06449



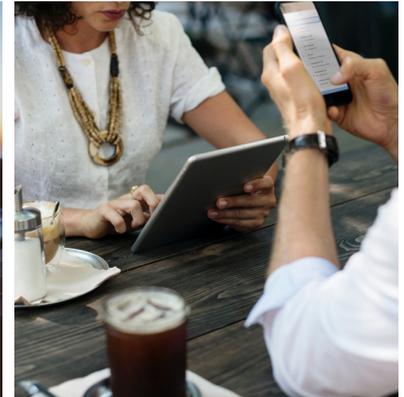
0 / 7 / 49 / 5
243 / 227 / 124
#F3E37C

PHOTOGRAPHY

OMA's photographic style is very much in line with the main personality attributes of our brand: advance, empowering, uplifting, positive, unique, and always professional.

Capturing a human element in our photography is something we should always try to do, but it isn't always possible in a way that doesn't seem forced or staged.

- To instill a sense of forward momentum and futurism, cityscapes and urban environments can be used in place of people when they're not available. Utilize lights and bright colors to maximize on this effect.
- When selecting images with human models, try to catch them in a natural environment (whether it's casual or professional). Utilization of technology or business accouterments should be main goals as well.
- Human models should not capture eye-contact with the camera. Allowing their gaze to be slightly off-camera is more natural, but creative potential also lies in imagery where the model is engaged in an activity, as well.



Representing technology in our brand is necessary, but can provide challenges as well:

- Avoid illustrative elements with special effects. Instead, rely on imagery that is suggestive in its presentation of technology to appear advanced.
- Natural camera effects (like bokeh lighting or lens flairs) can achieve the same effects without seeming forced.

