

# Brand Handbook



# Hello!

This is the Omantel Brand Handbook. It is a summary of our visual identity principles.

Use this book as a quick reference guide for our brand.

Logo

عمانتل  
Omantel

# Logo

Our logo is a bold and graphic expression of our new brand strategy. It visually represents our aim to deliver simple and smart products and services to all stakeholders.

The design, proportions, colours and positioning of our logo are fixed elements. The logo should only be produced from provided master artwork and should not be redrawn or altered in any way.



# Logo plate

We created a version of our logo with the logo plate.  
It was to help maintain the integrity of our brand  
logo when used on **colour or image backgrounds**.



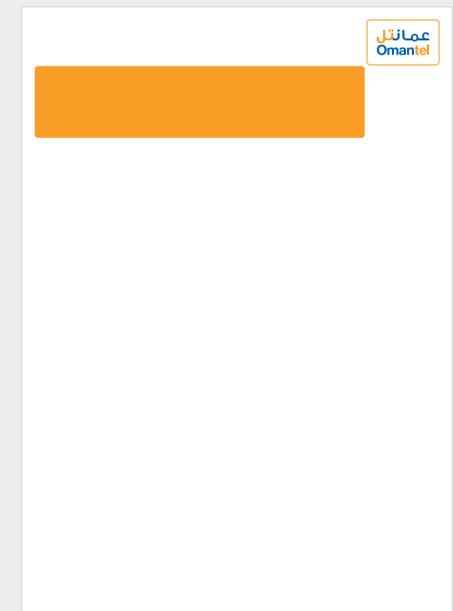
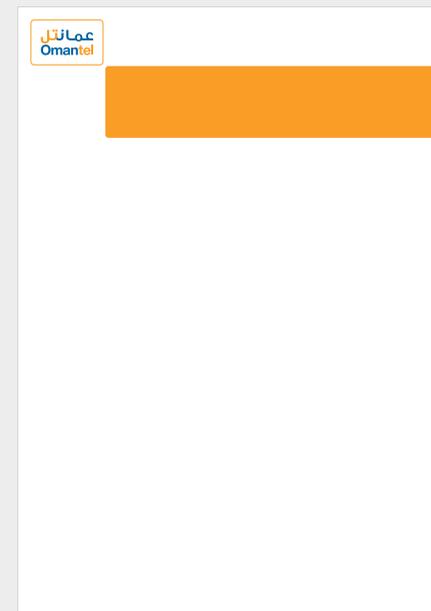
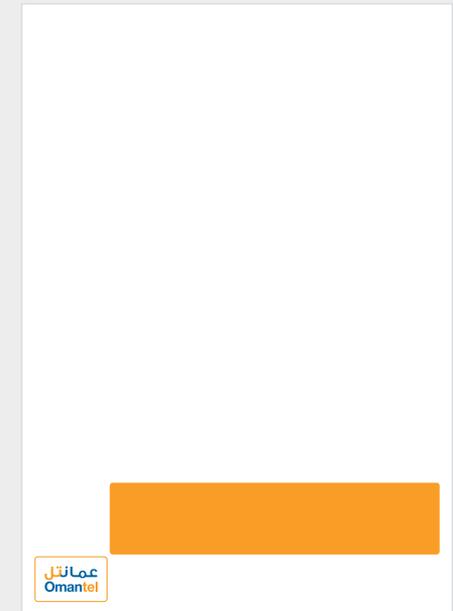
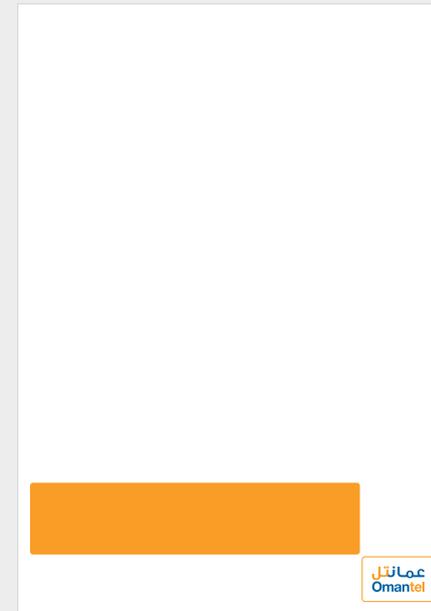
# Clear space

Our logo needs *space to breath*, our clear space helps ensure the visibility, impact and integrity of our logo.



# Positioning

The position of our logo on communications is very important, it allows the viewer to **easily find our logo** on any piece of communication. Consistency is crucial.

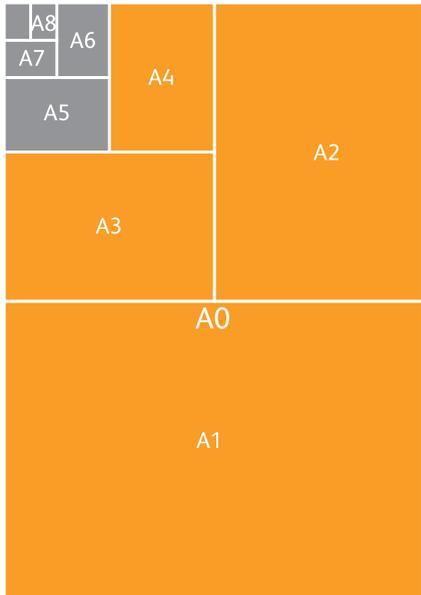


# Sizing

This is our sizing formula for our logo across different applications.

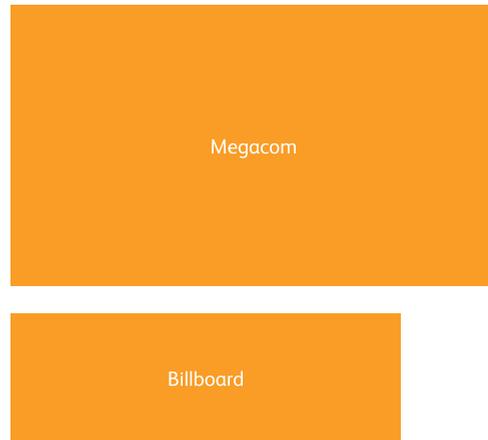
## Standard sizes

$$X = (\text{Width} + \text{Height}) \div 20$$



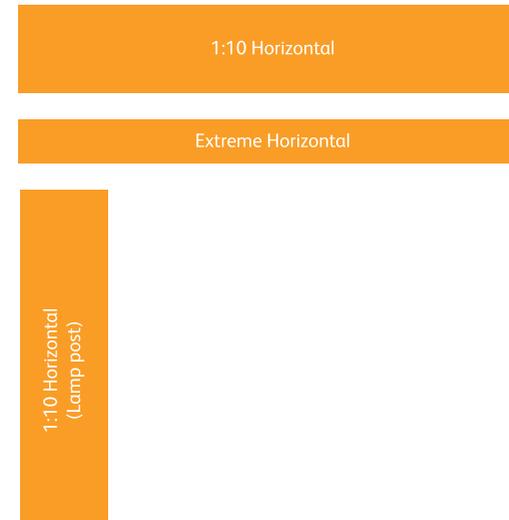
## Megacom & billboard

$$X = (\text{Width} + \text{Height}) \div 14$$



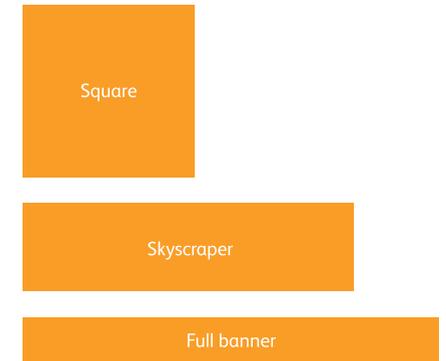
## Extreme sizes

Sized as per the minimum clear space.



## Digital formats

$$X = (\text{Width} + \text{Height}) \div 16$$



### Note:

For any communication/POS materials smaller than A4, use the 25.35mm logo width (A4 value).

# Misuses

It is essential that the logo is applied consistently at all times and across all media.



Do not alter the typography of the logo.



Do not change any of the corporate colours.



Do not reproduce the logo in an outline form.



Do not rotate the logo



Do not stretch the logo out of proportion.



Do not use the logo's English and Arabic components separately.



Do not change the relative size relationships of the logo elements.



Do not use the logo as an image mask.



Do not add any design or typographical elements to the logo.



Do not place the logo on paper plates or any application that will be covered by food.



Do not place the logo on anything that is used to clean up a mess or dirt.



Do not place the logo on any application that is walked upon.

**Note:**  
These misuses also apply to the logo plate version of our logo.

Colour



# Primary colours

These are our colours.  
They are fresh, vibrant and distinct.

## Omantel Orange

Orange is our primary signature brand colour and main identifier. It represents our vibrancy, warmth and creativity but also our optimism for the future.

It helps us stand apart and stand out and the colour we want to be most associated with.



## Omantel Blue

Our blue is dynamic and energetic. It is also clear, honest and dependable just like Omantel.



## White

White is our canvas, the overall neutrality of white brings clarity, balance and simplicity to all brand communications and environments.



# Secondary colours

The secondary colours must always be used as a support element and in conjunction with our signature colours.

80 % Black

CMYK 80, 0, 0, 0  
RGB 88, 89, 91  
HEX #5a5a5a



PANTONE Process Blue C

CMYK 100, 13, 0, 0  
RGB 1, 133, 202  
HEX #0085ca



PANTONE Rubine Red C

CMYK 0, 100, 22, 3  
RGB 209, 35, 104  
HEX #ce0058



PANTONE 267 C

CMYK 82, 97, 0, 0  
RGB 97, 57, 139  
HEX #5f259f



PANTONE 3262 C

CMYK 76, 0, 38, 0  
RGB 0, 191, 179  
HEX #00bfb3



PANTONE 7549 C

CMYK 0, 22, 100, 2  
RGB 236, 187, 51  
HEX #ffb500



Typographie

AaBbCc  
123!@

**FS Alvar** is our English display font. Its distinctive styling creates a unique personality for our communications.

Its usage is limited to headlines, sub headlines and bylines in all communications and brand applications.

**FS Albert** is our English body text. It is a warm, friendly sans serif font with a big personality.

**FS Albert Arabic**

خط سان سيريف وثير و  
ودي، مع شخصية مليئة  
بالحياة. نستخدمه في  
العناوين، العناوين الفرعية،  
و خط الجسم.

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When we are unable to use our brand typeface, such as MS Office applications, we used **Tahoma** for both English & Arabic.

Photography



# Photography

Our photography is split into three categories with the primary focus on people, acting spontaneously in natural situations. One shot can convey many stories. It should be **engaging, colourful, full of energy, clear in focus and high in contrast, with plenty of depth.**

We have three different categories; people, textures and objects. Examples are shown on the following page.



People



Objects



Textures



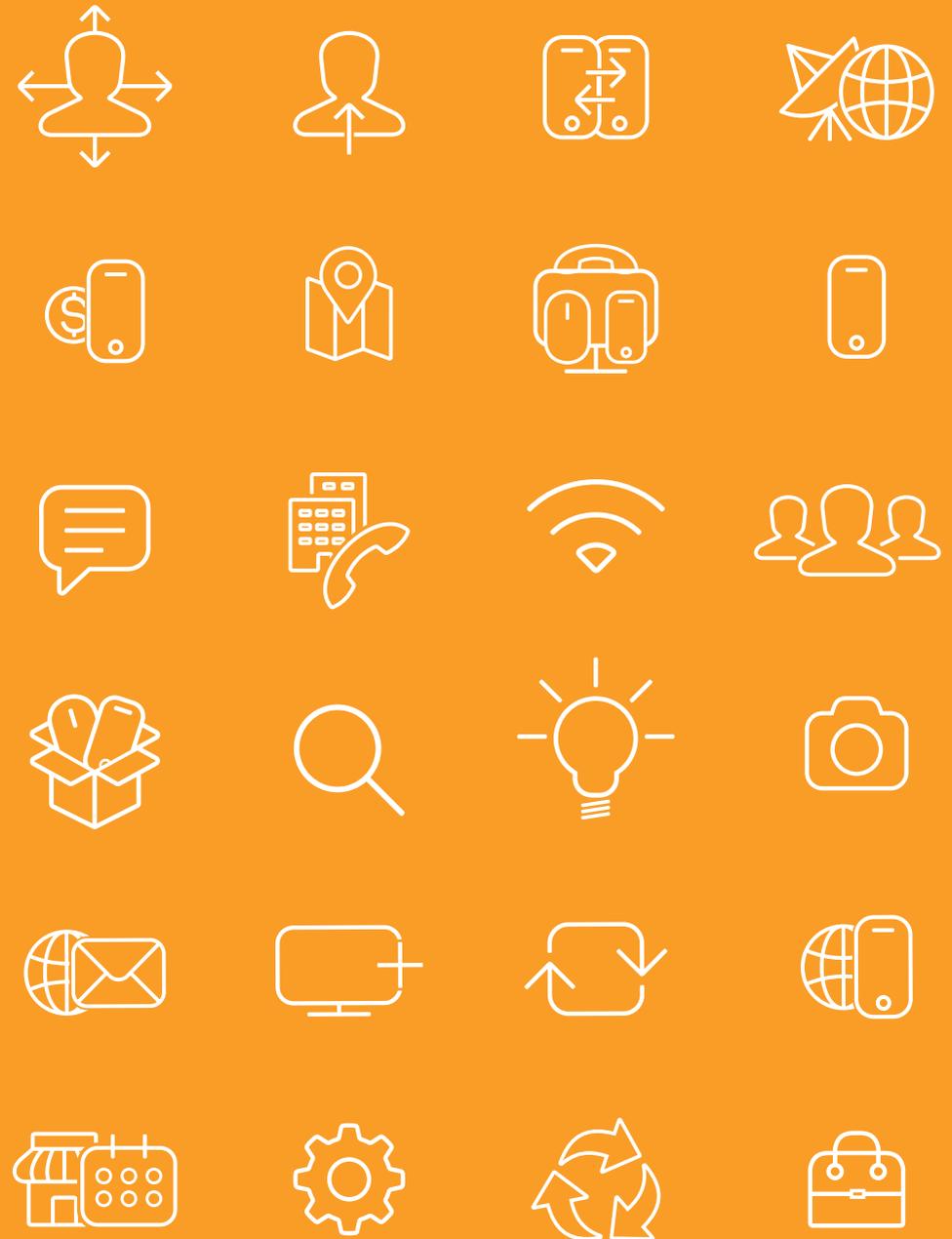
# Icons



# Icons

Our icons play an important role in adding richness, variety and distinctiveness to our visual language.

They are designed using simple geometry to look *modern and friendly*. If you cannot find an icon to suit your needs, you can create one!



# communications



# Overview

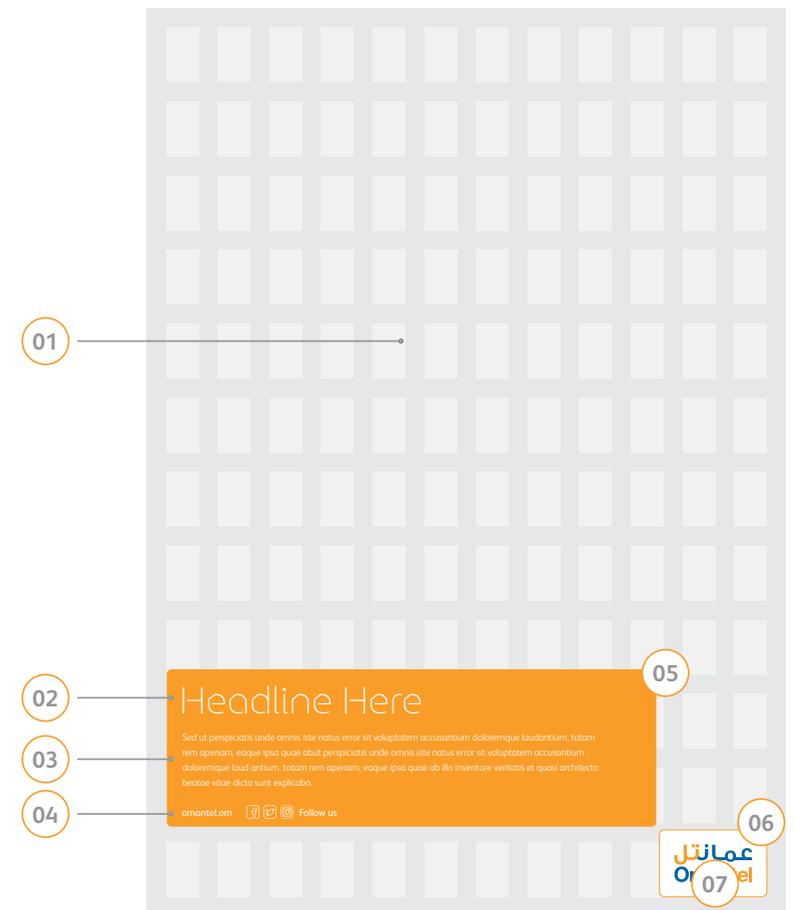
The Omantel brand communication has seven unique visual elements that make it distinctive and consistent.

01. Imagery
02. Headline
03. Body copy
04. URL & social media icons
05. Content panel
06. Logo plate
07. Logo

## Content panel alignment

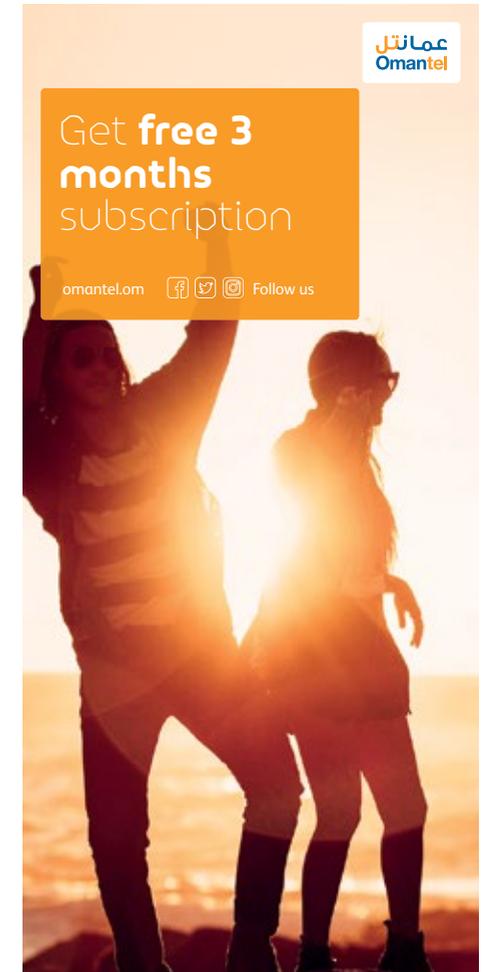
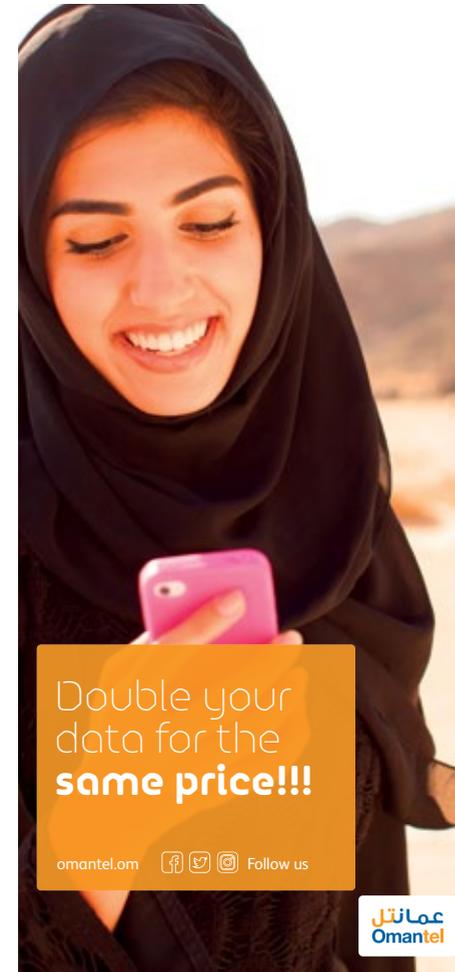


## Key elements



# The message

Our communication must be upbeat, clear, friendly and solution-driven.



# Imagery

Imagery is very important. It distinguishes us as a brand and will be the first element that catches people's eye.



# Content tab

The following examples illustrate the various scenarios while staying true to the Omantel brand visual system.

## Brand marque & content tab positioning



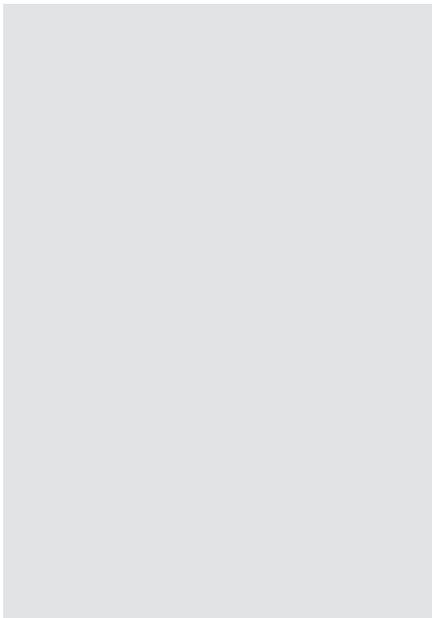
## Content tab flexibility



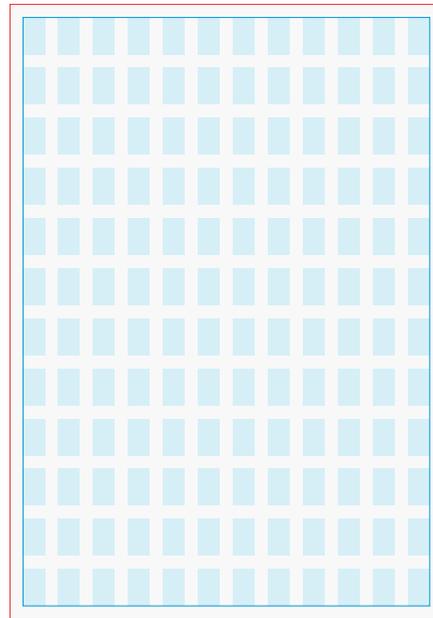
# The layout

To create the Omantel brand communication, simply apply the following steps. These steps are applicable to any kind of media.

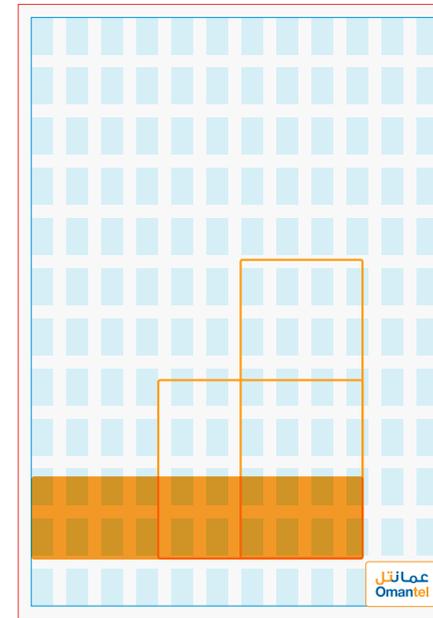
**Step 1**  
Create the canvas



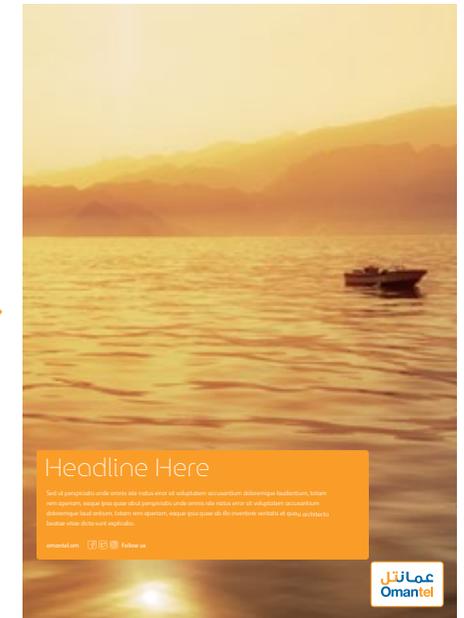
**Step 2**  
Create the grid



**Step 3**  
Place the elements and the message



**Step 4**  
Craft the artwork



How we speak



# How we speak

How we write and speak depends on our audience and channel. However, our verbal style must always be **solution-driven**, **upbeat**, **friendly** and **clear**.







# Get in touch

If you have additional queries, please get in touch with the brand development team.

omantel.om

