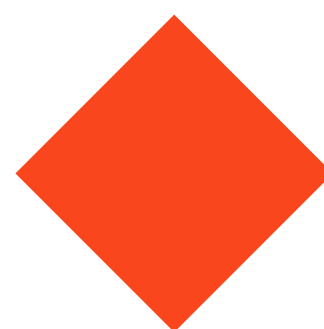
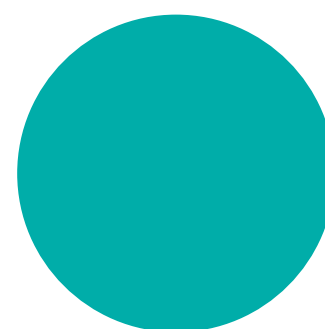
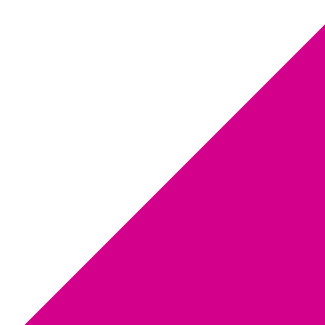
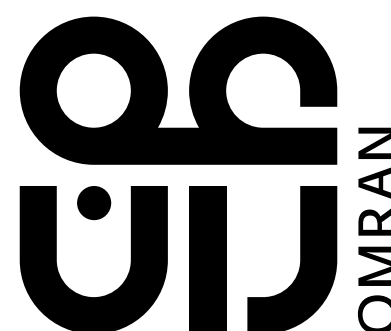
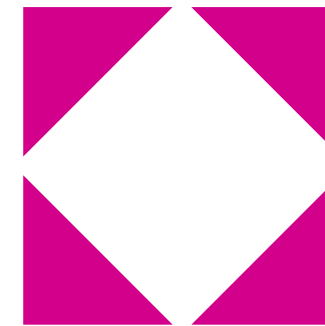
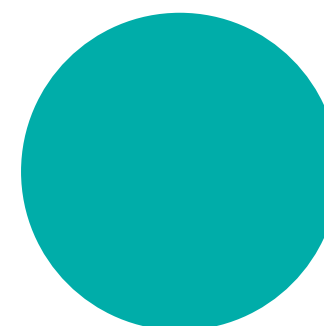
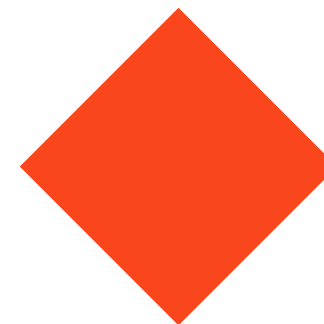


Omran

Visual Expression Guidelines

January 2015



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1.

Introduction

- 1.1 Our story
- 1.2 What is 'Considered approach, big impact'?
- 1.3 How we work
- 1.4 Inspiration
- 1.5 Building blocks

Introduction

1.1 Our story

Omran is unique. We protect the beauty and heritage of Oman and its people, treat vendors and partners with distinction, ensure that communities thrive and wildlife is conserved, and we will create the next big icon in Oman.

Omran's competitive advantage is its people who demonstrate a natural Omani instinct for respecting everyone and everything they come into contact with.

We develop, manage and operate with unrivalled know-how, the cornerstone of every project. Omran's personal understanding of how business should be conducted in this great country means our work always stands tall. As a result we are increasingly helping to define a new Oman.

Omran gives everyone something to remember – a great relationship, a beautiful building, or a memorable experience. This is because we always go above and beyond what is expected, doing more, thinking further and treating our stakeholders better.

We call this story '**Considered approach, Big impact.**'

We are Omran.

Introduction

1.2 What is 'Considered approach, big impact'?

For Oman

'Considered approach' is creating a craft group for unemployed women in a struggling community.

'Big impact' is selling local crafts to tourists in hotels, resulting in self-satisfaction and income for locals.

For Community

'Considered approach' is engaging the community during the development phase, making them feel comfortable with what we are creating.

'Big impact' is the community accommodating and accepting the development. They, in turn, smile and welcome our visitors.

For Staff

'Considered approach' is creating an exciting and engaging new company culture and headquarters.

'Big impact' is having the best people wanting to come and work for Omran.

For the Environment

'Considered approach' is protecting endangered wildlife around one of our developments.

'Big impact' is creating sensitive and respectful developments (new lands / habitats).

Introduction

1.3 How we work

Omran works in a very unique way, with specific values guiding what we do and how we do it. This approach helps define who we are.

The three pillars of our brand story are:

Know-how

Built from the spirit of being an Omani company and the knowledge this gives us.

We understand the people, government, heritage and environment like no other, knowing how to treat and get the most out of everything and everyone we work with. We know how to make sense of every challenge we face, navigating business processes and cultural sensitivities with thoughtful rigour.

Know-how is the cornerstone of everything we do.

Respect

Built from the respectful spirit that is inherent in the Omani people.

We respect not just our own people, but also the communities where we develop. Whilst we support the Omani goal to have tourism as a key economic driver, we also endeavour to preserve traditional Omani skills, crafts and lifestyles.

We respect the Omani environment and wildlife, never destroying and always building in harmony. We also respect everyone we deal with, inviting them into the Omran family.

Beyond

Built from our passion for the future that is shared by many young Omanis.

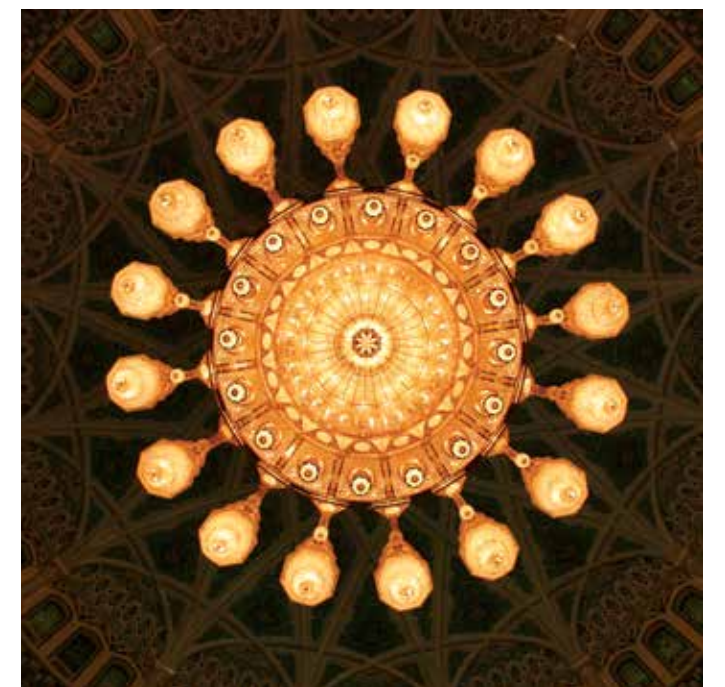
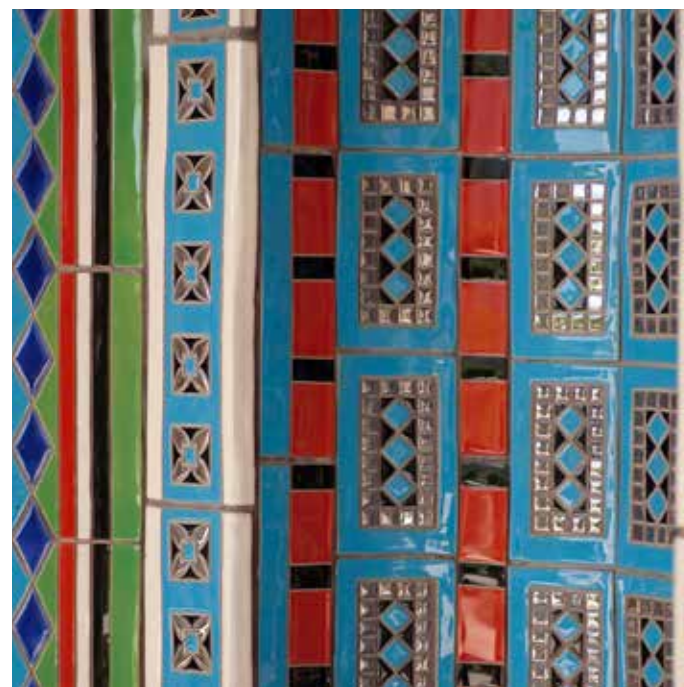
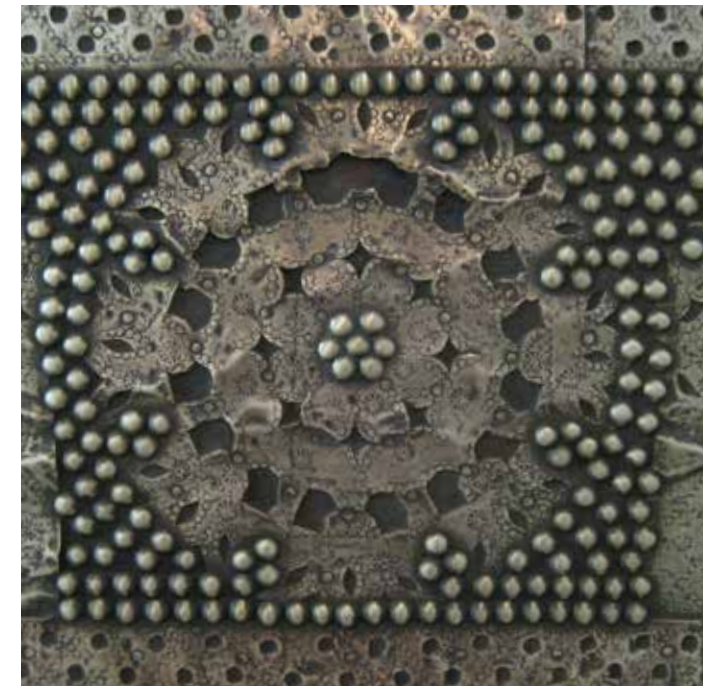
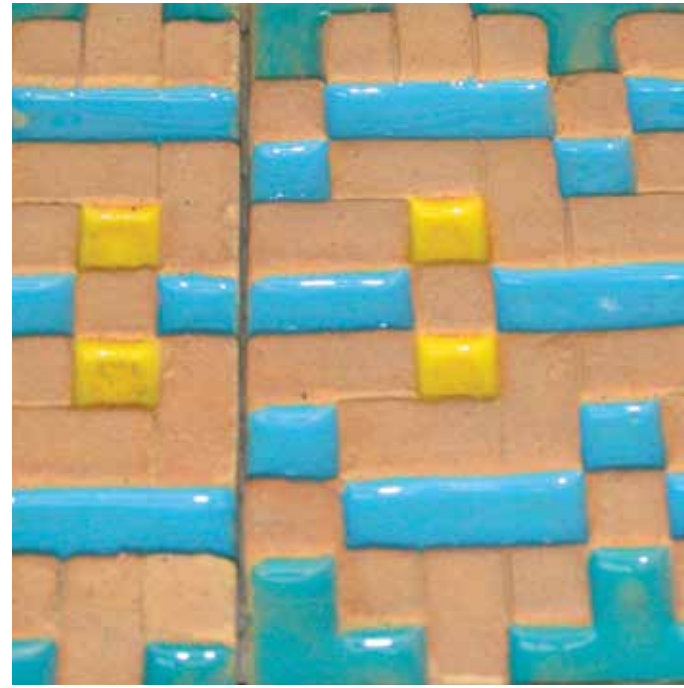
We exist to push the boundaries of what is expected and what can be achieved. We go the extra mile in everything we do, going deeper to understand every detail and endeavouring to find the best solutions possible. No detail is too small.

We develop hope, develop communities, develop people and develop skills and we do it all to help define a new and better Oman.

Introduction

1.4 Inspiration

Oman has been a unique melting pot of colours, cultures and creeds for a very long time. Over the years many different artistic expressions have made Oman their home, many pre-dating those widely accepted as 'Islamic'. Today, the tribal motifs of the Hijaz, the geometric formulas of the Kashi and the delicate floral detail from India are all found referenced in the Grand Mosque in Muscat. This is where we found our inspiration for Omran's brand expression.



Introduction

1.5 Building blocks

By removing the many layers of the geometric art of Oman, a pure and simple foundation can be found. A foundation made from three basic shapes that form building blocks supporting everything that Omran is. These three basic shapes represent the way we work.

The square – Know-how

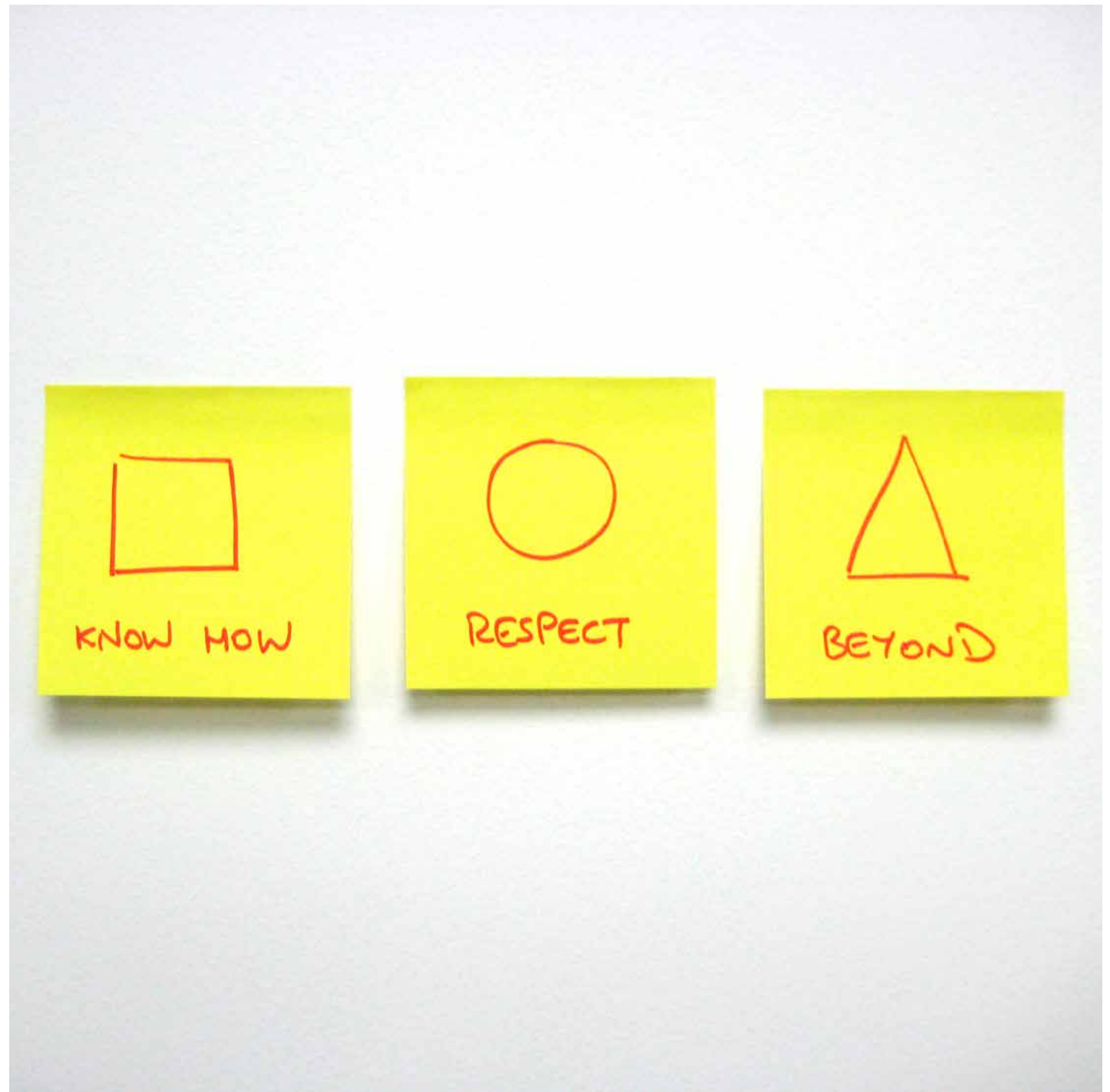
This is a solid block of absolute knowledge that is made from unique Omani rock.

The circle – Respect

This is a warm and human shape representing our respectful and approachable nature.

The triangle – Beyond

From its solid and wide base, this shape points to the future. Its three corners represent the finer points of detail.



2.

Basic Elements

- 2.1 Our pattern
- 2.2 Our wordmark
- 2.3 Our logo
 - 2.3.1 Master lock-ups
 - 2.3.2 Master lock-up variations
 - 2.3.3 Alternative lock-ups:
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 - 2.3.4 Don't do this
- 2.4 Black logo
- 2.5 Wordmark usage
 - 2.5.1 Wordmark on colour
 - 2.5.2 Wordmark on image
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 - 2.7.1 System typeface
 - 2.7.2 Large format
 - 2.7.3 Typography style
- 2.8 Photography

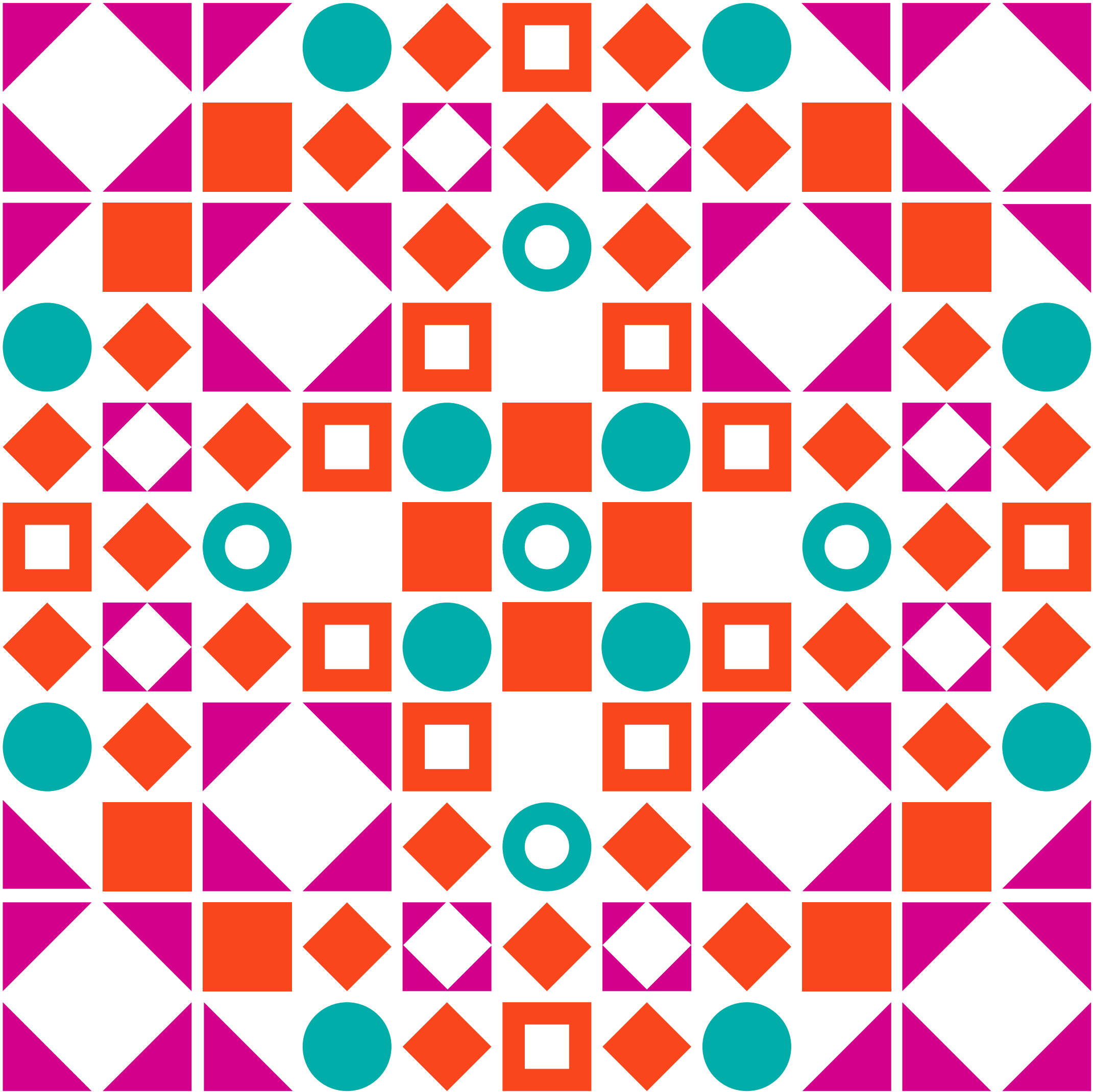
Basic Elements

2.1 Our pattern

Like the three distinct and unique Omran values, the three basic shapes come together to form one whole – a contemporary version of an Arabic mashrabiya pattern.

Taking its inspiration from the many geometric forms in Oman, the grid allows great flexibility of application. Once populated, the pattern forms one square unit that can be tessellated infinitely in all directions.

The basic grid also informs all elements of this design system, as you will see on the following pages.

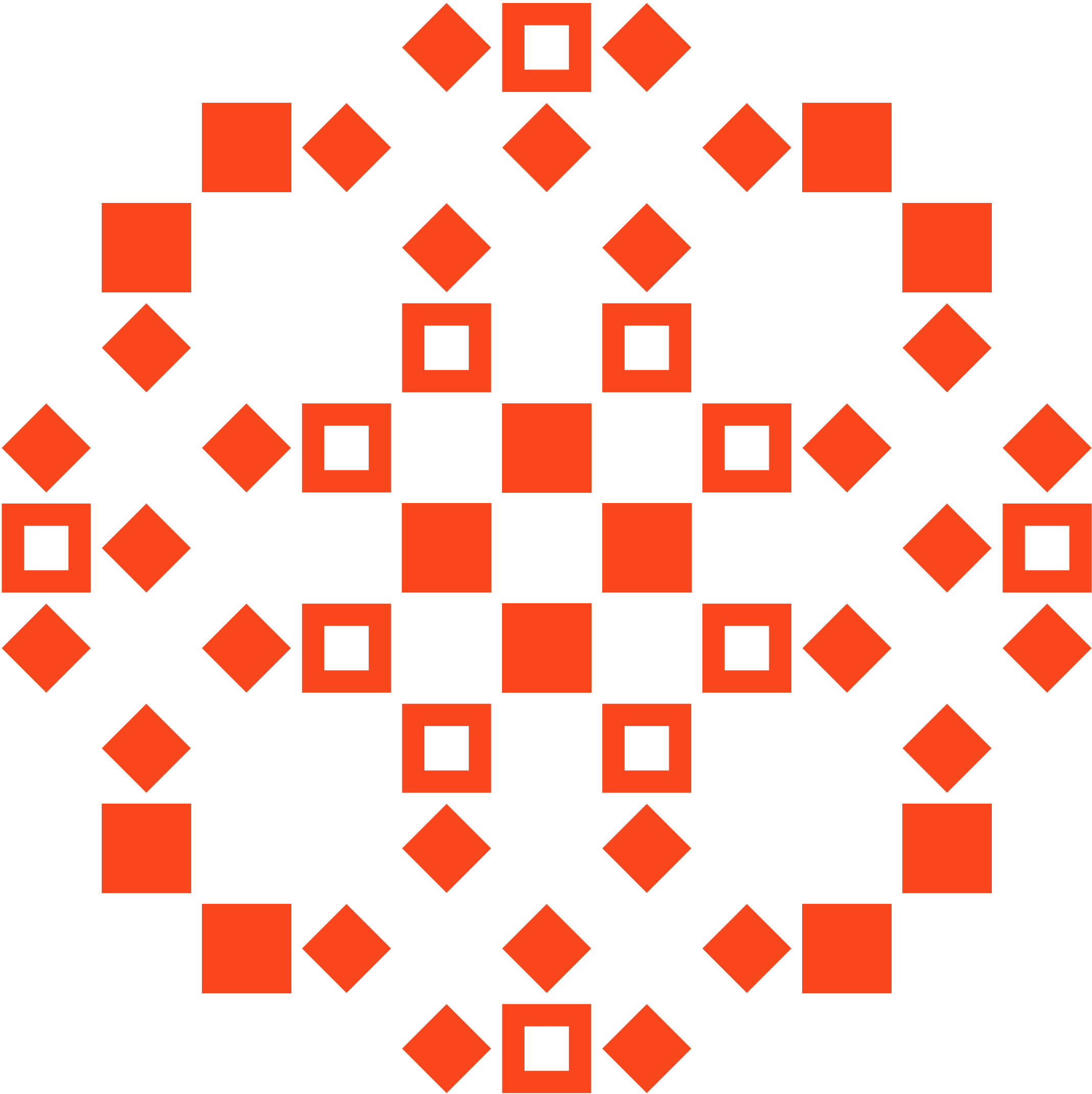


Basic Elements

2.1 Our pattern

Our pattern is created by 3 shapes:

Squares

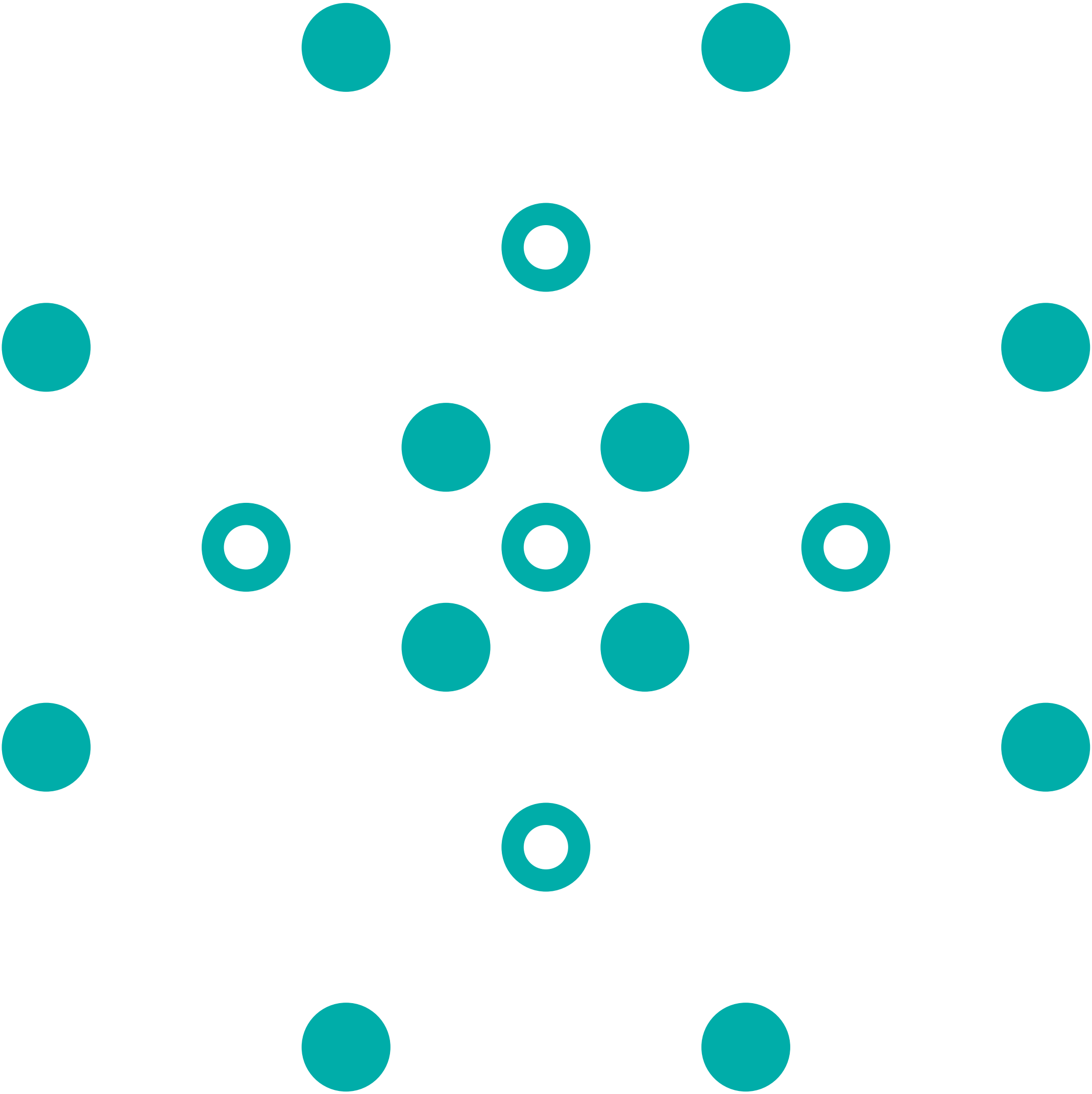


Basic Elements

2.1 Our pattern

Our pattern is created by 3 shapes:

Circles

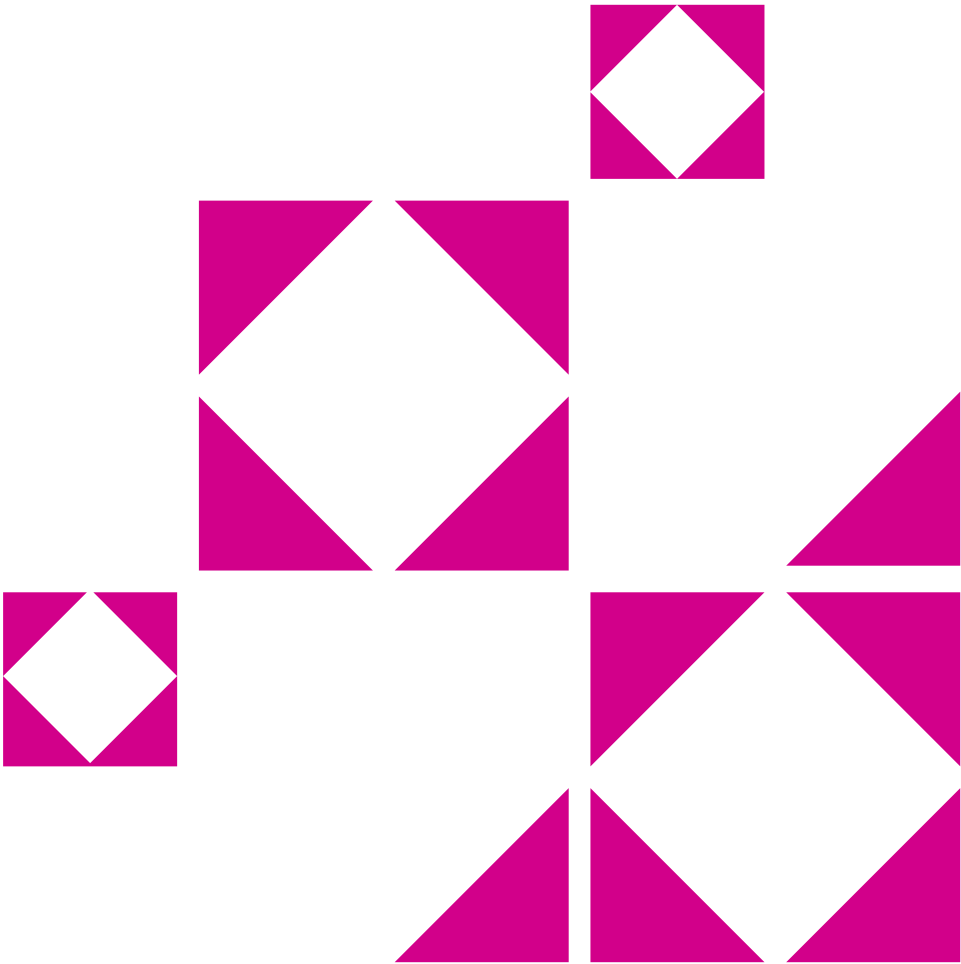
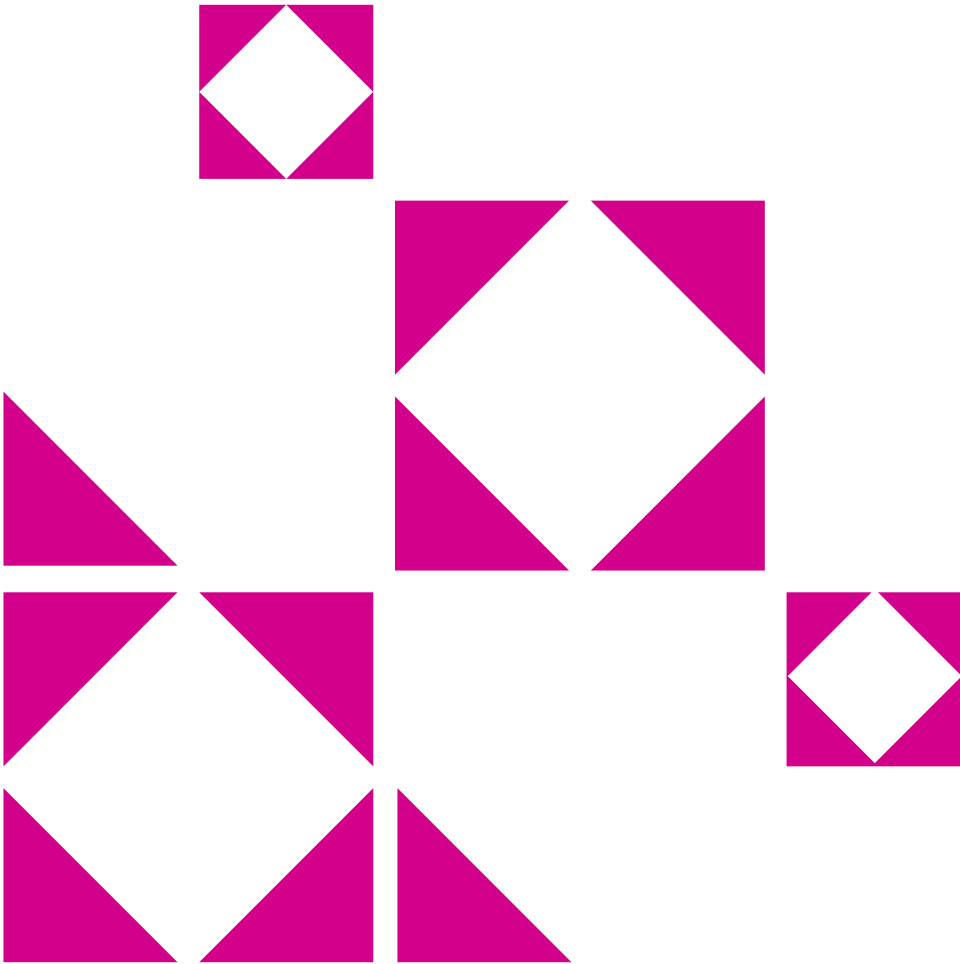
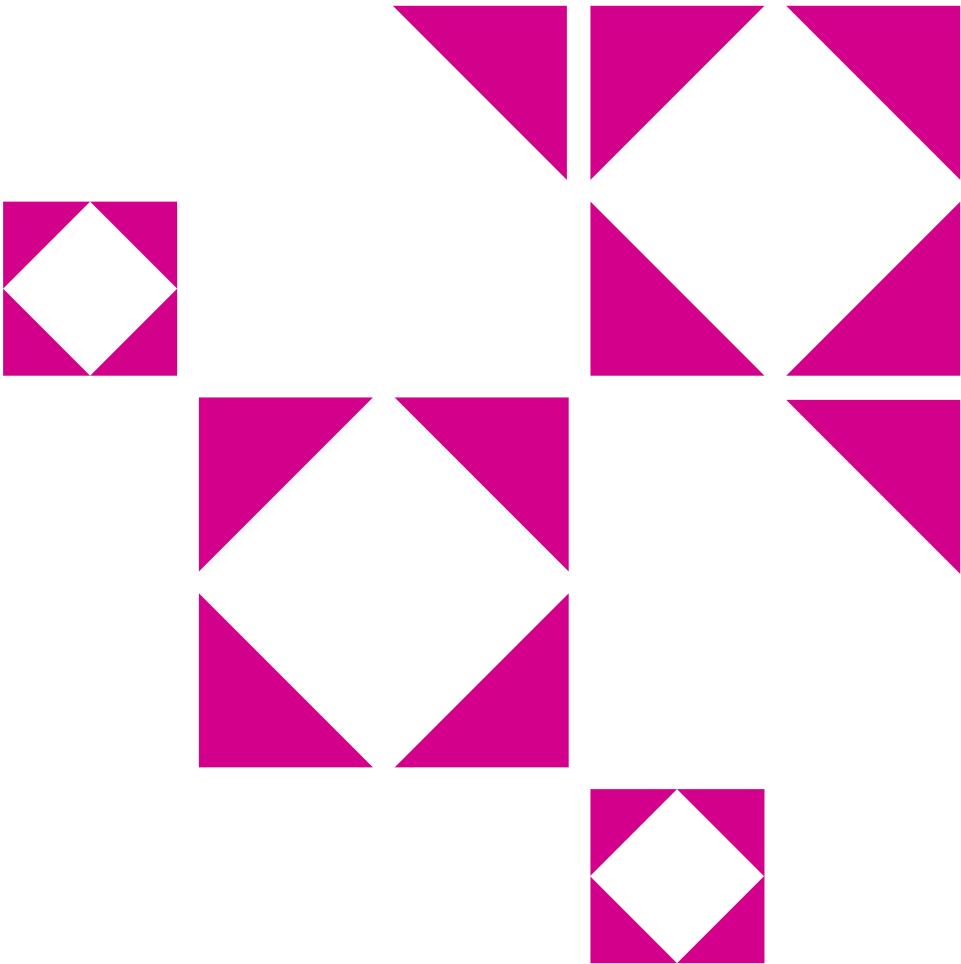
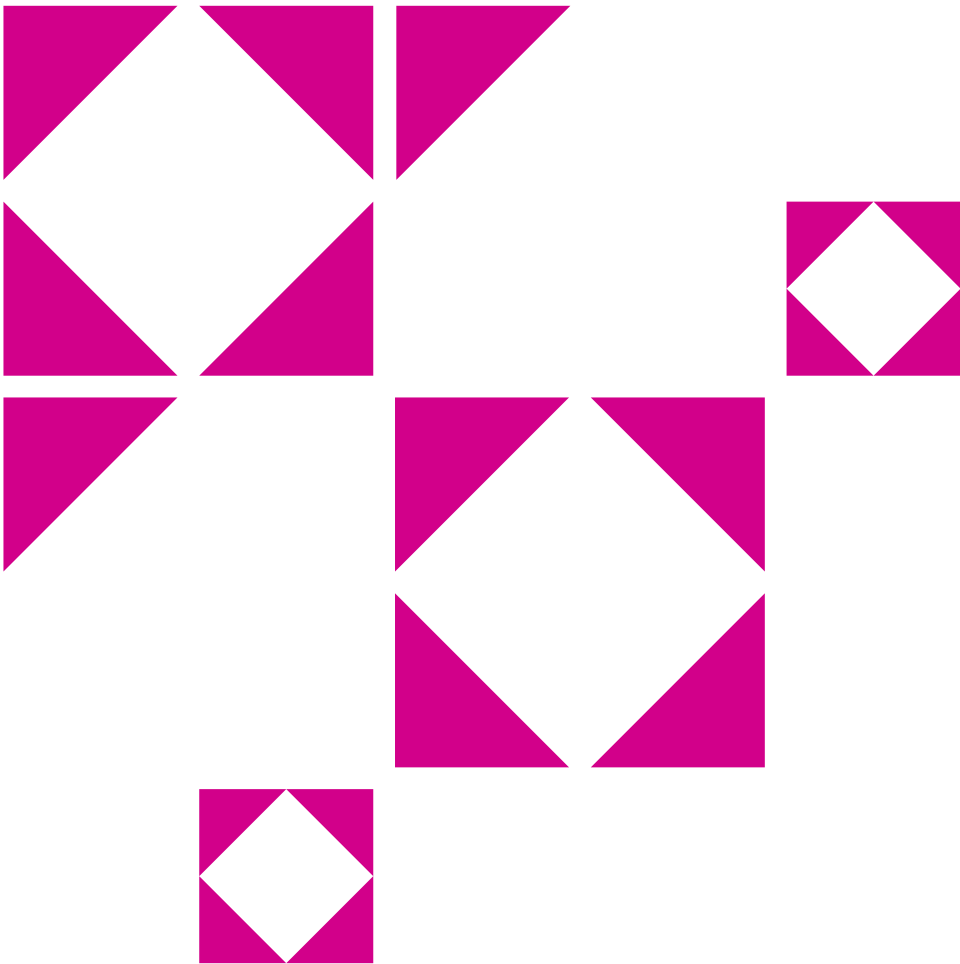


Basic Elements

2.1 Our pattern

Our pattern is created by 3 shapes:

Triangles



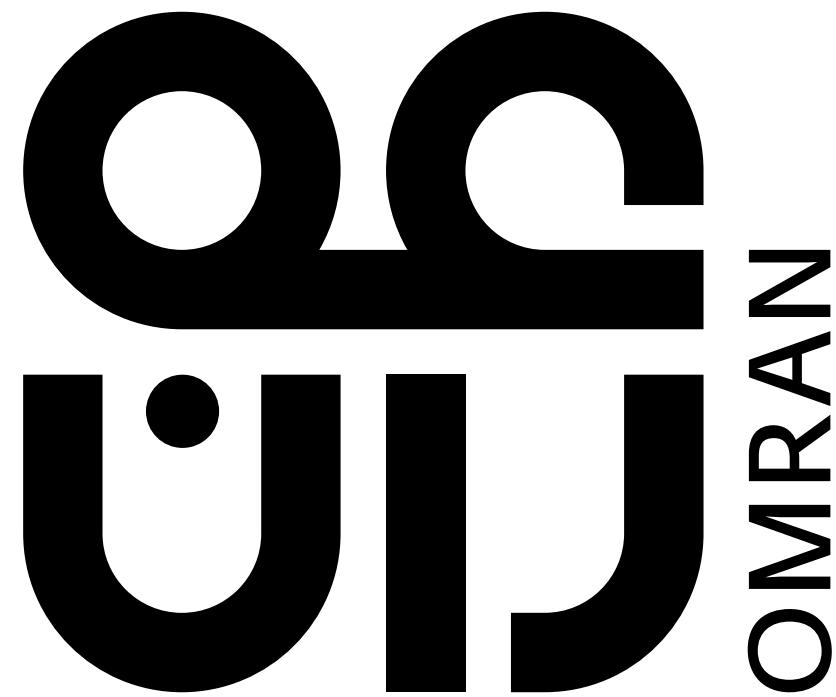
Basic Elements

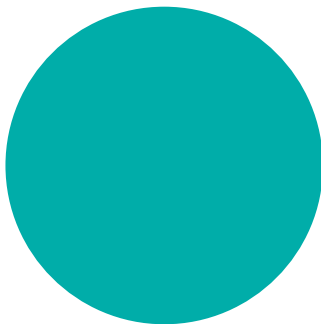
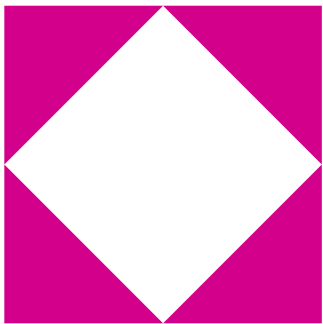
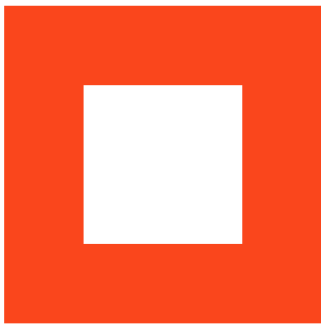
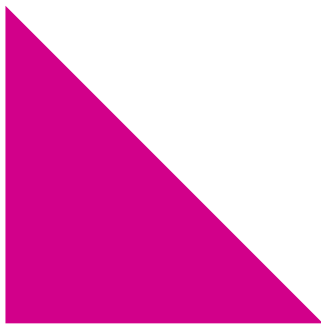
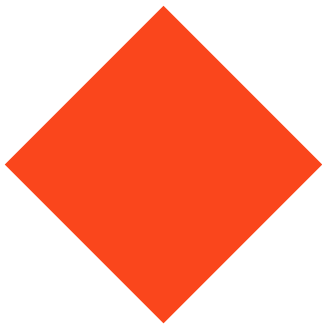
2.2 Our wordmark

This is our wordmark.

Inspired by the circle and presented as a block, our wordmark sits comfortably on our grid and integrates with our mashrabiya pattern to form the main elements in our brand expression tool kit.

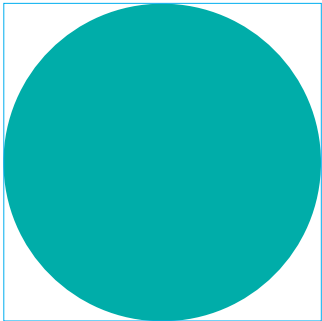
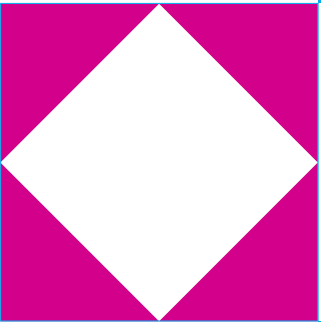
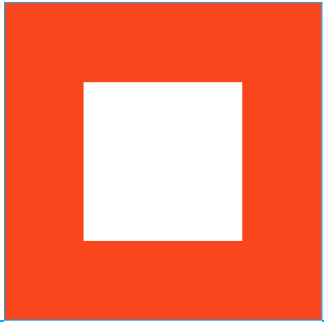
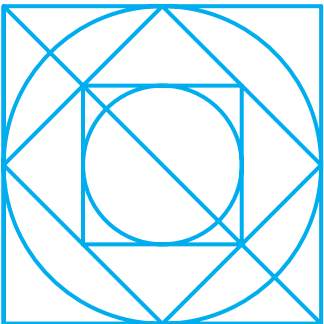
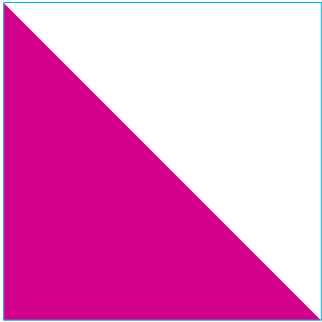
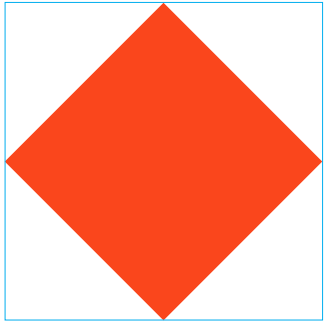
There are no alternative versions. This is the universal wordmark and should always be used as described in these guidelines.





Basic Elements

2.3 Our logo



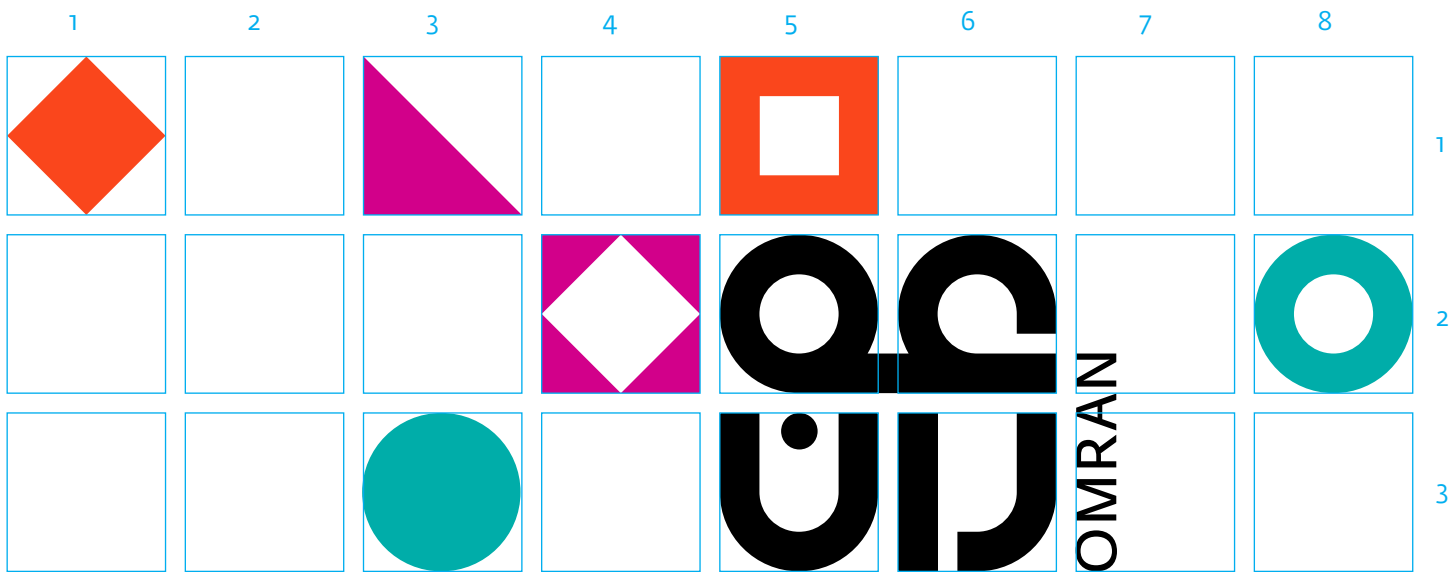
The wordmark and pattern graphics are built on the same grid.

Basic Elements

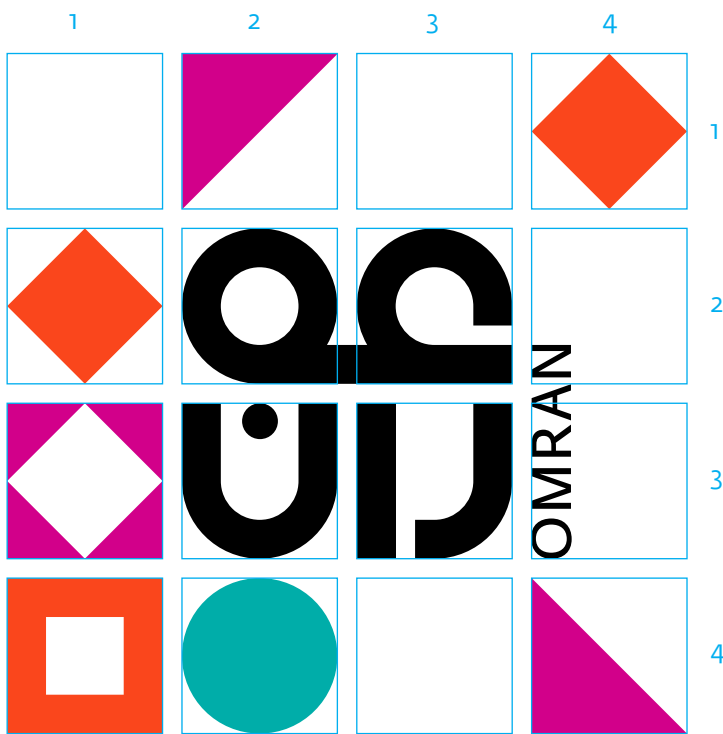
2.3.1 Master lock-ups

We have created different logo lock-ups for different sizes and media. They are categorised by the amount of grid squares they use.

These are the two master lock-ups.



A. 8 x 3



B. 4 x 4

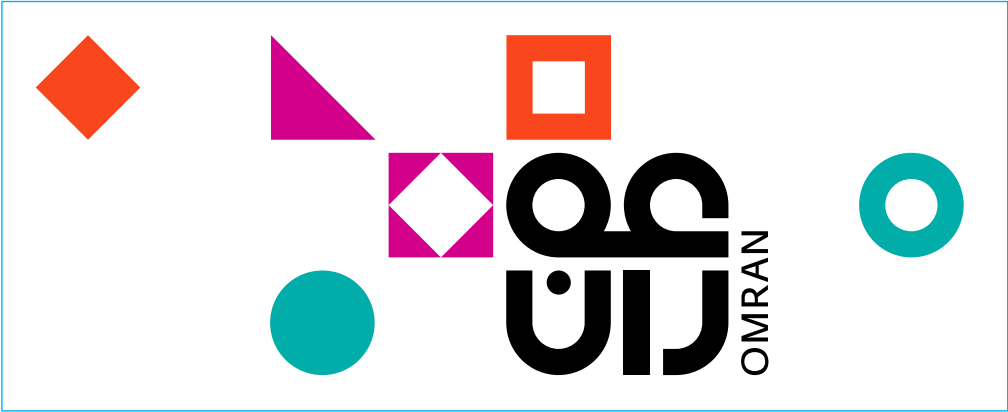
Please contact the brand manager for further details.

Basic Elements

2.3.2 Master lock-up variations

In order to create a sense of fluidity and activity within our design system, we have six different master lock-ups. These create a fresh changing logo for each application.

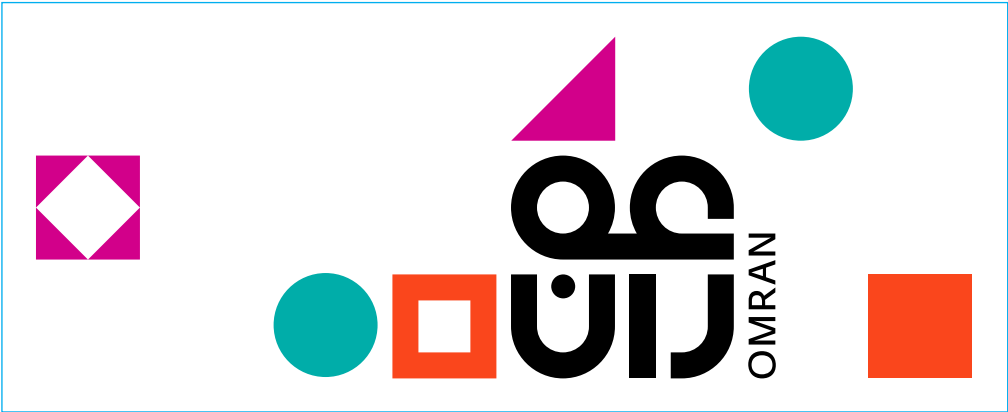
Any lock-up can be selected at the designer's discretion.



8 x 3 version 1



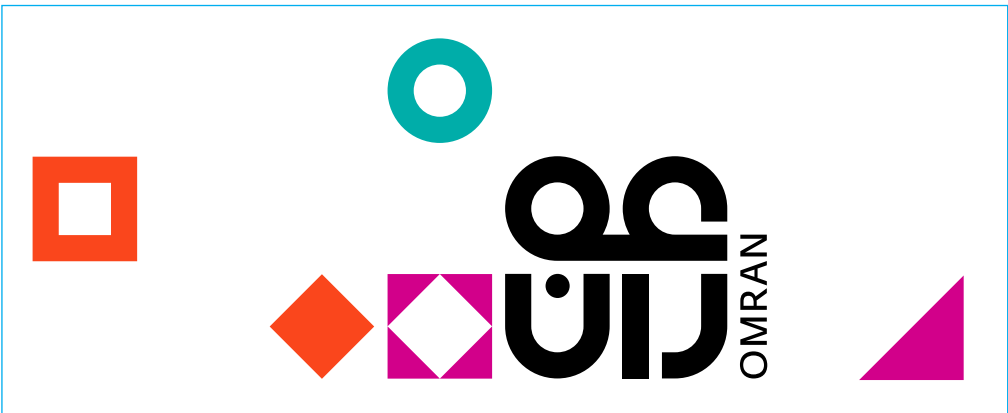
4 x 4 version 1



8 x 3 version 2



4 x 4 version 2



8 x 3 version 3



4 x 4 version 3

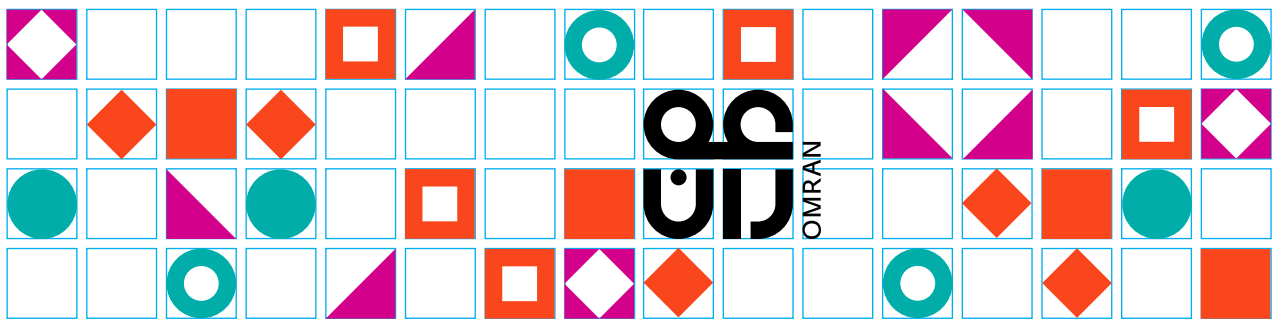
Please contact the brand manager for further details.

Basic Elements

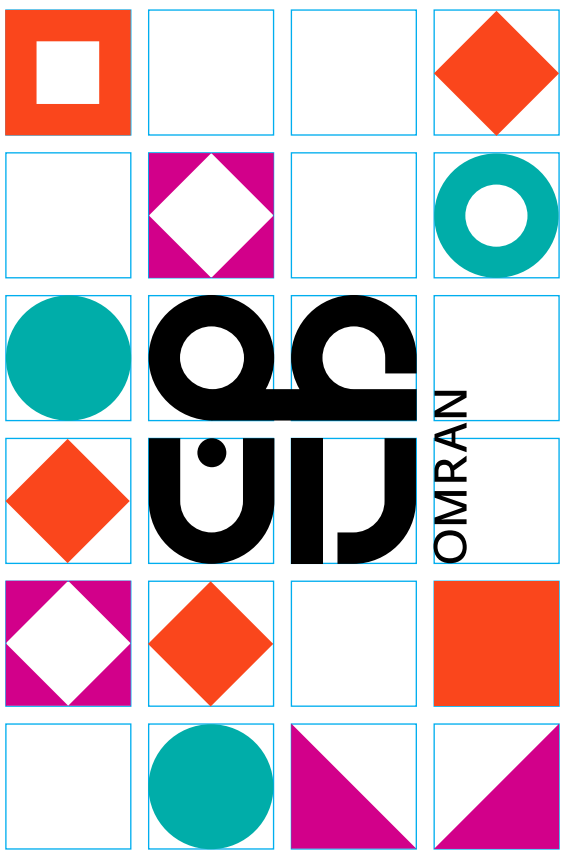
2.3.3 Alternative lock-ups:
Create your own

You can also create your own logo lock-ups when needed, using the existing logos as reference.

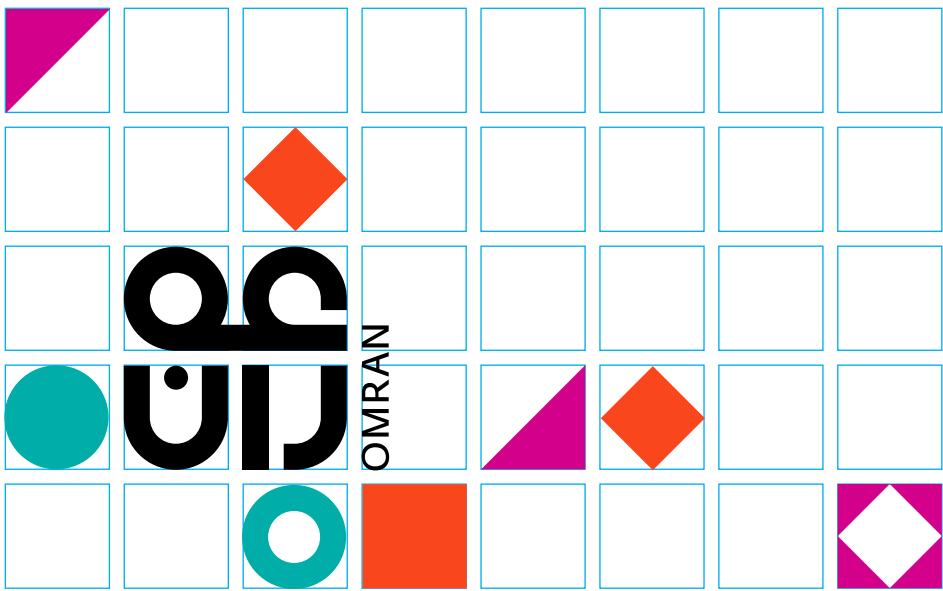
See [Section 4: Applications](#) for examples of how the logo can be applied.



Created to demonstrate application in difficult media.



Used notionally on banners later in this document..



Created specifically for business cards. Please see business card artwork files for further reference.

Please contact the brand manager for further details.

Basic Elements

2.3.4 Don't do this

When using the logo, the shapes should always be in the Omran brand colours.

The logo is always on a white background and is never placed against an image.

Please avoid the following:

- A. Don't use the brand colours in the wrong shapes.
- B. Don't use any colours except for those specified in the guidelines.
- C. Don't use any tints of the colours.
- D. Don't use the logo on a coloured background. It should always be on a white background.
- E. Don't colour the wordmark. It should always be in black.
- F. Don't place the logo on images. In such cases, use the wordmark.
- G. Don't make the logo white. Only the wordmark should be used on a coloured background.

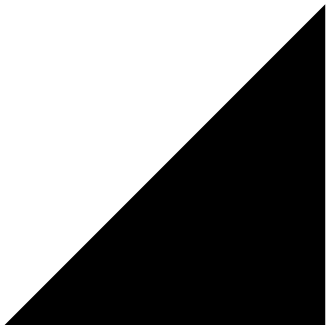
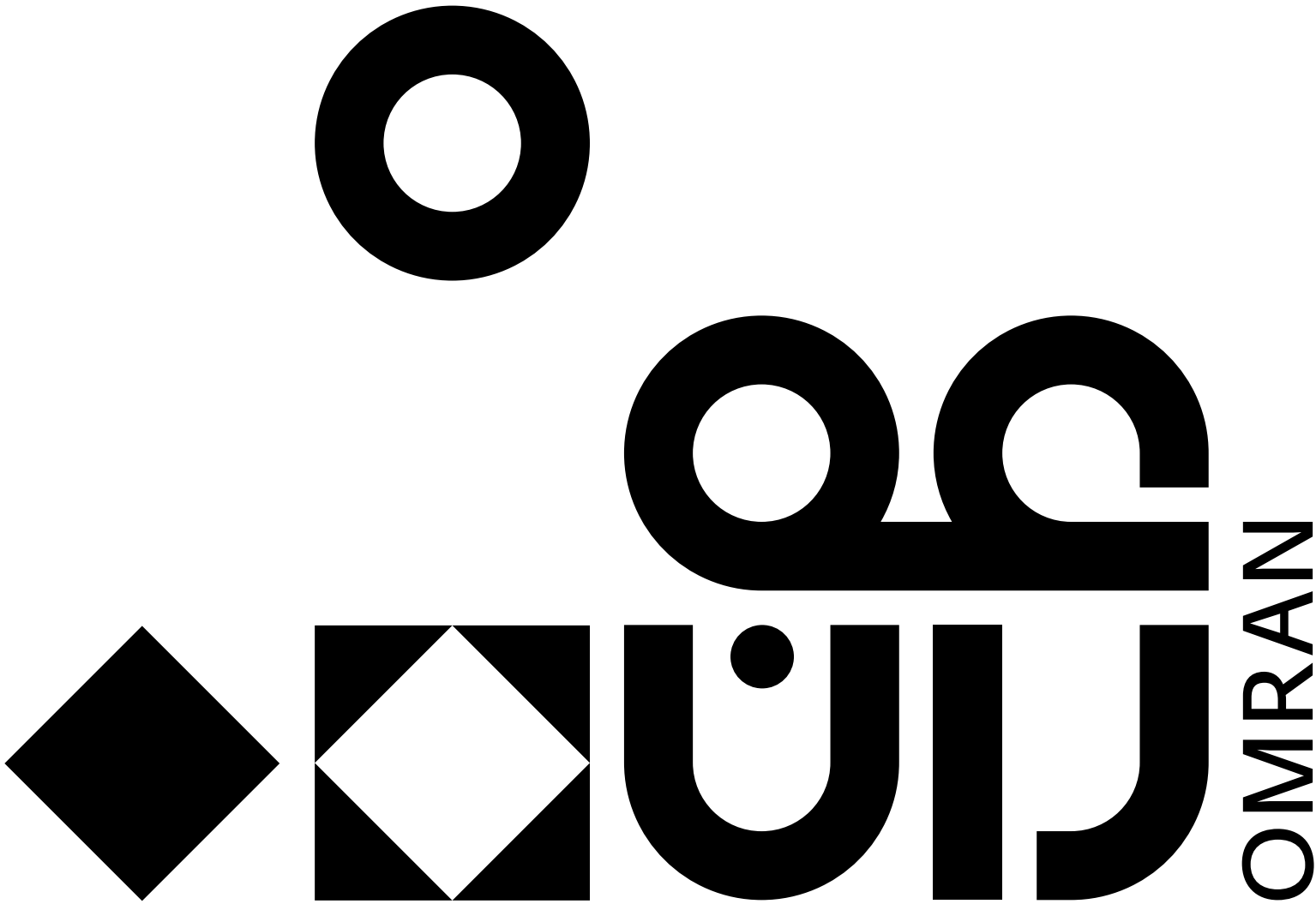
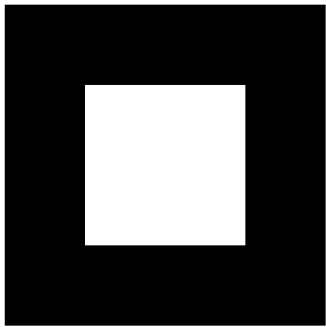
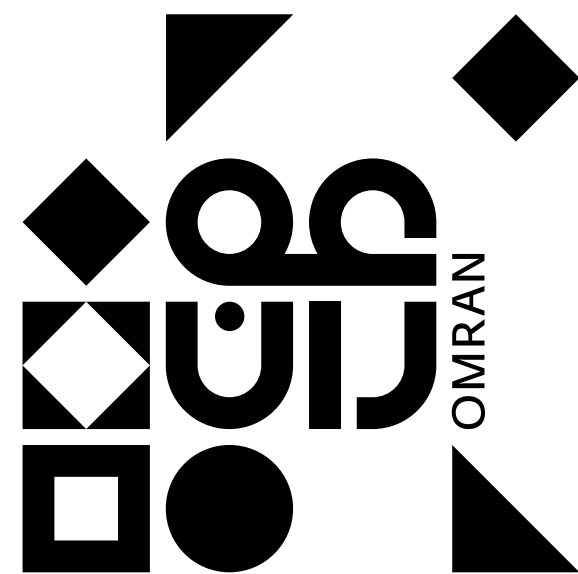


Basic Elements

2.4 Black logo

It is always recommended to use the logo on a white background. However, when media and colours are limited the black logo can be used.

- Example applications are:
- internal fax
 - internal folder covers
 - vehicle stencils



Basic Elements

2.5 Wordmark usage

The wordmark can be used on its own without the shapes when:

- Media space is limited
- third party endorsement
- sponsorship
- internal use in black and white
- architectural plan drawings
- postage / approval stamp

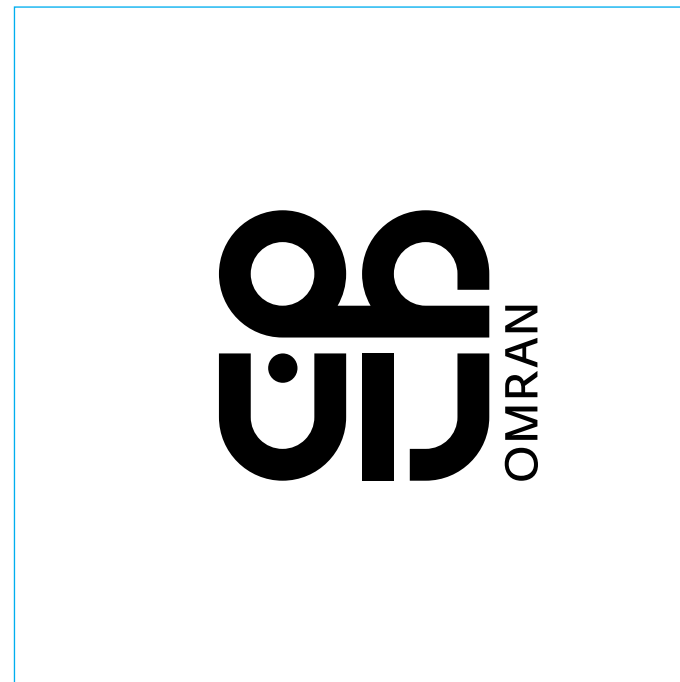
Depending on the design direction

- image-led design
- applying on coloured background

Information about applying the wordmark at endorsement level can be found in [Section 3.5 Partners and Endorsements](#).

For image-led design see [Section 2.53 Wordmark on image](#)

When applying the logo on a coloured background see [Section 2.51 Wordmark on colour](#)



wordmark

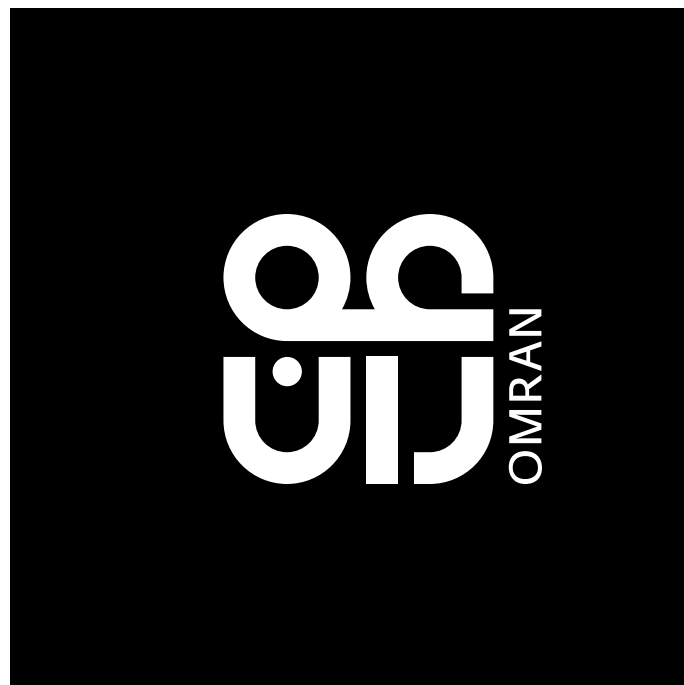
Basic Elements

2.5.1 Wordmark on colour

Whenever the logo is used on a background other than white, **only the wordmark is used.**

For Omran initiated applications, the white wordmark should be used on the brand colours.

Examples of this can be seen in [Section 4: Applications.](#)



Basic Elements

2.5.2 Wordmark on image

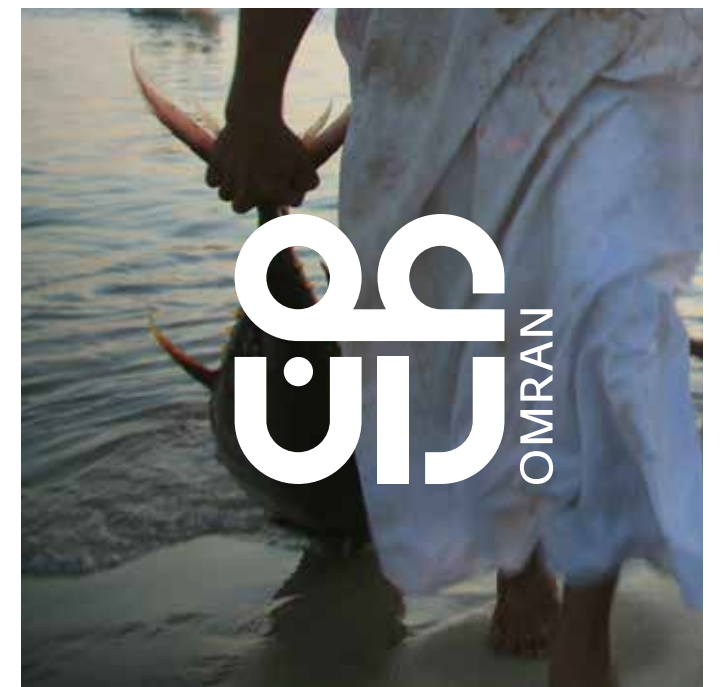
In some applications, the wordmark can be used in white or black on top of images.

Choose either white or black depending on which achieves greatest contrast.

Images and the image area behind the logo need to be carefully selected to work with the logo for maximum legibility.

Examples of image-led designs can be found in:

[Section 4.13 Magazine Ad](#)



Examples of 'image-led' advertisements.

Basic Elements

2.5.3 Don't do this

When using the wordmark on images, avoid the following:

A.

Don't create low contrast legibility when using the wordmark on an image.

Choose either white or black depending on which achieves greatest contrast.

Images and the image area behind the logo need to be carefully selected to work with the logo for maximum legibility.

B.

Don't change the colour of the wordmark, it should be either white or black.



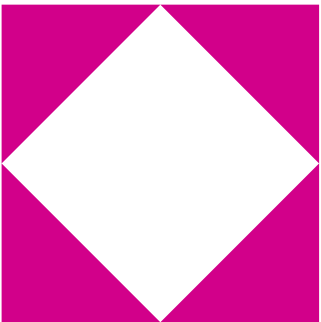
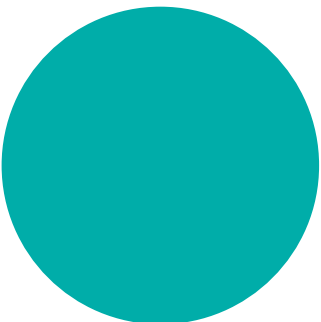
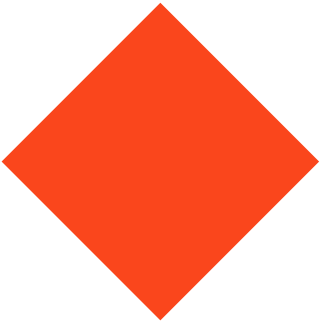
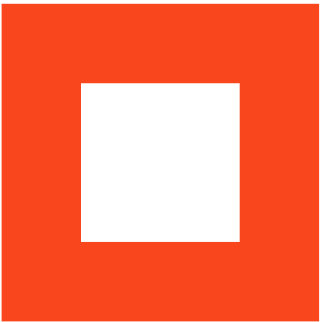
Basic Elements

2.6 Colour

All squares are
coloured in red

All circles are
coloured in aqua

All triangles are
coloured in purple



Pantone

PANTONE 172



PANTONE
RHODAMINE RED

CMYK and RGB

C 0 M 65 Y 90 K 0
R 250 G 70 B 28
FA461C

C 70 M 0 Y 40 K 0
R 0 G 173 B 169
00ADA9

C 0 M 100 Y 0 K 0
R 210 G 0 B 138
D2008A

Natural Color System

NCS
S 0570 - Y80R

NCS
S 1050 - B40G

Each paint company uses
different colour values to get
the right colour. NCS values
are used by Jotun Paints.

NCS
S 1060 - R30B

Basic Elements

2.6.1 Colour - Deluxe

There will come times when a more opulent finish is required for printed applications.

Gold and silver colours have been selected from the metallic Pantone colour range as 'deluxe' colour alternative. These colours can also be used as a basis for other production techniques such as foiling.

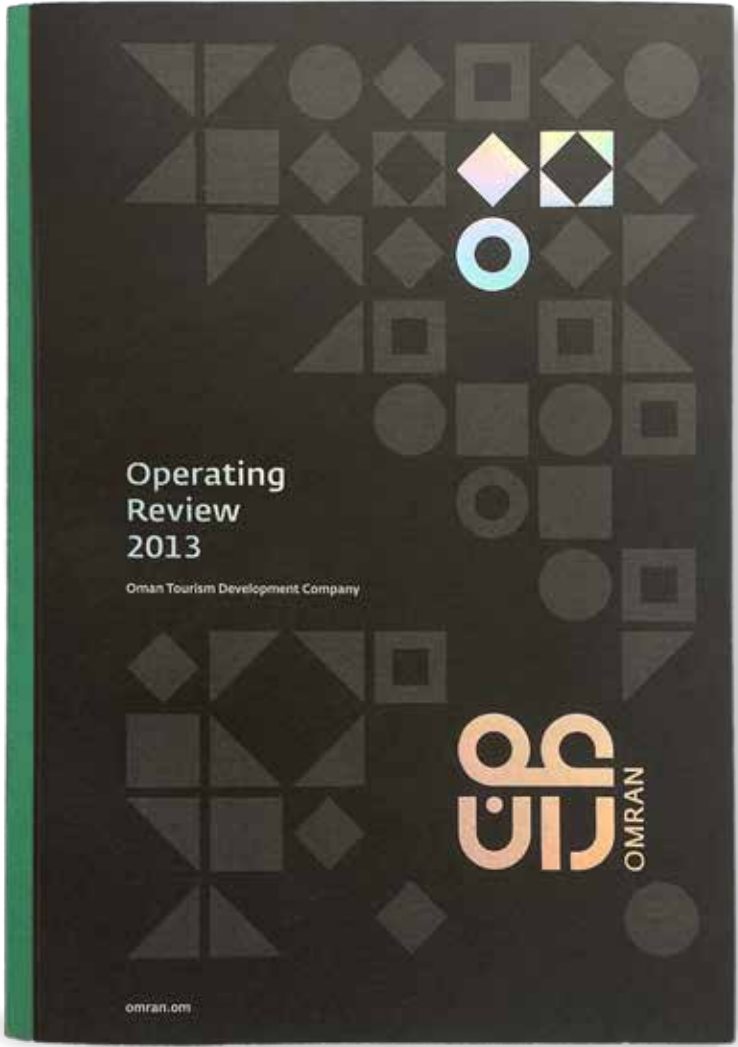
In order to achieve maximum impact from these colours, a neutral black base-colour can be used. When applying the deluxe colours to a lighter base-colour, ensure legibility is not compromised.

The deluxe colours should be used sparingly in order to achieve an understated, sophisticated feel.

Use the examples opposite as a guide for achieving this look.



Gold foil



Silver foil with pearl wash

Basic Elements

2.6.2 Colour tints - Printed publications

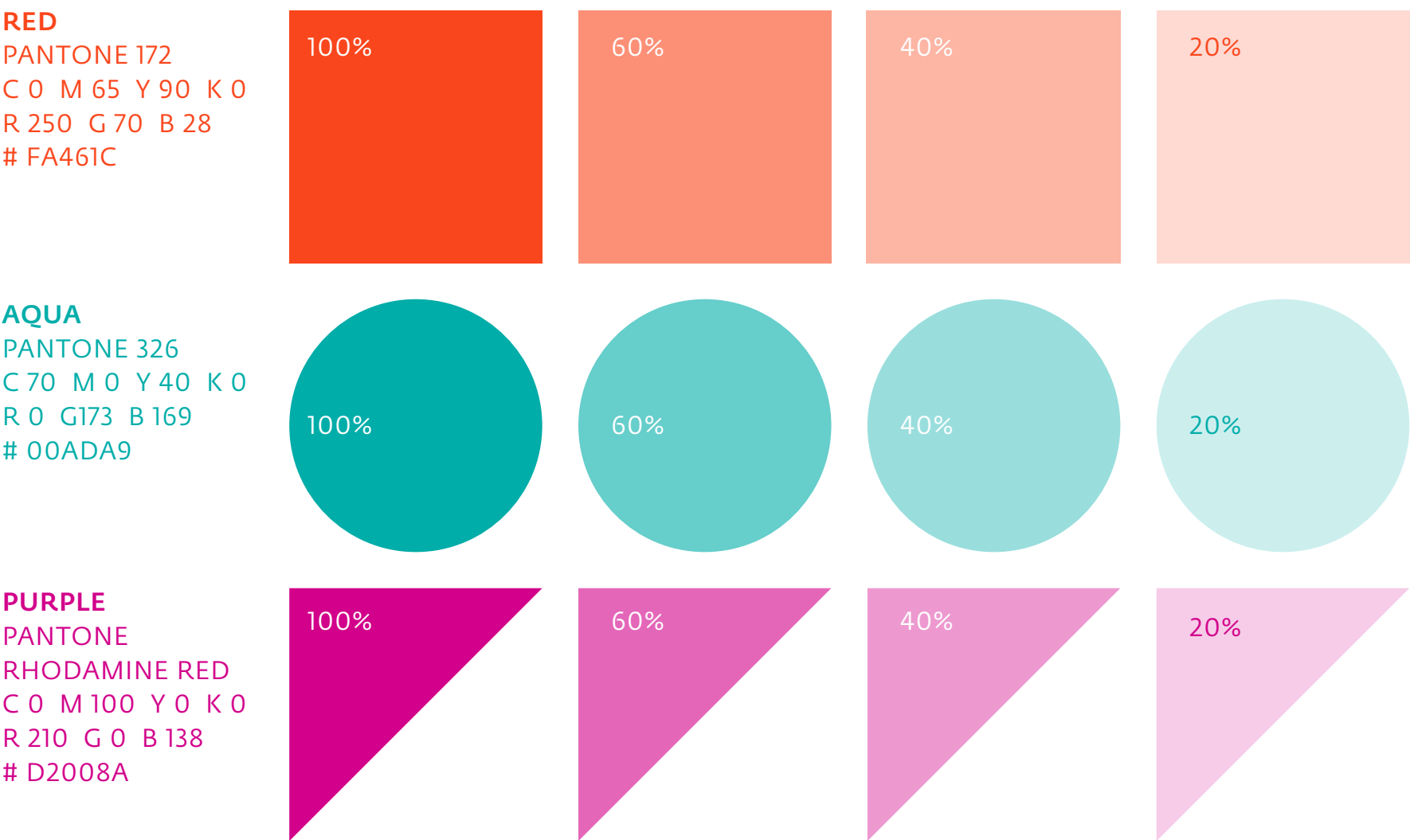
In order to give greater colour diversity and add more impact to information graphics, a select group of colour tints ranging from 100 to 20 percent can be used.

Please select from the appropriate colour system (depending on your medium) opposite when making information graphics.

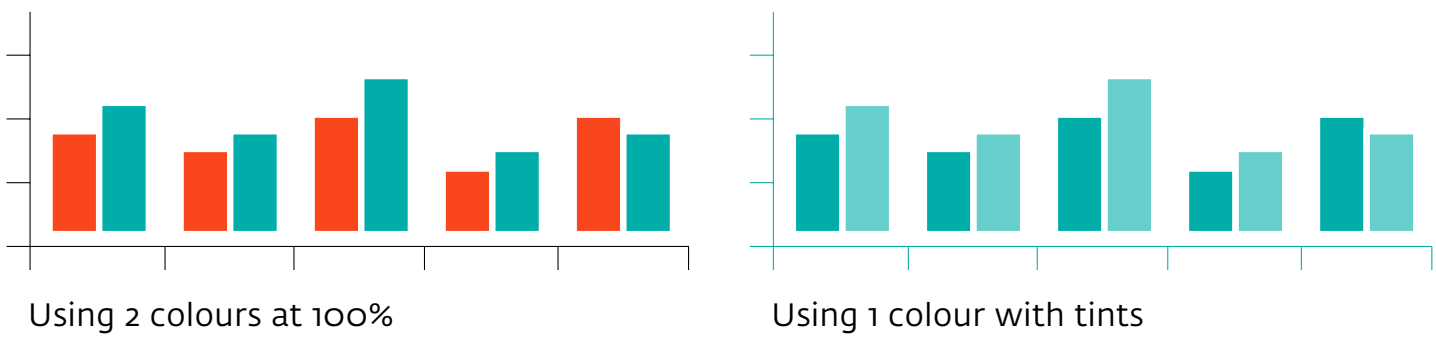
The use of text over graphics should be limited to white. When the colour tint is below 40%, the text should a 100% tint of the same colour it appears on.

Colour tints should be used exclusively for information graphics and not as backgrounds or watermarks.

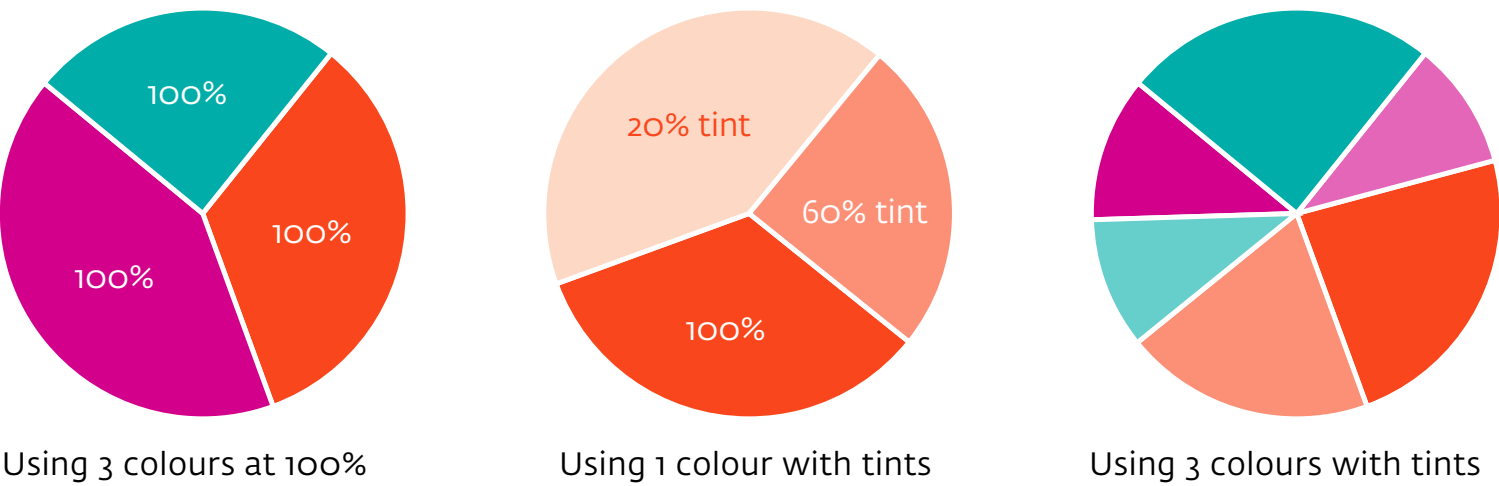
Refer to [Section 2.6.2](#) for electronic document colours.



Bar graph sample



Pie chart sample



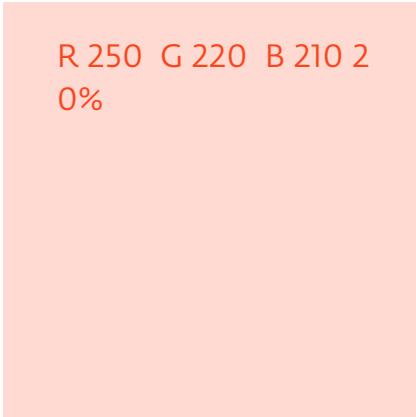
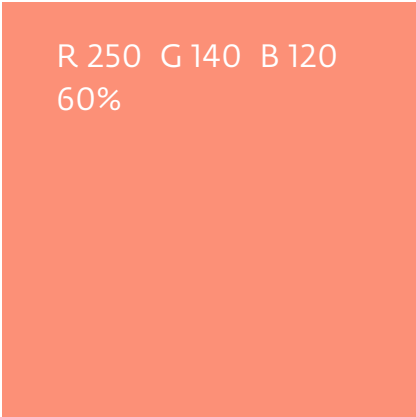
Basic Elements

2.6.2 Colour tints - Electronic documents

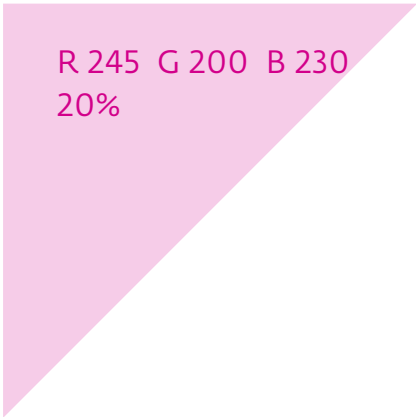
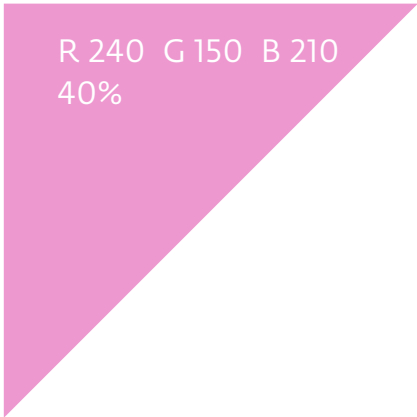
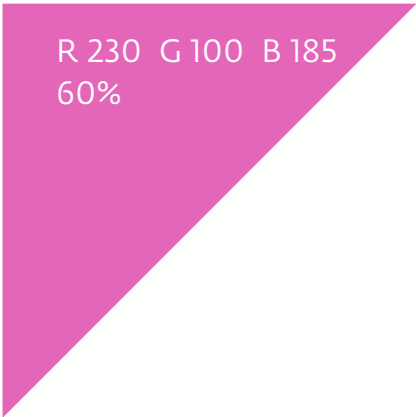
When working with electronic documents (such as Microsoft Word and Powerpoint) the same range of tints should be used.

In order to achieve this ensure to use the original document source files and templates provided by the Omran Branding Department.

If these documents are not available the colours can be recreated using the colour values shown opposite



NOTE: The Omran colour theme can be added to any Microsoft software by importing the file 'OMRAN-Document_Theme_Colour.thmx' into the Document Theme tab.



Basic Elements

2.7 Typeface - Brand

The primary typeface is **Fedra Sans**. It is used to add strength to the Omran brand and must be used for all Omran communications.

Fedra merges a well crafted typeface, with one that demonstrates a friendly and outgoing visual style. Letters such as the 'T' and 'W' contain strong lines whilst letters with counters such as the lowercase 'b' do not contain full circles, depicting a free flowing set of glyphs that constantly compliment one another. The dot on the 'i' is one of the major elements that links the typeface to its Arabic counterpart. Resembling a diacritic dot, the 'i' further displays the typeface's playfulness whilst retaining its well-crafted roots.

Fedra Font can be purchased from the following website:

Fedra Sans Book
Fedra Sans Medium
http://www.typotheque.com/fonts/fedra_sans

Fedra Sans Arabic Book
Fedra Sans Arabic Medium
http://www.typotheque.com/fonts/fedra_arabic

Fedra Sans STD Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789\$!#&%*

Fedra Sans STD Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789\$!#&%*

RK**Pb**fyi

Basic Elements

2.7 Typeface - Brand

Similarly, Fedra Arabic contains a strong and well crafted base, yet resembles the hand strokes of a more calligraphic typeface.

It is a well crafted representation of its English originator, both visually and technically. The 'r' and 's' letters contain strokes that seem expressive, yet when placed within words, flow seamlessly throughout a sentence.

As a bi-lingual typeface, Fedra demonstrates informal elegance with a unique contemporary design system.

Fedra Font can be purchased from the following website:

Fedra Sans Book
Fedra Sans Medium
http://www.typoshake.com/fonts/fedra_sans

Fedra Sans Arabic Book
Fedra Sans Arabic Medium
http://www.typoshake.com/fonts/fedra_arabic

Fedra Sans STD Book

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ي
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠

Fedra Sans STD Medium

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ي
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠

غص هـ ش

Basic Elements

2.7.1 Typeface - System

A system font is one that is pre-installed on most computers. In particular applications, especially office software applications such as Microsoft Word, PowerPoint and also websites, it is necessary to use a system font in place of the corporate font. This is driven by both practical and technical considerations and is the only exception.

A. Office

Tahoma is to be used by all our office employees and staff as it is a clean and contemporary typeface that shares similar visual characteristics to our Brand typeface.

B. Executive

The font Arial should be used by our company Executives and higher management for formal documentations and presentations in Arabic. It has been selected for its classical, calligraphic qualities.

A.

Tahoma Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789\$!#&%*

Tahoma Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789\$!#&%*

Tahoma Regular

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ي
١٢٣٤٥٦٧٨٩٠

Tahoma Bold

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ي
١٢٣٤٥٦٧٨٩٠

B.

Arial Regular

ع ص ه ش

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ي
١٢٣٤٥٦٧٨٩٠

Arial Bold

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ي
١٢٣٤٥٦٧٨٩٠

Basic Elements

2.7.2 Typeface - Large format

When creating large format, printed communications with Arabic messaging, the sharper angles of the Fedra font become more apparent and disrupt the what should be a smooth reading experience. A substitute font has been introduced as an alternative.

The typeface **Frutiger LT Arabic** has a more fluid feel and is to be used for all Arabic text that appears in a format larger than **A4** or a point size greater than **60**.

دعم
المجتمعات
المحلية

Fedra Sans STD Book, 62pt

دعم المجتمعات...

Frutiger LT Arabic Light, 62pt

دعم المجتمعات...

Frutiger LT Arabic Light

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ي
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩.

Frutiger LT Arabic Roman

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ي
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩.

Frutiger LT Arabic Bold

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ي
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩.

Basic Elements

2.7.3 Typography style

Our typography style is clean, clear, bold and confident. Given the vast array of mediums in which we communicate, the size and scale of type will vary. Here are some general guides to consider based on an A4 format.

BRAND

A. Headling/Display

Fedra Sans-Medium, 26pt, auto leading

B. Sub-heading

Fedra Sans-Medium, 14pt, auto leading

C. Project/Lead-in

Fedra Sans-Medium, 11pt, auto leading

D. Body Copy

Fedra Sans-Book, 11pt, auto leading

SYSTEM

A. Headling/Display

Tahoma-Bold, 26pt, auto leading

B. Sub-heading

Tahoma-Regular, 14pt, auto leading

C. Project/Lead-in

Tahoma-Bold, 11pt, auto leading

D. Body Copy

Tahoma-Regular, 11pt, auto leading

BRAND

A. Some of our 2013 highlights

B.

DEVELOPMENTS

C.

Oman Convention and Exhibition Centre Oman

D.

Convention and Exhibition Centre (OCEC) is a mega-project that will transform the capital and establish Oman as a regional business tourism hub. Construction of the exhibition halls started in 2013 while Omran supervised the design, tendering and construction of the whole project to ensure that it is on schedule for OCEC's opening in 2016.

إضاءات

المشاريع

مركز عُمان للمؤتمرات والمعارض

يعد مركز عُمان للمؤتمرات والمعارض، الذي من المقرر إنجازه في الربع الثالث من عام ٢٠١٦ م، من المشاريع الضخمة التي من شأنها وضع السلطنة على خارطة العالم وتحويلها الى وجهة مهمة لاستضافة الأحداث والمحافل والفعاليات الإقليمية والدولية. وفي عام ٢٠١٣ م، تم البدء بإنشاء قاعات المعارض حيث قامت عُمران بالإشراف على أعمال التصميم، وإسناد المناقصات والأعمال الإنشائية لضمان إفتتاح المشروع في الوقت المحدد له في العام ٢٠١٦ م.

SYSTEM

A. Some of our 2013 highlights

B.

DEVELOPMENTS

C.

Oman Convention and Exhibition Centre

D.

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Basic Elements

2.9 Photography

We have a simple but very effective approach to our photographic style.

Our guiding principle is '**Omran at work**'.

We are always busy making a difference and our photography should capture our energy and application. Our imagery is always candid and reportage style and above all, real.

Wherever possible, shots should be taken from an **interesting angle** or **perspective** in order to **engage the viewer**.

A mixture of treatments such as **depth-of-field** and extreme **close-ups** are encouraged, providing that the main subject matter is still recognisable.

Scenes with people should come across as **completely natural** and not seem obviously staged.

Our photography tells our story.

The world of Omran is full of stories about how we are delivering on our brand promise. Stories about our developments, stories about our people and stories about how Oman is being shaped by what we do.



Basic Elements

2.9 Photography

We have hero shots, support shots and detail shots.

When used alone, our hero shots are intriguing and instantly arresting.
When used together, our photography forms rich and engaging narratives.

Hero shots
These lead a story. They are snapshots of the main action. Although they present the main subject, they should also present questions and draw the viewer in.

Everyday settings.
Always full of questions that suggest a story
Present a glimpse of action beyond the frame

Support shots
These are the supporting information to a story. They may describe a location, a setting or theme. These are often shots that could be taken by 'looking the other way' when capturing a hero shot.

Support the narrative of the hero image
A snapshot of a moment within a moment

Detail shots
These images are the rich textures, accents and colour of a story. They are the glue that binds the story together.

Help to bring the story to life

Details and textures that celebrate the beauty of the everyday

Simple and focused subjects

Descriptive of the broader scene

The stuff you can touch, smell and feel

Example: Harbour



Basic Elements

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Help to bring the story to life

Details and textures that celebrate the beauty of the everyday

Simple and focused subjects

Descriptive of the broader scene

The stuff you can touch, smell and feel

Example: Millennium Resort



3.

The Grid

- 3.1 Creating the grid
 - 3.1.1 Grid sizes
 - 3.1.2 Don't do this
- 3.2 Shapes in the grid
- 3.3 Logos in the grid
 - 3.3.1 Clear space
 - 3.3.2 Minimum size
 - 3.3.3 Don't do this
- 3.4 Text in shapes
- 3.5 Partners and Endorsement

The Grid

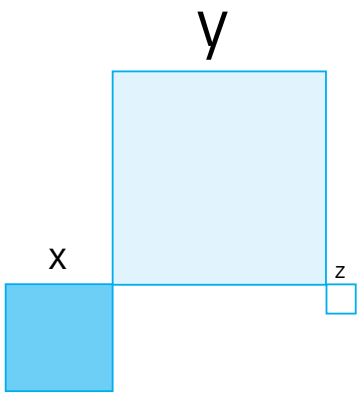
3.1 Creating the grid

This is the main grid for applications.

It has 8 squares across and fits the width of your document.

The border square is exactly half the size of one grid square.

All design stays inside the **Safe zone**.



y = length of one grid square
x = 1/2 of y
z = 1/7 of y

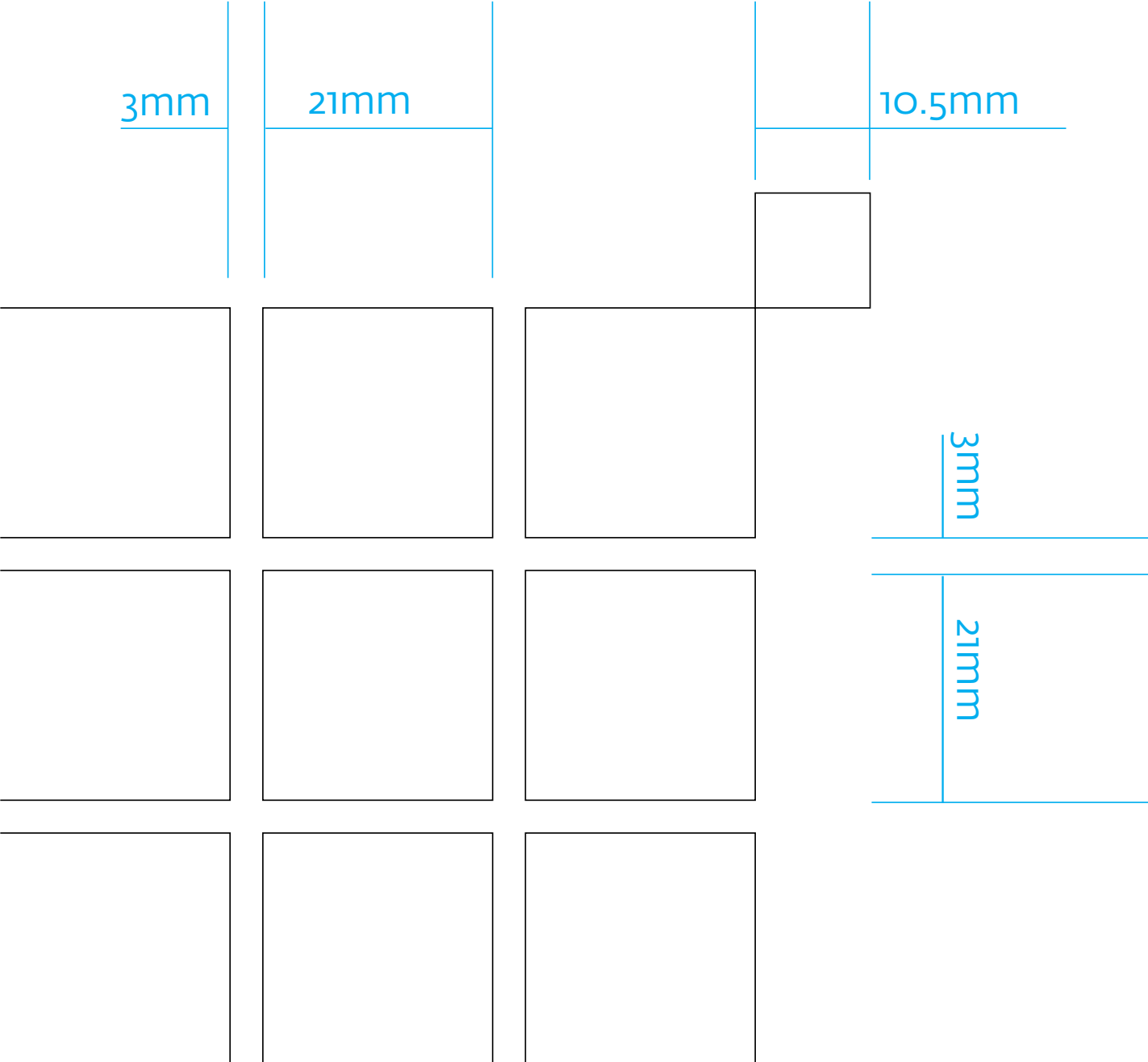
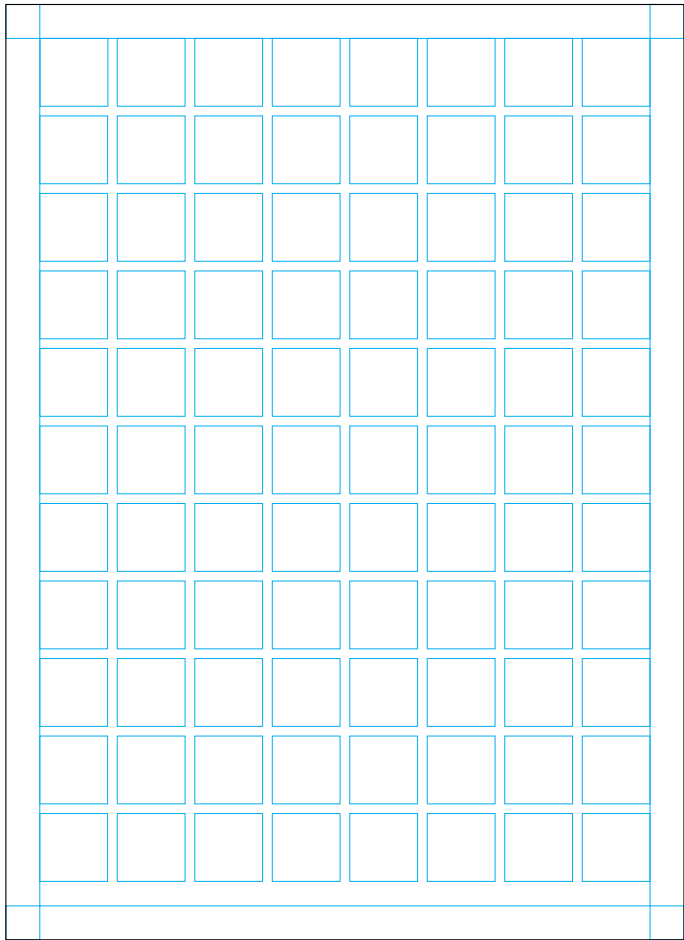


The Grid

3.1 Creating the grid

The grid can be created with the following measurements based on an A4 paper width.

A4



The Grid

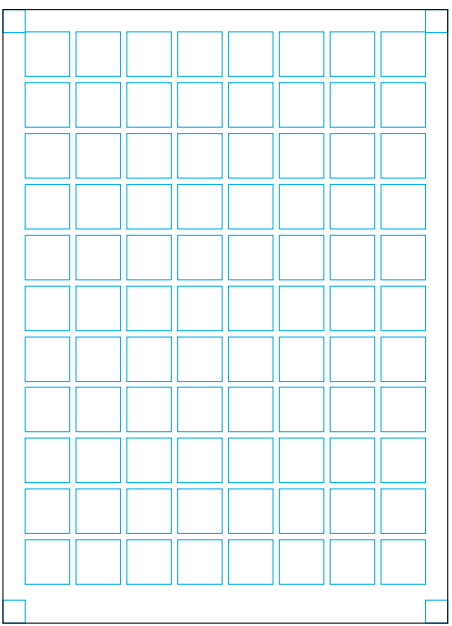
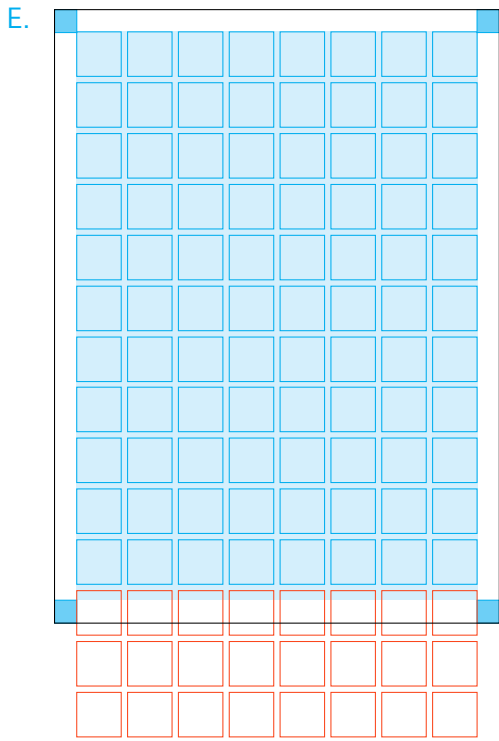
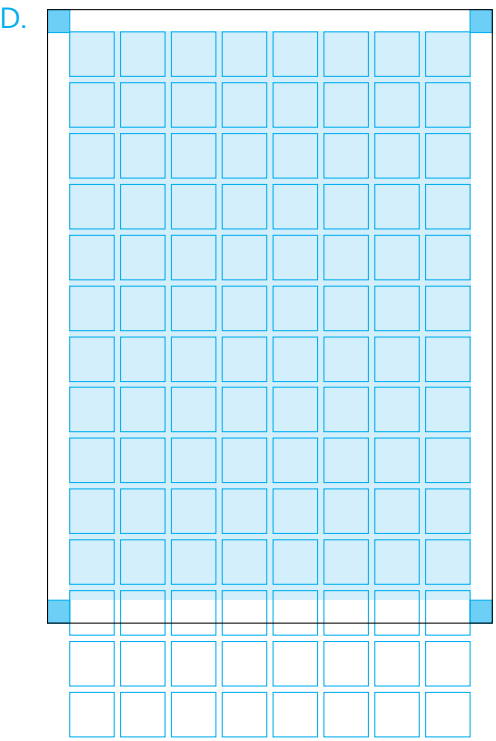
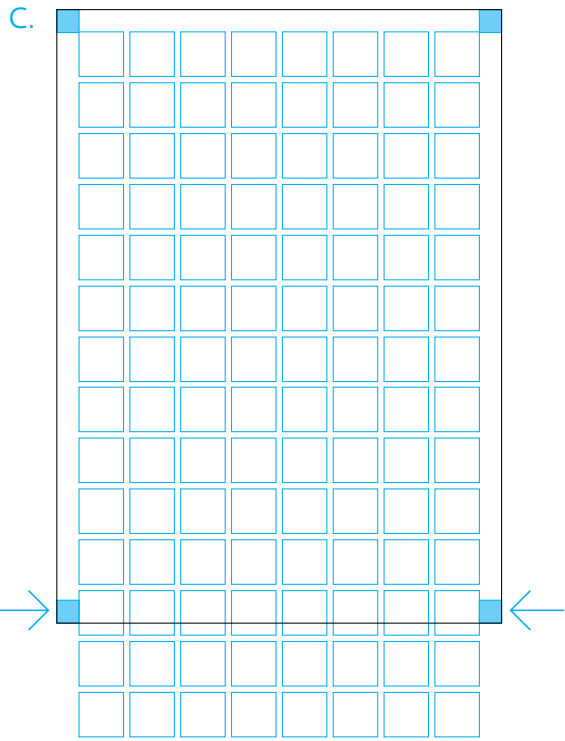
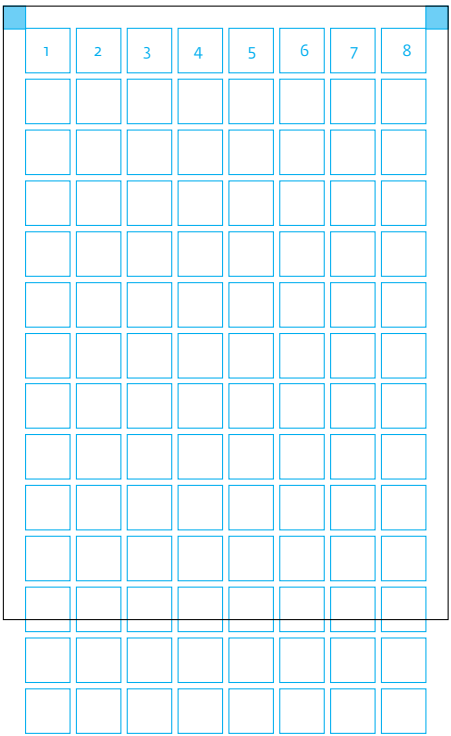
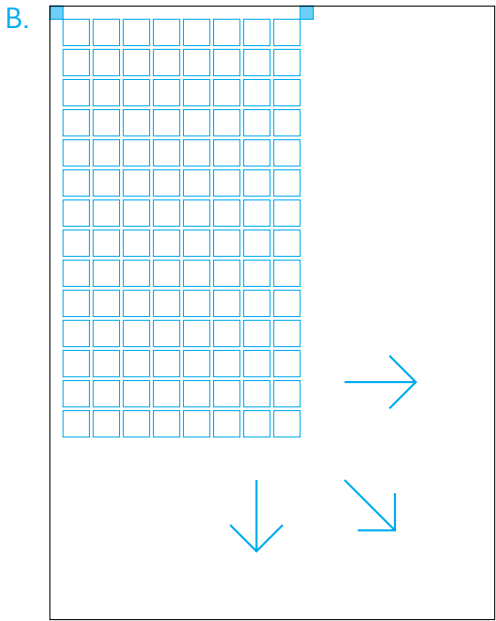
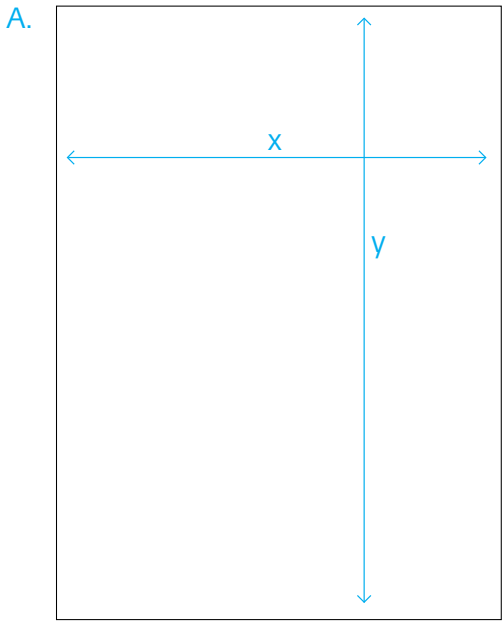
3.1 Creating the grid

Following are instructions how to create the grid in an existing document size.

- A. Create your document to size.
- B. Insert the grid. Scale it across to fit 8 grid squares.
- C. Add the **border squares** to fit the bottom of your document creating the exclusion zone.
- D. Define the **Safe zone**.
- E. Delete any excess boxes that do not fit into the Safe zone.

If you can choose the size of your document, create it to fit the grid perfectly.

To see perfect document grids, refer to examples in section **3.1.1 Grid sizes**.

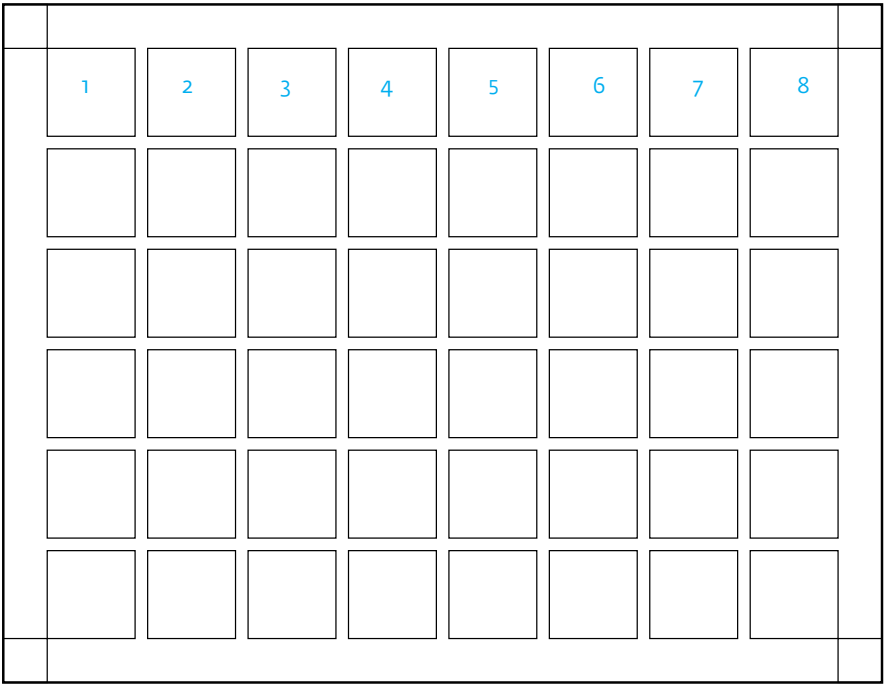
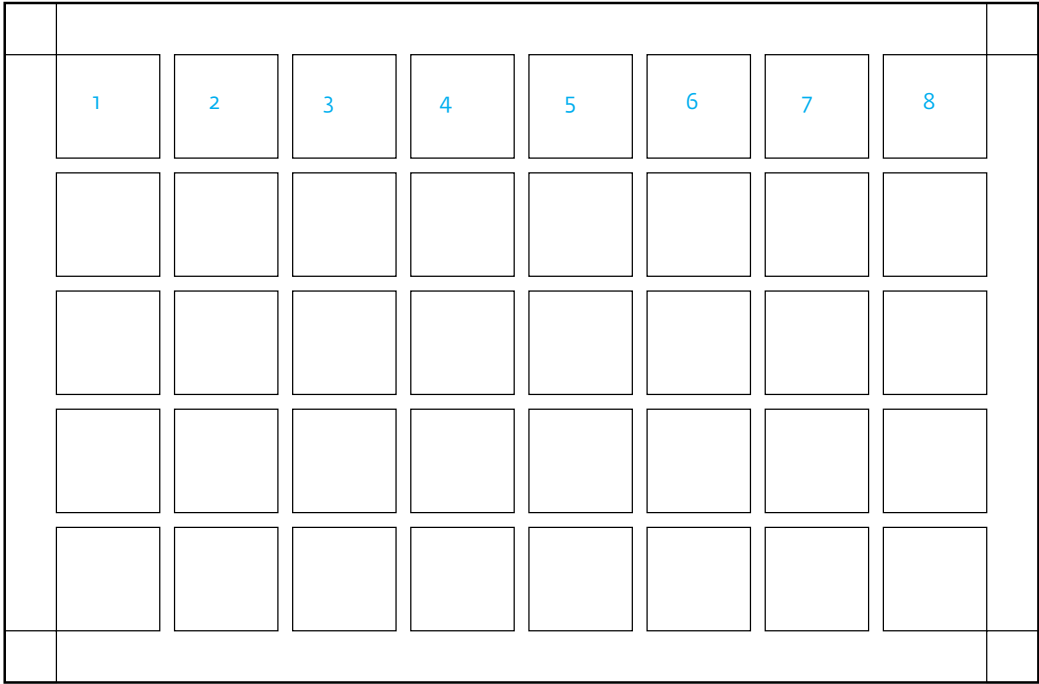
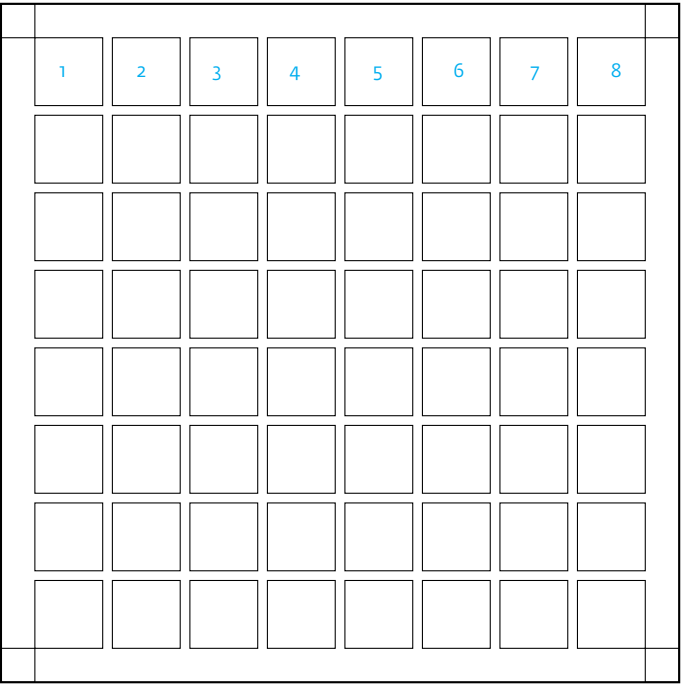
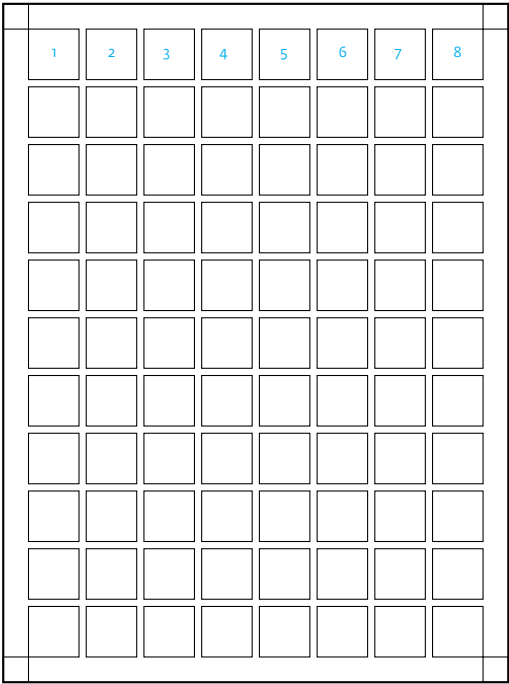
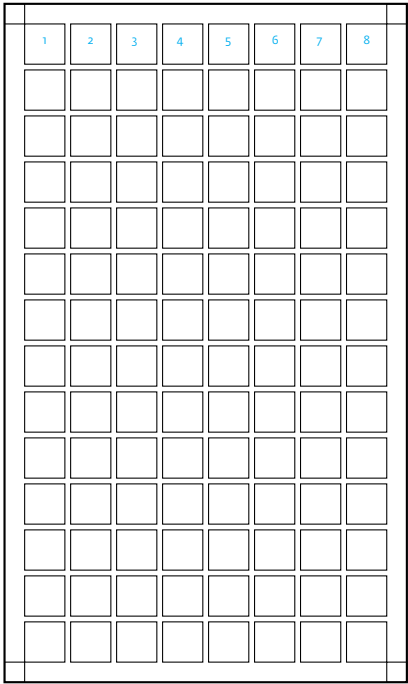


The Grid

3.1.1 Grid sizes

The main grid always has 8 squares width with a varying length depending on your document size.

The proportions of the grid stay the same, scaled up and down for different sizes.

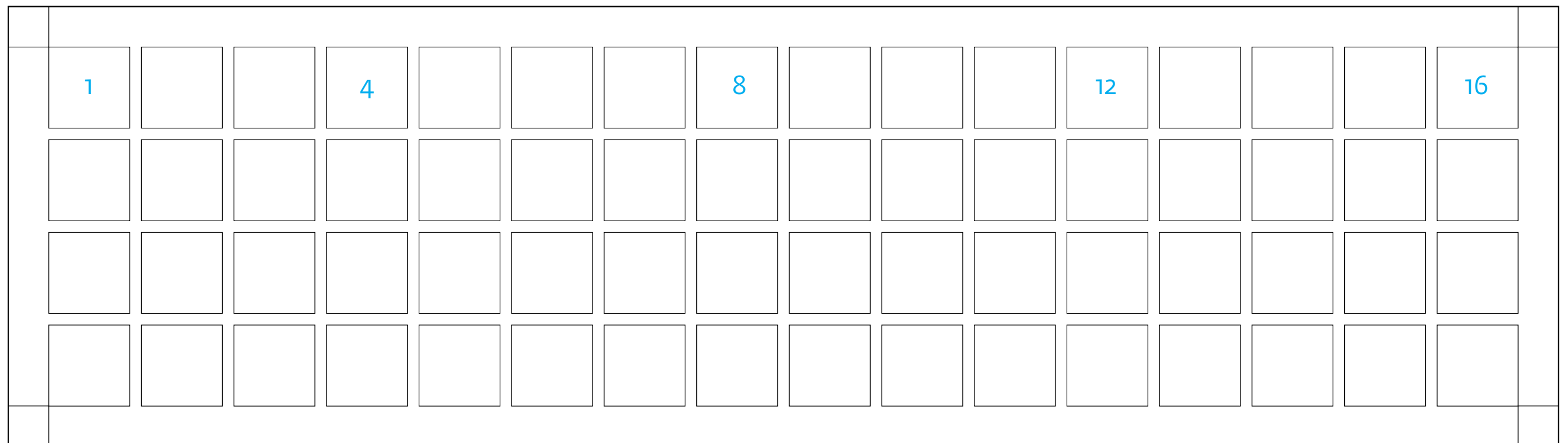
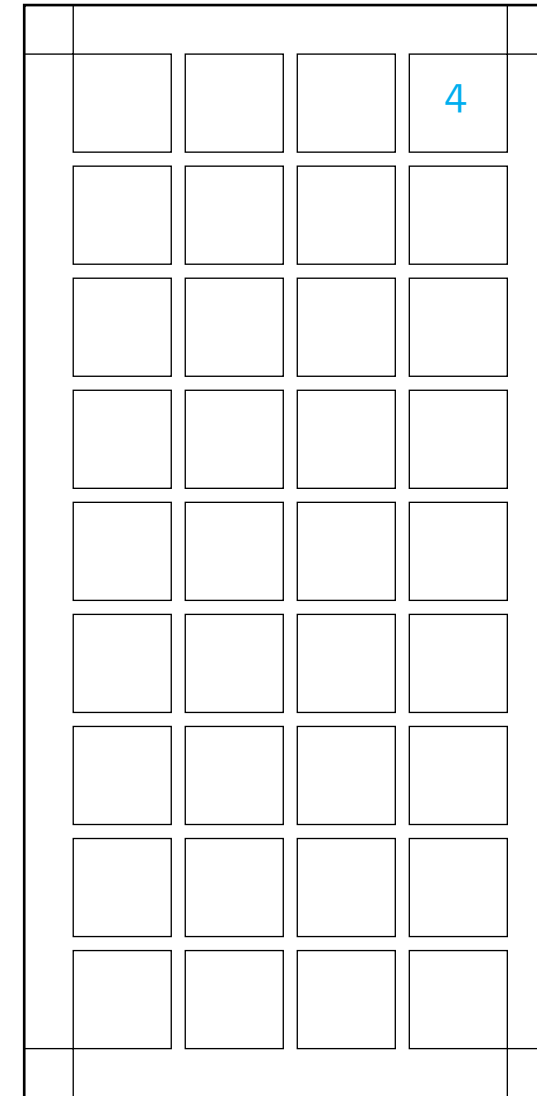


The Grid

3.1.1 Grid sizes

Different size grids can be created for standard formats, (e.g. fullpage newspaper, banners, backdrops).

As a guide, these can be built on multiples of 4, horizontally or vertically.

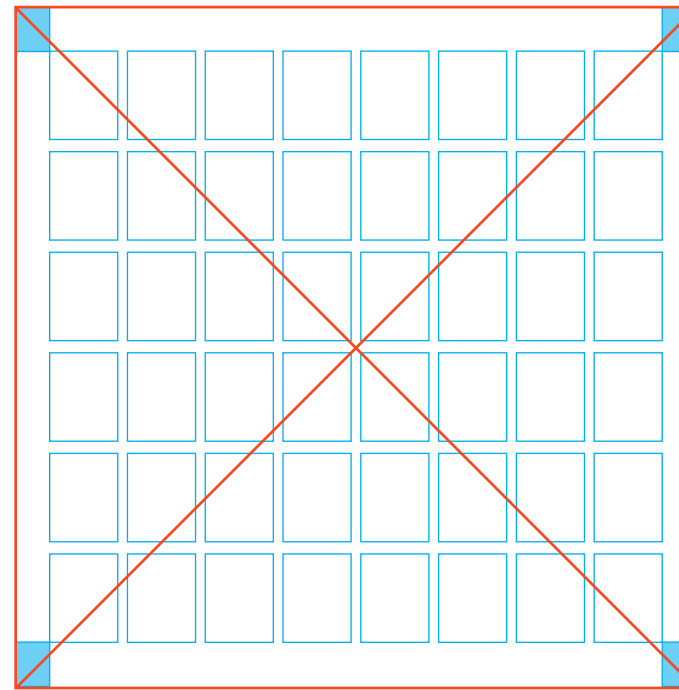


The Grid

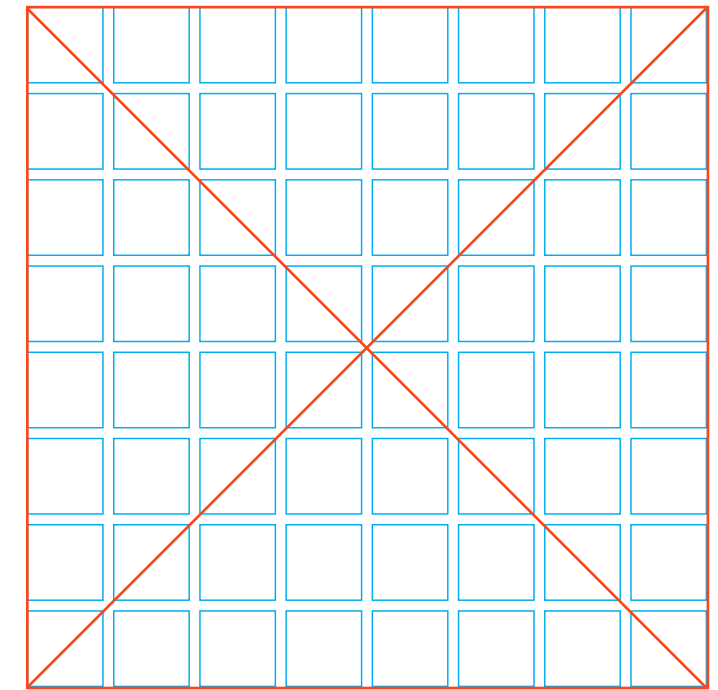
3.1.2 Don't do this

When creating your grid, avoid the following:

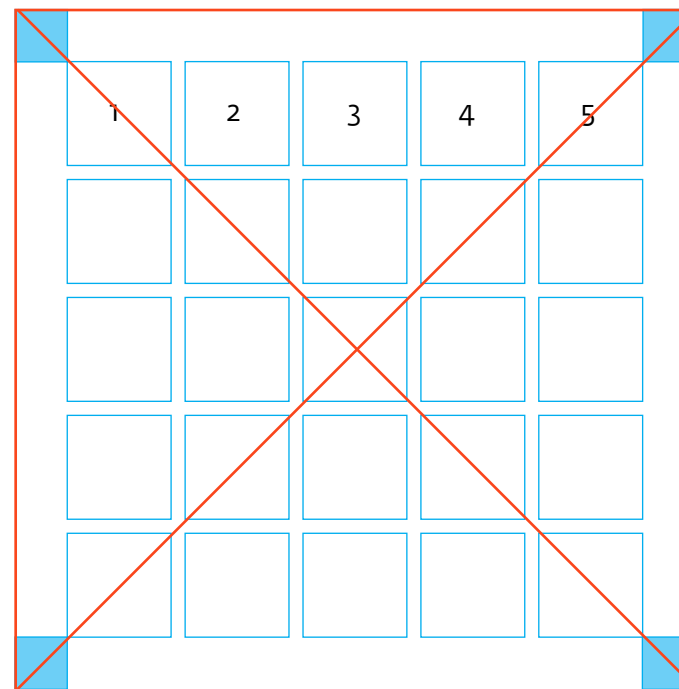
- A.
Don't stretch the grid.
- B.
Don't delete the border area.
- C.
Don't work with an odd number of squares across.
- D.
Don't make the grid smaller than the document size.



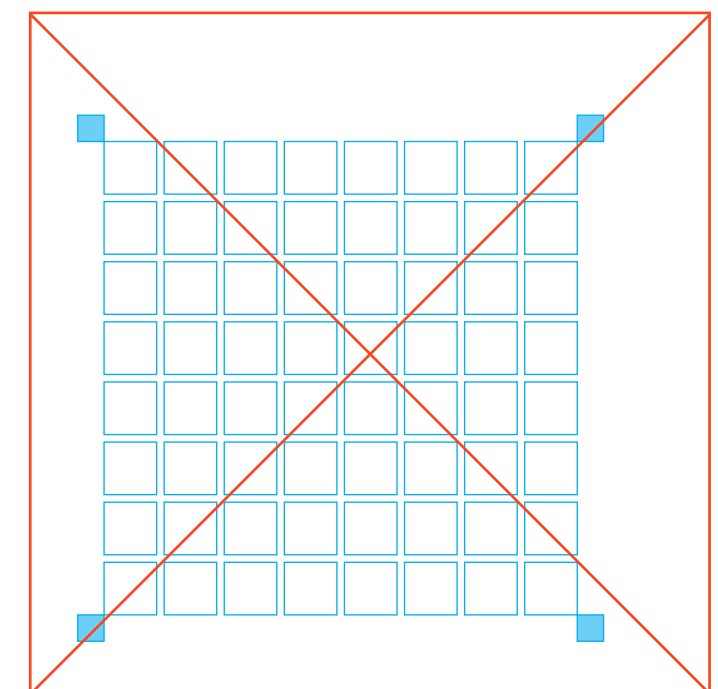
A.



B.



C.

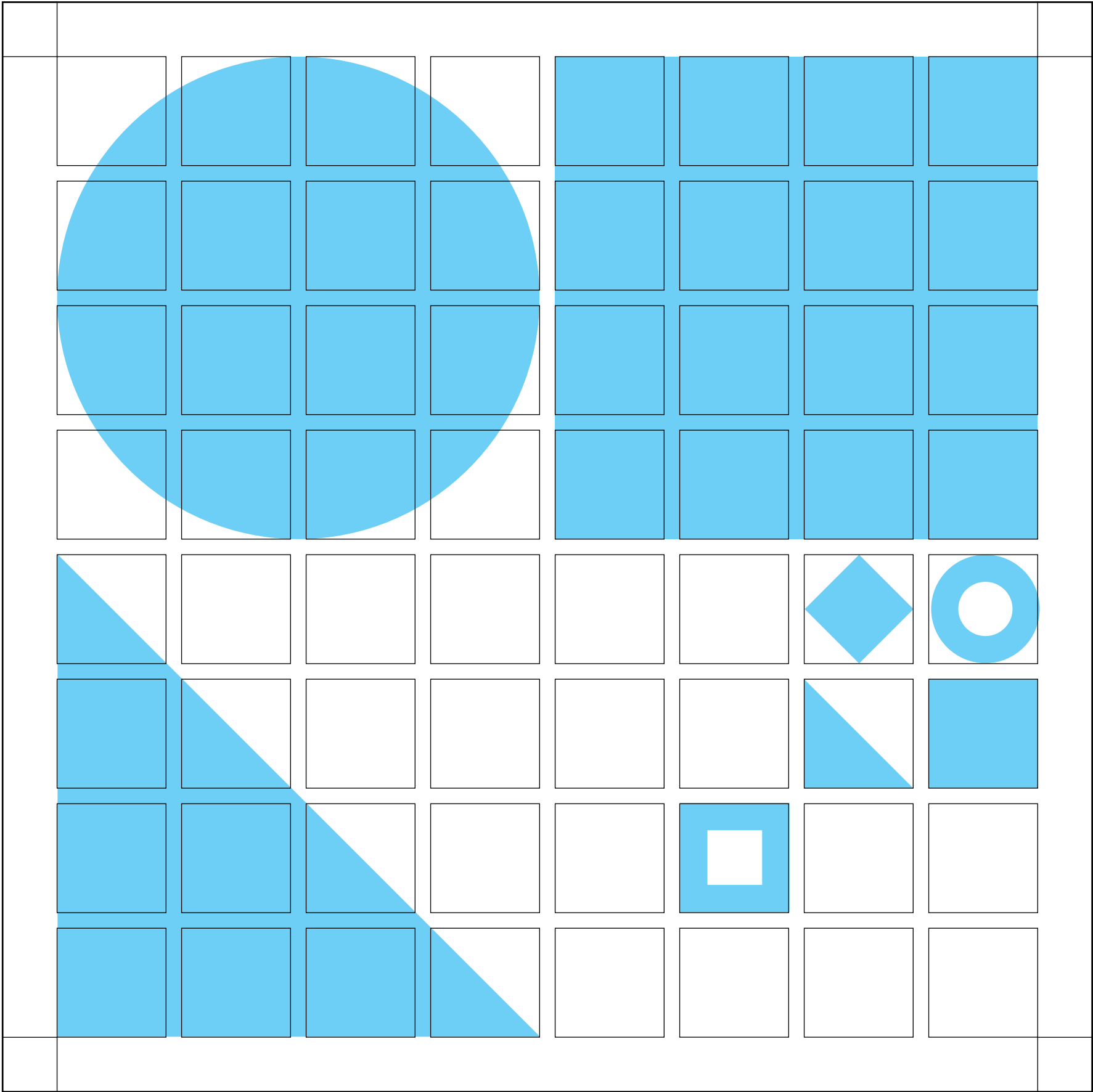


D.

The Grid

3.2 Shapes in the grid

Use the grid as a guide when placing shapes.



The Grid

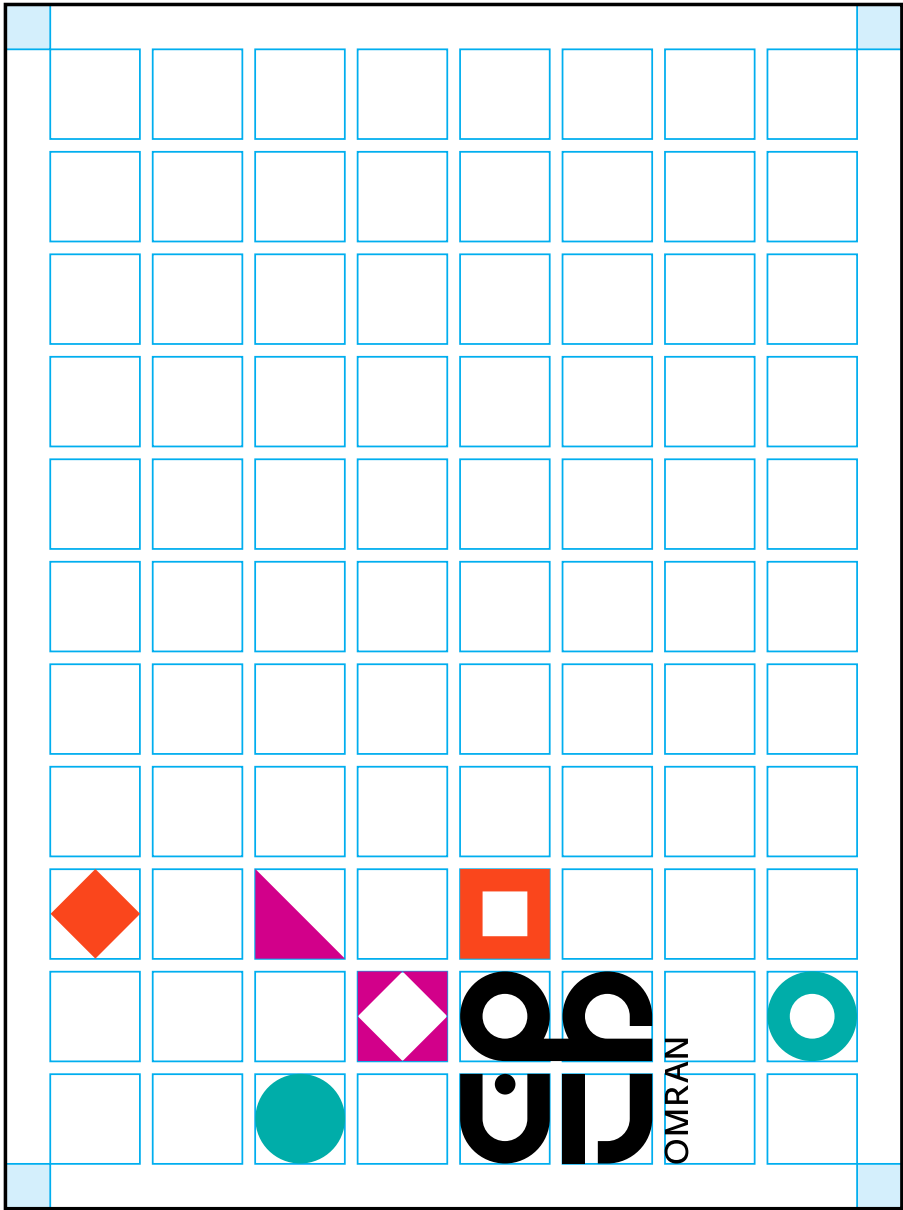
3.3 Logos in the grid – Large application

The grid integrates the logo and pattern into the document layout.

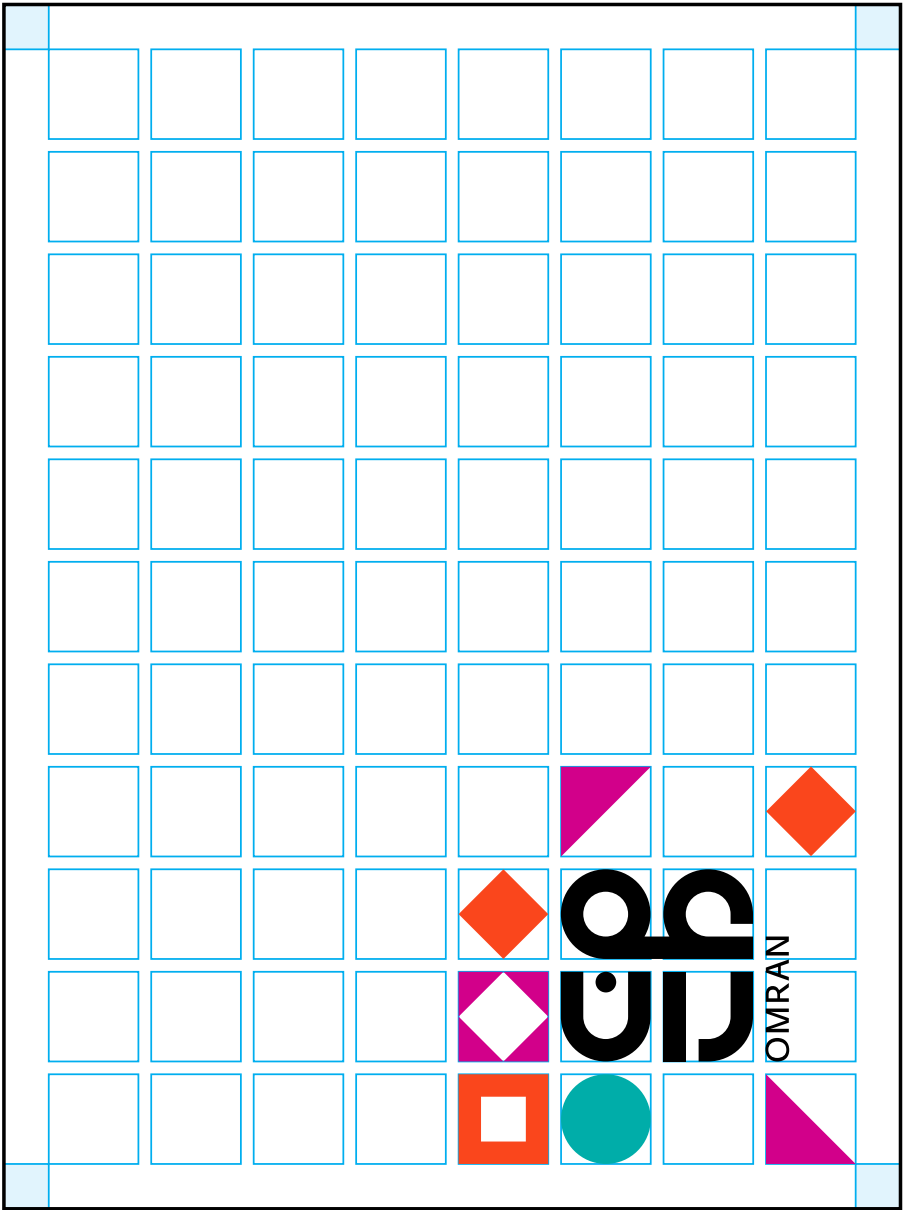
For large applications of the logo, each shape can fit into one square of the grid.

A. **Rectangle logo** fits across the total width of the document (8 squares).

B. **Square logo** fits into half the width of the document (4 squares).



A.
Rectangle logo



B.
Square logo

The Grid

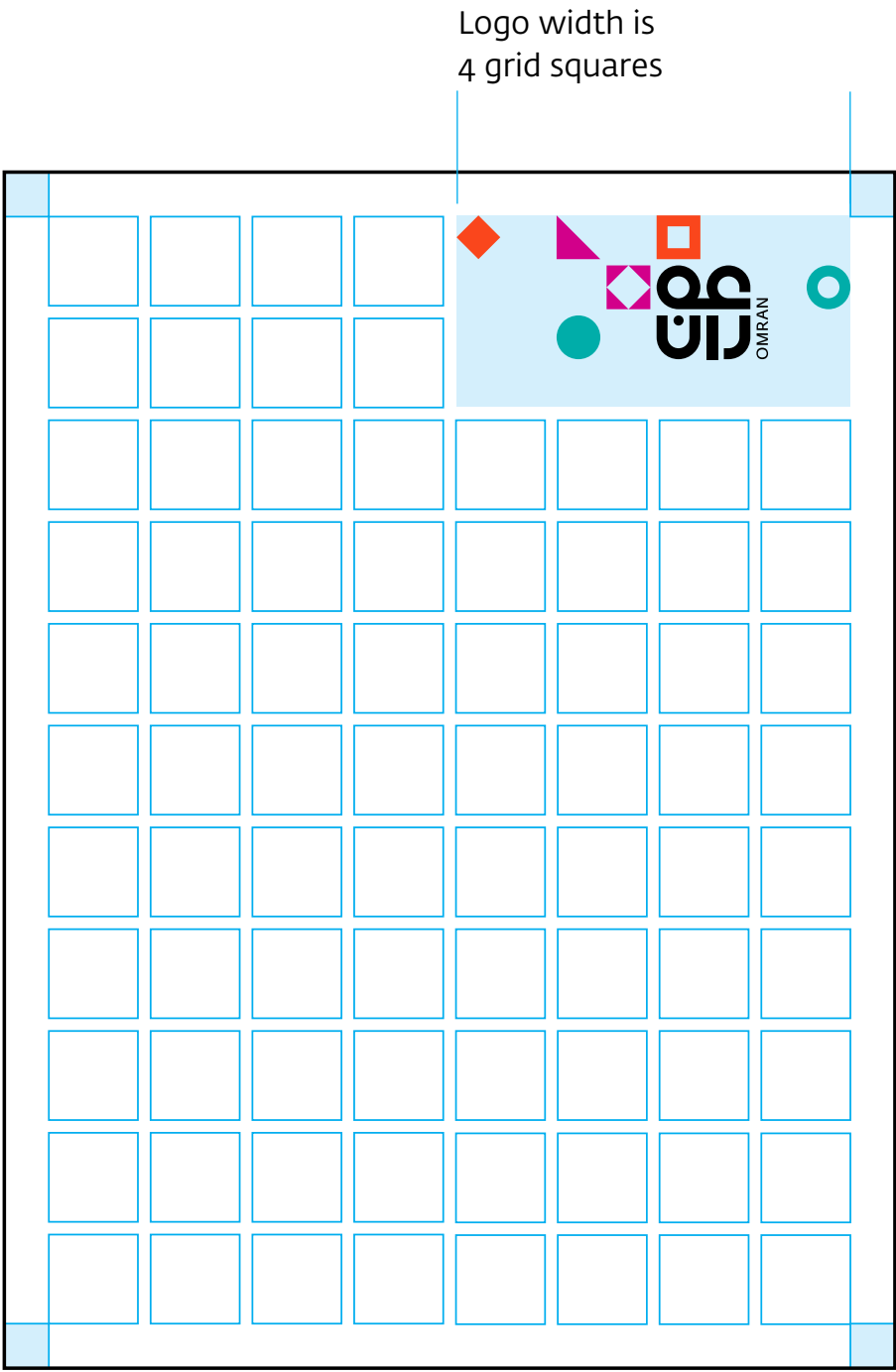
3.3 Logos in the grid – Small application

For small applications of the logo, the size is reduced so that the total width of the lockup is aligned to the grid.

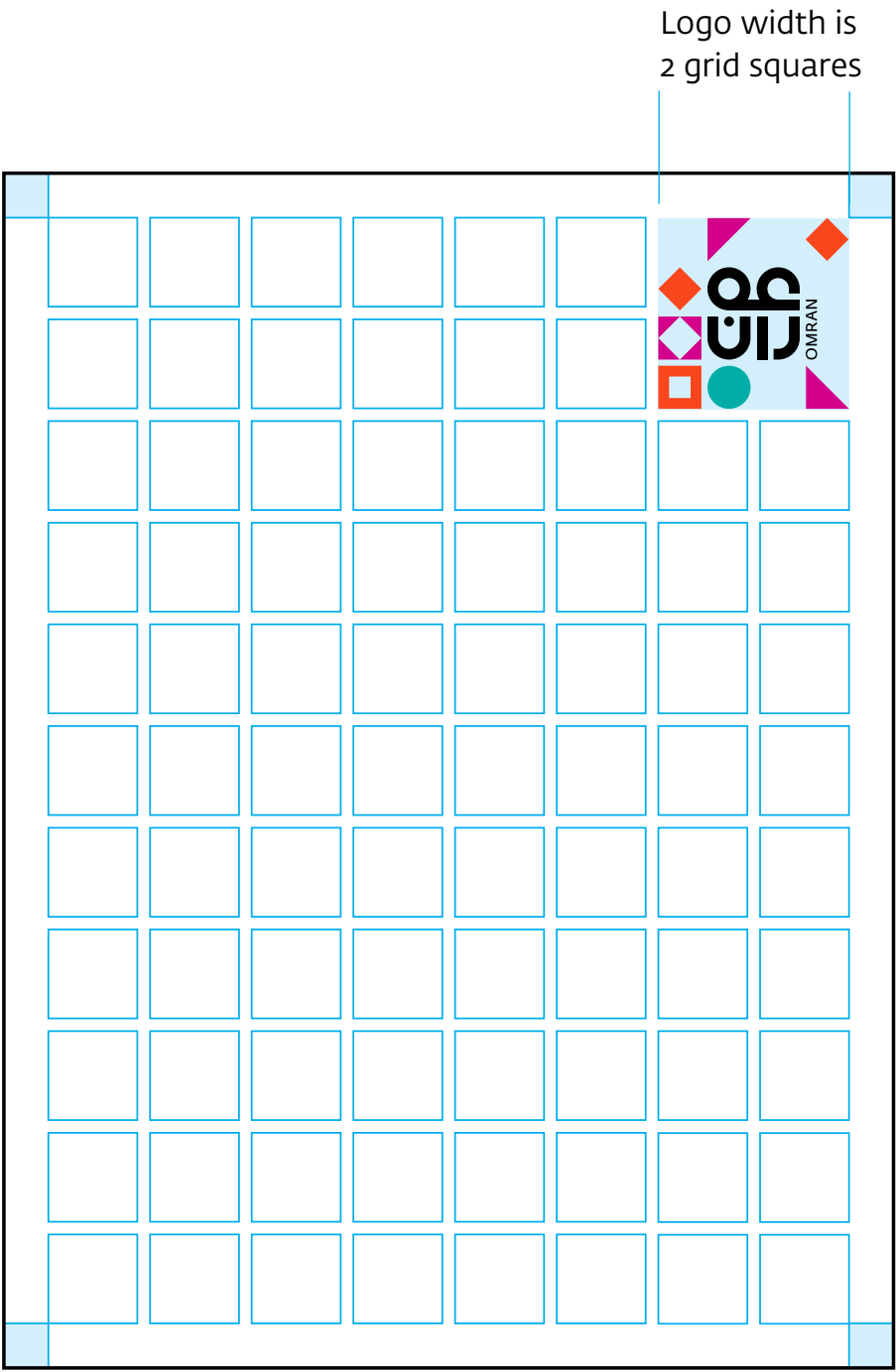
The individual elements may not align to the grid, but the overall width does.

A.
Small application of **Rectangle logo**.
Logo width = 4 grid squares.

B.
Small application of **Square logo**.
Logo width = 2 grid squares.



A.
Small application of
Rectangle logo



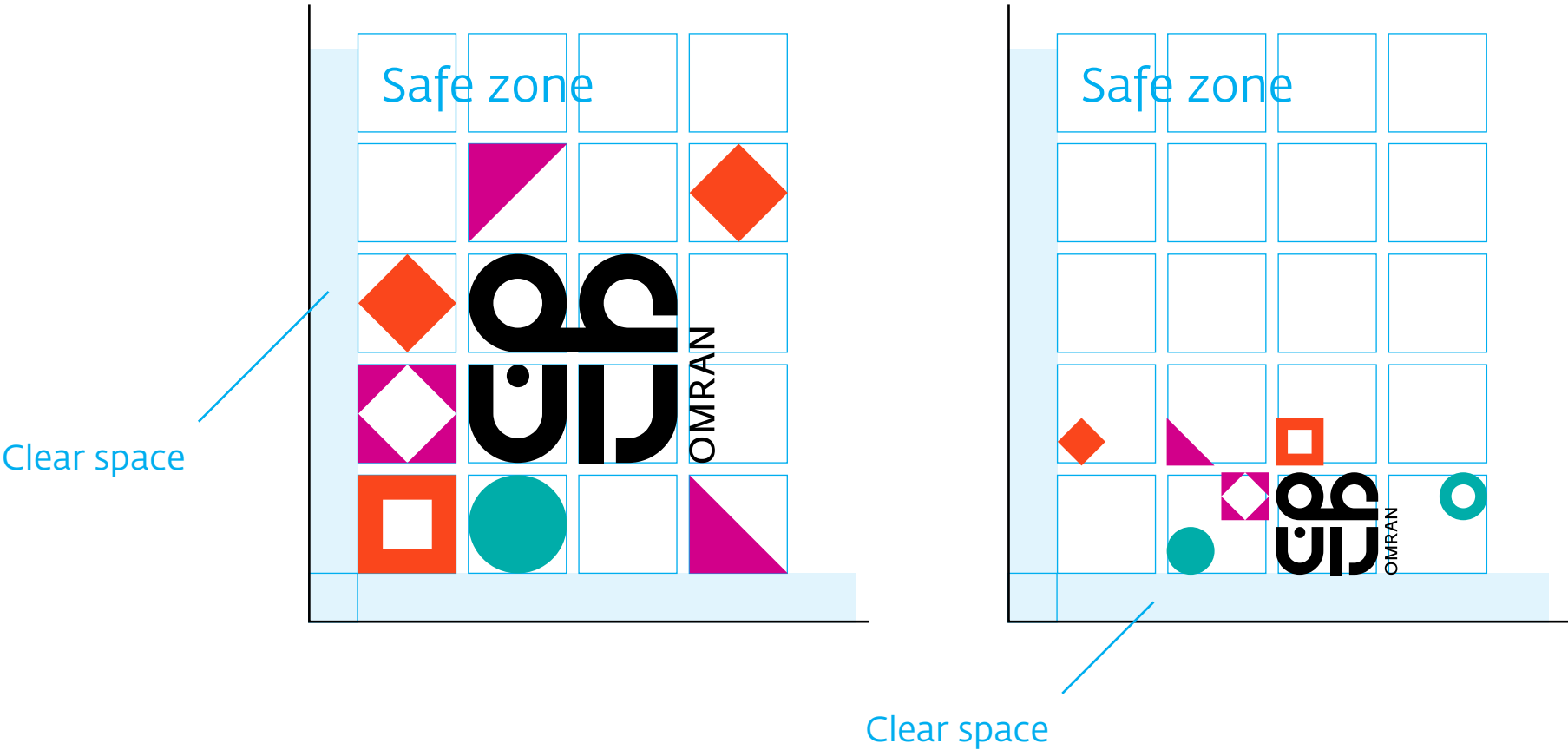
B.
Small application of
Square logo

The Grid

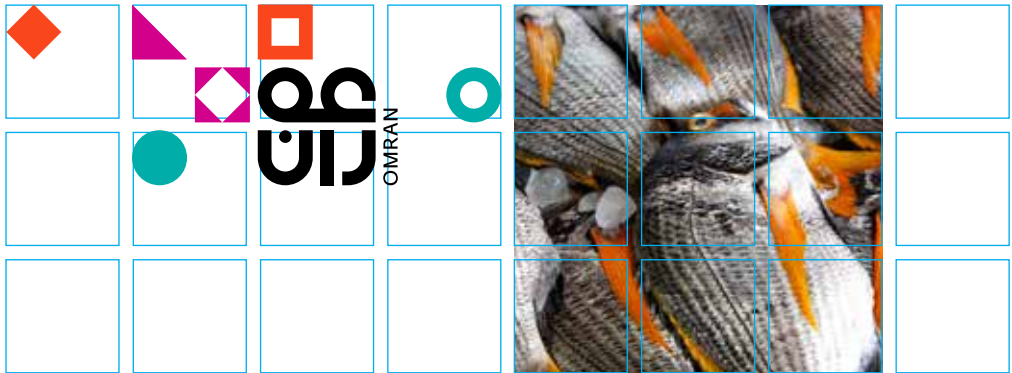
3.3.1 Clear space

Clear space area is created with the grid and is relevant to your document size. The logo and artwork sit inside the safe area. The clear space is half the size of one grid square.

Inside the grid, there is no real clear space. To keep fluidity and flexibility in design anywhere on the grid, graphics, text and images can simply begin and align to the next available grid square around the logo.



Shapes next to logo

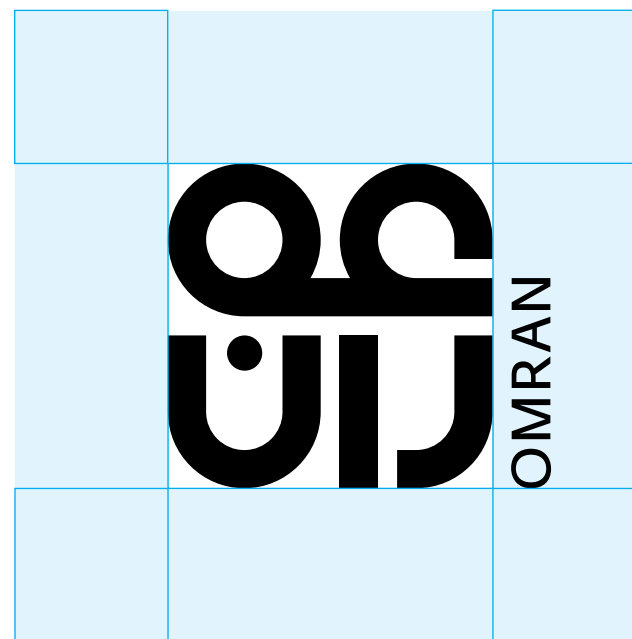


Images next to logo

The Grid

3.3.1 Clear space

When using the wordmark, the clear space is one grid square around the Arabic part of the wordmark.

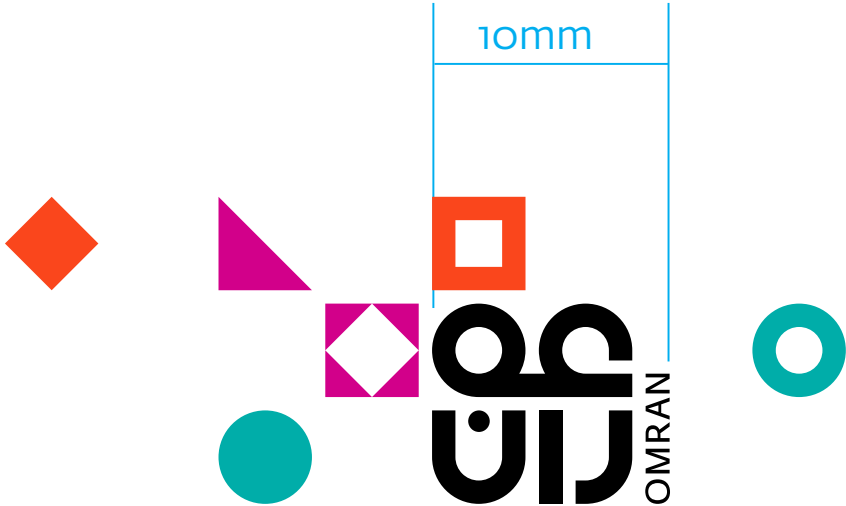
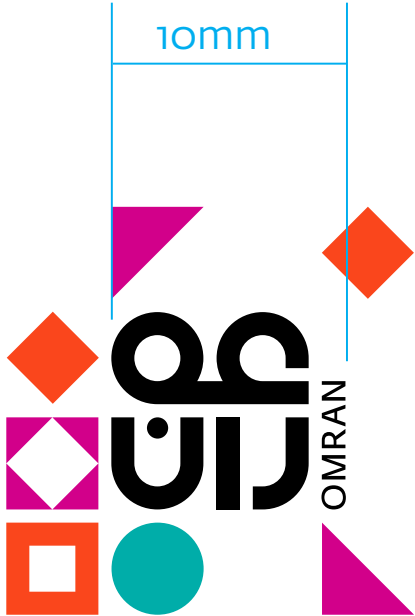


The Grid

3.3.2 Minimum size

For legibility in any application, the overall width of the wordmark should never be smaller than 10mm.

These measurements are an absolute minimum for reproduction and not a size recommendation.



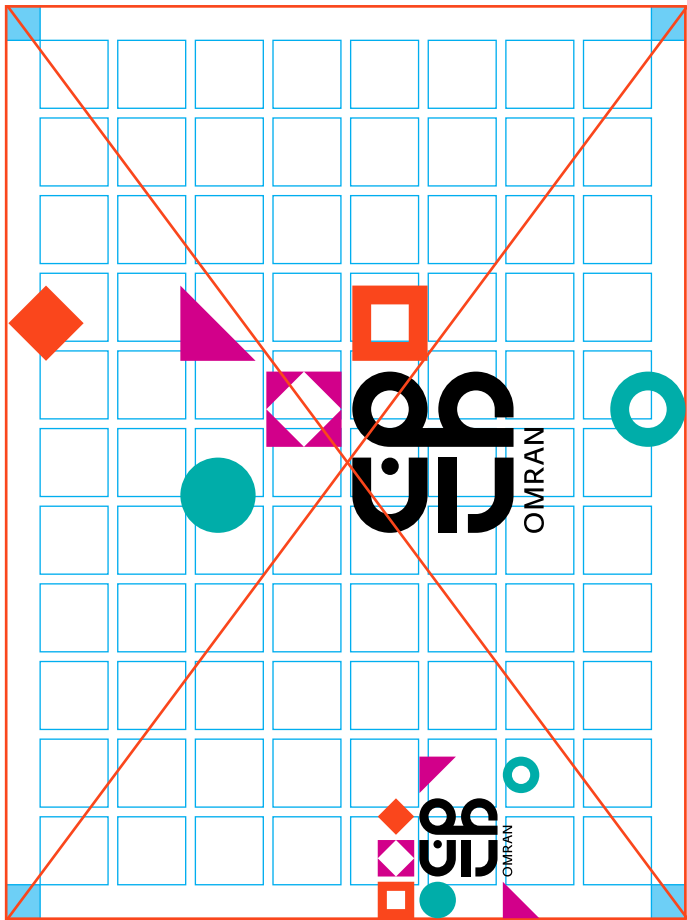
The Grid

3.3.3 Don't do this

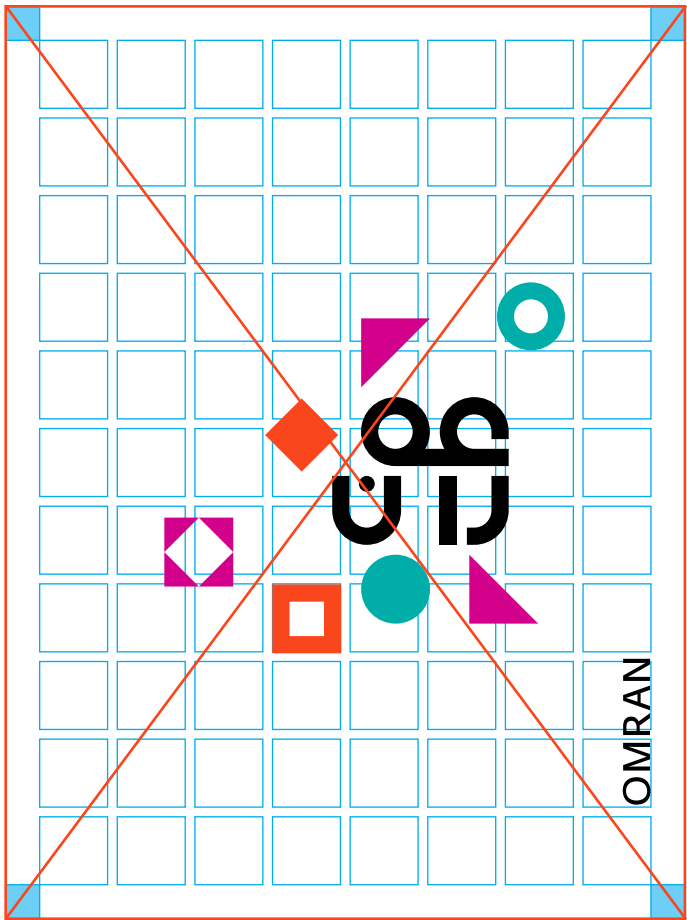
When placing the logo in your grid, avoid the following:

- A. Don't use the logo outside of the grid system or safe area.
- B. Don't break the lockup of the logo or remove the English from the logo.
- C. Don't stretch the logo.
- D. Don't rotate the logo.

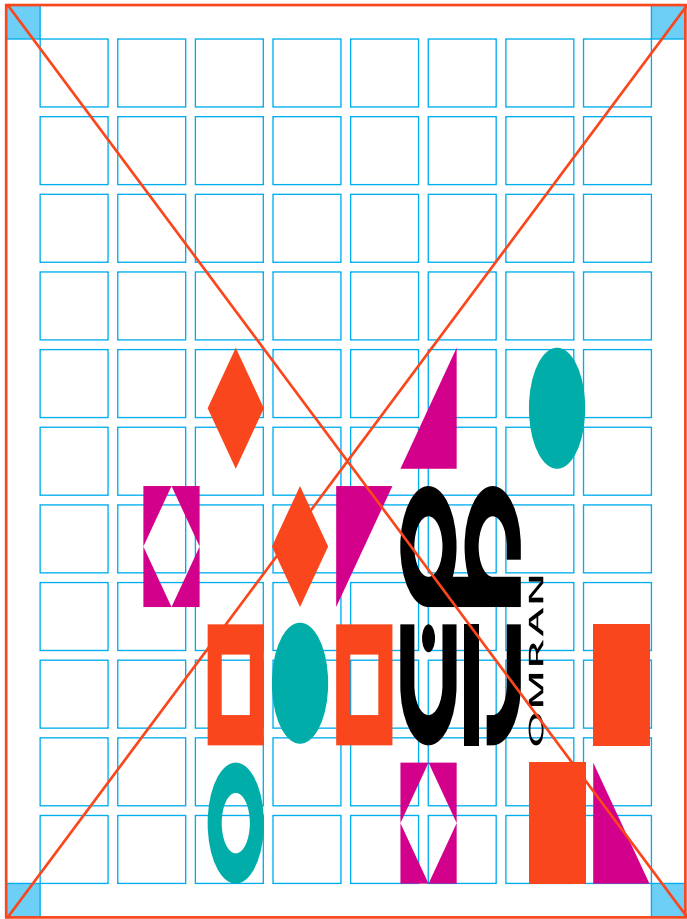
Please refer to [Section 3.1 Creating the grid](#), for grid rules and references.



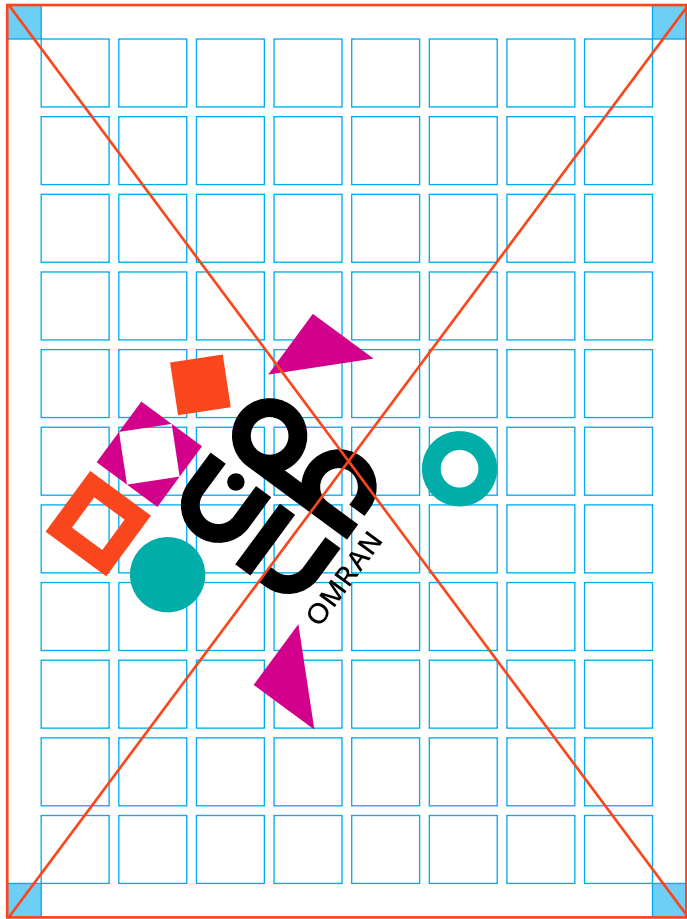
A.



B.



C.



D.

The Grid

3.4 Text in shapes

Use the following as a guide when putting text inside shapes.

Square

- A. English – Top left aligned
- B. Arabic/English – Top right aligned

Note:
The grid in this example uses four grid squares. However, it may vary depending on your layout. The main idea is to keep similar proportions as a guide when putting text inside a shape.

A.

Do you want
to help shape
a new Oman?

B.

من نحن؟
ماذا تريدون منا أن نفعل؟
Who are we?
What would you like us to do?



The Grid

3.4 Text in shapes

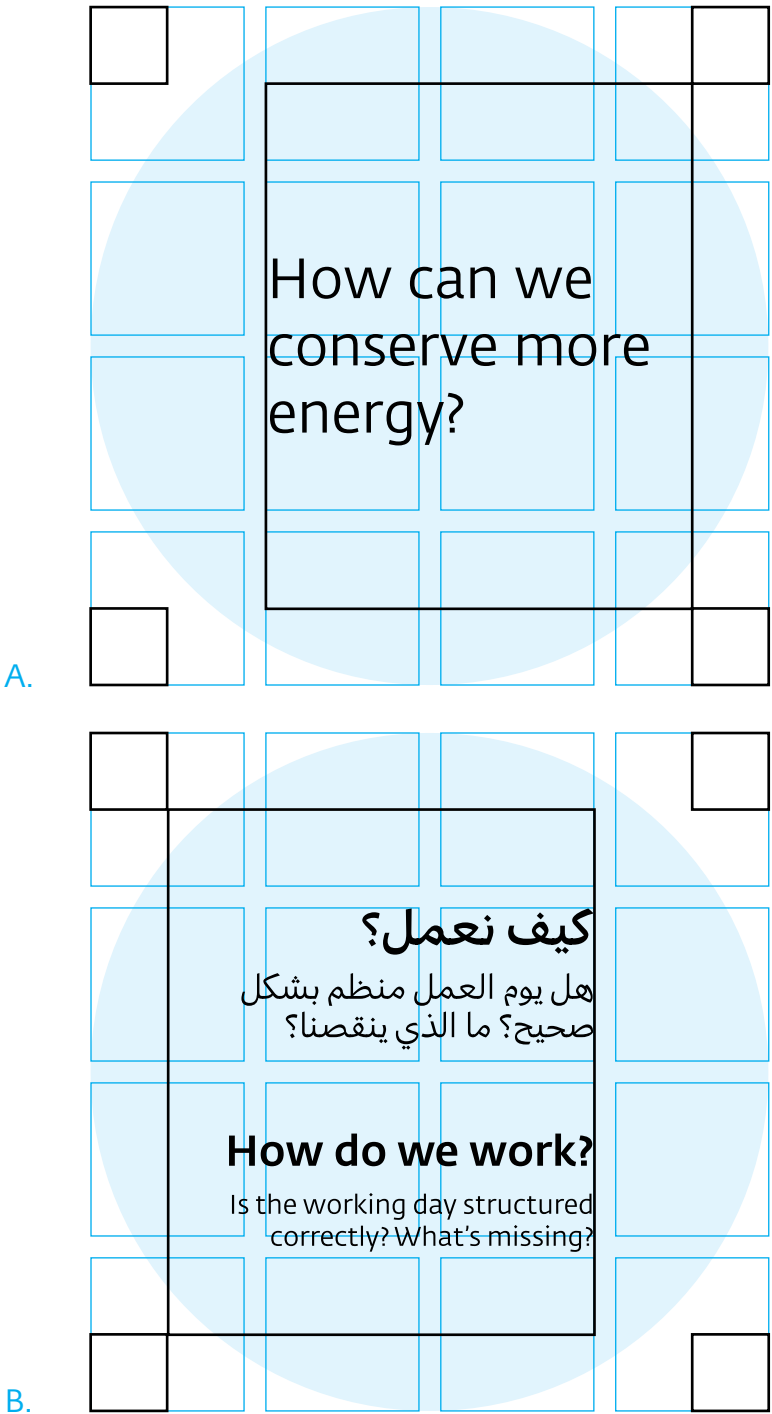
Use the following as a guide when putting text inside shapes.

Circle

A.
English – Centre left aligned to the closest grid square.

B.
Arabic/English – Centre right aligned to the closest grid square.

Note:
The grid in this example uses four grid squares. However, it may vary depending on your layout. The main idea is to keep similar proportions as a guide when putting text inside a shape.



The Grid

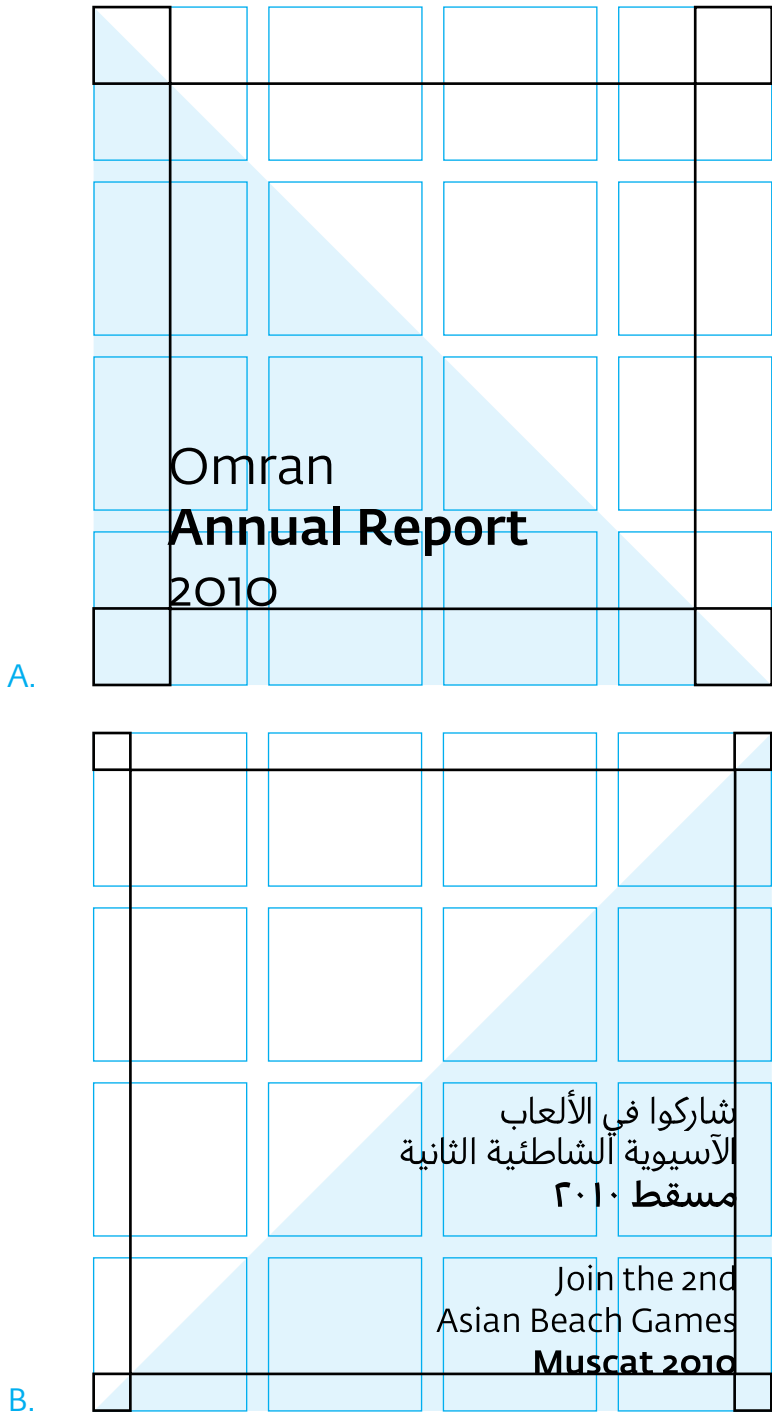
3.4 Text in shapes

Use the following as a guide when putting text inside shapes.

Triangle

- A. English – Bottom left aligned.
- B. Arabic/English – Bottom right aligned

Note:
The grid in this example uses four grid squares. However, it may vary depending on your layout. The main idea is to keep similar proportions as a guide when putting text inside a shape.



The Grid

3.5 Partners and Endorsement

Special partners are allowed to stand side-by-side with Omran as part of our visual system for all communications.

This can only be applied when Omran is creating the artwork.

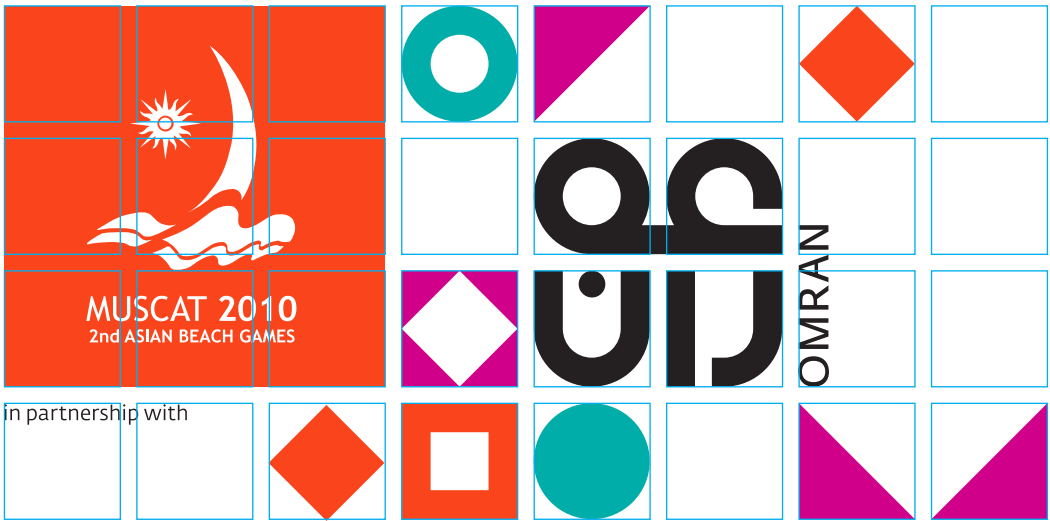
Partnering logos must only be used in white mono and set inside the shape that represents the lead brand story of the initiative/communication.

Partner logos must NOT be used in their own colour or appear anywhere outside of the allocated shape.

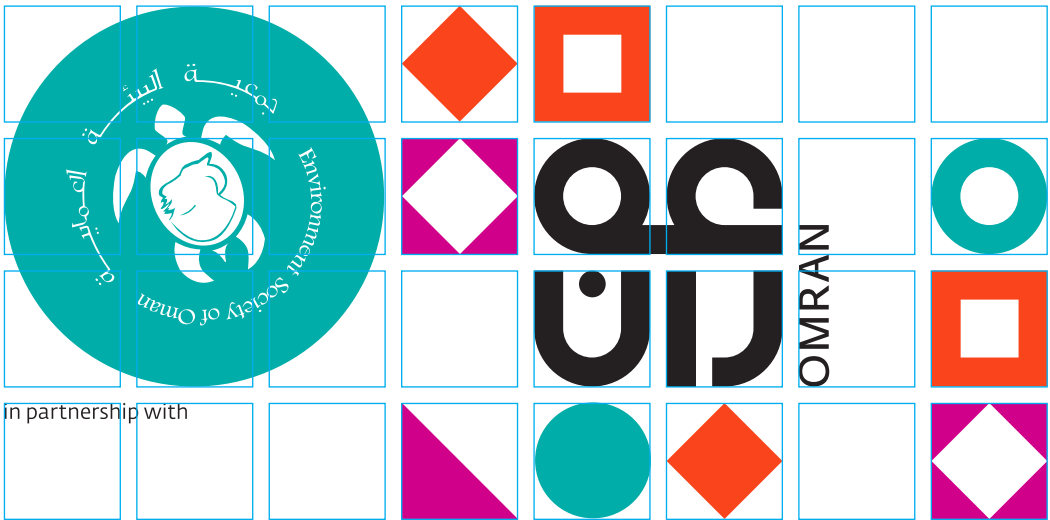
A. Partnering with the Beach Games. Leading with the 'Know-how' story.

B. Partnering with the Oman Environment Society on a wildlife habitat protection scheme. Leading with the 'Respect' story.

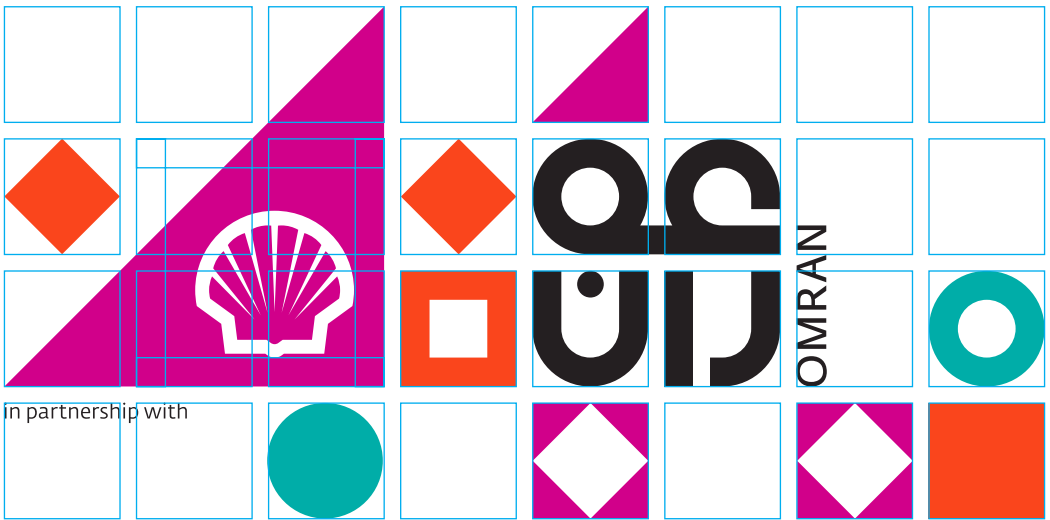
C. Partnering with Shell on a community initiative. Leading with the 'beyond' story.



A.



B.



C.

The Grid

3.5 Partners and Endorsement

Use the following for all other partnerships and endorsements.

A. 50/50 Equal relationship

The width of the Omran logo word mark fits into 1 grid square.

Logos are centered within 1 grid square.

Spacing between logos is determined by the grid.

B. 75/25 Relationship

The width of the Omran logo word mark fits into 4 grid square.

Partnering Logos are centered within 1 grid square.

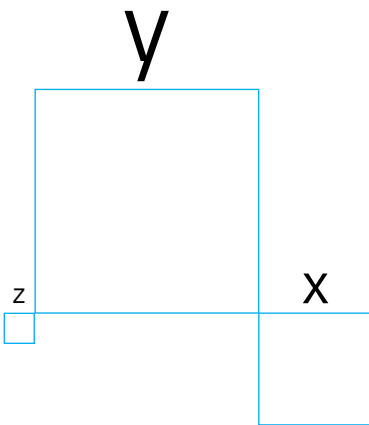
Spacing between logos is determined by the grid.

C. Endorsement

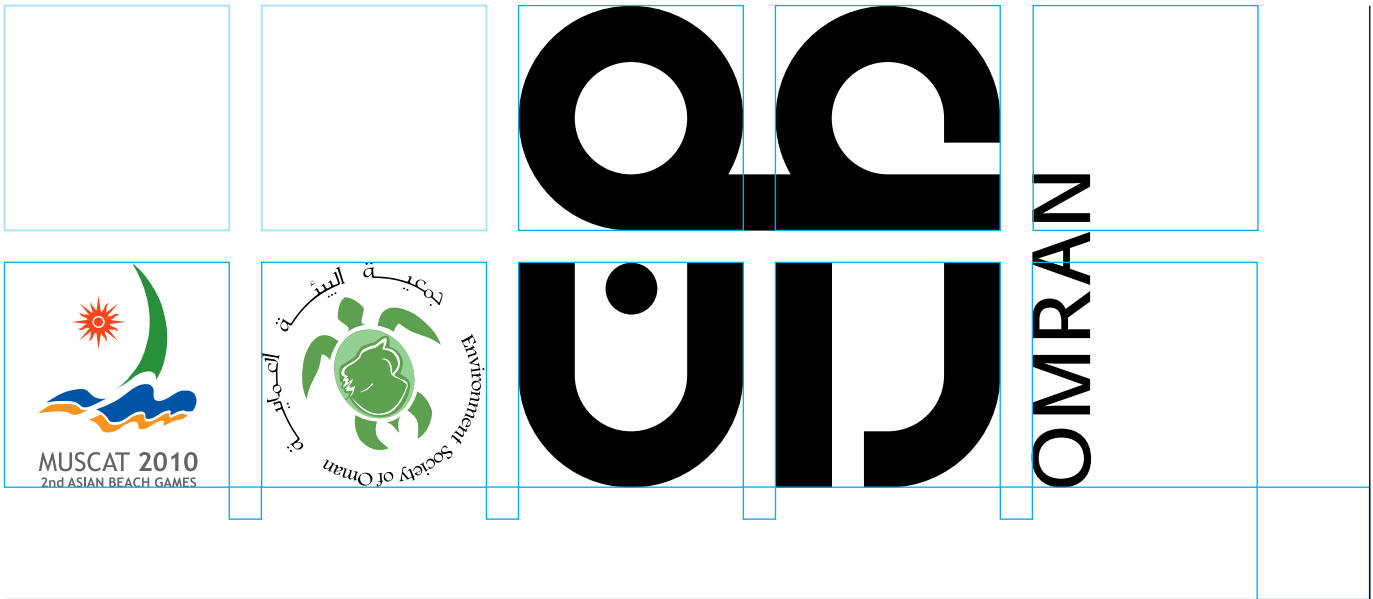
When the Omran logo is supplied for other brand partners/endorsers, only the wordmark is supplied with the following clear space rules.



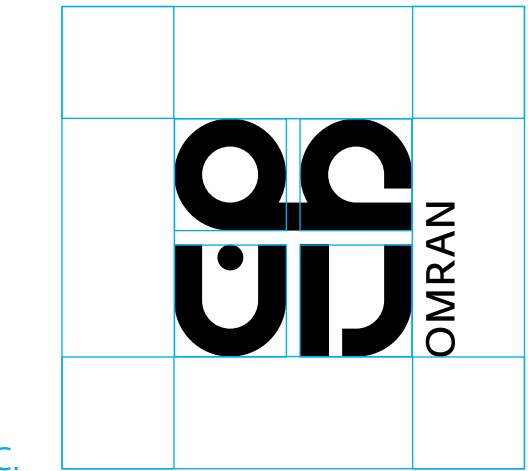
y = length of one grid square
x = 1/2 of y
z = 1/7 of y



A.



B.



The clear space around the logo is one grid square.

C.

4.

Applications

- 4.1 Basic Rules
 - 4.1.1 Reading between the lines
 - 4.1.2 Choosing the lead shapes
 - 4.1.3 Basic design
 - 4.1.4 Paper and environmental credentials
 - 4.1.5 Omran.om
- 4.2 Stationery
 - 4.2.1 Business card
 - 4.2.2 Letterhead
 - 4.2.3 Compliments slip
 - 4.2.4 Envelope
- 4.3 Staff ID card
- 4.4 Visitor ID
- 4.5 CD
- 4.6 Hessian bag
- 4.7 Architectural plan drawings
- 4.8 Brochure
- 4.9 Recruitment ad
- 4.10 Tender announcement
- 4.11 Internal newsletter
- 4.12 Editorial layout
- 4.13 Magazine ad
- 4.14 Flyer
- 4.15 Email signature
- 4.16 PowerPoint template
- 4.17 Banner
- 4.18 Back-drop
- 4.19 Exterior branding
- 4.20 Interior wall
- 4.21 Other pattern usage

Application

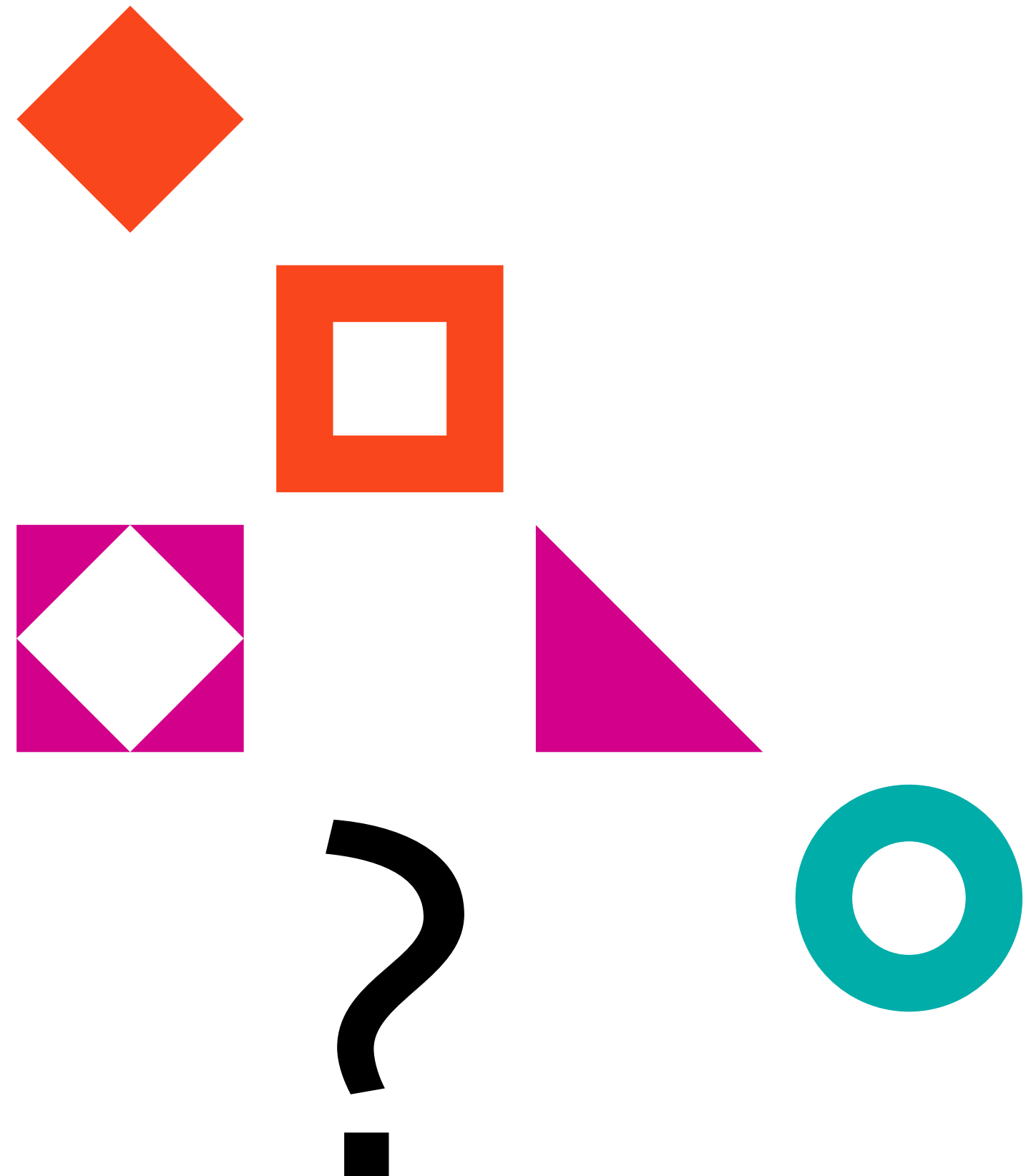
4.1.1 Reading between the lines

This document is a guide to applying the Omran brand expression, but is not a strict rule book with all the answers.

Even after following the guides and grid, sometimes the design may not 'feel' right. You may need to add a couple of shapes, take a couple away, reduce and enlarge the grid or create your own lockups.

The Omran brand expression is open and adaptable, growing and changing in each application. The following section shows examples of how the expression has been applied.

Please consult your brand manager for any queries.



Application

4.1.2 Choosing the lead shape

Shapes can be used to lead the design based on what is being communicated.

The shapes represent the brand values and therefore when a shape is used it needs to communicate that value.

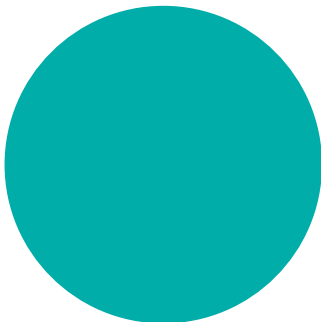
Use this guide to help choose the right shape.

NB. The opposite are examples only.



Know-how

- Recruitment ad
- Workers on-site pass
- Construction documentation
- Architects plans
- Internal comms – knowledge/skills based messages
- On the job manual
- Training manuals



Respect

- Community project collateral
- Conservation/wildlife collateral
- Company culture messages
- Responsible Tourism policy
- Flyers to local communities
- Safety plans and policy



Beyond

- Future vision brochure
- Thought leadership document
- Investment portfolio /prospectus
- Speakers series to young people / school programmes etc
- Partnership document
- Annual report

No Lead shape

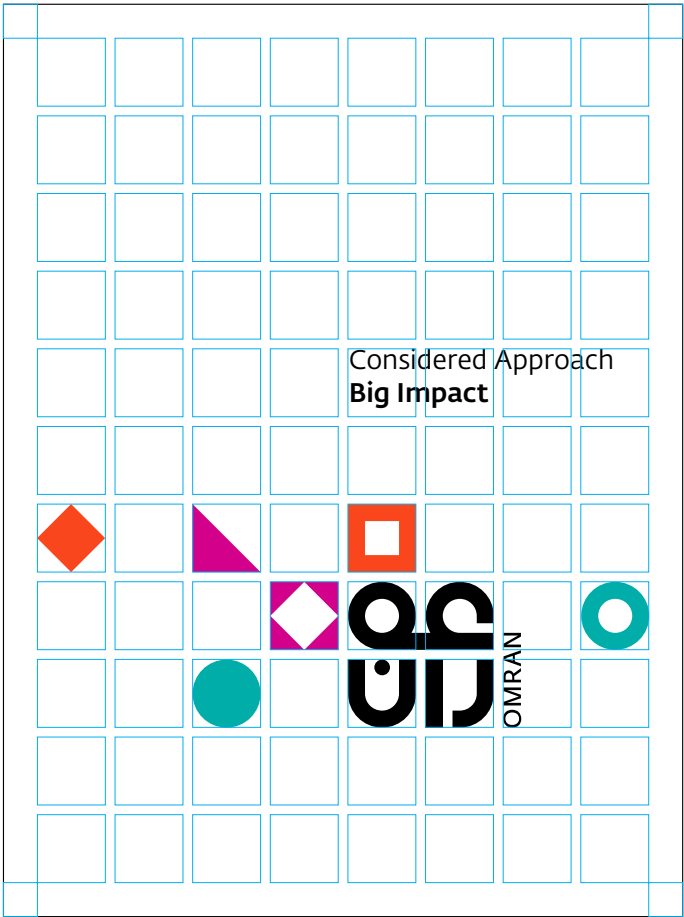
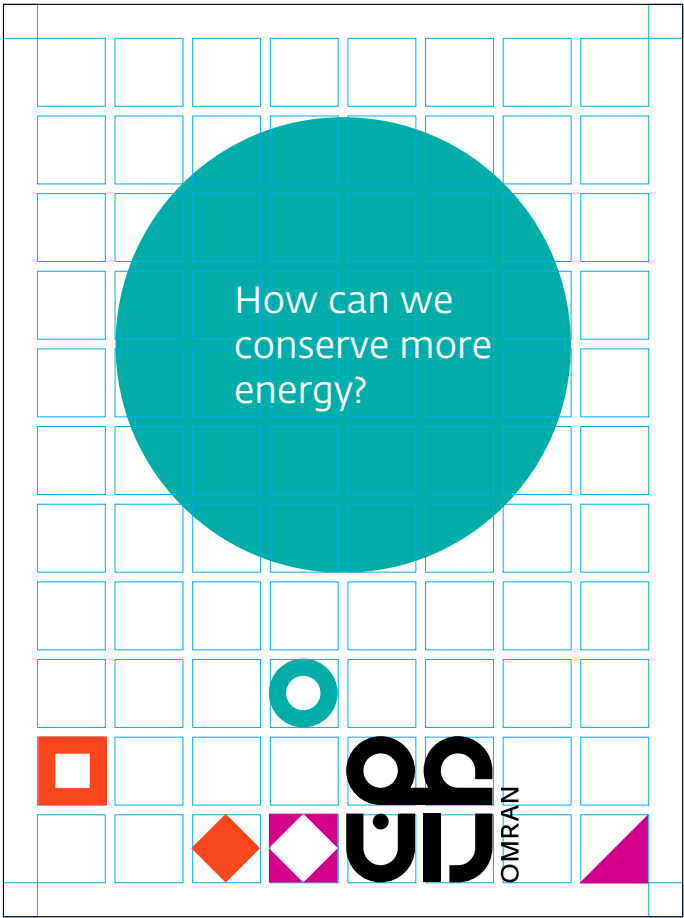
- Stationery
- Website
- Generic Omran brochure
- Generic Omran banners/flags
- Merchandise

Application

4.1.3 Basic design

Place the logo into the bottom of the grid, making sure each shape aligns to the grid.

Use the top area to communicate the message.



Application

4.1.3 Basic design

The same system can be used on a range of sizes and applications.

Using different versions of the logo and changing the size of the **lead shape** can create dynamic uses of space and layout.

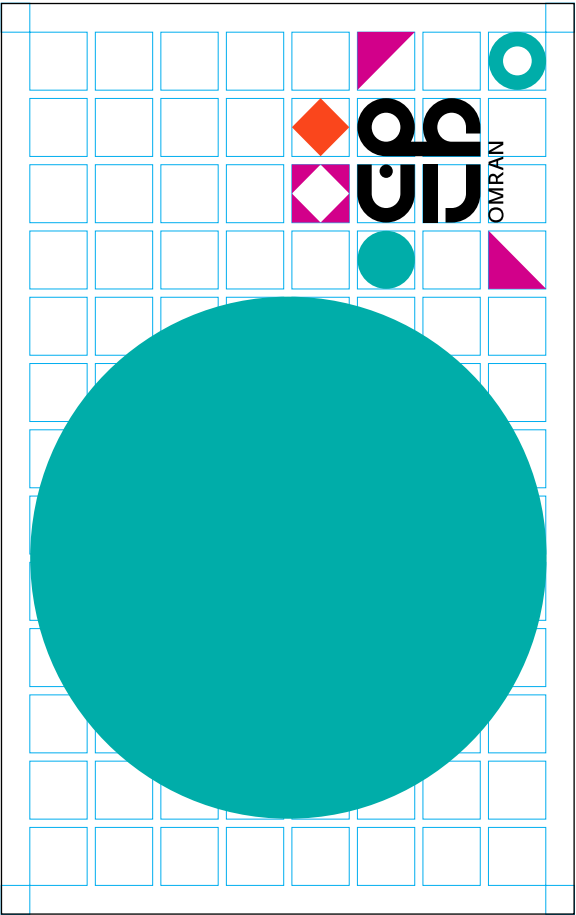
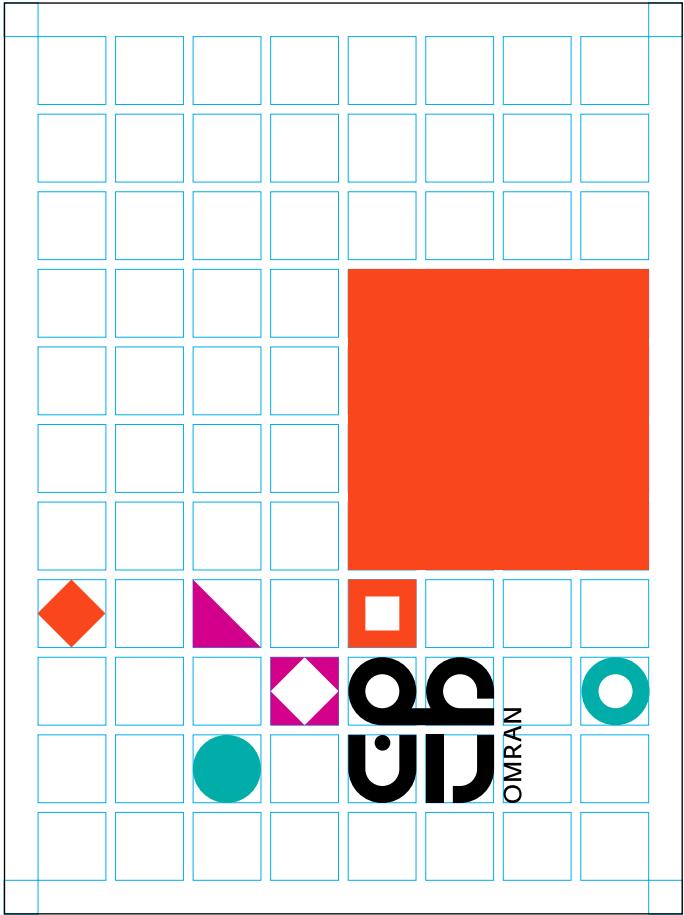
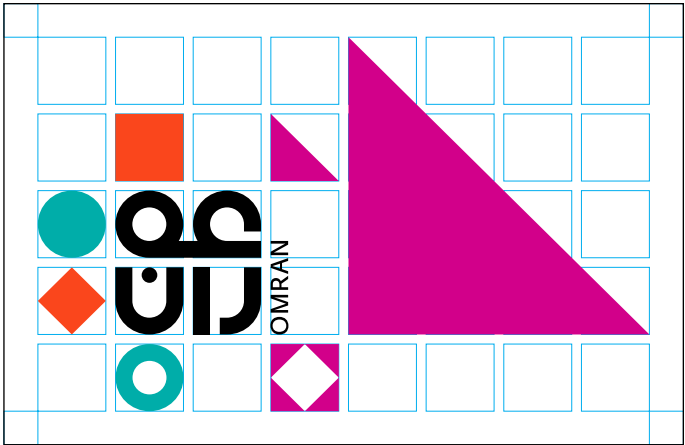
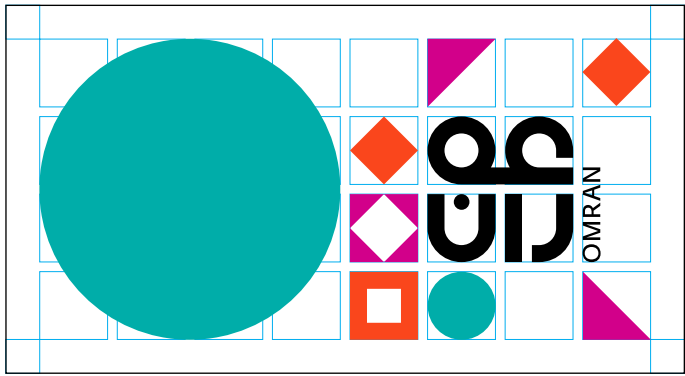
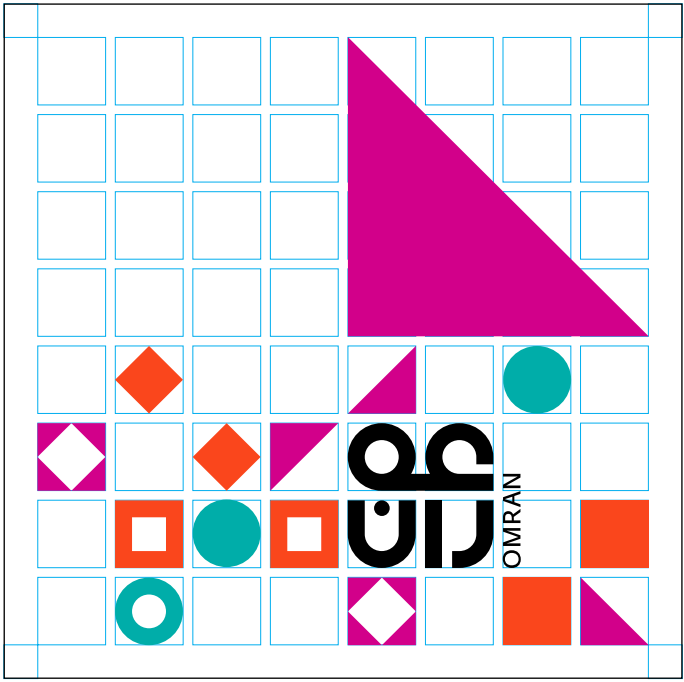
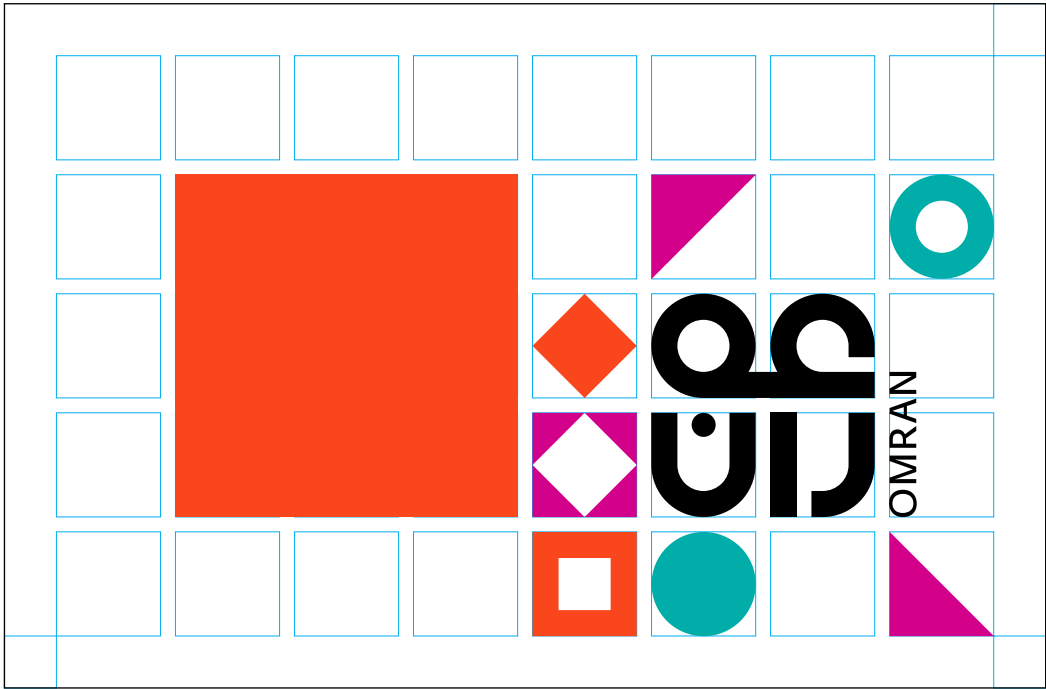


Application

4.1.3 Basic design

The same system can be used on a range of sizes and applications.

Using different versions of the logos and changing the size of the **lead shape** can create dynamic uses of space and layout.



Application

4.1.4 Paper and environmental credentials

Omran prefers the use of recycled paper to care for the environment.

118gsm
Letterheads

216gm
With compliments, Covers

352gsm
Business Cards, Covers

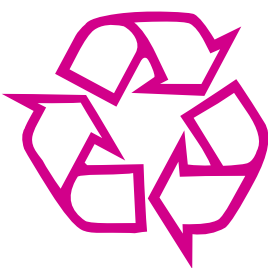
When any recycled paper is used it should carry the environmental stamps to be positioned at the bottom left of the page. Please see example below.

Paper type Neenah papers – White Hot range, Classic Crest, Solar White Smooth has the following associated characteristic symbols:



FSC (Forest Stewardship Council) certified
The mark of responsible forestry

FSC is an independent, non-governmental, not-for-profit organization established to promote the responsible management of the world's forests. Established in 1993 as a response to concerns over global deforestation, FSC is widely regarded as one of the most important initiatives of the last decade to promote responsible forest management worldwide.



Recycling Symbol

The universally recognized recycle logo (or "symbol") was first developed by Gary Anderson as a 23 year old student at the University of Southern California.

It is a symbol which is used on product packaging to indicate that the product is recyclable, or that it is made from recycled materials.



Carbon Neutral

Carbon neutral describes products, operations and activities which have had all direct and indirect greenhouse gas emissions:

- Measured
- Calculated (in tonnes of carbon dioxide equivalent), then;
- Offset through the purchase of carbon credits



Green Seal
The mark of environmental responsibility

Founded in 1989, Green Seal provides science-based environmental certification standards that are credible, transparent, and essential in an increasingly educated and competitive marketplace.

The Green Seal® sends a clear message: we care about improving the health and welfare of people and the planet.



Green-e
Certified renewable energy

Green-e is the leading independent certification and verification program in the US for renewable energy and greenhouse gas emission reductions in the retail market.

Renewable energy is energy derived from naturally derived sources that replenish themselves over a period of time without depleting the Earth's resources. They also have the benefit of being abundant, available in some capacity nearly everywhere, and they cause little, if any, environmental damage. Energy from the sun, wind, and thermal energy stored in the Earth's crust are examples.

Application

4.1.5 Omran.om

omran.om should be on all applications excluding corporate stationery.

omran.om

Application

4.2 Stationery

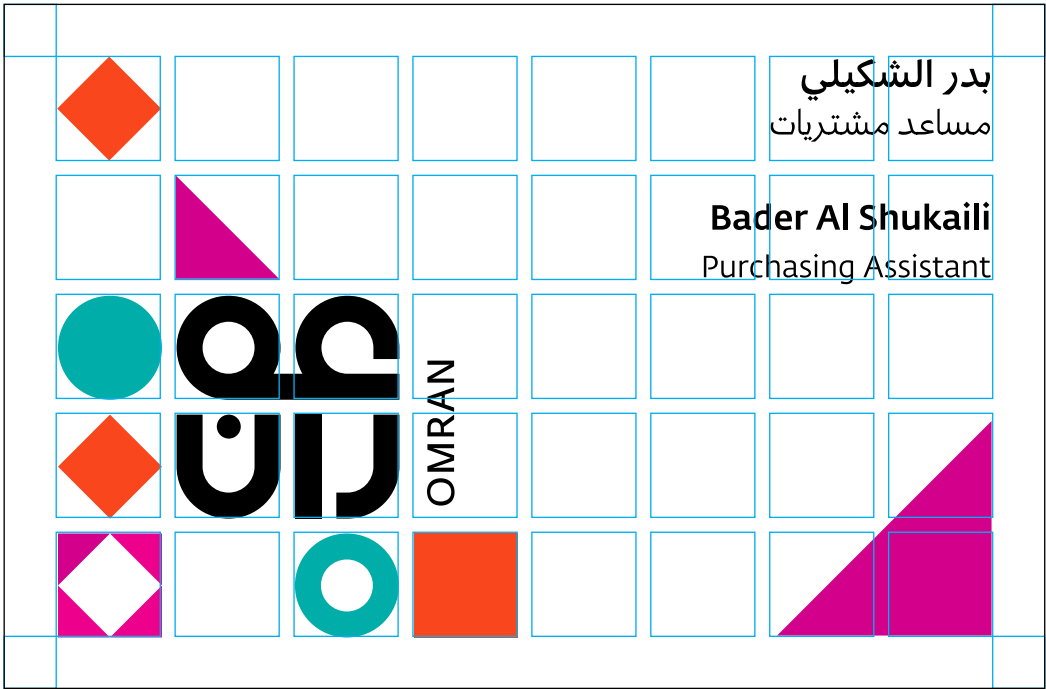


Application

4.2.1 Business card



85mm x 56mm



Fedra Medium and Book
Font size is 7pt
Leading 8.5pt

4.2.2 Letterhead

Try to leave sufficient spacing between key pieces of information, for example, there are 2 blank lines between the reference number and addressee and 4 blank lines between 'Yours sincerely,' and the senders' name.

45mm

34mm

34mm

45mm

70mm

25mm

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فاكس: +٩٦٨ ٢٤٣٩١١٢
www.omran.om

Ref. OMRAN-EA-03753-2014
Dated: 25th September 2014

Dr. David Todd
General Manager and Regionaal General Manager Oman
Intercontinental Muscat

After Compliments,

Subject: Thank you

Dear David,

I'm writing to thank the Intercontinental Muscat for their support on our 'Ozoooma Omani' event, in partnership with the Public Authority for SME's in Oman (PASMED) by providing expert training and setup support at the event for 2 days.

As you may be aware, the event was well received and I would like to personally thank you for demonstrating your commitment to Omani SME's.

We look forward to even more opportunities to work together on projects of mutual benefit to both organizations in giving back to our community and developing industry in Oman.

Yours sincerely,

Eng. Wael AI Lawati
Chief Executive Officer

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Fax: +968 2439112
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Yours sincerely,

Eng. Wael AI Lawati
Chief Executive Officer

الشركة العامة للتنمية السياحية ش.م.ع.م. ست. ١٧٩١١٢٢٢
Oman Tourism Development Company S.A.O.C. C.R. 1791222

Carbon Neutral

الشركة العامة للتنمية السياحية ش.م.ع.م. ست. ١٧٩١١٢٢٢
Oman Tourism Development Company S.A.O.C. C.R. 1791222

Carbon Neutral

Omran Guidelines 67

4.2.2 Continuation page



Application

4.2.2 Official letter template

The font Arial should be used for formal documentations and presentations in Arabic. It has been selected for its classical, calligraphic qualities.

The size of the text should never be smaller than 10pt and no greater than 16pt.

Try to leave sufficient spacing between key pieces of information, for example, there are 2 blank lines between the reference number and addressee.

Refer to [Section 2.7.1 Typeface - System](#).


Regular, size 12pt
Leading 14pt

Bold, size 14pt
Leading 17pt

Bold, underlined,
centre alignment
size 14pt
Leading 17pt

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الرقم: OMRAN-EA-03986-2014
التاريخ: 3 نوفمبر 2014م

السيد/ محمد بن أحمد البوسعيدي المحترم
نائب والي مسقط
رئيس اللجنة الاجتماعية بولاية مسقط

تحية طيبة وبعد،،،




**الموضوع : المسيرة الشعبية بمناسبة مقدم صاحب الجلالة
السلطان قابوس بن سعيد المعظم - حفظه الله ورعاه**

بداية نود أن نعبر عن تقديرنا لجهودكم الحثيثة المبذولة في خدمة الوطن، ومبادراتكم البناءة الرامية إلى الارتقاء بكافة أفراد المجتمع العماني. كما نود أن نشكركم على خطابكم المورخ ٢٠٢٠/١٠/١٤م والمتعلق بالمساهمة في دعم المسيرة الشعبية المزمع تنظيمها بمناسبة مقدم صاحب الجلالة السلطان قابوس بن سعيد المعظم - حفظه الله ورعاه.

وبسرنا مشاركتكم هذا العرس الشعبي، مع تمنياتنا لكم بالتوفيق وعلى أمل التواصل معكم في المستقبل القريب بإذن الله.

وتفضلوا بقبول فائق الاحترام والتقدير ،،،

المهندس / وائل بن أحمد اللواتي
الرئيس التنفيذي



Carbon Neutral

Oman Tourism Development Company S.A.O.C. C.R. 1791222

الشركة العامة للتنمية السياحية ش.م.ع.م. ص.ب. ١٧٩١٢٢٢

Application

4.2.3 Compliments slip



Application

4.2.3 Compliments slip

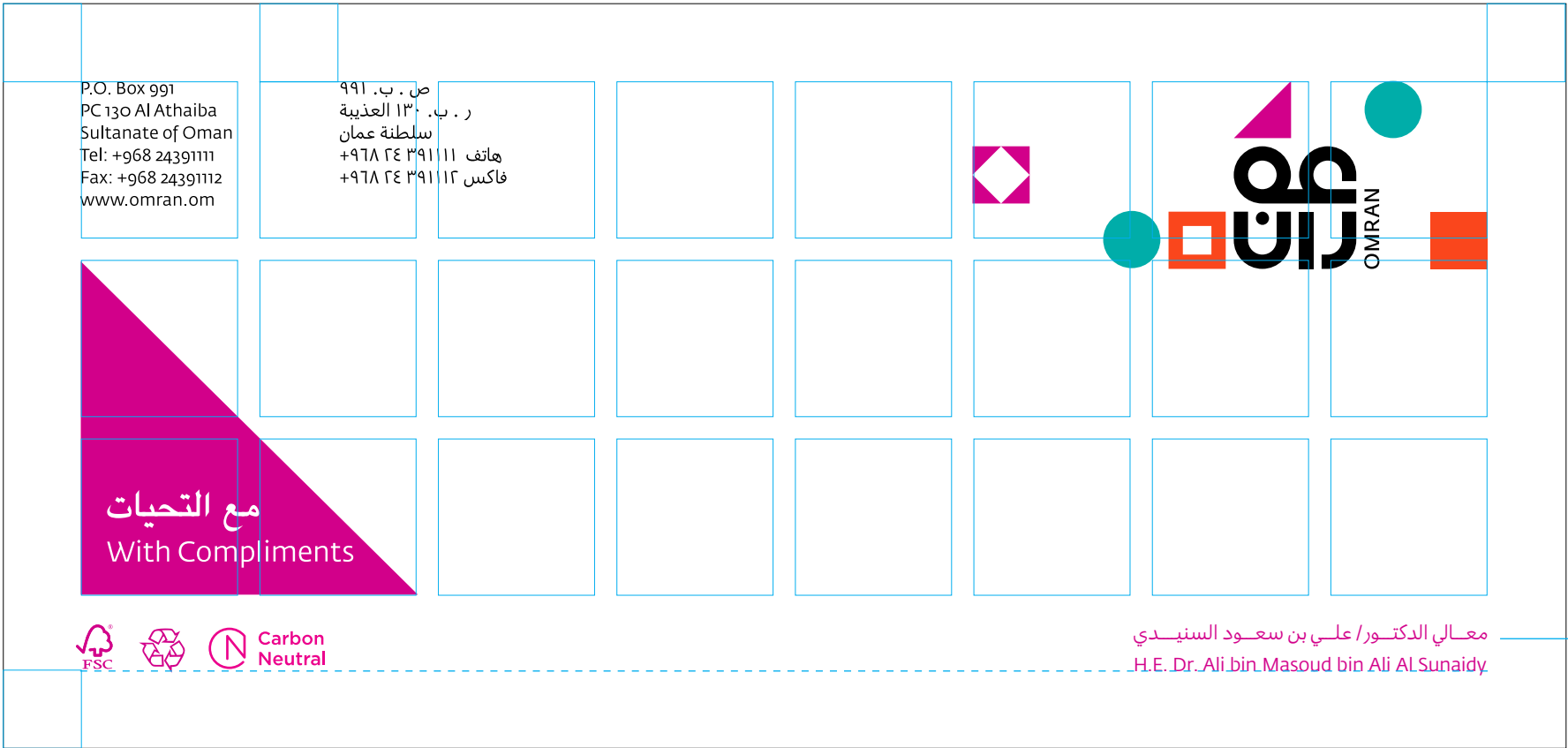
Font size is 6.5pt
Leading 8.5pt

P.O. Box 991 PC 130 Al Athaiba Sultanate of Oman Tel: +968 24391111 Fax: +968 24391112 www.omran.om	ص.ب. ٩٩١ ر.ب. ١٣٠ العذبية سلطنة عمان هاتف +٩٦٨ ٢٤ ٣٩١ ١١١ فاكس +٩٦٨ ٢٤ ٣٩١ ١١٢							
<div>مع التحيات With Compliments</div>								
<div><div>FSC</div><div></div><div>Carbon Neutral</div></div>								

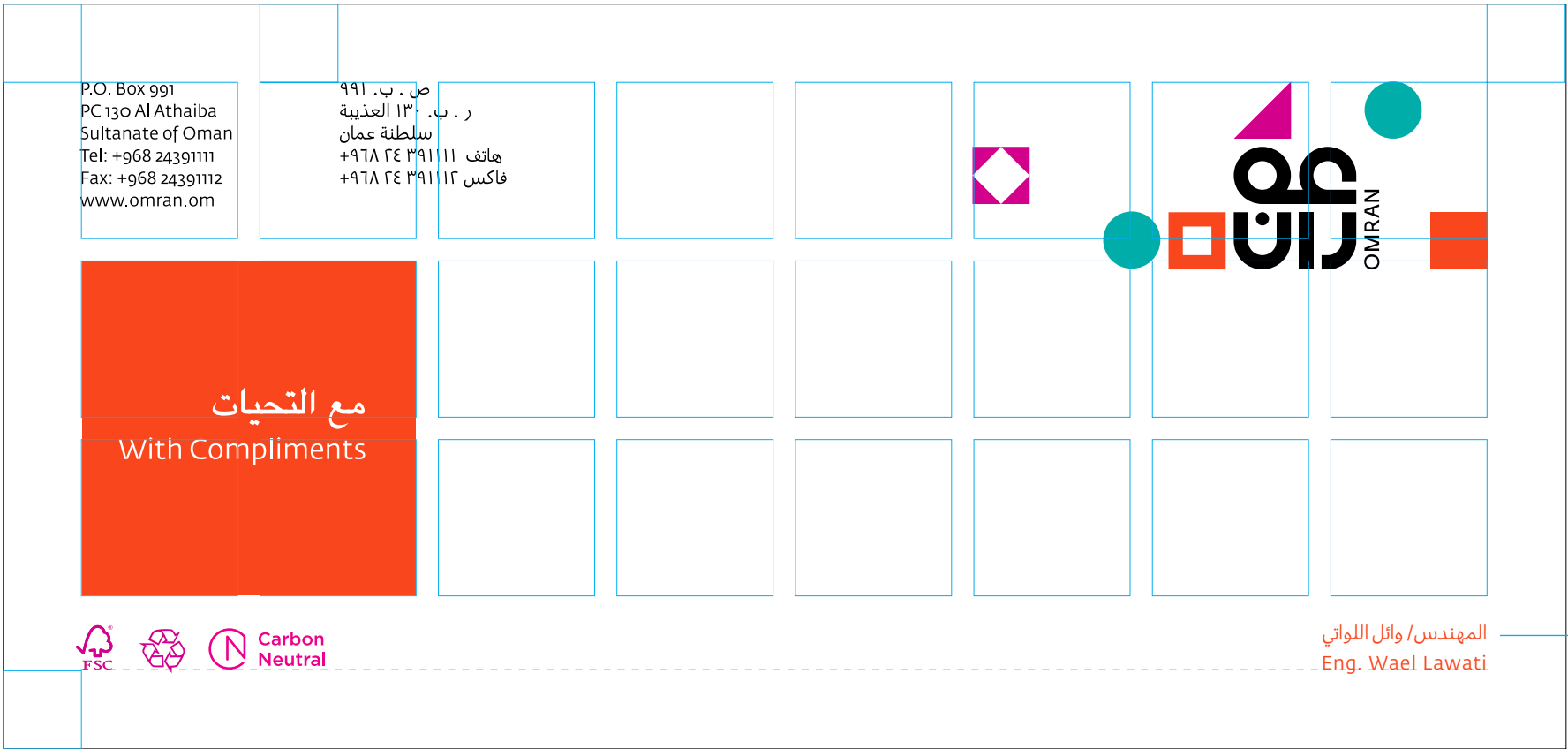
Application

4.2.3 Compliments slip

Custom compliment slips have been created for the Chairman and the CEO. The lead shape and colour can be changed based on personal preference.



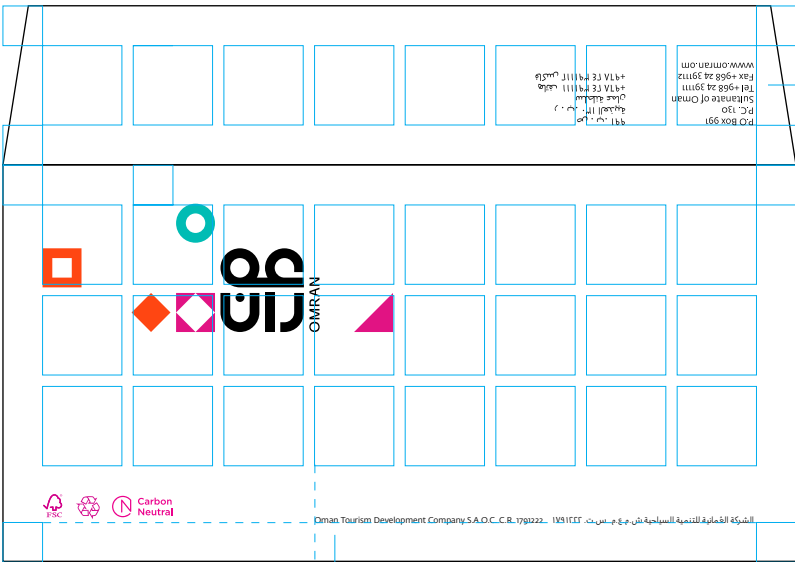
Font size is 8pt
Purple



Font size is 8pt
Red

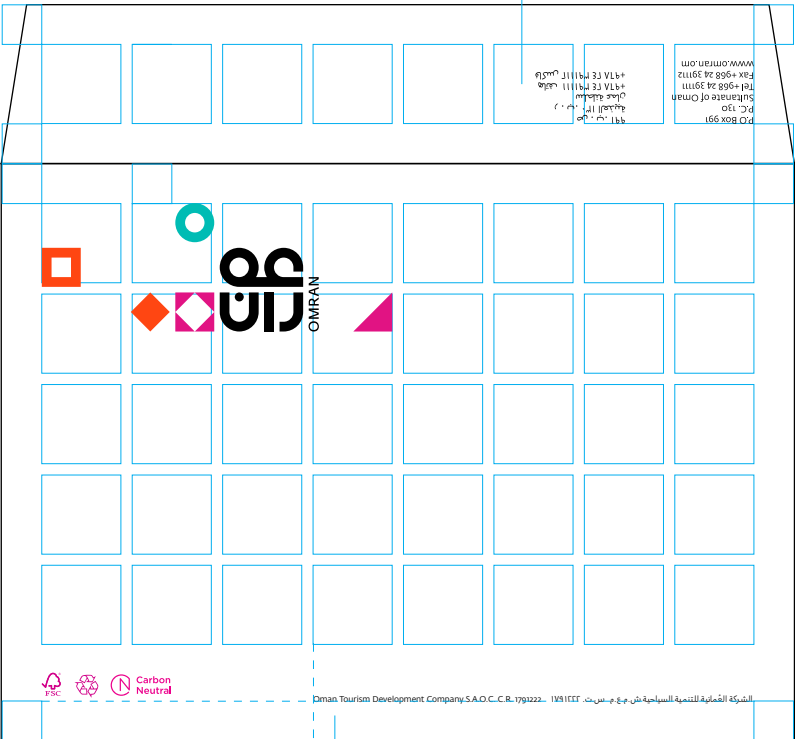
Application

4.2.4 Envelopes



DL Envelope

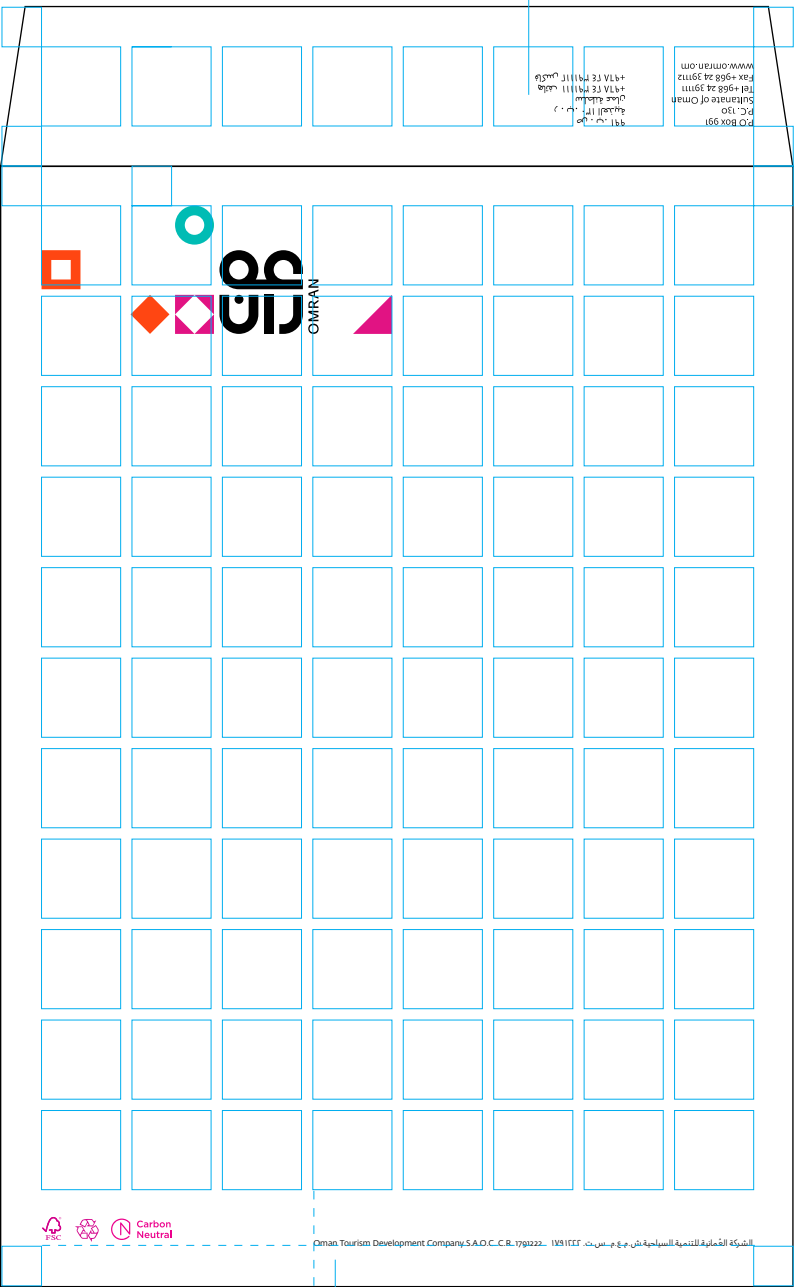
Font size is 6.5pt



A5 Envelope

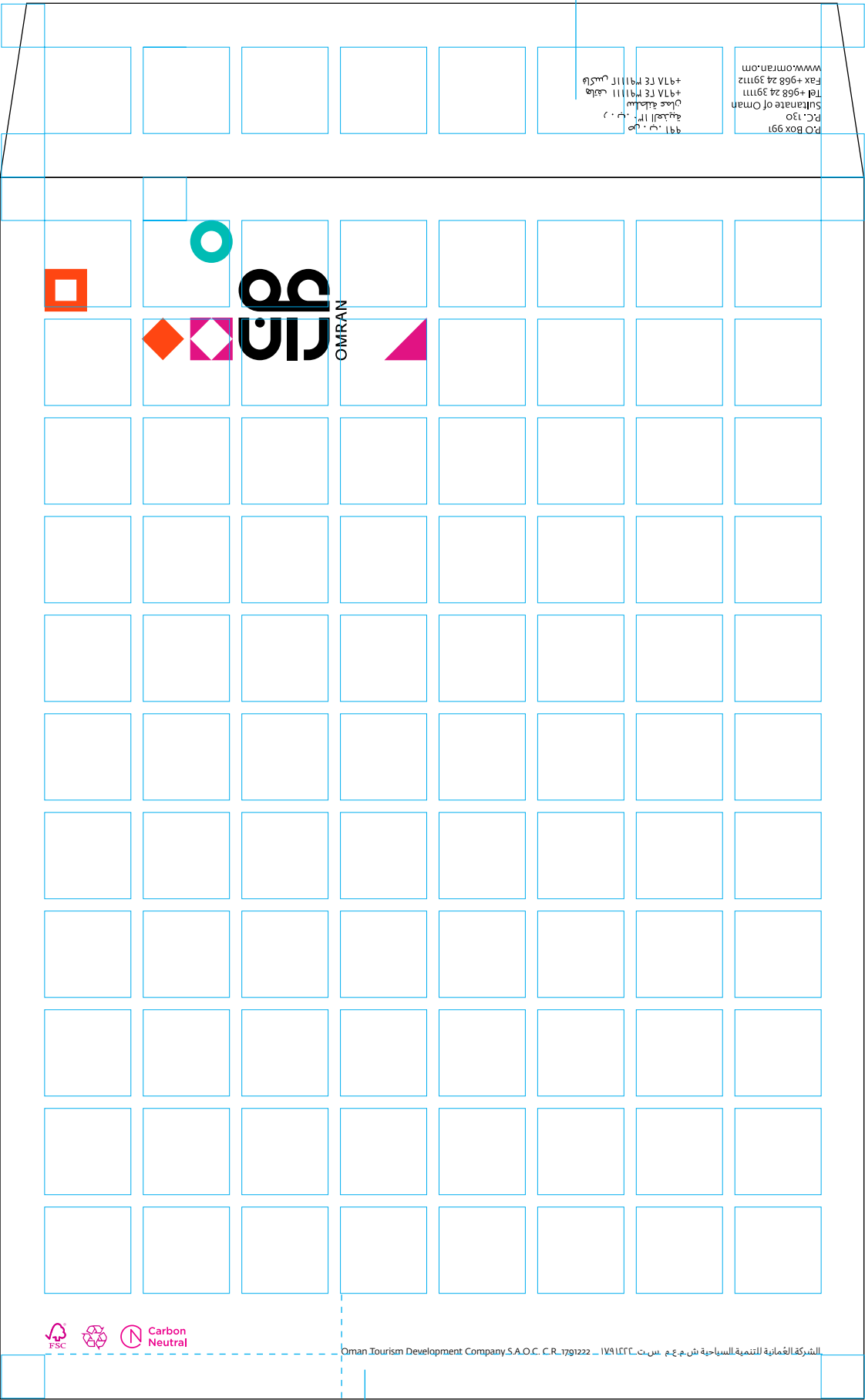
Font size is 6.5pt

Font size 6.5 9pt
Leading 8.5pt



A4 Envelope

Font size is 6.5pt



A3 Envelope

Full company name and
commercial registration number
Font size is 9pt

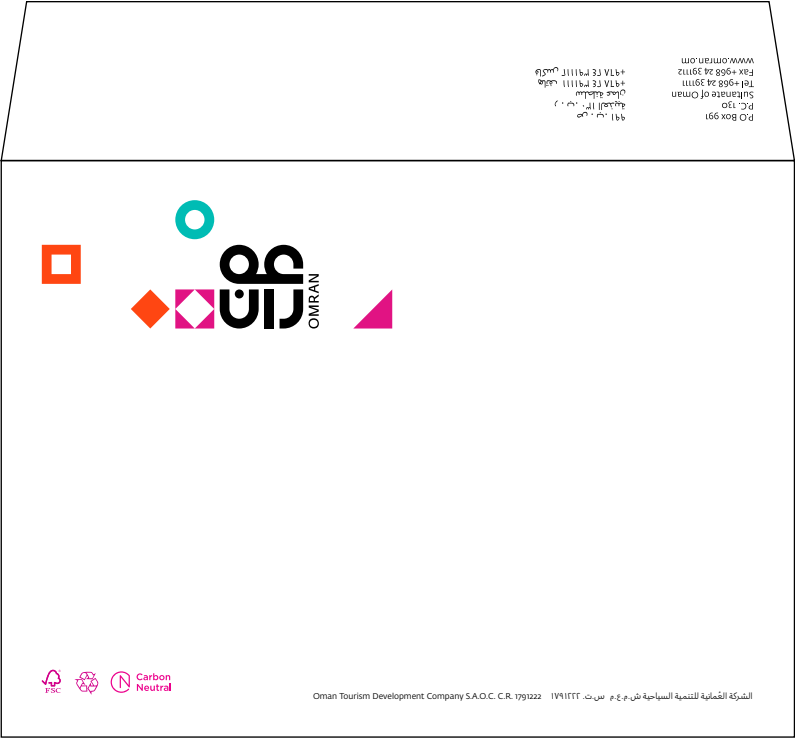
Font size is 9pt
Leading 11pt

Application

4.2.4 Envelopes



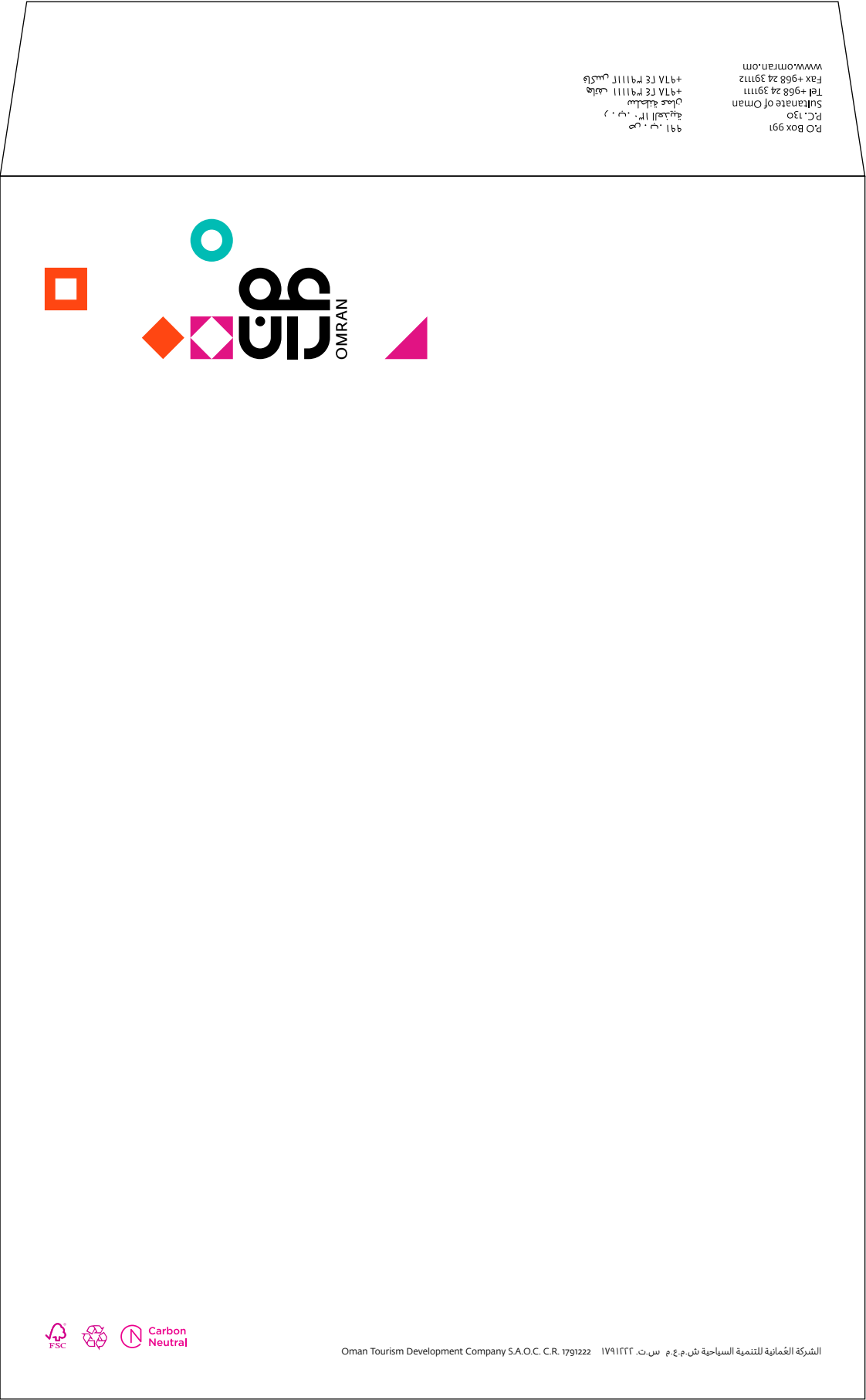
DL Envelope



A5 Envelope



A4 Envelope



A3 Envelope

Application

4.3 Staff ID Card



Application

4.3 Staff ID Card

Font size is 10.5pt
Fedra Medium



86mm x 54mm

Application

4.4 Visitor ID Card



Application

4.5 CD



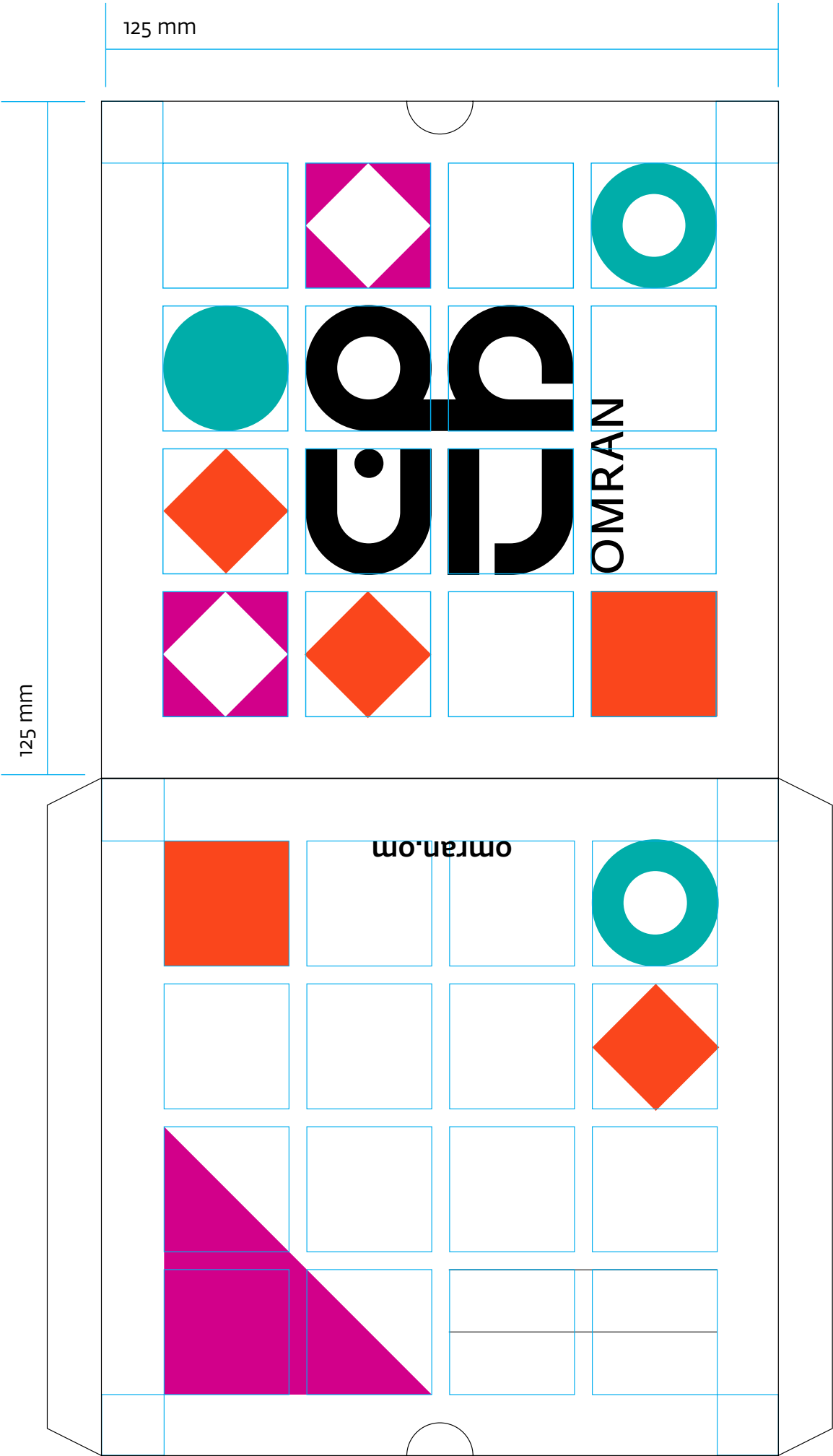
Application

4.5 CD

For certain applications the logo can be applied on the brand colours. It is used in mono white and only the logo type. The background colour and format becomes one of the shapes.

Example CD.

In this instance as the CD is pulled from the case it works together as a total package. The CD is round and therefor lends itself to the aqua circle. As the CD may be used without the sleeve, there is a requirement to identify the disc with a logo.



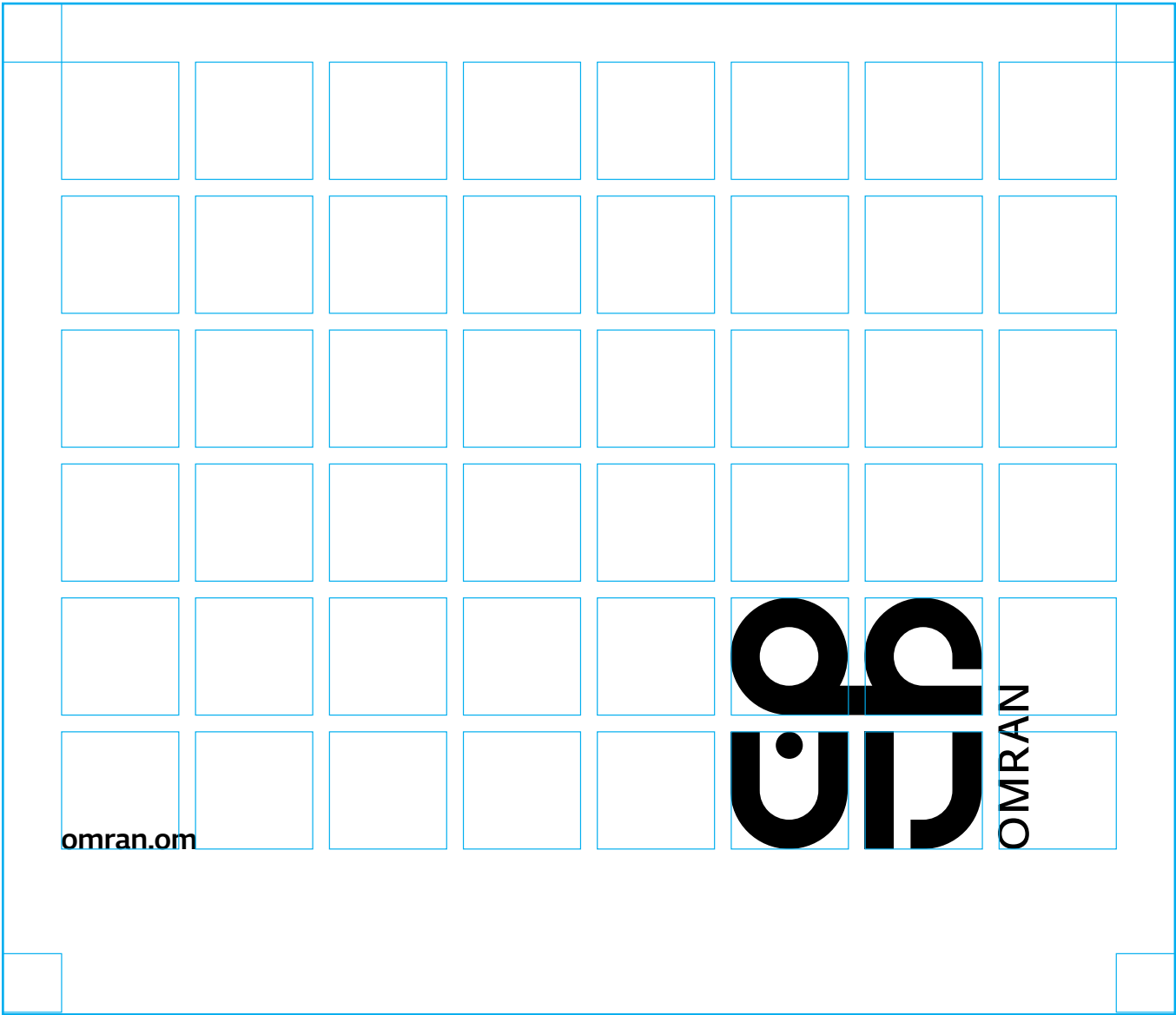
Application

4.6 Hessian bag

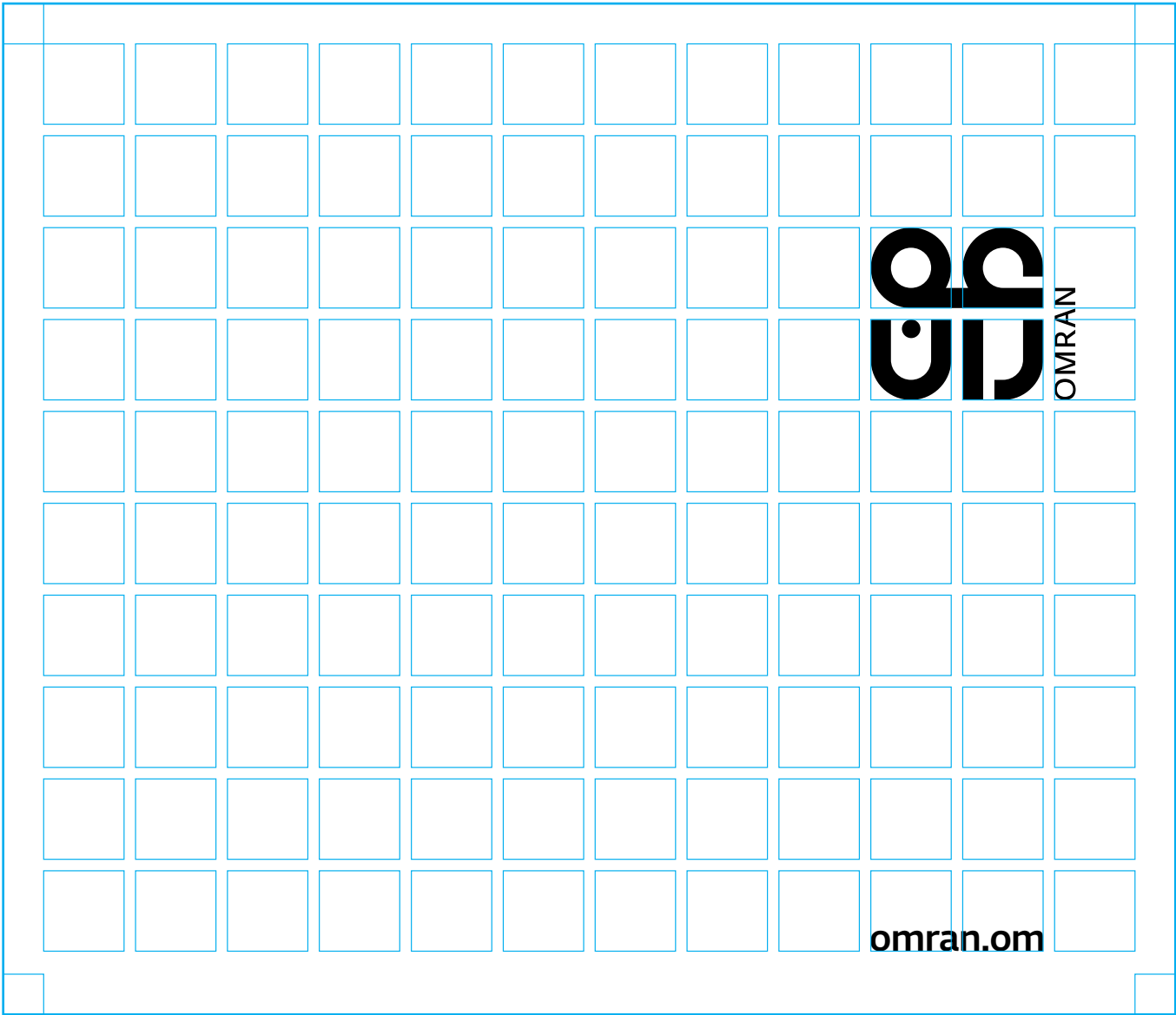


Application

4.6 Hessian bag



Horizontal orientation,
large wordmark, plus URL
printed on both sides.



Vertical orientation,
small wordmark, plus URL
printed on both sides.

4.7 Architectural plan drawings



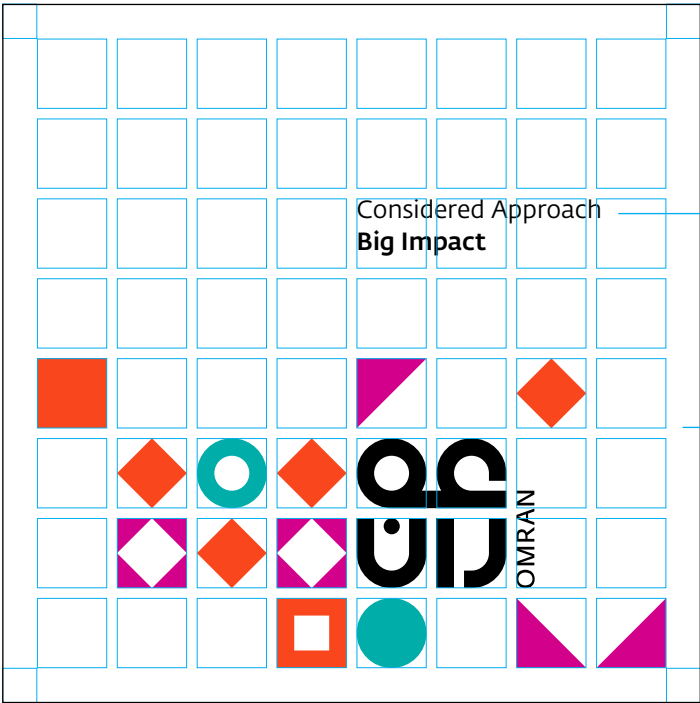
Application

4.8 Brochure



Application

4.8 Brochure



Font size is 21pt
Leading 27pt

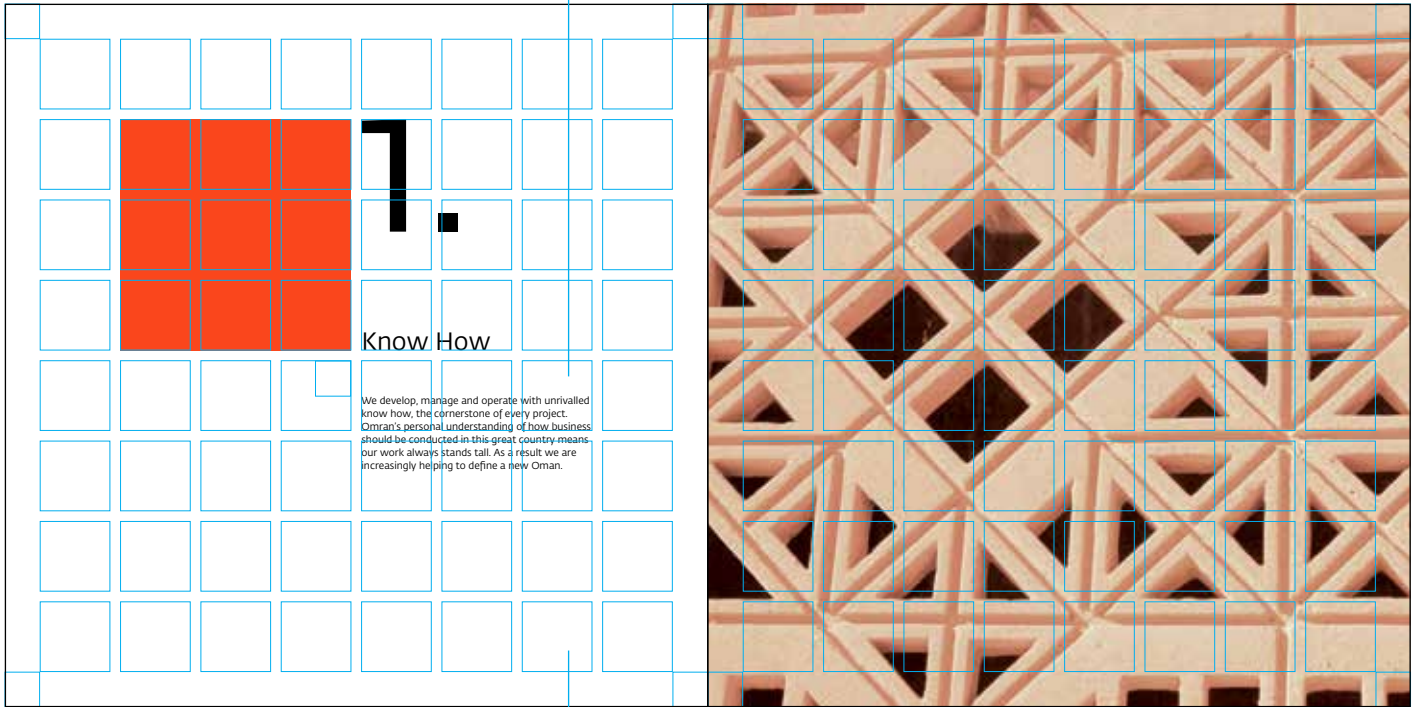
White background
for cover.

210mm x 210mm

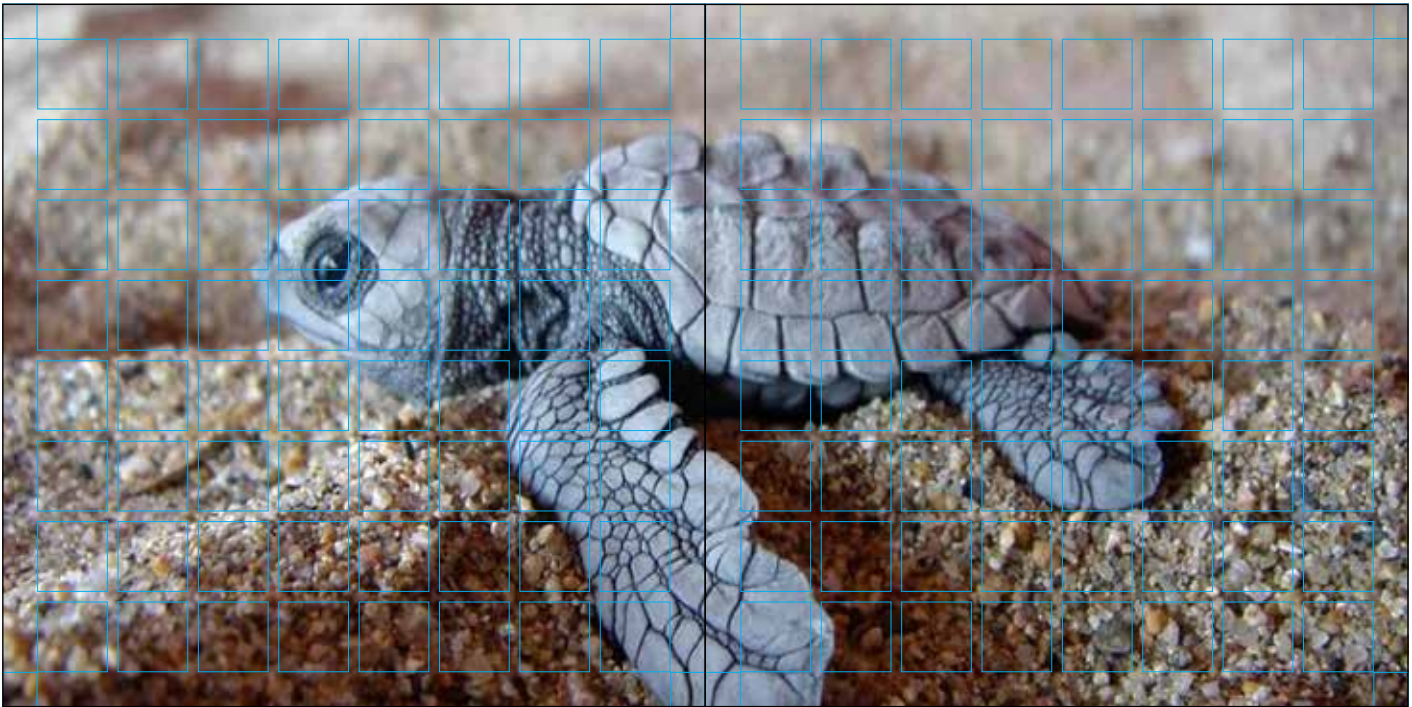
Clean, confident
minimalistic design.

Font size is 8.5pt
Leading 11pt

Full bleed
photography



Uses the main grid with
8 squares width. Grid fits
perfectly to document in
square format.



Application

4.8 Brochure



4.9 Recruitment ad

B. Small application of **Square logo**.
Logo width = 2 grid squares.



Hiring the Future, Today

Omran is mandated by the Government of Oman to deliver major projects and manage tourism assets and investments. This is in line with the Government's vision of positioning tourism as a major economic driver of the future and as a generator of employment.

Omran is currently recruiting keen and motivated individuals who share its goal of creating world-class tourism developments. You will join a highly professional team and work in an environment where achievers and results are valued, respected and appreciated.

Available Positions

- **QHSE Manager**
- **Asset Manager- OCEC Project**
- **Senior Quantity Surveyor**
- **Assistant Procurement Manager – (Omani Candidates Only)**
- **Contracts Specialist**
- **Senior Document Controller**
- **Receptionist – (Omani Candidates Only)**

To find more about these career opportunities, visit us at:
www.omrancareer.com

Only those candidates who meet the qualifications and experience required will be considered for an interview.

If you feel these roles are in line with your qualifications and experience, then please apply through our career website no later than **26, January 2014**



Hiring the Future, Today

Omran is mandated by the Government of Oman to deliver major projects and manage tourism assets and investments. This is in line with the Government's vision of positioning tourism as a major economic driver of the future and as a generator of employment.

Omran is currently recruiting keen, qualified and motivated individuals who share its goal of creating world class tourism developments. You will join a highly professional team and work in an environment where achievers and results are valued, respected and appreciated.

Available Positions

- Director of Corporate Finance and Treasury
- Director of Governance, Risk and Compliance
- Associate Director- Financial Services
- Investment Finance Manager
- Legal Counsel
- Assistant Manager- Management Accounting
- Financial Analyst
- Feasibility Analyst
- Insurance Specialist
- Assistant Manager- Talent Management
- Network & Systems Engineer
- Oracle EBS Support Specialist
- CAD Operator

To find more about these career opportunities, visit us at:
www.omrancareer.com

Only those candidates who meet the qualifications and experience required will be considered for an interview.

If you feel these roles are in line with your qualifications and experience, then please apply through our career website no later than **23rd June 2014**

B.

Application

4.9 Recruitment ad

Half page

Hiring the Future, Today

Omran is mandated by the Government of Oman to deliver major projects and manage tourism assets and investments. This is in line with the Government's vision of positioning tourism as a major economic driver of the future and as a generator of employment.

Omran is currently recruiting keen and motivated individuals who share its goal of creating world class tourism developments. You will join a highly professional team and work in an environment where achievers and results are valued, respected and appreciated.

Available Positions

- Construction Manager
- Contracts Manager
- Assistant Purchasing Manager

To find more about these career opportunities, visit us at: www.omrancareer.com

Only those candidates who meet the qualifications and experience required will be considered for an interview.

If you feel these roles are in line with your qualifications and experience, then please apply through our career website no later than: **8 May 2014**

Hiring the Future, Today

Omran is mandated by the Government of Oman to deliver major projects and manage tourism assets and investments. This is in line with the Government's vision of positioning tourism as a major economic driver of the future and as a generator of employment.

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Only those candidates who meet the qualifications and experience required will be considered for an interview.


If you feel these roles are in line with your qualifications and experience, then please apply through our career website no later than: **8 May 2014**

Omran Guidelines 87

Application

4.10 Tender announcement

When placing the wordmark on an image, ensure there is sufficient contrast for maximum legibility. Use either the black or white wordmark to achieve this.



Tender Announcement

Omran is mandated by the Government of Oman to deliver major projects and manage tourism assets and investments. This is in line with the Government's vision of positioning tourism as a major economic driver of the future and as a generator of employment.

Omran invites qualified and experienced companies for the following tenders:

Tender proposal submission

All bidders are required to submit their proposals before 10.00am on the last date for submission to:


Chairman of Main Tender Committee
P.O. Box 991 P.C. 130, Al Athaiba, Sultanate of Oman
Building number 3203, Way number 3341, Block number 233,
Al Khuwair. Tel: + 968 24 391 111, Fax: + 968 24 391 112

- Omran is not bound to award the contract to the lowest bid or any other bid.
- The submission should be in two print copies and one digital (PDF) copy.

For more information about Omran please visit omran.om

Font size is 7pt
Leading 8.5pt

Font size is 14pt



Tender Announcement

Omran is mandated by the Government of Oman to deliver major projects and manage tourism assets and investments. This is in line with the Government's vision of positioning tourism as a major economic driver of the future and as a generator of employment.

Omran invites qualified and experienced companies for the following tenders:

--

Tender proposal submission

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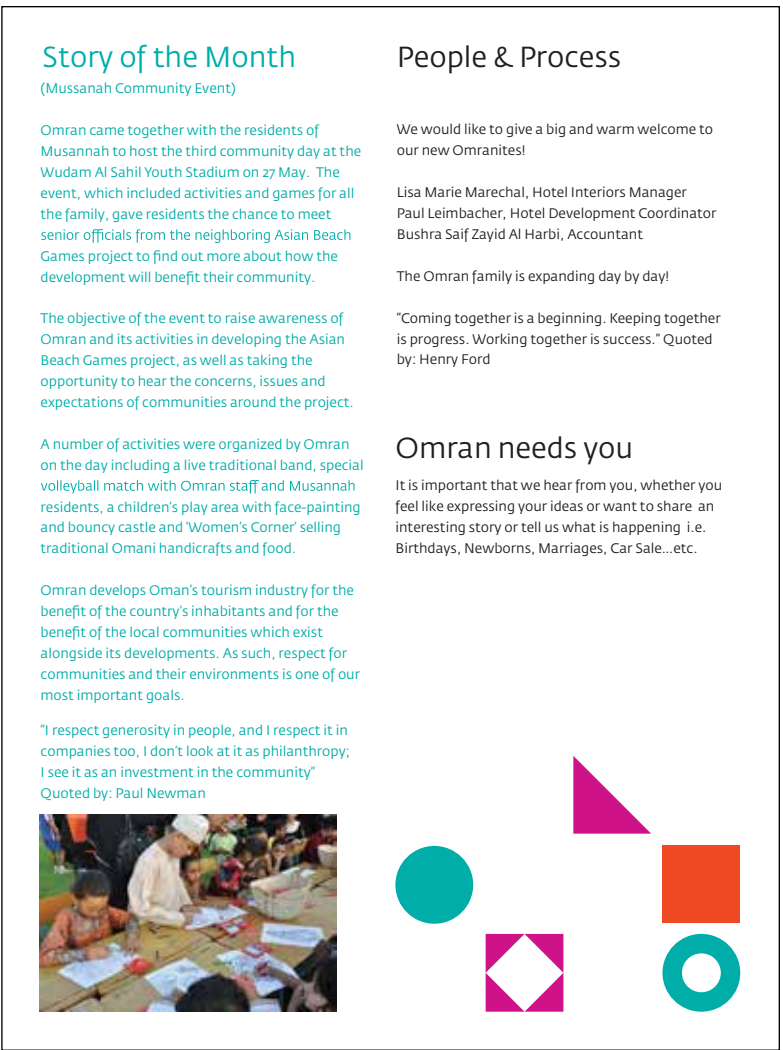
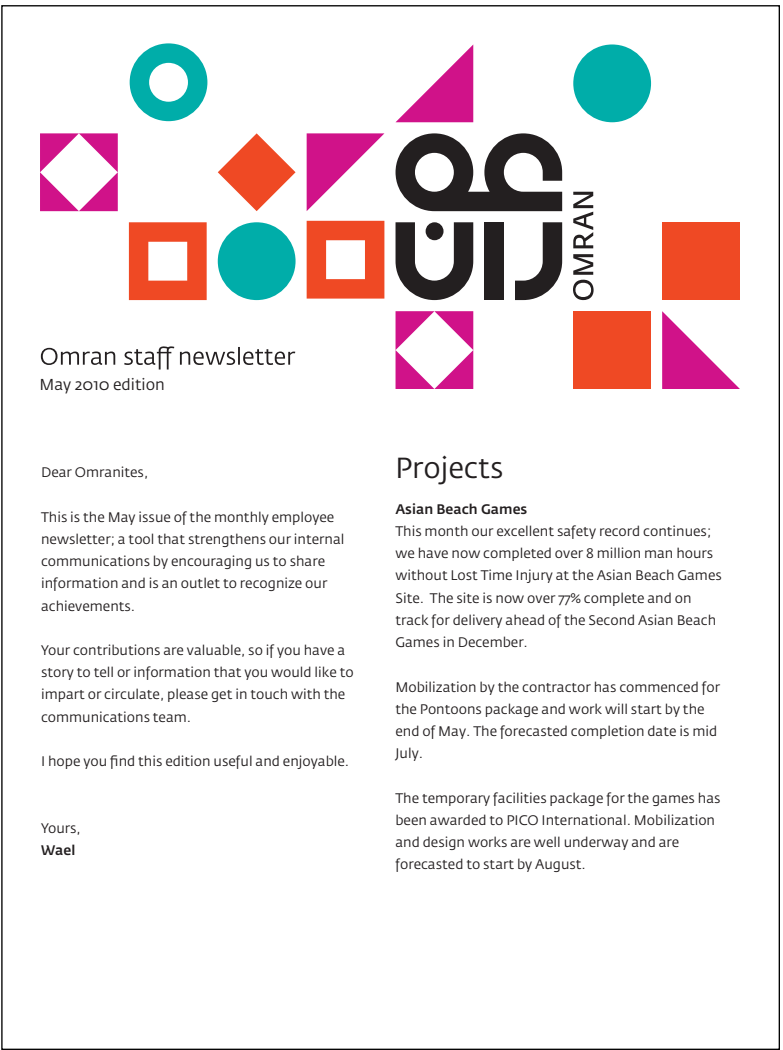
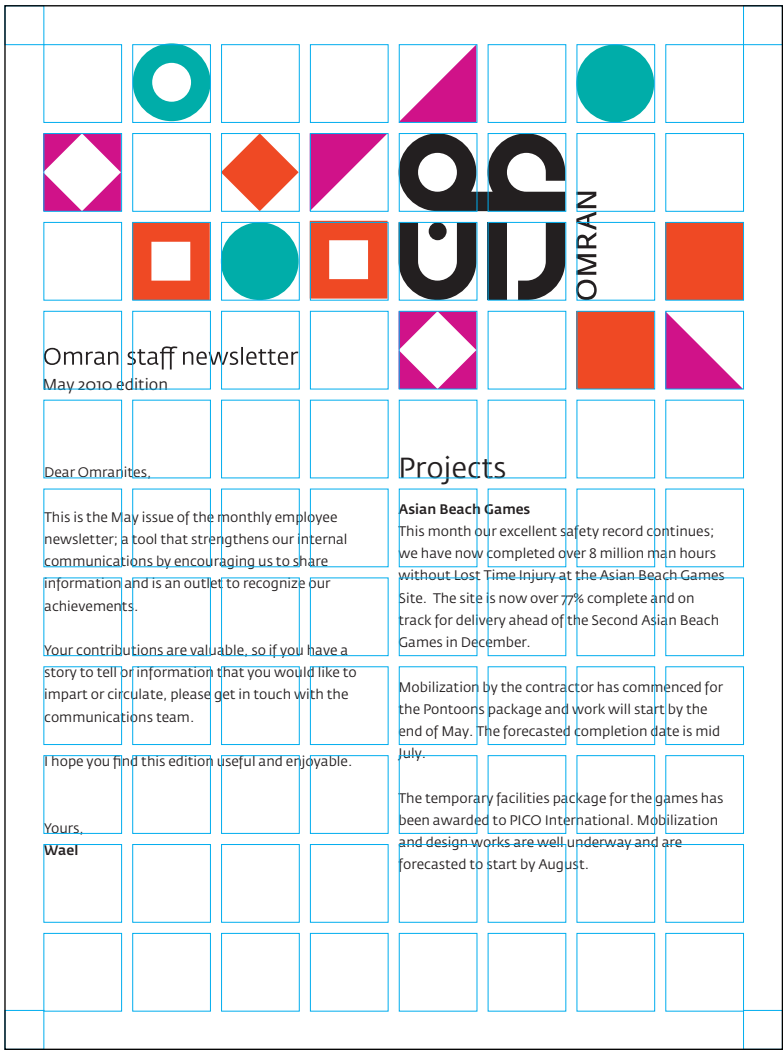
Application

4.11 Internal newsletter



Application

4.11 Internal newsletter



Application

4.12 Editorial layout



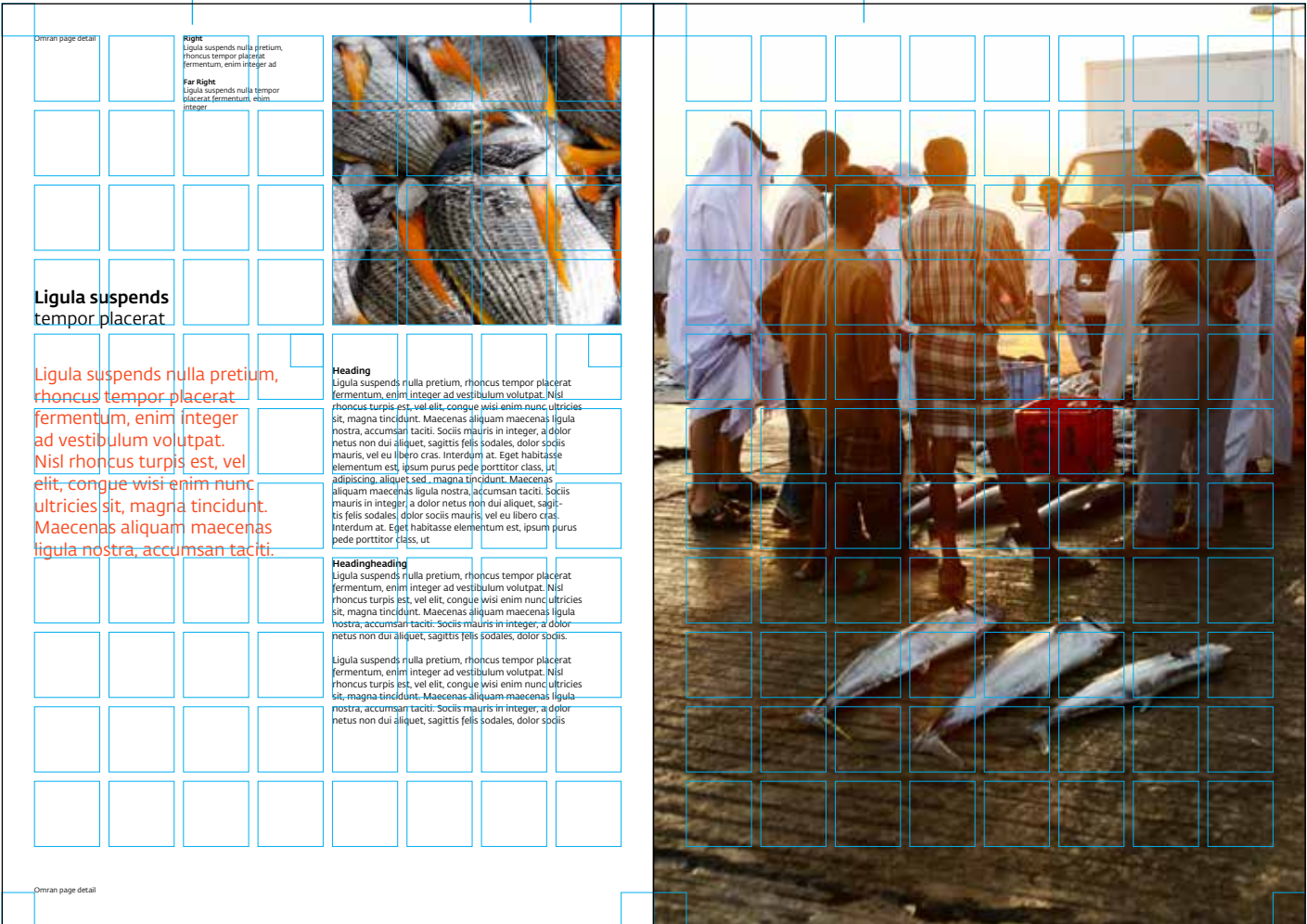
Application

4.12 Editorial layout

Font size is 6.5pt
Leading 8.5pt

Detail shot used
in square frame

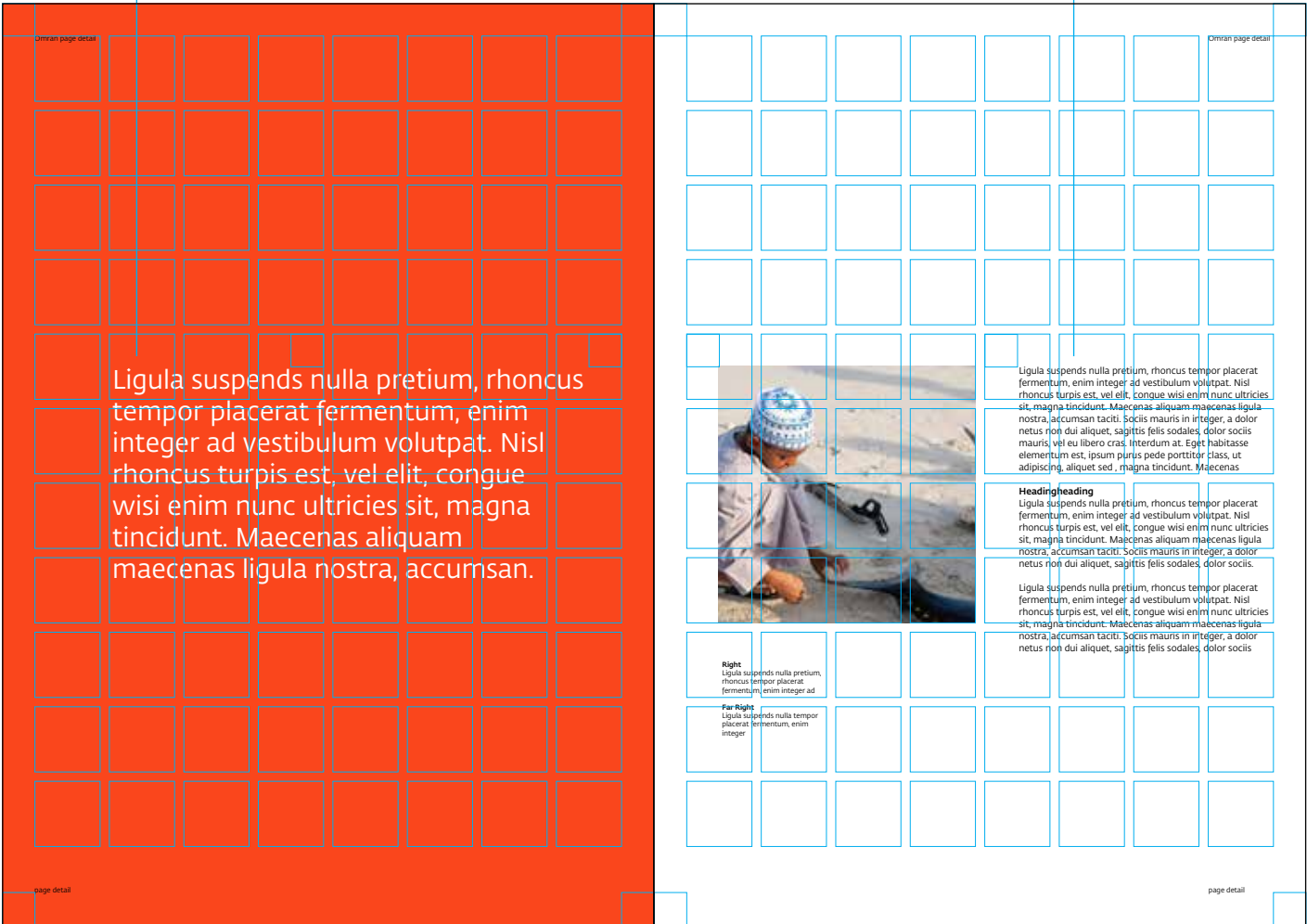
Full bleed
photography



Font size is 21pt
Leading 27pt

Corporate colour

Font size is 8.5pt
Leading 11pt



Application

4.13 Magazine ad



Application

4.13 Magazine ad

Full bleed
photography

This communication
fits into the **'Beyond'**
category and uses the
triangle as the leading
shape.

Font size is 11pt
Leading 15pt

Font size is 11pt
Leading 15pt
Tracking 5

The pattern shapes are
extended into the layout,
each fitting into 1 grid
square.

**Only use 3–5 well placed
pattern graphics in
your layout so as not
to clutter the design.**

Be sure to use at least
1 square, 1 circle and
1 triangle shape.

With full bleed imagery,
only use the mono white
wordmark. Width fits
into 4 grid squares.

Be sure the image area
beneath the wordmark
is dark enough to avoid
legibility issues.



A4

When grid does not fit
perfectly to document,
direct its orientation from
the logo location.

Application

4.14 Flyer

When using image-led communication, images are used full bleed.

Only the mono white Omran word mark is used in the bottom right of the grid.

The pattern graphics are extended into the layout.

This communication fits into the 'Respect' category and uses the **circle** as the leading shape.

Font size is 8.5pt
Leading 11pt



Full bleed
photography

The pattern shapes are extended into the layout, each fitting into 1 grid square.

Only use 3–5 well placed pattern graphics in your layout so as not to clutter the design.

Be sure to use at least 1 square, 1 circle and 1 triangle shape.

With full bleed imagery, only use the mono white word mark. Width fits into 4 grid squares.

Be sure the image area beneath the word mark is dark enough to avoid legibility issues.

A4

When grid does not fit perfectly to document, direct its orientation from the logo location.

Application

4.15 Email signature

x = Return/enter

Name:
Tahoma Bold, 10pt

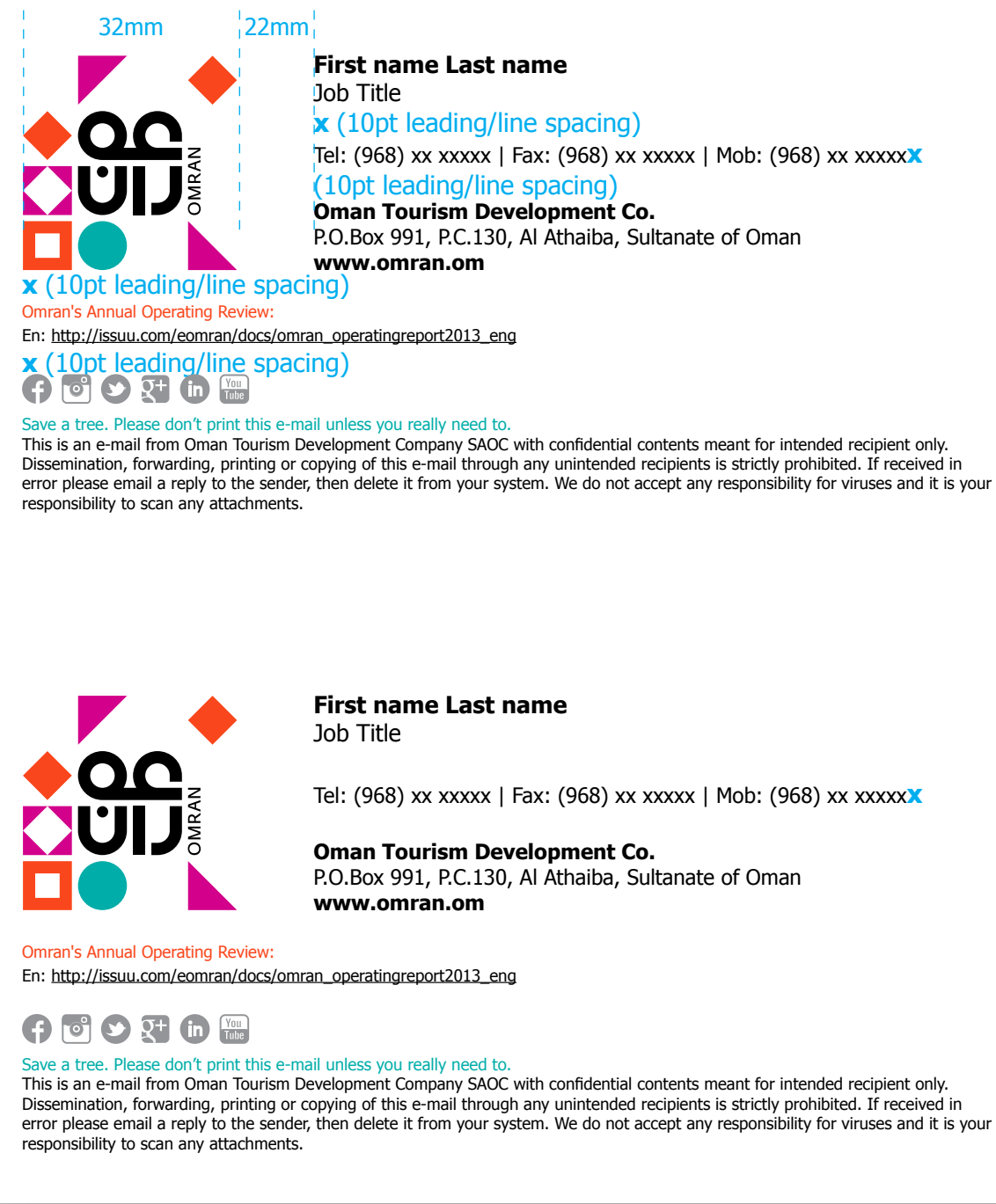
Job Title:
Tahoma Regular, 10pt

Address and Contact details:
Tahoma Regular, 9pt

URL:
Tahoma Bold, 9pt

Save a tree:
Tahoma Regular 7pt, (Ro G173 B169)

Disclaimer:
Tahoma Regular 7pt



Application

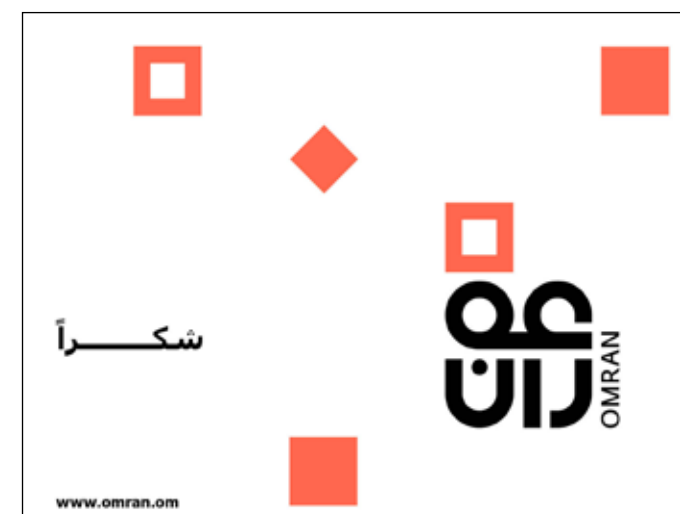
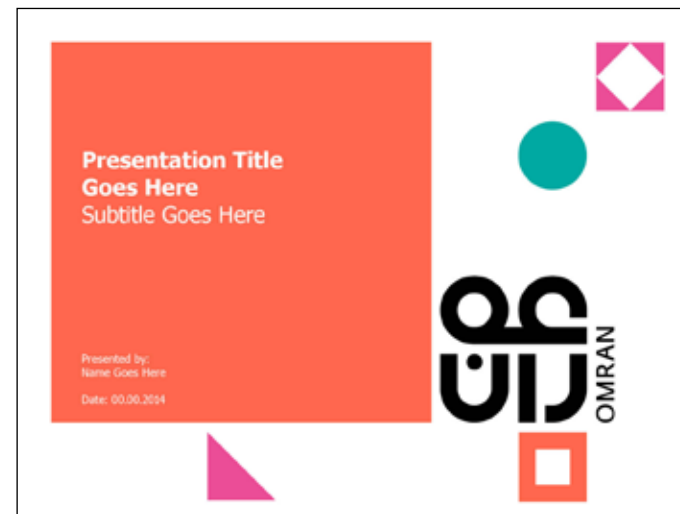
4.16 PowerPoint template

Fully designed PowerPoint templates are available for use. Depending on the nature of the content of your presentation (or even your mood), a choice of three templates are available. Each design corresponds to one of our key brand values.

Within each file are three options for the cover slide, a chapter divider slide, a content slide and three 'thank you' end slides.

NOTE:

1. Presentations should be prepared keeping an optimal file size in mind
2. The three templates can be mixed for corporate presentations only.

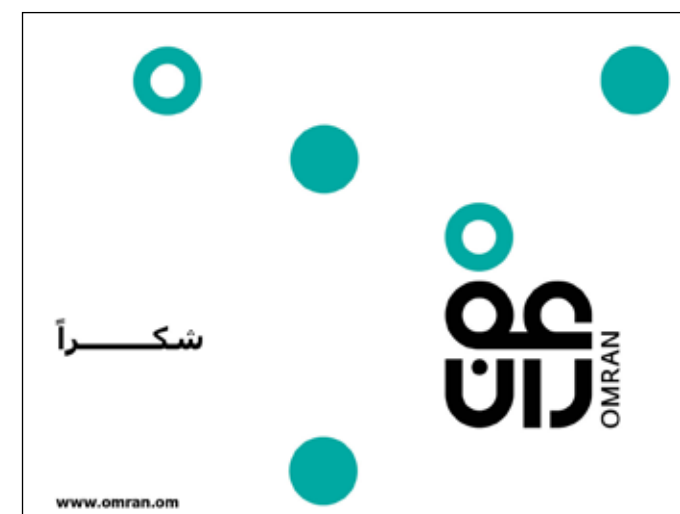
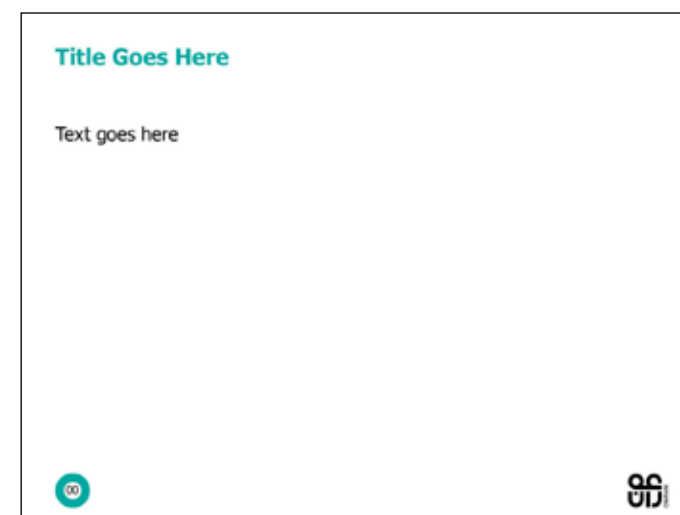
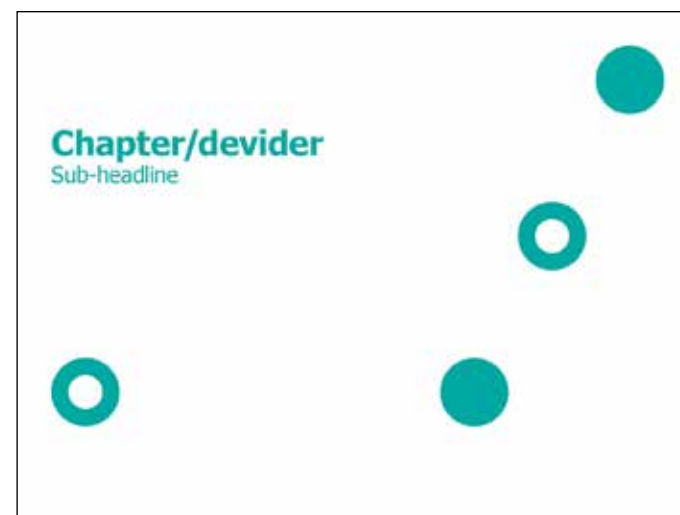
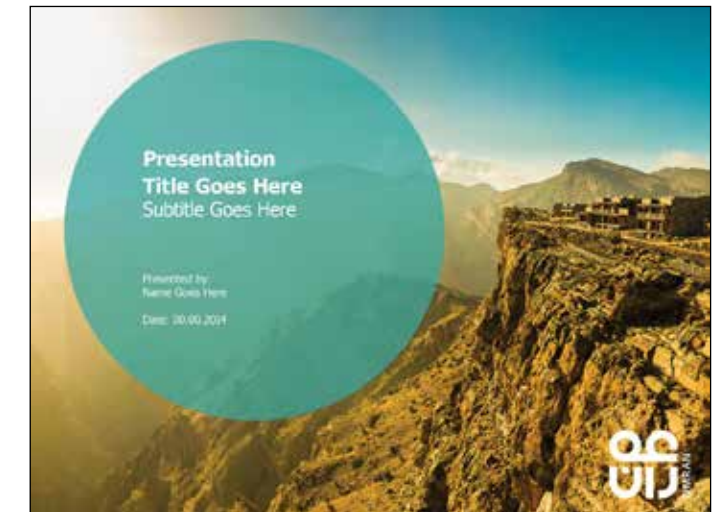


Application

4.16 PowerPoint template

NOTE:

1. Presentations should be prepared keeping an optimal file size in mind
2. The three templates can be mixed for corporate presentations only.

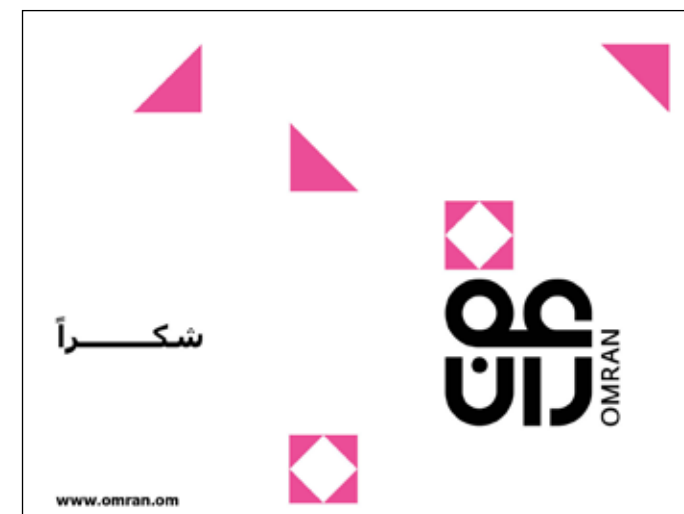


Application

4.16 PowerPoint template

NOTE:

1. Presentations should be prepared keeping an optimal file size in mind
2. The three templates can be mixed for corporate presentations only.



Application
4.16 Banner

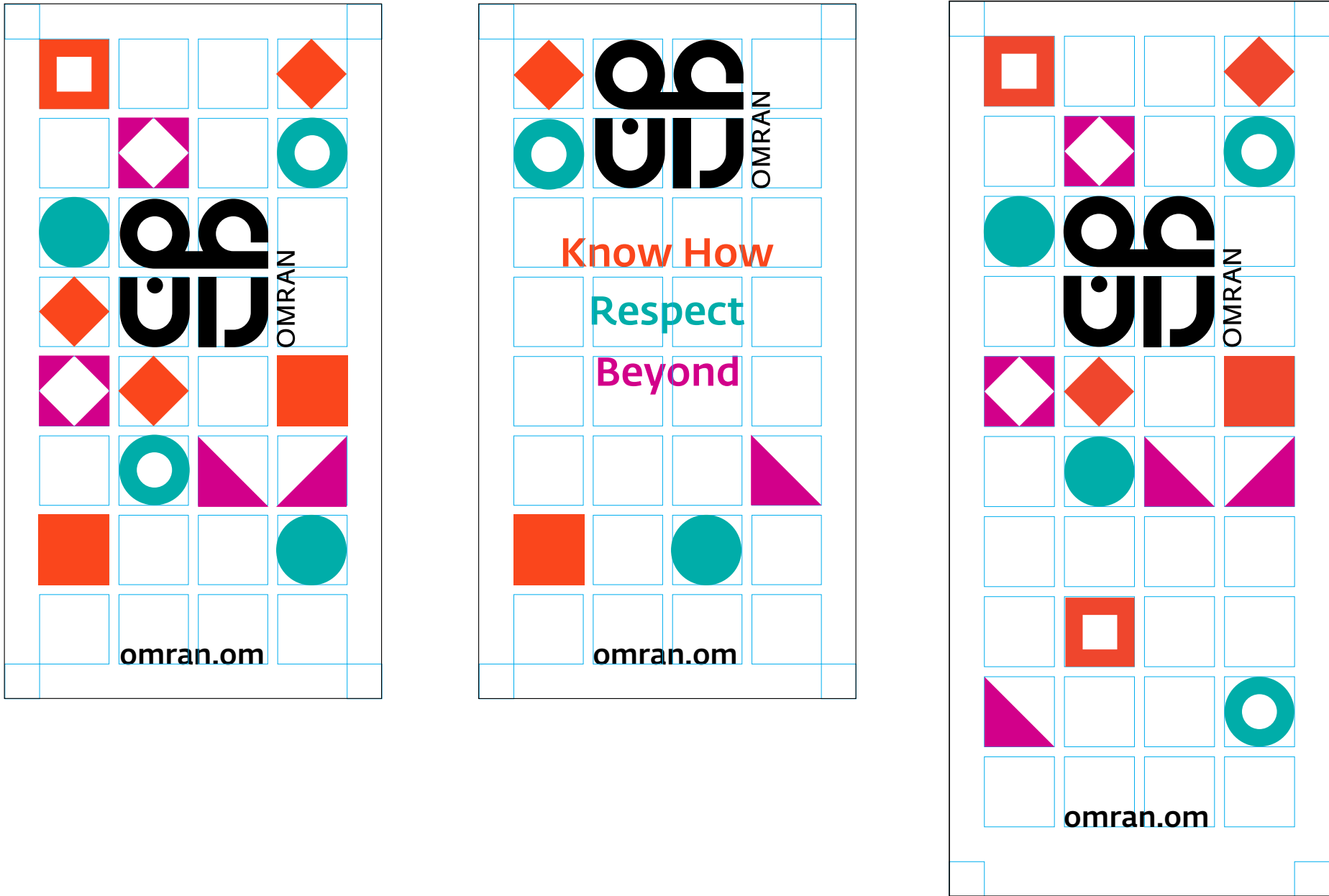


Application

4.17 Banner

Banners use a specific grid of 4 squares width, for larger application of the logo. The same grid applies to roll-ups.

Arabic messaging at this scale should use the typeface **Frutiger LT Arabic**. Refer to [Section 2.7.2](#).



Application

4.18 Back-drop

Sample of a 3x2m back-drop.
Omran wordmark has equal
relationship with two partners.

Clear space around wordmark
as defined in [Section 3.5](#).



Application

4.19 Exterior branding



Application

4.20 Site identifier



Application
4.21 Interior
wall



Application

4.22 Other pattern usage

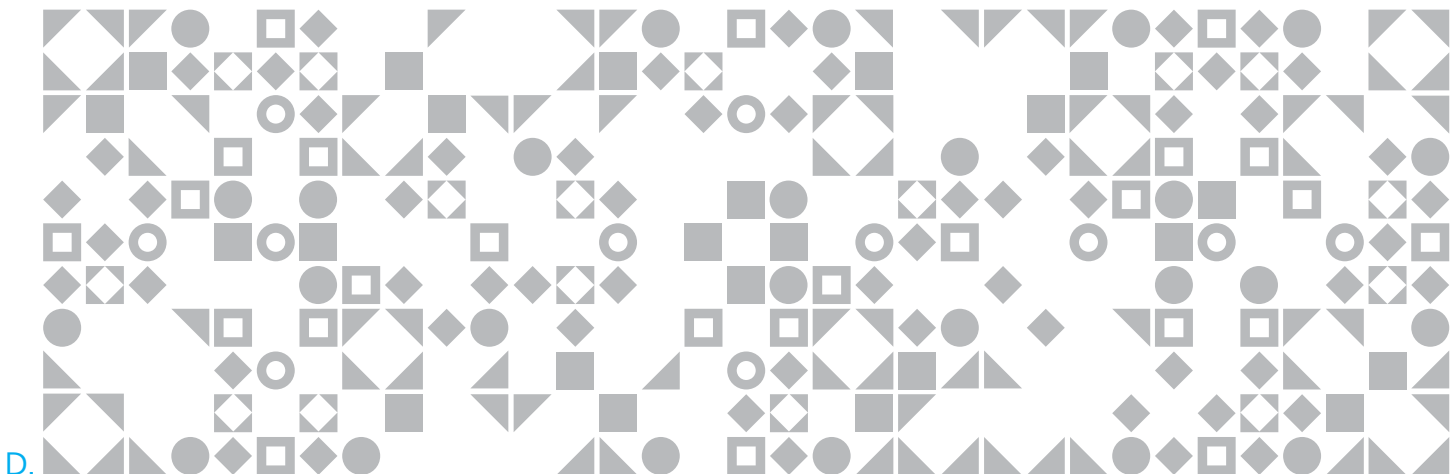
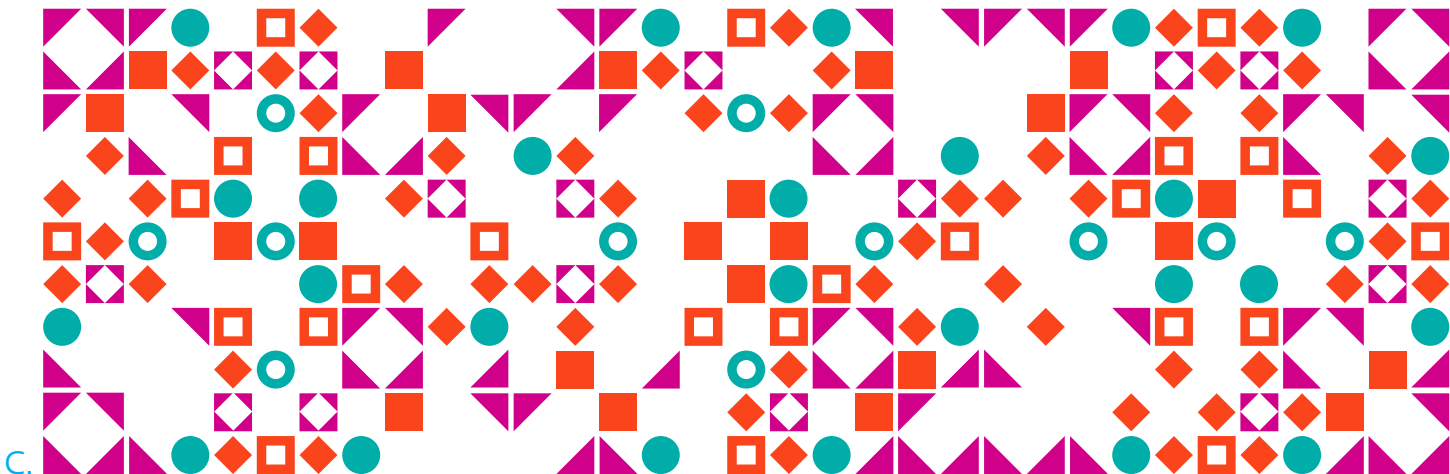
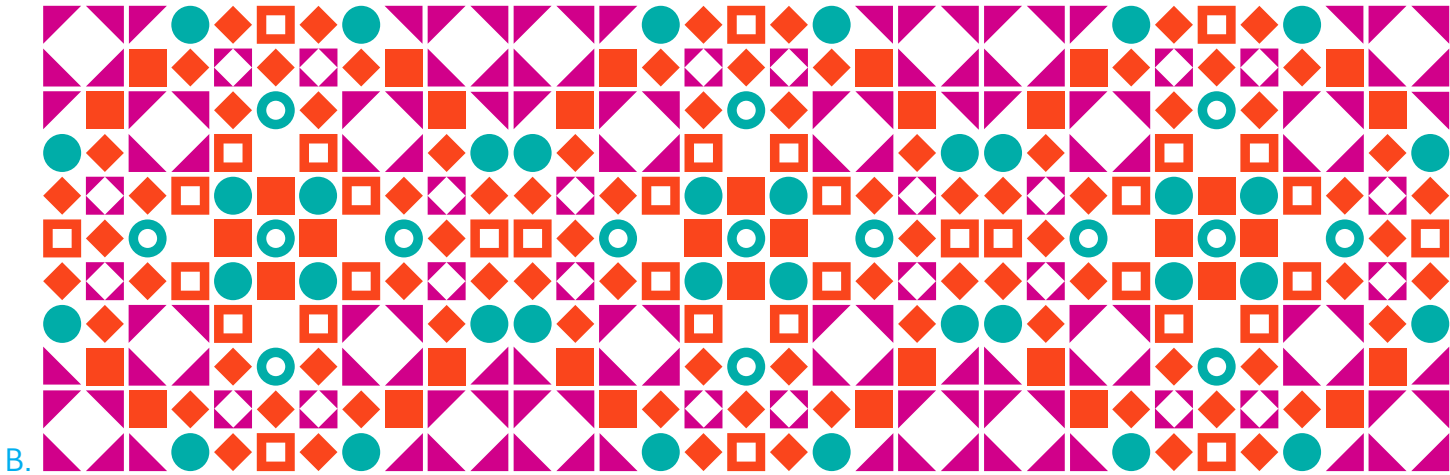
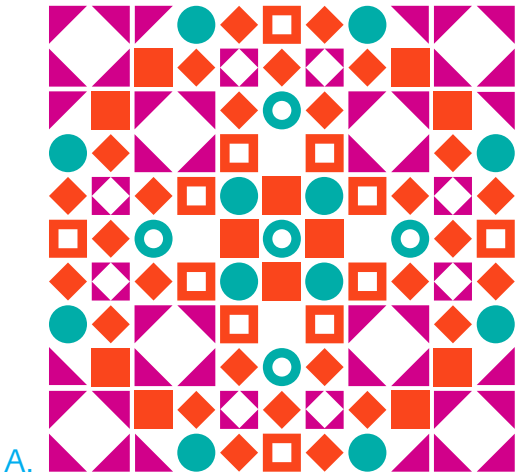
The pattern is flexible enough to be used across other mediums beyond those described previously in the guidelines.

A. Pattern applications can be created from using the master pattern.

B. Repeat the pattern in any direction.

C. Delete parts of the pattern for different effects.

D. Pattern can be used in mono and in different finishes, eg varnish, emboss.



5.

Promotional Items

Promotional Items

5.1

This and the following page shows examples of how the rules defined in this document can be applied to promotional items.

When selecting promotional items ensure that they are of a high enough quality to represent the Omran brand.

Where production techniques restrict the accurate use of our brand colours it is advisable to use the Omran wordmark alone.



Gift USB
For prestigious visitors or guest



Premade, colour lined mug with screen print wordmark

Wrap-around graphic



General USB
Screen-print and/or engraved



Wordmark (on reverse side) and URL only



Wordmark with brand shapes (both sides)

Promotional Items

5.1



Hiking flask with red carabiner clip to promote outdoor activities



Embroidered or screen-print wordmark



Screen-print wordmark with cascading shapes for maximum brand recognition

6.

Additional Assets
2019

- 6.1 Our slogan
 - 6.1.1 Don't do this

Additional Assets 2019

6.1 Our Slogan

The slogan can be used on:

- Internal campaigns
- External campaigns
- Social media
- Marketing collateral
- Promotional items
- Print
- Digital
- Ads

This slogan should not be used on it's own, always to appear with Omran logo.

Please contact the brand manager for further details and approvals.



Horizontal



Horizontal Reversed



Vertical



Vertical Reversed



Vertical Wide



Vertical Wide Reversed

Additional Assets 2019

6.1.1 Don't do this

- A. Text must never be placed to the right of Omran logo
- B. Text must never be placed to the top of Omran logo
- C. Text must always appear in the same color used for Omran logo



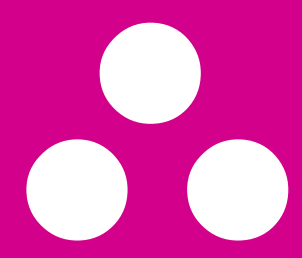
A.



B.



C.



شكراً

Thank You