



Corporate Identity Standards Manual



Corporate Identity Standards

OMM has created the following guidelines in order to assist you in your use of the company Logo. It is important that the Logo is used correctly to ensure the integrity of the OMM corporate image and brand identity. The guidelines consist of the following:

- **The Logo**
- **Basic usage rules**
- **Guidelines for Logo usage for print**
- **Guidelines for Logo usage for the Web or PowerPoint presentations**
- **The Secondary Graphic Device**
- **Typeface guidelines**
- **Guidelines for using the corporate Tagline**
- **Examples of incorrect Logo usage**
- **How to download the Logo from the OMM website**
- **How to contact the OMM Marketing Department**
- **Corporate Identity reference pages**



The Logo

The Logo consists of 12 dots arranged in a 3D array and the letters OMM are in a stylized custom font directly to the right of the dots. These two elements are never to be separated. The dots can only be black, white or PMS 641 (blue) and the letters can only be black or white.



Basic Logo Usage Rules

- OMM will provide the electronic artwork of the Logo. You may not alter this artwork in any way, including size (except for resizing with the exact aspect ratio), typeface, color, proportions, elements or location of the elements in relation to one another.
- The Logo should always be given a clear space equal to half of its height and it should completely encircle the Logo. No tagline or other written information should ever invade this clear space.
- The Logo must not be used in a way that implies sponsorship or endorsement unless by the express written consent of OMM.
- You may not distort the two-dimensional appearance of the Logo.



Guidelines for Logo usage for print

The two colors of the Logo are Black and PMS 641 (blue).

- In one-color printing, the Logo can be either black or white depending on the color of the background.
- For four-color process the dots must be white, black, or PMS 641 (blue) depending on the background. The Process equivalent for PMS 641 is Cyan 100% / Black 27%.
- Do not use a background that is too dark or too light for it to read well.
- Do not incorporate or combine any other graphic object with the Logo.
- Do not put it on a patterned background that would make it hard to read.

Guidelines for Logo usage for the Web or PowerPoint presentations

The logo is available in the GIF file format for use on the Web or in PowerPoint presentations.

- When creating a link to the OMM website, you must use the following URL:
<http://www.omminc.com>.

The Secondary Graphic Device

The Secondary Graphic Device is a series of dots used to support the Logo.



- The color of the Device must be 60% of PMS 641.
- The size of the Device is not to exceed the size of the second smallest dot in the Logo. The space between the dots must be 2x the diameter.
- The Device should be positioned between .2" and .3" from the edge of the page. The placement must be at the bottom of the page. Never place the dots above the Logo.
- Use three dots on stationery, envelopes and business cards; use four dots on brochures, folders and larger pieces.

Guidelines for using the corporate Tagline

The official corporate Tagline is: *Switching the way the world communicates™*

- The Tagline should always be in the font family of Univers Condensed and should be bold and italic.
- The Tagline can be used by itself or in conjunction with the OMM Logo.
- The preferred usage of the Logo is by itself, without the Tagline. The Tagline may be used only when it will not affect the readability of the Logo or cause the Logo to be reduced in size.
- The Tagline must be flush left to the left to the OMM letters. Use the one line version for larger applications. Use the two-line version for smaller applications.



Incorrect Logo Usage

1. Outlines - unacceptable.



2. Shadows - unacceptable.



3. Unacceptable position of dot symbol.



4. Unacceptable spacing of letters.



5. Unacceptable substitution of standard typeface.



6. Unacceptable positioning of the Tagline





Downloading the Logo from the OMM corporate website

To download the OMM logo, go to: http://www.omminc.com/news/media_center. If you do not find what you need there, contact the OMM Marketing Department.

Contacting the OMM Marketing Department

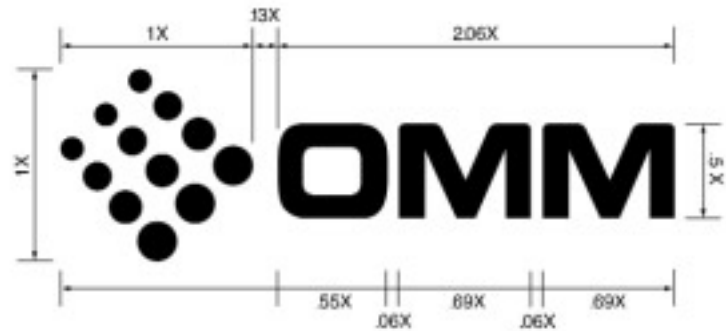
If you have any questions regarding the Logo Usage Guidelines please contact the OMM Marketing Department. Email address marketing@omminc.com, phone number (858) 362-2800.

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Corporate Identity Reference

The Logo



Logo Specifications

- Diameter #1 = .12X
- Diameter #2 = .15X
- Diameter #3 = .17X
- Diameter #4 = .21X

Color of "Dot Symbol" is PMS 641
 Color of "OMM" is Black

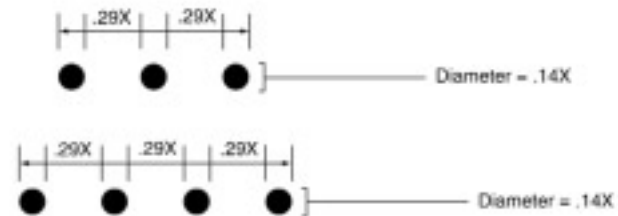


Secondary Graphic Device

Diameter = .14X
 Color: 60% screen of PMS 641

Usage: Use three dots on stationery, envelopes and business cards.
 Use four dots on brochures, folders and larger pieces.

Placement: At bottom of page, flush left. Never above the logo.



Corporate Identity Reference

Business Cards

Specifications

Business Cards

Size:
3.5" w. x 2" h.

Logo:
"OMM" prints in Black
The "dots symbol" prints in PMS 641

Name:
8.5 pt. type - Univers Condensed Bold
10 pts. leading
Black

Title:
7 pt. type - Univers Condensed
7.8 pts. leading
Black

Address:
8 pt. type - Univers Condensed Bold
9.5 pts. leading
Black

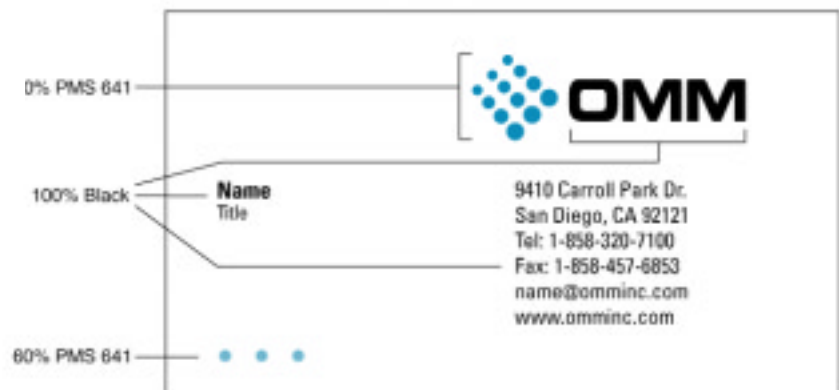
Secondary Graphic Device:
.3 Dots - .06" diameter
60% PMS 641

Offset Printing:
Black & PMS 641

MEASUREMENTS



COLOR CALLOUTS



Note:
Cards are at 100%

Corporate Identity Reference

Letterhead and #10 Envelopes

Specifications

Letterhead

Size:
8.5" w. x 11" h.

Logo:
"OMM" prints in Black
The "dots symbol" prints in PMS 641

Address Copy:
8 pt. type - Univers Condensed
9.5 pts. leading
Black

Secondary Graphic Device:
3 Dots - .06" diameter
60% PMS 641

Offset Printing:
Black
PMS 641

Envelope

Size:
9.5"w x 4.125"h (#10 Envelope)

Logo:
"OMM" prints in Black
The "dots symbol" prints in PMS 641

Address Copy:
8 pt. type - Univers Condensed
9.5 pts. leading
Black

Secondary Graphic Device:
3 Dots - .06" diameter
60% PMS 641

Offset Printing:
Black
PMS 641

