



# Brand Guidelines



This document is created for the teams and partners building marketing, communications and product experiences for OMRT. Our intent is to provide consistency, simplicity and clarity as we build the OMRT brand. As with all great brands and products, this document will evolve with time. We'll revise this content as our strategy and products develop

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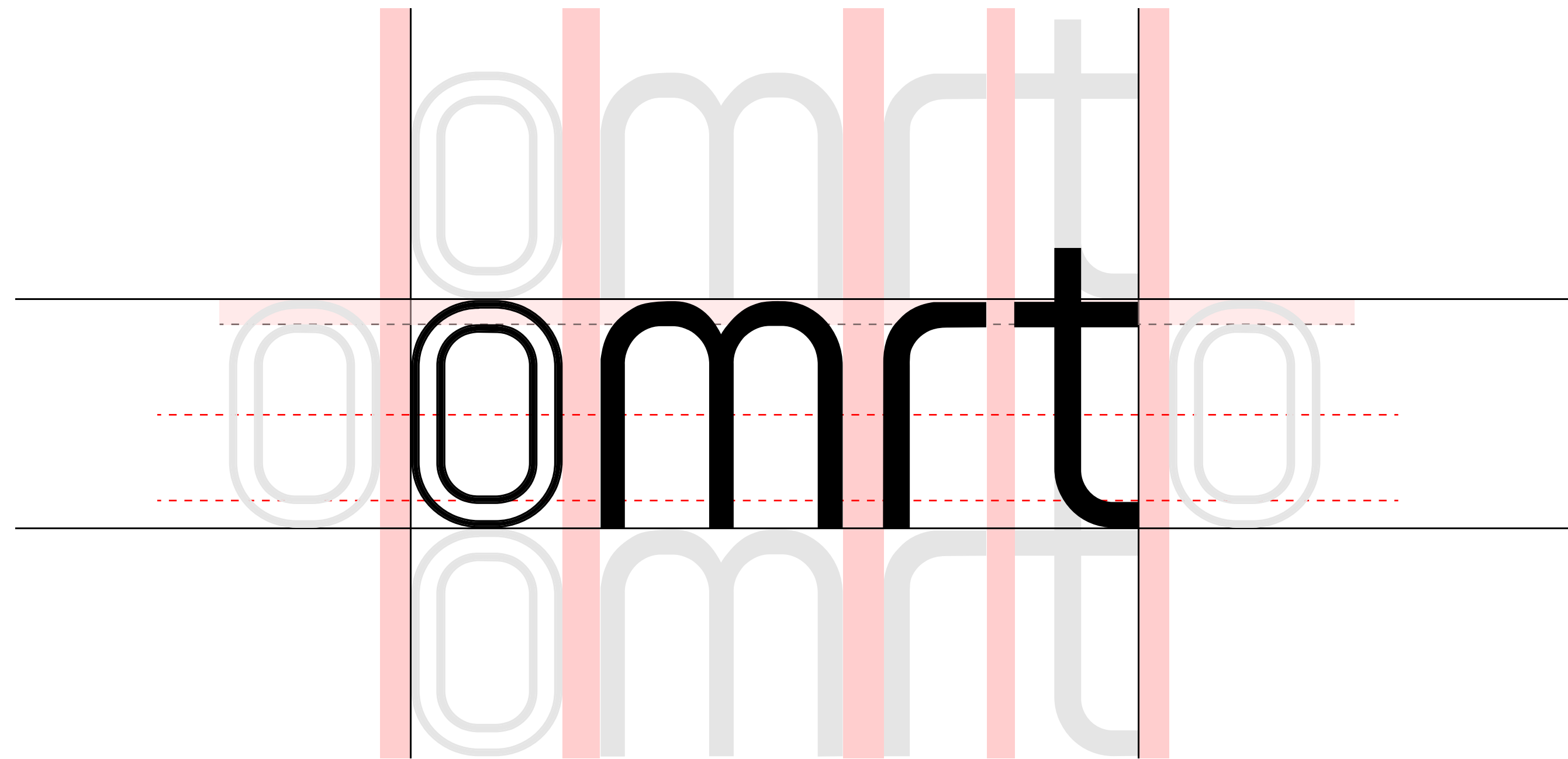
2023

2023

# Single-line Lockup

- Simplicity rules
- Consistent experience
- Embrace the power of B/W

Less is more. We want the logo to be instantly recognizable at all sizes and in all contexts.

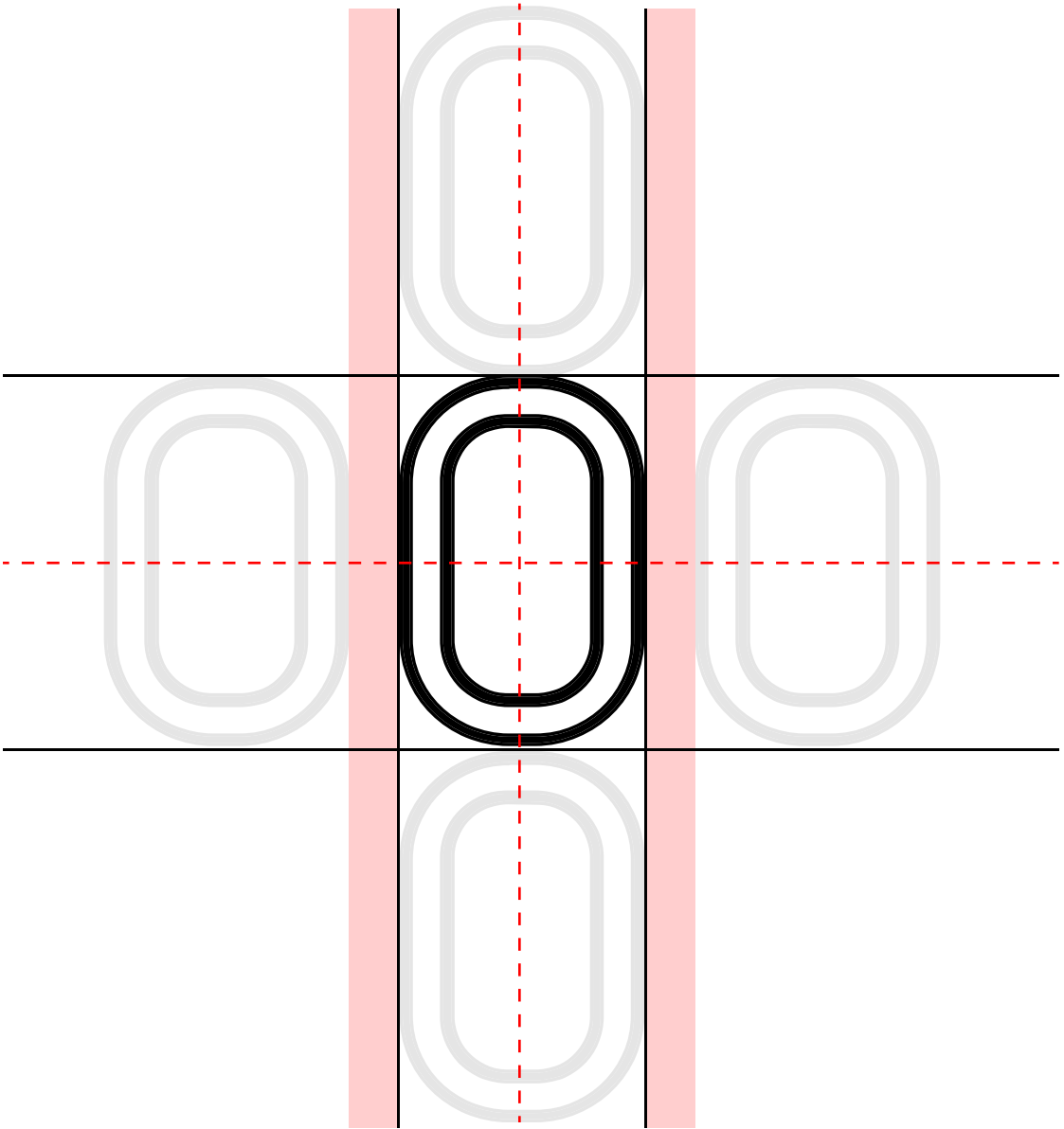


## Clearspace

- Equally distributed
- Everything is about the O factor

Clear space around the logo is equal to the cap height of the “O”.  
Nothing breaks the limit of the space that the O’s create.







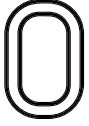





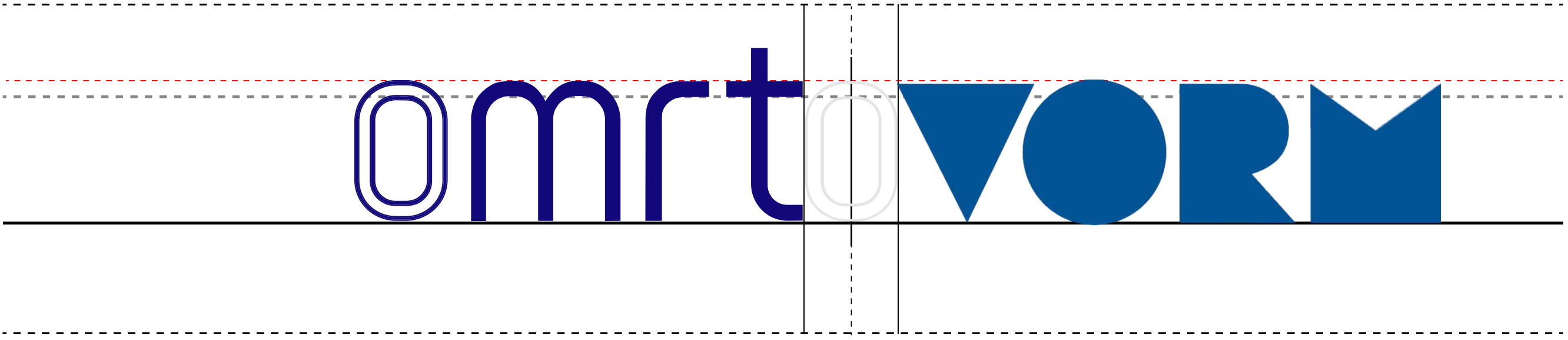
O Lockup Clearspace

- Equally distributed
- Everything is about the O factor

Clear space around the icon is equal to the cap height and width of the “O”. Nothing breaks the limit of the space that the O’s create.

|   |   |   |  |
|---|---|---|--|
| <div data-bbox="333 581 932 816" data-label="Image">  </div>   | <div data-bbox="1516 581 2115 816" data-label="Image">  </div> | <div data-bbox="2449 581 3048 816" data-label="Image">  </div> |  |
| <div data-bbox="139 1388 1192 1557" data-label="Text"> <h3>Colour</h3> <p>The logo should be white on darker backgrounds and our primary blue on lighter backgrounds, alternatively we can use a black version for footers or headers.</p> </div> | <div data-bbox="1382 1388 1582 1425" data-label="Text"> <p>White: #FFFFFF</p> </div>  | <div data-bbox="2339 1388 2538 1425" data-label="Text"> <p>Black: #000000</p> </div>  |  |
| <div data-bbox="139 1810 533 1847" data-label="Page-Footer"> <p>OMRT Brand Guidelines</p> </div>  | <div data-bbox="1382 1810 1466 1847" data-label="Page-Footer"> <p>Logo</p> </div>   |   | <div data-bbox="3238 1810 3305 1847" data-label="Page-Footer"> <p>005</p> </div> |

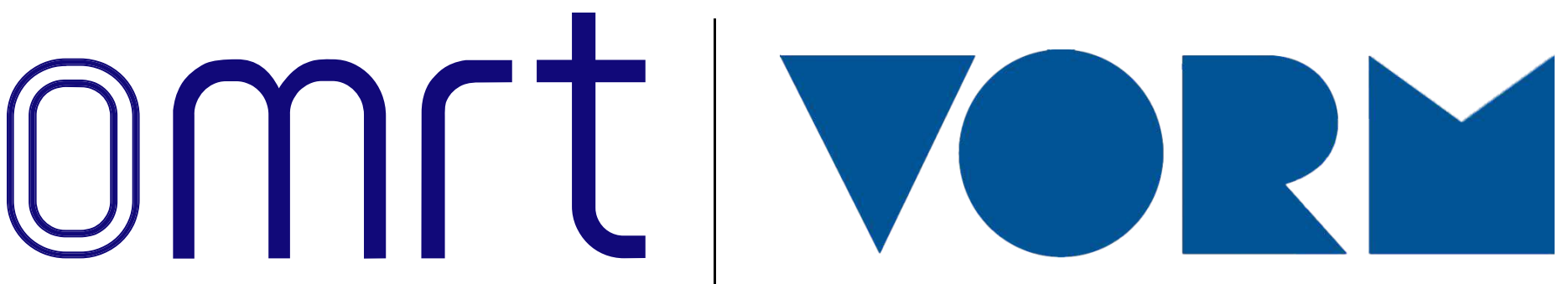
|  |        |   |  |
|--|--------|---|--|
|  | 124 px |    |  |
|  | 64 px  |   |  |
|  | 32 px  |  |  |
| <div>Scale</div> <p>Our logo is designed to scale to small sizes on print and screen. These sizes are specific to mobile and desktop applications.</p> | 16 px  |  |  |
| OMRT Brand Guidelines  |        | Logo  | 006  |



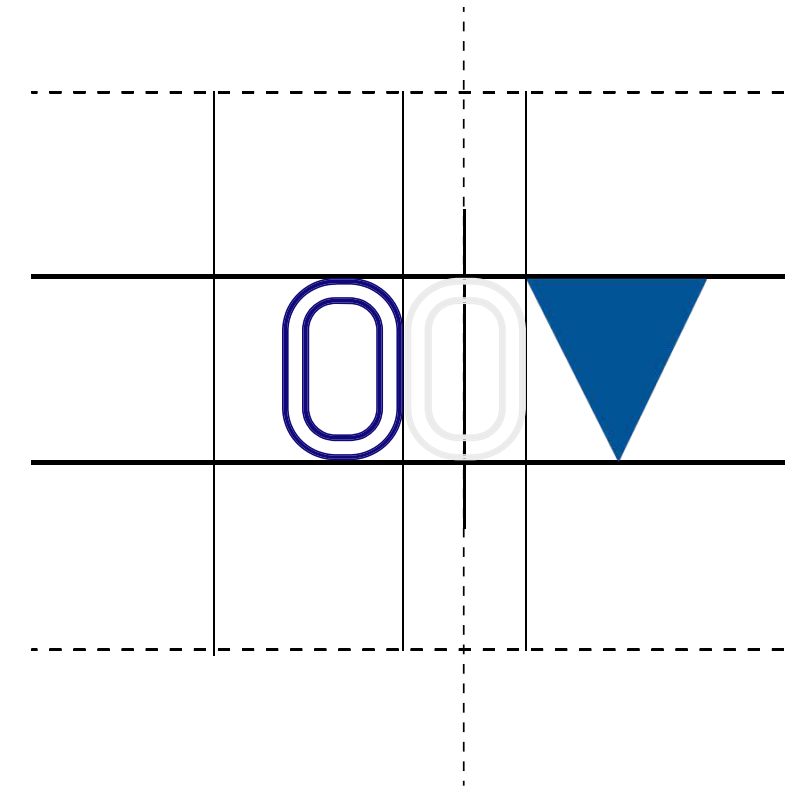
omrt | VORM

## Partnership

Aligning partnership logos should follow clear space rules. The separating line between logos can be created using the “O” of the OMRT logo. Partnership logos font height should extend to the red dotted lines which line up to the top of the “O”.

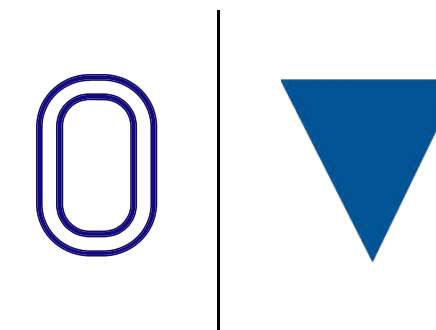


omrt | VORM



## Partnership

Aligning partnership symbols should follow clear space rules. The separating line between symbols can be created using the “O” of the OMRT logo.

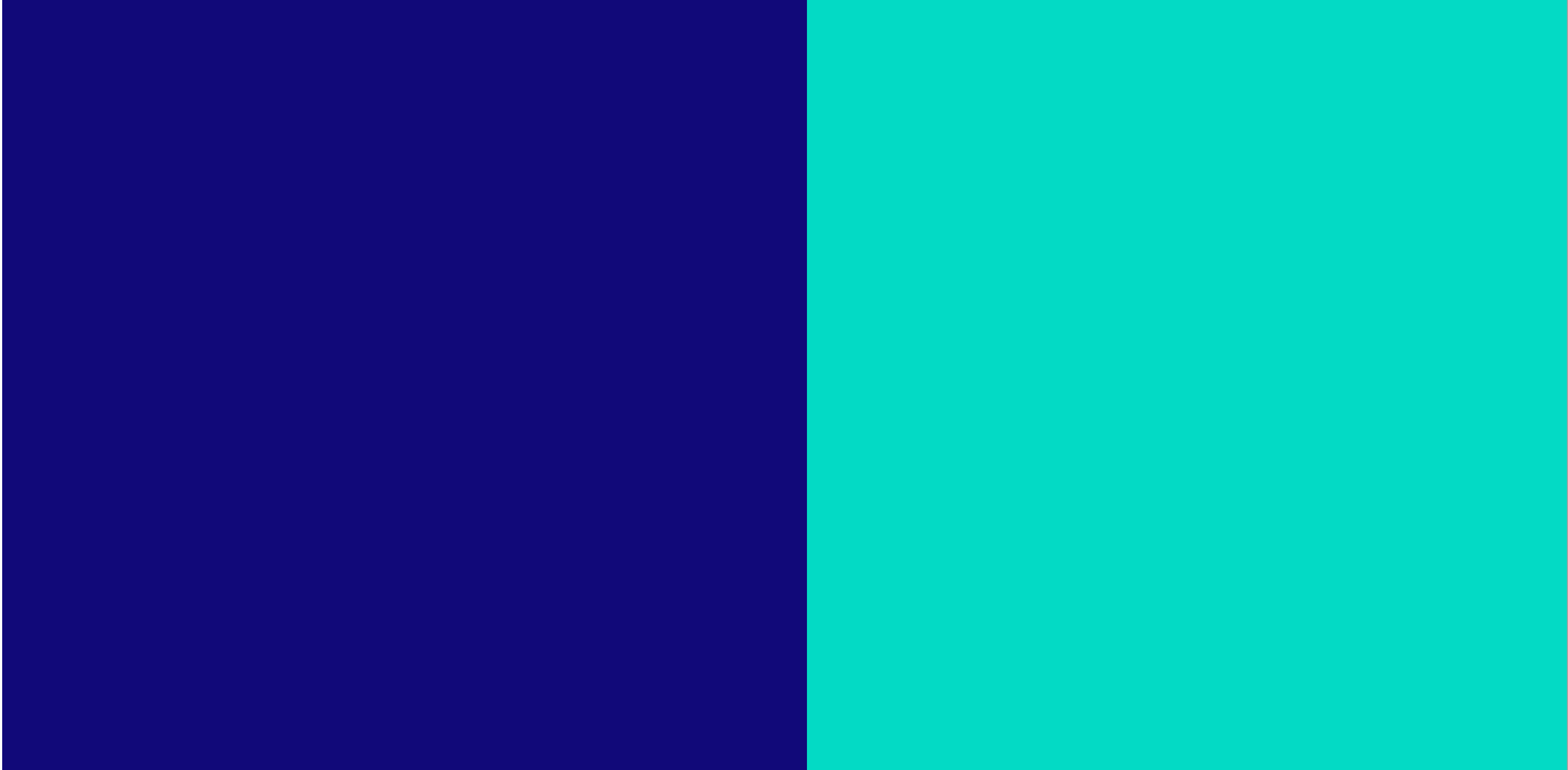
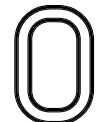


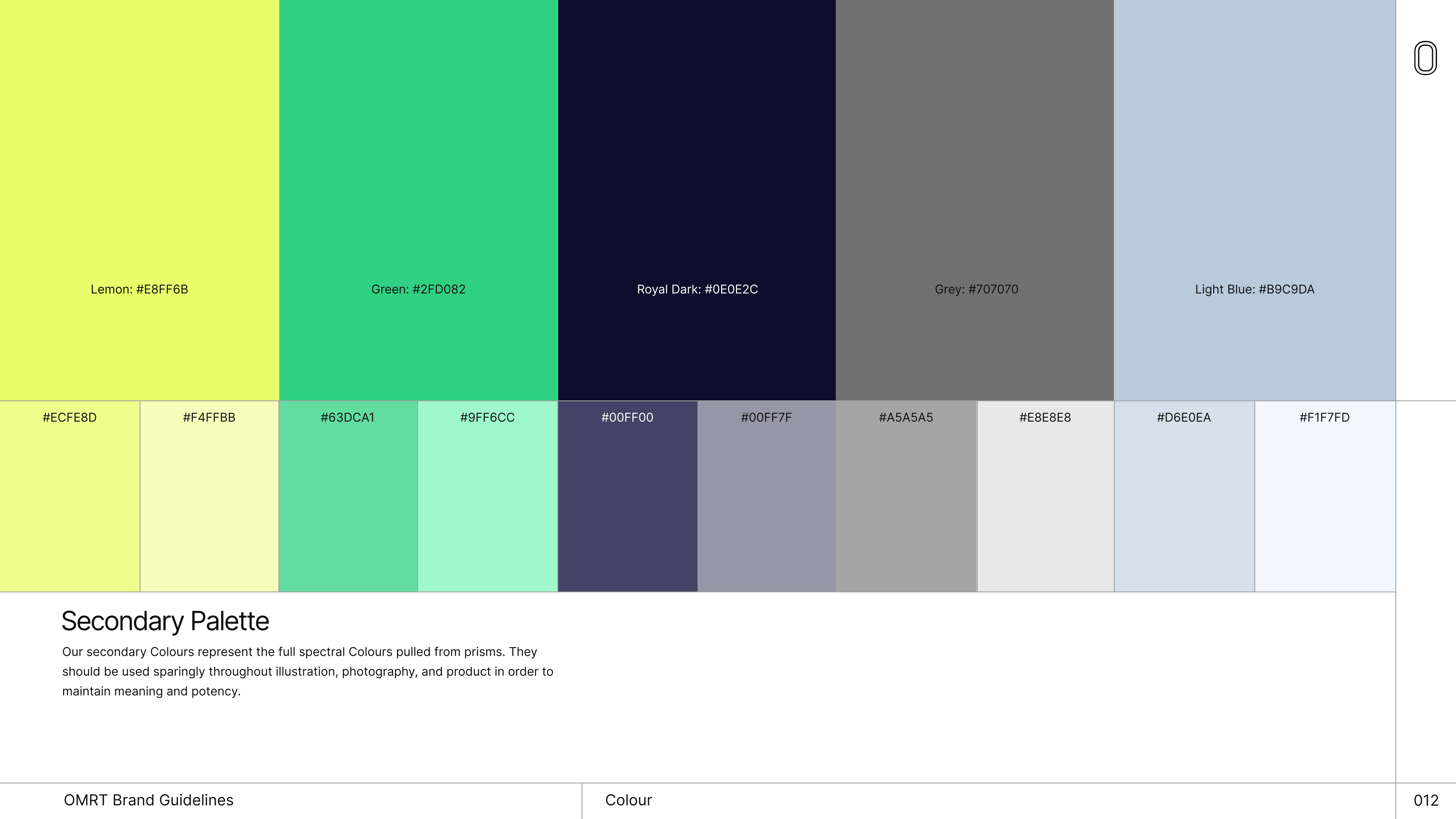
|  |  |                                      |  |  |              |
|--|--|--------------------------------------|--|--|--------------|
|  | <div>✗</div> <div>omrt</div>                         | <div>✗</div> <div>@mrt</div>         | <div>✗</div> <div>🐘@mrt</div>                            | <div>✗</div> <div>@mrt</div>   | <div>@</div> |
|  | Do not Use the OMRT font in other weights/ typefaces | Don't stretch or manipulate the logo | Don't pair logo with icons that may be confused as logos | Restricting use to only dark blue, black or white affords us the highest contrast ratio, aiding accessibility. |              |
| <div>Guidance</div> <div>           Use OMRT as a verb (e.g. “OMRT me.”).<br/>           Use OMRT as a noun; "My OMRT is cool."<br/>           Do not use OMRT in plural or possessive form, e.g., OMRTs, OMRT’s.         </div> |  |                                      |  |  |              |
| OMRT Brand Guidelines  |  |                                      | Logo   |  | 009          |



|                       |  |                |             |
|-----------------------|--|----------------|-------------|
|                       | <div></div>  |                | <div></div> |
|                       | Black: #000000   | White: #FFFFFF |             |
| Core Palette          | Our core palette is white and black. The core palette is used to provide accessibility, simplicity, and consistency throughout all brand communications. It should be used for typography and as a core combination for user interface oriented materials. |                |             |
| OMRT Brand Guidelines | Colour   |                | 010         |

## Core Palette

|                       |        |  |                    |  |
|-----------------------|--------|--|--------------------|--|
|                       |        |   |                    |  |
|                       |        | Blue: #110979  | Turquoise: #03dac5 |  |
| Brand Palette         |        | Our Brand palette is blue and turquoise. The brand palette is important because these colours are unique to OMRT and should be synonymous with the brand. Used for important moments of support, assurance, delight, calls to action and especially moments of interaction between a user and the brand. |                    |  |
| OMRT Brand Guidelines | Colour |  |                    | 011  |



Royal Dark: #0E0E2C

# #ECFE8D

#F4FFBB

#9FF6CC

#00FF00

#00FF7F

# #E8E8E8

#D6E0EA

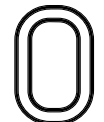

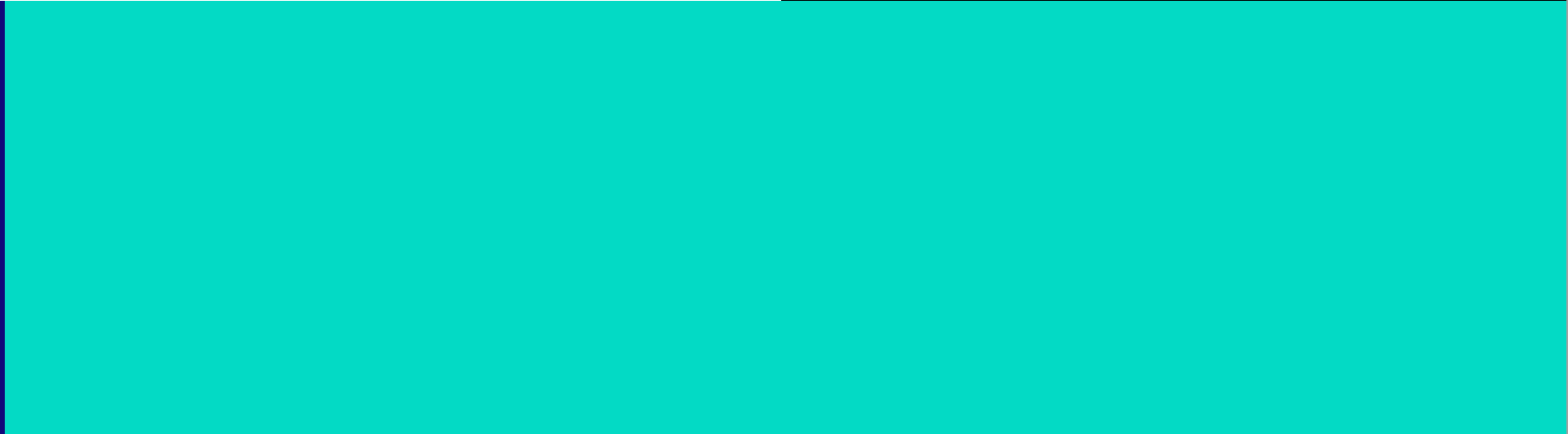
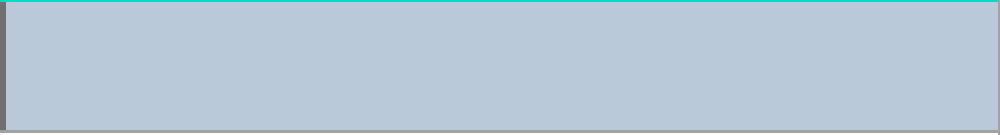
#F1F7FD

## Secondary Palette

Our secondary Colours represent the full spectral Colours pulled from prisms. They should be used sparingly throughout illustration, photography, and product in order to maintain meaning and potency.

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Our secondary Colours represent the full spectral Colours pulled from prisms. They should be used sparingly throughout illustration, photography, and product in order to maintain meaning and potency.

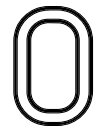
|   |   |   |
|---|---|---|
|   |   | <div data-bbox="3228 91 3295 170" data-label="Page-Header">  </div> |
| <div data-bbox="0 915 1909 1271" data-label="Image">  </div> <div data-bbox="0 1271 636 1358" data-label="Image">  </div> <div data-bbox="636 1271 1266 1358" data-label="Image">  </div> <div data-bbox="1266 1271 1909 1358" data-label="Image">  </div> | <div data-bbox="1909 915 3195 1271" data-label="Image">  </div> <div data-bbox="1909 1271 2545 1358" data-label="Image">  </div> <div data-bbox="2545 1271 3195 1358" data-label="Image">  </div> |   |
| <div data-bbox="143 1393 623 1455" data-label="Section-Header"> <h2>Usage Proportions</h2> </div>   | <div data-bbox="1382 1393 2479 1581" data-label="Text"> <p>It is important to follow the rules of these proportions when creating any brand communication in order to maintain brand consistency and remain accessible for all people. White plays a very important role in all brand communications and should provide balance with black.</p> </div>  |   |
| <div data-bbox="143 1814 533 1849" data-label="Page-Footer"> <p>OMRT Brand Guidelines</p> </div>  | <div data-bbox="1382 1814 1492 1849" data-label="Page-Footer"> <p>Colour</p> </div>   | <div data-bbox="3228 1814 3295 1849" data-label="Page-Footer"> <p>013</p> </div>  |

Inter

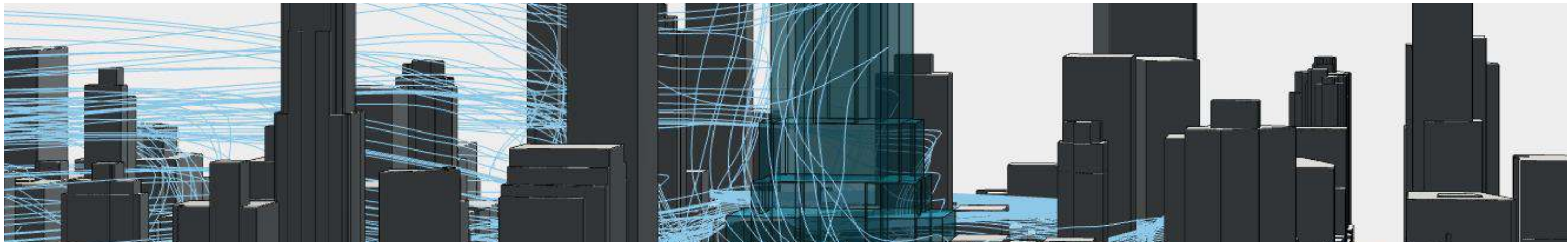
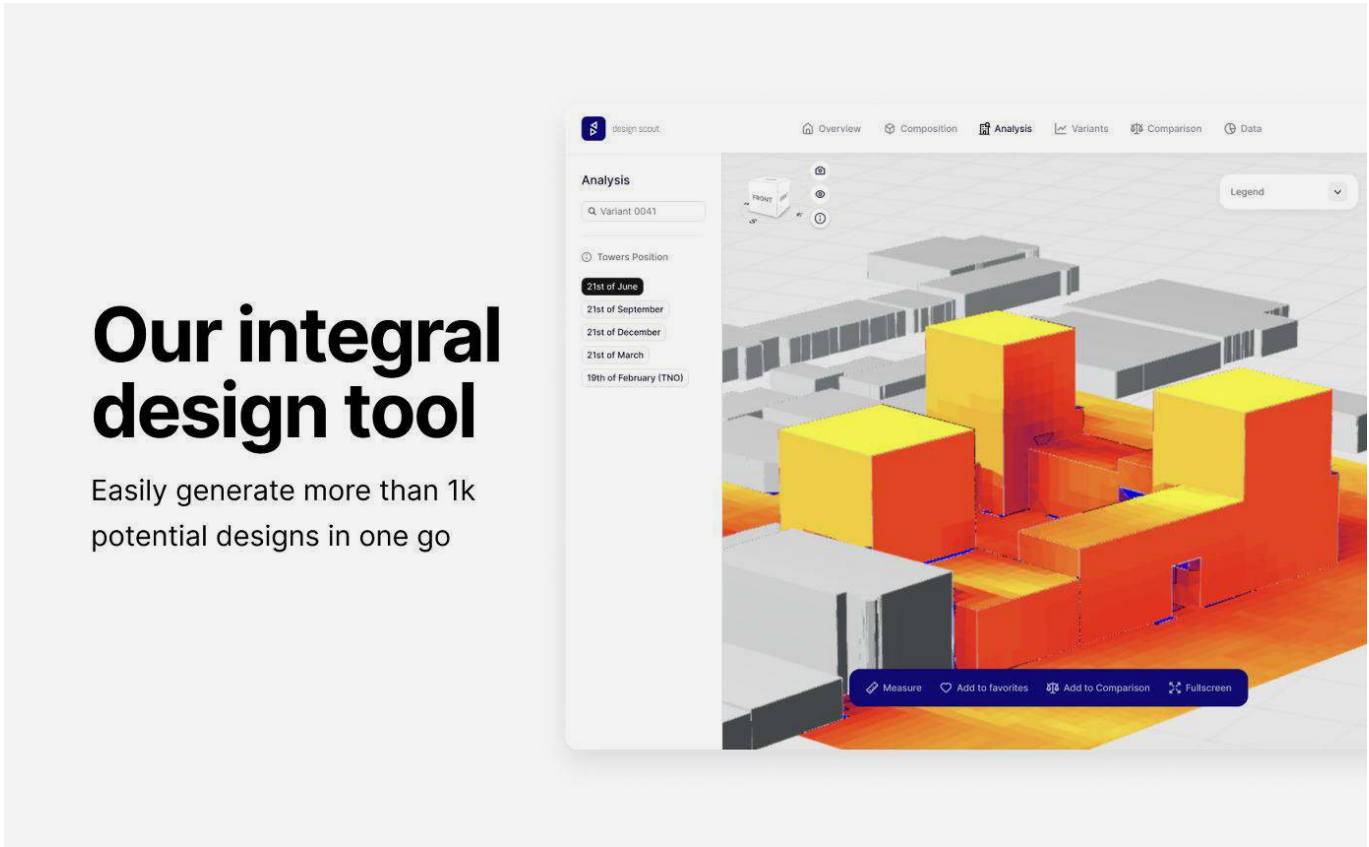
Light  
Regular  
Medium  
Bold

General Use Font

Inter from Rasmus Andersson is the OMRT brand typeface. It is a versatile sans serif that is used for all OMRT branded communications. No other typeface should ever be used in its place. For body copy choose Inter Text Regular. For large headlines opt for Inter SemiBold and Inter Bold.











# Trendsetting and transforming

We are visionary and one step ahead of our time. With our progressive spirit, we shape the future of building design. Just as we seize every opportunity to create a livable future for our planet and generations to come, our language is trendsetting and versatile.

*"Sustainable designs. Built for the future."*

Clear and energetic

Everything we do is done with conviction. We know that great things can be produced with passion, experience, and self-confidence. Our language is powerful and clear, active and open-minded.

*"The right insight at the right time."*

# Captivating and empowering

Our tone of voice is dynamic and empowering, inspiring both partners and society. Since we believe in the will to create, we are convincing and engaging.

*"We are OMRT, a real estate partner."*

2023

## Tone of voice

The tone of voice defines how we as a brand speak and write. It brings the brand personality to life in linguistic terms. In other words, it is not about what we say or who we are speaking to – but how we do it. We have defined three linguistic principles and provided examples for each of them.

