

om | brand guide



welcome to the brand of **om**.

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OM has come a long way since we hatched in March 1986 on an egg ranch outside of San Diego. In fact, in those early days we used to deliver a dozen eggs with every chair purchase. (Well, not really, but imagine if?!)

These days, OM has true nationwide reach and is focused on delivering genuine, smart solutions to our customers' wide-ranging needs. We do so by offering an extensive portfolio of chair families that fit nearly every work mode and work space.

From the largest standards programs for +\$1B construction projects to single chair ergonomic specs, OM prides itself on genuinely listening to customers and then coming through with responsive solutions. And even though we love our chairs (and hope you do too), we constantly remind ourselves that we can't sit still...

Our seating offering is constantly evolving to be even more responsive. Our design detailing has become ever more refined to reflect a growing appeal to the higher end customers we have already long served. In fact even aspects as fundamental as our logo and name have changed over time. The name shift from OM to the abbreviation OM is a recognition that the modern "office" is many things and many places.

Our new logo illustrates an idea we're proud of: that our company, our reason for being, our success even, is the product of multiple overlapping "threads": our manufacturer's representatives, our dealer network, influencers (like architects, ergonomists, and designers), our vendors, our employees, and our end users. All of these threads come together in a complementary whole – the seventh thread – to form what OM truly is: a Family.

Through all this drive to change – and grow, improve – there are a few principles that have NOT changed.

Be an original. Even if our process brings us back to something tried and true, we thrive by coming from an original, genuine place. This attitude applies to our chair designs, work processes, and even our relationships.

Don't be afraid to show some personality. I mean, heck, our mascot is a little green frog with a magnetic personality – Ozzie! Again, as we strive to be genuine on a daily basis, we need to be unafraid of our quirks and of doing the little things that make working with us positively different. Lots of chair companies are out there . . . but there's only one OM.

Be balanced. Isn't this true everywhere in Life? Why not keep the principle intact in our work – in the way we work, in the chairs we work on (and in), and in the way we relate to the people who are our customers, vendors, partners.

As OM strides forward into the next 30 years, we maintain our firm commitment to serving people and honoring relationships. Our seating is designed with that in mind.

So, Chairs! to you, and Chairs to Family!

Sincerely,

Wilson Chow
President, OM





THE LOGO

The OM corporate logo is the most immediate representation of our company, our people and our brand to the world. It is a valuable corporate asset that must be used consistently in the proper, approved forms. The focus of our brand identity is unifying, playful and thoughtful.

This document was created to help communicate our branding guidelines to partners seeking to feature OM. We need to ensure that our brand maintains a consistent look and feel no matter where it is seen. This requires strict dedication to standards. Do not alter the logo in any way.

Download the logo from omseating.com/logo.



OM AND 7 THREADS

The OM logo is composed of an “O” made of 7 circles, and a lower case Gil Sans Extra bold “m”. Each circle represents a part of the OM team. These “7 threads” make up the fabric of our company. They are a reminder of the people, and entities that have been – and will be – a part of OM’s growth and the successes we achieve:

- 1 Dealers:** without them promoting our products, no one would know OM.
- 2 End Users:** of course, these are the people ultimately choosing our seating.
- 3 Vendors:** without consistency and partnership here, we wouldn’t be able to offer our own customers the “best” products through the years.
- 4 Manufacturer’s Sales Reps:** they are an important part of our sales cycle...and more than that, a part of our family through the years. We have many of our original reps still working with us...these are people too, and we all care about the good of OM.
- 5 “Influencers”:** people like ergonomists, architects, designers, etc. who are knowledgeable and yet choose to support OM.
- 6 Factory employees:** people under this roof matter, of course. We try our best to treat everyone here as a family... or a caring work family at the very least.
- 7 The Company** itself: it’s a timeless entity in a sense that transcends what any one person (or president) could ever think or do... the company itself persists through time, and lets some of the other threads be confident that we’re all working together meaningfully and “safely” (i.e., for our end users...)



LOGO COLORS



PMS 2299
CMYK 42/0/100/0
web RGB A3/CD/3A



PMS 2294
CMYK 55/11/100/0
web RGB 82/81/41



PMS 7733
CMYK 89/31/92/21
web RGB 01/70/41

3-color

PMS 2299 light green
PMS 7733 dark green
PMS 2294 mid green

Always use on a white or very light background.



2-color

PMS 2299 light green
PMS 7733 dark green
Always use on a white or very light background.



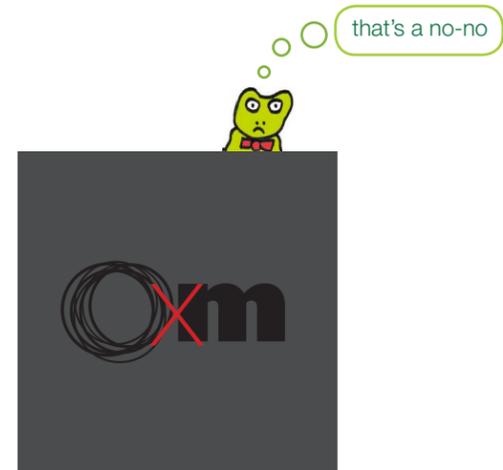
LOGO COLORS

1-color Black & Grey



1-color All black

Do not use the black logo on dark backgrounds that make the logo difficult to see (unless as a subtle background pattern).



White

The logo can only be reversed out of a dark color. Do not reverse it out of a color that makes the logo difficult to see.





LOGO SIZING AND CLEAR SPACE

Mazimum Logo Size

Do not use the OM logo large so it is the main graphic on any piece. The logo is to be used only as a “bug” or “mark” to identify it is an OM piece. You can use the “O” made of the 7 circles, large as a pattern, as long as tastefully done. Make sure the line widths enlarge or reduce proportionally.



good job!

Minimum Logo Size

There is a minimum size requirement to make sure the logo is always clear and legible. It is important that the 7 circles print cleanly or can be viewed clearly online. For print, the minimum width of the logo is 1". For online use, the minimum size is 72 pixels at 72 dpi.

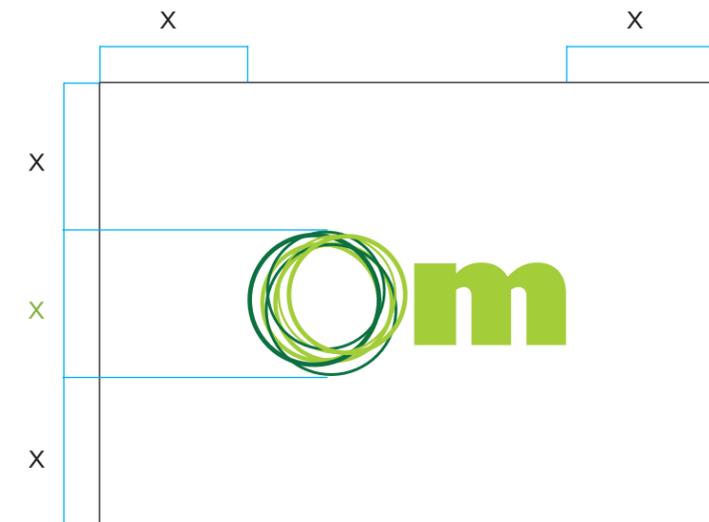


Preferred Minimum Size:
1" in print or
72 pixels at 72 dpi
online.

LOGO SIZING AND CLEAR SPACE

Clear Space

The mandatory clear space applies when the logo is used alone as a mark. The mark should have “white space” around it. Exceptions would be when it appears with the tagline, or if an application is approved by OM / 5D.





LOGO NO'S | Please leave our logo as is!



Do not change the color or tone outside of the OM greens, black or white.



Do not rotate the logo.



Do not distort or warp the logo in any way



Do not change the typeface.



Do not change the size of the "O" or the "m" separately. Proportions need to stay absolute.



Do not change the size of the "O" or the "m" separately. Proportions need to stay absolute.



Do not change the line weights of the circles.



Do not change the line weights of the circles.



Do not outline or create a keyline around the logo.



don't touch this!

LOGO NO'S | Please leave our logo as is!



Do not alter the spacing between the "O" and the "m".



Do not alter the spacing between the "O" and the "m".



Do not apply a gradient to the logo.



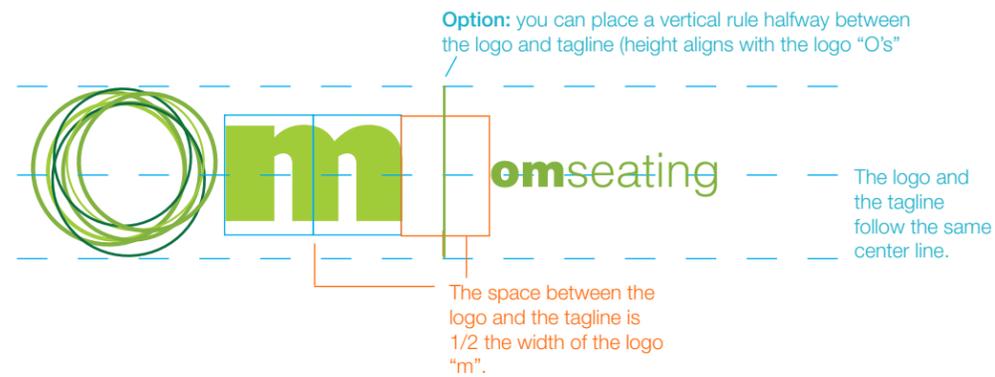
Do not "ghost" the logo or change the opacity.



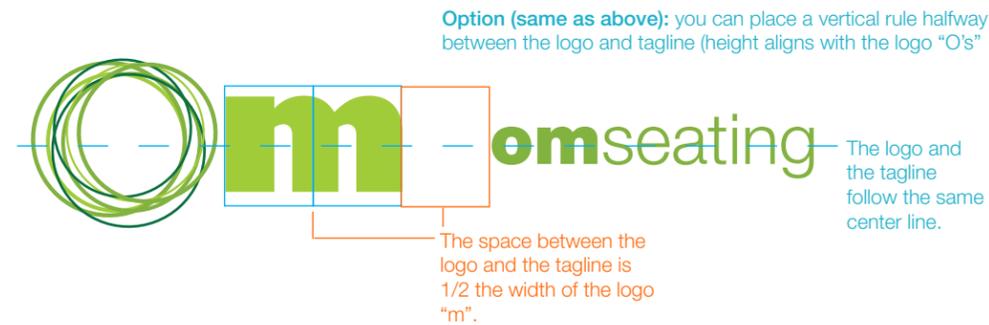
Do not use the logo in 2 different colors.

Example 4:

- 1. The tagline can be to the right of the logo when you need a horizontal configuration.
- 2. Type size and rule should follow the same rules as Example 1.
- 3. For a 3-color logo, the tagline can be PMS 2299, 2294 or 7733. For a 2-color logo, the tagline should be 2299..



Exception: There are some instances when the tagline will become too small when the logo is reduced in size. The tagline can be increased in size for readability but maintains the same distance to the logo and follows the center line of the logo.



Typography is a key element to communicate a unified personality for OM. We have selected Helvetica Neue as our corporate font.

Ultra Light and Thin are best for large headlines.
Do not use for text or body copy.

Helvetica Neue

Ultra Light | Use for Headlines or large type

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Helvetica Neue

Thin | Use for Headlines or large type

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Light is the best for Text and Medium is best for subheads.

Helvetica Neue
Light | Use for text and body copy

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue
Medium | Use for text Subheads

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold is best for text headlines and Black can be used for "om" in text or the tagline when you want it to stand out.

Helvetica Neue
Bold | Use for text Headlines

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue
Black | Use for "om" in the tagline or text

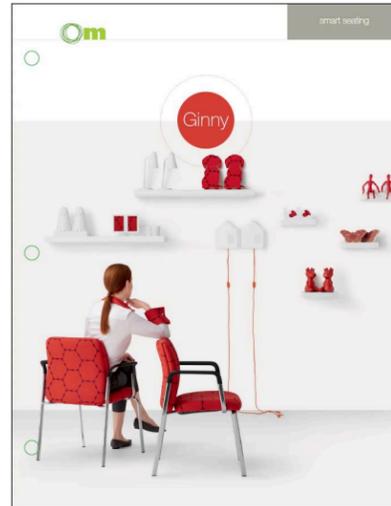
Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



LOGO USAGE EXAMPLES | Printed Communications

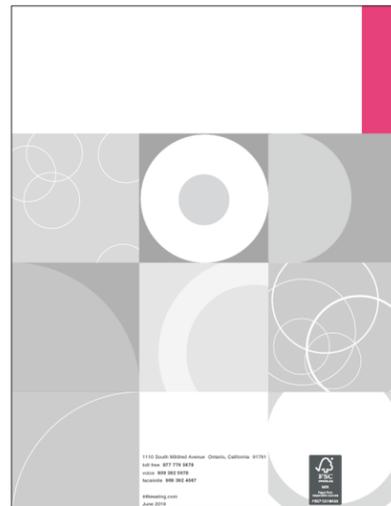
Product Brochure Cover design: This logo and tagline variation is *an exception to the rule* and is for the cover only.



Back Cover: Logo and tagline shown together (Logo/tagline Example 2)

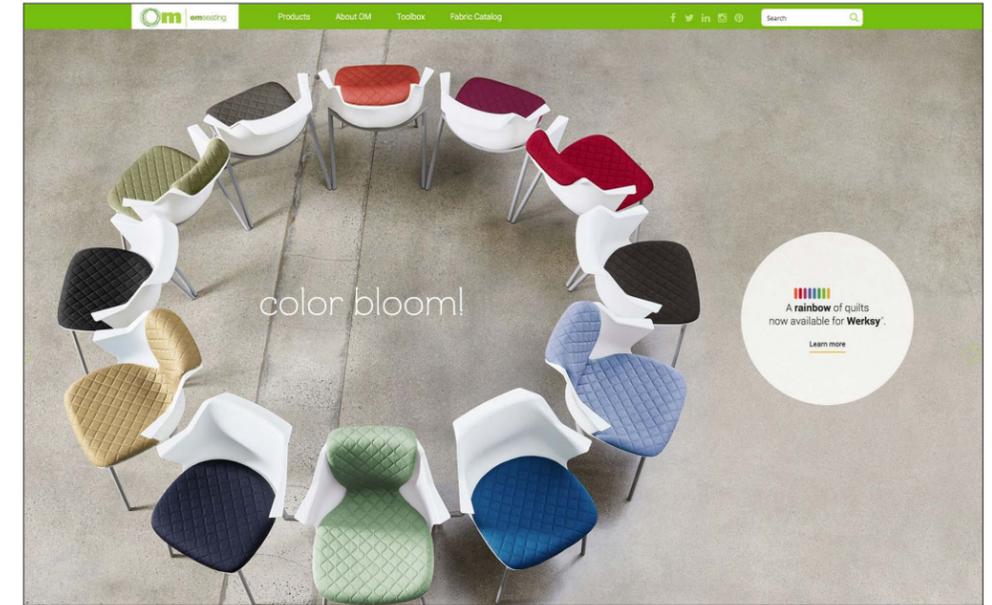


Price List Cover: example of how the logo can inspire a pattern.



LOGO USAGE EXAMPLES | Online Communications

Website (Logo/tagline Example 4)



E-blast Headers



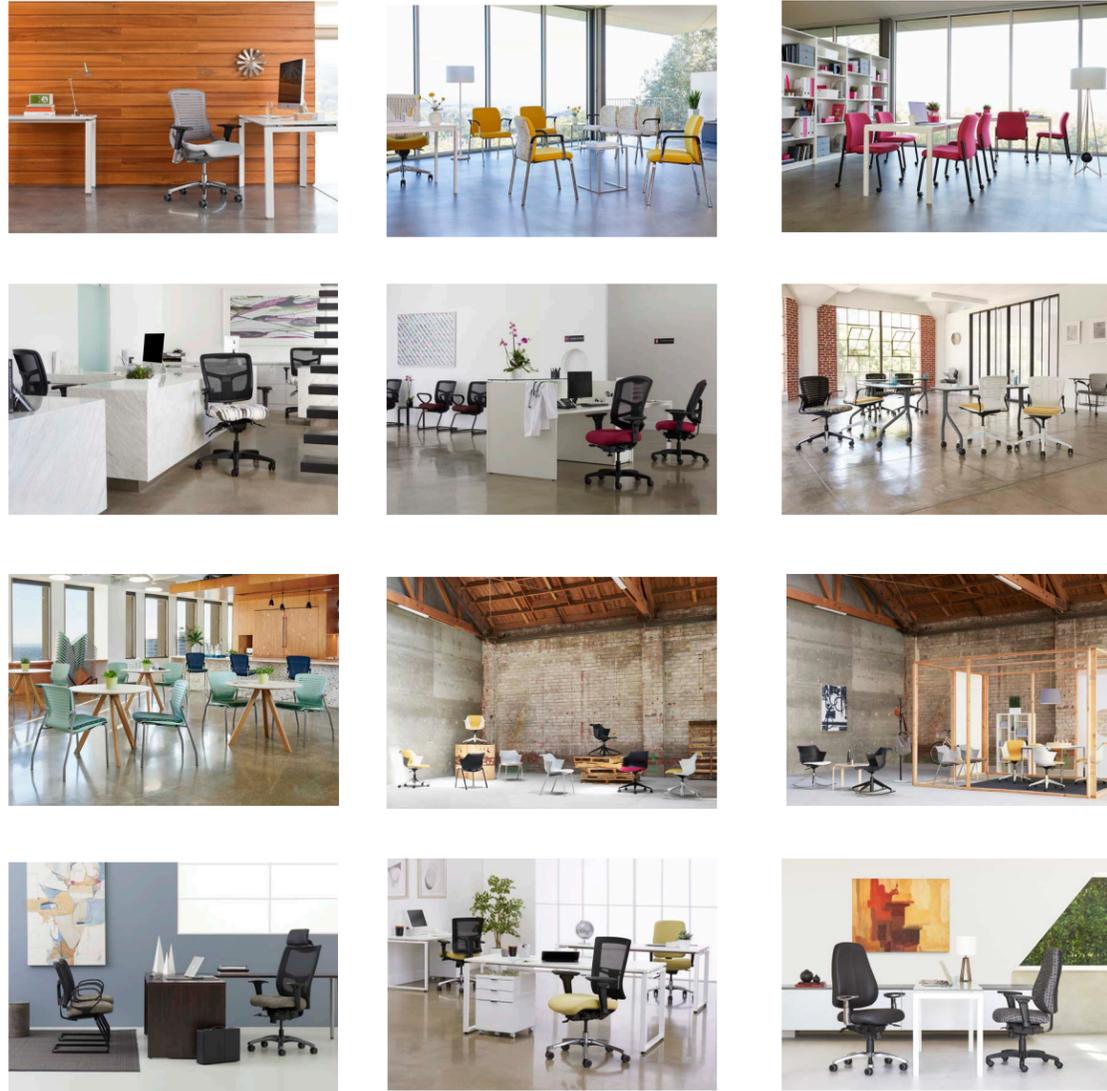
Email Signature: The corporate e-mail signature and set up can be found under omseating.com/logo. Aside from editing the contact information, do not alter the layout in any way, including adding/changing colors, fonts, etc.





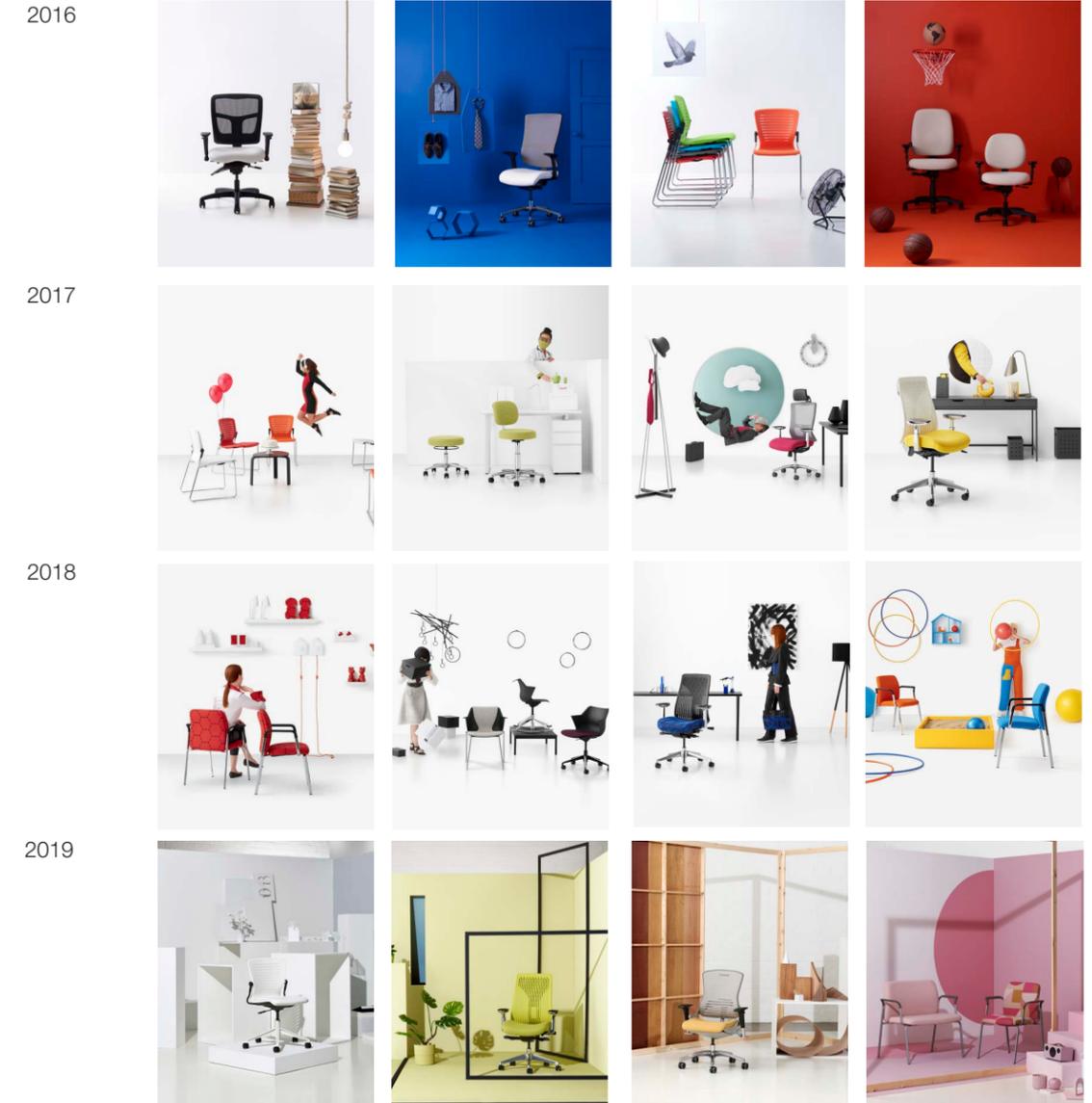
IMAGERY | Brochures / Website

Location Photography: A few samples of location photos used in brochures and the website.
All images are available on our website, on each Collection page: omseating.com.



IMAGERY | Advertising Campaign

A few samples of 4 years of ads; this is an ongoing creative exercise. Each year we create a new campaign that maintains the flavor of the OM brand, while updating the point of view each time.



Please go to:
omseating.com/logo
for vector art of the logo and
tagline.



email me at
om@omseating.com
if you have
questions!

