

brand

OM *este
decizia
mea*

guidelines

contents

INTRO

06 Brand vision
07 Brand purpose
09 Brand slogan
10 Visual vocabulary
11 Brand tone of voice

BRAND IDENTITY

12 OM Logotype
15 OM activ logotype
17 Clear space
18 Minimum sizes
19 Logo backgrounds
20 Incorrect usage
24 Logo with slogan
23 Colors
26 Typography
29 Graphic element
32 How to use
37 Element Construction
39 Single line element
45 Line and typography

one page guide

logo

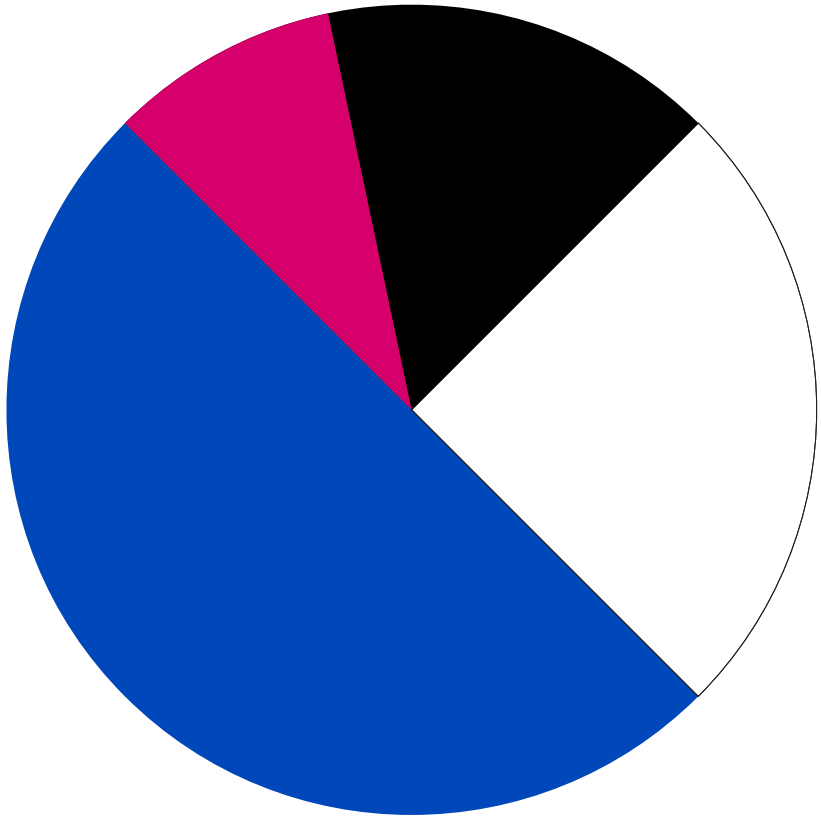


font

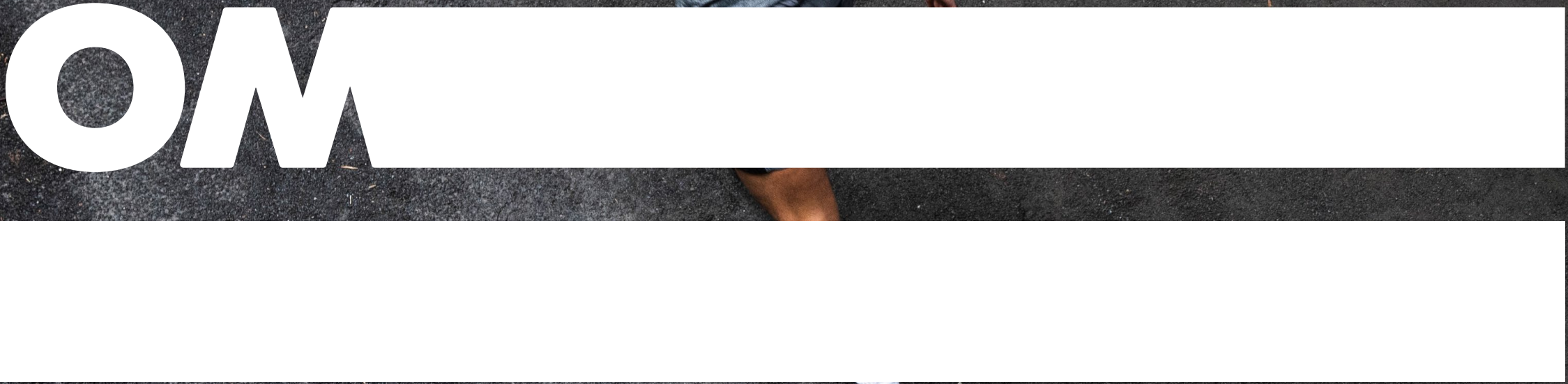
AB123 TT Firs Neue
for headlines
and text

colors

Primary colors
and percentage of use



line pattern



intro

**SHOWING PEOPLE THEIR BEST VERSION,
AND WHO THEY CAN BE**

**WE ARE A BRAND THAT
ENCOURAGES YOU TO CHOOSE
THE BEST VERSION OF
YOURSELF AND HAVE AN
ACTIVE LIFESTYLE.**

DAILY STRUGGLES

**ACHIEVING GOALS
POSITIVE INTERACTIONS
SELF CARE
GROWTH**

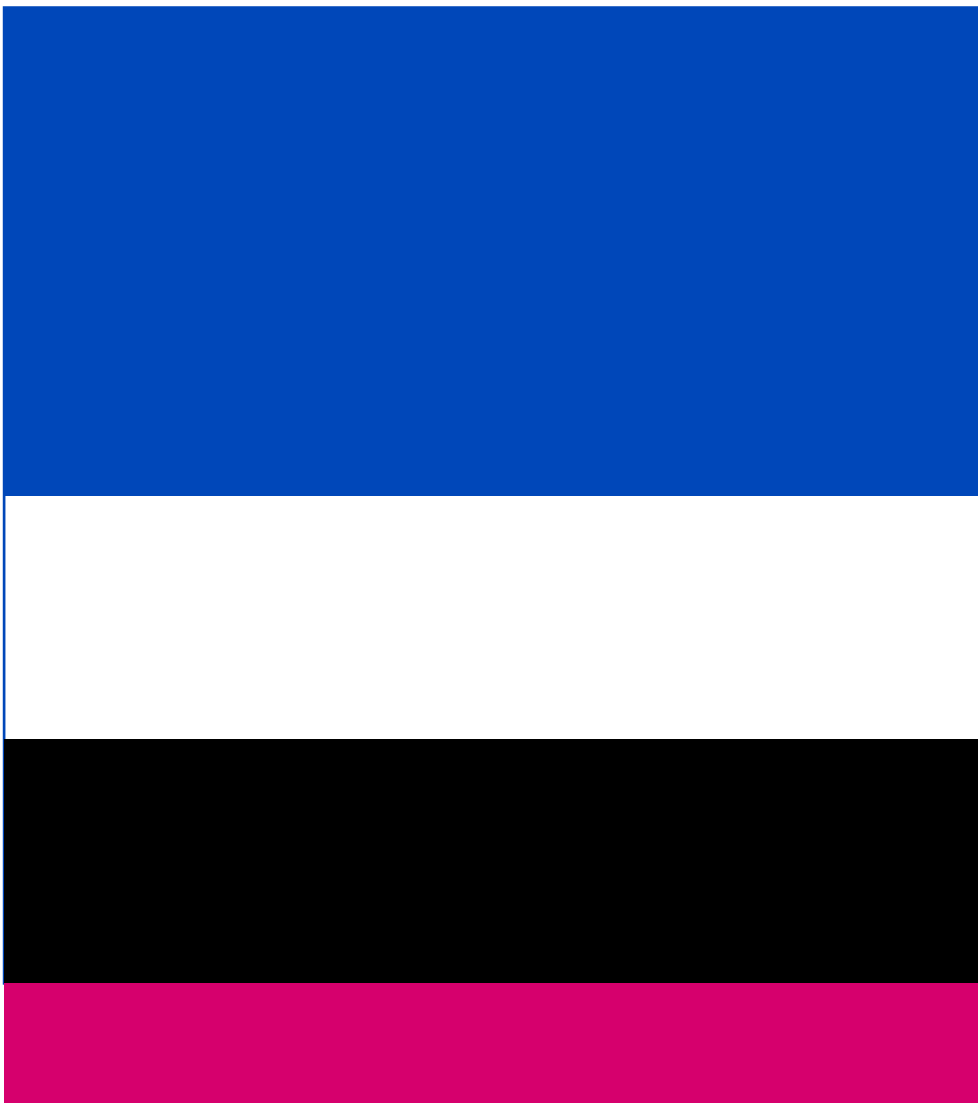
MENTAL BORDERS

**OPEN MINDEDNESS
EMOTIONAL RESILIENCE
CREATIVITY
SELF ACCEPTANCE**

*este
decizia
mea*



om infinite line



colors



typography

**motivating
playful
challenging
modern
friendly**

Logo

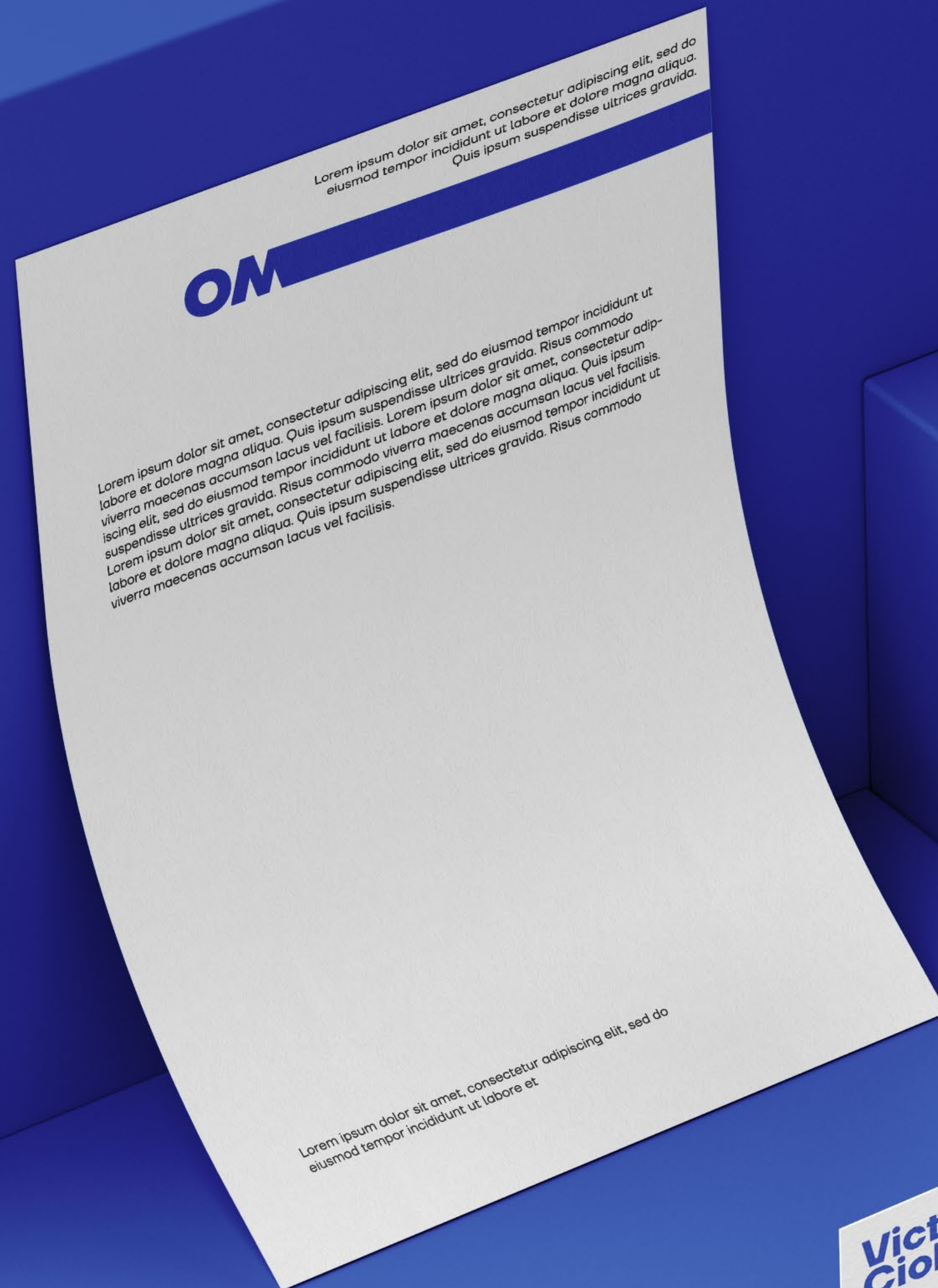


logo



logo with line

example of use



OMactiv

main

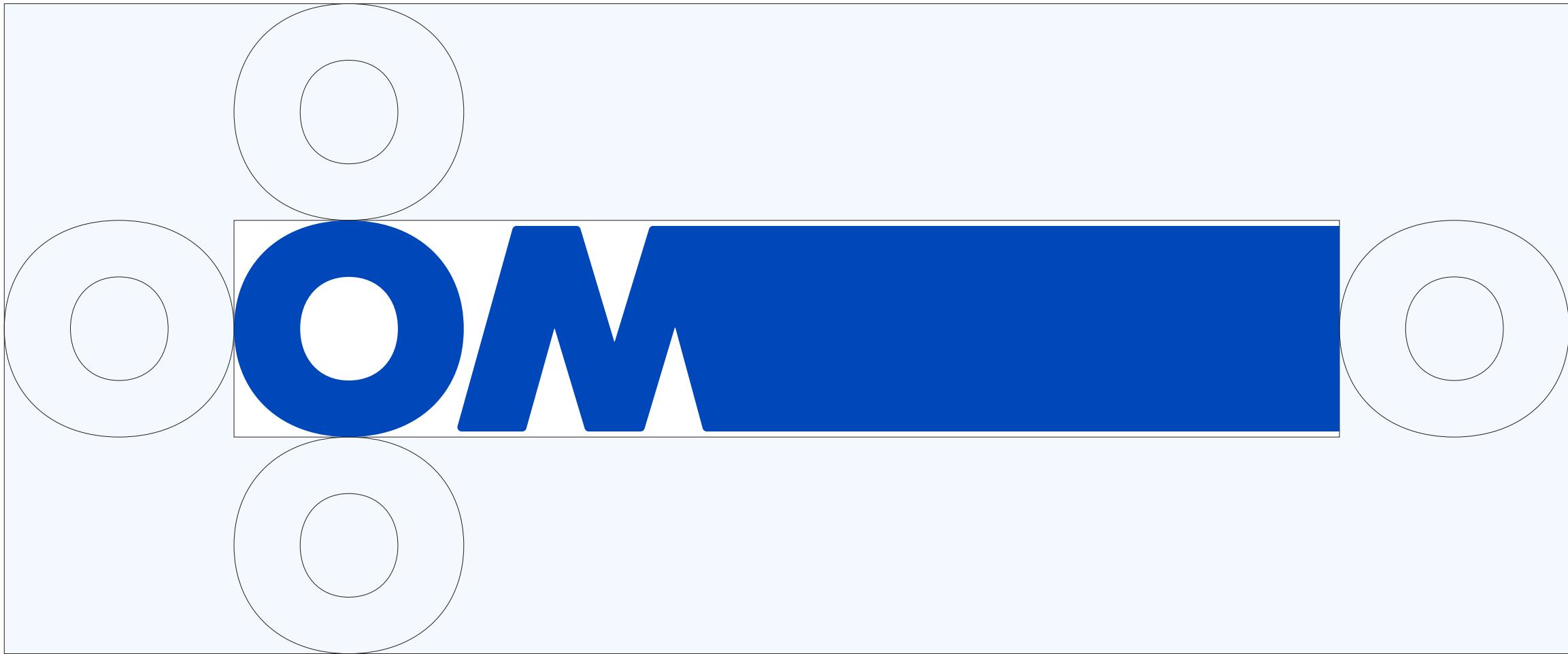
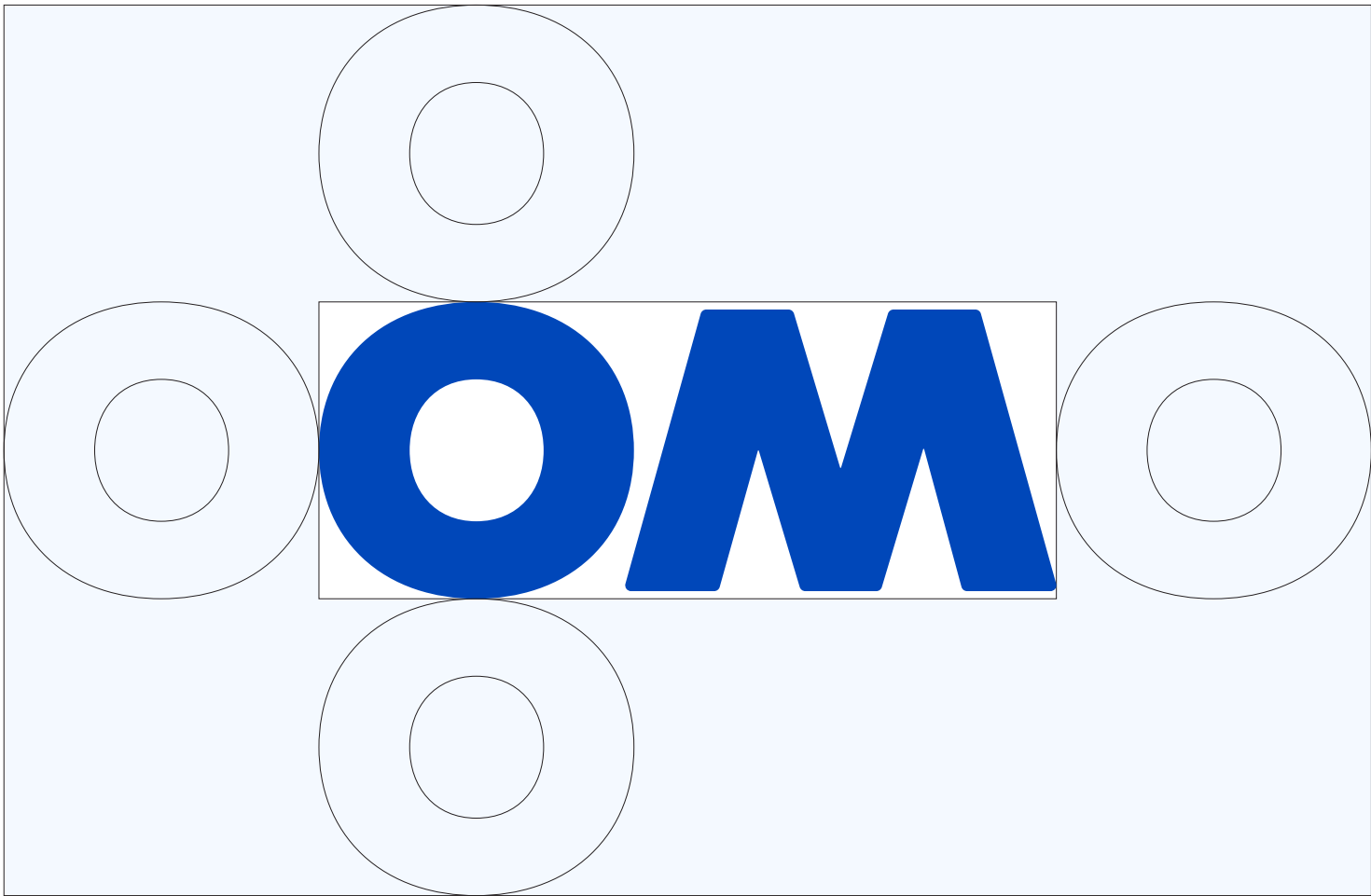
**OM
activ**

additional

OMactiv

logo with line





Clear space helps maintain the integrity and impact of our logo.
The letter “O” width in the logo equals minimum amount of required
clear space on all sides of the logo. Don’t allow text or graphics to invade this space.



Print: min 20mm
Display: min height 25px



Print: min 20mm (for the logo without line)
Display: min height 25px
line should be increased in accordance to the surface it is placed on



logo on backgrounds



white background



blue background



monochrome



photo background
(white logo is used in most cases)



light photo background
(blue logo is uses in this case)



incorrect usage



do not use any type of stroke



using shadows or other effects is forbidden



do not distort the logo



do not use patterns inside logo



do not use colors that are not approved



using messy backgrounds is forbidden



Logo with slogan

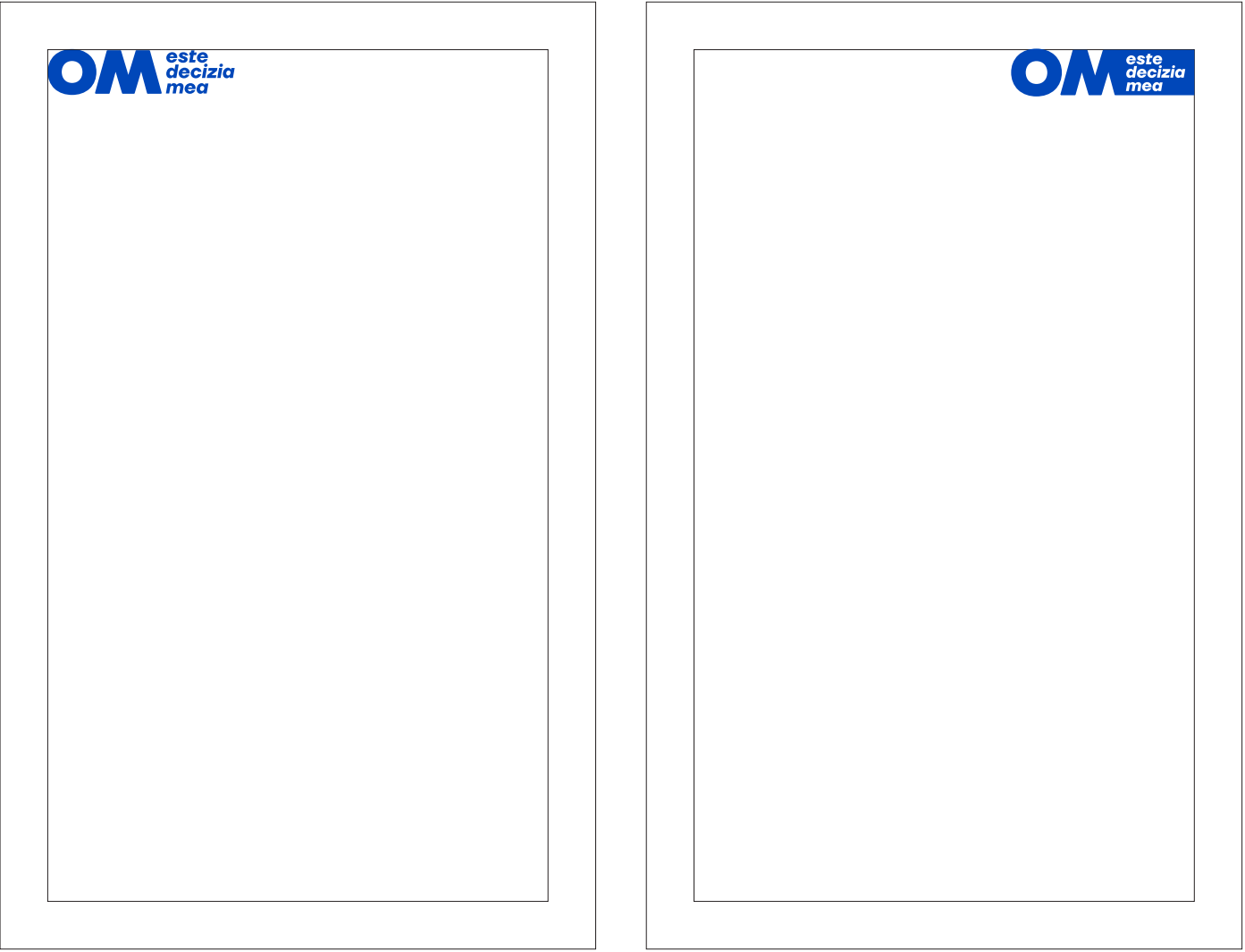


full size slogan



in line slogan

**este
decizia
mea**

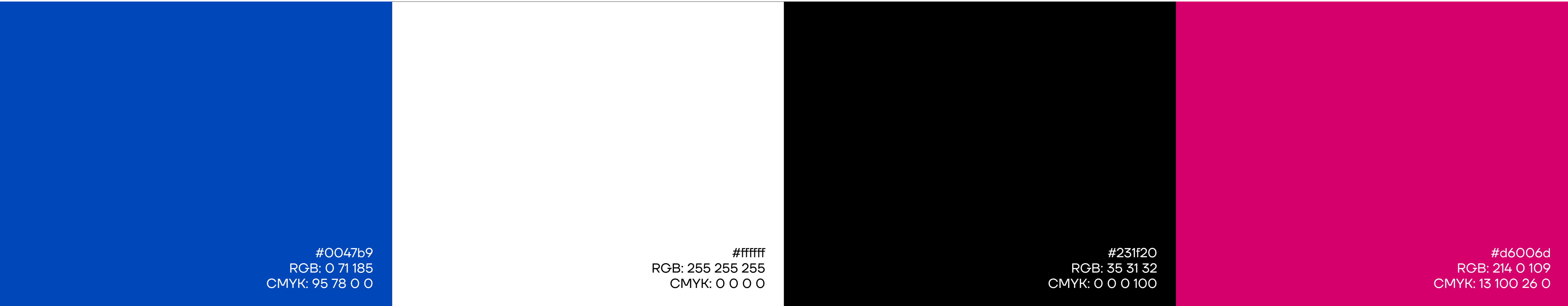


vertical



horizontal

colors



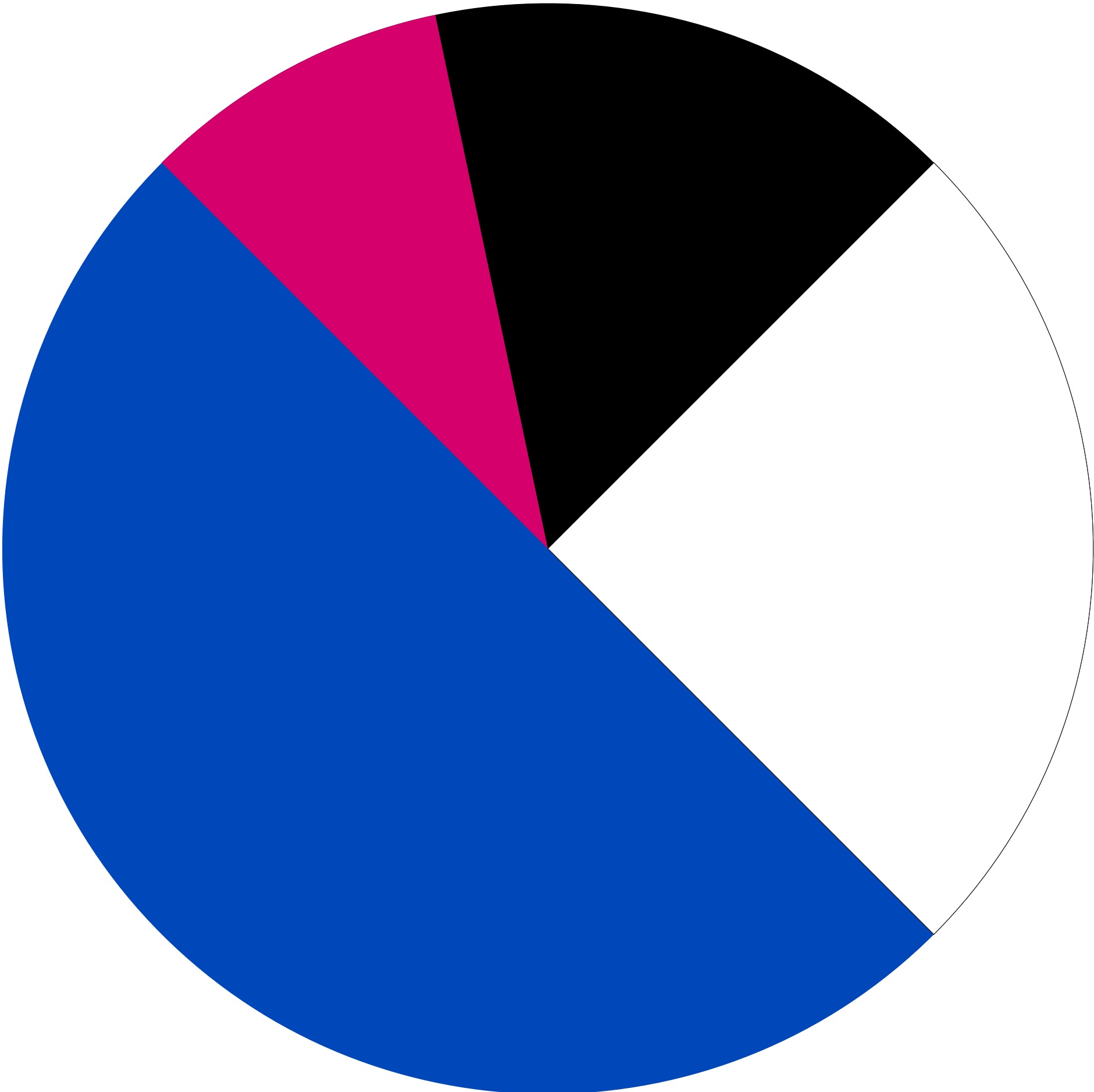
#0047b9
RGB: 0 71 185
CMYK: 95 78 0 0

#ffffff
RGB: 255 255 255
CMYK: 0 0 0 0

#231f20
RGB: 35 31 32
CMYK: 0 0 0 100

#d6006d
RGB: 214 0 109
CMYK: 13 100 26 0

The primary corporate colours are bright blue, white and black. In the layout, they should dominate and occupy at least 80% of the space. Additional shades may be used in communication materials.



typography

TT Firs Neue

Geometric modern-grotesque for headlines and text

TT Firs Neue BOLD
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

TT Firs Neue REGULAR
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aeroport is a universal geometric neo- grotesque. The typeface contains a large number of lettering styles, which allows you to solve a wide range of typographic tasks. The font supports many languages using Latin and Cyrillic scripts.

graphic element

OM LINE





We believe that everyone has their own unique line of life, a path that reflects their personal journey, goals, and passions. Whether you're a dedicated athlete, a fitness enthusiast, or someone who enjoys an active lifestyle, OM is your friend and accomplice.

Our branding centers around a dynamic, unbroken line that flows seamlessly across everyone who drinks OM, symbolizing the diverse and vibrant paths of the consumers. This line is a celebration of all the ways people move through life, highlighting the energy, determination, and individuality that define each person's story.

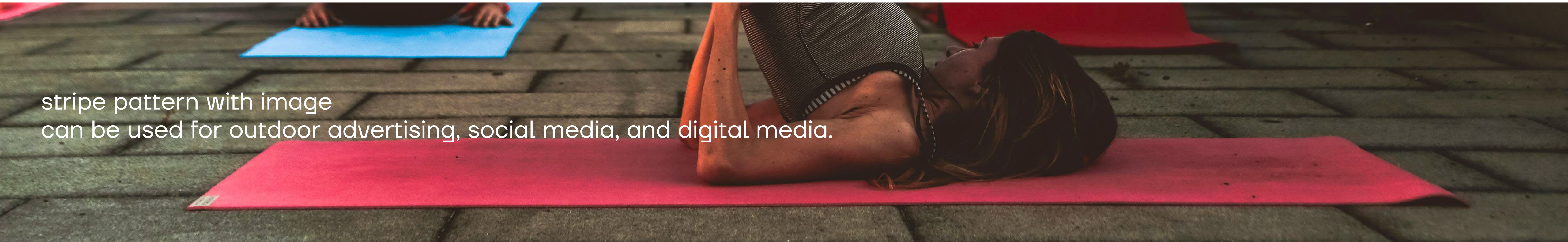
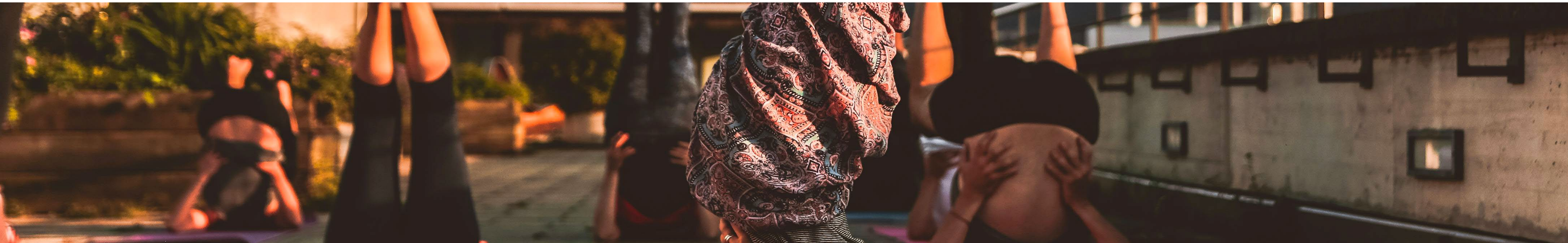
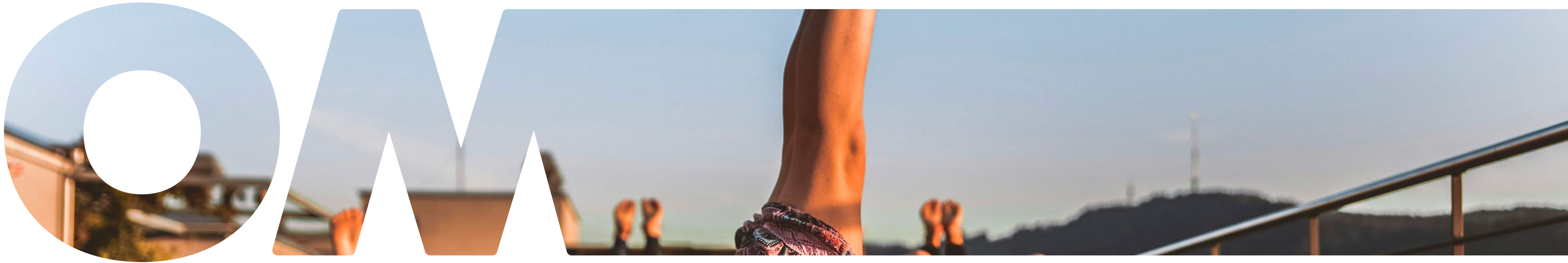
OM is more than just hydration; it's a partner in your pursuit of a balanced and fulfilling lifestyle. From the marathon runner pushing their limits to the yoga practitioner finding their inner peace, and even those who simply seek to stay refreshed throughout their daily routine – OM supports every line of life.

OM

how to use



stripe pattern.
can be used for branding different materials, such as refrigerators, t-shirts, umbrellas.
standart solution for any merchandise to emphasize the brand.



stripe pattern with image
can be used for outdoor advertising, social media, and digital media.

OM make

stripe pattern with typography

yourself a better

version of who you are

stripe pattern with background image and typography.
can be used for outdoor advertising, social media, and digital media.

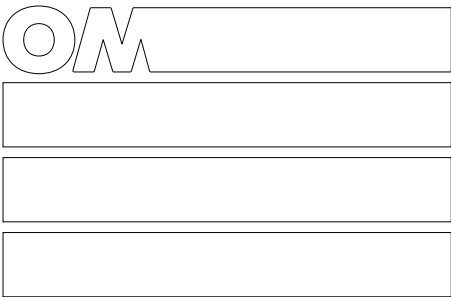
OWN together we can **OWN**
build a healthier community with
our water in every hand



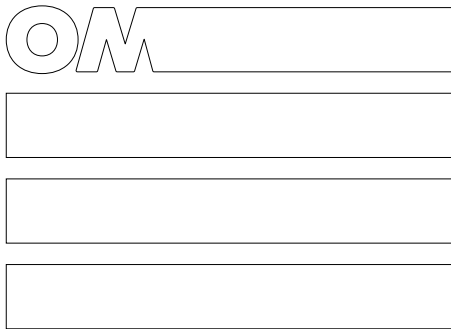


the distance between lines is calculated by dividing the main line to 6 parts.

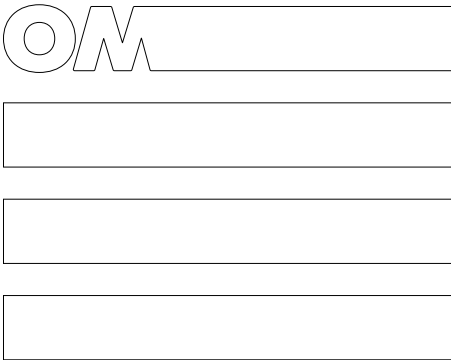
the distance between lines may vary,
in dependance of different surfaces and objects.
it can be doubled, or tripled.
do not use more then 3x for dividing.



1x



2x



3x



1x

example of usage



3x

horizontal



long



short



short
w/ tagline

horizontal

long

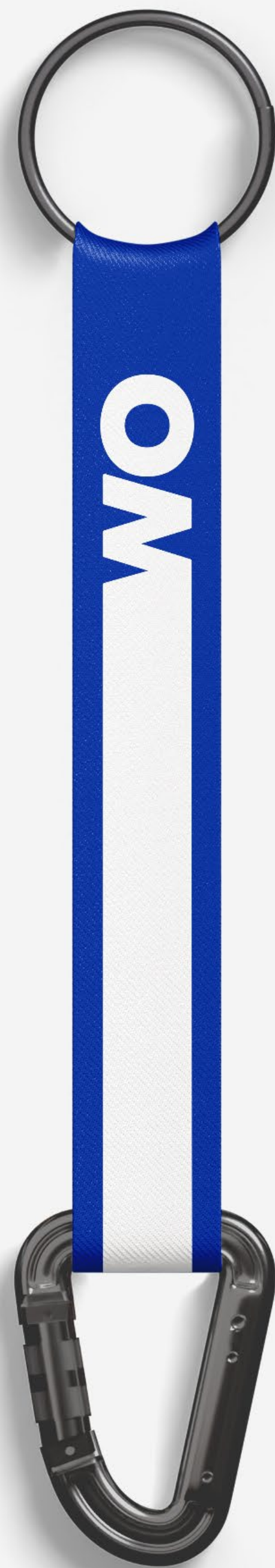


short



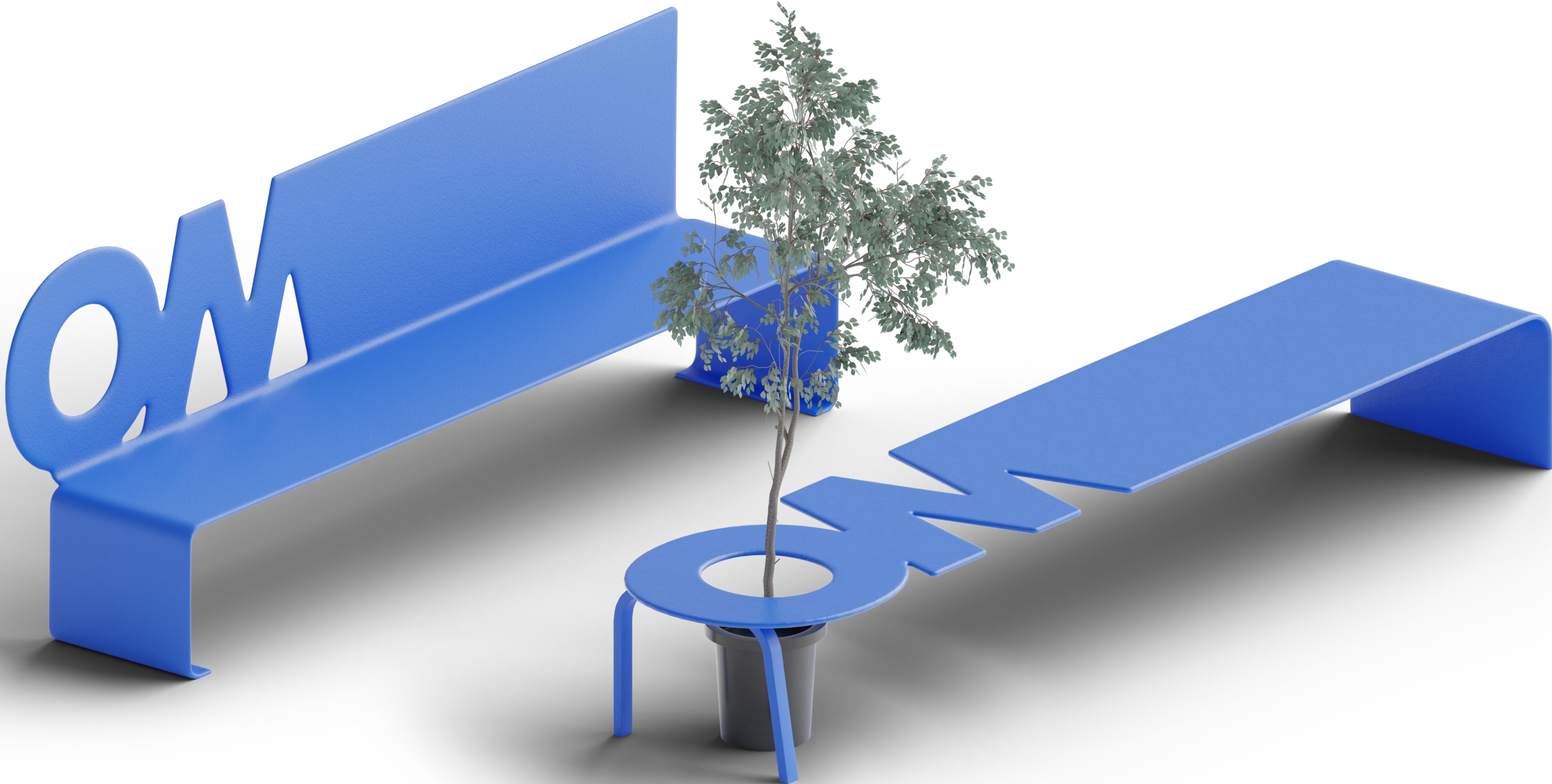
short
w/ tagline





example of usage

OM *este
decizia
mea*

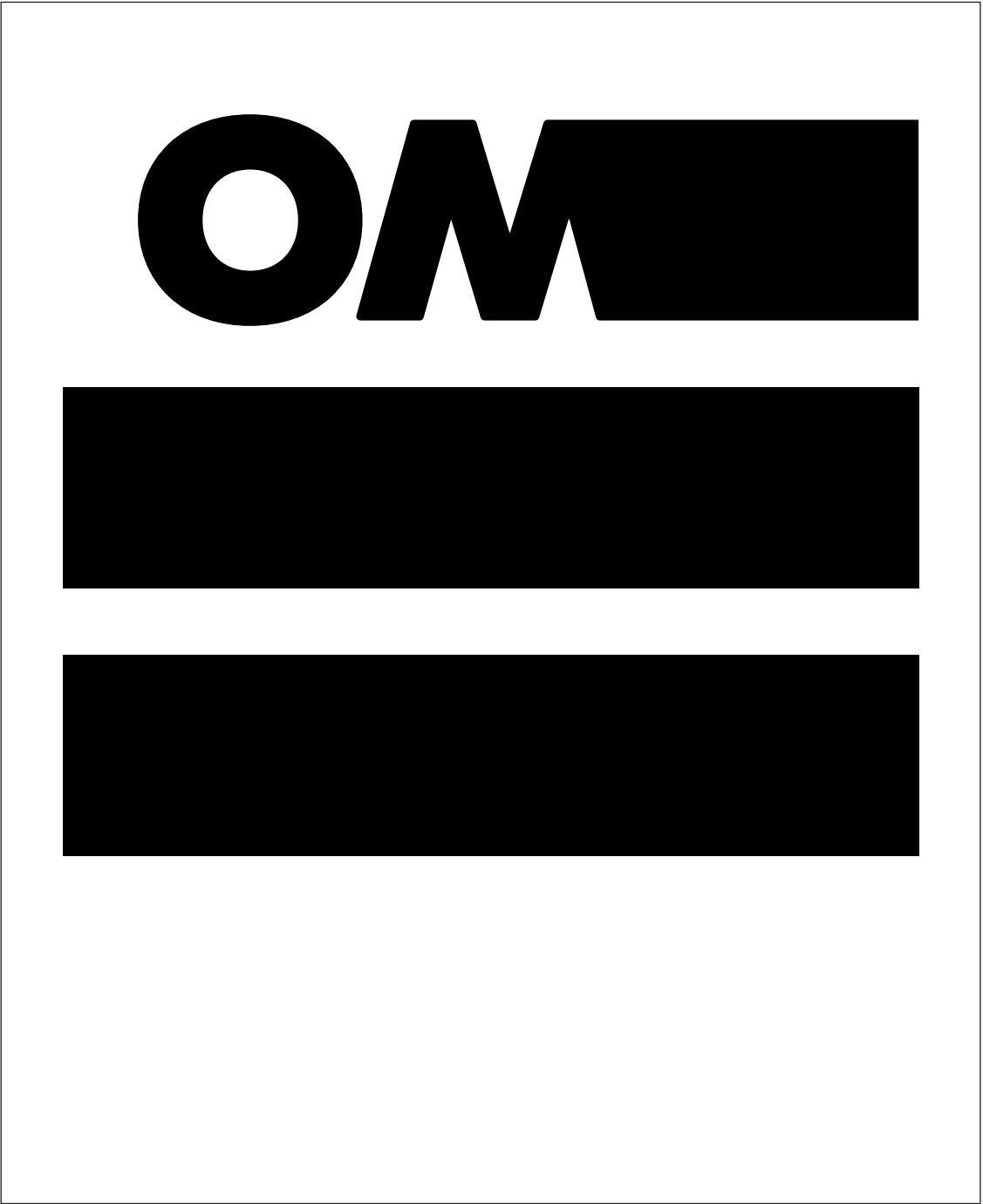




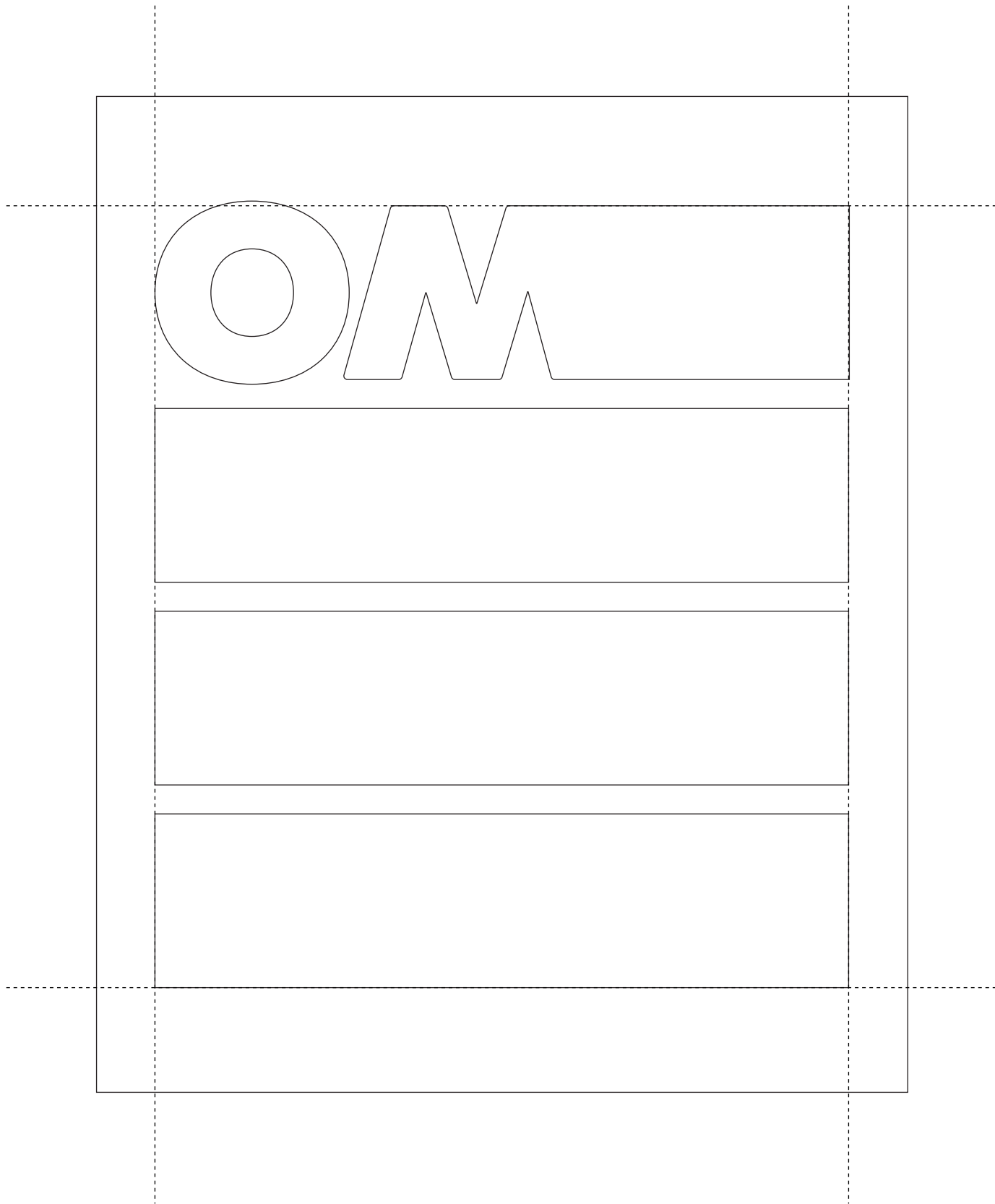
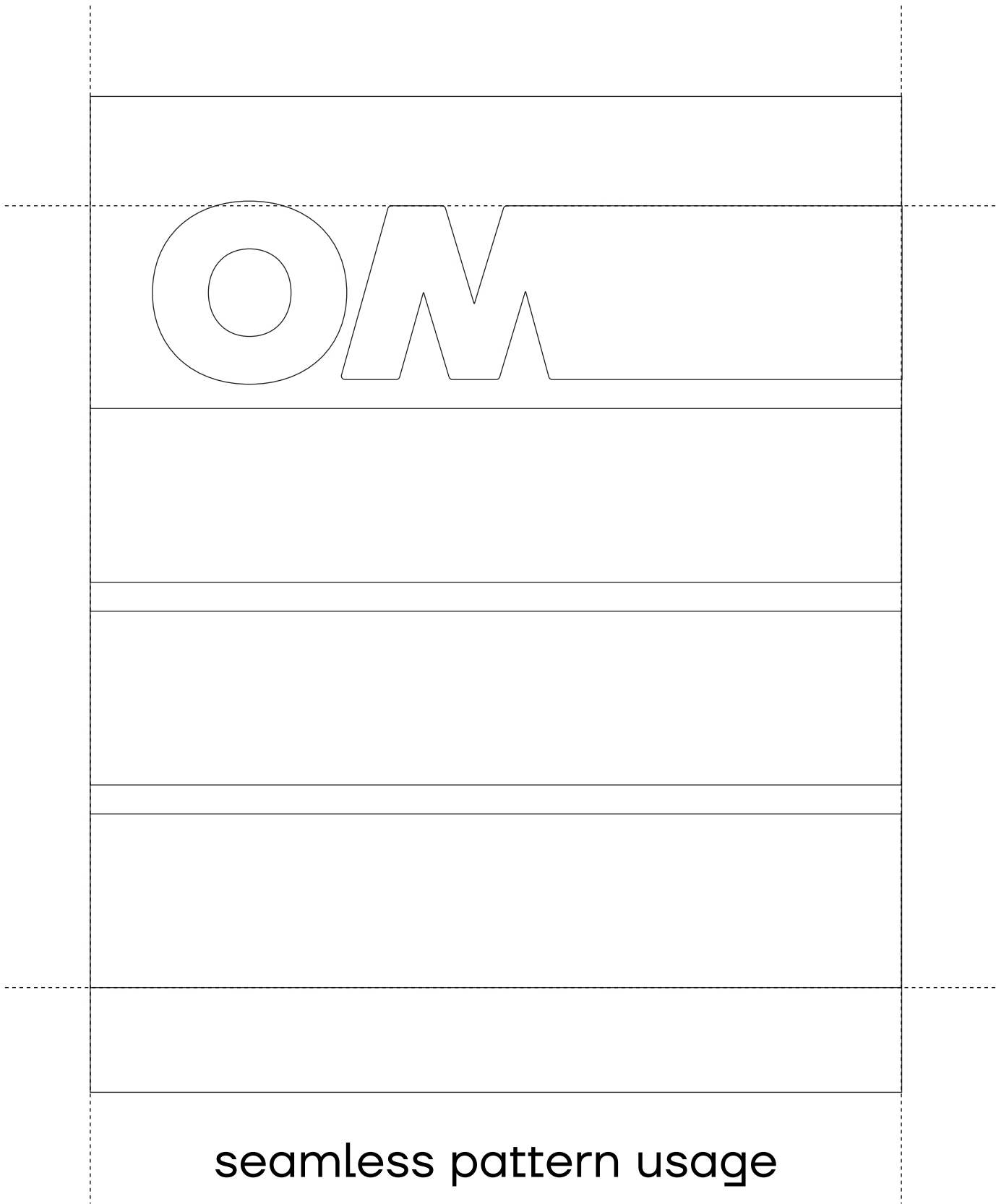
main (blue on white)



main (white on blue)

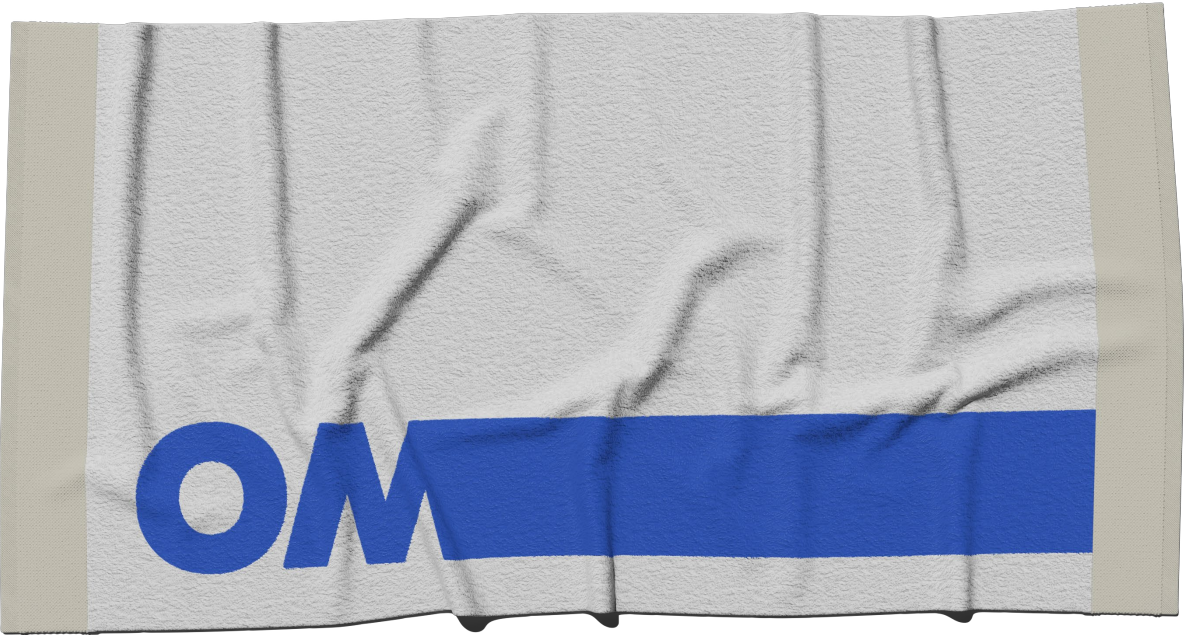


additional (black on white)





rubber wristband



towel



metallic outdoor sign



water bottle



protein bar



sport clothing



logo can be both framed or seamless

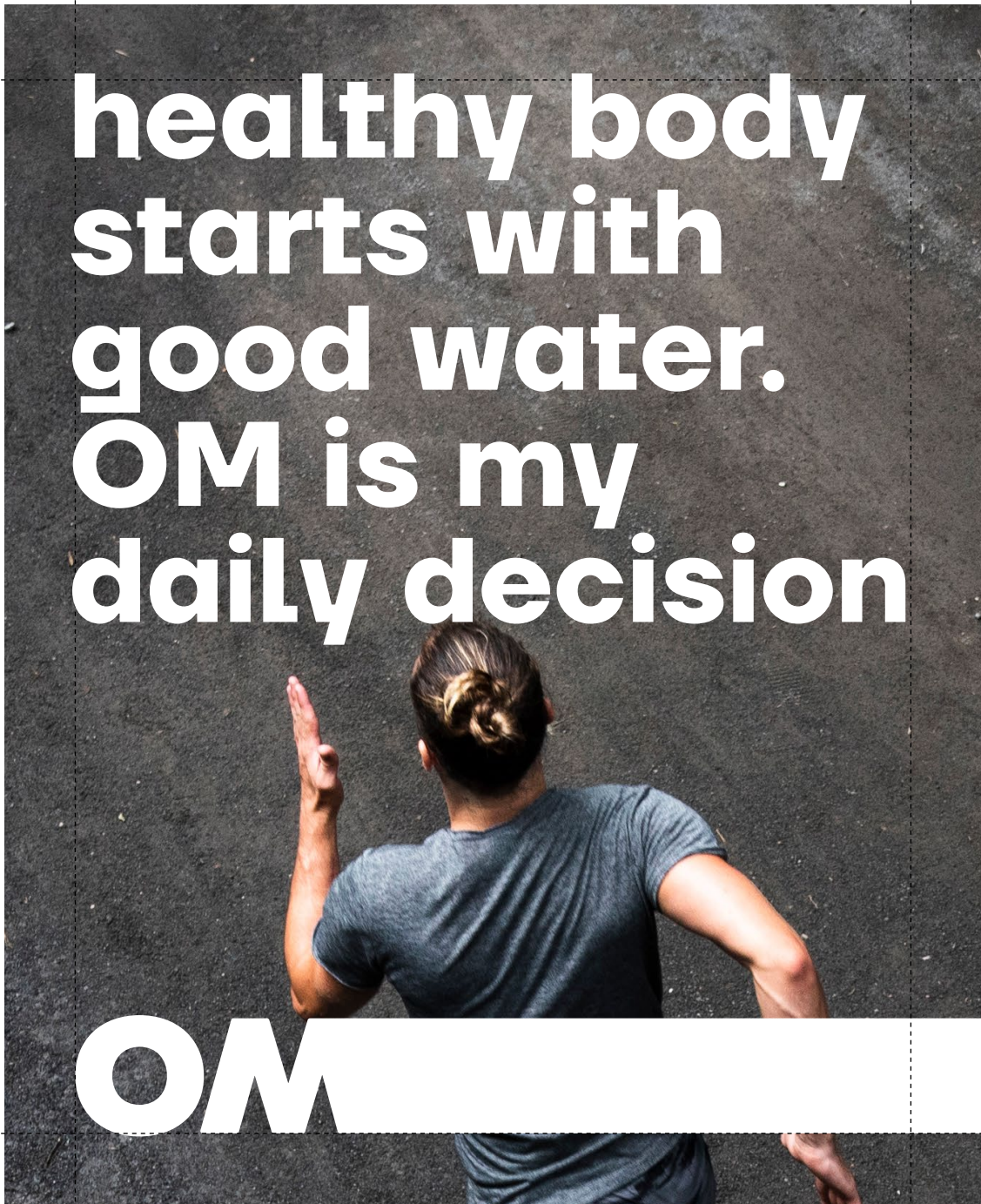


long text and logo



long text and logo

logo can be both framed or seamless



image, text, and logo



image, slogan and logo



text and product



text and product

OM

designed by NORM.