

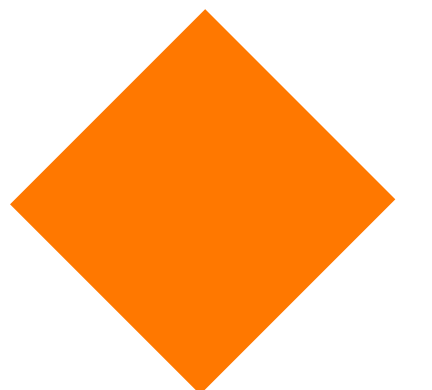
# Omantel

Brand Guidelines

# Brand Purpose

Omantel is dedicated to serving as a catalyst for Oman's technological advancement, striving not only to inspire but also to actively support the nation in realizing its ambitions through innovative use of technology and telecommunications solutions.

**We exist to inspire and support Omani's aspirations with technology.**



# Tagline

عمانتل  
Omantel

Omantel

# Imagine to Life

# رؤية، فإ حياة

As a brand, we enable people to be able to bring their dreams,  
goals and imagination to life

# LOGO

A logotype, or logo, is a visual symbol used by organizations to represent their brand. It's a unique design made of text, images, or both, aimed at instant recognition and communication of the brand's identity and values.

# Logotype

## The story

**The spark** - We start our story with a spark, the igniter of new ideas. Imagine technology as the spark that ignites innovation. Technology is the catalyst to the birth of fresh ideas and possibilities. It also represents the first light announcing a new era where Omantel sparks the way forward with groundbreaking ideas and solutions.

**The pixel** - A representation of the spark in the digital world. Simply put, on screen, everything starts with a pixel. It symbolizes the guiding light through this era of transformation.

**The cultural relevance** - We've integrated Oman's national symbol, the Khanjar. This icon is a vital cultural element. We incorporated it into our design, creating a meaningful connection between the spark concept and Oman's national identity.

The image displays the Omantel logotype in a bold, blue, sans-serif font. The word "Omantel" is written in all lowercase letters. The letter 'O' is significantly larger than the other letters. Above the letter 't', there is a small, solid orange diamond shape, which is a stylized representation of the Khanjar, Oman's national symbol.

A logotype, or logo, is a visual symbol used by organizations to represent their brand. It's a unique design made of text, images, or both, aimed at instant recognition and communication of the brand's identity and values.

# Logotype variants

The **primary logotype** should be utilized in most communications, provided that the background color ensures the highest legibility of the logo.

The **reverse logotype** is used on dark primary brand colors, or secondary brand colors and dark colored background with no contrast.

The **alternate reverse logo** is employed when the spark diamond's legibility is affected by color limitations.

Primary Logotype

Omantel

Omantel



**Please note**

The clarity of both the type and the spark diamond is paramount, necessitating the use of an appropriate logotype at all times.

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# The latin, arabic & bilingual logotype

All of our logotypes have Latin and Arabic variants. The Latin variant is primarily used for international communications. The dual and Arabic variant is for communications targetted towards an Arabic speaking audience.

Primary Logotype



✓ To be used when the communication is in English  
and for the adaptive language setting of the App.

Primary Bilingual Logotype



✓ To be used when the communication is in Arabic  
and for the adaptive language setting of the App.

## Please note

The previously defined logotype variation can also be applied to Arabic versions.

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All of our logotypes have Latin and Arabic variants. The Latin variant is primarily used for international communications. The dual and Arabic variant is for communications targetted towards an Arabic speaking audience.

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## Primary Bilingual logotype ( selected campaigns & channels)

Primary Logotype



Primary Bilingual Logotype



Primary Logotype

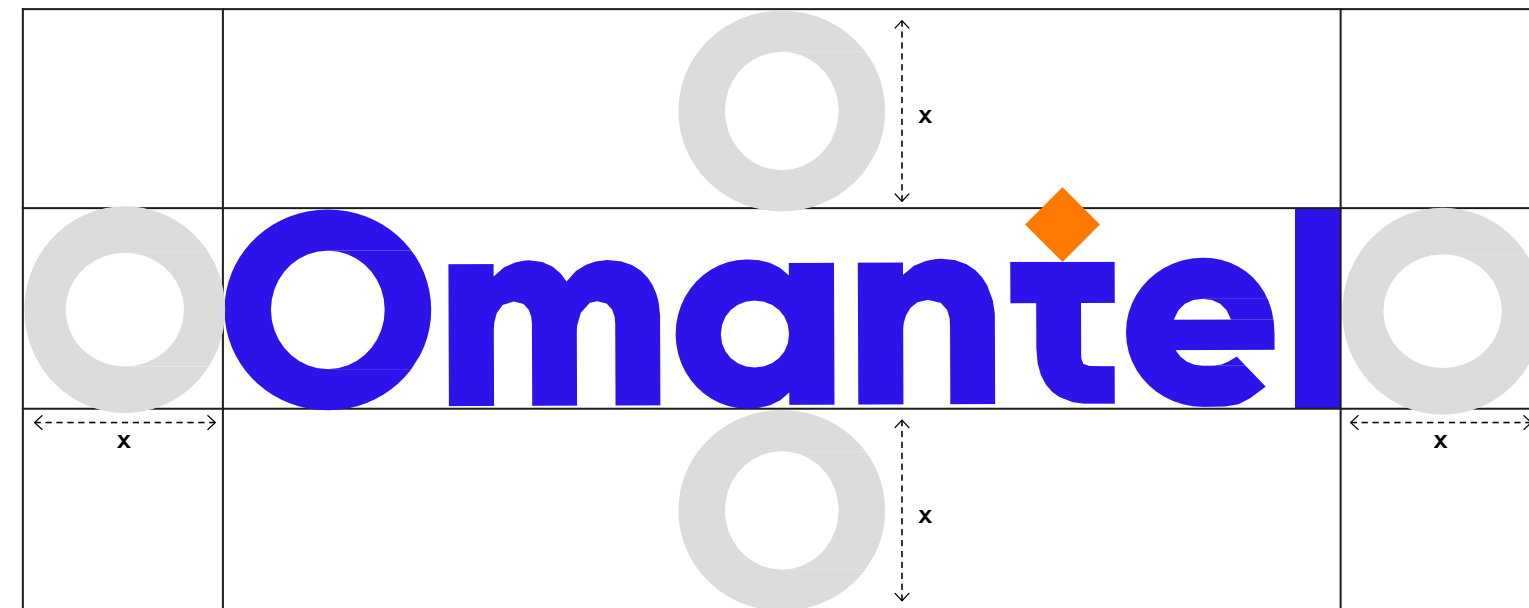




An area of clear space has been defined to protect the integrity of the Omantel Logotype. This space should remain free of any elements such as text, graphics, imagery and other logos. The clear space shown is only a minimum and can be increased if necessary.

# Logotype Clear Space

Primary Logotype



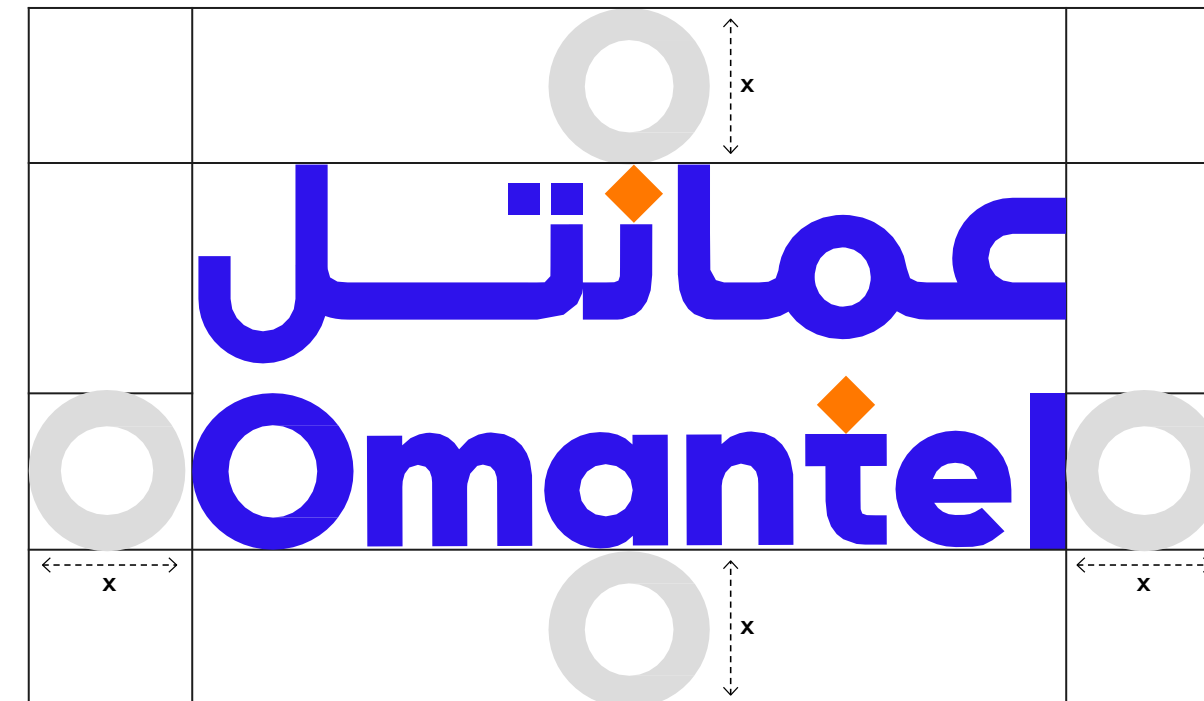
**Please note**

Ensure consistent clear space is maintained for both the primary bilingual logotype and the alternate bilingual logotype.

An area of clear space has been defined to protect the integrity of the Omantel Logotype. This space should remain free of any elements such as text, graphics, imagery and other logos. The clear space shown is only a minimum and can be increased if necessary.

# Logotype Clear Space

Bilingual Logotype



**Please note**

Ensure consistent clear space is maintained for both the primary bilingual logotype and the alternate bilingual logotype.

# How to not use Logotype



✘ Avoid using any color for the logo other than those defined.



✘ Avoid using the logo in outlined form in any circumstance.



✘ Do not utilize the logo with any level of opacity.



✘ Avoid tilting or rotating the logo at any angle.



✘ Avoid stretching or contracting the logo.



✘ Do not add any graphic elements in and around logo.



✘ Avoid adding color gradient or image to the logo.



✘ Always ensure complete legibility of the logo.



✘ Do not make it 3D or try to add shadows in any color or form.

# COLOR

In the world of brand identity, colors are vital. Omantel's traditional blue and orange have been its signature, but times have changed. Technology transformed everything, and Omantel evolved too. We have grown bolder, embracing the digital era. Our colors now need to reflect this - vibrant, dynamic, and representing our evolution into a tech-savvy brand.

# Primary Colors

## Deep Sea

PANTONE 2736 C  
CMYK: 100, 90, 0, 2

Digital mediums  
HEX: #2D13EA  
RGB: 45, 19, 234

## Gold Mountains

PANTONE 151 C  
CMYK: 0, 70, 100, 0

Digital mediums  
HEX: #FF7800  
RGB: 255, 120, 0

## White

11- 0601 TPG Bright White  
CMYK: 0, 0, 0, 0

Digital mediums  
HEX: #FFFFFF  
RGB: 255, 255, 255

Secondary colors are essential for expanding brand categories, sub-brands and accent usage. Our goal is to create a diverse color range that is ownable and unique to Omantel. But also, colors that tell a meaningful story. Our secondary colors are representation Omantel's strong leadership in the area of tech & innovation and its modern, forward-thinking approach.

# Secondary Colors

## Oman Corals

PANTONE 2412 C  
CMYK: 81, 0, 78, 0

Digital mediums  
RGB: 80, 216, 141  
#50D88D

## Salalah Spring

PANTONE 333 C  
CMYK: 75, 0, 34, 0

Digital mediums  
RGB: 64, 226, 210  
HEX: #40E2D2

## Oman Exotic

PANTONE 7548 C  
CMYK: 0, 26, 100, 0

Digital mediums  
RGB: 255, 192, 0  
HEX: #FFC000

## Dishdasha

PANTONE 532 C  
CMYK: 92, 73, 29, 89

Digital mediums  
RGB: 29, 29, 29  
HEX: #1D1D1D

**Please avoid using black as the background color as it is highly exceptional. Please contact marketing team member at Omantel for the approval of use.**

**Black is only for selected cases, with management approval**

In addition to our primary and secondary color palette, our brand embraces a carefully curated selection of tertiary colors to further enrich our visual identity. They will be used sparingly to draw attention to specific elements or combined harmoniously to create captivating compositions. Our tertiary colors enhance the visual impact of our brand across various touchpoints, reinforcing our commitment to excellence and innovation in every interaction.

# Tertiary Colors

## Omani Sky

PANTONE 2645 C  
34, 41, 0, 0

Digital mediums  
RGB: 156, 148, 255  
HEX: #9C94FF

## Omani Sunset

PANTONE 1625 C  
0, 55, 52, 0

Digital mediums  
RGB: 255, 152, 120  
HEX: #FF9878

## Silver

PANTONE Cool Gray 4C  
27, 21, 22, 0

Digital mediums  
RGB: 185, 185, 185  
HEX: #B9B9B9

### Please note

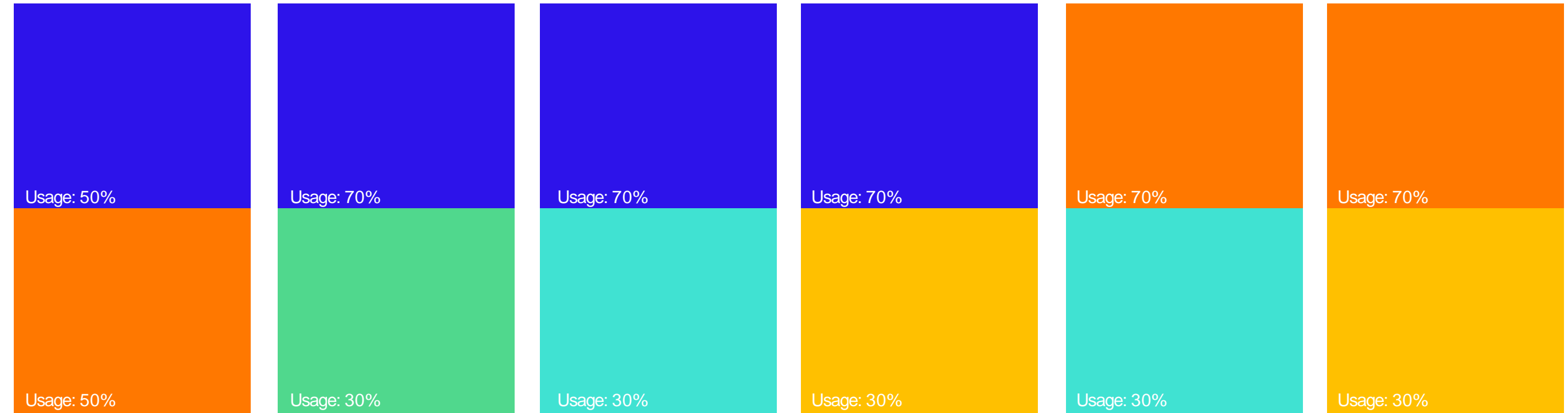
Remember, tertiary colors should be used sparingly, and its preferable to avoid their inclusion in primary communications whenever possible. This practice maintains the clarity and strength of our brand identity across all main communications.

**Not be used alone, always with Primary colors**  
**95% Primary, 5% Tertiary**

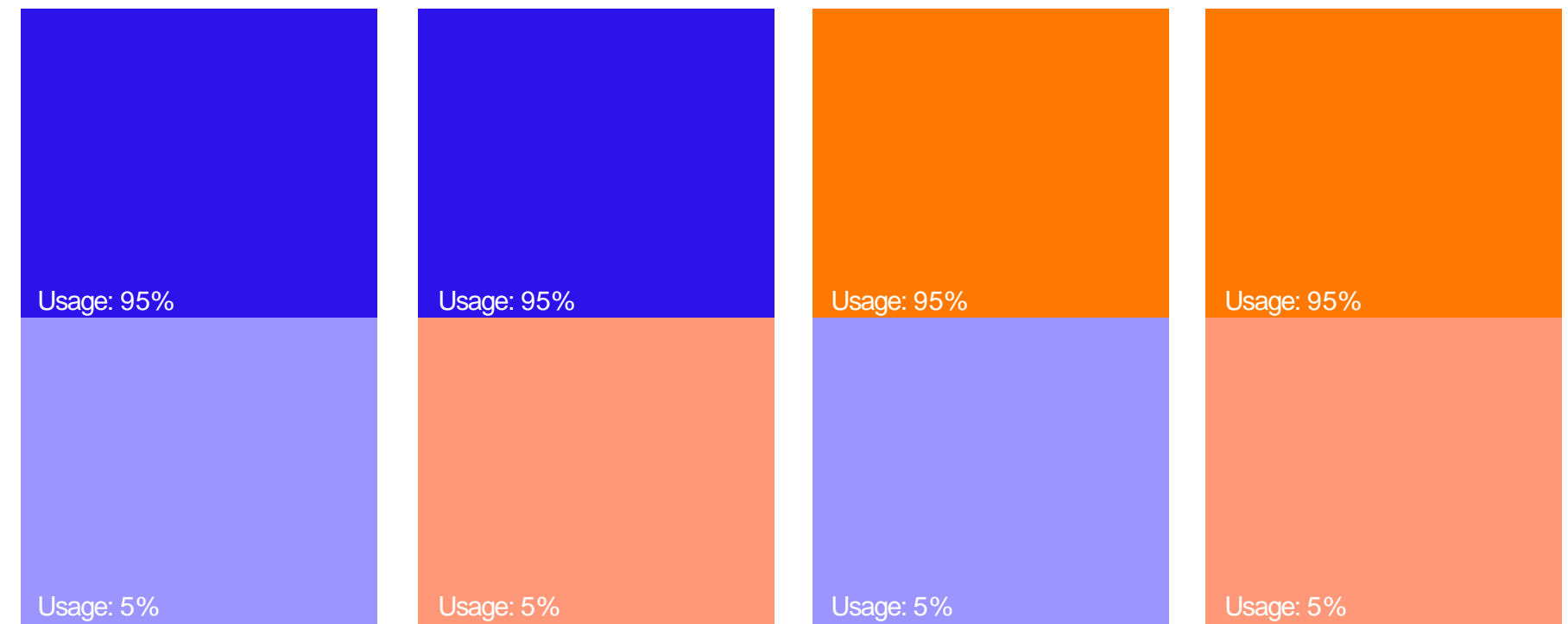
In all brand materials, prioritize the primary color combination for backgrounds, key visuals, and prominent elements to establish immediate brand recognition. Secondary colors should complement primaries, utilized for secondary elements, accents, and highlights to add depth and visual interest. Tertiary colors are supplementary and should be sparingly employed for small details, borders, or specific information highlights, ensuring they do not overshadow the primary and secondary combinations.

# Color Combos (Print)

✓ First preference



→ Least preferred



**Primary with secondary ( 70%-30%) Primary with Tertiary ( 95-5%)**

→ Please note

When incorporating tertiary colors, ensure they're paired with primary colors. Maintain the presence of at least one primary color in any color combination at all times. This consistency reinforces brand identity and cohesion across all visual elements.

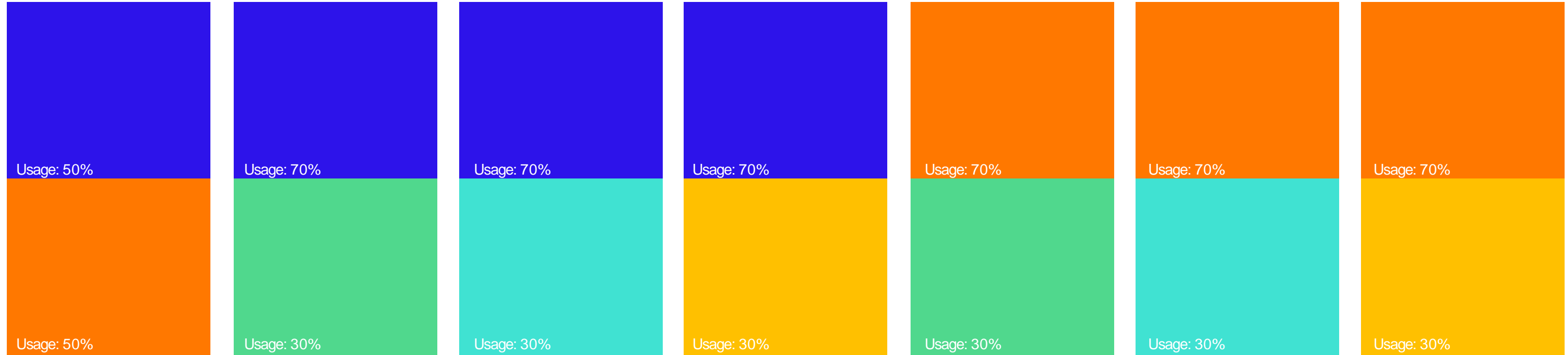


Color combinations

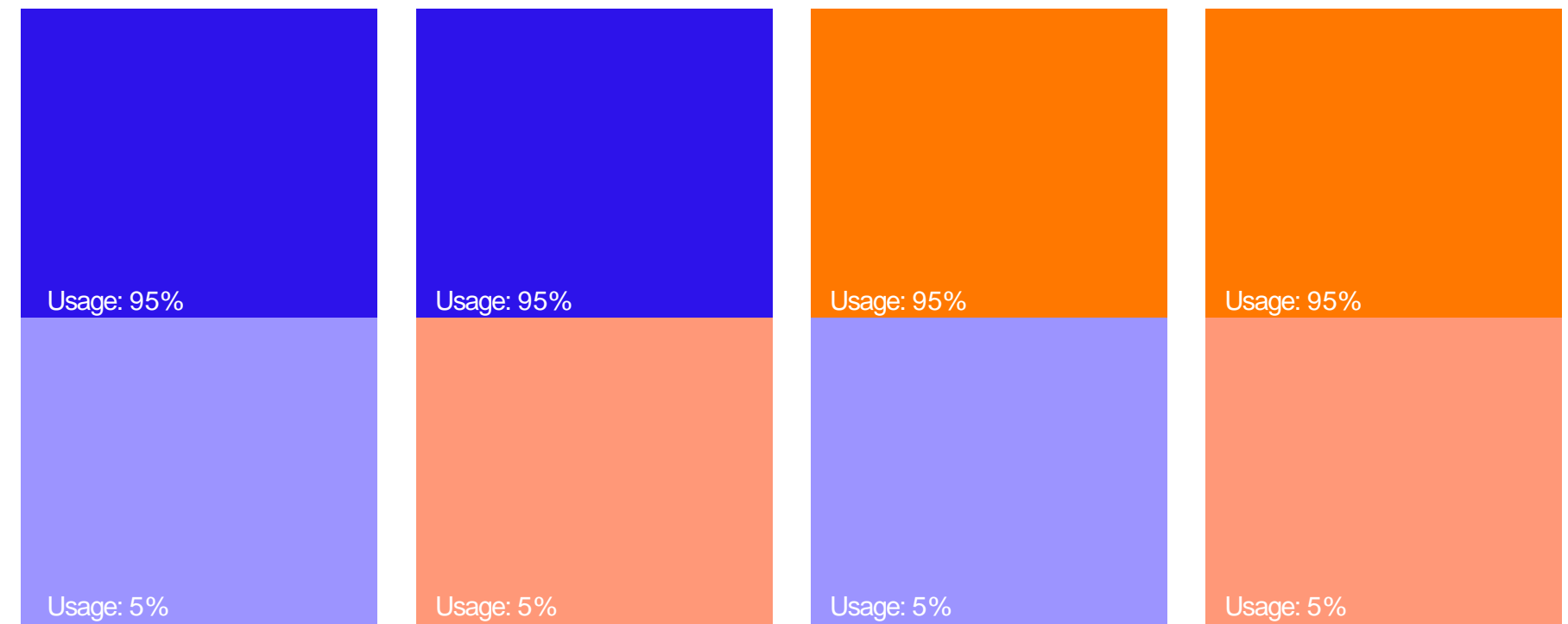
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# Color Combos (Digital)

✓ First preference



→ Least preferred



**Primary with secondary ( 70%-30%) Primary with Tertiary ( 95-5%)**

→ Please note

When incorporating tertiary colors, ensure they're paired with primary colors. Maintain the presence of at least one primary color in any color combination at all times. This consistency reinforces brand identity and cohesion across all visual elements.

In all brand materials, prioritize the primary color combination for backgrounds, key visuals, and prominent elements to establish immediate brand recognition. Secondary colors should complement primaries, utilized for secondary elements, accents, and highlights to add depth and visual interest. Tertiary colors are supplementary and should be sparingly employed for small details, borders, or specific information highlights, ensuring they do not overshadow the primary and secondary combinations.

# Logo Over Color (Print)



# TYPOGRAPHY

We have one typeface we use for all our headlines, sub-headlines and bodycopy: FS Alvar. Featuring many fine details, moderate contrast and slightly unusual anatomy, the typeface can be loud and proud hero or humble supporting actor for all sorts of designs.

# Typography (English)

**FS**  
**Alvar**

LIGHT  
REGULAR  
BOLD



**Aa**

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

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent pellentesque tempor enim eget hendrerit. Integer nec vulputate nisi. Aenean interdum justo eu efficitur euismod. Maecenas dignissim lacus sed quam gravida, eget sollicitudin dui porta. Suspendisse gravida interdum feugiat. Etiam elementum nisi et neque bibendum, a viverra nibh tempus.

We have one typeface we use for all our headlines, sub-headlines & bodycopy: FS Albert Arabic. Featuring many fine details, moderate contrast and slightly unusual anatomy, the typeface can be loud & proud hero or humble supporting actor for all sorts of designs.

## Typography (Arabic)

لا!

رقيق  
متوسط  
سميك

FS  
Albert

لوريم ايبسوم هو نموذج افتراضي يوضع في التصاميم لتعرض على العميل ليتصور طريقه وضع النصوص بالتصاميم سواء كانت تصاميم مطبوعه ... بروشور او فلاير على سبيل المثال او نماذج مواقع انترنت وعند موافقه العميل المبدئية على التصميم يتم ازالة هذا النص من التصميم ويتم وضع النصوص النهائية المطلوبة للتصميم ويقول البعض ان وضع النصوص التجريبية بالتصميم قد تشغل المشاهد عن وضع الكثير من الملاحظات او الانتقادات للتصميم الاساسي.

أب بيب ت ت ح ح ح ح خ د ذ ر ز س  
س س س ش ص ص ص ض ط ط ط  
ظ ع ع ع غ ف ف ف ق ك ك ك ل  
ل ل م م م ن ه ه ه و و ي ئ لا ة

ح م

# Type Hierarchy (English)

When crafting copy and designing layouts, it's crucial to adhere to our established type hierarchy. For headlines, sub-headlines, and body text, always consult the following examples to maintain consistency and clarity in communication. These examples serve as a blueprint for ensuring our brand's voice is both cohesive and impactful across all materials.

FS Alvar Bold

# Hello! I am the headline.

FS Alvar Regular

## Hello! I am sub-headline.

FS Alvar Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce nec rutrum tortor. Suspendisse potenti. Quisque eu pellentesque nunc, nec tristique lacus. Mauris diam quam, pulvinar non hendrerit eu, facilisis ac diam.

# Type Over Color

<p>Hello! I am your type.</p>	<p>Hello! I am your type.</p> <p>Hello! I am your type.</p>	<p>Hello! I am your type.</p> <p>Hello! I am your type.</p>	<p>Hello! I am your type.</p> <p>Hello! I am your type.</p>	<p>Hello! I am your type.</p> <p>Hello! I am your type.</p>
<p>Hello! I am your type.</p> <p>Hello! I am your type.</p>	<p>Hello! I am your type.</p> <p>Hello! I am your type.</p>	<p>Hello! I am your type.</p> <p>Hello! I am your type.</p>	<p>Hello! I am your type.</p> <p>Hello! I am your type.</p>	

# Not to Use- Layout



# NOT to use-Layout



Please dont use spark in Arrow form in any layout

The layout construction section of our brand guidelines provides principles for creating cohesive designs, including grid systems, alignment, spacing, and element hierarchy. Adhering to these standards ensures consistent, professional, and readable brand communications across all mediums.

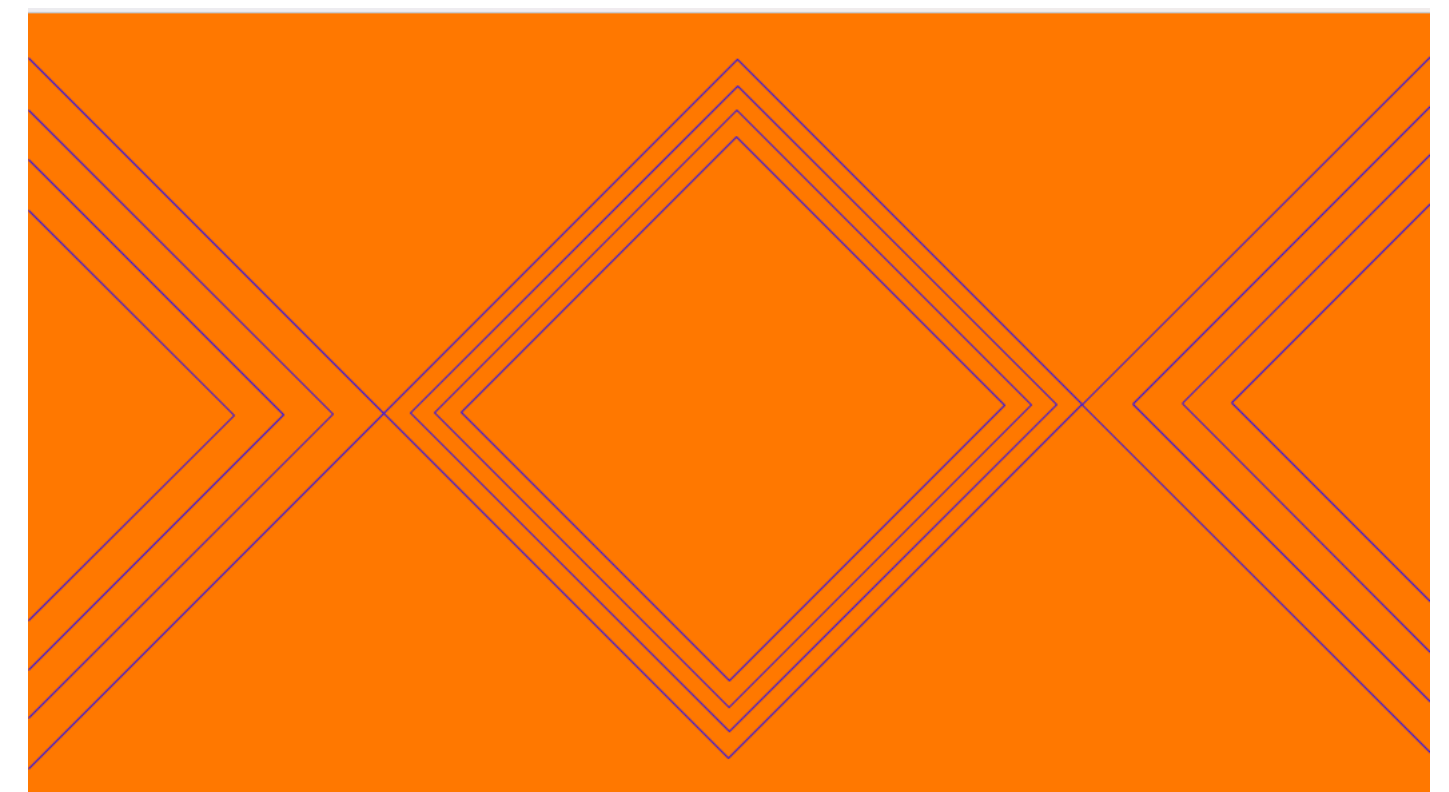
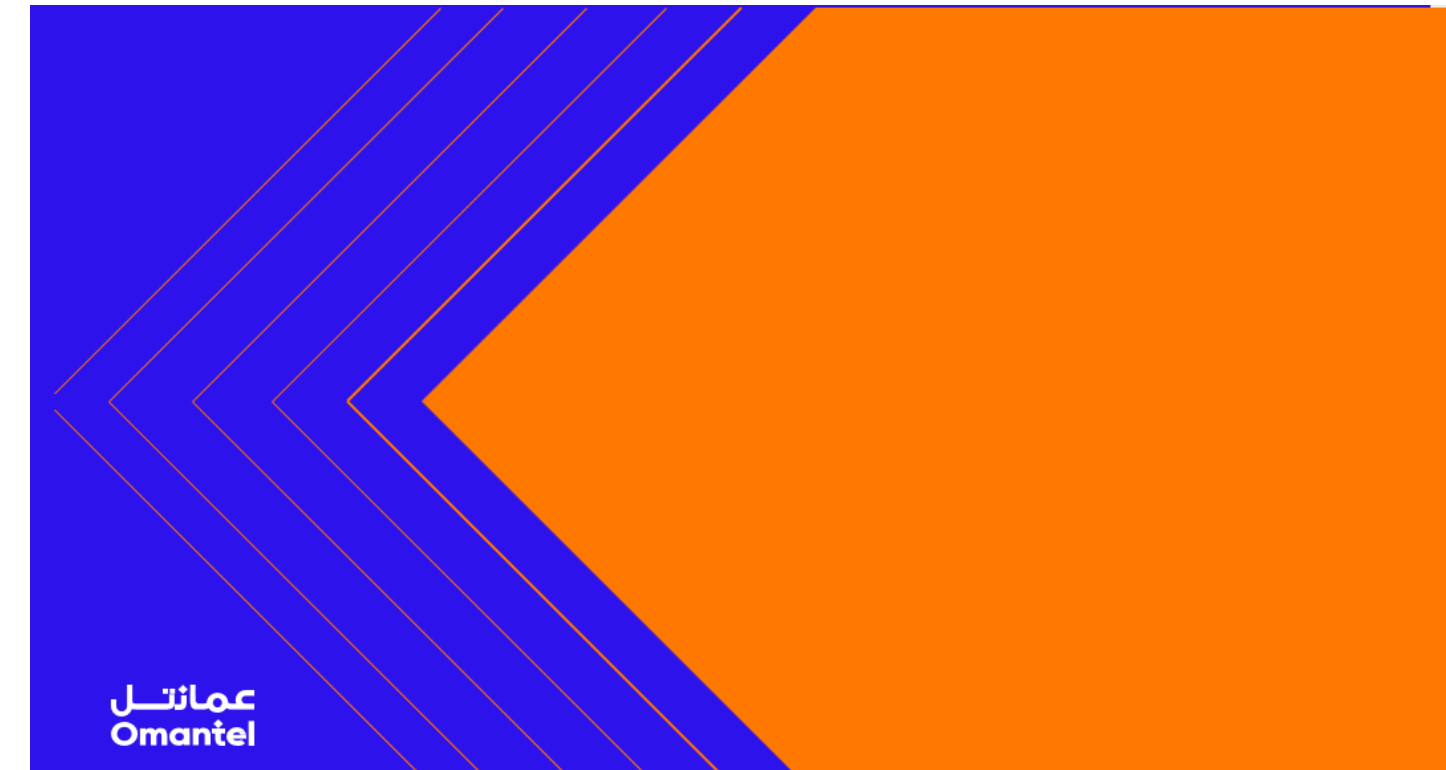
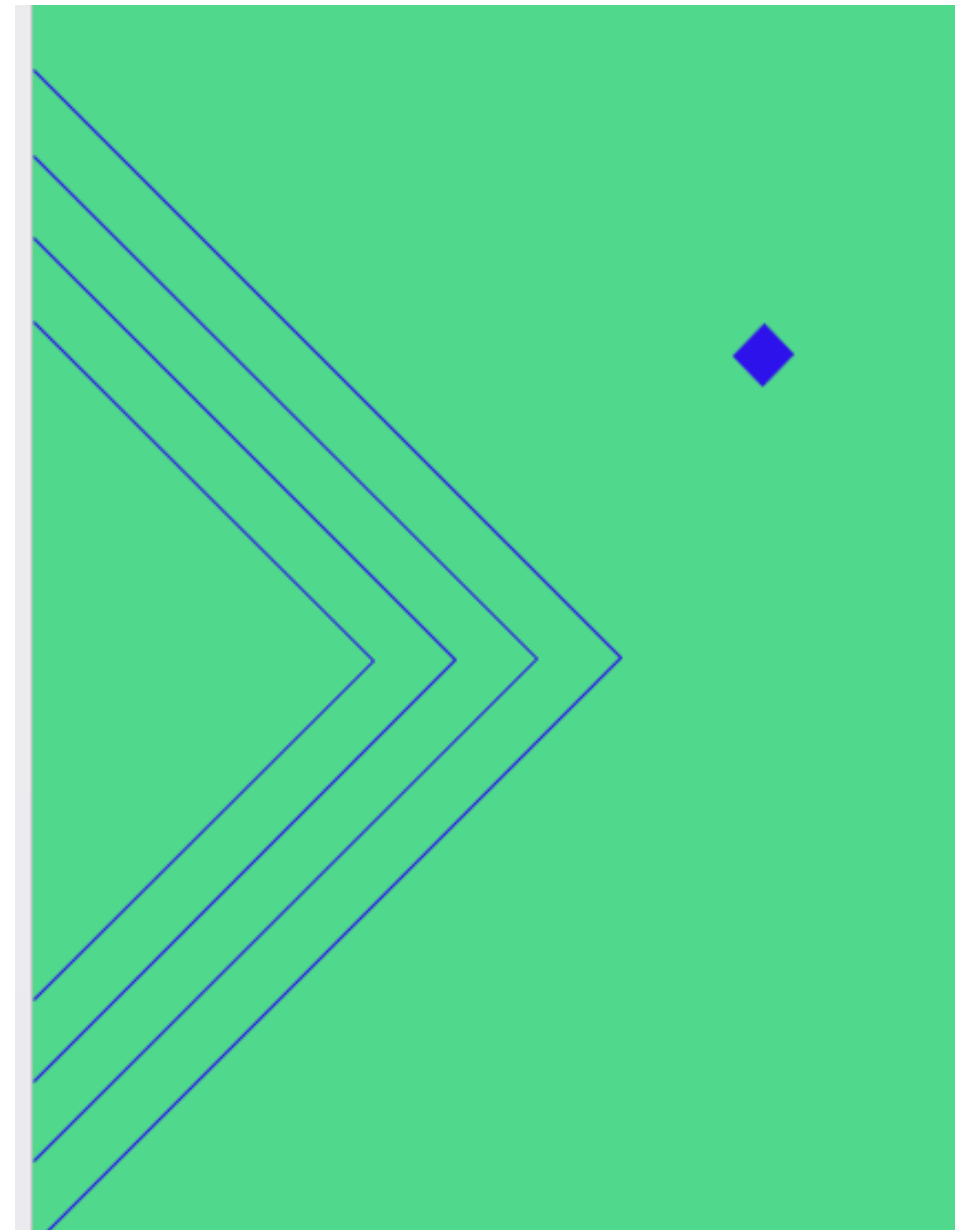
# NOT to use-Layout



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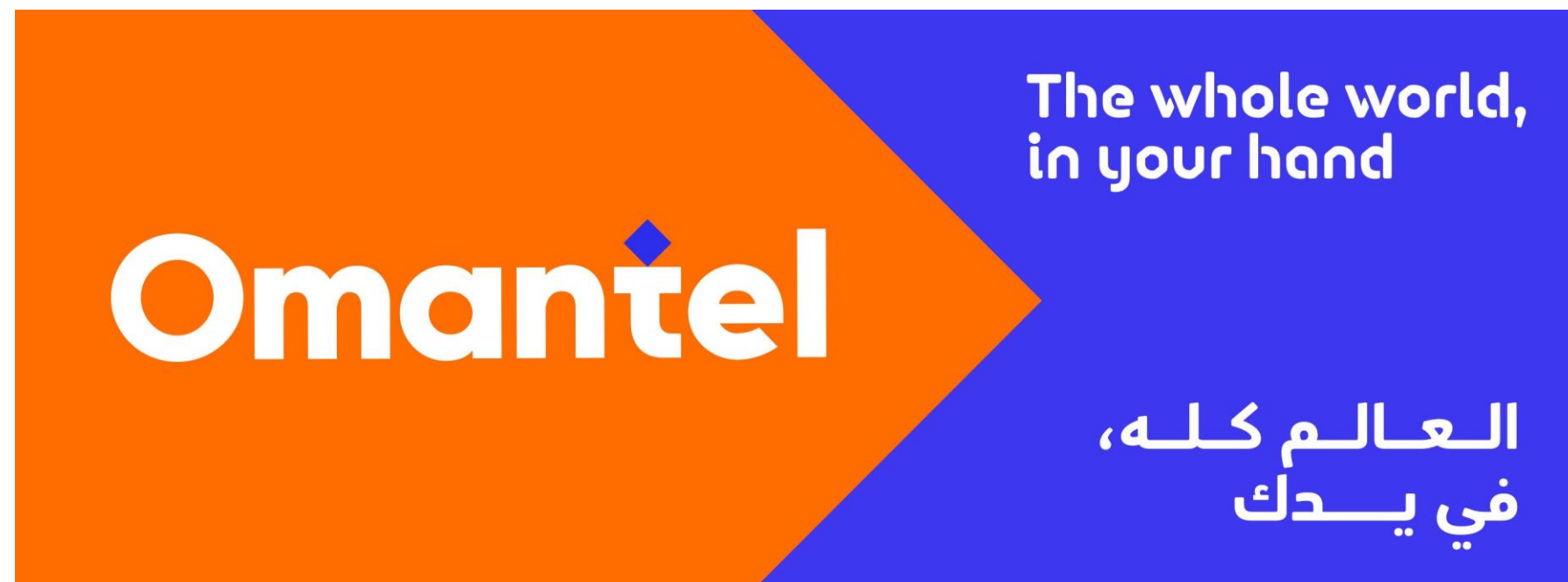
# NOT to use-Layout

# X



# NOT to use-Layout

X



**For any Queries or Approval on Brand related topics, please contact:**

- **Omar Azar: Branding & Communication Chief Strategist.**

**E:Omar.azar@omantel.om**

Omantel

Thank  
You!