OmniMount Brand Marketing Guide

LOGO

The logo must always appear in the colors shown below. Screen tints and other alterations should never be used.

Full color on white: 
[Image: OmniMount Logo Full Color on White]

Greyscale on white: 
[Image: OmniMount Logo Greyscale on White]

Outline on white: 
[Image: OmniMount Logo Outline on White]

Solid on white: 
[Image: OmniMount Logo Solid on White]

Full color on black: 
[Image: OmniMount Logo Full Color on Black]

Greyscale on black: 
[Image: OmniMount Logo Greyscale on Black]

Outline on black: 
[Image: OmniMount Logo Outline on Black]

Solid on black: 
[Image: OmniMount Logo Solid on Black]

COLOR

The OmniMount logo should be reproduced in official company colors. Shown below is the Pantone® and CMYK color palette for all applications.

Yellow PMS 130 
C:0 M:30 Y:100 K:0

Red PMS 186 
C:0 M:100 Y:100 K:0

Black 25% 
C:0 M:0 Y:0 K:25

Black 100% 
C:0 M:0 Y:100 K:100

Burnt Orange PMS 160 
C:2 M:65 Y:98 K:22

The following colors are to be used to represent TV wall mount functionality.

Yellow 
Fixed mounts 
C:0 M:30 Y:100 K:0

Blue 
Tilt mounts 
C:70 M:15 Y:0 K:0

Green 
Full Motion mounts 
C:50 M:0 Y:100 K:0

Purple 
Interactive mounts 
C:43 M:88 Y:0 K:0

The following colors are to be used to represent categories.

Orange 
OmniPro Series 
C:0 M:60 Y:100 K:0

Red 
AV Wall Shelves 
C:0 M:83 Y:80 K:0

Teal 
Accessory Products 
C:63 M:0 Y:24 K:0

FONT

The following typefaces are used in signage, publications and other communication documents.

NeutraText 
To be used for consumer applications

LIQUORSTORE 
To be used only for the word "OmniMount" when it appears in conjunction with the logo