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:

Greyscale on white:

Outline on white:

Solid on white:

Full color on black:

Greyscale on black:

Outline on black:

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

800.MOUNT.IT (800.668.6848) • www.omnimount.com