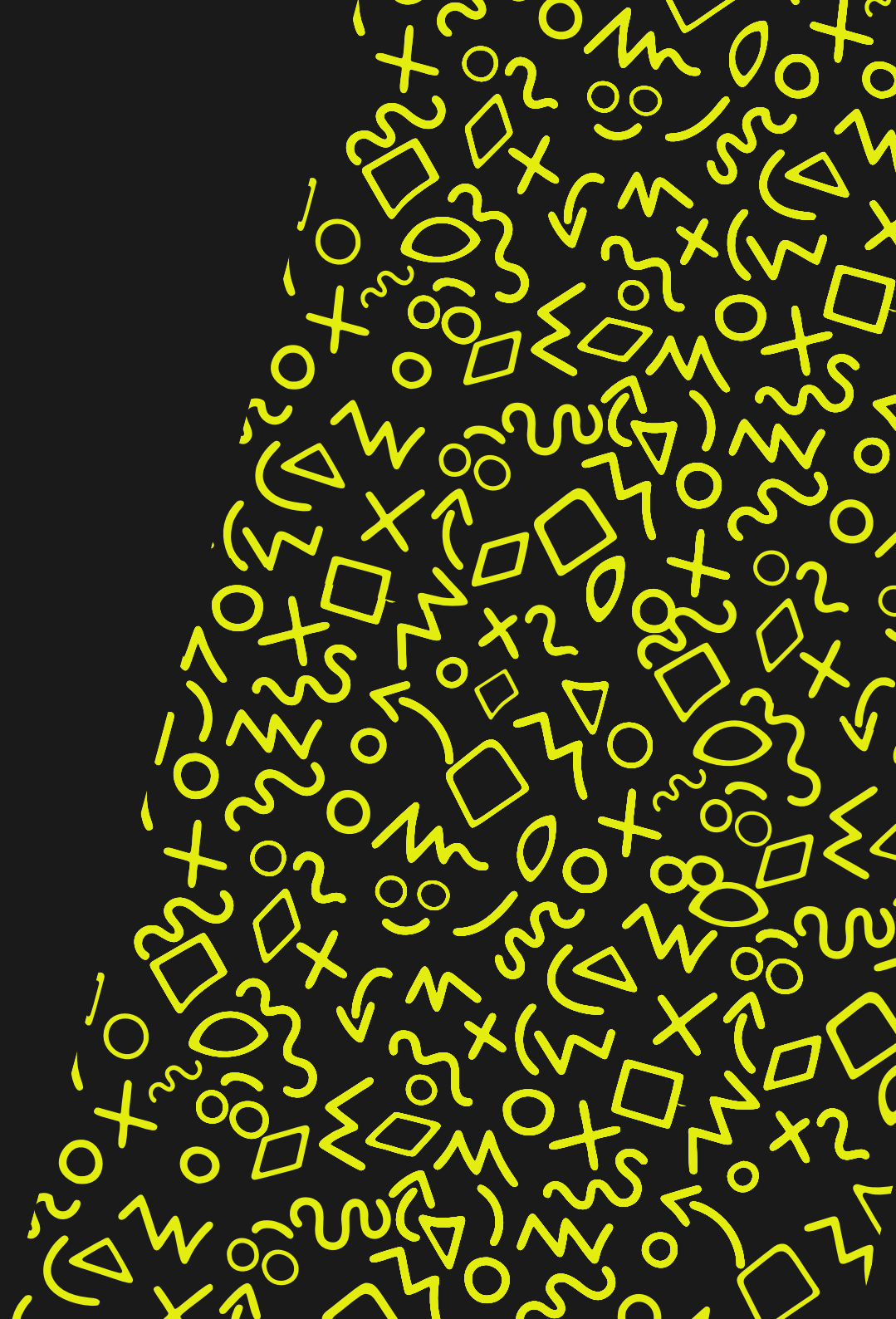


2026

BRAND GUIDELINES



Content

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BRAND FOUNDATION



VISION:

To become the global benchmark for visual architecture, redefining the boundary where technical engineering meets pure artistry.

MISION:

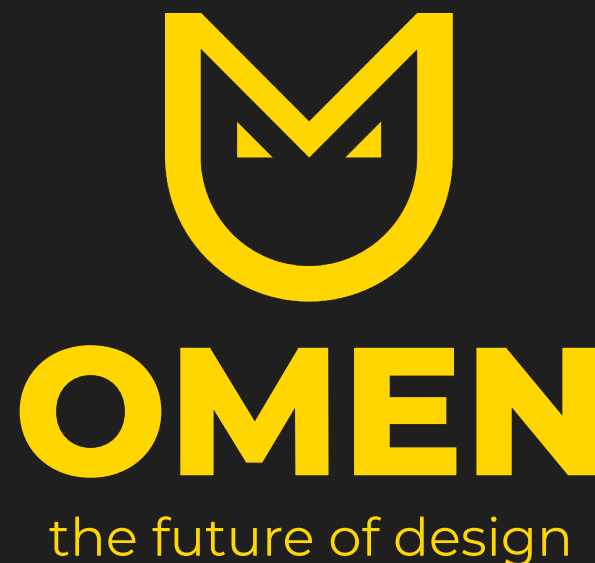
To provide visionaries with high-performance brand identities, using a "System & Soul" methodology to ensure every pixel is optimized for impact and every design is built to lead.

LOGO



PRIMARY LOGO:

The primary logo is the main, most comprehensive visual representation of **OMEN**, designed for maximum recognition and used as the default in most contexts. It includes the full business name, the main icon/symbol, and a tagline, serving as the central element of the brand identity.



LOGO LOCKUPS:

LOGO TYPE:

mainly used in horizontally in limited space#

TRADE MARK:

Used in square spaces and backgrounds to represent the brand

BUG:

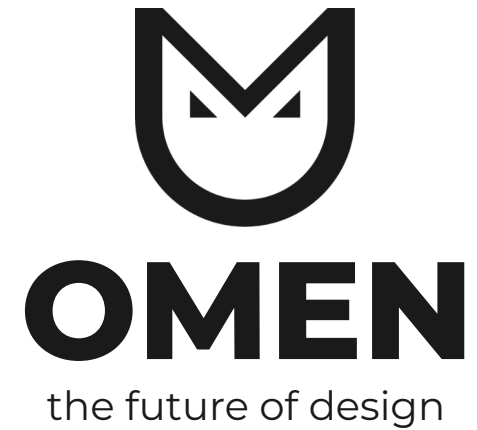
Can be used as a sticker or profile photos or on top of a design to make it stand out



SCALING:



50%



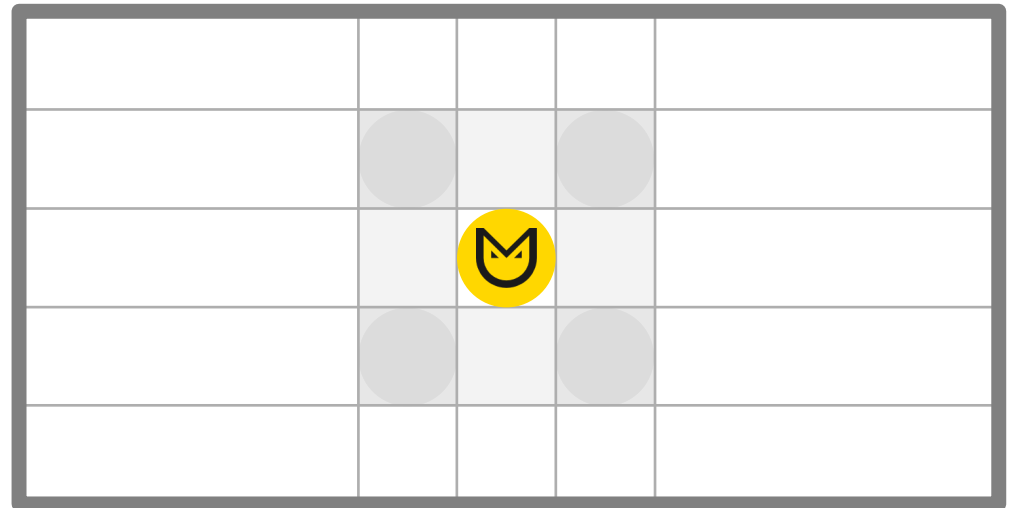
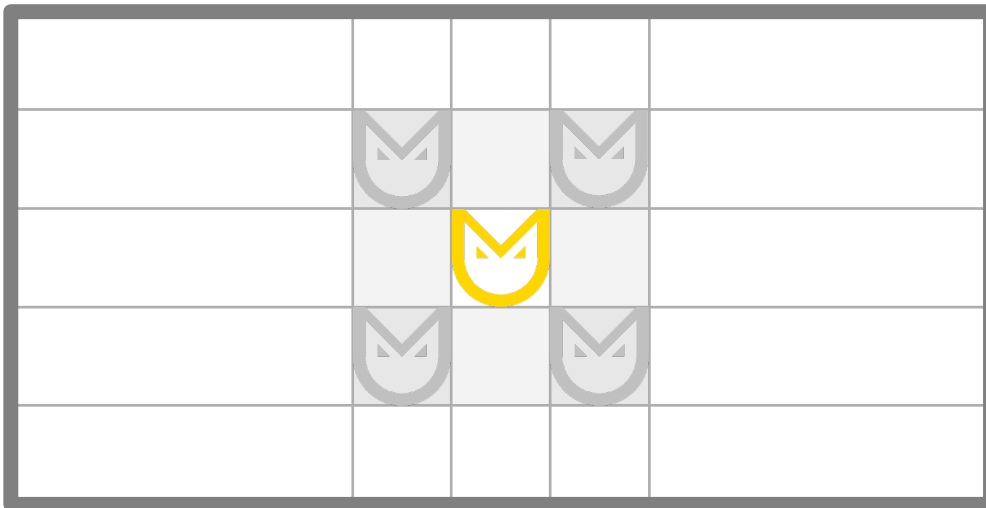
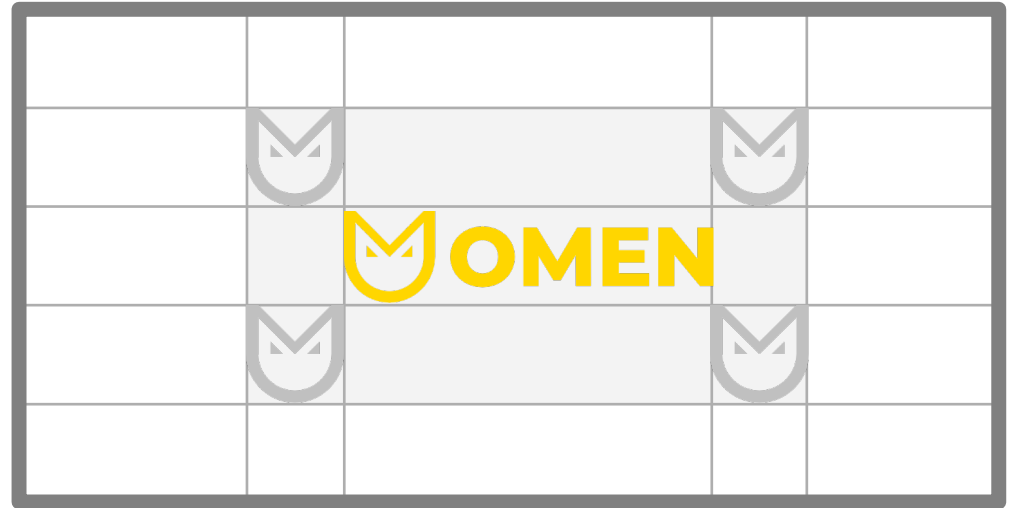
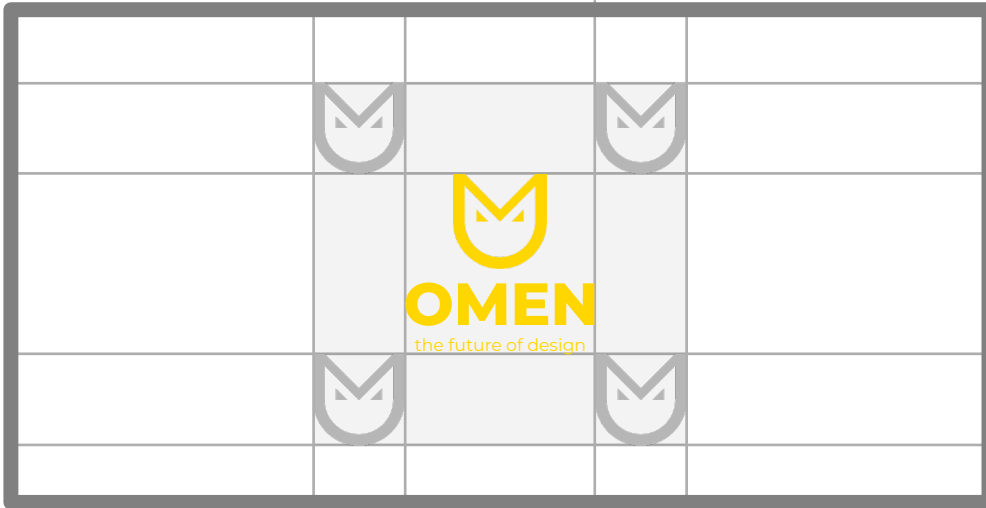
the future of design

25%



100%

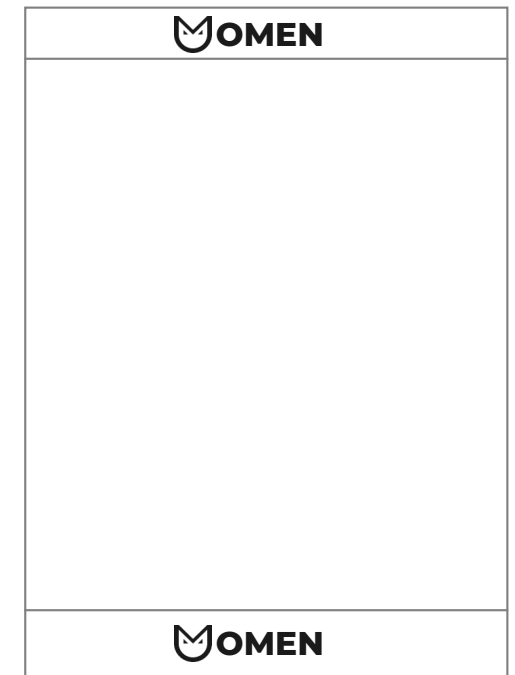
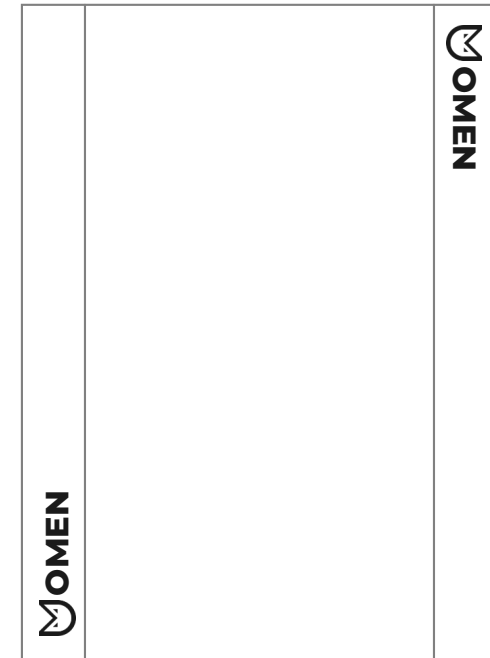
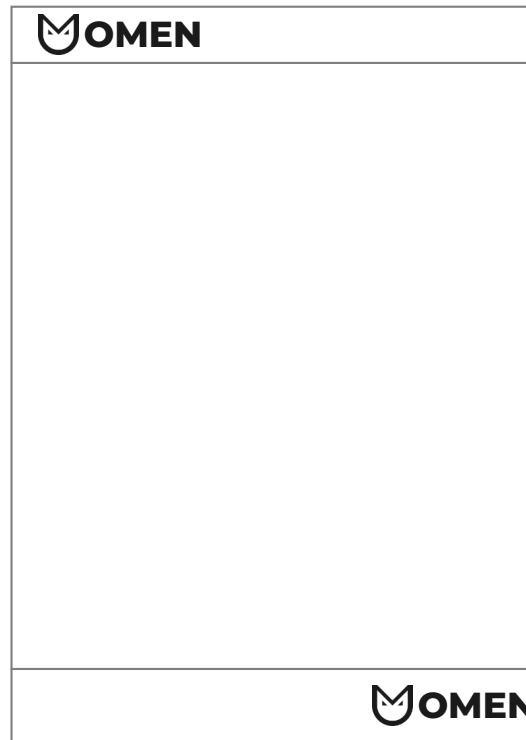
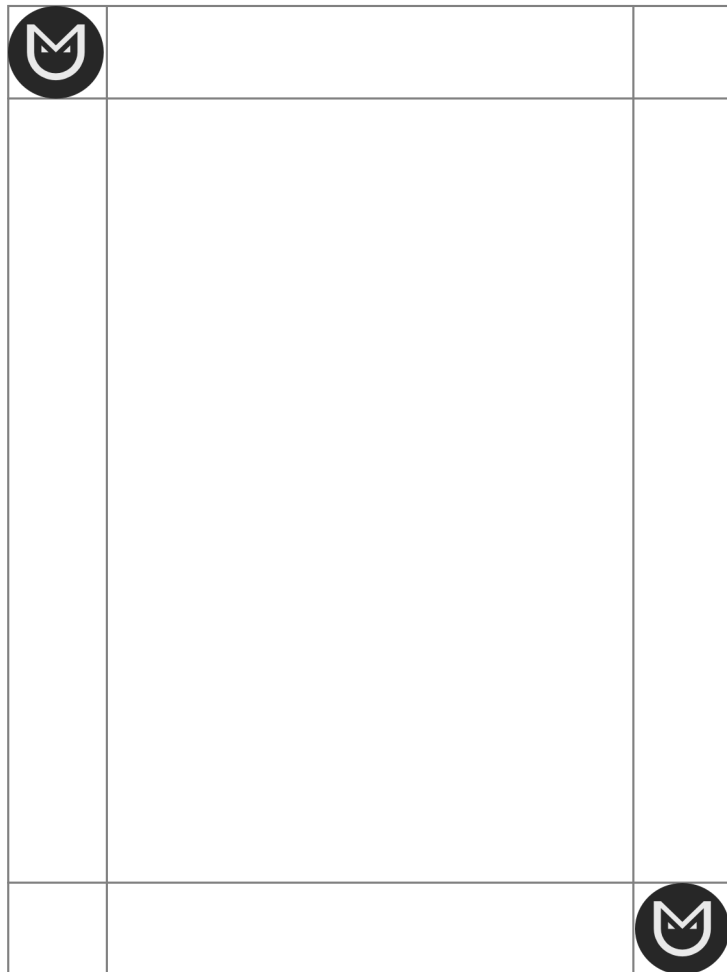
CLEAR SPACE:



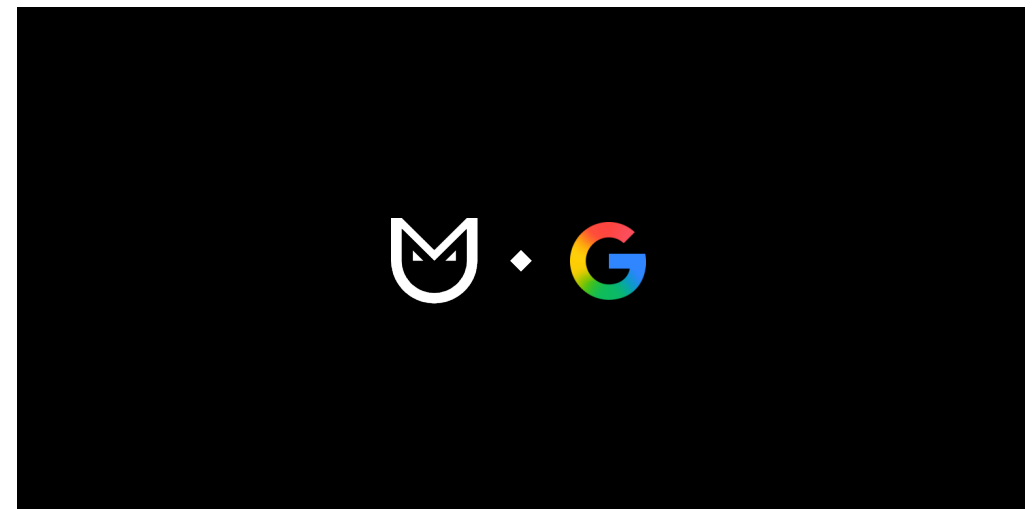
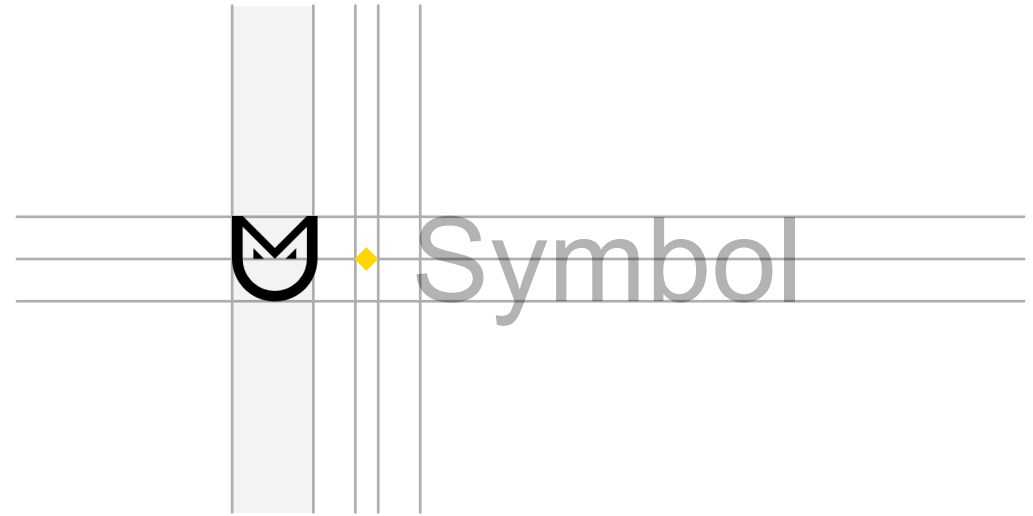
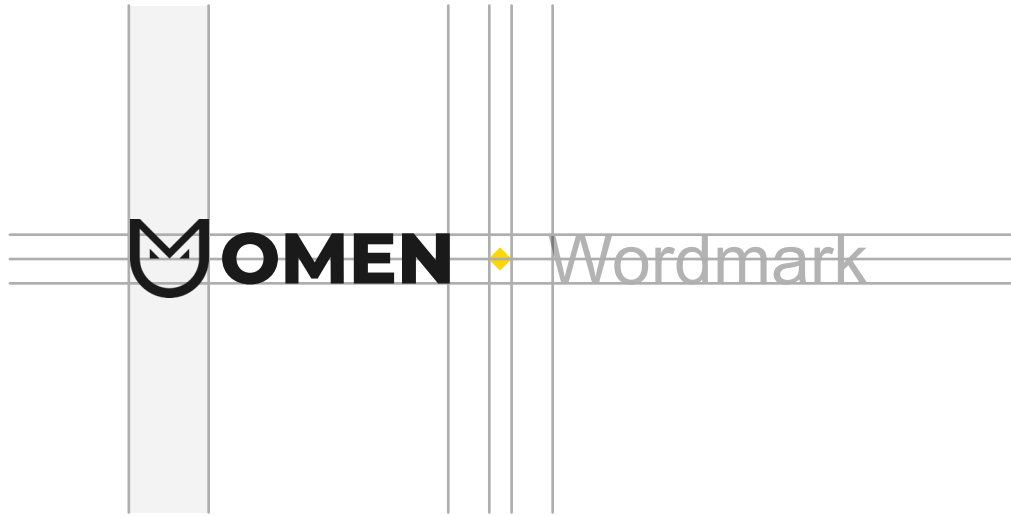
LOGO PLACEMENT:

Place the logo in this exact same order.

Avoid placing the logo too closely to the edge of the page



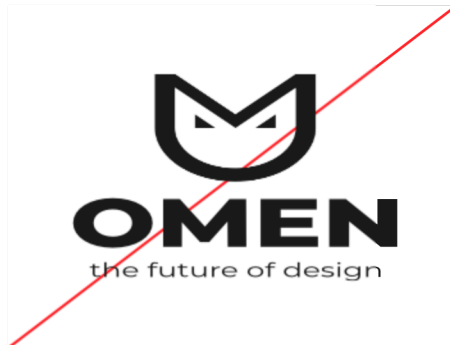
PARTNERSHIP:



LOGO AND COLOR:



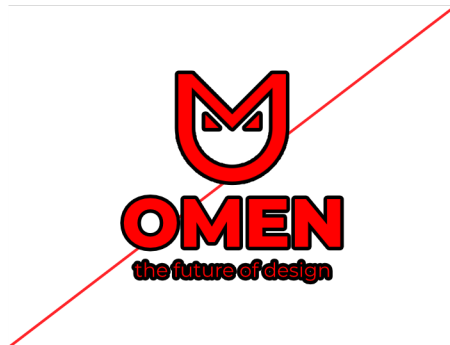
MISUSE:



✘
Do not stretch or distort



✘
Do not use unapproved colours



✘
Do not outline



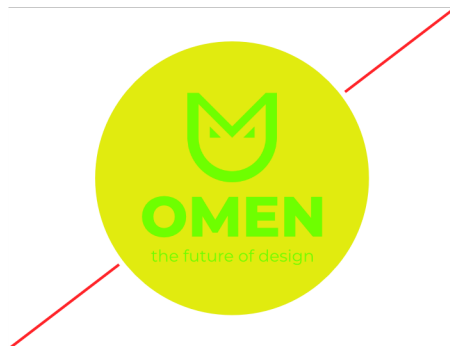
✘
Do not modify logo colour



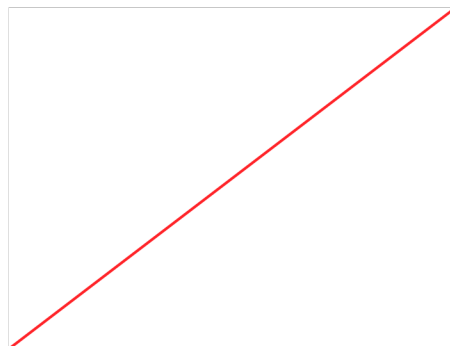
✘
Do not change logo placement



✘
Do not apply warp



✘
Do not use low contrast combinations



✘
Do not rotate

WOMEN

COLOR



Primary colors:

Our main color palette

Used as the main color palette across multiple media outlets as the colors that represents the brand identity

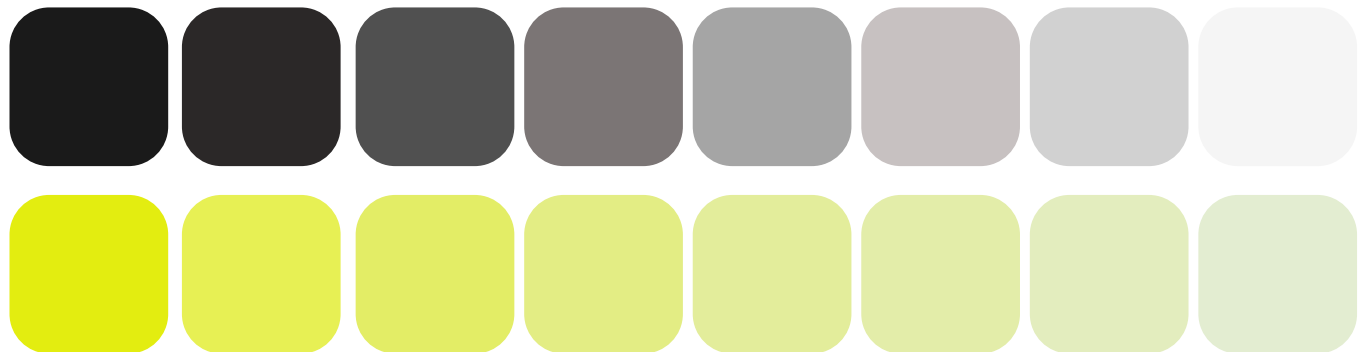
CMYK: 18, 0, 95, 0
RGB: 220, 241, 31
HEX: #DCF11F
PMS: Pantone 388 C
(Approximate)

Cyber Lime

CMYK: 74, 67, 66, 81
RGB: 26, 26, 26
HEX: #1A1A1A
PMS: Pantone Black
6 C (Approximate)

Tech Obsidian

Darkest to lightest



Extended Palette:

CALM

Calm: **DeepMoss**

CMYK:85,45,75,50

RGB:26,61,47

HEX:#1A3D2F

PMS:Pantone553C (apx)



TRUST

Trust:DeepLogicBlue

CMYK:82,65,0,0

RGB:46,91,255

HEX:#2E5BFF

PMS:
Pantone2728C(Apx)



ALERT

Alarm:CoreOverheat

CMYK:0,92,85,0

RGB:255,49,49

HEX:#FF3131

PMS:
PantoneRed032C(Apx)

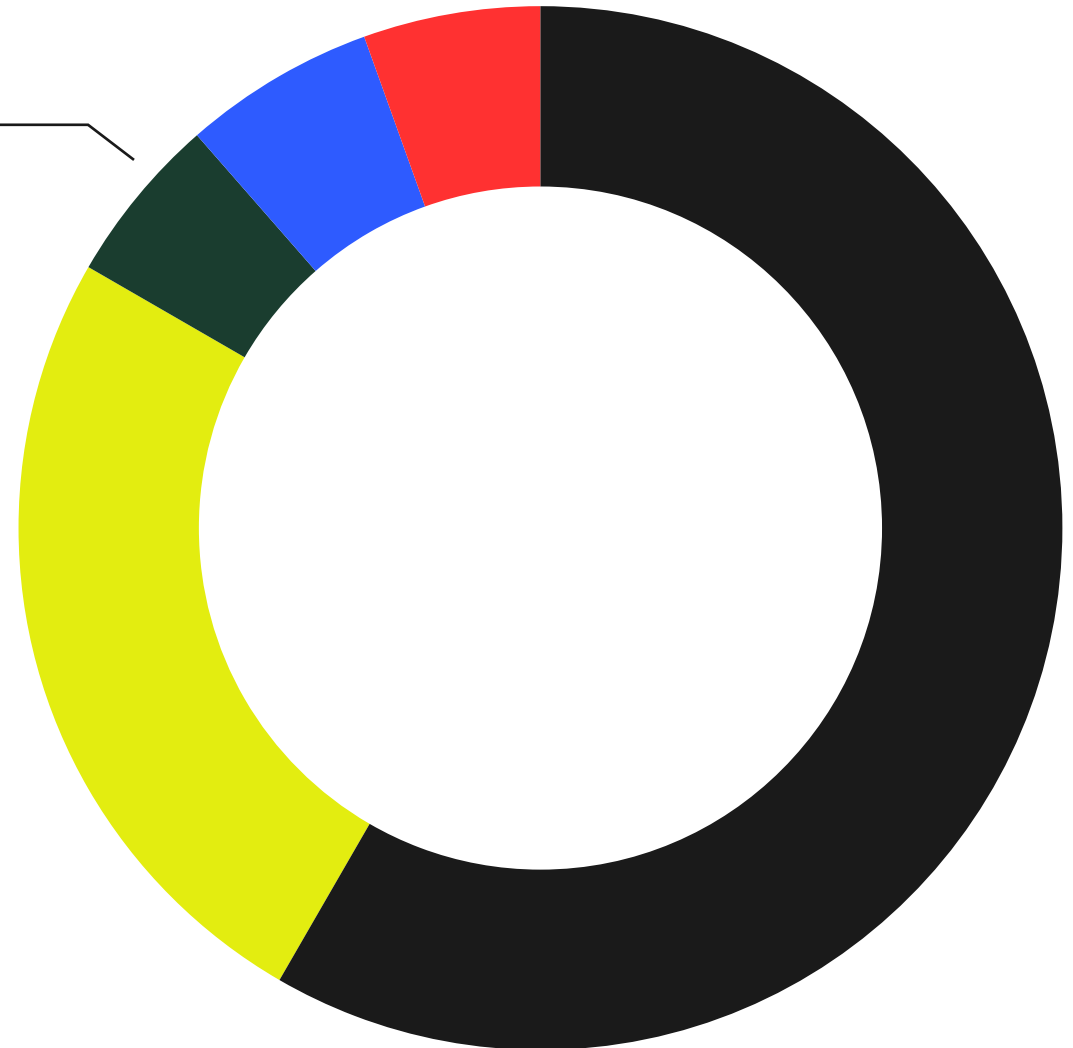


Usage porpportions:

15% Secondary

30% Cyber Lime

60% Tech Obsedian



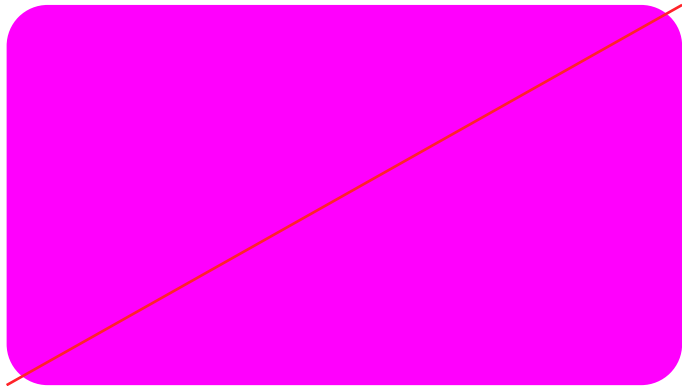
Logo and color:



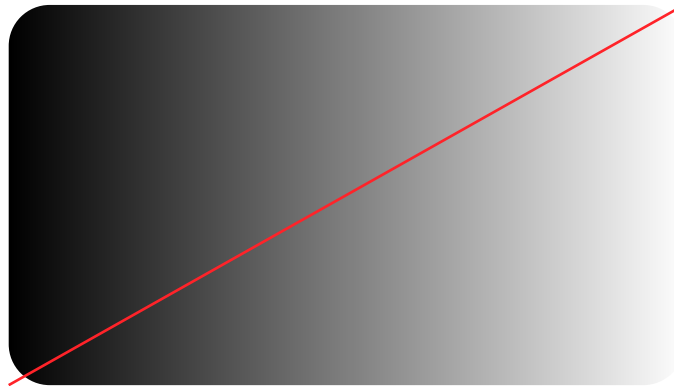
Type and color:



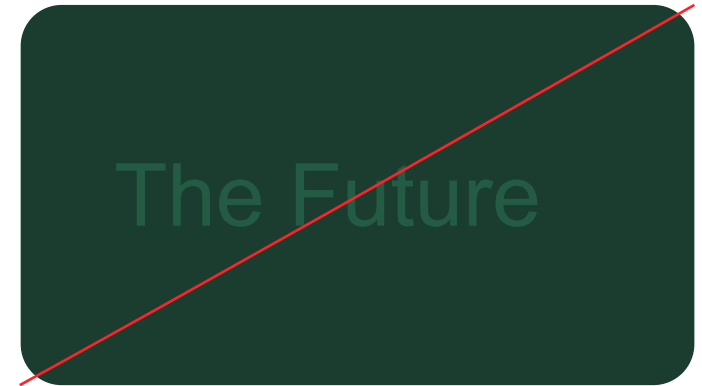
Misuse:



×
Do not over use high contrast colors



×
Do not use gradients



×
Do not use low contrast combinations

WOMEN

TYPOGRAPHY



Primary Font:

DRUK COND TRIAL

Weight:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789., &?!

Secondary Font:

Montserrat

Weight and font style:

extra light ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,&?!

Semi bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,&?!

light ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,&?!

Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,&?!

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,&?!

Extra bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,&?!

Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,&?!

Black ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,&?!

Leading and tracking:

Heading

90% leading or multiply font size by 0.9

THE FUTURE

Subheading

100% leading or multiply font size by 1.0

From your hands

Body

130% leading or multiply font size by 1.3

Waybill (a fictional brand) is a logistics and delivery company based in Nigeria, with ambitions to become a global leader in shipment services. With a vision to become a globally recognized logistics company offering innovative, reliable, and customer-centric delivery solutions. The company facilitates the seamless shipment of goods from one location to another, catering to both businesses and individual consumers.

Heading

We apply Negative Tracking (25) to Headlines to create a high-impact, cohesive visual block.

Tracking

Subheading

For secondary text, we maintain Neutral Tracking (0) to prioritize legibility and professional clarity.

Tracking

Misuse:

the future of design

×
Do not set in all Lower case

THE FUTURE OF DESIGN

×
Do not rotate at non 90 or 180 angle

the future of design

×
Do not use unapproved typefaces

THE FUTURE

DESIGN

×
Do not use incorrect leading values

**THE FUTURE OF
DESIGN**

×
Do not use incorrect tracking values

**THE FUTURE OF
DESIGN**

×
Do not align text incorrectly
Always align to the Left

 WOMEN

PHOTOGRAPHY



Principles:

Transparency

We show the "how" behind the "what." By documenting our process, we demonstrate that every design is a unique, calculated solution, not a template.



Tangibility

We showcase our work in its final physical form. High-quality photography of printed assets proves our commitment to "Professional Simplicity" and real-world impact.



Contextual Vision

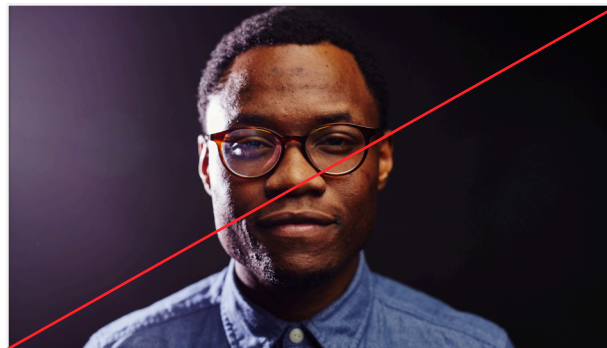
We include imagery of the world around us—architecture, textures, and light—to show the "Future-Forward" inspiration that fuels our creative uniqueness.



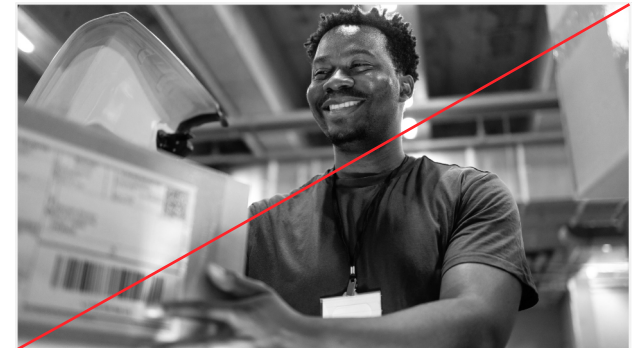
Misuse:



✘
Do not use obvious stock imagery



✘
Do not use staged photography



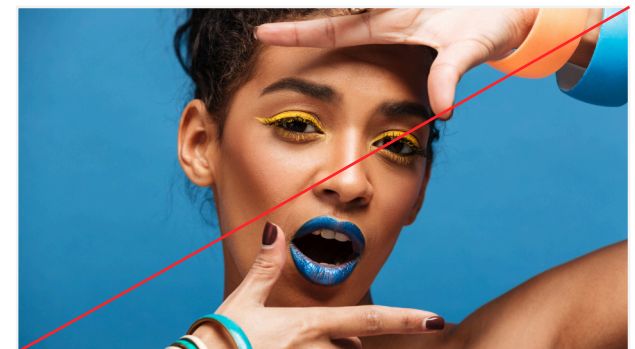
✘
Do not use black and white photography



✘
Do not use low res photos



✘
Do not use sombre imagery



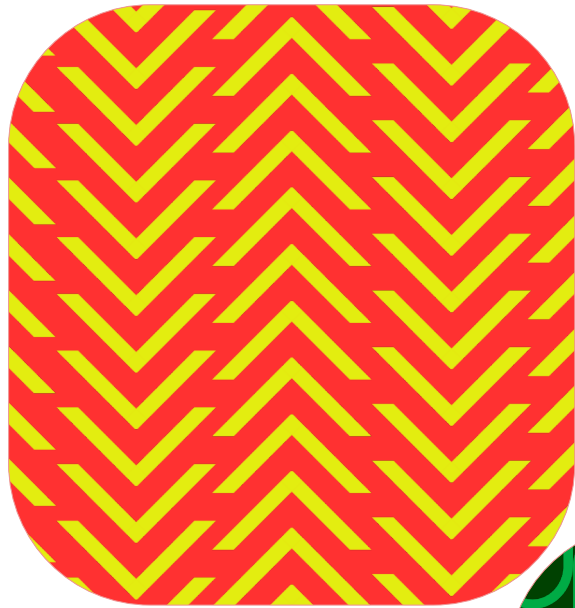
✘
Do not use distracting or off topic imagery

 WOMEN

ELEMENTS



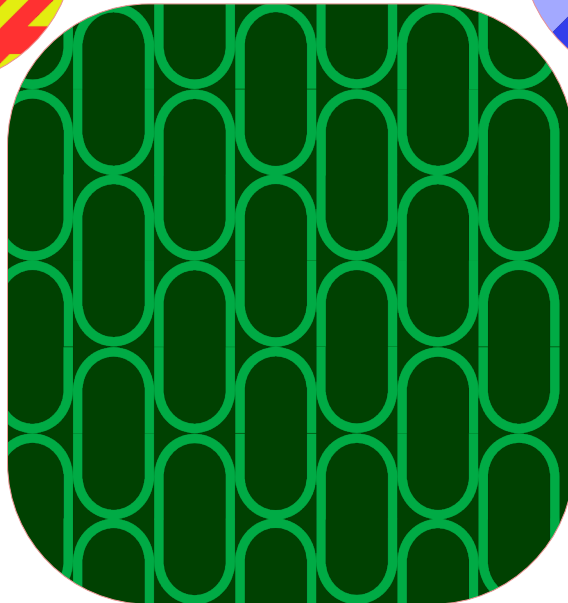
Patterns:



Relaxed



Playful

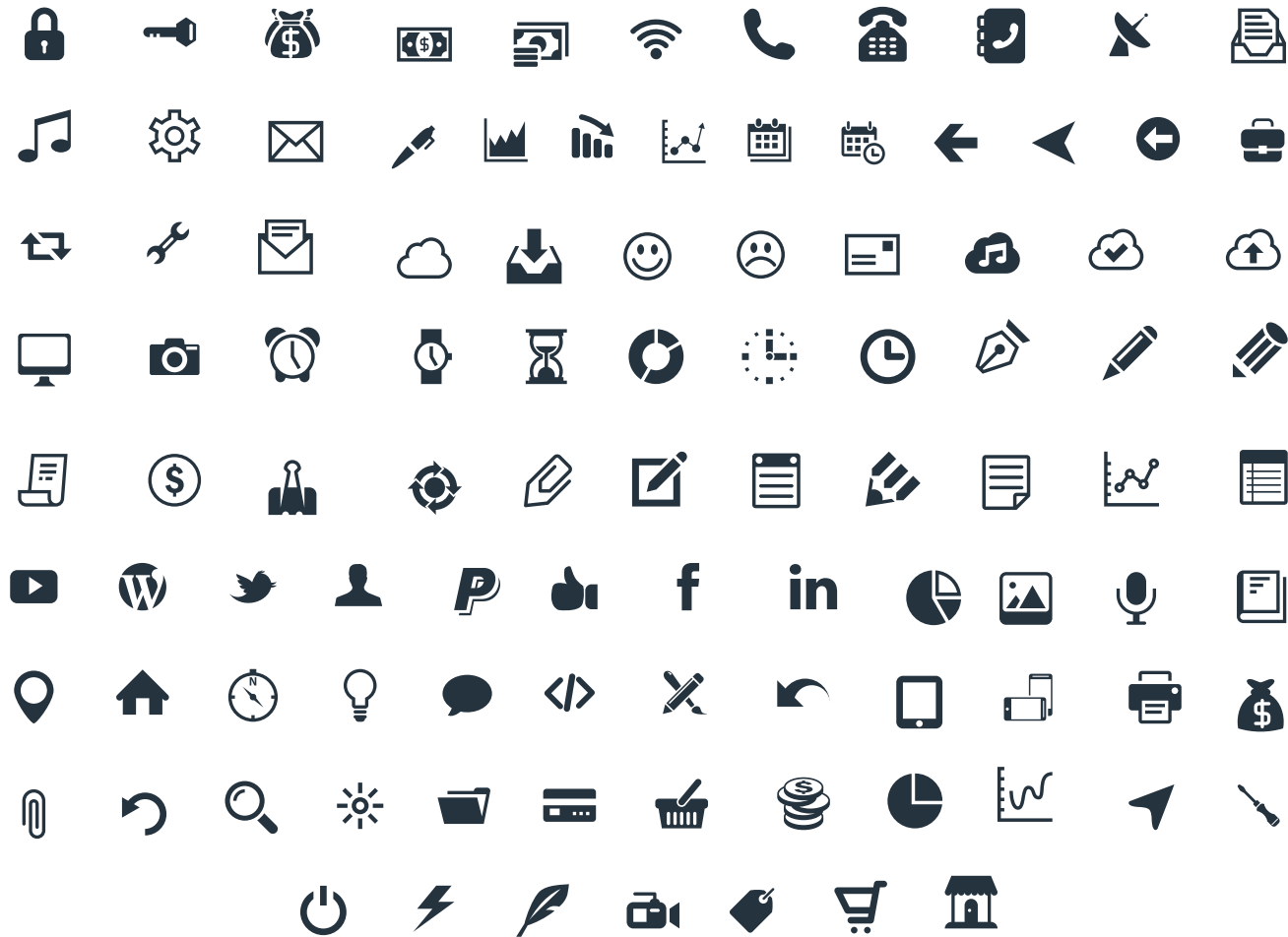


Motion



Modern

Icons:

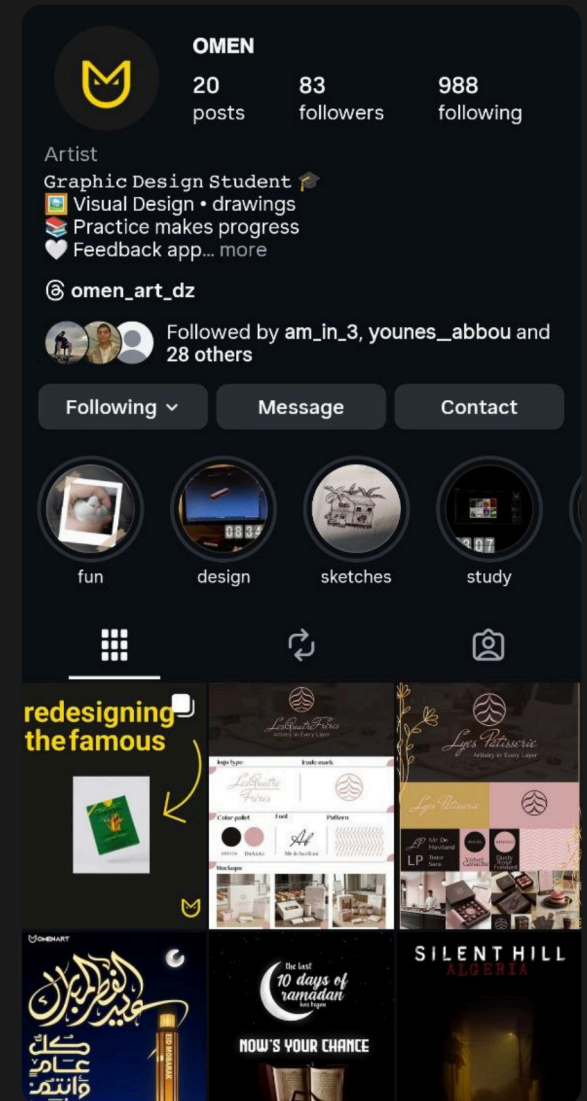
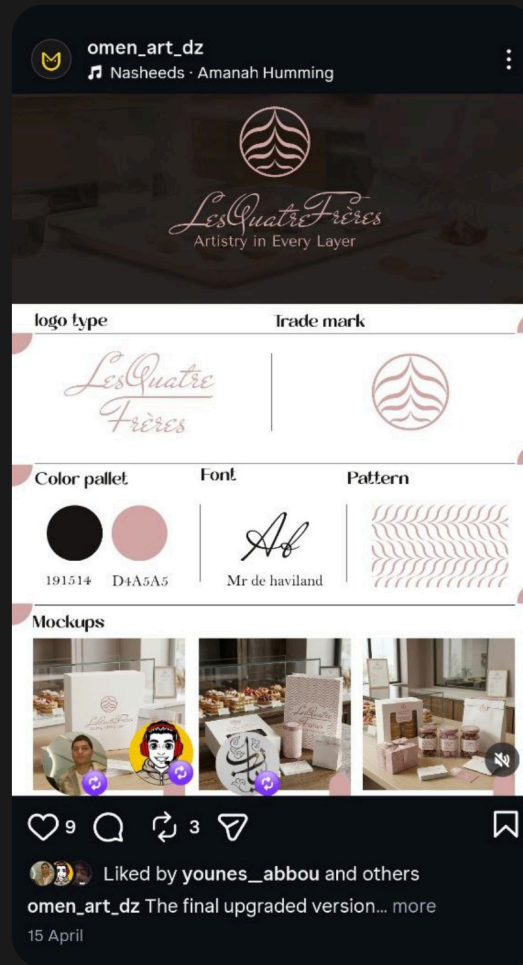


 WOMEN

APPLICATIONS



Social Media:



OMEN



Mockups:





THANK YOU

