



OMNI College

2017 BRAND MANUAL

Key Identity

The OMNI College brand name is a product of years of dedication towards student learning. We built this brand in 1999, and it has developed into a brand name that people can trust, that they associate as a name of quality, family, education, and integrity. Our students have defined OMNI to them as being “home”, “motivation”, and “because OMNI cares”.

OMNI College’s mission is “To deliver exceptional programs that will prepare students for a successful cultural and educational transition into the workforce. To be recognized worldwide as a credible, responsible and caring educational institution”.

Everything that we do at OMNI College, every decision we make, must always be in line with our mission. This includes the partners and education agents we choose to work with who promote OMNI College around the world.

To ensure our brand name is upheld in this high regard, it must always be consistently presented. Any partners and education agents wishing to associate with OMNI College and who wish to use our brand must adhere to the following guidelines.

How To Use Our Logo

This is the OMNI College logo:



It should always be used with the name and swoosh design together in this exact position. The artwork files must always be used – do not recreate the logo as this is strictly prohibited.

Whenever possible, always use the logo against light backgrounds. Use the logo in which the text is black and the swoosh designs are in purple. If darker backgrounds are the only option, then use the logo in which the entire logo, including the text and swoosh designs, are in white:



light background - full colour logo



dark background - white logo

For single-colour projects, use the logo in only black, or in only white:



The logo should always appear with at least 1/2 inch space around it so that it does not appear cramped:



The logo must not be displayed any smaller than 2.5in x 0.85in

The logo must not be placed on top of text, photos or any other type of image:



~~Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi bibendum massa sit amet fermentum venenatis. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum urna ligula, ut venenatis gravida. Nam erat rhoncus, sapien posuere metus est congue turpis. Quis que vel non consectetur neque, ac feugiat COLLEGE~~

~~mauris. Donec placerat massa bibendum, mollis tisor tortor at, vehicula urna. Cras sem justo, pharetra~~

Typography

- › When referencing OMNI College, the “OMNI” name must always be capitalized to match our logo.
- › Our slogan is “A School For Nursing And Healthcare Professionals”.
- › The font used in our logo and our slogan is **Avenir**. Use only this font.
- › The font used for all other purposes such as short or long printed documents, the font used is **Tahoma**. Use only this font.

Colour

Colour for Printing Purposes (CMYK):

The OMNI purple colour is Pantone 254



The OMNI black colour is Rich Black
(C-75 M-68 Y-67 K-90)



Colour for Web Purposes (RGB):

OMNI purple RGB values 158, 84, 154



Photography & Images

All photos and images of students, staff, facility, practice, etc. on OMNI College’s website, advertising, marketing collateral, social media sites, etc are copyrighted by OMNI College. All rights reserved. Any third party use is not permitted without prior written permission by OMNI College.

For permission requests, write to marketing@omnicollege.com.

Your Responsibility As Our Partner/Education Agent

Learn OMNI College's history, values and brand. To find out more about our history, visit our website at www.omnicollege.com and click on "About". Also visit the photo albums on our Facebook page to get a real sense of our College culture.

Know your customers, who they are and really understand what is important to them, so that you can best determine whether OMNI College can help them achieve their goals.

Embrace OMNI's mission to be recognized worldwide as a credible, responsible, and caring institution. Always be honest and truthful about the facts, even if it is not exactly what the person wants to hear. Your credibility and OMNI College's credibility relies upon it.

Apply these brand guidelines. If at any time you, or your designer/printer, have any questions or need clarification on the use of the OMNI College brand, please contact us at marketing@omnicollege.com.