

Brand Guidelines

2023



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LOGO USAGE

Primary Logo with Tagline

Your People. Discover. Engage. Evolve.



White Logo with Tagline



Black Logo with Tagline





LOGO USAGE

Primary Logo without Tagline



White Logo without Tagline



Black Logo without Tagline



LOGO USAGE

Primary Logo Icon



White Logo Icon



Black Logo Icon





INCORRECT LOGO USAGE

Our logo should never be stretched or distorted in any way. If you ever need custom sizes, please contact our Marketing department.

Additionally, be cautious of how you place our logo on color backgrounds. Only use the white logo version on color backgrounds or the black version when not printing in color, but only on a white background. Lastly, please do not use the logo inside a box when placing on top of an image. Instead, use either the white or color logo. If needed, add a gradient overlay on top of the image to make sure the logo stands out over what is placed underneath.

Stretching vertically



Stretching horizontally



Wrong color background



Borders or using the full color on white background



COLORS

Omnia Blue: #395877

Accent Orange: #DF5C01

Vibrant Blue: #6B95DF

TYPOGRAPHY

Our Font: Open Sans
Open Sans
Open Sans Light
Open Sans Bold

Font Colors:

Black

White

Blue #395877

Accent # B4B4B3

IMAGERY SAMPLES

Recruiting and Hiring



Leadership and Development



IMAGERY SAMPLES

Teamwork



Sales



IMAGERY SAMPLES

Work Life



IMAGERY SAMPLES

Social Media Graphics Advertisements

The Omnia Group Presents

Takeaway Tuesday

Mid-Year Check In
Goal Achievement is Obtainable!

A live webinar event
with Linda Salazar
Client Development Director

July 12, 2022
12:30pm EDT/9:30am PDT

Register:
omniagroup.com/resources/webinars




National Insurance Awareness Day

THERE'S A POLICY FOR...

- Alien Abduction Insurance**
Protects you against harms caused by ghosts or poltergeists
- Kidnapping Insurance**
Protects the wealthy from having to dip into their fortunes if someone is kidnapped for a hefty ransom
- Change of Heart Insurance**
Covers wedding costs if you get cold feet and decide not to go through with it
- Extra Birth Insurance**
Covers extra costs associated with having twins or triplets





Recharge Your Talent Strategy in 2022

Decoding Critical Talent Selection & Development Trends


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82% OF EMPLOYEES WOULD CONSIDER QUITTING THEIR JOBS BECAUSE OF A BAD MANAGER.

Leading people effectively begins with knowing your unique leadership strengths.



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44% of companies surveyed reported higher turnover rates in 2021.

How will you combat THE GREAT RESIGNATION?

[Download Recharge Your Talent Strategy in 2022 from The Omnia Group today.](#)

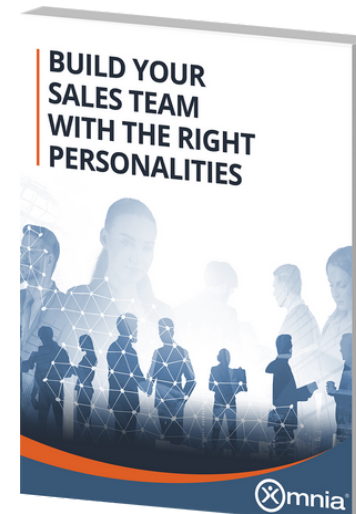
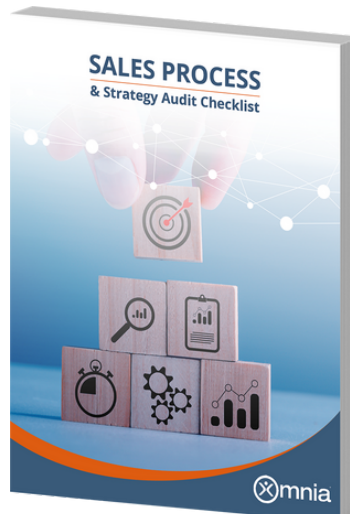
IMAGERY SAMPLES

Sales Collateral



IMAGERY SAMPLES

Ebooks





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