Logo Lockup

PRIMARY LOCKUP WITH TAGLINE

OPTION A

OMED®2020
ENVISION A PATH TO SUCCESS
OCT 15-18 —— ★ —— VIRTUAL

OMED20_RB
EPS, GIF, JPG, PNG, SVG

OMED20_4C
EPS, TIF

OMED20_K
EPS, GIF, JPG, PNG

OMED20_W
EPS, GIF, PNG
Logo Lockup

PRIMARY LOCKUP WITH TAGLINE

OPTION B

OMED®2020
ENVISION A PATH TO SUCCESS
OCT 15-18 —— ★ —— VIRTUAL

OMED20_RB
EPS, GIF, JPG, PNG, SVG

OMED20_K
EPS, GIF, PNG

OMED20_4C
EPS, TIF

OMED20_W
EPS, GIF, PNG
Logo Lockup

SECONDARY LOCKUP—WITH FULL EVENT NAME

OMED®2020
Osteopathic Medical Education Conference & Exposition
OCT 15-18 —— ★ —— VIRTUAL

OMED20_EVENT_RBG
EPS, GIF, JPG, PNG, SVG

OMED20_EVENT_K
EPS, GIF, JPG, PNG

OMED20_EVENT_4C
EPS, TIF

OMED20_EVENT_W
EPS, GIF, PNG
Logo Lockup

SECONDARY LOCKUP—WITHOUT EVENT NAME OR TAGLINE

OMED® 2020
OCT 15-18 —★— VIRTUAL

OMED20_NOTAG_RGB
EPS, GIF, JPG, PNG, SVG

OMED20_NOTAG_K
EPS, GIF, PNG

OMED20_NOTAG_4C
EPS, TIF

OMED20_NOTAG_W
EPS, GIF, PNG
Logo Lockup

LOGO ONLY—FOR SMALL USE

OMED® 2020
OMED20_LOGOONLY_RGB
EPS, GIF, JPG, PNG, SVG

OMED® 2020
OMED20_LOGOONLY_4C
EPS, TIF

OMED® 2020
OMED20_LOGOONLY_K
EPS, GIF, JPG, PNG

OMED® 2020
OMED20_LOGOONLY_W
EPS, GIF, PNG
Typography

OMED FONT
PROXIMA NOVA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TAGLINE, DATE, LOCATION FONT
PROXIMA NOVA REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ENVISION FONT
PROXIMA NOVA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SUPPORTING TEXT FONTS
PROXIMA NOVA REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PROXIMA NOVA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PROXIMA NOVA MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ALTERNATIVE FONTS
(Use when Proxima Nova is unavailable)

ARIAL REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Clear Space and Minimum Sizes

PRIMARY A

Preferred clear space - Print, video, collateral

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Minimum clear space - Landing pages, email, banner ads, other digital mediums where space is limited

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Minimum size - To ensure character readability, the minimum size is 1.5" wide for any medium.

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SECONDARY

Preferred clear space - Print, video, collateral

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Minimum clear space - Landing pages, email, banner ads, other digital mediums where space is limited

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Minimum size - To ensure character readability, the minimum size is 2.00" wide for any medium.

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Optional layout

Minimum size - Alternate option for small use—LogoOnly, the minimum size is 0.75" wide.
**Preferred clear space** - Print, video, collateral

**Minimum clear space** - Landing pages, email, banner ads, other digital mediums where space is limited

**Minimum size** - To ensure character readability, the minimum size is 1.75" wide for any medium.
Color Palette

**PRIMARY**

**AOA BLUE**
281
CMYK 100.90.31.35
RGB 0.0.102
HEX #000066

**YELLOW**
130
CMYK 0.38.100.0
RGB 255.170.0
HEX #FFAA00

**ORANGE**
158
CMYK 0.65.89.0
RGB 244.140.52
HEX #F47934

**CORNFLOWER**
653
CMYK 87.64.18.3
RGB 51.97.149
HEX #336195

**TEXT**

**SUPER BLACK**
BLACK 6C
CMYK 30.0.0.100
RGB 0.0.0
HEX #000000

**SECONDARY**

Should only be used as-needed for backgrounds and accents when additional colors are required.

**SEA SERPENT**
311
CMYK 66.0.6.0
RGB 17199.235
HEX #11C7EB

**GREEN**
7739
CMYK 83.6.96.0
RGB 0.167.80
HEX #00A750

**TEAL GREEN**
7473
CMYK 77.13.44.1
RGB 34.164.156
HEX #22A49C

**MEDIUM GRAY**
Cool Gray 6C
CMYK 21.19.19.20
RGB 167.164.163
HEX #A7A4A3

**LIGHT GRAY**
GRAY
CMYK 25.17.15.0
RGB 191.197.202
HEX #BFC5CA
CONVERGING LINES

**Preferred usage** - Converging lines artwork (shown below) should be used horizontally and run the full width of the print or digital piece. Optional, it can also bleed off the top or bottom of the piece. This element shouldn’t be modified, only scaled and/or cropped proportionally based on the size of piece. Additionally, order of colors should not be altered.

STACKED LINES

**Preferred usage** - This smaller element (shown at left) can be used for smaller marketing communication pieces or as an alternative to the converging lines. Can be used at varying heights and widths, but the colored bars should always have equal height/width and in this order of color. Structure should not be altered and should not be used in an angled fashion or stretched.
PHOTO WITH STACKED LINES

- Cut-out black and white photo with bumped-up contrast
- Lanyard painted orange (layer blending mode: overlay or color)

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Student and resident tracks

Vestibulum id ligula porta felis euismod semper. Maecenas faucibus mollis interdum. Donec sed odio dui. Donec ullamcorper nulla non metus auctor fringilla. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit.
Graphic treatment

- Black and white photo, with lanyard painted orange
- Gradient fade with a complementary OMED color
- Type rimmed with orange to visually rhyme with the orange lanyard
Graphic treatment

PHOTO CARD

- Cut-out black and white photo
- Vibrant background with geometric shapes
PHOTO SOURCES

OMED 2019
https://www.caughtinthesmoment.com/omed2019

OMED 2018
https://www.caughtinthesmoment.com/omed2018
https://photos.app.goo.gl/isBDJRC4jVp2YFt6

OMED 2017
https://www.caughtinthesmoment.com/omed2017
https://photos.app.goo.gl/gAJTWQpljkVNIV9B2