OMED® 2020
BRAND STYLE GUIDE
Logo Lockup

PRIMARY LOCKUP WITH TAGLINE

OPTION A

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

OMED20_RBG
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_RBGB
EPS, GIF, JPG, PNG, SVG

OMED20_4C
EPS, TIF

OMED20_K
EPS, GIF, JPG, PNG

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

OMED® 2020
Osteopathic Medical Education Conference & Exposition
OCT 15-18 —— ★ —— VIRTUAL
OMED20_EVENT_4C
EPS, TIF

OMED® 2020
Osteopathic Medical Education Conference & Exposition
OCT 15-18 —— ★ —— VIRTUAL
OMED20_EVENT_K
EPS, GIF, JPG, PNG

OMED® 2020
Osteopathic Medical Education Conference & Exposition
OCT 15-18 —— ★ —— VIRTUAL
OMED20_EVENT_W
EPS, GIF, PNG
Logo Lockup

LOGO ONLY—FOR SMALL USE

OMED®2020

OMED20_LOGOONLY_RGB
EPS, GIF, JPG, PNG, SVG

OMED20_LOGOONLY_4C
EPS, TIF

OMED®2020

OMED20_LOGOONLY_K
EPS, GIF, JPG, PNG

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)

ARIOAL REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIOAL BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Clear Space and Minimum Sizes

**PRIMARY A**

- **Preferred clear space** - Print, video, collateral
  ![OMED 2020](image)

- **Minimum clear space** - Landing pages, email, banner ads, other digital mediums where space is limited
  ![OMED 2020](image)

- **Minimum size** - To ensure character readability, the minimum size is 1.5" wide for any medium.
  ![OMED 2020](image)

**SECONDARY**

- **Preferred clear space** - Print, video, collateral
  ![OMED 2020](image)

- **Minimum clear space** - Landing pages, email, banner ads, other digital mediums where space is limited
  ![OMED 2020](image)

- **Minimum size** - To ensure character readability, the minimum size is 2.00" wide for any medium.
  ![OMED 2020](image)

**FULL EM**

- **Horizontal**
  ![OMED 2020](image)
- **Vertical**
  ![OMED 2020](image)

**HALF EM**

- **Horizontal**
  ![OMED 2020](image)
- **Vertical**
  ![OMED 2020](image)

**OMED 2020**

- **Alternate option for small use—LogoOnly**, the minimum size is 0.75" wide.
  ![OMED 2020](image)
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**
- CMYK 100.90.31.35
- RGB 0.0.102
- HEX #000066

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

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

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

**SECONDARY**

**SUPER BLACK**
- CMYK 30.0.0.100
- RGB 0.0.0
- HEX #000000

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

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

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

**MEDIUM GRAY**
- CMYK 21.19.15.0
- RGB 191.197.202
- HEX #BFC5CA

**LIGHT GRAY**
- CMYK 0.0.0.100
- RGB 0.0.0
- HEX #000000

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

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)

@OMED 2020

**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

HERO IMAGE

- 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

Smart, thoughtful non mi porta gravida at eget metus
Donec id elit non mi porta gravida at eget metus
Yes, families are welcome at OMED!
Donec sed odio dui. Donec ullamcorper nulla non metus
PHOTO SOURCES

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

OMED 2018
https://www.caughtinthemoment.com/omed2018
https://photos.app.goo.gl/lsBUdJRc4jYp2YFt6

OMED 2017
https://www.caughtinthemoment.com/omed2017
https://photos.app.goo.gl/gAJTWQpljKvNVI9B2