



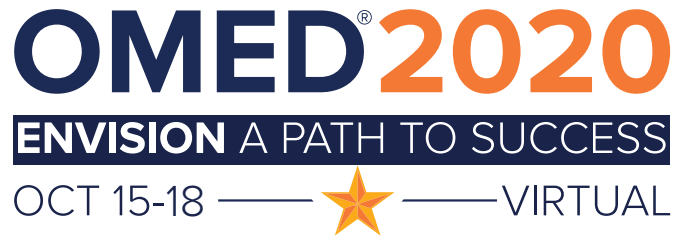
OMED[®]2020

BRAND STYLE GUIDE

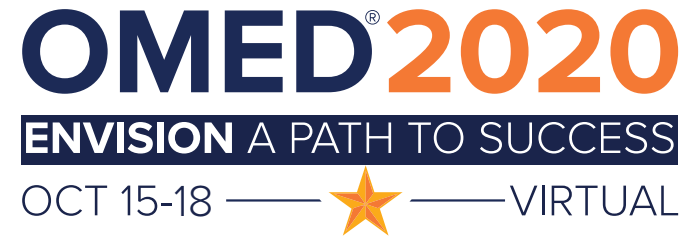
Logo Lockup

PRIMARY LOCKUP WITH TAGLINE

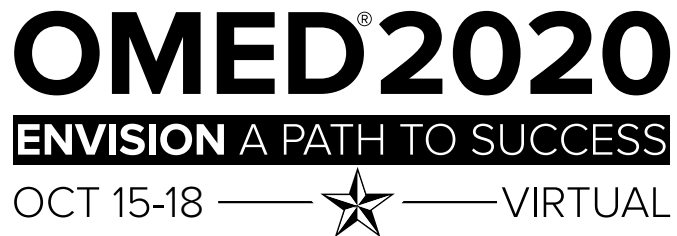
OPTION A



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_RBG
EPS, GIF, JPG, PNG, SVG

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

OMED20_4C
EPS, TIF

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

OMED20_K
EPS, GIF, JPG, PNG

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

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

SECONDARY LOCKUP—WITHOUT EVENT NAME OR TAGLINE



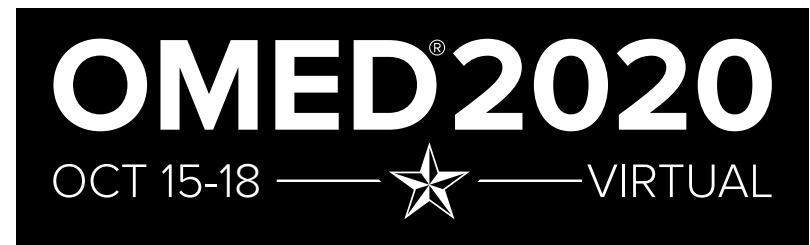
OMED20_NOTAG_RGB
EPS, GIF, JPG, PNG, SVG



OMED20_NOTAG_4C
EPS, TIF



OMED20_NOTAG_K
EPS, GIF, JPG, PNG



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



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 1.5” wide for any medium.

SECONDARY



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 2.00” wide for any medium

FULL EM



HALF EM HORIZONTAL



HALF EM VERTICAL



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Minimum size - Alternate option for small use— LogoOnly, the minimum size is 0.75’ wide.

PRIMARY B



Preferred clear space - Print, video, collateral

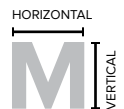


Minimum clear space - Landing pages, email, banner ads, other digital mediums where space is limited



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

FULL EM



HALF EM
HORIZONTAL



HALF EM
VERTICAL



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

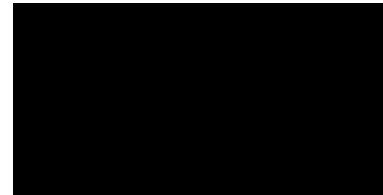
ORANGE

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 17.199.235
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




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.



Graphic Treatment

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

MORE



Donec id elit non mi
porta gravida at eget
metus

MORE



Yes, families are
welcome at OMED!

Vestibulum id ligula porta
felis euismod semper.

MORE



Donec sed odio dui.
Donec ullamcorper
nulla non metus

MORE



Resources

PHOTO SOURCES

OMED 2019

<https://www.caughtinthemoment.com/omed2019>

OMED 2018

<https://www.caughtinthemoment.com/omed2018>

<https://photos.app.goo.gl/isBUdJRc4jVp2YFt6>

OMED 2017

<https://www.caughtinthemoment.com/omed2017>

<https://photos.app.goo.gl/gAJTWQpljKvNVI9B2>