



**أسماك**  
السطح العمانية  
OMAN PELAGIC

# BRAND GUIDELINES



# 01

BRAND GUIDELINES

## USING THE BRAND IDENTITY

# BRAND STORY

## About the logo

The logo of Oman Pelagic is a marine pelagic fish along with Oman Pelagic written in both Arabic and English in a typical sea blue shade to emphasize on the kind of industry Oman Pelagics.

The pelagic fish is illustrated in a circular shape to give the impression of creating the letter O which is for the purpose of connecting it with Oman.

The immediate association of the brand, because of the use of its colours, should be with marine life.

## Brief narrative

Oman Pelagic wants to position itself in the forefront for serving its people and its home nation to increase job opportunities for its people in turn increasing the economic

growth of the nation. The industry wants to sustainably utilise its natural resources for pisciculture and establish itself as a leader in the fish harvest. It is backed by Oman Sovereign Wealth Fund which means that the best resources shall be provided towards the sustenance and growth of the industry.

The industry has concrete plans to begin their operations in Oman's Exclusive Economic Zone before expanding the operation into increasing fishing fleet and constructing of fish processing factory.

Through adequate use of local resources and fostering an initial local vision, the brand's vision is to expand globally by creating a unique identity.



# INTRODUCTION

## **What does 'brand mean'?**

Oman Pelagic is greater than its logo or word mark, providing a visual sum of the society's positive qualities. The brand will provide the society with a signature, akin to a personal signature.

## **Why do we need a brand?**

Oman Pelagic as a wholly owned subsidiary of Oman Sovereign Wealth Fund, in partnership with Ministry of Agriculture and Fisheries Wealth which intends to establish itself as a pioneer in the fishing industry. Its focus is on improving the economy of Oman and serve primarily its people.

It is thus necessary that Oman Pelagic presents itself as a united, dynamic and unique industry to differentiate it from similar organizations (its competitors).

## **The benefits of a consistent brand**

A clear uniform, use of the brand guidelines is critical to ensure corporate professionalism and accreditation to citizens, residents, communities, stakeholders, and other interested external parties. This application is essential to effectively communicate Oman

Pelagic's overarching essence and qualities.

The brand's consistent application will distinguish Oman Pelagic services from other fisheries. This will foster immediate resident recognition.

## **Creative Freedom**

The brand guidelines are not meant to curtail designers' creativity of freedom to express. They serve an important role in setting quality standards that give the brand communication a proper direction and vision. The idea is to guide you to create engaging and brand relevant communication.

## **Read and Understand**

For an overall understanding of the brand, it would be better if you could initially scan through the manual. Please request any additional information that you may require from the marketing department.

**The Brand Guideline serves an important role in setting quality standards that give the brand communication a proper direction and vision.**

# 02

BRAND GUIDELINES

## CORPORATE LOGO & USAGE

# CORPORATE LOGO

The identity has been refined and cleaned up to make the identity usage neat and balanced. A secondary logo with the society's abbreviation only (without the English and Arabic full forms) is created for internal and small format usage.



Primary Corporate Logo



Secondary Logo

# CLEAR LOGO SPACE

Demonstrated here is the logo clearspace unit showing the recommended clear space around the logo using it's X value.

The minimum distance between the logo and any text, image or graphic element is illustrated for you.

The clear space is demonstrated with value X to give an idea that logo must be at least X value away from other illustrations, photographs, rules, pages edges etc.

When the word mark is used it should be minimum 20mm in width. When using only the word mark, the width can be 10mm.



# MINIMUM LOGO SIZE

Demonstrated here is the logo unit along with the recommended clear space around the logo, along with the measurement of the unit to define the clear space.

The minimum distance between the logo and any text, image or graphic element is illustrated for you. The clear space is demonstrated with value X to give an idea that logo must be at least X value away from other illustrations, photographs, rules, pages edges etc.

The minimum size for the logo usage is also demonstrated. Depending on how the brand requires its logo to be used, they can decide whether a coloured 20mm works for them or a monochrome 15mm. In addition to this, depending on the item is the logo supposed to be used on, the brand can use the logo either in vertical or horizontal orientation, as shown.

The minimum size is legible and should be adhered to. Any tampering with the size or display will lead to an inconsistent brand identity.



# DON'T

Do not tamper with the logo in the following ways as it may lead to a confused and inconsistent brand identity.



✘ Don't Change the Orientation



✘ Don't Change the Brand Colour



✘ Don't Stretch or Squeeze



✘ Don't apply busy pattern / photo in the background



✘ Don't Change the positions Colour



✘ Don't Apply the special effects in the background

# COLOUR VARIATIONS

All logo applications may be reproduced in full colour, black and white or reversed out (when necessary) of a solid colour. If reproduction on a colour background is required, then reverse version should be used to ensure clear contrast.



# TYPOGRAPHY ENGLISH

The typefaces complement the other elements of our brands, such as colours and logo. Orkney has been chosen for the headlines and titles. This particular typeface is unique yet functional for projects on print as well as screen.

Gotham is chosen as a secondary font for the subtitles and body of the content. It is a family of geometric sans serif type and makes for is a legible and attractive font.

## **BLISS LIGHT**

AaBbCcDdEeFfGgHhIiJjKk  
LlMmNnOoPpQqRrSsTtUu  
VvWwXxYyZz

## **BLISS REGULAR**

AaBbCcDdEeFfGgHhIiJjKk  
LlMmNnOoPpQqRrSsTtU  
uVvWwXxYyZz

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## **GOTHAM BOLD**

AaBbCcDdEeFfGgHhIiJjK  
kLlMmNnOoPpQqRrSsTt  
UuVvWwXxYyZz

# TYPOGRAPHY ARABIC

The typefaces complement the other elements of our brands, such as colours and word mark. Ge SS has been chosen for the headlines and titles and Frutiger LT Arabic for the subtitles. It is a clean and modern font.

## GE SS ULTRA LIGHT

ا ب ت ث ج ح خ د ر ز س ش ص  
ض ط ظ ع غ ف ق ك ل م ن و ه ي

## GE SS LIGHT

ا ب ت ث ج ح خ د ر ز س ش ص  
ط ظ ع غ ف ق ك ل م ن و ه ي

## GE SS BOLD

ا ب ت ث ج ح خ د ر ز س ش  
ص ض ط ظ ع غ ف ق ك ل م  
ن و ه ي

# PRIMARY COLOURS

The following colour system will help you communicate the brand with consistent distinction in all print executions. The designer must adhere to the use of traditional blue and yellow colours of the society's logo, and black has been added for its functionality.



## OMAN PELAGIC BLUE

C 100  
M 67  
Y 4  
K 0

R : 0, G: 94, B: 167

#005EA7



## OMAN PELAGIC GREY

C 55  
M 46  
Y 43  
K 10

R : 120, G: 121, B: 124

#78797C



# SECONDARY COLOURS

Secondary colours should be used in small amounts with the compulsory use of the primary colours, in all publications. The use of secondary colours must be less than %30 in combination with the primary colours.

Secondary palette colours work well as accent colours, or as subtitle backgrounds, behind typography or graphics. Darker colours can be used behind lighter colour typography. Screens or tints of the support colours may be used to achieve the desired effect but should be used cautiously as screening colours will result in undesirable pastels. The following colours are chosen to bring subtle dynamism and a burst of freshness in GSMR's brand identity.

## PANTONE BLUE

C 94  
M 45  
Y 22  
K 5

R:0, G:114, B:156

#00729C



## PANTONE GREEN

C 64  
M 0  
Y 26  
K 0

R:72, G:194, B:197

#48C2C5



# IMAGERY

Photography is a crucial part of the brand identity.

The visuals must depict people working in their everyday work environment. Images must capture the subject in action. The images must show the employees in their natural environment and natural light.

The subject should be emphasized, rather than background. Avoid dramatic shadows and clichéd, staged headshots.



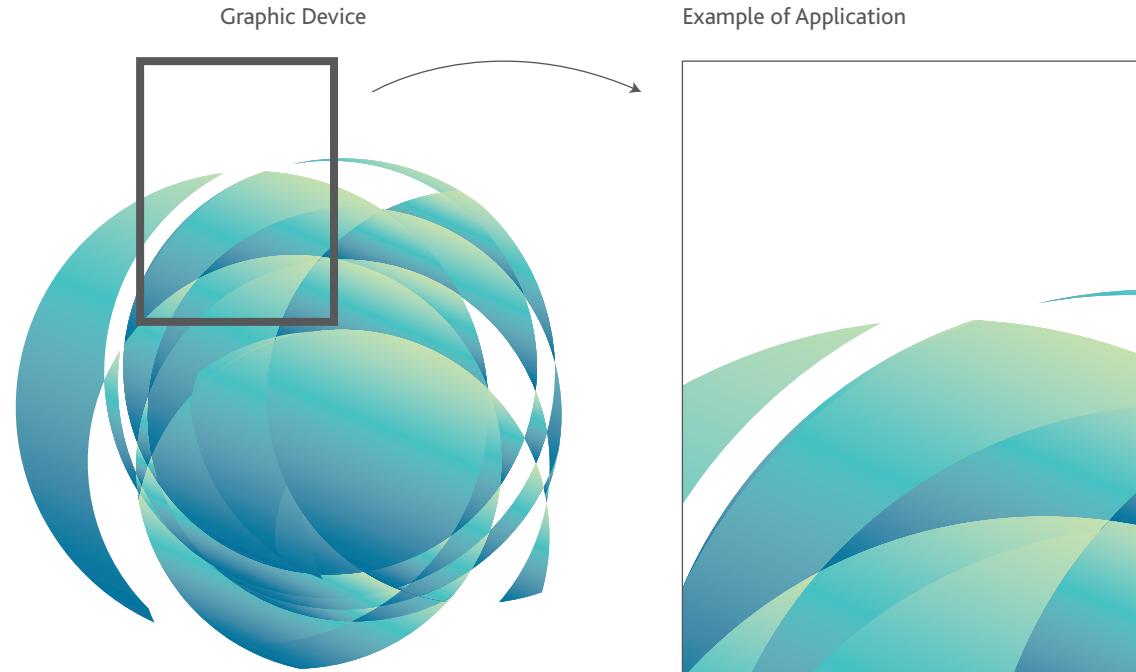
# GRAPHIC DEVICE & APPLICATION

The graphic device that was constructed for Oman Pelagic's identity is in relevance to the underwater sea and is also inspired by the pelagic fish scale.

The application of the graphic element must be used as a cropped area from the inspired pattern - the pattern cannot be used in its entirety.

The graphic device is applied in a confined area (see example of applications).

Proportions can be enlarged and scaled down but not distorted.



Examples of Application



# 04

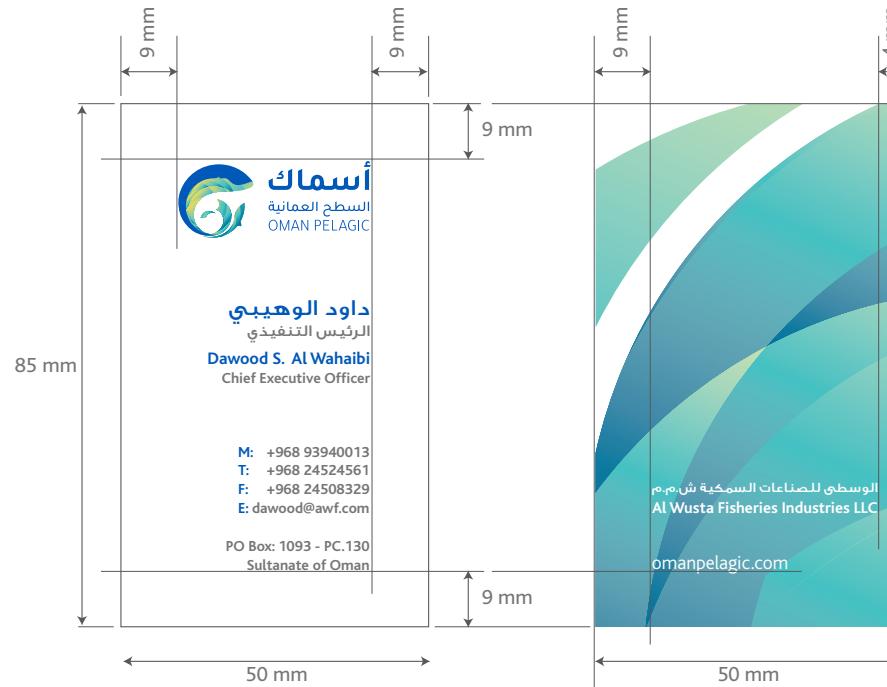
BRAND GUIDELINES

## SAMPLE APPLICATIONS

# BUSINESS CARD

This is a demonstration of the application of the brand on Business Cards.

The specific measurements illustrated here are suggested to be adhered to.



# LETTER HEAD

This is a demonstration of the application of the brand on Business Cards.

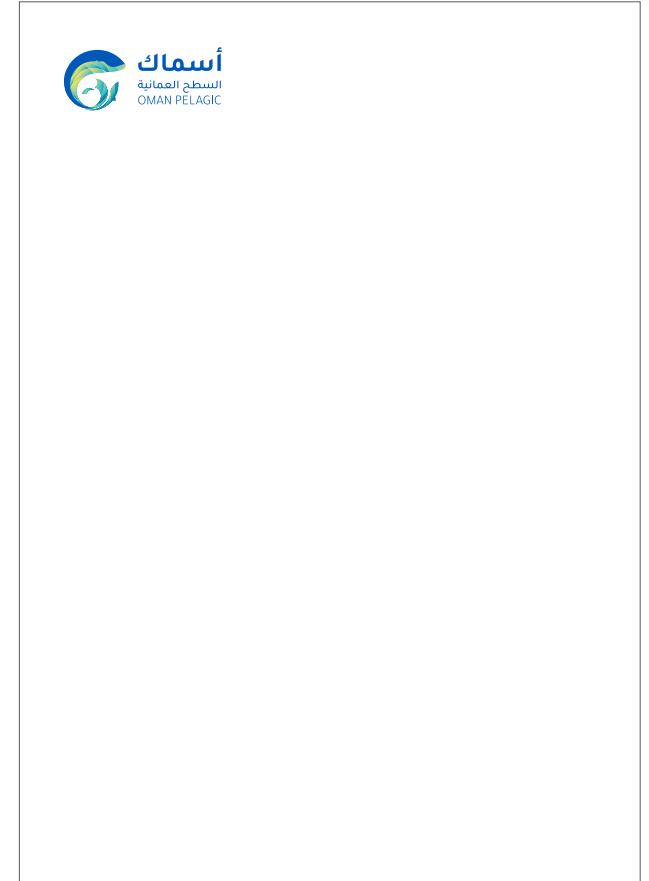
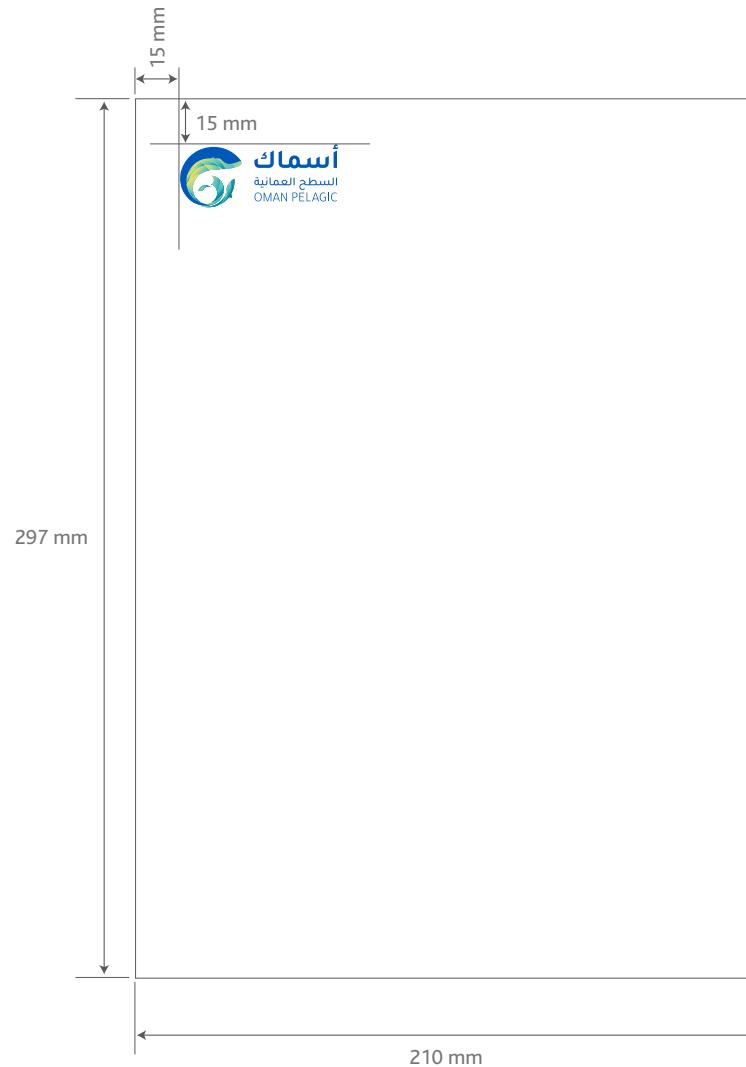
The specific measurements illustrated here are suggested to be adhered to.



# CONTINUATION SHEET

This is a demonstration of the application of the brand on Business Cards.

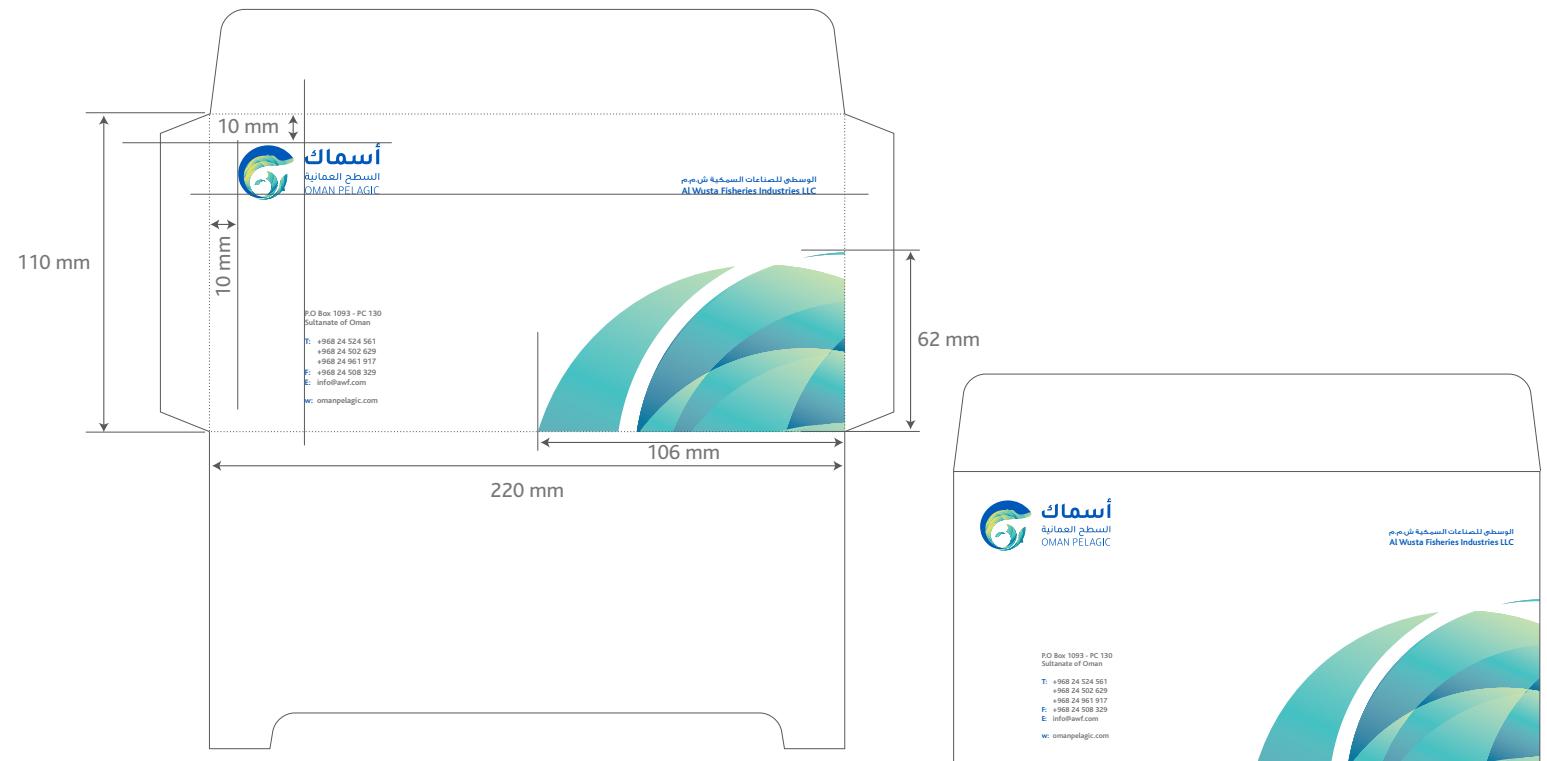
The specific measurements illustrated here are suggested to be adhered to.



# ENVELOPE - DL

This is a demonstration of the application of the brand on Business Cards.

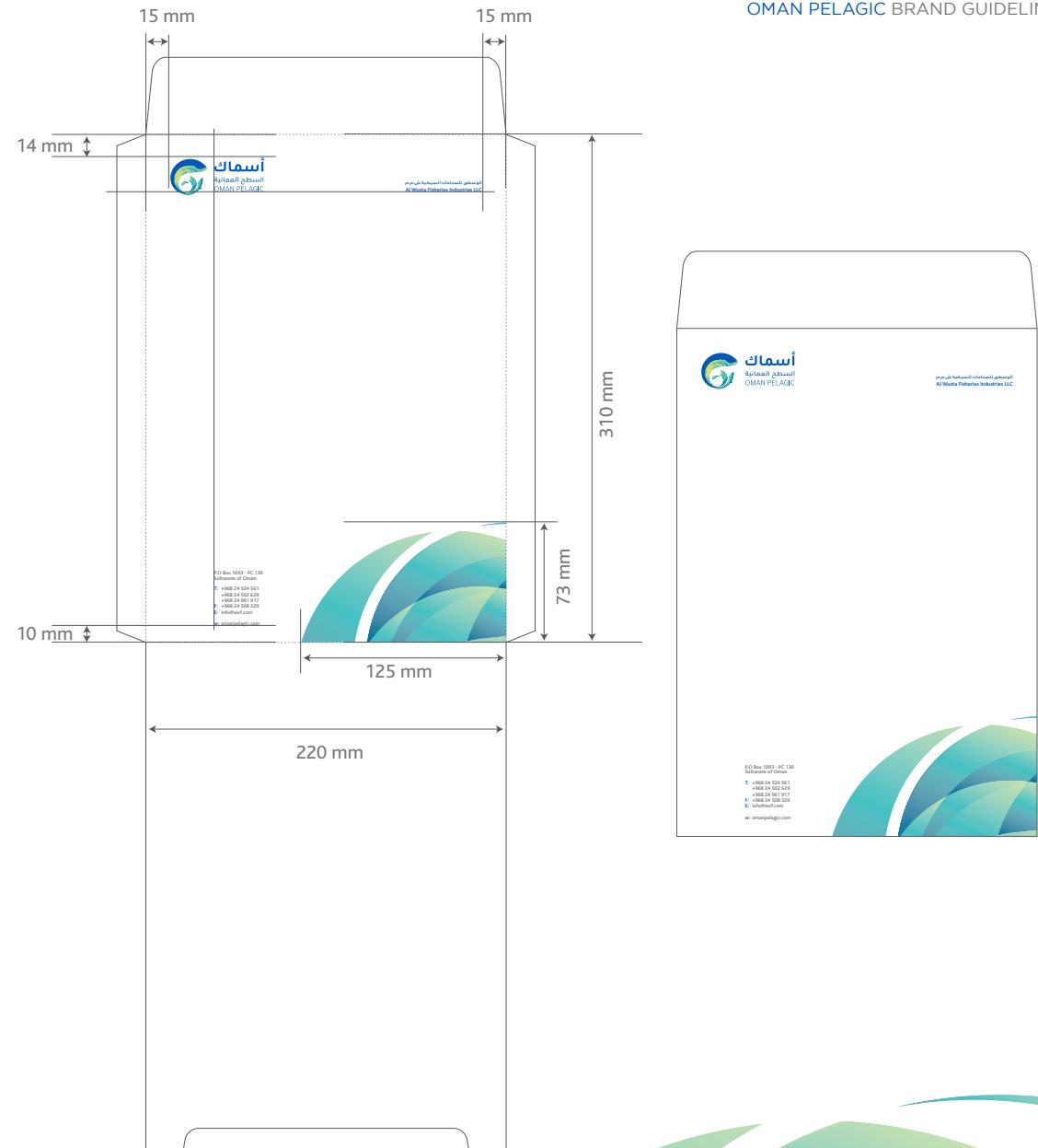
The specific measurements illustrated here are suggested to be adhered to.



# ENVELOPE - A4

This is a demonstration of the application of the brand on Business Cards.

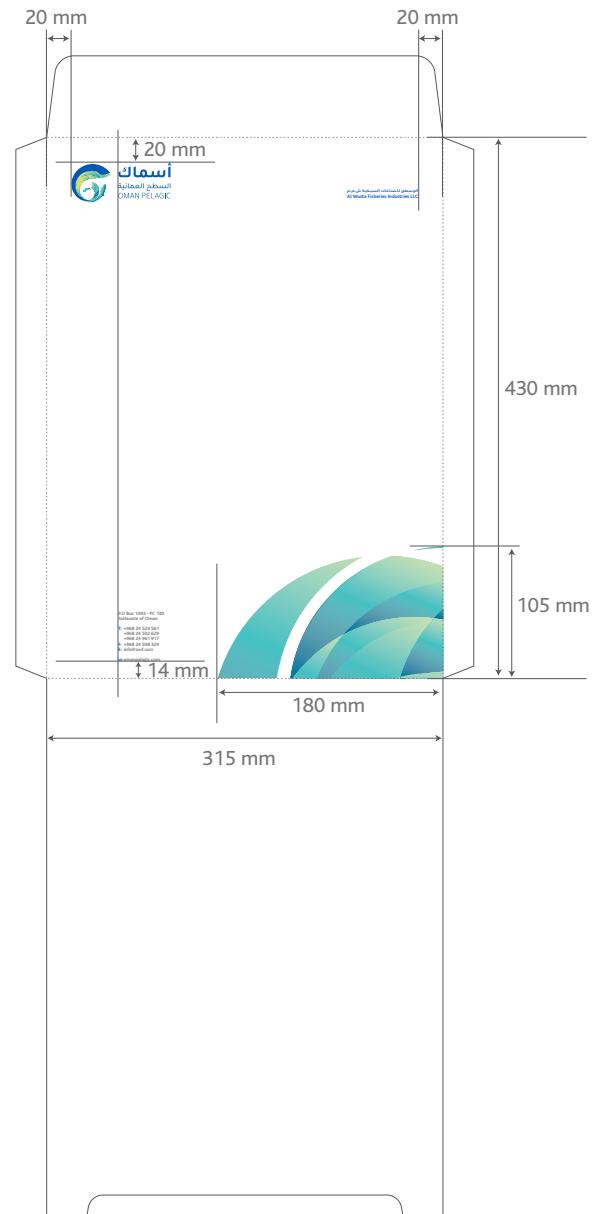
The specific measurements illustrated here are suggested to be adhered to.



# ENVELOPE - A3

This is a demonstration of the application of the brand on Business Cards.

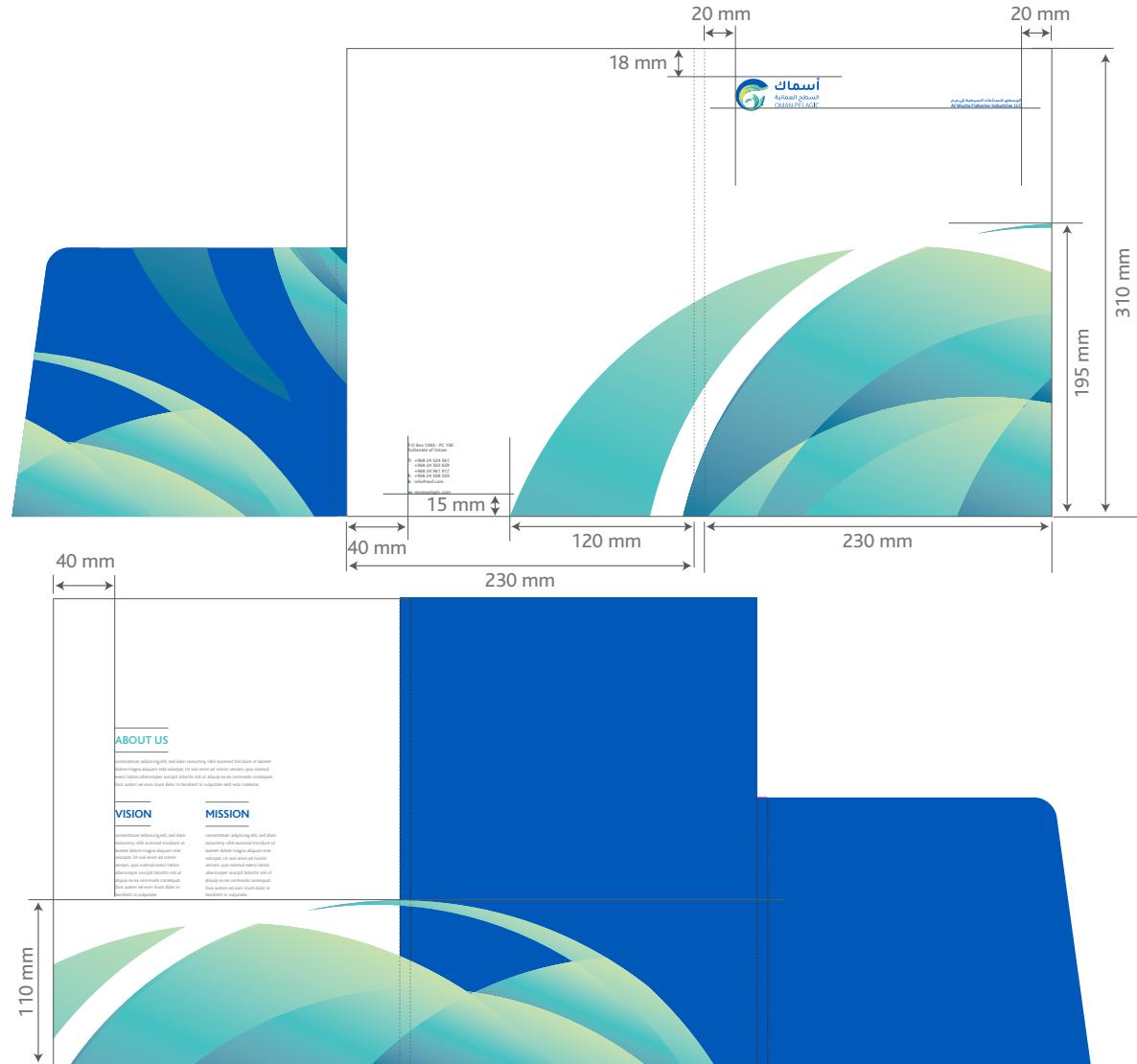
The specific measurements illustrated here are suggested to be adhered to.



# FOLDER

This is a demonstration of the application of the brand on Business Cards.

The specific measurements illustrated here are suggested to be adhered to.



**THANK YOU.**

