omnis

brand manual

Guidelines for corporate branding and cross-product design consistency

table of contents

01.

purpose & justification

the why

The Brand Manual is an essential guide that empowers the employees of Omnis and our partner community to create content fully aligned with our brand's distinctive look and feel. A unified brand presence maximizes visibility, inspires confidence, and positions our products as the preferred choice in a competitive market.

As our brand and products evolve, the Brand Manual is continually updated to capture new developments and ensure our communication remains fresh and impactful. If you have any questions or need further guidance, please do not hesitate to contact us.

brand
strategy

This Brand Manual defines the foundation of our brand and provides a framework for consistent communication and growth.
It introduces our vision and mission – the guiding principles shaping everything we do.

Vision:

We work with developers all over the world to unlock the full potential of software – so ideas can grow, problems can be solved and the future can be shaped.

Mission:

At Omnis Software, we believe software innovation should be within everyone's reach.
Our mission is to empower organizations of all sizes to turn ideas into real outcomes by accelerating the journey from idea to implementation, blending efficiency with flexibility to unlock what's possible. By providing powerful tools that combine efficiency, usability, and adaptability Omnis makes it faster, easier, and smarter to bring innovation to life.

core
values

A spirit of innovation, customer satisfaction, teamwork and integrity characterize Omnis' values.

Empowerment	Giving users and pro developers the best tools to build software without limits.
Speed	Fast development, faster results, no compromise.
Flexibility	One platform, endless possibilities. Adapt to any business, any system, any goal.
Simplicity	No complexity, just creativity. Making the complex easy and accessible.
Innovation	Powering what's next in every industry.

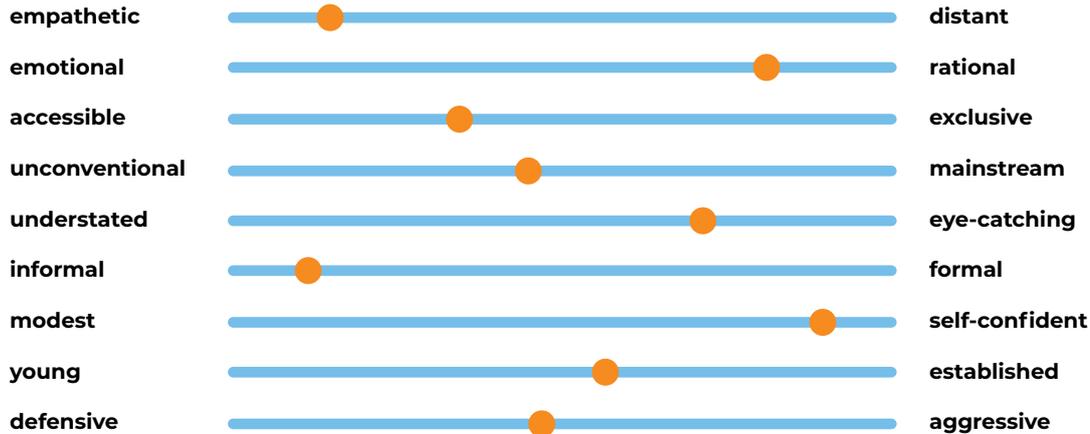# 02.

intro
duction.

introduction

Technology and design are important dimensions of a brand and contribute significantly to the brand experience. The sum of the positive brand experiences leads to the securing of a consistent brand perception and thus directly to the strengthening of the brand. The perception of a brand has a direct influence on customer loyalty and customer satisfaction.

**When needs become desires, the brand serves as a guide through the oversupply.**

brand personality
values and tonality

Our Omnis brand personality sliders help us to set the tone for your brand and product communication. This is not about a rigid either/or, but about establishing tendencies for value and tonality which build the core of our brand and products identity.

empathetic	**distant**
emotional	**rational**
accessible	**exclusive**
unconventional	**mainstream**
understated	**eye-catching**
informal	**formal**
modest	**self-confident**
young	**established**
defensive	**aggressive**

the use of this corporate design style guide supports the development of a loyal and lively brand community. let's benefit from the advantages of a holistic, sustainable brand communication.
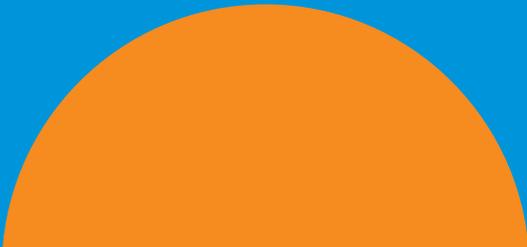
03.

main brandmark.

our logo

Logo dimension and protection area – the logo is to be used only in the manner described below.

The Omnis brand logo

> 20 mm

The logo must always be displayed as a complete word mark.

The use of several letters or one letter alone is prohibited.
The minimum width of the logo is 20 mm and must not be undercut.

protection **area**

The dimension of the shelter around the logo is defined by the letter "n", which is included in the word mark.

logo versions

1. **Main logo blue/ orange >** general use on white and light backgrounds
2. **Inverse logo white/ orange >** only for use on Omnis Blue background

The brand logo must never appear in white or negative form, nor in black on a white background. These variations are not part of the approved brand identity.

1.

2.

logo versions

Black logo

> only for use in greyscale (stamp, fax, etc.)

omnis

incorrect use

The official logo may not be altered in any way. Please ensure that the logo is used correctly by following the information in this guide.
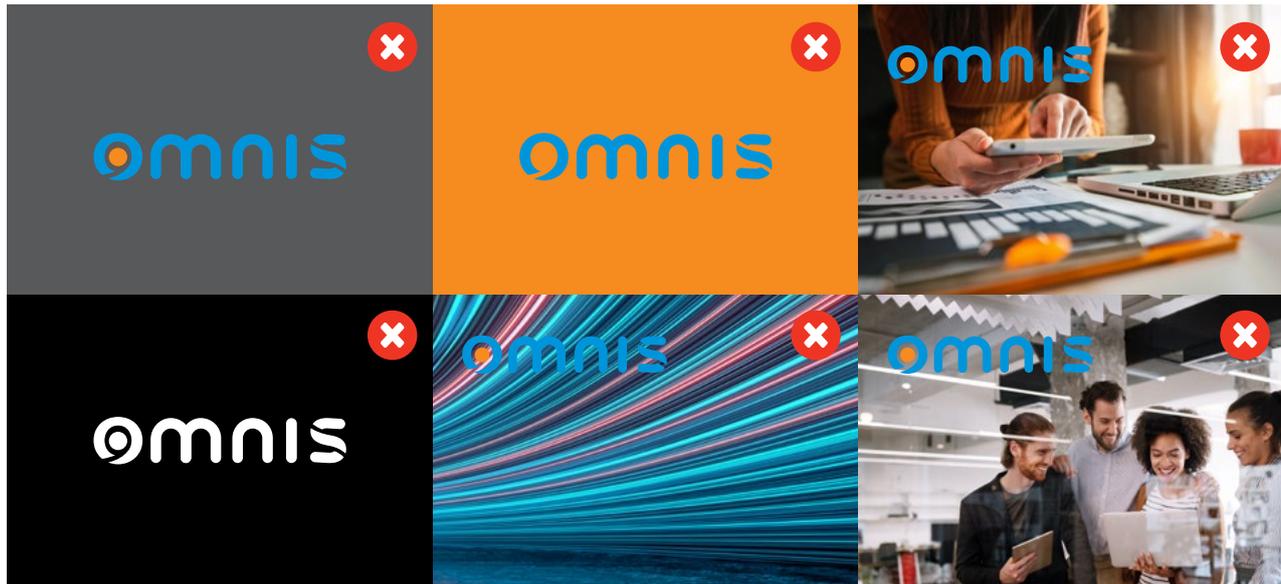
Limitations/ Restrictions

❌ Don't rotate.

❌ Don't distort proportions.

❌ Don't add a drop shadow or other special effects.

❌ Don't change the colours.

❌ Don't disturb the protection area.

correct use on backgrounds
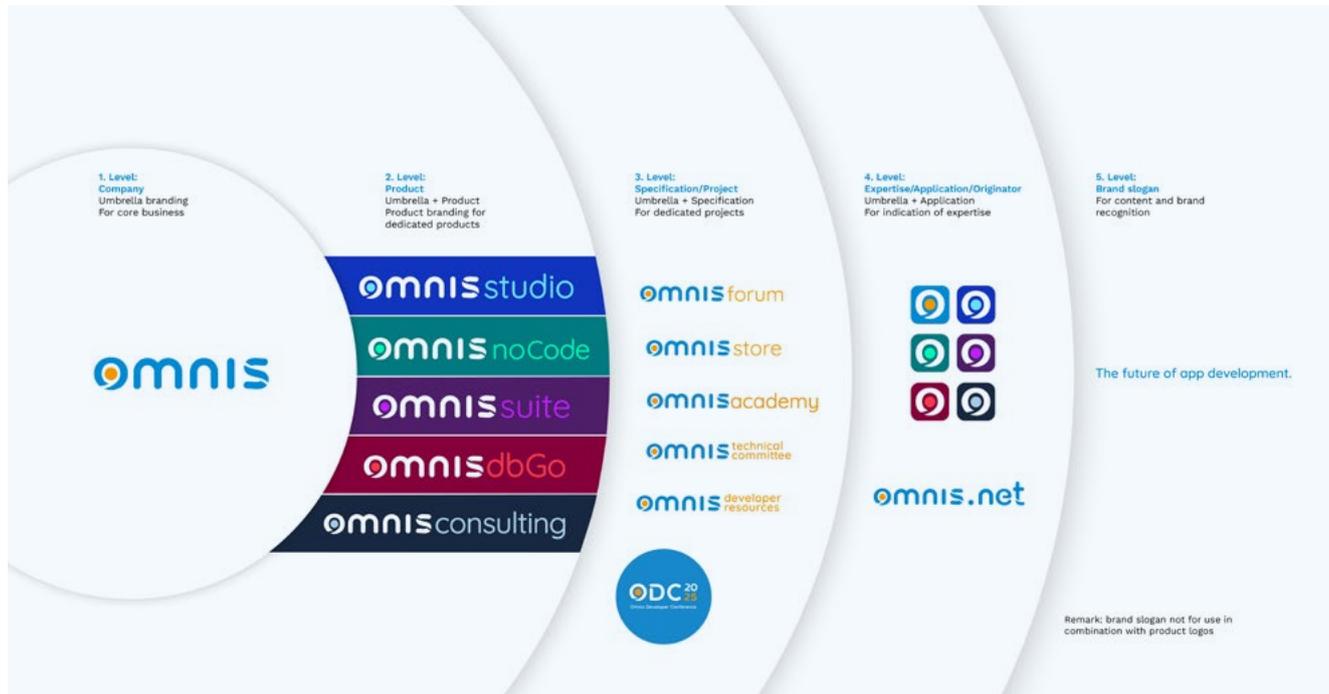
prohibited use on backgrounds

04.

# brand architecture.

brand architecture overview

product logo
Omnis Studio

We have defined a logo for Omnis Studio.
Only use the logo in this combination.

The Omnis Studio
logo must always
be displayed as a
complete word mark.
The use of only one
part of the logo
standing alone or
other arrangements
is prohibited.
The use on different
backgrounds may
be adapted from the
main logo.
There is also a white
and a black version.
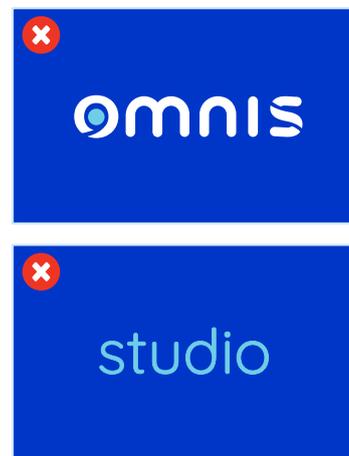
product logo
Omnis noCode

We have defined a logo for Omnis noCode.
Only use the logo in this combination.

The Omnis noCode
logo must always
be displayed as a
complete word mark.
The use of only one
part of the logo
standing alone or
other arrangements
is prohibited.
The use on different
backgrounds may
be adapted from the
main logo.
There is also a white
and a black version.

product logo
Omnis Suite

We have defined a logo for the Omnis Suite. Only use the logo in this combination.

The Omnis Suite logo must always be displayed as a complete word mark. The use of only one part of the logo standing alone or other arrangements is prohibited.
The use on different backgrounds may be adapted from the main logo.
There is also a white and a black version.

product logo
Omnis dbGo

We have defined a logo for Omnis dbGo.
Only use the logo in this combination.

The Omnis dbGo
logo must always
be displayed as a
complete word mark.
The use of only one
part of the logo
standing alone or
other arrangements
is prohibited.
The use on different
backgrounds may
be adapted from the
main logo.
There is also a white
and a black version.

product logo
Omnis Consulting

We have defined a logo for Omnis Consulting.
Only use the logo in this combination.

The Omnis Consulting
logo must always
be displayed as a
complete word mark.
The use of only one
part of the logo
standing alone or
other arrangements
is prohibited.
The use on different
backgrounds may
be adapted from the
main logo.
There is also a white
and a black version.

specification/
project logos

We have defined logos for all specifications and projects. Only use the logo in this combination.

The specification and project logos must always be displayed as a complete word mark. The use of only one part of the logo standing alone or other arrangements are prohibited.
The use on different backgrounds may be adapted from the main logo.
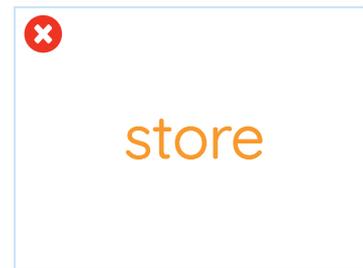
app icons

Since images are perceived by the brain much faster than text, the app icons for brand and products can always be used where space-saving basic communication is necessary.

Omnis
App Icon

Omnis Studio
App Icon

Omnis noCode
App Icon

Omnis Suite
App Icon

Omnis dbGo
App Icon

Omnis Consulting
App Icon

brand slogan

The brand claim explicitly describes the brand core, its brand benefits, and the brand promise for the target group. The use of the claim is to be used exclusively in connection with the Omnis brand and NOT when it is Omnis product communication.

The future of app development.

The future of app development.

brand web address

For special forms of presentation it can be useful to display the web address directly. The developed URL-logo connects brand appearance with the information to the website - and can also be linked to the slogan as shown.

05.

brand & product colours.

primary
brand colours

Only use the colours shown below in the exact mixes (Hex, CMYK or RGB) depending on your medium.

We have defined a strict colour palette which is restricted to the colours below. This gives the brand a very unique look and feel that enables Omnis to be distinguished instantly.
The colours can be used for all media channels offline and online.

Omnis Blue I.

Cmyk. 100 \ 20 \ 00 \ 00
Rgb. 00 \ 142 \ 214
Hex. #008ed6

Main part of the logo and for use in backgrounds and headlines.

Omnis Blue II.

Cmyk. 100 \ 45 \ 08 \ 05
Rgb. 15 \ 108 \ 177
Hex. #0F6CB1

For use in backgrounds.

Omnis Orange.

Cmyk. 00 \ 55 \ 100 \ 00
Rgb. 255 \ 155 \ 000
Hex. #ff9901

Colour of the dot element and also for use in backgrounds and to set highlights.

product colours

Only use the colours shown below in the exact mixes (Hex, CMYK or RGB) depending on your medium. The product colours may only be used for the defined product ranges.

Omnis Studio Blue.

Cmyk. 95 \ 85 \ 00 \ 00
Rgb. 00 \ 54 \ 200
Hex. #0036c7

Omnis noCode Green.

Cmyk. 85 \ 35 \ 45 \ 10
Rgb. 05 \ 125 \ 130
Hex. #057c82

Omnis Suite Purple.

Cmyk. 80 \ 100 \ 25 \ 15
Rgb. 80 \ 30 \ 105
Hex. #501e69

Omnis dbGo Red.

Cmyk. 30 \ 100 \ 60 \ 30
Rgb. 140 \ 00 \ 60
Hex. #8c003c

Omnis Consulting Blue.

Cmyk. 90 \ 80 \ 45 \ 50
Rgb. 25 \ 40 \ 65
Hex. #192841

Omnis Studio Light Blue.

Cmyk. 45 \ 00 \ 05 \ 00
Rgb. 105 \230 \ 250
Hex. #69e6fa

Omnis noCode Light Green.

Cmyk. 55 \ 00 \ 50 \ 00
Rgb. 05 \ 255 \ 180
Hex. #05ffb4

Omnis Suite Light Purple.

Cmyk. 45 \ 80 \ 00 \ 00
Rgb. 200 \ 30 \ 255
Hex. #c81eff

Omnis dbGo Light Red.

Cmyk. 00 \ 90 \ 65 \ 00
Rgb. 255 \ 60 \ 75
Hex. #ff3c4b

Omnis Consulting Light Blue.

Cmyk. 30 \ 05 \ 05 \ 00
Rgb. 170 \ 210 \ 130
Hex. #aad2e6

Part of the Omnis Studio logo and only for use in connection with it.

Part of the Omnis noCode logo and only for use in connection with it.

Part of the Omnis Suite logo and only for use in connection with it.

Part of the Omnis dbGo logo and only for use in connection with it.

Part of the OmnisConsulting logo and only for use in connection with it.

06.

typo graphy.

print & online media

About Work Sans

Work Sans is an open source font that can be downloaded via Google Fonts. It is used as a base font for all media, print and online. Headlines can be set in all CI colours.

Work Sans

Headline Semibold.
This is a sample text

Subheadline Semibold.
This is a sample text

Copytext: Regular
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

powerpoint
online font

About Century Gothic

This font family is defined for the PPT presentations to ensure a holistic appearance of all PPT presentations. Since this font is pre-installed on Windows as well as Mac, everyone can work with the Omnis-PPT masters already provided. You will find all possible design options in the Master.

Century Gothic

Headline
Subline black 25pt

Copy 18pt

Teaser 60pt
max 3 lines
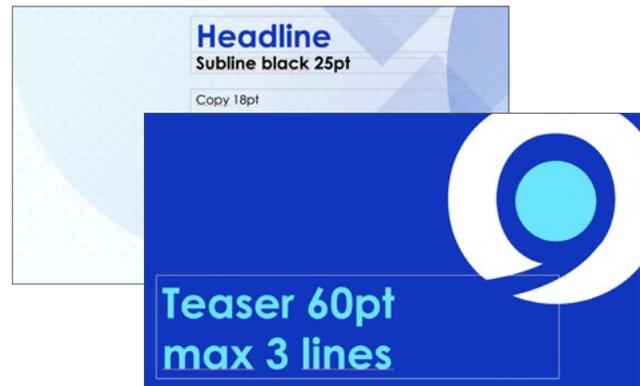
07.

design elements.

brand communication elements

Here's how you should use graphic design to stand out from the crowd and communicate your brand effectively. For strengthening brand perception, here are several examples of how logo, colours and graphic element can be used. Additionally, it is shown how the slogan can be put into the focus in different ways.

brand communication elements

Branding promotes confidence and trust. If the graphics are used well - users will be able to recognize our posts quickly. This applies to socials as well as to all other fast moving digital media in particular.
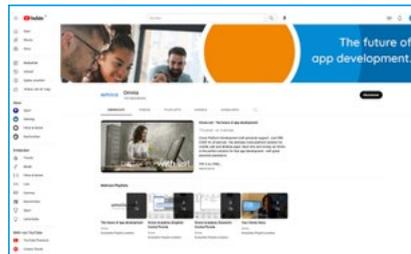
product communication elements

For a positive differentiation of our brand as well as an effective further development, a strategic linking of brand and product is particularly important. The product graphic elements therefore build on the brand visualization.

product communication elements

For a positive differentiation of our brand as well as an effective further development, a strategic linking of brand and product is particularly important. The product graphic elements therefore build on the brand visualization.

08.

images & graphics.

brand
pictorial world

The chosen visual language complements the defined "look and feel" for brand and product and supports the significant branding elements. The picture says more than 1000 words and reflects the brand world vividly.

brand
pictorial world

The chosen visual language complements the defined "look and feel" for brand and product and supports the significant branding elements. The picture says more than 1000 words and reflects the brand world vividly.

product graphics

Product graphics play a key role in making brand identity visible and tangible.
They act as a visual bridge between the overarching brand world and the specific product features.

Through consistent design elements – such as colour, shape, and typography – recognizability is strengthened and an emotional connection to the brand is created. In this way, product graphics significantly contribute to communicating both the brand perception and the individual character of each product.

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special graphics

This product logo fuses brand identity and product expertise for a dedicated target group.

Omnis Studio Blue.

Cmyk. 95 \ 85 \ 00 \ 00
Rgb. 00 \ 54 \ 200
Hex. #0036c7

Omnis Studio Light Blue.

Cmyk. 45 \ 00 \ 05 \ 00
Rgb. 105 \230 \ 250
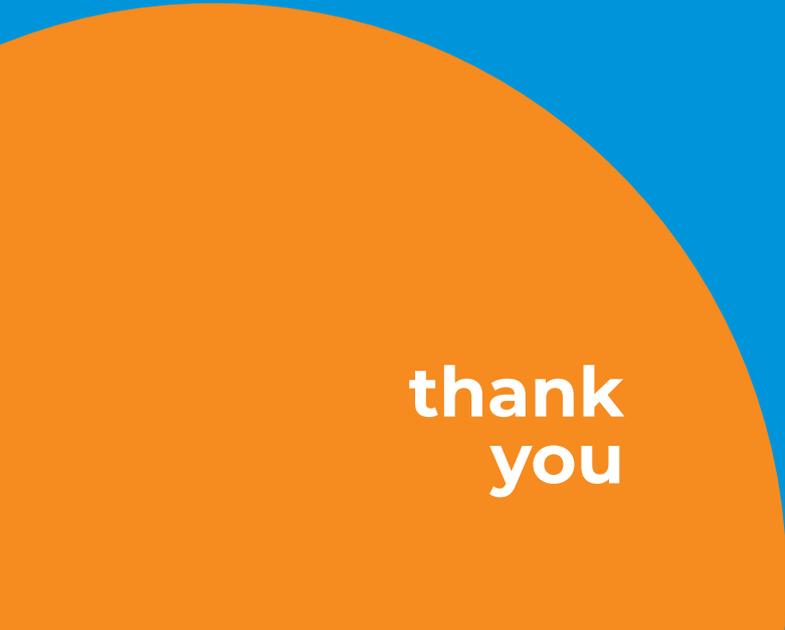Hex. #69e6fa

Omnis Studio CE Yellow.

Cmyk. 20 \ 00 \ 100 \ 00
Rgb. 214 \ 218 \ 31
Hex. #d6da1f

Part of the Omnis Studio CE logo and only for use in connection with it.

special graphics

The enhanced product aesthetics directly related to the product name "Community" is enabled for a variety of defined users with this specific graphic. The unique look enables quick recognition.
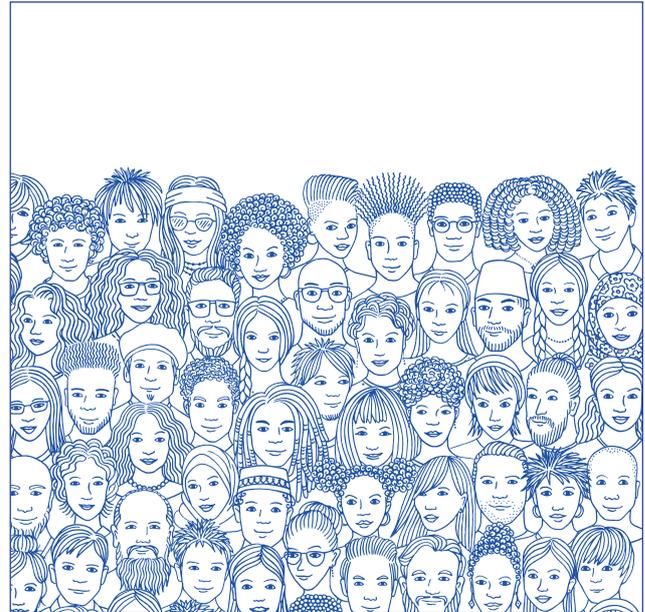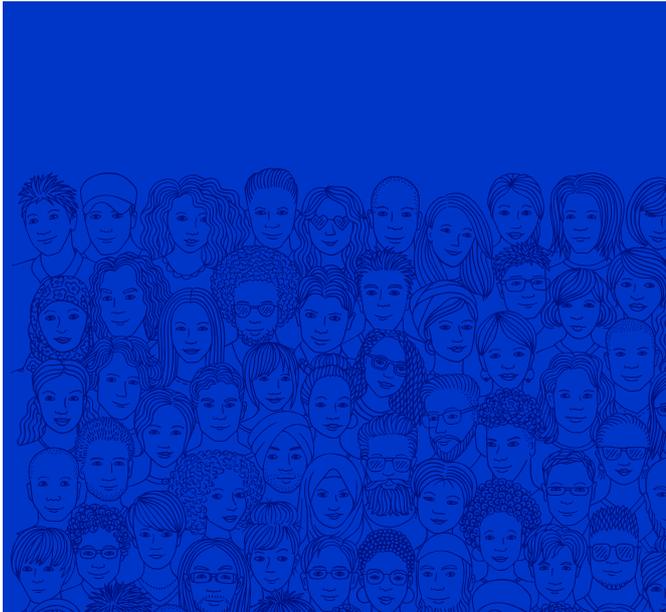
thank you

omnis.net

The future of app development.