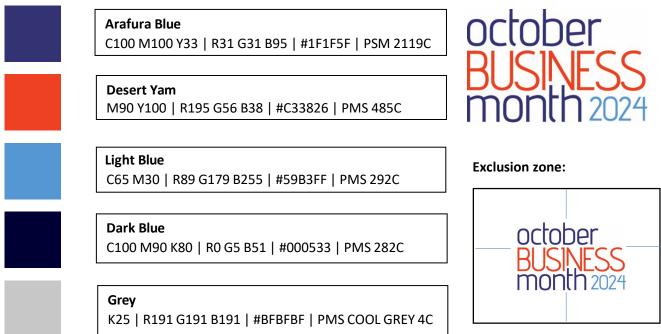
october BUSINESS month 2024

Brand guidelines for OBM 2024

Colour Palette:



Logo png:

OBM Logo 'do's'

- ✓ Use the logo on marketing material to promote your OBM Partner Event and/or your support as an OBM sponsor, this includes social media, multimedia, document production etc.
- Ensure the OBM logo is a secondary primary logo and an adequate amount of white space is maintained around the logo to ensure visibility and impact.
- ✓ The OBM logo is to be represented in full colour on a white background, if you require a reversed logo please contact the OBM team.
- Send your final marketing material via email to OBM for approval prior to distribution.

OBM Logo 'dont's'

- × Don't manipulate the logo in any way, this includes stretching, changing or reversing the colours, changing the text etc.
- × Don't overlap the logo with images, graphics or other logos.
- × Don't reduce the logo size to be smaller than 30mm wide, unless the surface area of the material demands it (e.g. merchandise)

OBM team contact details:

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