

Brand guidelines for OBM 2022

Colour Palette:



Arafura Blue

C100 M100 Y 33 | R31 G31 B95 | #1F1F5F | PSM 2119 C



Desert Yam

M90 Y100 | R195 G56 B38 | #C33826 | PMS 485 C



Light Blue

C65 M30 | R89 G179 B255 | #59B3FF | PMS 292 C



Dark Blue

C100 M90 K80 | R0 G5 B51 | #000533 | PMS 282 C



Grey

K25 | R191 G191 B191 | #BFBFBF | PMS COOL GREY 4 C

Logo png:



Exclusion zone:



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 manipulated 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)

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