



Our Values

Our logo

Our mark

Size & clearance

Logo misuse

Colour

Use of colour

Typography

Our values are what define us and guide our decisions as a business.

Believable & real

No jargon. Speaking clearly, with empathy, from the heart.

Open-minded & curious

Learning today to empower tomorrow.

Insightful & focused

Getting it right. Making things better.

Ambitious & spirited

Personal bests. Together for success.

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Our logo is a representation of everything we at the Ombudsman Services believe in. Please read these guidelines carefully, it is important that our brand stays true to who we are. Any questions please contact: OSMarketingCommunications@Ombudsman-Services.org



On white



On purple



Black



On black

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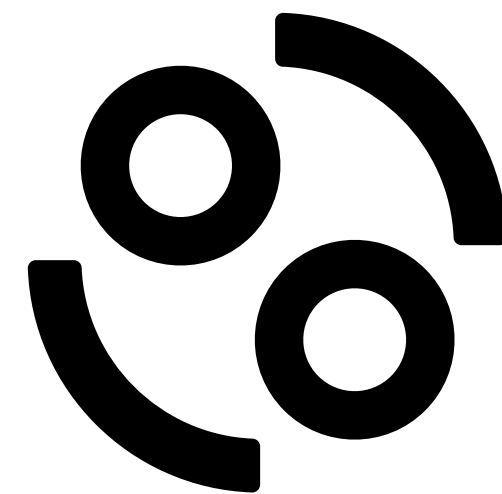
Our logo can be simplified to just the mark when necessary. It should only ever appear in these colours and in this orientation.



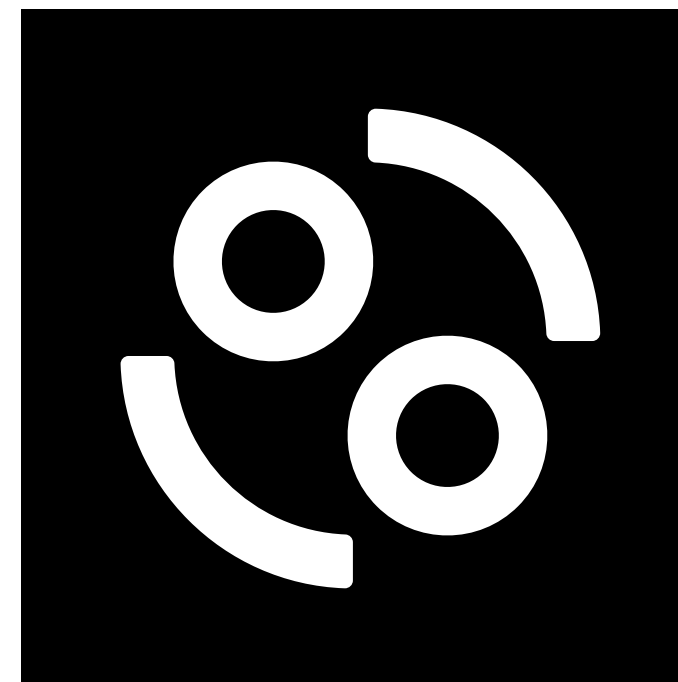
On white



On purple



Black



On black



Example of mark in use

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Size

For visual clarity, our logo can not appear smaller than 130px wide. Please note that this is a minimum size.



130px

Clearance

Our clearance zone is created by using the height of the 'O' from Ombudsman. This height should then be applied around the whole of the logo as shown. Please make sure that no text or graphic elements enter this space.



For visual clarity, our mark can not appear smaller than 30px wide. Please note that this is a minimum size.



30px

Our clearance zone for the mark is created using half the width of the circle, it should then be applied around the whole of the mark.



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We like the way our logo looks, so please don't do any of the following to it.



Do not scale individual elements



Do not use off brand colours



Do not add drop shadows or any special effects



Do not skew or stretch



Do not rotate



Do not rotate individual elements



Do not adjust spacing



Do not remove elements



Do not add a strap line

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This is our colour palette, our core brand colours are the primary purple and light aqua. All other colours should be used along side the core brand colours.

Core brand colours

#520051

#66d9ac

<p>Primary Purple</p> <p>Hex #520051 RGB 82 0 81 CMYK 77 100 32 33 Pantone 7650 C</p>	<p>Dark Aqua</p> <p>Hex #00a88f RGB 0 168 143 CMYK 78 4 53 0 Pantone 3268 C</p>	<p>Dark Orange</p> <p>Hex #ed5d37 RGB 237 93 55 CMYK 0 75 80 0 Pantone Orange 021 C</p>	<p>Dark Yellow</p> <p>Hex #ffc500 RGB 255 197 0 CMYK 0 25 93 0 Pantone 7548 C</p>	<p>Dark Violet</p> <p>Hex #857bff RGB 133 123 255 CMYK 63 55 0 0 Pantone 265 C</p>
<p>Dark Purple</p> <p>Hex #440444 RGB 68 4 68 CMYK 80 100 36 45 Pantone 7652 C</p>	<p>Light Aqua</p> <p>Hex #66d9ac RGB 102 217 172 CMYK 57 0 44 0 Pantone 3533 C</p>	<p>Light Orange</p> <p>Hex #ff9646 RGB 255 150 70 CMYK 0 51 74 0 Pantone 1575 C</p>	<p>Light Yellow</p> <p>Hex #f7db66 RGB 247 219 102 CMYK 5 11 69 0 Pantone 2003 C</p>	<p>Light Violet</p> <p>Hex #bab8ff RGB 186 184 255 CMYK 32 29 0 0 Pantone 264 C</p>
<p>White</p> <p>Hex #ffffff RGB 255 255 255 CMYK 0 0 0 0 Pantone White</p>	<p>Tint Aqua</p> <p>Hex #e4f9ec RGB 228 249 236 CMYK 13 0 12 0 Pantone 3533 C [20% tint]</p>	<p>Tint Orange</p> <p>Hex #ffe5d7 RGB 255 229 215 CMYK 0 14 15 0 Pantone 1575 C [20% tint]</p>	<p>Tint Yellow</p> <p>Hex #fff3d7 RGB 255 243 215 CMYK 0 5 20 0 Pantone 2003 C [20% tint]</p>	<p>Tint Violet</p> <p>Hex #eeeeff RGB 238 238 255 CMYK 8 7 0 0 Pantone 264 C [20% tint]</p>

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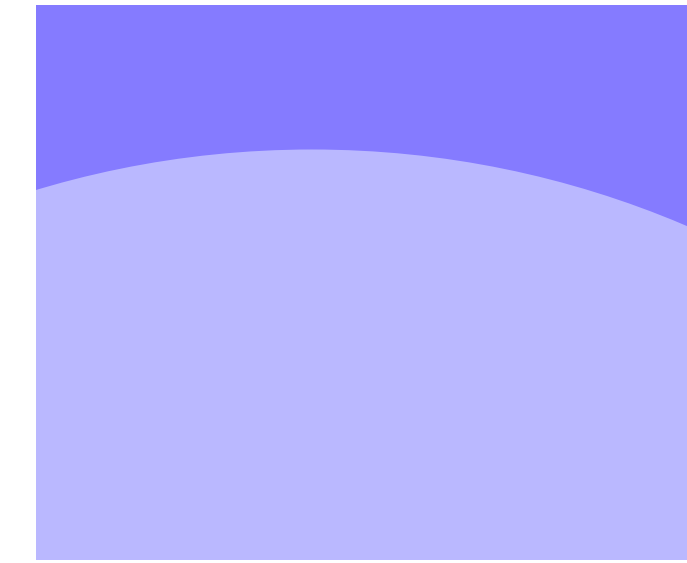
Logo misuse

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The colour combinations you see directly below are examples of how the brand can be used to create backgrounds using close crops of the mark. Only use the dark and light palette in the combinations you see below.



Tints should be used only as a way to box out content. Also you should always use primary purple as your type colour on tints (see example below).

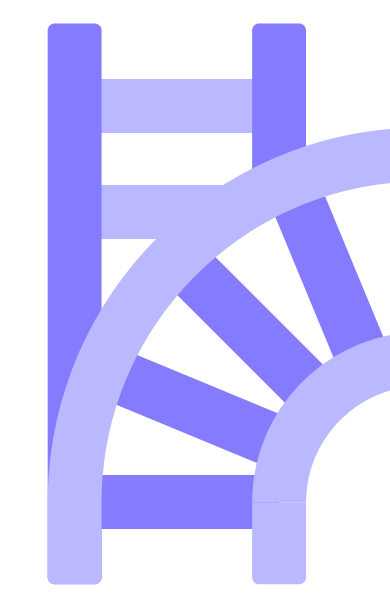
Example of tint in use

Different points of view

When talking about us use the first person narrative: 'We'

When addressing a consumer, partner, regulator we want to use a more persuasive way of writing, so use the second person narrative: 'You'

Icons and illustrations always use a light and dark version of the same colour, do not use tints for either of these.



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Our main brand font is Geomanist you can download it [here](#). Please note that Arial is for internal use only.

Brand typeface

Geomanist

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Medium

Medium Italic

Book

Book Italic

Regular

Regular Italic

Tracking to be set at +30

Titles: Medium

Body copy: Book

[This is a guide]

Minimum size 16px

Internal typeface

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Bold

Bold Italic

Regular

Italic

Tracking to be set at +30

Titles: Bold

Body copy: Regular

[This is a guide]

Minimum size 7pt

If you have an questions regarding the use of the
Ombudsman Services brand assets please contact:

OSMarketingCommunications@Ombudsman-Services.org

