omseating | brand guide

welcome to the
brand of **om**seating

OM
connect your story

OM Seating has come a long way since we hatched in March 1986 on an egg ranch outside of San Diego. In fact, in those early days we used to deliver a dozen eggs with every chair purchase. (Well, not really, but imagine if?!)

These days, OM Seating has true nationwide reach and is focused on delivering genuine, smart solutions for our customers' wide-ranging needs. We do so by offering an extensive portfolio of chair families that fit nearly every work mode and work space.

From the largest standards programs for +$1B construction projects to single chair ergonomic specs, OM Seating prides itself on genuinely listening to customers and then coming through with responsive solutions. And even though we love our chairs (and hope you do too), we constantly remind ourselves that we can't sit still …

Our seating offering is constantly evolving to be even more responsive. Our design detailing has become ever more refined to reflect a growing appeal to the higher-end customers we have already long served. In fact even aspects as fundamental as our logo and name have changed over time. The name shift from Office Master to OM Seating is a recognition that the modern "office" is many things and many places.

Our logo illustrates an idea we're proud of: that our company, our reason for being, our success even, is the product of multiple overlapping "threads": our manufacturer's representatives, our dealer network, influencers (like architects, ergonomists, and designers), our vendors, our employees, and our end users. All of these threads come together in a complementary whole — the seventh thread — to form what OM Seating truly is: a Family.

Through all this drive to change — and grow, improve — there are a few principles that have NOT changed.

Be an original. Even if our process brings us back to something tried and true, we thrive by coming from an original, genuine place. This attitude applies to our chair designs, work processes, and even our relationships.

Don't be afraid to show some personality. I mean, heck, our mascot is a little green frog with a magnetic personality — Ozzie! Again, as we strive to be genuine on a daily basis, we need to be unafraid of our quirks and of doing the little things that make working with us positively different. Lots of chair companies are out there … but there's only one OM Seating.

Be balanced. Isn't this true everywhere in Life? Why not keep the principle intact in our work – in the way we work, in the chairs we work on (and in), and in the way we relate to the people who are our customers, vendors, partners.

As OM Seating strides forward into the next 30 years, we maintain our firm commitment to serving people and honoring relationships. Our seating is designed with that in mind.

So, Chairs! to you, and Chairs to Family!

Sincerely,

Wilson

Wilson Chow
President, OM Seating

THE LOGO

The OM Seating corporate logo is the most immediate representation of our company, our people and our brand to the world. It is a valuable corporate asset that must be used consistently in the proper, approved forms. The focus of our brand identity is unifying, playful and thoughtful.

This document was created to help communicate our branding guidelines to partners seeking to feature OM Seating. We need to ensure that our brand maintains a consistent look and feel no matter where it is seen. This requires strict dedication to standards. Do not alter the logo in any way.

Download the logo from **OM**seating.com/logo.

OM SEATING AND 7 THREADS

The OM Seating logo is composed of an "O" made of 7 circles, and a lower case Gil Sans Extra bold "m". Each circle represents a part of the OM team. These "7 threads" make up the fabric of our company. They are a reminder of the people, and entities that have been — and will be — a part of OM Seating's growth and the successes we achieve:

1 Dealers: without them promoting our products, no one would know OM Seating.

2 End Users: of course, these are the people ultimately choosing our seating.

3 Vendors: without consistency and partnership here, we wouldn't be able to offer our own customers the "best" products through the years.

4 Manufacturer's Sales Reps: they are an important part of our sales cycle... and more than that, a part of our family through the years. We have many of our original reps still working with us...these are people too, and we all care about the good of OM Seating.

5 "Influencers": people like ergonomists, architects, designers, etc. who are knowledgeable and yet choose to support OM Seating.

6 Factory employees: people under this roof matter, of course. We try our best to treat everyone here as a family... or a caring work family at the very least.

7 The Company itself: it's a timeless entity in a sense that transcends what any one person (or president) could ever think or do... the company itself persists through time, and lets some of the other threads be confident that we're all working together meaningfully and "safely" (i.e., for our end users...)
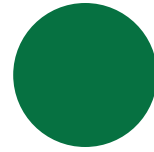
LOGO COLORS

PMS 2299
CMYK 42/0/100/0
web RGB A3/CD/3A

PMS 2294
CMYK 55/11/100/0
web RGB 82/81/41

PMS 7733
CMYK 89/31/92/21
web RGB 01/70/41

3-color
PMS 2299 light green
PMS 7733 dark green
PMS 2294 mid green

Always use on a white,
a very light background,
or a very light photo-
graph.

2-color
PMS 2299 light green
PMS 7733 dark green

Always use on a white,
a very light background,
or a very light photo-
graph.

LOGO COLORS

1-color
Black & Grey
(% of black)

that's a no-no

1-color
All black
Do not use the black
logo on dark back-
grounds that make the
logo difficult to see.
You can place it on a
light photograph or a
subtle background
pattern.

White
The logo can only be
reversed out of a dark
color or dark photo-
graph. Do not reverse
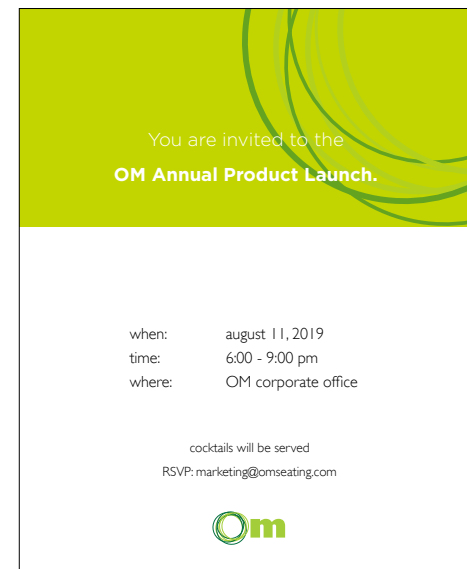it out of a color that
makes the logo difficult
to see.

Mazimum Logo Size

Do not use the OM Seatinglogo large so it is the main graphic on any piece. The logo is to be used only as a "bug" or "mark" to identify it is an OM Seating piece. You can use the "O" made of the 7 circles large as a pattern, as long as tastefully done. Make sure the line widths enlarge or reduce proportionally.

You are invited to the
OM Annual Product Launch.

when: august 11, 2019
time: 6:00 - 9:00 pm
where: OM corporate office

cocktails will be served
RSVP: marketing@omseating.com

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good job!

Minimum Logo Size

There is a minimum size requirement to make sure the logo is always clear and legible. It is important that the 7 circles print cleanly or can be viewed clearly online. For print, the minimum width of the logo is 1". For online use, the minimum size is 72 pixels at 72 dpi.
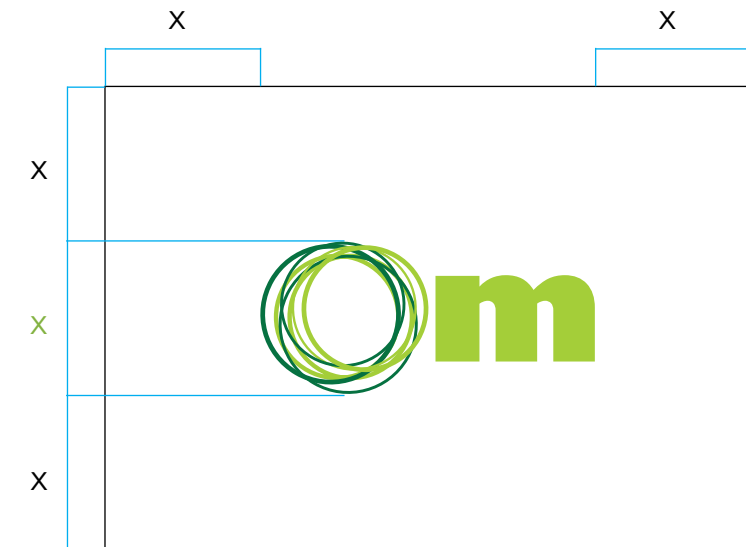
Preferred Minimum Size:
1" in print or
72 pixels at 72 dpi
online.

Clear Space

The mandatory clear space applies when the logo is used alone as a mark. The mark should have "white space" around it. Exceptions would be when it appears with the tagline, or if an application is approved by marketing@**om**seating.com

X   X

X

X

X

LOGO NO'S | Please leave our logo as is!

Do not change the color or tone outside of the OM greens, black or white.

Do not rotate the logo.

Do not distort or warp the logo in any way

Do not change the typeface.

Do not change the size of the "O" or the "m" separately. Proportions need to stay absolute.

Do not change the size of the "O" or the "m" separately. Proportions need to stay absolute.

Do not change the line weights of the circles.

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Do not outline or create a keyline around the logo.

LOGO NO'S | Please leave our logo as is!

Do not alter the spacing between the "O" and the "m".

Do not alter the spacing between the "O" and the "m".

Do not apply a gradient to the logo.

Do not "ghost" the logo or change the opacity.

Do not use the logo in 2 different colors.

The OM name "**om**seating" should be shown with the OM Seating logo whenever necessary (The company name needs to be present some-where on the piece). The name is set in all lowercase. The "om" is set in Gotham Black with "seating" in Gotham Book. The type size is half the x-height of the "m" in the logo. If needed, the type can be letterspaced to justify with the OM Seating logo (in this example, no letterspacing was needed). The type size should be in a pleasing size to balance with the logo. The logo should be the first read, with the OM Seating name as the second read.

All configurations are available online with outlined fonts: **om**seating.com/logoart. Please use art configured **as is**. You can enlarge or reduce it to fit. For a 3-color or 2-color logo, the company name should be the same color as the logo's "m" or can be black or any of the logo greens.

Version 1:
The company name is below the logo and justified. No letterspacing.

Version 2:
The company name is shifted right so it's flush left with right side of the logo's "m".

Version 3:
When a horizontal configuration is needed, the company name can be to the right of the logo with the same x-height as the logo "m". The company name can also be smaller as needed (down to 1/2 the x-height of the logo's "m".

Company name with the same x-height as the logo "m". Rule is same size as "i" in seating.

Company name is 1/2 the x-height of the logo "m". Rule is same size as "i" in seating.

connect your story!

The logo and company configuration rules on the previous 2 pages are applied to the company tagline. The tagline is all lowercase in Gotham Black. In the third example, use only this version (the tagline x-height equals half the logo "m" x-height).

All configurations are available online with outlined fonts: **om**seating. com/logoart. Please use art configured **as is**. You can enlarge or reduce it to fit. For a 3-color or 2-color logo, the company name should be the same color as the logo's "m" or can be black or any of the logo greens.

Logo and tagline are centered.

connect your story

Tagline is flush left with the left side of the logo's "m".

connect your story

Tagline is to the right of the logo on the same baseline. There is no vertical rule separating the logo and tagline.

connect your story

The OM Seating Tagline "connect your story" can be shown with the OM Seating logo **and** company name **or** the company URL (never both since the URL has the company name in it). The name is set in all lowercase. The "om" is set in Gotham Black (see note below), with "seating" in Gotham Book. The tagline type size is 1/4 the x-height of the "m" in the logo, is all lowercase in Gotham Black. The company name or URL are 1/2 pt. larger than the tagline type. You can use just the URL, but the type for the URL is 1 pt. larger so it justifies with the logo. *All these configurations are centered except the last example.*

All configurations are available online with outlined fonts: **om**seating. com/logoart. Please use art configured **as is**. You can enlarge or reduce it to fit. For a 3-color or 2-color logo, the company name should be the same color as the logo's "m" or can be black or any of the logo greens.

connect your story

omseating

**connect your story**

omseating.com

Logo and URL only

omseating.com

omseating.com

You can alter the configuration of the logo and support type depending on the layout needs. The proportion of logo to type should follow the guidelines as much as possible but sometimes rules need to be altered to fit the layout. *It is most important that the support type is large enough to be legible.* We started with the logo/tagline version but lessened the distance from the baseline of the logo's "m" to the top of the tagline type, to 1/2 the height of the logo's "m" because the full space did not visually work with this layout.
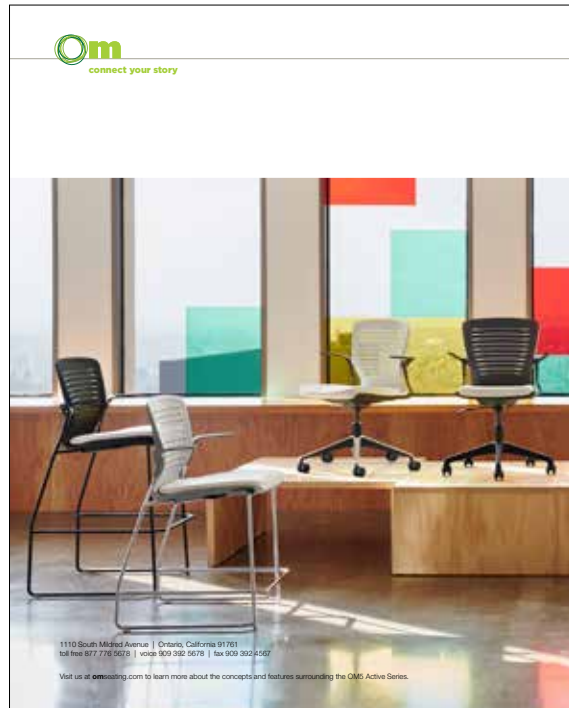
In these ad layouts, the tagline and URL are configured in an alternate manner but still have the same "look and feel" of the Brand. Please send any proposed alternate configurations to **marketing@omseating.com** for approval before using it.
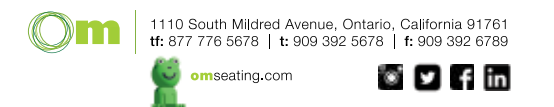
Covers with logo inspired art:

Website

E-blast Headers

Email Signature:: The corporate e-mail signature and set up can be found under omseating.com/logo. Aside from editing the contact information, do not alter the layout in any way, including adding/changing colors, fonts, etc.

1110 South Mildred Avenue, Ontario, California 91761
tf: 877 776 5678 | **t:** 909 392 5678 | **f:** 909 392 6789

omseating.com

Location Photography: A few samples of location photos used in brochures and the website. All images are available on our website, on each Collection page: omseating.com.
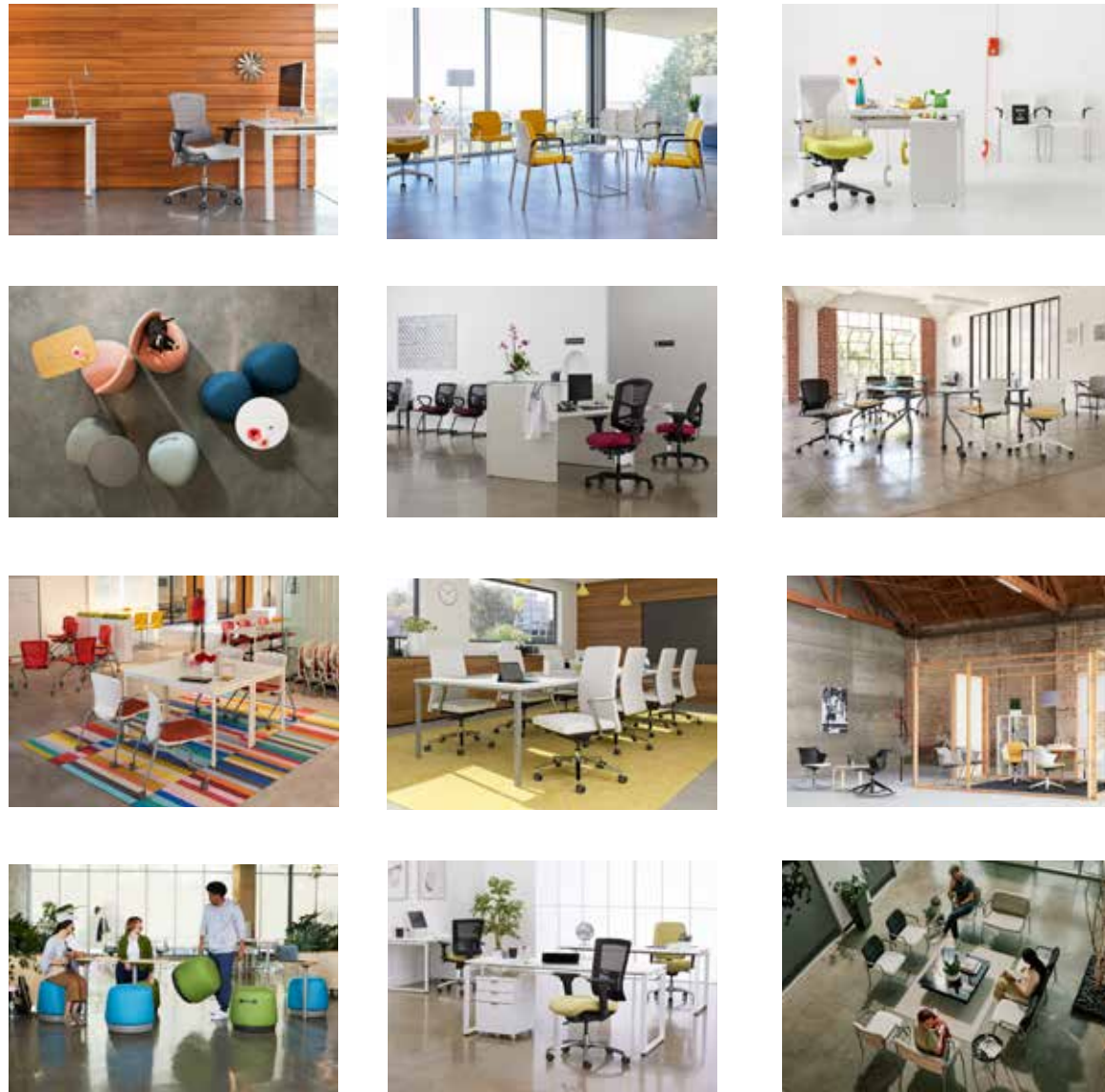
A few samples of 8 years of ads; this is an ongoing creative exercise. Each year we create a new campaign that maintains the flavor of the OM brand, while updating the point of view each time.

2016

2017

2018

2019-
2020

oooooh! fun!

2021

2022

2023

2024
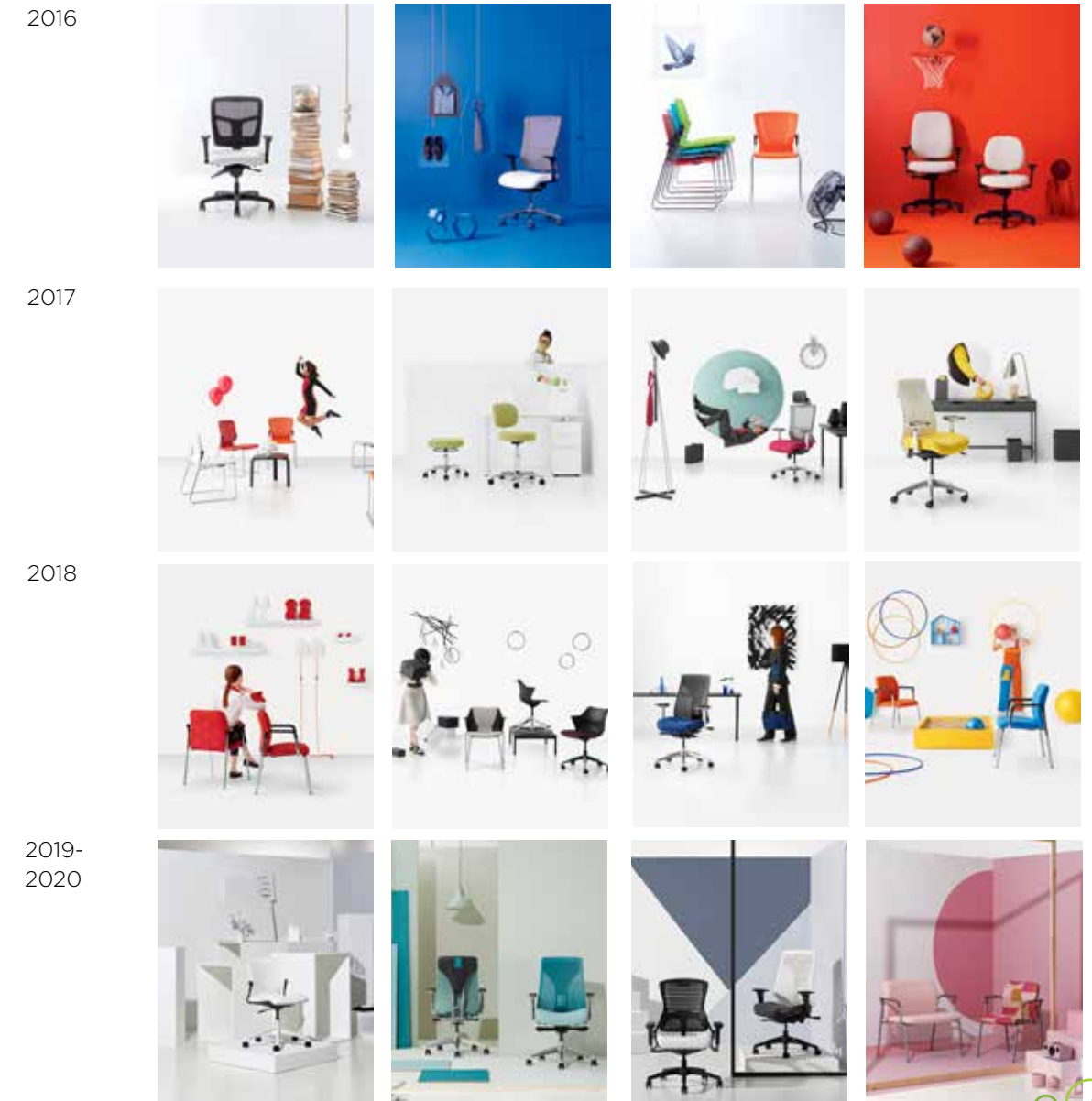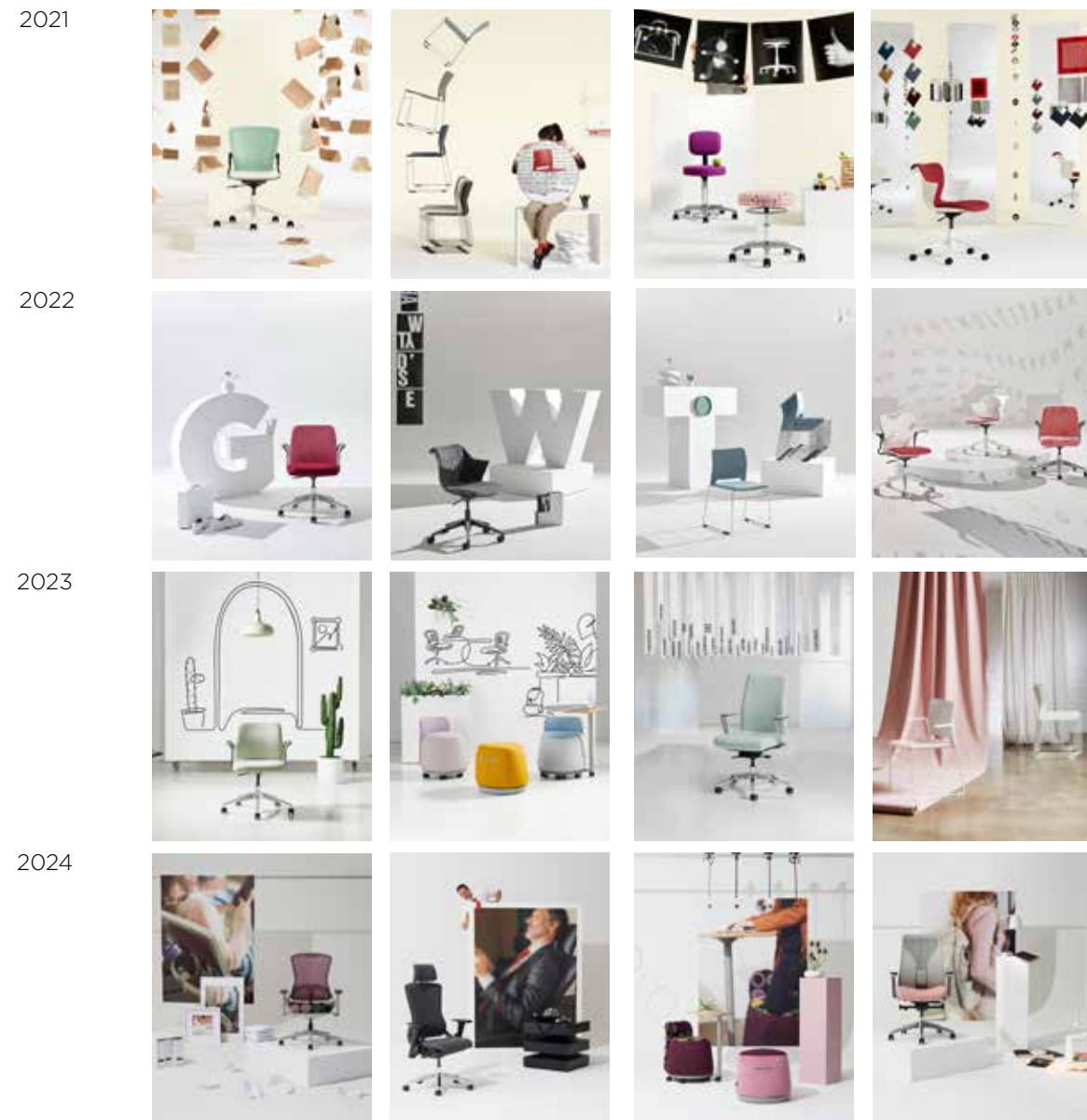
Typography is a key element to communicate a unified personality for OM. We have selected Gotham as our corporate font.

Thin and Extra Light are best for large headlines. Italic can be used for emphasis but should be used **infrequently**. Do not use for text or body copy.

Gotham Thin | Use for Headlines or large type

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Gotham Extra Light | Use for headlines, subheads, or text

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Gotham Extra Light Italic | Use for subheads or text

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Light and Book can be used for Headlines and subheads but is the best for Text. Italic can be used for emphasis but should be used **infrequently**.

Gotham Light | Use for headlines or text

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Light Italic | Use for text

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Book | Use for text headlines or text

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Book Italic | Use for text

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Medium and Bold are good for subheads, text or headlines.

Black can be used for **om** in text or the tagline when you want it to stand out. Do not use for body copy. Ultra should be used **infrequently**. Italic in all these weights are not approved.

Gotham Medium | Use for subheads, text of headlines. Use for text to emphasize words

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Black | Use for text to emphasize words. Can be used for headlines or subheads.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Bold | Use for subheads, text of headlines. Use for text to emphasize words

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Ultra | Use infrequently.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TRADEMARKS | List of our trademarks

DCS Technology™

DCS TECHNOLOGY ™
DOUBLE COMFORT
SEATING TECHNOLOGY

TLC Technology™

TLC TECHNOLOGY
TWO LAYER COMFORT

TruFit®

Lórien®

OM5®

OM5 Series®

OM5 Active®

Plot Twist™

Truly.®

Werksy®

Tibidi®

Please go to:
omseating.com/logo
to download vector art
of the logo and various
configurations.

Om