


Omedia Advertising Agency

Brand Guidelines



Introduction

Welcome to our brand guidelines



This document is designed to preserve the integrity, consistency, and strength of the Omedia brand across all platforms, mediums, and markets.

A decorative background graphic consisting of a series of concentric, semi-circular arcs in a dark red color, creating a sense of depth and movement.

Brand promise

Turning vision into impact

At Omedia, we turn your vision
into real-world impact through bold creative and smart strategy.

Turning vision into impact

Clarity of Vision

We dive deep to understand each client's unique goals, market, and message. This clarity drives everything we create.

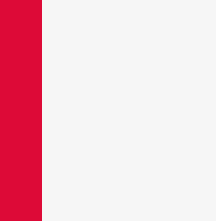
Creative Excellence

Every idea, visual, and campaign is crafted to not just look good — but feel right and resonate with the intended audience.

Strategic Execution

Our work is backed by data, insight, and purpose — ensuring it's not only creative but effective.

Brand colours



BRAND COLOURS

Omedia's brand colours are bold and expressive, reflecting our passion for creative impact. Our primary colour, Omedia Red (#DD0A37), symbolizes energy, innovation, and confidence — it leads our visual identity and ensures instant recognition. Complementing it is Deep Ruby (#AF1B3B), a rich, grounded tone that adds depth and balance.

Together, they form a powerful palette that captures the essence of who we are: dynamic, strategic, and unapologetically creative.

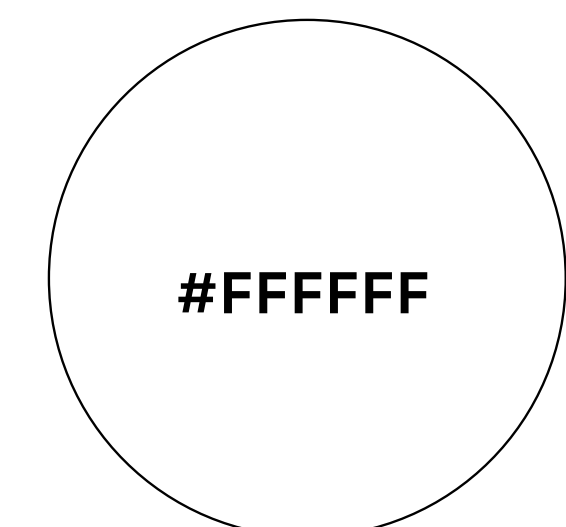
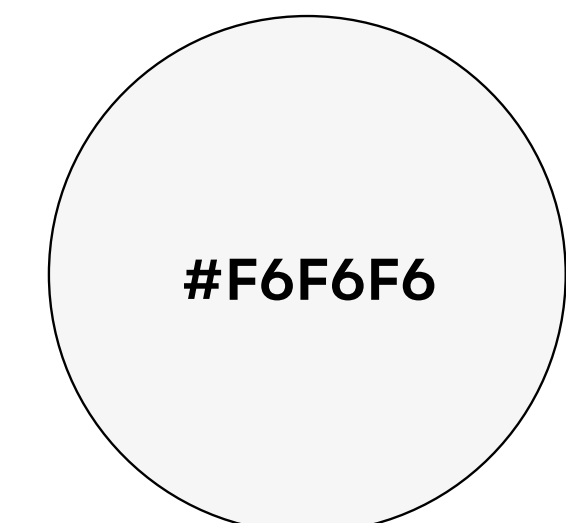
Primary



Secondary



Tertiary



COLOUR COMBINATIONS

Examples of colour combinations.



INCORRECT USE OF COLOUR COMBINATIONS

The following examples depict incorrect usage and should not be used as they compromise visual impact, effectiveness, and the overall integrity of our brand



Typography



PRIMARY FONT
Lama Sans

AaBb

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

!"#\$%&/()=? 0123456789

Lama Sans / Thin

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lama Sans / Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lama Sans / Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lama Sans / Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ



Brand's Logo

LOGO

a bold visual statement that reflects the agency's core identity: creative, modern, and strategically driven.

At its heart is the wordmark "Omedia", crafted in a clean, contemporary typeface that balances clarity with personality. The initial "O" stands out as a powerful symbol — representing opportunity, originality, and openness. It often serves as a visual anchor, adaptable for use as a standalone icon in digital and social formats.

The use of Omedia Red (#DD0A37) in the logo amplifies the brand's energy and visibility, while the strong, simple design ensures versatility across all media — from print to digital, small-scale icons to large-format signage.

NOTE

The logo isn't just a name
it's a promise of creativity with impact.

OmediaTM
Advertising Agency

LOGO EXCLUSION ZONE

Our logo requires an exclusion zone around it to maximise its visual impact. The exclusion zone is defined by the width of the logo symbol (O). The logo should always be placed with the exclusion zones as minimum distance to edges of the format and other formats.

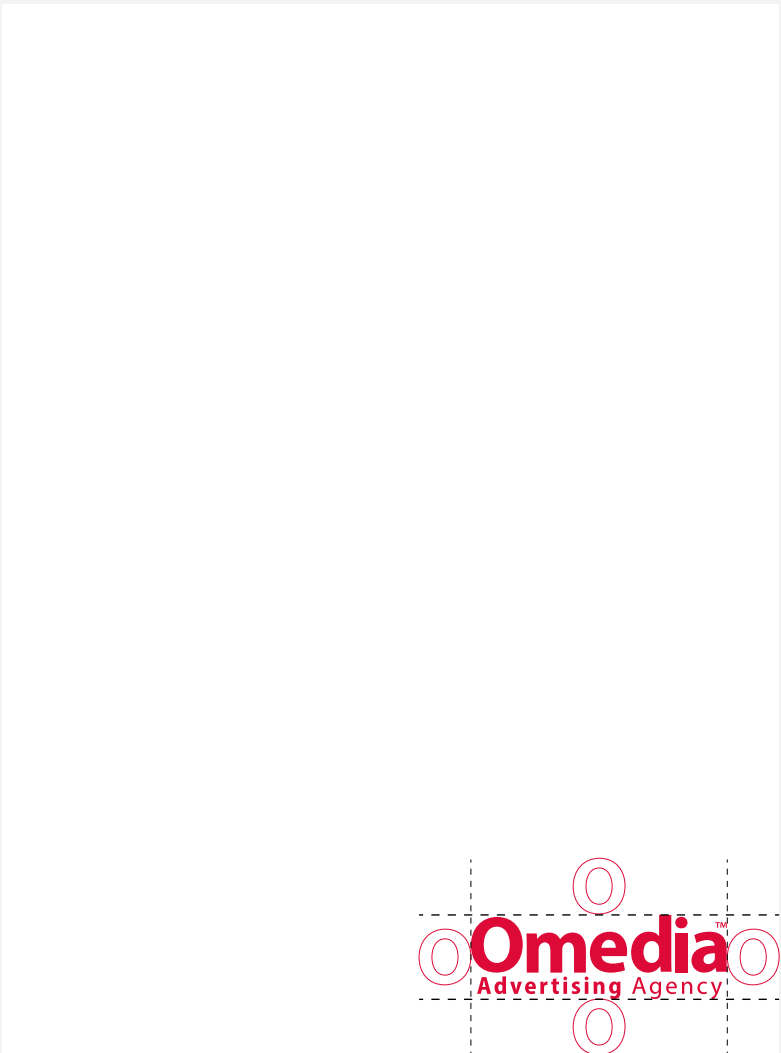
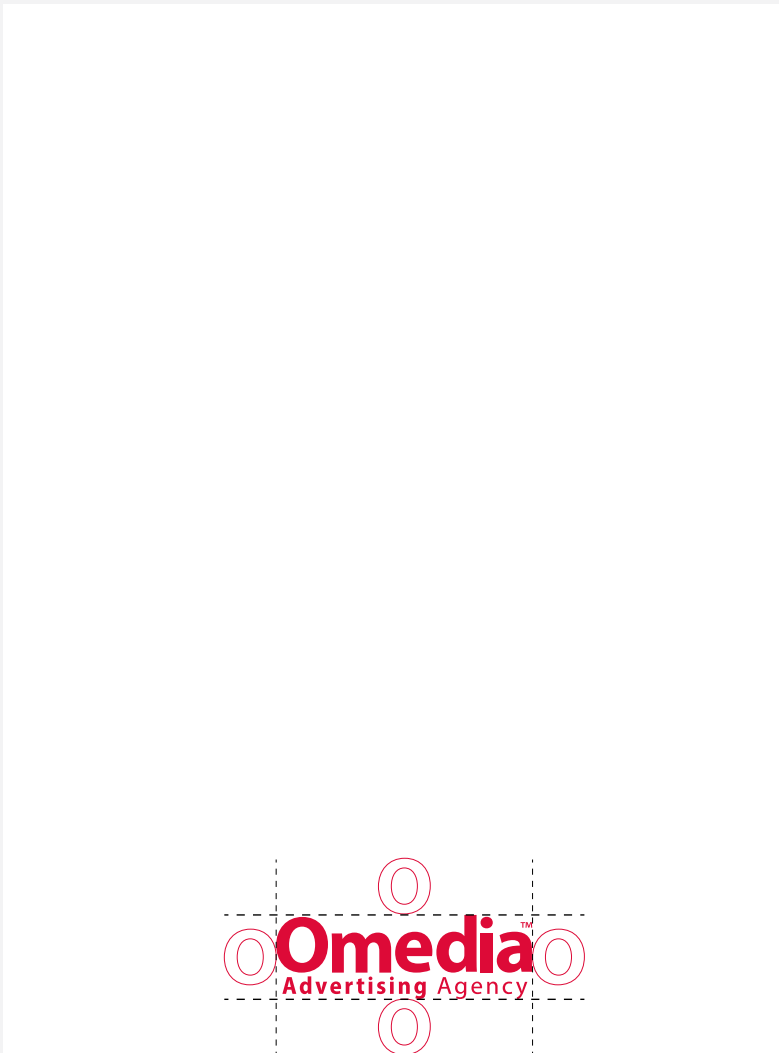
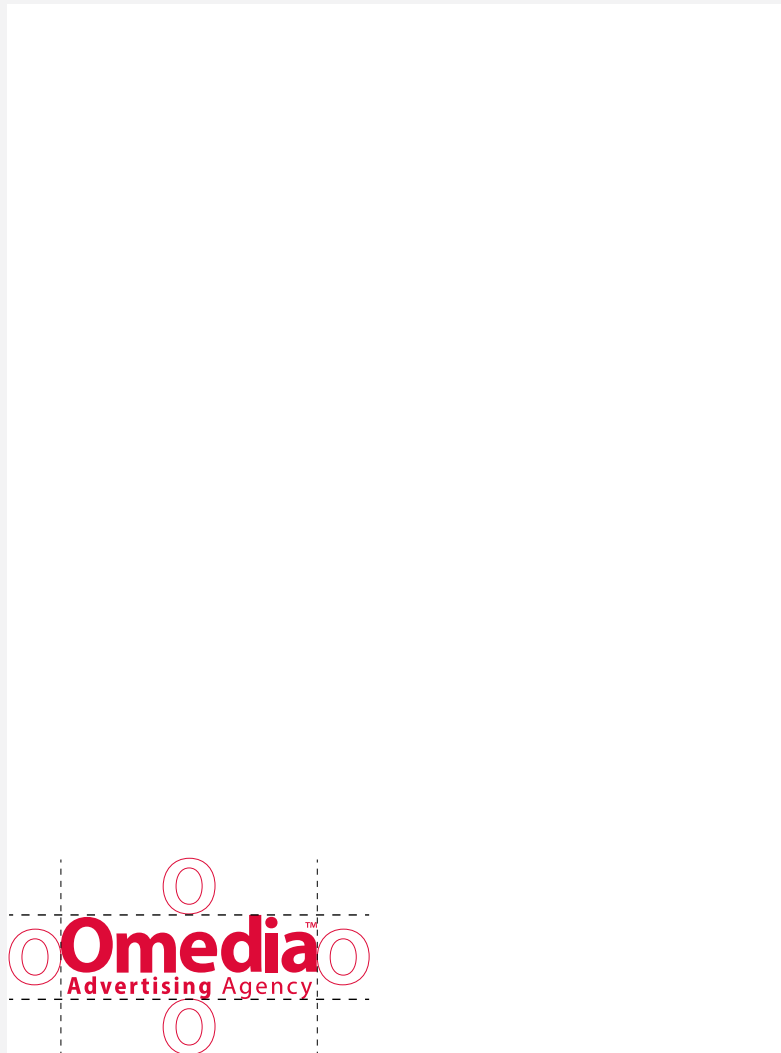
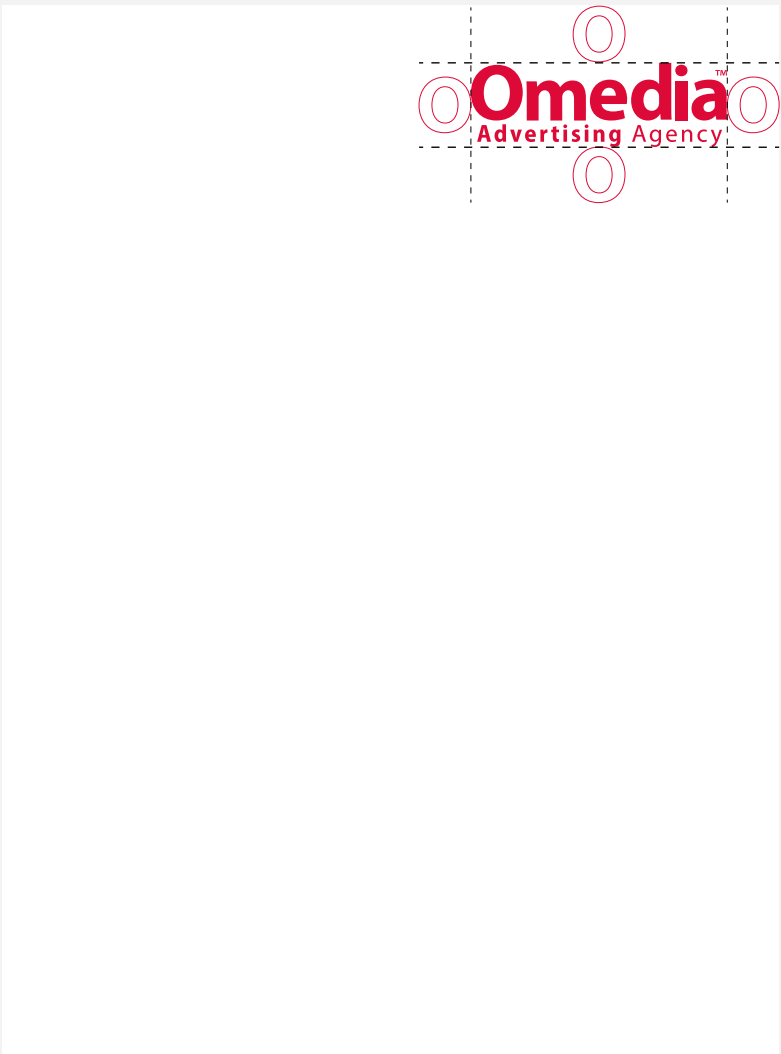
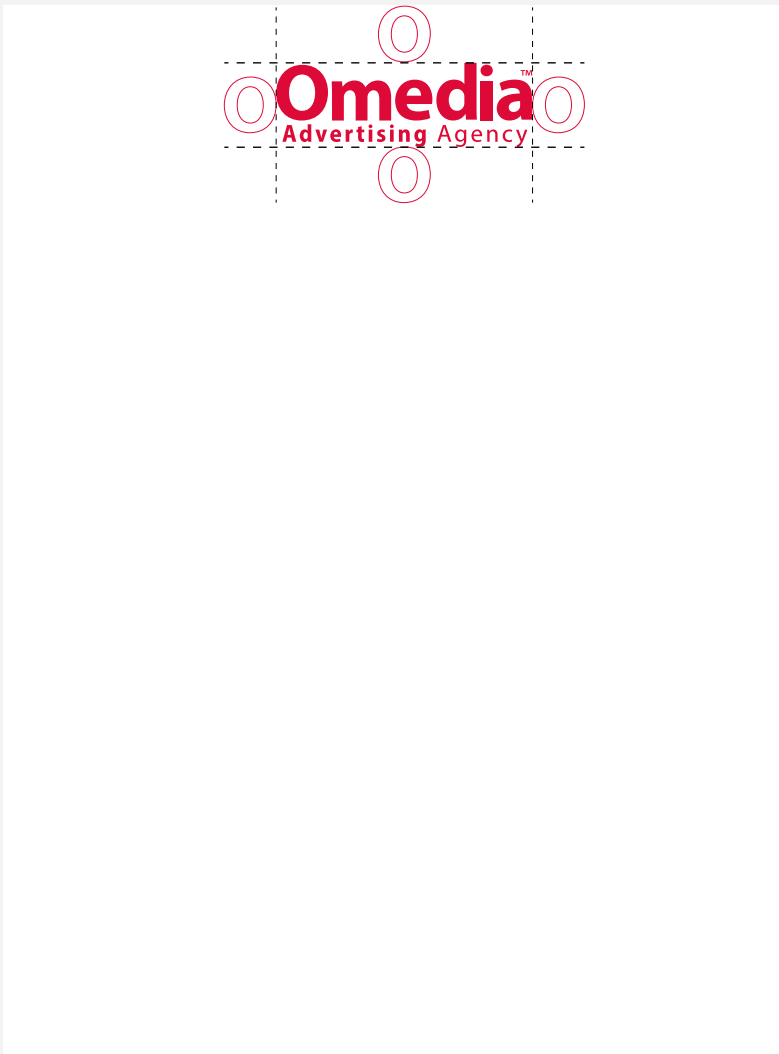
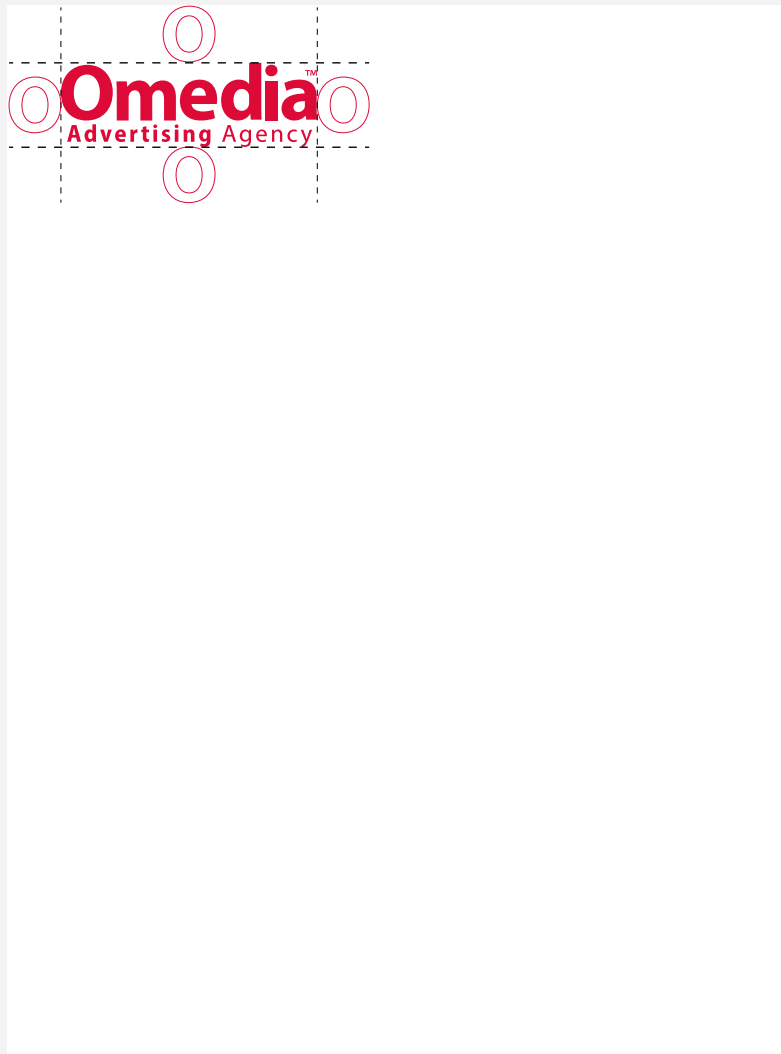
NOTE

The more space around the logo the better the logo stands out. The minimum distance (exclusion zone) is only meant to be used as a guideline where space is limited.



LOGO POSITIONING

As our logo is left aligned it achieves optimal appearance when aligned to the left or right of the media it is displayed on.



A decorative background graphic consisting of numerous concentric, semi-circular arcs in a dark red color, creating a ripple effect that originates from the bottom right and expands towards the top left.

Examples Social Media





Our Website

Omediaegy.com

OmediaTM
Advertising Agency

01010490058



OmediaEgy
.com



We're everywhere
you scroll

