OMG
NETWORK

Visual Identity Guidelines

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We are OMG Network, an impact-driven team creating a value transfer network on the blockchain. We see a world with borderless and **open financial systems** that are accessible to everyone.

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The Company

Established in 2017 under the brand name OmiseGO, the rebranded OMG Network is a subsidiary of SYNQA. Our mission is to enable open financial services that are fast, cheap, and secure.

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The Network

The OMG Network is the quickest and most affordable way to transfer ETH and ERC20 tokens globally and without restrictions.

The OMG Network is the leading value transfer layer for digital values like ETH and ERC20 tokens. It achieves this using Plasma, an optimized layer on top of the Ethereum Network. Plasma compresses transactions and sends them to the Ethereum Network for confirmation, resulting in higher processing speeds and lower fees.

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At OMG Network, we believe the ability to transfer value without restrictions is a basic human right. With over 60% of the world connected to the internet, and more commerce going digital, open financial systems allow people to transact in new ways and with many different forms of value. The OMG Network scales value transfer on Ethereum, at the same level of security, and a fraction of the cost. It is a major milestone in the development of open financial systems, and will help grow the global economy."

Vansa Chatikavanij, OMG Network CEO

Who We Are

OMG Network is a team of 50+ people working remotely across four continents. Our culture is inclusive, and we come from various backgrounds and industries — from technology and NGO's, to finance and governance. We create pioneering and pragmatic solutions that change lives.

Mission

Our mission is to enable open financial services that are fast, cheap, and secure.

Vision

At OMG Network, we believe that access to financial services improves lives. We see a world with borderless and open financial systems that are accessible to everyone. OMG Network is the value transfer layer of this global financial system.

Our Value Propositions

Fast

Transfer ETH and ERC-20 with an average throughput of thousands of transactions per second (tps) in comparison to Ethereum's 15/tps.

Cheap

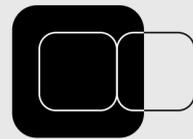Send value at 1/3rd the cost of the Ethereum Network.

Secure

Enjoy Ethereum-level security. Through the plasma protocol, your value is as secure on OMG Network as it is on Ethereum.
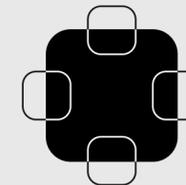
Green

Reduce electricity usage by potentially 99% per transaction compared to Ethereum

Open

Build dApps, developer tools, and more on a network that supports a wide variety of infrastructures. It's open, make it yours.

Trustless

Recover your funds through the plasma protocol even if the OMG Network disappears.

Trademarks

Our trademarks are important to our brand identity. They carry our brand colors and typography, creating coherence and brand recognition across the different touch-points.

Remember

Our trademarks should not be misinterpreted or modified. Do not alter them in any way. Their orientation, color, and composition should remain as indicated in these guidelines — with no exceptions. Always use the most legible alternative.

Logotype

All aspects of its construction are intentional, so please do not edit, change, distort, recolor, reconfigure, or rearrange the lockup of the logo.

Minimum height
Print / Height 6.35mm
Digital / Height 18px

To ensure legibility of the logo, follow the minimum size specifications for both print and digital applications.

The illustrator EPS logo versions must be used for all print applications to ensure the logo would appear crisp and clear.

For all web applications, use either SVG or high resolution PNG file to ensure best output for each screen resolution.

Primary
This is the preferred logo to use for all applications.

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Invert : Primary Color
Use when the preferred logo interferes with the background.

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Invert : Secondary Color
Use when the preferred logo interferes with the background.

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Clearspace
Clearspace is the protected area around the logo. This space must be kept free of all other graphics and text, including other logos. The logo has allotted Clearspace based on the height of the "o" in logo. Please this image as a guide.

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Glyph

The symbol can be used as a branding element where the logo feels too repetitive, such as in footers or in newsletters.

Since the symbol doesn't consist of the full OMG Network wordmark it should not be used as the only sending trademark in external communications.
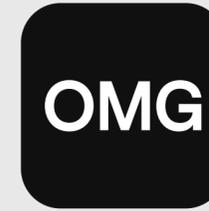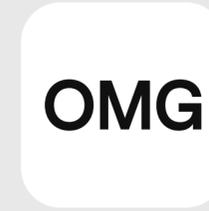
Minimum height
Print / Height 16mm
Digital / Height 45px

Preferred Glyph
When we can, use the symbol in it's original form. The primary glyph will always place on OMG Matte Black background color.

Alternative Glyph
Use this version when placed on a light background. Preferably on white and any shade in OMG's tint shade

Clearspace
The recommended clear space must never be reduced, but can be increased.

1 width : 1 height

1/2 width of the O
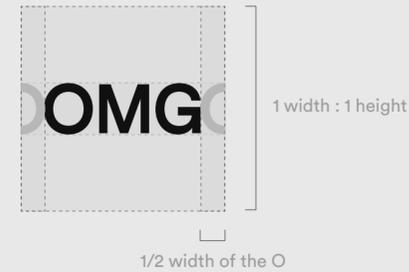
**Logo
Misuse**

To maintain consistency and integrity, use the approved artwork and don't alter it in any way. The examples shown here are some common mistakes and inappropriate uses of the logo.

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Do not distort the logo

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Do not rotate the logo

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Do not distort or wrap the logo in any way

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Do not add drop shadow or other special effects

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Do not apply other color apart of brand palette into

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Do not apply gradient

**Partnership
Lockup**

Follow this treatment when in partnership with another brand. The OMG Network logo appears preferably in the first position followed by the partnered brand. The sizing of both brands should suggest an equal relationship.

Therefore the partner lockup is a good way of showcasing our relations.

Try and avoid using the vertical logo when placing next to a partnered brand.

Logo Placement

The logo should always appear in a clean corner of collateral utilising the negative space. It should not interfere with any other design elements.

The logo should always appear at the top left, center or right of applications, and in certain circumstances be placed at the bottom.

A little more clear-space is provided so the logo does not get cut off the edge of the page.
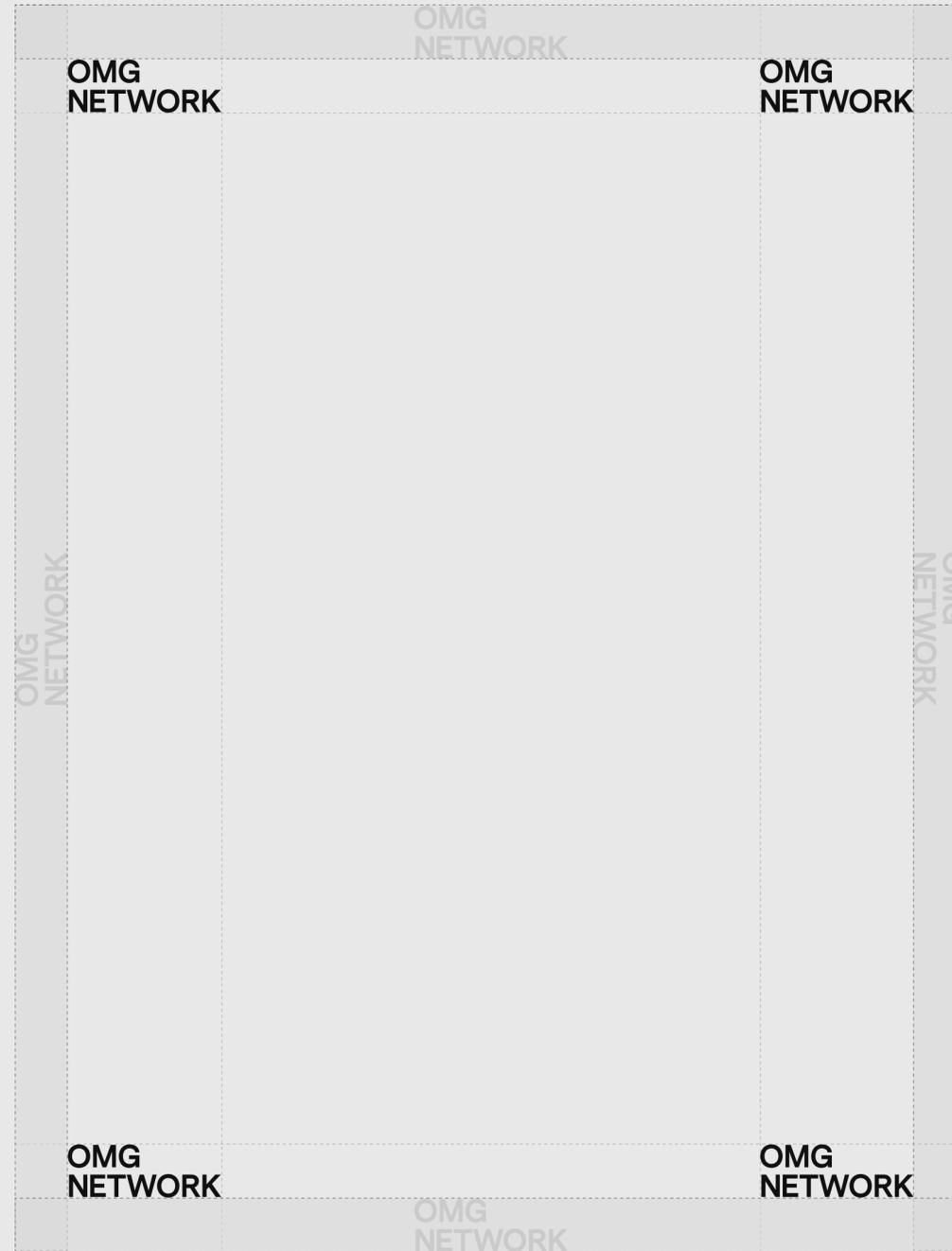
Colors

We use consistent colors so we can strengthen our brand awareness. When people see our color palette, we want them to think about the OMG Network

Remember   When combining copy with the Logo or the Lockup, make sure you use the correct colours.
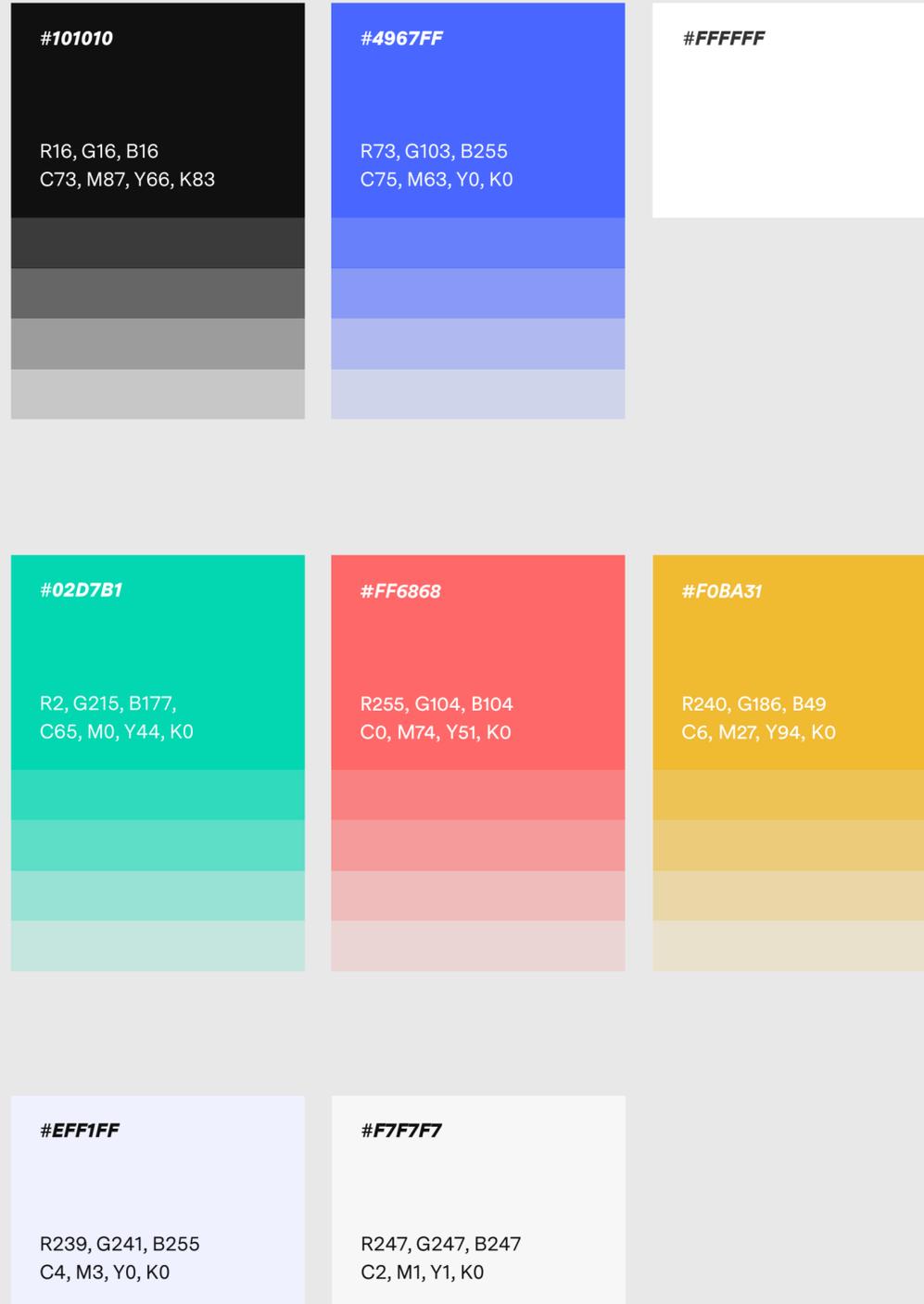
Brand Colors

Primary Colors
These primary colors are contemporary and clean. They create a sense of trust and playfulness as well as being sophisticated. They should be used for typographic elements and background colors.

#101010

R16, G16, B16
C73, M87, Y66, K83

#4967FF

R73, G103, B255
C75, M63, Y0, K0

#FFFFFF

Secondary Colors
These colors should be used to pop against the darker shades of the primary colours.

#02D7B1

R2, G215, B177,
C65, M0, Y44, K0

#FF6868

R255, G104, B104
C0, M74, Y51, K0

#F0BA31

R240, G186, B49
C6, M27, Y94, K0

Tint Colors
These colors should be used to compliment the darker shades of the primary colors and secondary colors.

#EFF1FF

R239, G241, B255
C4, M3, Y0, K0

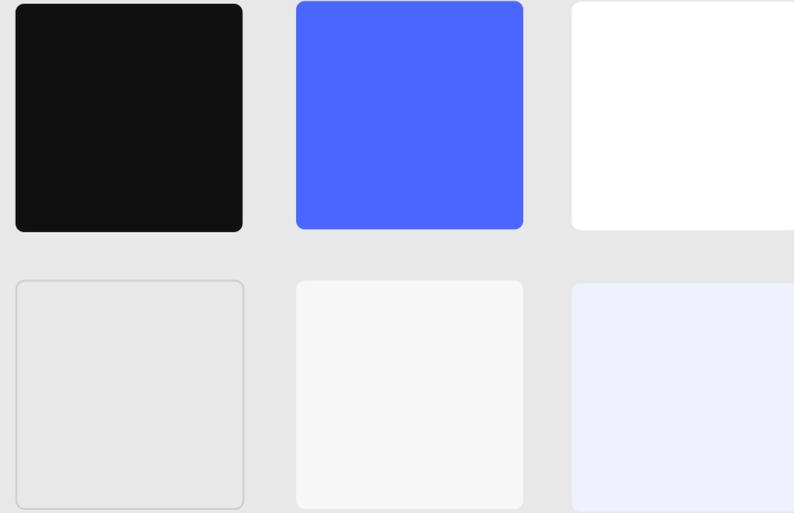*#F7F7F7*

R247, G247, B247
C2, M1, Y1, K0

Color Treatment

These references should be used for marketing materials

Background Colors
Background colors function as canvases in which accent and brand colors can punctuate layout compositions.
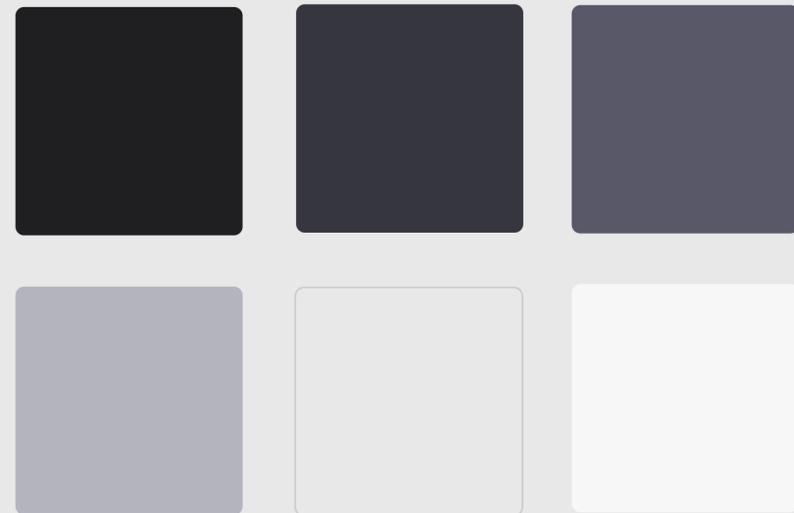
When use primary colors as background, always use gray or tint colors to break contrast between Matte Blck and Blurple.

Gray
Grays are used when hierarchy needs to be established. Use grays to visually communicate intended ranking of importance in typography or background color in design.

Typography

OMG Network's dynamic, high contrast use of typography is fundamental in building a strong and recognisable brand.

**Primary
Typeface**

Messina Sans is the primary typeface
used for the OMG Network brand. It is
clean, bold, contemporary and highly
legible. It should be used for headlines,
sub-headings, body copy and captions.
It should be utilised in both screen and
print materials

To maintain a strong typographic style,
four different weights have been
selected, such as: Book, Medium, Bold
and Black.

Tracking should be set to 0 - don't over
letterspace or kern too tightly.

Gg

**Messina Sans Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.?!@#$%^&*()";:'+=**

Gg

**Messina Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.?!@#$%^&*()";:'+=**

Gg

Messina Sans Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.?!@#$%^&*()";:'+=

Gg

Messina Sans Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.?!@#$%^&*()";:'+=

**Type
Settings**

Consistency across all collateral will ensure communications are clear, distinctive and direct. Text can be aligned left or centered, but should never be justified.

Avoid jagged shapes in the body copy and widows where possible.

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Font case
Lowercase is preferred with an option to use uppercase to give a message/title more standout.

Main headlines are set in Circular Std Bold or Black lowercase to stand out.

Headlines/titles
Allow leading to be a few pt sizes different, so text does not appear to tight and hard to read. Have type set to metrics.

Sub-headings, Longer paragraphs, quotes or pull-outs above 12pt can be set in Circular Std bold lowercase, so don't appear to heavy or shouty.

Sub-headings/Longer paragraphs
When using bold, minimal tracking should be applied. Should always be larger than the body copy.

Body copy is set in Circular Std book and should not be smaller than 8pt.

Body copy
Keep the body copy no smaller than 8pt size. Have type set to metrics.

**Coloured
Text
Application**

Variations of what coloured text can
be applied on different coloured
backgrounds. Make sure the colours
stand out and don't look washed out
or faded in the background. The text
needs to be legible to read.