Brand Pack

omnisend

01
Brand look & feel

From underdogs to topdogs

The refreshed identity focuses on having a more honest dialogue with the user. Removing all of the unnecessary barriers and visual noise to be open and approachable to different audiences: from clueless first-timers to up-and-coming professionals and those climbing to the very top.

Simplicity and clarity provide great value in communicating the benefits of automation and its ease of use in everyday life.

The elements of the refreshed visual identity help our team to elevate the dialogue with our audiences and create new & exciting participation as we move forward together with our users.

From underdogs — to topdogs.

02
Parts of the identity

Logo versions

Main logo version & suggested alternatives for different applications.

Main logo version


Main logo: icon & wordmark combination.

Icon separation

If needed, the logo icon can be used as a separate, alternative logo.
All of the logo usage rules apply as they do to the main logo version.

Different logo variations

The logo can be used in one of the suggested color versions.
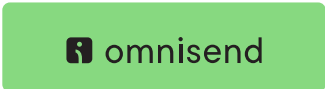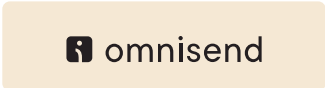
Logo color combinations

Here are some of the suggested color combinations to ensure great logo visibility on different backgrounds, in various colorways.

Main logo variations

V1
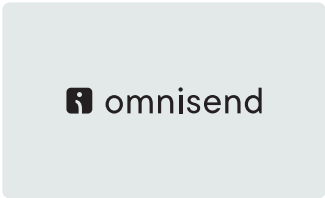
Suggested backgrounds:

V2

Suggested backgrounds:

V3

Suggested backgrounds:

Alternative logo variations & their suggested backgrounds

The alternative versions should only be used in exceptional cases like special marketing material, video commercials, non-traditional brand promotion, etc.

V1

V2

V3

V4

Logo usage

A set of suggested rules for logo usage to ensure effective brand presence & visibility.

Logo safety zone

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The logo safety zone is marked with an invisible outline inside the logo file. Here it is highlighted with a dashed line.
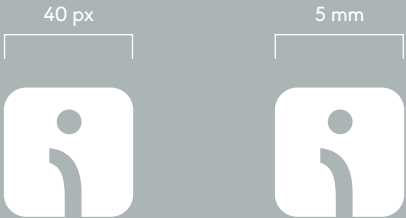
Minimal logo size

150 px   25 mm

omnisend   **omnisend**

Suggested minimal width sizes to ensure best logo visibility across different touchpoints.

Minimal logo icon size

40 px   5 mm

Suggested minimal width sizes to ensure best logo icon visibility across different touchpoints.

Logo restrictions

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Do not rotate the logo.
Do not stretch, distort or rearrange any of the pieces.
Do not place the logo on a low contrast background.

Typography

Large headlines:

Faktum ExtraBold
Looks best in large-scale applications.

Sub-headlines:

Faktum Regular
50% smaller than the main headline.

Body texts

Roboto Light
50% smaller than the sub-headline.

Fallback font

Roboto Black for headlines.
Roboto Light for body text.

Cras pes tupis qie. &

Lorem ipsum dolor sit amet – 1987

Sed ornare quam ac eros sollicitudin, in ultrices felis efficitur.
Etiam sit amet nisl non nulla interdum eleifend eu ac mi.
Aenean nec convallis lectus, at convallis elit.

Sed ornare quam ac eros sollicitudin.
Aenean nec convallis lectus, at convallis elit.

Type color combinations

Here are some of the suggested color combinations to ensure great type visibility on different backgrounds, in various colorways.
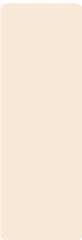
01 02 03 04 05 06 07 08

Colors

Omnisend color palette is crafted to be mixed & matched together in different variations (for reference see "Logo Color Combinations" & "Type color combinations").

Being a digital-first product, Omnisend should always rely on clear space, clean compositions, and use colors as attention-grabbing contrast blocks.

Warm Stone

CMYK	C	4	M	7	Y	16	K	0
RGB	R	244	G	232	B	212		
HEX	#	F4E8D4						
PANTONE	468 C / 468 U							

True Teal

CMYK	C	80	M	31	Y	49	K	7
RGB	R	47	G	132	B	129		
HEX	#	2F8481						
PANTONE	7718 C / 7718 U							

True Black

CMYK	C	0	M	0	Y	0	K	100
RGB	R	0	G	0	B	0		
HEX	#	000000						
PANTONE	Process Black C							

Deep Beige

CMYK	C	26	M	37	Y	47	K	1
RGB	R	191	G	158	B	134		
HEX	#	BF9E86						
PANTONE	7521 C / 7521 U							

Easy Green

CMYK	C	47	M	0	Y	67	K	0
RGB	R	136	G	216	B	128		
HEX	#	88D880						
PANTONE	359 C / 2269 U							

Super Green

RGB	R	166	G	244	B	28
HEX	#	A6F41C			
PANTONE	375 C / 2291 U				

Highlighter color for bringing attention to certain parts of the visual.
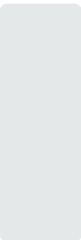
Additional digital colors

Teal Grey

RGB	R	172	G	181	B	180
HEX	#	ACB5B4			
PANTONE	442 C / 442 U				

Should only be used on the web, for contrasting content blocks or secondary objects.

Soft Grey

RGB	R	226	G	232	B	231
HEX	#	E2E8E7			
PANTONE	7541 C / 7541 U				

Should only be used on the web, for contrasting content blocks or secondary objects.

Iconography

Various icons can be created for different situations using a square template and a simple scalable line-based style for various size applications.

Square proportions

All of the icons should be combined only using the same-width lines and should fit the proportion of a square frame.

Scalable icons

0.25pt   1pt   3pt   5pt
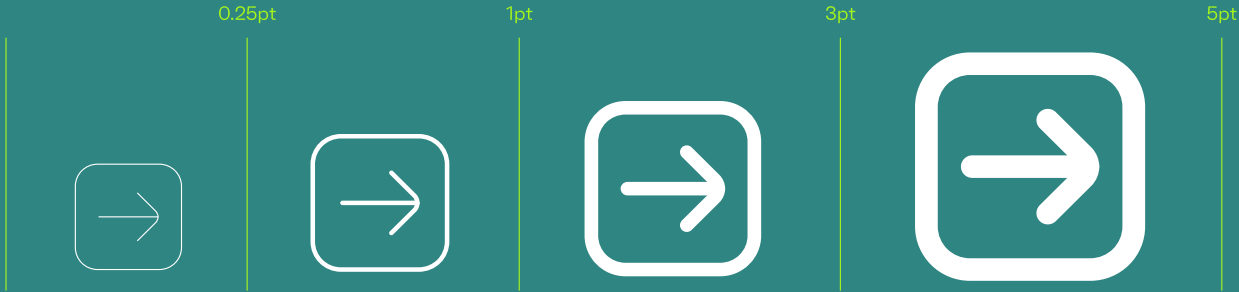
Using line-based icons allows different scaling opportunities to ensure the best visibility in different situations.

Illustrative elements

Various minimalist elements can be created and combined into illustrations.

In a similar way as the icons, these decorative elements should rely on simple shapes and forms to communicate simplicity, speed, and ease of use.

Crafting overly decorated, complex silhouettes or visually heavy elements should be avoided.

Use simple geometric shapes with soft rounded corners or lines to create unique compositions.

For more reference see „Compositions".
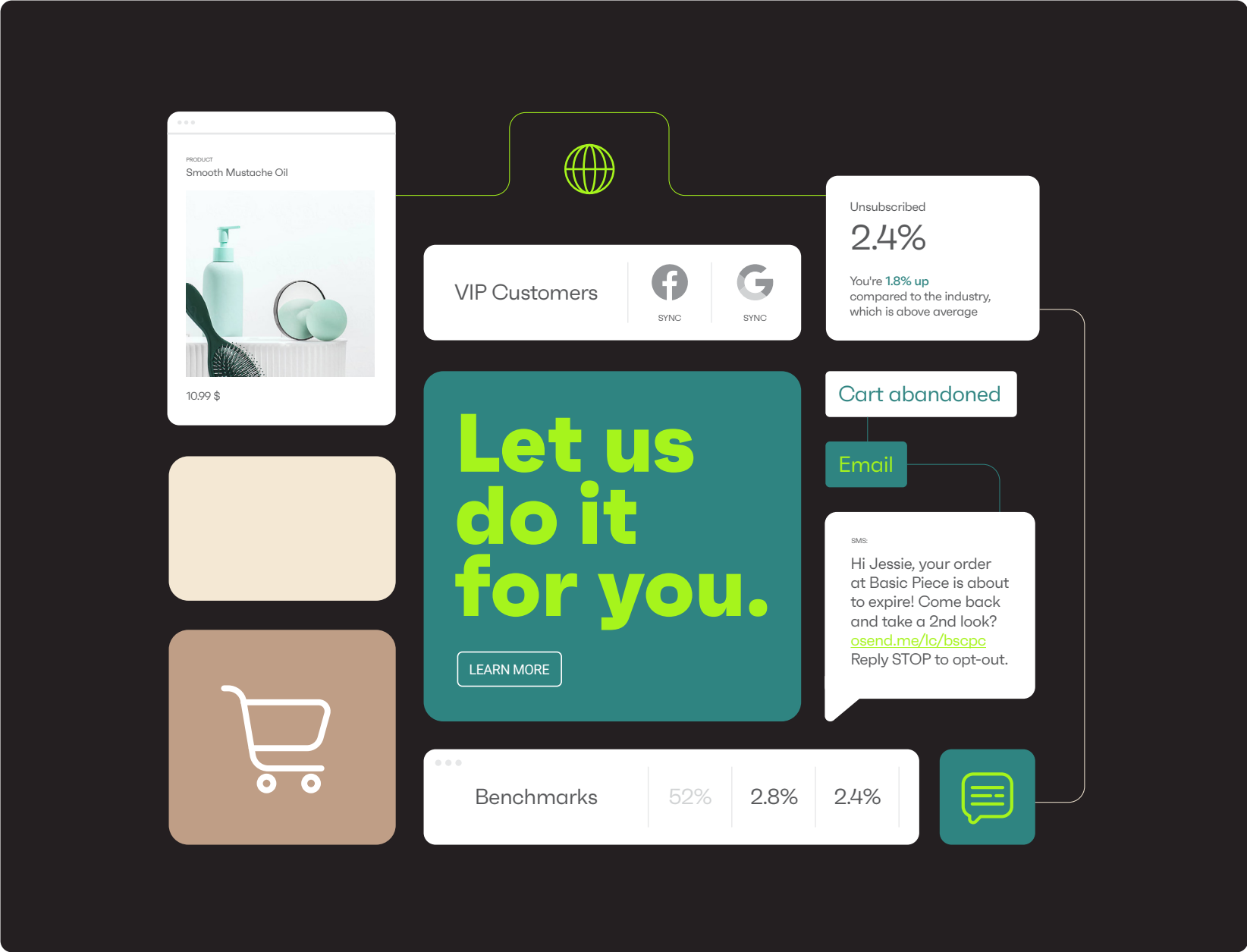
Suggested shape parameters

Rounded corners may vary depending on the scale, composition & detail of the visual, but here are some suggested safe corner roundness parameters.

The same goes for line elements: corners are rounded in the same way as filled shapes and line widths may vary depending on the overall composition.
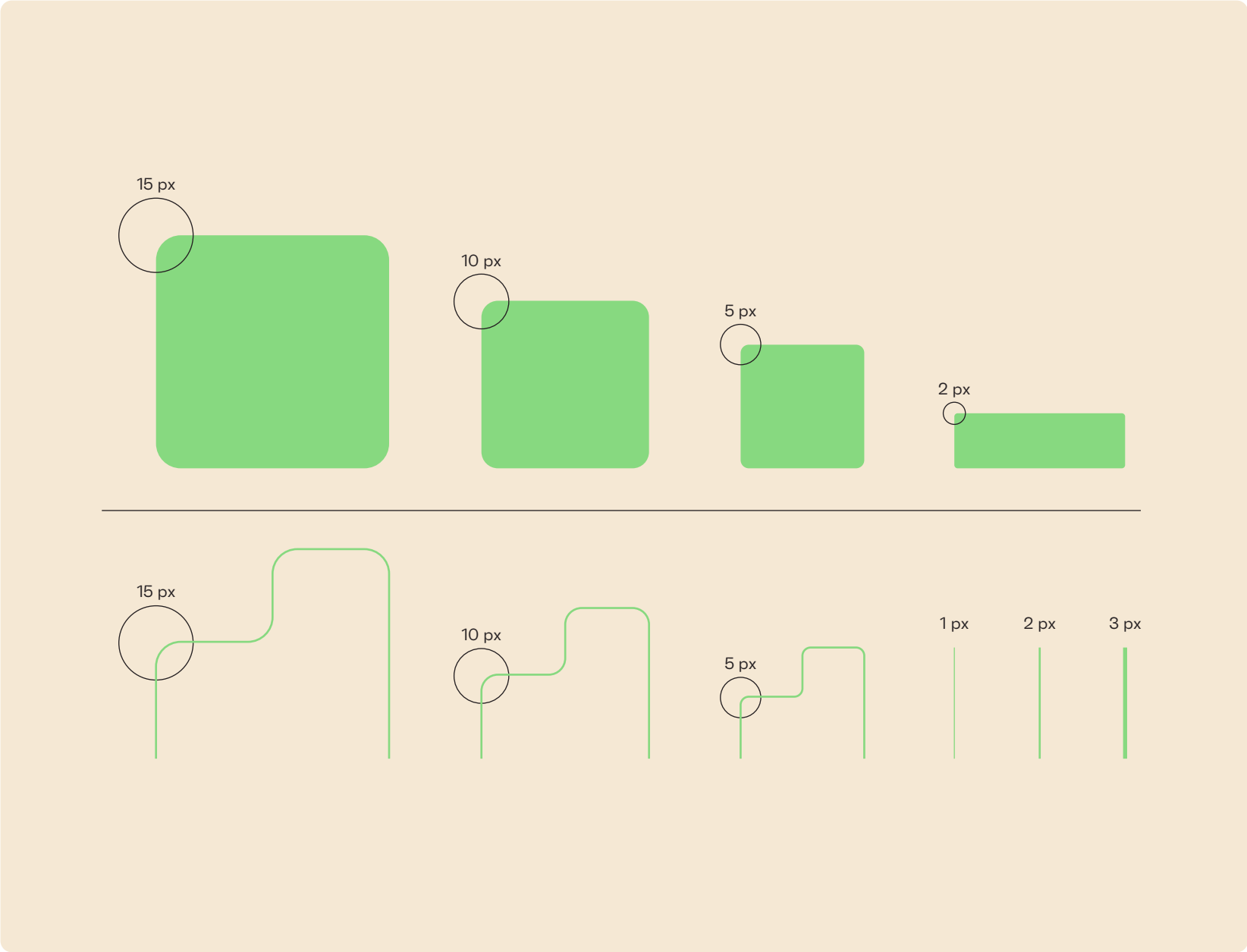
Custom dynamic patterns

Rounded box elements can be placed together to create a pattern motif.

The pattern used in the visual should always be bold and never show the full shapes, but instead showcase two shape corners sliding on each other vertically, horizontally, or diagonally.

It is important to pay attention to information visibility when using the pattern in the background and make sure the logo is placed on a solid background, without any busy elements under it.

Auto-succeed in marketing

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This week's tips & tricks

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Less hassle, more hustle

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Animation

When presenting various functional features of the Omnisend product, animation can help emphasize the speed, ease of use, and power.

Animations should always be subtle and smooth, not to make the visuals overly dramatic, but just to bring more life into a usually static scene.

Here are some examples of simple animation design:

Scroll ⟩

Appear ⟩

Parallax ⟩

Zoom ⟩

Click ⟩

Transform ⟩

Photography

Omnisend photography is divided into two categories: portraits & product shots.

Both of the categories are used as illustrative tools that reflect on diverse businesses and personalities behind them.

The photography should always be studio-made, using soft, contrasting lighting and solid color backgrounds. Set decoration should be clean, yet playful and dynamic.

All photos should be edited or photographed incorporating the Omnisend colors.

Portrait photography

Portraits showcase a diverse group of people. Not by solely focusing on different races, but rather celebrating different characters, their backgrounds, lifestyles, and expressions. Portraits should always display unique, emotional characters, rather than the usual corporate portraits. A portrait should not only display a person but also have a sense of storytelling through small details like clothing, emotion & pose.

Product photography

Product photography is meant to reflect different Omnisend user groups and their business ventures. Displaying various product images on solid color backgrounds supported by subtle set design - geometric shapes or displays. A large scale, close-up style is suggested rather than showing small objects from afar.

03
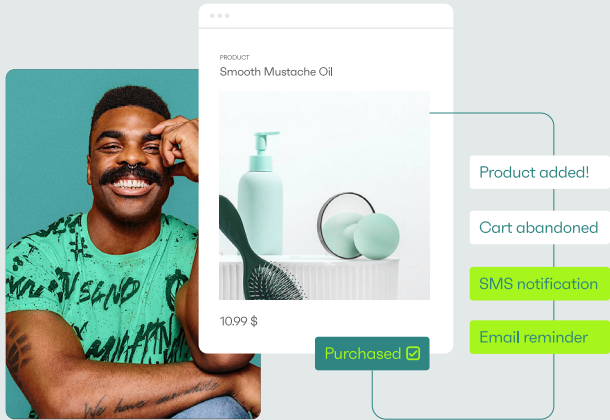# Compositions

Illustrating functionality

Illustrating the Omnisend tool functionality is an important tool for the overall visual identity and it should always be considerately crafted keeping some rules in mind:

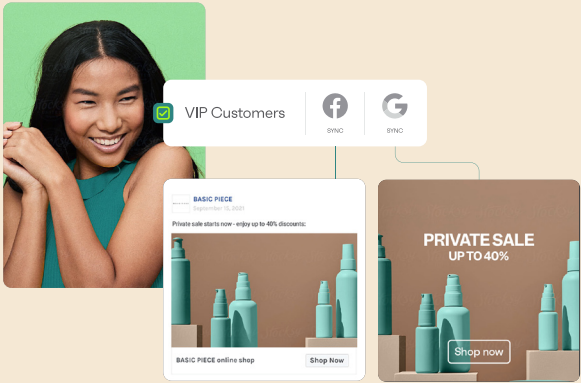- Always use fewer elements. Cleaner compositions translate Omnisend's ease of use.

- Use limited color palettes. Do not go for more than 4 different colors in one composition. Use "Super Green" to highlight the most important parts of the composition.

- More emotion. Always try to incorporate photography to avoid overly technical & complex representation.
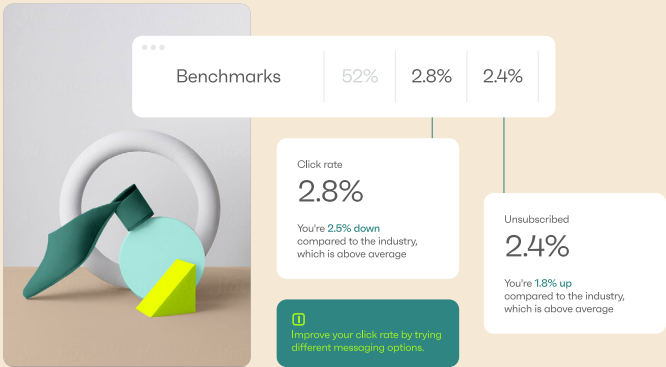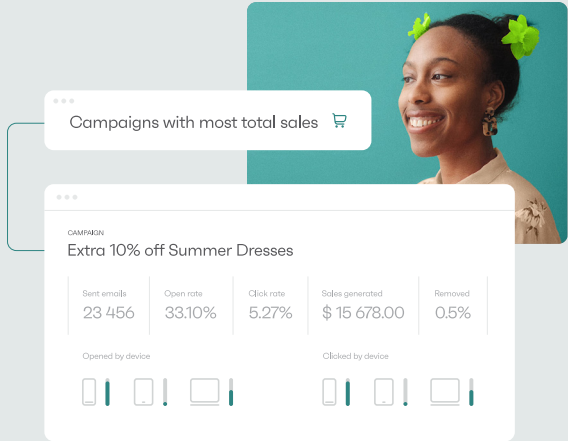
Main header

PRODUCT
Smooth Mustache Oil

10.99 $

Purchased ☑

Product added!
Cart abandoned
SMS notification
Email reminder

Audience sync

☑ VIP Customers   SYNC   SYNC

BASIC PIECE
September 15, 2023
Private sale starts now - enjoy up to 40% discounts.

BASIC PIECE online shop   Shop Now

PRIVATE SALE
UP TO 40%

Shop now

Benchmarks

Benchmarks   52%   2.8%   2.4%

Click rate
2.8%
You're 2.5% down compared to the industry, which is above average

Unsubscribed
2.4%
You're 1.8% up compared to the industry, which is above average

ⓘ Improve your click rate by trying different messaging options.

Campaign

Campaigns with most total sales 🛒

CAMPAIGN
Extra 10% off Summer Dresses

Sent emails	Open rate	Click rate	Sales generated	Removed
23 456	33.10%	5.27%	$ 15 678.00	0.5%

Opened by device   Clicked by device

Illustrating functionality + messaging

In various situations, a combination of functional illustrations & copywriting can be used for more engaging communication.

The visual elements should support the written message, be a part of it or emphasize on the most important part of the messaging.

These combinations can be used across different communication channels as campaign visuals.

FROM Abandoned cart.

SMS + Email

TO Back to cart! 🛒

Automate your marketing!

🔵 omnisend

FROM Not interested...

SMS + Email

TO Sign me up! ☑

Abandoned carts are not a problem.

SMS
Email

Add to cart! 🛒

Let us take care of it.

Product added!

Cart abandoned

SMS notification

Email reminder

Purchased ☑

FROM Once purchased.

Segments + Push notification

TO New purchase! 🛒