omnisend

Brand visual identity

We're building the most human marketing platform — one that's confident, friendly, and made to connect with people.

Our design should be easy to use, nice to look at, and feel like it was made by someone who cares. We start with clear layouts, strong contrast, and simple structure — that's how we show confidence. Then we add personality with color, motion, and voice — that's how we become charismatic.

All of it works together to make people feel something. That's how we connect.

From functional to felt. From usable to human.

Our 3 Visual Principles

Clarity Builds Trust

Organized structure, clear contrasts, and a refined hierarchy — these are the foundations of reliability.

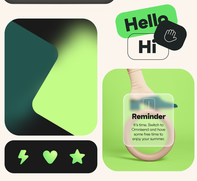
Connection is Everything

Designs should feel like they were made by someone who understands you.

Purposeful Personality

Being expressive isn't optional — it's how we stay relatable. Movement, tone, and energy bring the brand to life.

Brand feel



Use of Gradients

Instead of filling our visuals with too many elements, we use abstract gradient shapes to bring clarity, contrast, and character — all while keeping things simple.

Gradients give us a way to add depth and energy without clutter. They create visual impact, guide attention, and allow flexibility across different formats and sizes. For designers, they're a tool to stay minimal yet bold — supporting clean layouts with expressive, purposeful flair.

It's how we add personality without noise. From flat to felt. From simple to striking.

Learn more about our gradients | Go to gradient library

Logo

Our logo system includes three versions to maintain brand consistency across different applications. This guide outlines when to use each version to ensure clarity, recognizability, and visual balance across all media.

Primary

omnisend

Full Logo with Icon

Primary brandmark including both the symbol and wordmark.

Represents the full visual identity of Omnisend.

Secondary

omnisend

Wordmark Only

A simplified version of the logo that maintains brand clarity while prioritizing minimalism and legibility.

Additional

omnisend

Logo on Colored Background

Used to enhance visibility or stand out in visually dense layouts.

Available for both icon and non-icon versions.

Learn more about our logo | Go to logo library

Logo safety zone

omnisend

Minimal logo size

omnisend

150 px | 25 mm

Minimal logo icon size

40 px | 5 mm

Logo restrictions

omnisend — Rotate logo

omnisend — Recolor logo

omnisend — Adjust icon

Typography

Large headines:

Fakom Extrabold
Looks best in large-scale applications.

Sub-headines:

Fakom 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 ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis.

Sed ut perspiciatis unde omnis iste natus.
Accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis.

Colors

Our color palette is built to be clear, expressive, and human — just like the rest of our design. Neutral tones create structure and balance, helping us lead with clarity and confidence. Vivid greens and rich accent colors bring energy and warmth, adding personality without overwhelming.

Used with intention, color guides focus, supports clean layouts, and sparks emotional connection. Whether in contrast blocks, subtle highlights, or vibrant moments, it always feels like it was chosen by someone who cares.

From structure to spirit — from functional to felt.

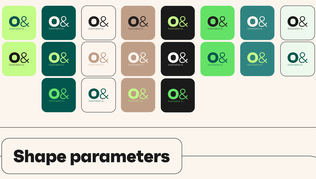
Primary

Deep Teal	Mindaro	Eerie Black	Isabelline
CMYK: C:100 M:64 Y:68 K:53	CMYK: C:23 M:0 Y:83 K:0	CMYK: C:73 M:67 Y:65 K:78	CMYK: C:7 M:12 Y:16 K:0
RGB: R:1 G:58 B:75	RGB: R:244 G:252 B:136	RGB: R:20 G:20 B:26	RGB: R:251 G:245 B:238
HEX: #1D3B4B	HEX: #F4FC88	HEX: #14141A	HEX: #FBF5EE
PANTONE: 5390 C	PANTONE: 372 C	PANTONE: Black 6 C	PANTONE: 7499 C

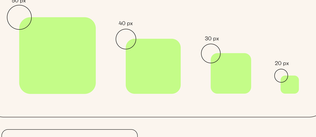
Secondary

Malachite	Mint Tint	Deep Beige	Teal
CMYK: C:48 M:0 Y:69 K:0	CMYK: C:0 M:0 Y:8 K:0	CMYK: C:35 M:37 Y:47 K:1	CMYK: C:80 M:51 Y:49 K:37
RGB: R:151 G:237 B:128	RGB: R:217 G:249 B:236	RGB: R:191 G:159 B:134	RGB: R:47 G:122 B:125
HEX: #7BED80	HEX: #ffefffec	HEX: #BF9F86	HEX: #2F7A7D
PANTONE: 364 C	PANTONE: 621 C	PANTONE: 7531 C	PANTONE: 5463 C / 7719 C

Type color combinations



Shape parameters



Photography

We're leaving behind the overly edited, generic stock photos that feel distant and staged. Our brand deserves better — images that feel like they were taken by someone who understands real people.

We're shifting toward a photography style that's natural, honest, and human. Think genuine expressions, everyday settings, and moments that feel lived — not posed. These are images that carry emotion and build connection without trying too hard.
Photos should support our visual clarity, feel good to look at, and add personality with purpose. No filters, no fakery — just real life, thoughtfully captured.

From polished to personal. From stock to story.

Illustrations

Omni is our brand's friendly guide — born from our logo and designed to bring warmth, clarity, and personality to our communication. He helps make complex ideas simple and adds a human touch that makes Omnisend instantly recognizable across product, website, and marketing. Use Omni where we want to support or engage users, always as a clear and intentional part of the story. Keep his hand-drawn outline style consistent, scale illustrations proportionally, and place him on light backgrounds. Ensure shapes are fully filled, lines remain natural and slightly imperfect, and the illustration is used boldly — not as decoration, but as a meaningful visual element that enhances the message.

Learn more about illustrations | Go to the library

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