



BRAND Guidelines

THE LOGO

This brand identity was created for an online gaming presence on Discord, called "Omega 7." All members of Omega 7 are closely niched with one another through their gaming jargon and knowledge.

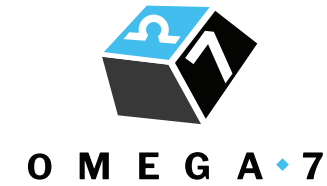
This logo resembles a gaming key on a keyboard. A creative mark on top the key is their Omega symbol. The bold lines help exaggerate the key's modern 3D element.

Do not stretch the logo, change colors or fit full sized logo within tight spaces.



LOGO VARIATIONS

Logos

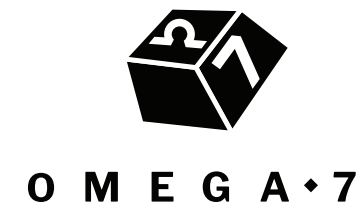


Sub logos




OMEGA 7


Black and white logos





COLORS AND FONTS

This color palate is based on the old brand's colors. The electric blue has the ability to print CMYK.

 C: 63% M: 5% Y: 0% K: 0%
R: 63 G: 88 B: 237
HEX: #3fbced

 C: 100% M: 100% Y: 100% K: 100%
R: 0 G: 0 B: 0
HEX: #000000

 C: 0% M: 0% Y: 0% K: 0%
R: 255 G: 255 B: 255
HEX: #ffffff

 C: 69% M: 62% Y: 61% K: 54%
R: 56 G: 57 B: 56
HEX: #383938

Fonts from the original brand are being reused due to their bold and modern aesthetic. Use Libre Franklin Bold for headers or titles, helvetica bold for subtitles, and helvetica regular as body copy.

LIBRE FRANKLIN BOLD - PT. 20

HELVETICA BOLD - PT. 15

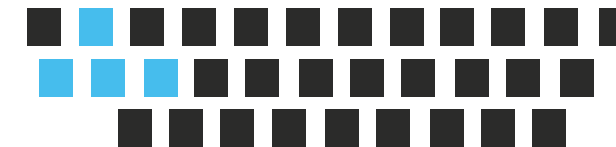
Helvetica regular - PT. 9

TEXTURES

These textures resemble gaming and computer elements. The top texture replicates a circuit board, but uses the Omega 7 logo within it's pattern. This texture symbolizes Omega 7's connections built within their community, aka "networking."

The second texture illustrates a keyboard. The blue keys highlight what gamers use to move their avatar around.

These textures can be applied on the website, photography, or to fill in white space. Do not make these textures large or the main focus. Lower the opacity to about 25% when in use (.png provided).





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