OMO HOTEL

Brand Guidelines

18.06.22

01

brandstory

The Brand Story provides the foundation for what we should do, how we should act, and the distinctive way we should communicate. All future communications should align with this and express each of the personality traits through both our visual and verbal tone.

01

Hello Stranger

LIFESTYLE ECONOMY

We are a lifestyle hotel, dedicated in creating the perfect refuge for the world traveller looking for a comfortable fuss-free stay. True living spaces designed for both aesthetic and functionality, infused with a touch of quirkiness to delight our guests.

effortless

We are particularly passionate about crafting a work-friendly space to ensure a seamless transition between work and leisure.

thoughtful

genuine

Our guests are assured comfortable bedding, Wi-Fi and genuine service; the key ingredients for a relaxing and enjoyable stay. They can just focus on living to the fullest!

creative

02

brand dna

This section sets out the key elements
that underpin the OMO Hotel brand,
including:

• Brand Value
• Brand Mission
• Brand Promise
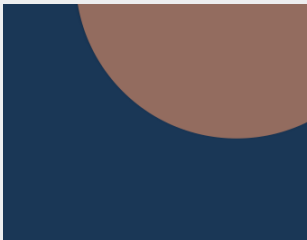• Unique Selling Point
• Brand Personality
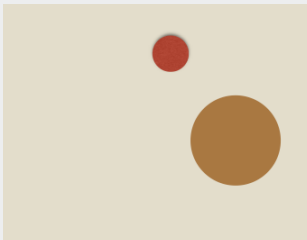
02

brand value

What do we stand for?

Quality Service

To be genuine and sincere in our interaction with others.

Mindfulness

To be thoughtful and mindful in every aspect of our business, service, design, environment.

Trend Setter

To be excited about changes and new possibilities.

Value Conscious

To always strive to deliver the best value for our guests.

Simplicity

To keep everything simple for our guests.

02

brand mission

My ultimate reason to be

Our purpose is to create a hotel that meets the needs of the stylish value-conscious traveler;

Thoughtfully designed to give guests only what they want and nothing they don't.

In addition to a comfortable bed and clean shower, we provide you a hotel space for both work and leisure, fast and free wifi and genuine service to make our guests' stay as fuss-free as possible.
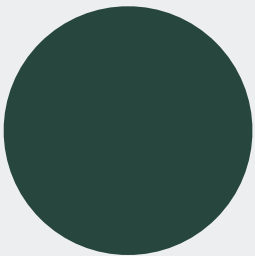
02

brand promise

What we deliver

Live life to the fullest

A way of life for every traveler,
seeking to maximise every moment of their lives.

Illustrates our passion to serve our guests,
with authenticity and sincerity.

A state of mind and dedication to all our people,
to fully commit ourselves in every thing that we do.

A guarantee of value to all our guests,
our partners and stakeholders.

02

unique selling point

The onliness statement

We are a lifestyle hotel that functions as a space for work and leisure for digital nomads who wants to be able to work from anywhere, in an era of digital connectivity.

Key Concepts

_____

Modern, seamless and fuss-free, our hotels reinvent the value of hotel experiences. Fulfilling guests' basic needs and complementing their lifestyle.

Key Identifiers

_____

• Flexibility
• Designed lifestyle space for collaboration
• Technology Integration
• For the stylish value-conscious traveler
• Concept rooms

02

brand personality

Brand personality is a set of human
characteristics that are attributed to
a brand name. A brand personality is
something to which the consumer can
relate; an effective brand increases its
brand equity by having a consistent
set of traits that a specific consumer
segment enjoys.

Effortless

Efficient
Systematic
Orderly
Simplicity

Accessible

Youthful
Creative
Quirky
Individuality

Vibrant

Honest
Down-to-earth
Unpretentious
Pragmatic

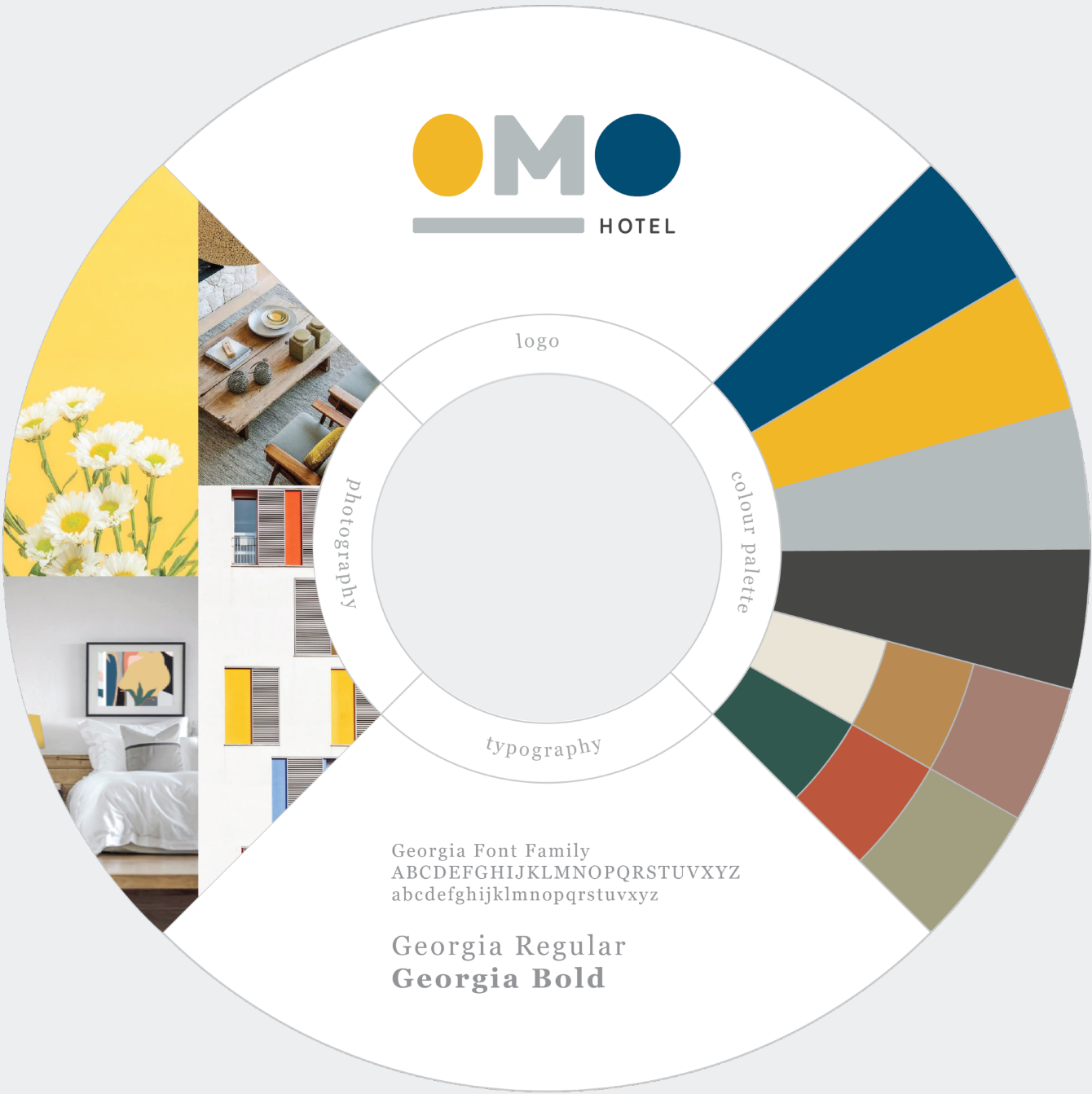Thoughtful

Sincere
Genuine
Mindful
Caring

03

visual identity system

The brand name OMO is inspired by
the Japanese concept of Omotenashi,
where one offers their best service without
expectation of reward. A core idea of
Omotenashi is to anticipate the needs of
our guests as well as to put our guests'
interest above our own.

The logo conveys a brand of hospitality
that is unique to OMO Hotels that is
grounded on simplicity, genuine service
and mindfulness in everything that we do.

03

overview

logo

colour palette

photography

typography

Georgia Font Family
ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvxyz
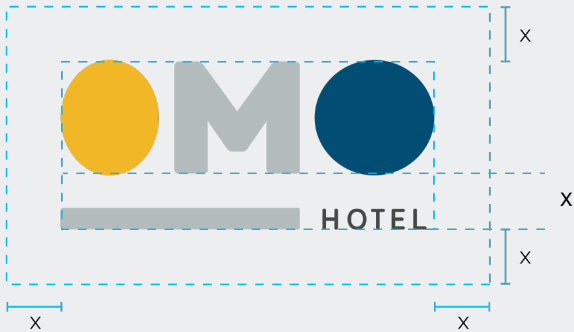
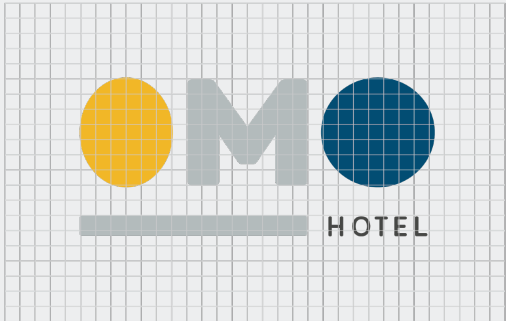Georgia Regular
Georgia Bold

03

brand identity

Modern, understated with a hint of playfulness.
The different in sizes of the 'O' conveys that the
brand is flexible and accommodating. While the
sturdy M on top of the platform conveys the
brand's strong hospitality foundation.

03

logo components

Structure

The proportion and alignments of the logo are fixed and should not be altered or modified in any way. In the event that special sizes are required, such as for environmental graphics, it is critical that the structure of the logo be kept within the grid specification illustrated here.

Clear Space

Clear space refers to the area around the logo. It should remain clear of visual clutter. The measurement for this area is based on the height of 'X' in OMO Hotel as illustrated. Whenever possible, the clear space should be increased. It must never be decreased and no text or graphic elements should be positioned within this space.

Minimum Size

A minimum size has been set for the logo. This is to ensure the legibility of the logo.

30mm

03

logo
colour & variation

PMS 124C
7C 35M 100Y 0K
235R 169G 0B

PMS 2995C
100C 78M 36Y 29K
0R 55G 100B

PMS 429C
37C 26M 27Y 0K
164R 172G 174B

PMS 447C
69C 60M 64Y 54K
55R 58G 54B

Full Colour

1C Positive

1C Negative

Use of Colours

As much as possible, the full colour version of OMO Hotel logo should be used and applied. In situations where the full colour version cannot be used, perhaps due to production or media limitations, use one of the colour versions shown.

Extra care must be taken when using the logo against a coloured background pattern or image. The background pattern or image should be lighter or simple enough to allow legibility of the logo.

03

logo
Incorrect usage

The OMO Hotel logo must not be altered or used in an inappropriate manner. We should all protect it from any misuse which could dilute its equity and effectiveness. All logo applications must be in accordance with the specifications within these guidelines.

The examples here illustrate ways in which the logo should NEVER be used.

Always use the logo files provided. Do not recreate or scan the artwork from this system.

Do not alter the colours, embed images or texture

Do not resize or change the proportion

Do not skew or distort

Do not distort by stretching it vertically or horizontally

Do not apply perspective or rotate

Do not change the case of the logo alphabets or alter the alignment

Do not apply graphic effects

Do not add keyline or glow

04

brand colours

The primary colour palette is unique to OMO Hotels. Blue represents efficiency and simplicity while yellow represents the warmth of our service. Neutral grey creates balance.

The secondary colour palette which comprises mainly of earthy tones adds vibrancy while remaining understated.

04

colour palette & proportions
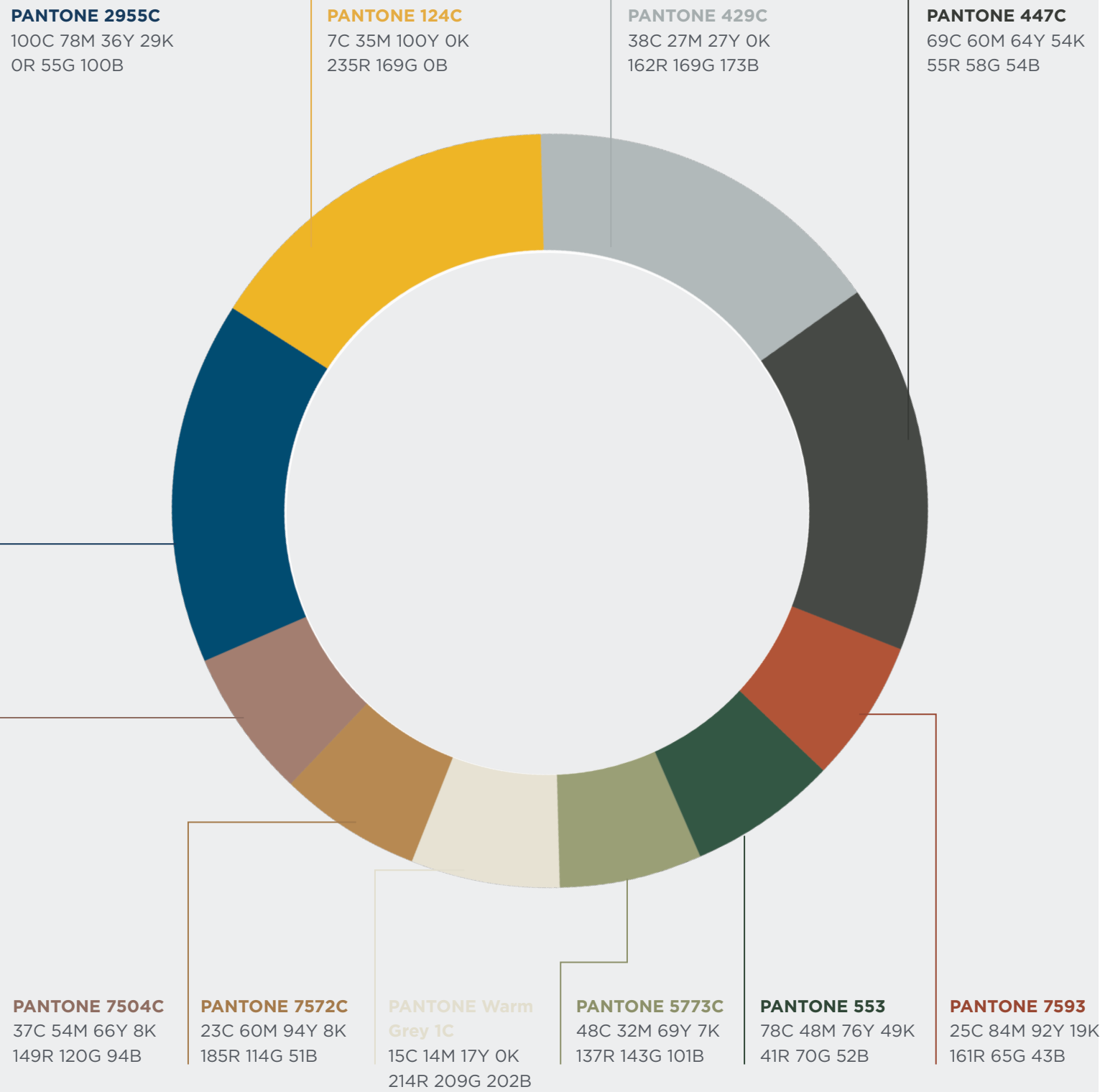
primary colours

The colour palette is versatile and customised for OMO Hotel. Through the primary palette, it also provides a visual connection back to OMO Hotel.

The primary colours are dark blue, yellow, light grey and dark grey. They are used as background colours, for typography and within the graphic.

secondary colours

These are earthy colours used to support, complement and add depth to the primary colours. They can be used separately or in combinations to support graphic elements including colour coding, graphs and charts. They also come to life through imagery and interior. Secondary colours should never dominate or overpower the primary colours, and should never be applied without the primary colours.

Colours shown on this page are not colour proofs. Please refer to the specific colour references when creating materials.

primary colours

PANTONE 2955C
100C 78M 36Y 29K
0R 55G 100B

PANTONE 124C
7C 35M 100Y 0K
235R 169G 0B

PANTONE 429C
38C 27M 27Y 0K
162R 169G 173B

PANTONE 447C
69C 60M 64Y 54K
55R 58G 54B

PANTONE 7504C
37C 54M 66Y 8K
149R 120G 94B

PANTONE 7572C
23C 60M 94Y 8K
185R 114G 51B

PANTONE Warm Grey 1C
15C 14M 17Y 0K
214R 209G 202B

PANTONE 5773C
48C 32M 69Y 7K
137R 143G 101B

PANTONE 553
78C 48M 76Y 49K
41R 70G 52B

PANTONE 7593
25C 84M 92Y 19K
161R 65G 43B

secondary colours

05

brand typography

Our brand uses simple, clear and
functional typeface with a hint of
personality.

05

typeface

Our typeface is Georgia family of fonts.
It is modern, easy to read while being
approachable and personable. This font
should be used across all our communication
materials, to create a distinct look and feel
for our brand and to reinforce our messaging.

Georgia Bold
ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvxyz

Georgia Regular
ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvxyz

Georgia Italic
ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvxyz

05

document typeface

Using Georgia on Microsoft Office documents sent as soft copies to external contacts can cause problems. Therefore Arial is the alternative font for use in all Microsoft Office desktop applications such as Word, Excel and PowerPoint.

Whilst Georgia should be used for all texts that is part of a graphic banner or Flash file. For all web generated editable texts, it should be Arial.

Arial Black
ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvxyz

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvxyz

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvxyz

06

brand imagery

To successfully tell the story of
OMO Hotel, well curated images
of the hotel's interior, details and
surrounding environment needs
to be used.

This section explains the
recommended photography style
and the do's and dont's to look
out for.

06

photography Style

The focus of the photography should be the OMO lifestyle.

The images should be representative of OMO Hotel's interior, their clientele, and their surrounding environments with strong accents of OMO's colour palette.

06
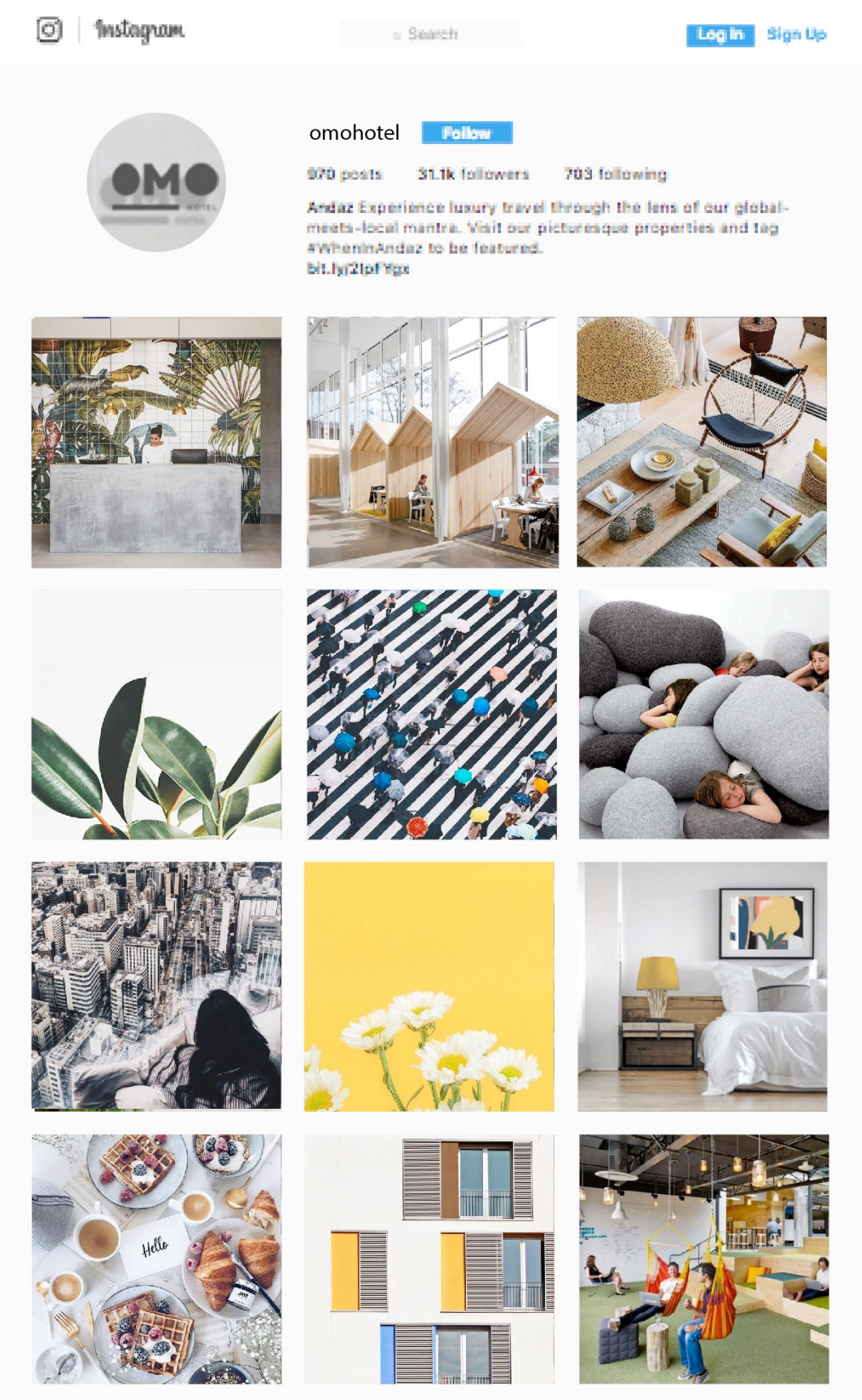
photography
Style

• The photography subjects should focus on
  the interior and architecture of OMO Hotels
• The photography style should capture the
  warm and playful vibe of OMO Hotel

Photography Style Dont's

These are some photography styles that
Omo Hotel should avoid in order to establish
visual consistency across all forms of
communications.

1. The post-processed color from the image is
   not coherent with the color accents of OMO
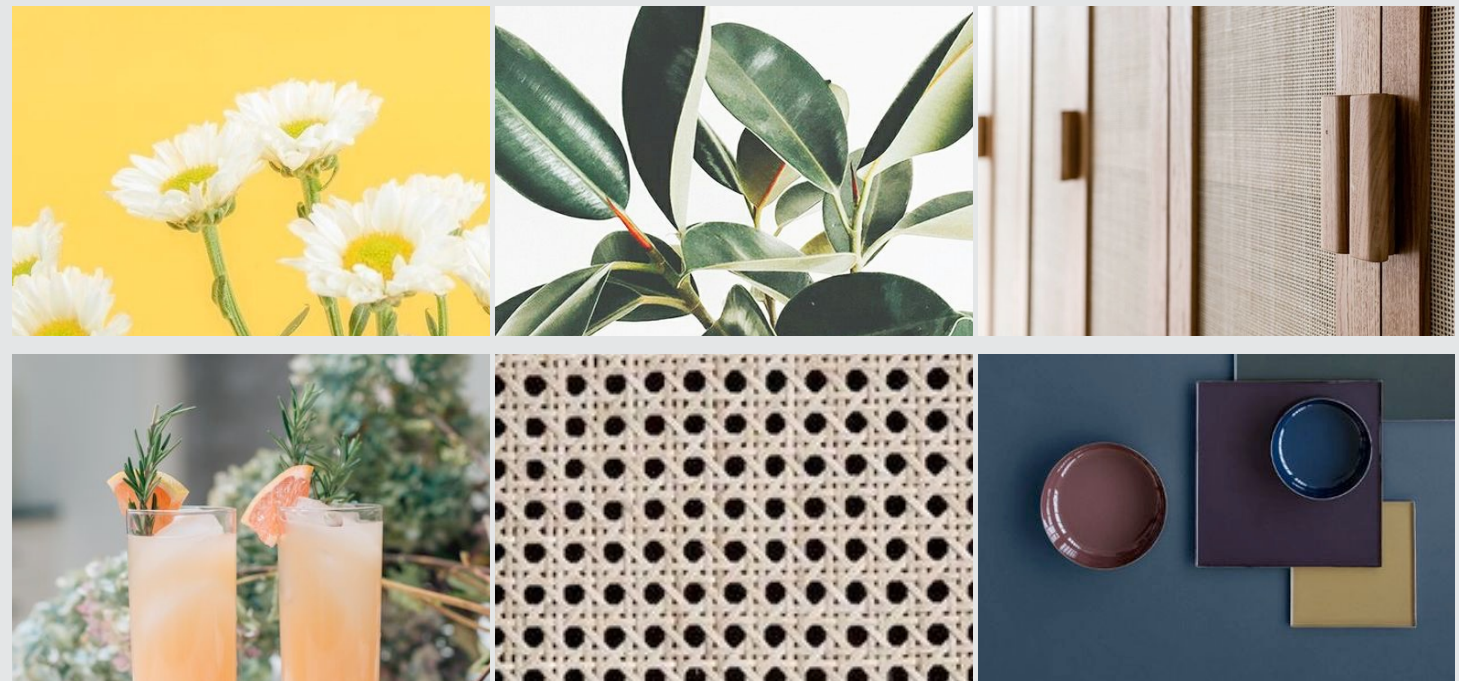2. Photography is not aligned
3. No focus point in the photo

Interior

photography Style

- The photography subjects should give a macro view of OMO's surroundings
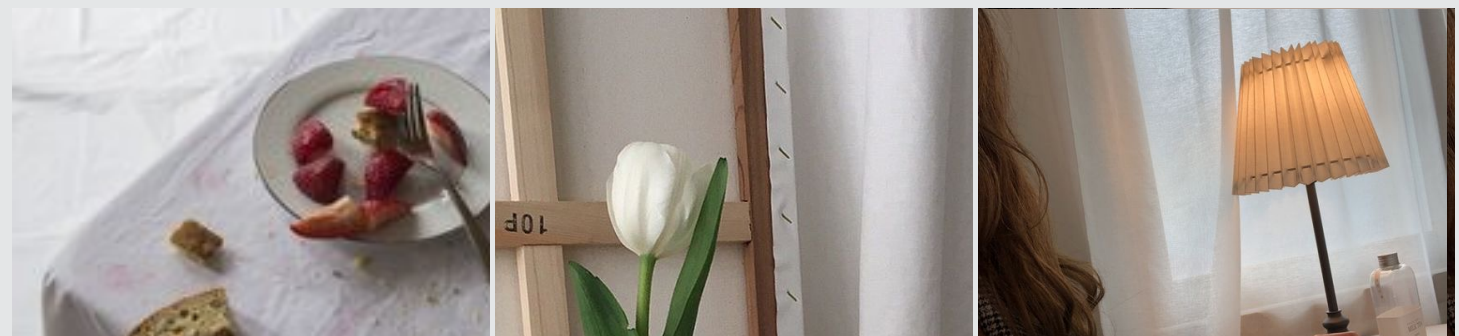- Photography should reflect our brand positioning, values and personality in the OMO's color accents

Photography Style Dont's

These are some photography styles that OMO Hotel should avoid in order to establish visual consistency across all forms of communications.

1. Photography subjects not arranged orderly
2. Image lacks focus point and framing of photo is not right
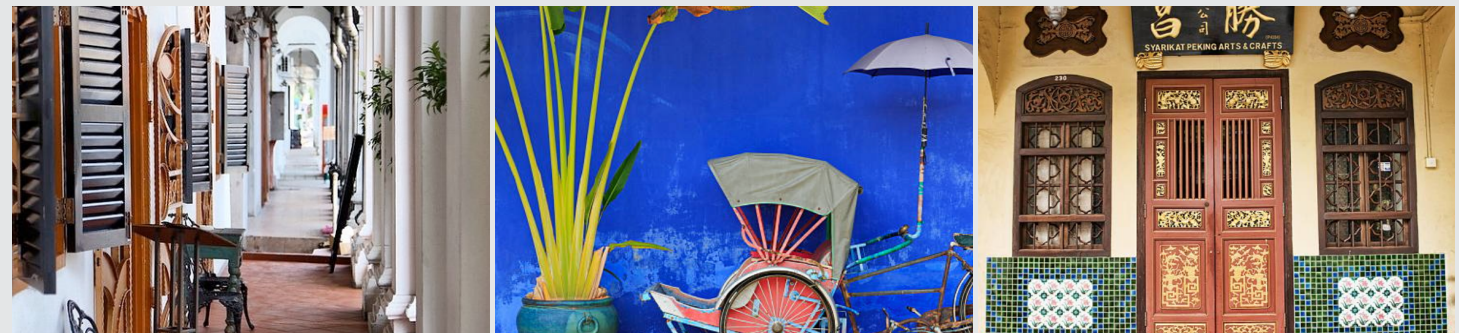3. Angle for photography is not aligned

Details

06

photography Style

• The photography subjects should reveal OMO Hotel's neighbourhood and surroundings
• The photography style should offer audiences a glimpse or what is out, about and around OMO Hotel

Photography Style Dont's

These are some photography styles that OMO Hotel should avoid in order to establish visual consistency across all forms of communications.

1. Color of image not coherent with the overall theme of OMO Hotel
2. Photography subject is not presentable
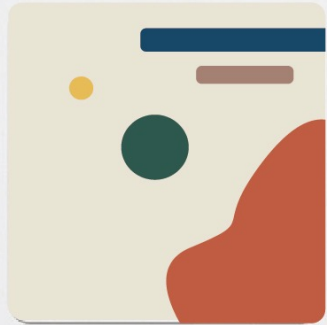3. Image is out of focus; hence appears blur

Surroundings

07

application

This section depicts how the OMO Hotel
brand is brought to life through various
applications.

signage

Namecard

OMO
HOTEL

Jane Zuniga Rodriga
HOTEL MANAGER

ADDRESS
402 Jalan Petaling,
10300 George Town,
Pulau Pinang, Malaysia

MOBILE
6012 401 7926

EMAIL
jane.z@omohotels.com

WEBSITE
omohotels.com

Keycard

"One's destination
is never a place,
but always a new way
of seeing things."

-Henry Miller

coaster

MENU

keycard

good
morning

menu

pouch
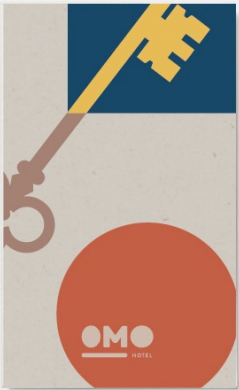
door hanger

tote bag

We hope you enjoy
creating inspiring
Omo Hotel
branded applications

If you have any further enquiries,
please contact OMO Hotel Marketing Team at

XXX