

OMEGA GROUP
LIMITED

Brand Guidelines

Version 1.0

omegagrouphq.com

Purpose

This document establishes how the Omega Group identity should be applied consistently across every website, application, and communication, so the brand feels unmistakably like Omega Group wherever it appears.

Colour System

Colour is used intentionally, never decoratively. Every colour below has a defined purpose, and no additional colours should be introduced without updating this document.

	Omega Indigo #1A2340	Primary brand colour. Logo, headline text, header background, primary buttons.
	Omega Terracotta #C1502E	Secondary accent. Section eyebrows, secondary calls to action, dividers.
	Omega Gold #C9A84C	Sparingly used accent. Key statistics, highlights, small decorative marks. Never a large fill.

Typography

Three typefaces, each with a defined role, all sourced from Google Fonts for consistent, fast, license free loading.

- Manrope (Bold / SemiBold) — All headings, navigation labels, and eyebrow text.
- Inter (Regular / Medium) — Body copy, paragraphs, form fields, and captions.
- IBM Plex Mono (Medium / SemiBold) — Statistics, figures, and data driven display text.

Typography should remain timeless rather than trend driven. Avoid decorative or novelty fonts anywhere in the Omega Group ecosystem.

Visual Personality

Every Omega Group digital experience should feel corporate, premium, modern, elegant, confident, and professional without appearing cold. The visual language should inspire confidence while remaining approachable.

Logo Usage

- Maintain clear space around the logo equal to the height of the wordmark's initial letter on all sides.
- Never stretch, rotate, recolour outside approved variants, or apply drop shadows to the logo.
- Use the white logo variant only on Indigo or dark photographic backgrounds.
- Each subsidiary retains its own logo on its own pages. The Omega Group mark is never overlaid on a subsidiary logo.

Spacing & Layout

Generous whitespace is a deliberate part of the identity, not empty space to be filled. Maintain clear separation between sections, cards, and typography blocks. Never overcrowd the interface.

Tone of Voice

- Confident, not boastful.
- Clear and direct, avoiding jargon.
- Honest about what exists today versus what is coming, using clear "Coming Soon" language rather than implying something is live when it is not.
- Professional, but human, never cold or overly corporate in tone.

Usage Requests

For brand asset requests beyond what is published in the public Resources & Media Kit, contact info@omegagrouphq.com.