OAM Logo

The OAM logo is the primary visual representation of the OAM brand, and should be included in all observance marketing.

Logo Use

To ensure legibility, a *minimum* clear space of at least .25 inch should be maintained around the OAM logo (for typical collateral applications). That clear space should increase as the size of the logo increases. The minimum size for the OAM logo should be at least 1.5 inches wide.

1/4 inch

1-1/2 inch

Logo Options

In addition to full-color OAM logos, there are black, white, and Spanish logo options available.

Color Palette

Color plays a key role in communicating the brand, look, and feel of OAM. The OAM color palette contains three main colors. When applying the colors, remember to maintain sufficient color contrast so that content remains accessible.

The secondary color palette coordinates well with the primary palette and helps to ensure branding maintains a consistent look and feel across all media. The secondary color palette provides opportunities for added emphasis and range.

Primary Colors

CMYK	RGB	Web
C-100 M-68 Y-4 K-0	R-0 G-93 B-166	005da6
C-100 M-0 Y-100 K-38	R-0 G-117 B-56	007538
C-60 M-90 Y-0 K-0	R-127 G-63 B-152	7f3f98

Secondary Colors

CMYK	RGB	Web
C-100 M-0 Y-0 K-0	R-0 G-174 B-239	00aeef
C-62 M-15 Y-100 K-2	R-112 G-164 B-65	70a441
C-27 M-70 Y-0 K-0	R-185 G-106 B-171	b96aab

Fonts

OAM uses the Neutra Text font family. Branding material should use sans serif fonts that coordinate with OAM logos and materials. Arial and Helvetica fonts are two examples of common sans serif font families that coordinate well with the Neutra font family.

Arial Regular

ABCDEFGHIJKLMNOPQURSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&()+=[]{}?/

Helvetica Regular

ABCDEFGHIJKLMNOPQURSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&()+=[]{}?/