

ALPHA OMEGA

HEALTH  WELLBEING  FITNESS

STYLE MANUAL
2014

LOGO

The Alpha Omega Logo is to be used in conjunction with this guide. The logo is to be a representation of the company's branding presence.

For use in - Print Advertising, Brochures, Mail-Outs, Official Documents,
On & Off-Site Signage.

LANDSCAPE LOGO



STACKED LOGO



TYPOGRAPHY

The Font Families used in branding Alpha Omega are as follows:

ORATOR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

Microsoft Yi Baiti

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

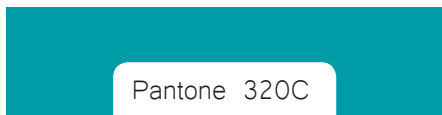
a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

CORPORATE COLOURS

These are the colour values for Alpha Omega. These colours are to be used to create conformity for all print and advertising:

ALPHA OMEGA TEAL



Pantone 320C

C: 100	R: 0	3M Vinyl
M: 11	G: 156	Teal
Y: 38	B: 167	50 - 79
K: 0	#: 009CA7	

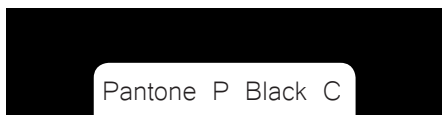
ALPHA OMEGA GREY



Pantone 7543C

C: 42	R: 152	Oracal High
M: 29	G: 163	Performance
Y: 25	B: 172	Cast 751
K: 0	#: 98A3AC	

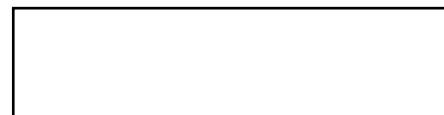
ALPHA OMEGA BLACK



Pantone P Black C

C: 80	R: 0	3M Vinyl
M: 60	G: 0	Black
Y: 40	B: 0	50 - 12
K: 100	#: 000000	

ALPHA OMEGA WHITE



C: 0	R: 255	3M Vinyl
M: 0	G: 255	White
Y: 0	B: 255	50 - 10
K: 0	#: FFFFFFFF	

GRAPHIC ELEMENTS

These graphic elements can be used to aid the brand. The elements should never detract from or overpower the logo.



DO NOT

Alpha Omega logo is not to be altered in any way that is not specified in this manual. Doing so will jeopardize the quality and uniformity of the branding.



DO NOT
CHANGE COLOURS.



DO NOT
PLACE ON PATTERN
BACKGROUNDS.



DO NOT
DISTORT IN
ANY WAY.



DO NOT
ADD EFFECTS

BUSINESS CARDS

GENERIC CARD LAYOUT



PERSONNEL CARD LAYOUT



LETTERHEAD

ALPHA OMEGA
HEALTH  WELLBEING  FITNESS

P: 07 47 244 550
F: 07 47 242 684
www.alphaomegahealth.com.au

Alpha Omega Health Pty Ltd
Townsville Sports Reserve, 3-9 Redpath St, North Ward, QLD 4810
PO Box 1468 Townsville QLD 4810

FLEET SIGNAGE



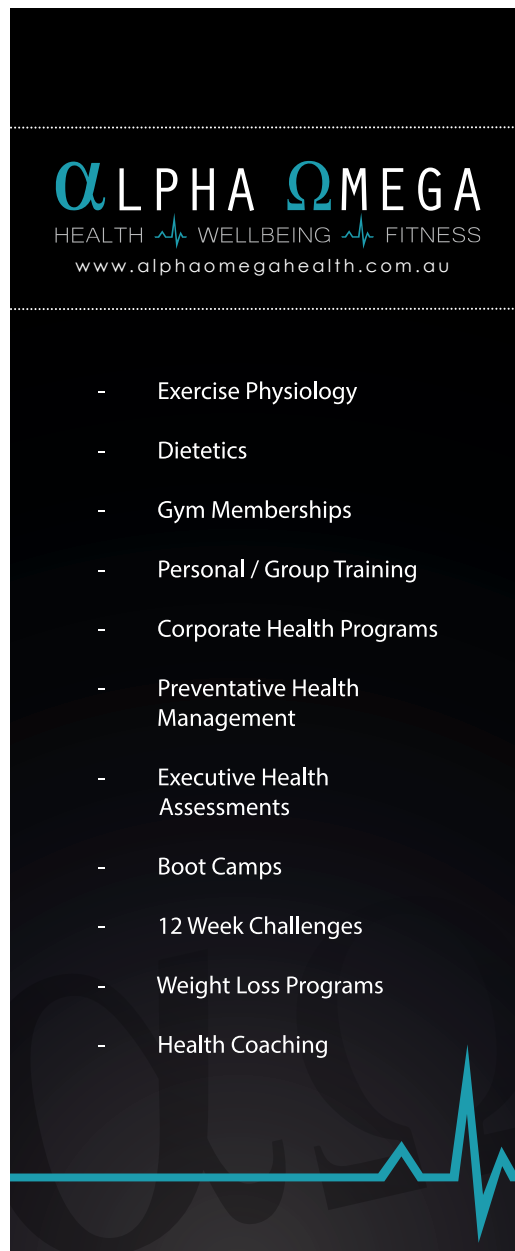
Fleet Signage is to be colour matched to colour specs on page 3 “Corporate Colours.”

SIGNAGE



Signage is to be colour matched to colour specs on page 3 “Corporate Colours.”

SIGNAGE CONTINUED



Signage is to be colour matched to colour specs on page 3 “Corporate Colours.”



Created by Queensland Signage Solutions 2014