

OBM STYLE GUIDE

Last Updated: 12.07.2021

LOGOS

Horizontal (Primary) and Stacked (Secondary) logo variations.



ORANGE BARREL | MEDIA™

Horizontal Logo – Full Color



OB | M™

Stacked Logo – Full Color



ORANGE BARREL | MEDIA™

Inversed White with Blue Dot



ORANGE BARREL | MEDIA™

Inversed White



OB | M™

Inversed White with Orange



OB | M™

Inversed White



ORANGE BARREL | MEDIA™

Black & White






OB | M™







Black & White

COLORS




OBM Brand Colors.

	RGB R238 G118 B35
	HEX #ee7623
	CMYK C3 M66 Y99 K0
	PANTONE 158C

OBM Orange

	RGB R71 G76 B85		25% Tint
	HEX #474c55		50% Tint
	CMYK C40 M30 Y20 K66		75% Tint
	PANTONE Cool Gray 10C		

OBM Gray

	RGB R49 G51 B50
	HEX #313332
	CMYK C70 M62 Y63 K59
	PANTONE 447C

OBM Dark Gray

TYPEFACE

OBM uses the Proxima Nova typeface.

Lorem Ipsum

Proxima Nova Regular

Lorem Ipsum

Proxima Nova Italic

Lorem Ipsum

Proxima Nova Semibold

Lorem Ipsum

Proxima Nova Semibold Italic

Lorem Ipsum

Proxima Nova Bold

Lorem Ipsum

Proxima Nova Extrabold

OBM RFP TYPE STYLES

Overall description of typography styles.

LOREM IPSUM

Section Header - regular, all caps

Lorem Ipsum

Secondary Sub Header - regular

- Lorem Ipsum

Body Copy Bullets (Gray Circles) - regular

LOREM IPSUM

Secondary Section Header - regular, all caps

LOREM IPSUM

Secondary Header - bold, all caps

- ▶ Lorem Ipsum

Body Copy Bullets (Orange Triangles) - regular

LOREM IPSUM

Header - bold, all caps

Lorem Ipsum

Body Copy - regular

DENVER, CO

Image Label - bold

Lorem Ipsum

Sub Header - semibold

Lorem Ipsum

Body Copy - italic

CONFIDENTIAL¹

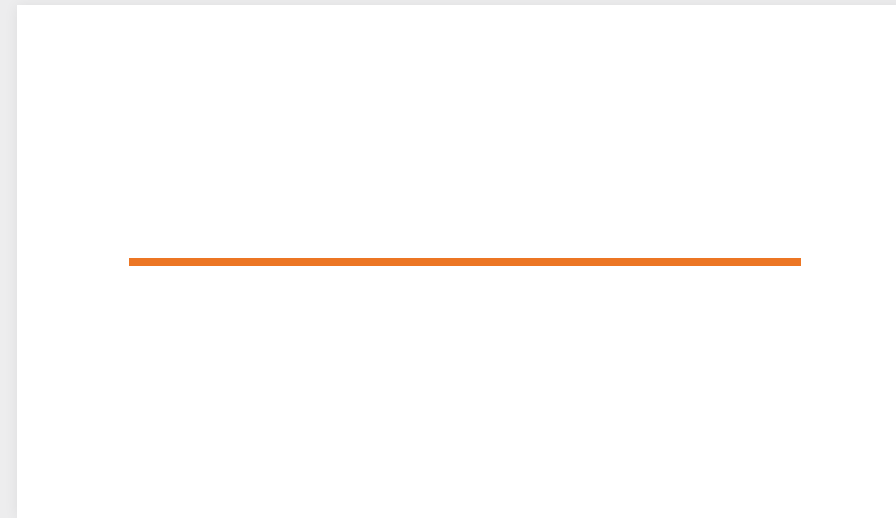
Confidential Callout - bold

GRAPHICS

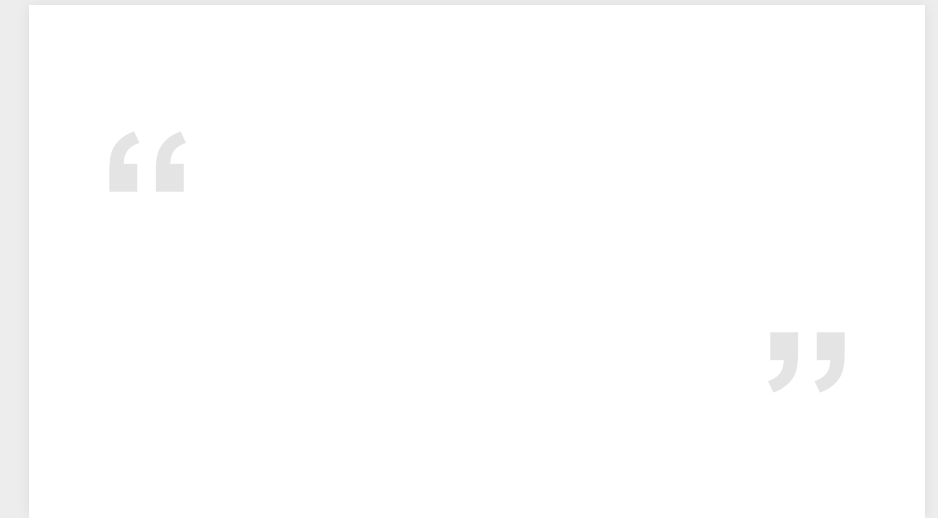
OBM Accent Graphics.



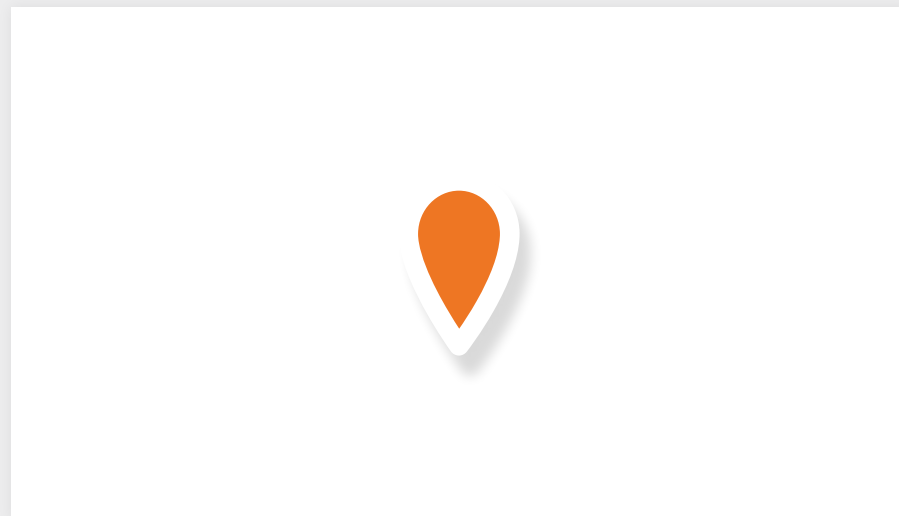
OBM Stacked Logo - only use as background treatment on cover pages, transition pages, or ads



Orange Line - use as accent graphic for titles, headings, or content breaks



Gray Quotes - use when placing a pulled-out quote (see development template for proper quote layout)



Orange Asset Pin - use for current large format sign locations