



# Prof. Omar

## BRAND GUIDELINES

# Using this Guide

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These guidelines explain how to use Prof.Omar assets in a way that stays true to our brand.

**01 About us**

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# About us

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Prof.Omar is more than just an online agency; it's a guiding light in navigating crises, mastering communication, and fostering resilience. We empower individuals and organizations with knowledge, skills, and strategies to triumph over challenges, thrive in adversity, and achieve their goals.



# Who is Prof. Omar

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Prof. Dr. Omar Boussada is a distinguished academic professional with an exceptional track record in the realms of crisis management, journalism, and media and communication. With a rich portfolio of achievements, including featured articles in leading newspapers, authorship of many books on media and communication, esteemed teaching positions at prestigious universities, cutting-edge research publications, and active participation in high-profile conference events, Prof. Dr. Omar's expertise is unmatched.



# Wordmark

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The wordmark for our agency is a harmonious blend of strength and sophistication. The typography exudes confidence with clean, modern lines that convey stability and professionalism. The letters are purposefully crafted to form a unified and balanced composition, symbolizing the agency's commitment to equilibrium in crisis situations.

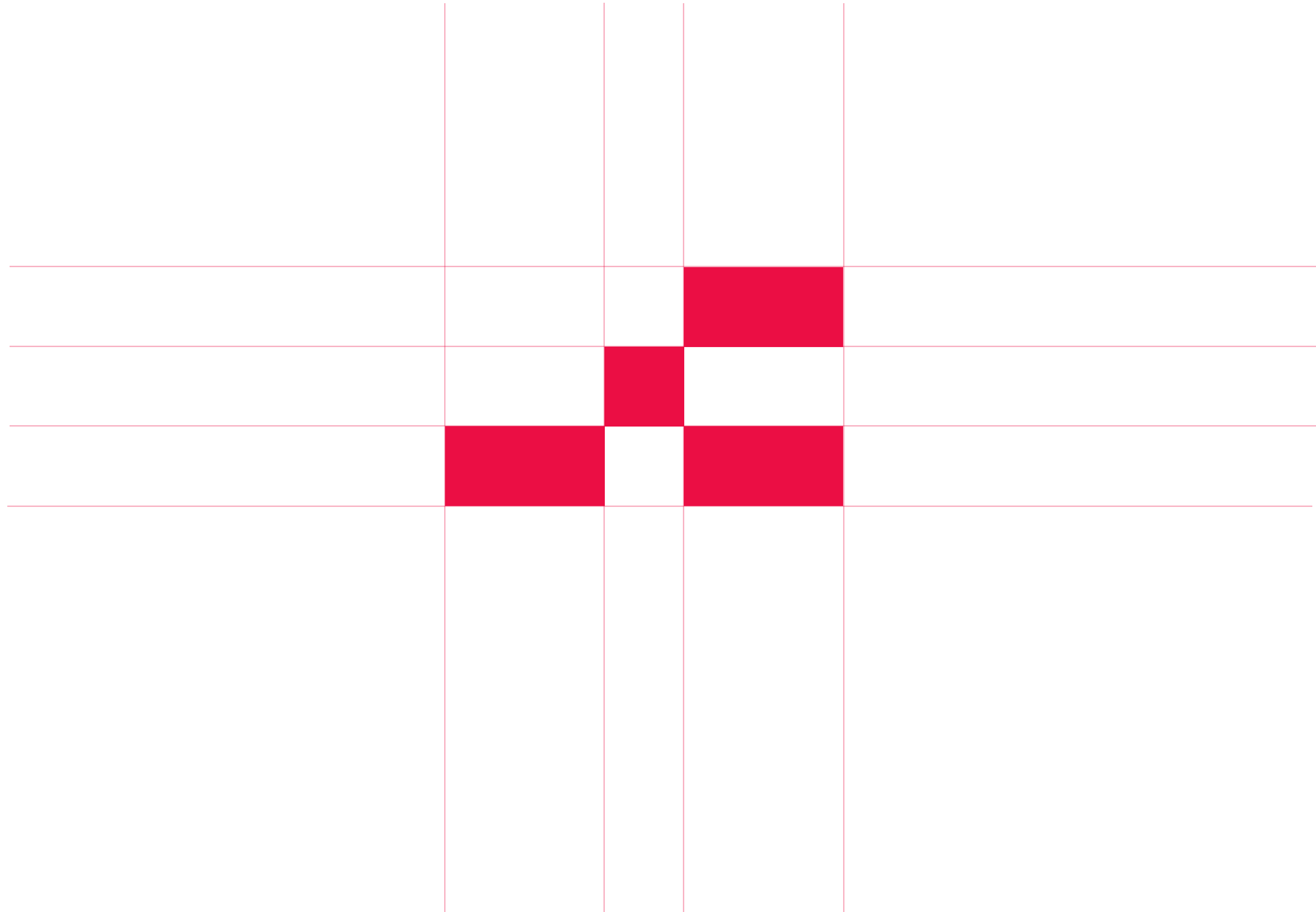
**Prof. Omar**



# Logomark

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The logo ingeniously combines the essence of Prof. Dr. Omar's identity and expertise. The initial letter "ع" from his Islamic name "عمر" takes center stage, representing his identity and personal touch. The squares symbolize simplicity, professionalism, and mastery, reflecting his approach.

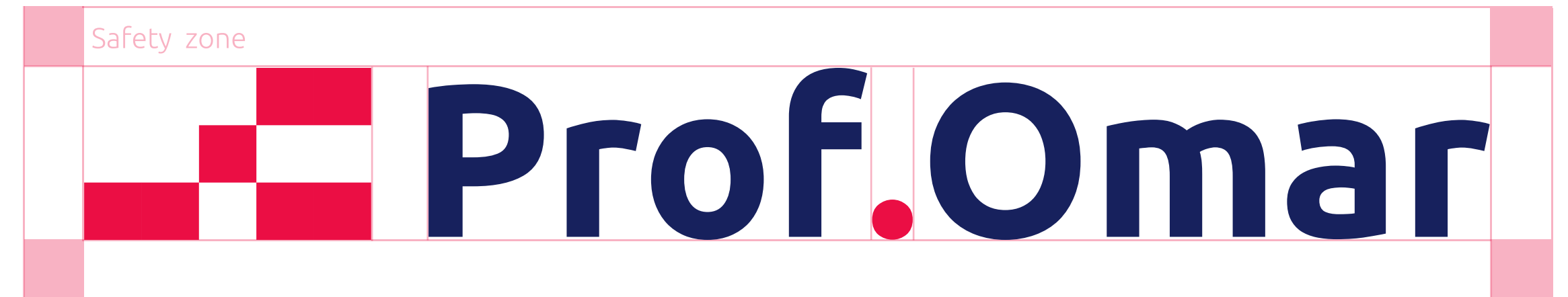




## Lockup

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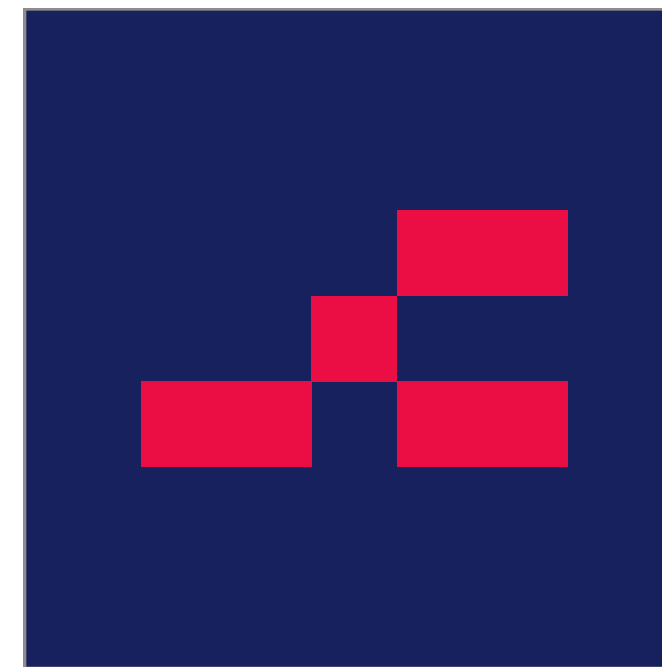
Our horizontal lockup seamlessly integrates a resilient icon beside our agency's name, reflecting stability and effective crisis navigation. The vertical lockup stacks the icon atop the wordmark for a compact, adaptable representation, embodying our mission in a concise and impactful design.



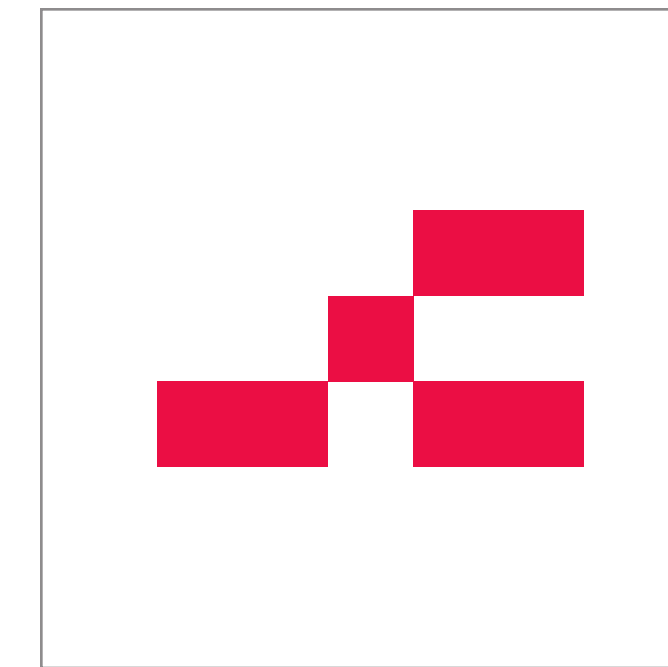
# Logomark Variations

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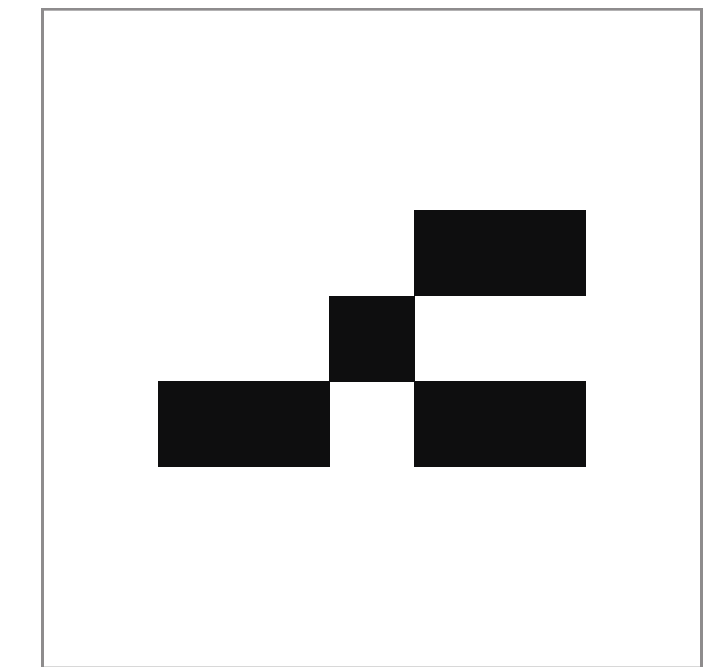
Our logomark variations offer flexibility while maintaining identity. From minimalistic single-color options to vibrant expressions, each variation adapts seamlessly to diverse contexts, reflecting our agency's adaptability and unwavering mission.



LOGOMARK ON  
BLUE BACKGROUND



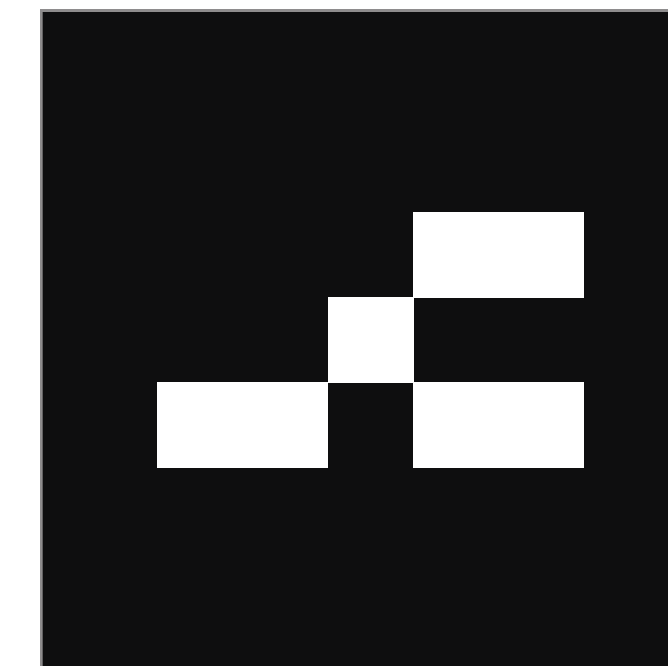
LOGOMARK ON  
WHITE BACKGROUND



DARK LOGOMARK ON  
WHITE BACKGROUND



LOGOMARK ON  
DARK BACKGROUND



WHITE LOGOMARK ON  
DARK BACKGROUND





# Lockup Variation

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## Horizontal

Seamlessly aligned, balancing color nuances. Reflects stability and effective crisis navigation in a horizontal layout.



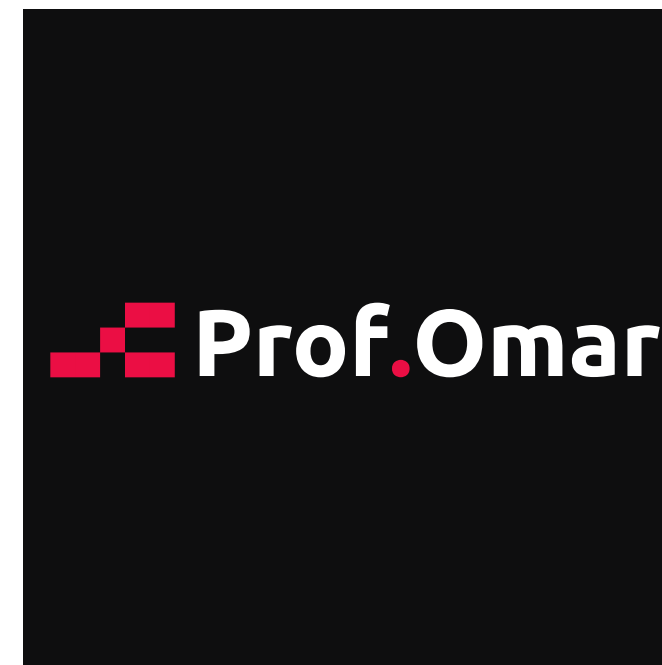
LOGO ON  
BLUE BACKGROUND



LOGO ON  
WHITE BACKGROUND



DARK LOGO ON  
WHITE BACKGROUND



LOGO ON  
DARK BACKGROUND



WHITE LOGO ON  
DARK BACKGROUND



# Lockup Variation

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## Vertical

A dynamic play of color in a compact stack. Adaptable and impactful, embodying resilience in a confined space.



LOGO ON  
BLUE BACKGROUND



LOGO ON  
WHITE BACKGROUND



DARK LOGO ON  
WHITE BACKGROUND



LOGO ON  
DARK BACKGROUND



WHITE LOGO ON  
DARK BACKGROUND

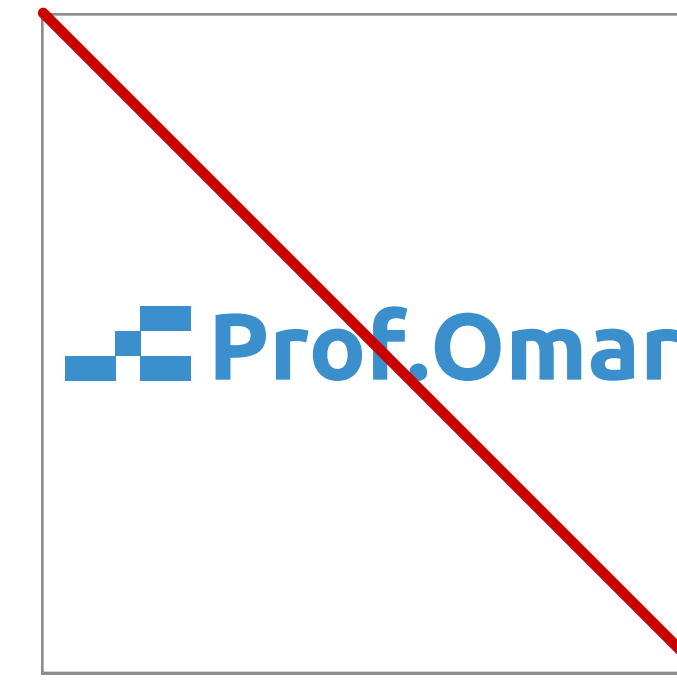
# Improper use

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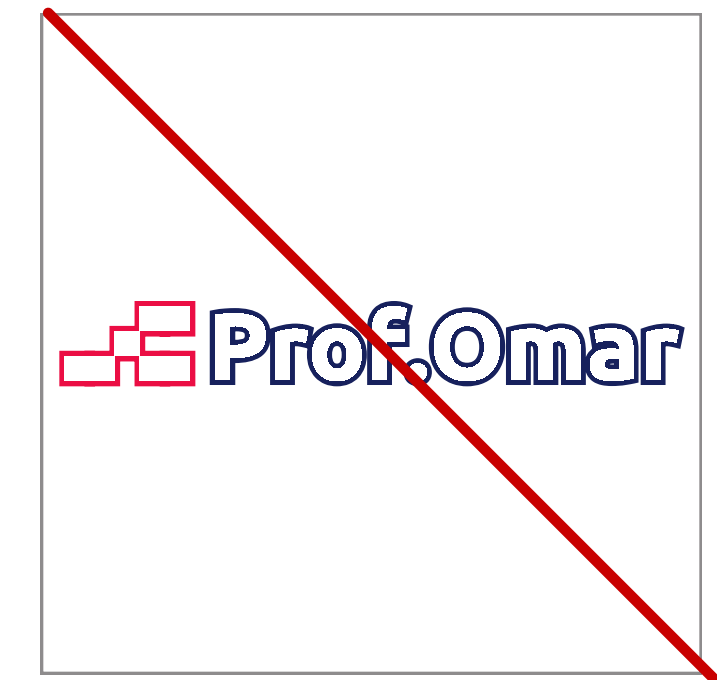
Caution: Any alteration, distortion, or unauthorized use of our logo is strictly prohibited. Preserving the integrity of our brand is crucial to maintaining trust and credibility. Always adhere to our brand guidelines for proper usage.



DON'T REVERSE  
THE LOGO'S COLOR



DON'T RECOLOR  
THE LOGO



DON'T OUTLINE  
THE LOGO



DON'T DISTORT  
THE LOGO



DON'T USE  
ANOTHER TYPEFACE

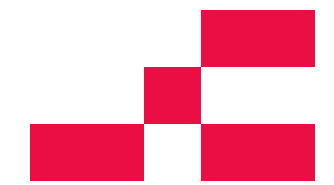
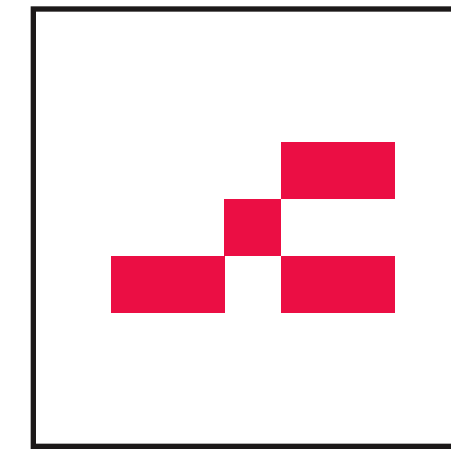
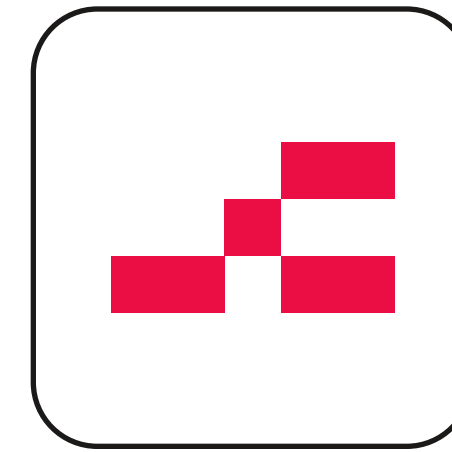
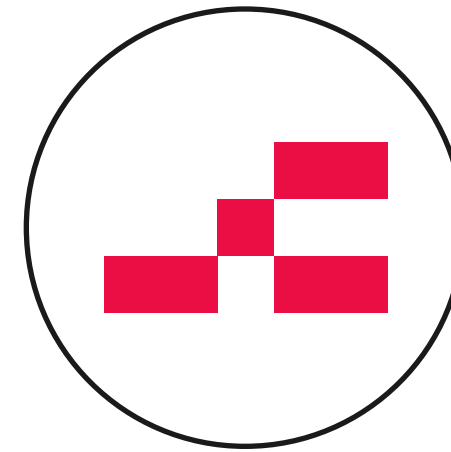
# Social icons

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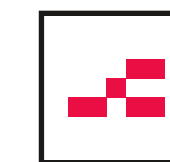
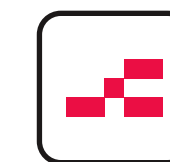
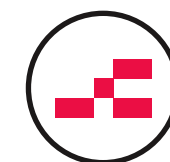
When linking to Prof.Omar with a graphic, please use our provided social icons, which appear in round, square, and silhouette variants

When it appears in color, our icon should always use Crimson color (#EB0E44), and should never appear at sizes smaller than 56×56 pixels.

## VARIANTS



## MINIMUM 56PX





# Brand colors

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Our brand colors, Crimson Red, Night Blue, Dark, White, and Grey, form a powerful palette. Crimson Red symbolizes resilience, Night Blue exudes trust, while Dark and Light Greys add sophistication. White signifies clarity. Together, they create a harmonious visual identity, embodying our agency's strength, trustworthiness, and commitment to guiding through challenges.

## Crimson

HEX #EB0E44

RGB 23 33 93

## Dark

HEX #0E0E0F

RGB 14 14 15

## White

HEX #FFFFFF

RGB 255 255 255

## NIGHT BLUE

HEX #17215D

RGB 23 33 93

## Grey

HEX #D9D8D6

RGB 217 216 214

## Light Grey

HEX #EEEEEE

RGB 238 238 238

# Typography

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Our typography blends Ubuntu and Inter, achieving a perfect synergy of modernity and readability. Inter's clean lines convey professionalism, while Ubuntu adds a touch of friendliness. This combination not only ensures a visually appealing presentation but also reinforces our agency's commitment to clear communication and approachability.

## UBUNTU

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 0 1 2 3 4 5 6 7 8 9 ? !

## INTER

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 0 1 2 3 4 5 6 7 8 9 ? !

# THANK YOU

