Our brand guidelines

THE MOTOR
OMBUDSMAN

Hello. We're the Motor Ombudsman. Please give this document your full attention. It should help you **get to know more about us** and our corporate guidelines.

This section is all about our logo. **It's our most valuable asset.** It signifies our seal of approval. It stands for what we and our partners believe in; quality, trust and fairness.

Our primary logo

Print logo
This is our primary logo. It is to be used for all printed collateral including all printed publications, advertising, billboards, posters, flyers and product packaging.

Clear space
This is defined by the distance the 'MM' and 'M' creates around the elements of the logo.

Logo clear space

Full colour logo

This is the primary colour version and should be used for most applications on white backgrounds only.

Single colour logo

These are single colour versions to be used when colours for reproduction may be restricted and/or when a reversed version of the logo is required.

Our secondary logo

Digital logo
This secondary logo should be used for any comms with limited space, mainly digital applications such as our website, or banner ads.

Clear space
This is defined by the distance the 'MM' and 'M' creates around the elements of the logo.

Logo clear space

Full colour logo

This is the primary colour version and should be used for most applications on white backgrounds only

Single colour logo

These are single colour versions to be used when colours for reproduction may be restricted and/or when a reversed version of the logo is required.

Logo usage

Do's

01. Our logo should only be used on a white background or in a white out version as displayed.

Don'ts

02. Do not sit our logo on any colours other than the those detailed in the brand colour palette.

03. Do not use our logo on backgrounds that are too light, dark or cluttered.

04. Do not rotate our logo.

05. Do not add embellishments like drop-shadows, embossings etc.

NOTE. Although the executions on this page are explained visually, using the stacked version of our logo, the same rules apply to our ranged logo too.

01. ✔

THE MOTOR OMBUDSMAN

02. ✗

THE MOTOR OMBUDSMAN

03. ✗

THE MOTOR OMBUDSMAN

04. ✗

THE MOTOR OMBUDSMAN

05. ✗

THE MOTOR OMBUDSMAN

THE MOTOR OMBUDSMAN
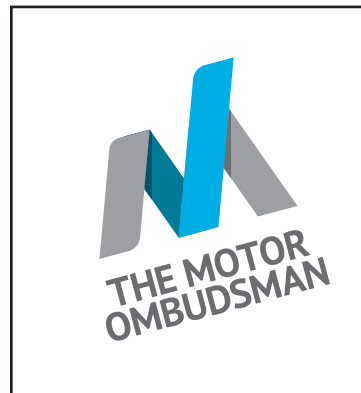
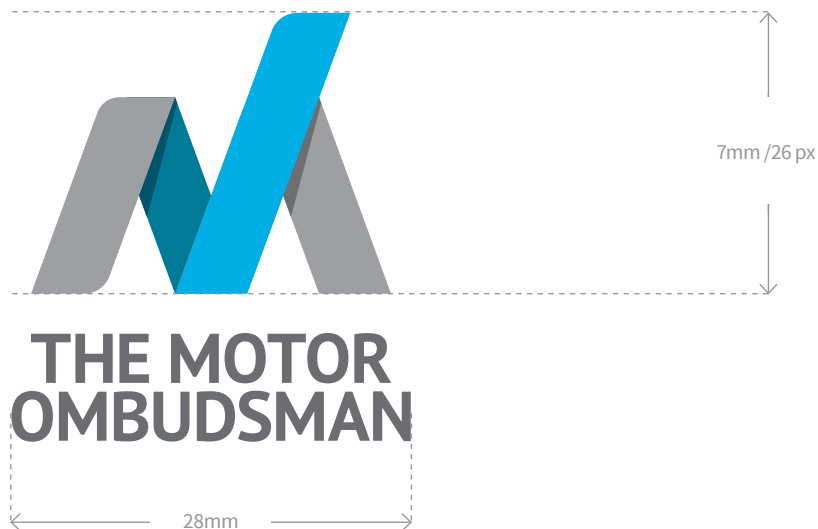# Logo usage

Logo minimum size

Can you see me?

It is important that our logo remains recognisable and readable when reduced in size.

The M of the logo should never be less than 7mm high in print, or less than 26 pixels high on screen.

On both A4 and A5 publications our primary logo should be used at 28mm wide.

Primary logo

7mm /26 px

28mm

On both A4 and A5 publications our primary logo should be used 28mm wide.

Secondary logo

7mm /26 px

This section is all about colour. **It expresses our personality.** Our colours are bright, bold and colourful. They promote confidence by simply speaking loud and clear.

Our colours

Core brand colours
Our core brand colours are the bright blue and grey. These can be used across any piece of TMO collateral.

All things bright and bold
Our four Code of Practice colours are set in stone, so our consumers and members can distinguish one code from another. But we know sometimes we have tables and charts to design, so there is also the option of using a 15% tint of the solid code colour.

Core brand colours

Code of Practice colours

TMO blue
Pantone: 2995
CMYK: 83 / 1 / 0 / 0
RGB: 0 / 169 / 224
HEX: #00a9e0
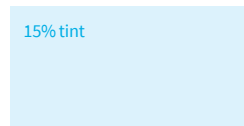
15% tint

TMO grey
Pantone: 423
CMYK: 0 / 0 / 0 / 45
RGB: 168 / 168 / 167
HEX: #8f8f8f
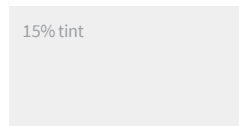
15% tint

TMO Service and Repair
Pantone: 241
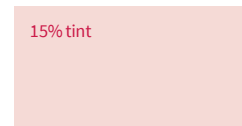CMYK: 30 / 100 / 0 / 0
RGB: 184 / 14 / 128
HEX: #b80e80
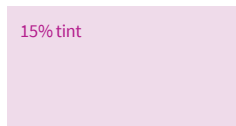
15% tint

TMO New car
Pantone: 1935
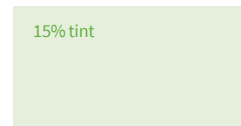CMYK: 12 / 100 / 65 / 5
RGB: 203 / 17 / 63
HEX: #cb113f

15% tint

TMO Vehicle sales
Pantone: 369
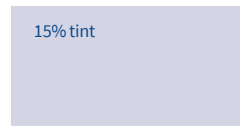CMYK: 65 / 8 / 100 / 0
RGB: 105 / 170 / 47
HEX: #69aa2f

15% tint

TMO Vehicle Warranty
Pantone: 661
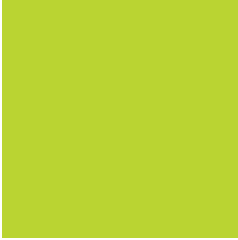CMYK: 100 / 80 / 20 / 3
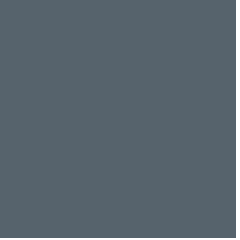RGB: 25 / 62 / 128
HEX: #194180

15% tint

Our secondary colours

Secondary colours

We have chosen secondary colours for the website that will work well against the corporate blues, but will not be confused with the code of practice colours.

Secondary colours

TMO secondary
Pantone: 165
CMYK: 0 / 70 / 86 / 0
RGB: 236 / 103 / 46
HEX: #ec672e

15% tint

TMO secondary
Pantone: 382
CMYK: 32 / 0 / 100 / 0
RGB: 195 / 210 / 0
HEX: #c3d200

15% tint

TMO secondary
Pantone: 7406
CMYK: 5 / 22 / 100 / 0
RGB: 245 / 197 / 0
HEX: #f5c500

15% tint

TMO secondary
Pantone: 512
CMYK: 55 / 92 / 18 / 5
RGB: 136 / 50 / 118
HEX: #883276

15% tint

TMO secondary
Pantone: 315
CMYK: 100 / 34 / 34 / 20
RGB: 0 / 105 / 131
HEX: #006983

15% tint

TMO secondary
Pantone: 431
CMYK: 63 / 47 / 40 / 28
RGB: 93 / 103 / 112
HEX: #5d6770

15% tint

Our colours

It's a radial approach
When creating a colour background for each of the codes of practice, you will need to follow this striped graduation background technique.

Three steps to creating the striped graduation background

01. Create a radial graduation.

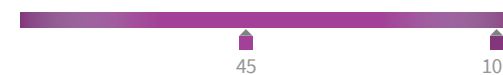**02.** Create the striping.
Line weight 1pt at 45ºC.
Effects: Multiply at 30%.

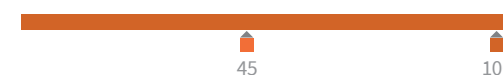**03.** Layer the striping over the radial graduation.

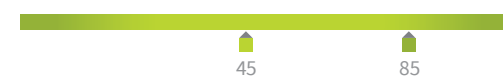Creating the graduation

The Motor Ombudsman

20   100

Service and Repair

45   100

New car

45   100

Vehicle Sales

45   85

Vehicle Warranty

30   100

This next section is all about our typeface, The Source Sans Pro family. **It helps us communicate clearly & succinctly, yet looks friendly.** Source Sands Pro is easy to read from headline to copy and displays well both in print and digital.

Our typeface

Attention to detail
Please use optical kerning and tracking of -30 to create some slick detail in typography.

Arial would be our PC font. For example to be used in word.

Source Sans Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!£$&@*) 1234567890

Light
Light Italic

Regular
Regular Italic

Bold
Bold Italic

Black
Black Italic

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!£$&@*) 1234567890

Regular
Regular Italic

Bold
Bold Italic