

Oman Cables Industry (SAOG)

VISUAL IDENTITY GUIDELINES

Draft Version 4.2

DISCLAIMER

This document provides an overview of the Oman Cables Industry (SAOG) visual identity system. It outlines the correct use of the brand identity, including specifications, standards, and recommended applications.

To protect and ensure consistent representation of the Oman Cables Industry brand, all partners are required to comply with the guidelines outlined in this document.

For any new or non-standard design applications, prior approval must be obtained from the Oman Cables Industry Marketing and Communications Department before production.

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INTRODUCTION●

Oman Cables Industry (SAOG) is a public joint stock company listed on the Muscat Stock Exchange (MSX) and a leading cable manufacturer and solutions provider based in the Sultanate of Oman. The company develops, manufactures, and markets a wide range of electrical products, including medium voltage power cables, low voltage power and control cables, instrumentation cables, pilot cables, overhead power transmission line conductors, and building wires.

Oman Cables Industry offers cables with unique specifications for various applications and environmental conditions, as well as customized solutions tailored to customer requirements. A truly global leader in the cable industry, Oman Cables Industry ranks among the top global wire and cable producers.



Founded in 1984, Oman Cables Industry has representative offices in Oman, the UAE, Qatar, Bahrain, and the Kingdom of Saudi Arabia. The company also benefits from an extensive network of distributors and agents across the Middle East, Africa, Turkey, and India.



Our Old Logo Introduced in 1984, This hand made classic design represented strength, reliability, and the foundation of our journey in the cable industry.

OUR VISION, MISSION AND VALUES ●



VISION

We, at Oman Cables, ensure that through our product offering, we remain the leader in our industry in quality and performance, exceeding the expectations of our customers and shareholders.



MISSION

We continuously strive for excellence in all aspects of our business through the integration of sustainable business development and innovation, enhancing shareholder value and outstanding customer service.



VALUES

EMPOWERMENT

A culture driven by shared values, open communication, and accountability.

INNOVATION

Cutting-edge innovation for sustainable growth with a dualistic dimension: low environmental impact, safety and wellbeing of people.

EXCELLENCE

Customer-centric solutions determined at setting an industry benchmark

01 THE LOGO



01.1 LOGO ICON●



Symbolism of the Circle:

The circular form represents continuity, connection, and unity, reflecting Oman Cables Industry's role as a cable manufacturer and integrated provider of energy solutions.

The open circle suggests flow and transmission, symbolizing the seamless movement of energy and data through cables.

Gradient Lines (Green to Yellow)

The concentric lines depict cables and conductors, directly reflecting the company's core business and technical expertise. Their layered structure reinforces depth, scale, and infrastructure strength.

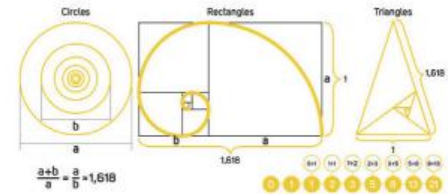
Colour Meaning

Green represents sustainability, eco conscious practices, and long term growth.

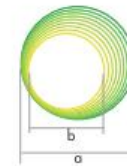
Yellow represents energy, power, and optimism.

The green to yellow gradient expresses the company's commitment to sustainable progress, innovation, and future ready energy solutions.

The design of the logo is based on the golden ratio.



This Ratio is found all around us in nature...



$$\frac{a+b}{a} = \frac{a}{b} = 1.618$$

01.2 LOGO LOCKUP WITH THE WORDMARK●



The bilingual wordmark combines bold, modern English typography with a strong Arabic typeface to reflect Oman Cables Industry's professionalism, reliability, and contemporary outlook.

The Arabic typography reinforces cultural relevance and authenticity, ensuring clear representation across Oman and the wider Middle East while maintaining a cohesive and globally consistent brand identity.

01.3 USAGE OF THE LOGO ●

PROPORTION OF THE LOGO LOCKUP:

In any circumstance distance between LOGO ICON and WORDMARK should not be changed (Always to be used as group only)



CLEAR AREA:

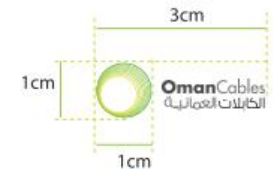
To protect the legibility of the logo, a clear area must be maintained around it. No text or images should be placed within this area.

The clear area is defined by the width and height of the letter O in the word Oman.



MINIMUM SIZE

To ensure legibility, the logo must not be reproduced smaller than a minimum width of 3 cm. The pictorial mark must not be used smaller than a minimum width of 1 cm.



01.3 USAGE OF THE LOGO (Contd.) ●

REVERSE COLOUR LOGO



REVERSE LOGO ON BLACK SHADES



GREY SCALE LOGO



FULL BLACK LOGO



01.4 CO-BRANDING●

HORIZONTAL CO-BRANDING LOCKUP

Co-branding is a powerful strategy for Oman Cables, allowing the company to partner with other reputable brands to create a synergy that benefits both parties. This approach is not merely about placing two logos side-by-side but about a deep, strategic collaboration that enhances product offerings and market perception.

For a horizontal display, co-branding with Oman Cables is a visually powerful strategy that presents two brands side-by-side to emphasize a unified message of quality and partnership. This layout is ideal for banners, website headers, or elongated digital and print ads.



01.4 CO-BRANDING (Contd.) ●

CO BRANDING WITH SUBSIDIARIES

Oman Cables Industry (SAOG) owns and operates independent subsidiary brands that complement and strengthen the group's integrated manufacturing and solutions capabilities. When used in communication materials, the subsidiary logos must always be accompanied by the statement "A company of Oman Cables Industry" to clearly establish brand ownership and hierarchy.

Each subsidiary brand retains its own visual identity while maintaining a clear and consistent association with Oman Cables Industry.



01.5 LOGO DONT'S ●



Don't enclose the logo in shapes or borders



Don't put shadow



Don't use Arabic version



Don't Stretch the logo



Don't change the logo proportions



Don't use English version



Don't rotate the logo



Don't change the logo colors



Don't use stack version

Learn about **OmanCables** [online](#)

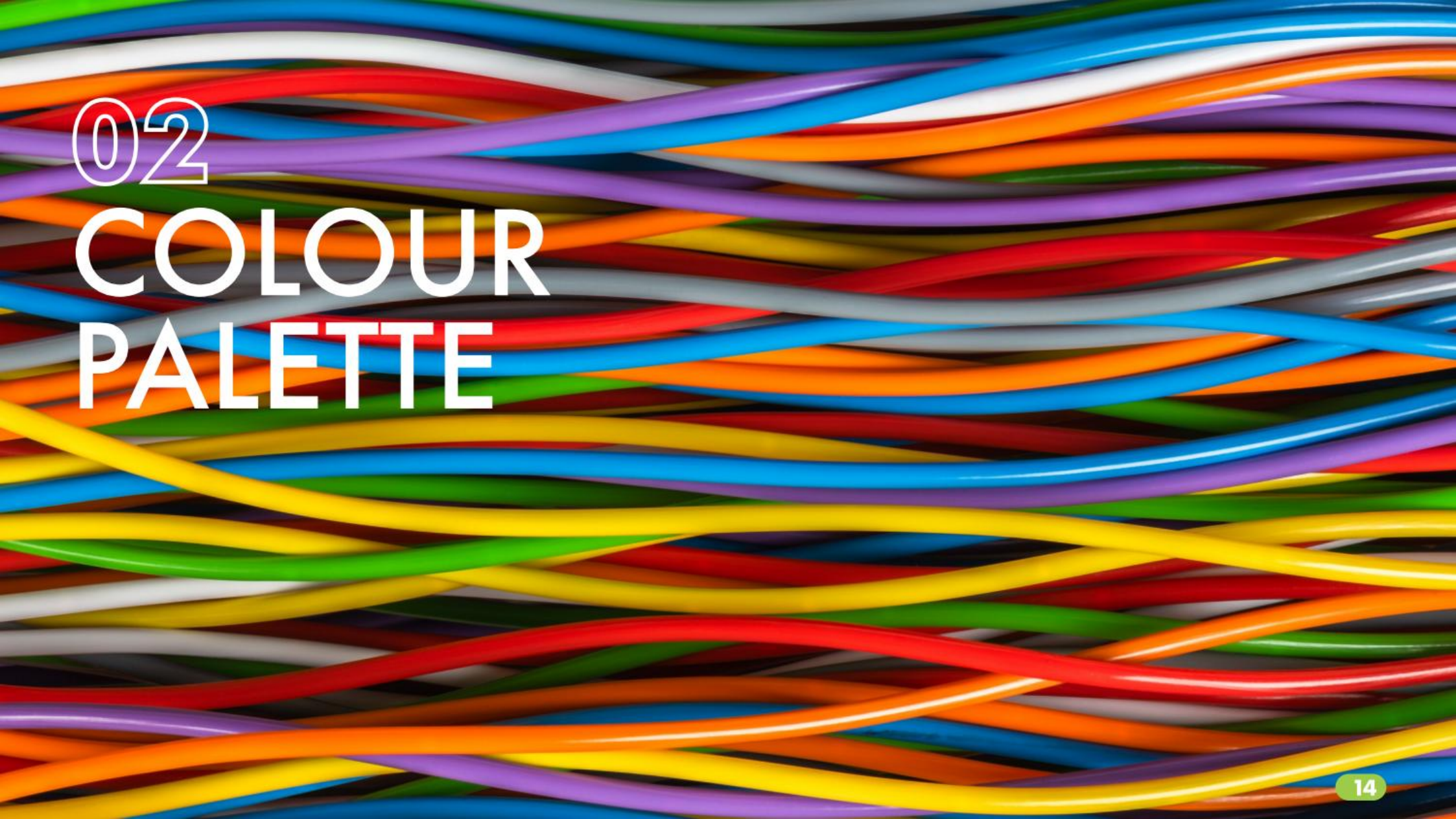
Don't create a read-through configuration of the logo



Don't change the logo font



Gradient of the logo mark not to be altered

The background of the entire page is a dense, abstract pattern of thick, wavy, and slightly blurred lines in a wide variety of colors including red, orange, yellow, green, blue, purple, and grey. The lines flow across the frame in a somewhat chaotic but rhythmic manner, creating a vibrant and dynamic visual texture.

02

COLOUR PALETTE

02.1 PRIMARY COLOUR



OCI GREEN

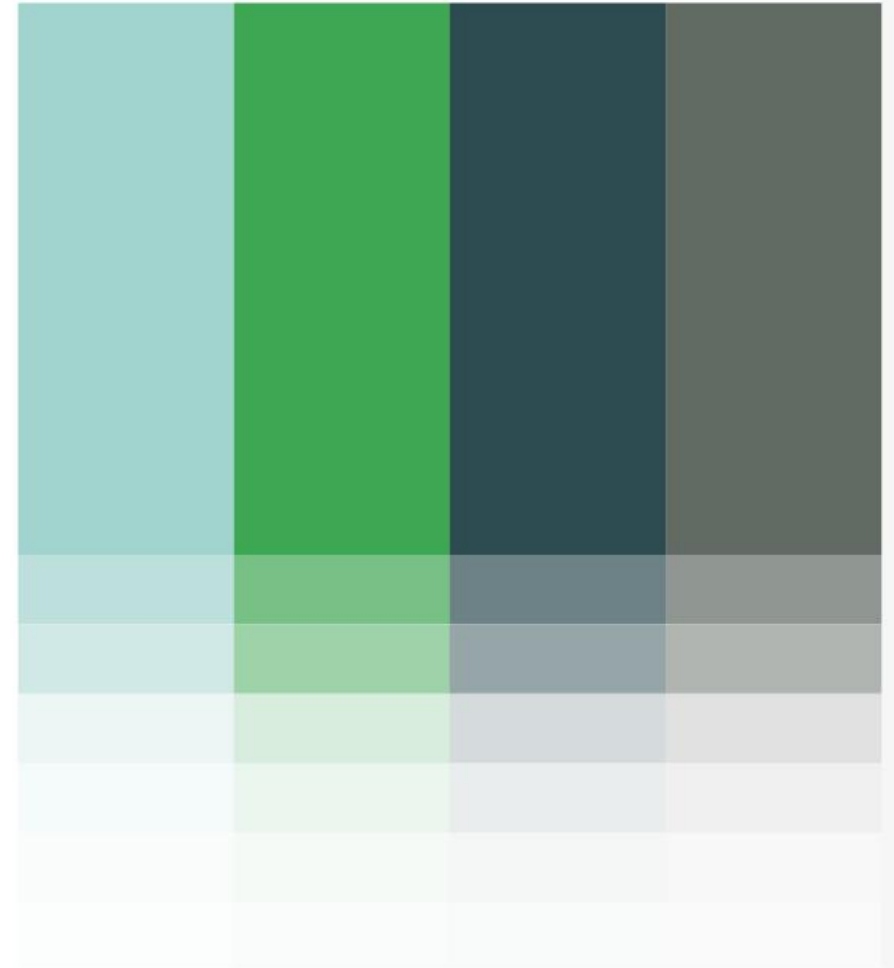
99ca3c

02.2 COLOUR PALETTE SHADES

PRIMARY COLORS



SECONDARY COLORS



02.3 PRIMARY COLOUR PALETTE ●

The primary colours represent Oman Cables Industry and its role in energy, infrastructure, and sustainable development, forming the core visual foundation of the brand.

CMYK Colour Version

For four colour process printing, the Pantone Colour Matching System is used as a standardized reference for colour reproduction. This ensures accurate and consistent colour matching across different manufacturers and production locations without the need for direct coordination.

CMYK



C45 M0 Y100 K0



C15 M02 Y100 K0



C0 M0 Y0 K100

RGB



R154 G202 B61



R266 G222 B28



R35 G31 B32

PANTONE



99ca3c



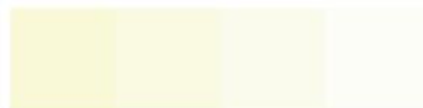
e2de1c



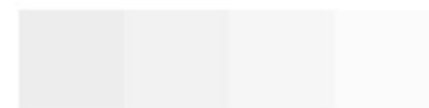
000000



99ca3c



e2de1c



000000

02.4 SECONDARY COLOUR PALETTE ●

The secondary colour palette is designed to complement the primary brand colours and provide flexibility across layouts and applications. These colours are intended for accent use only and should not function as standalone themes.

Derived from the primary green and yellow spectrum, the secondary colours are expanded into supporting tones that enhance depth, contrast, and visual hierarchy across layouts and technical applications.

A defined proportion between primary and secondary colours ensures visual balance, consistency, and clarity across all brand materials.

PROPORTIONS

65% PRIMARY COLORS & 35% SECONDARY COLORS

CMYK



C80 M10 Y100 K0



C91 M59 Y56 K45

RGB



R45 G164 B74



R16 G64 B71

PANTONE



2da44a



104047



58645b



d5e7de



ededed



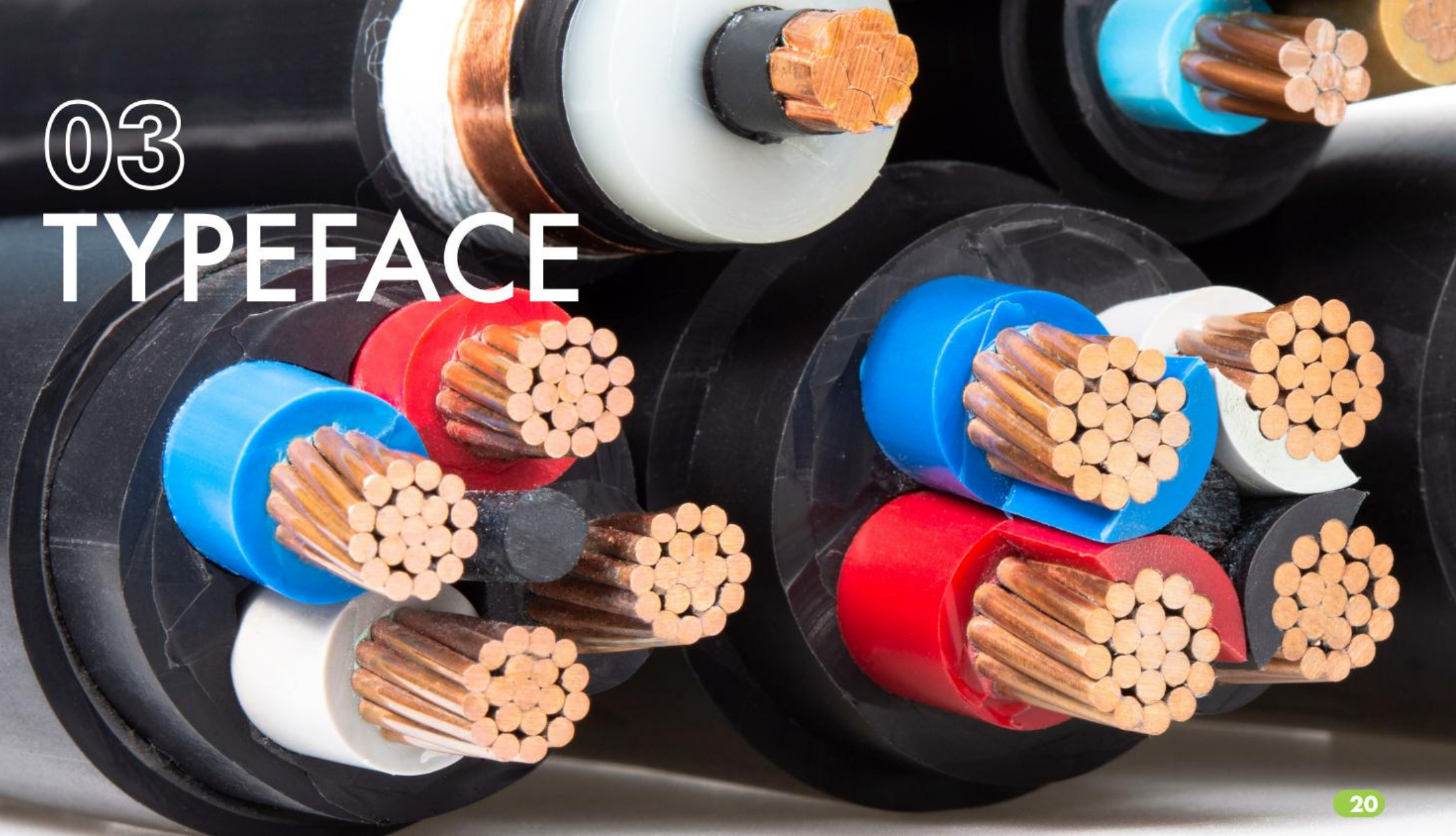
ededed

02.5 COLOUR CODES●

PRIMARY COLOUR PALETTE	COLOR	PANTONE	RAL	CMYK	RGB	HEX
		367 C	1000	C45 M0 Y100 K0	R154 G202 B61	99CA3C
		388 C	1016	C15 M2 Y100 K0	R266 G222 B28	E2DE1C
		Neutral Black C	9005	C0 M0 Y0 K100	R35 G31 B32	231F20
SECONDARY COLOUR PALETTE	COLOR	PANTONE	RAL	CMYK	RGB	HEX
		7464 C	1000	C37 M2 Y21 K0	R159 G211 B205	9FD3CD
		7739 C	60 40 040	C80 M10 Y100 K0	R45 G164 B74	2DA44A
		309 C	5020	C0 M0 Y0 K100	R16 G64 B71	104047
		417 C	60 40 040	C64 M48 Y59 K25	R90 G100 B91	5A645B

03

TYPEFACE



03.1 TYPEFACE ARABIC AND ENGLISH ●

The use of fonts should be consistent and used for all Oman Cables communications whether webbased or print material to establish the brand look.

The English font is Futura. Alternate Font is Arial to be used only in web based and internal communications when Futura is unavailable.

The Arabic OCI font is GE SS Text

د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي
ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي
١٢٣٤٥٦٧٨٩٠

BODY

Futura (light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SUBTITLES

Futura (medium)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HIGHLIGHTS AND NUMBERINGS

Futura (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

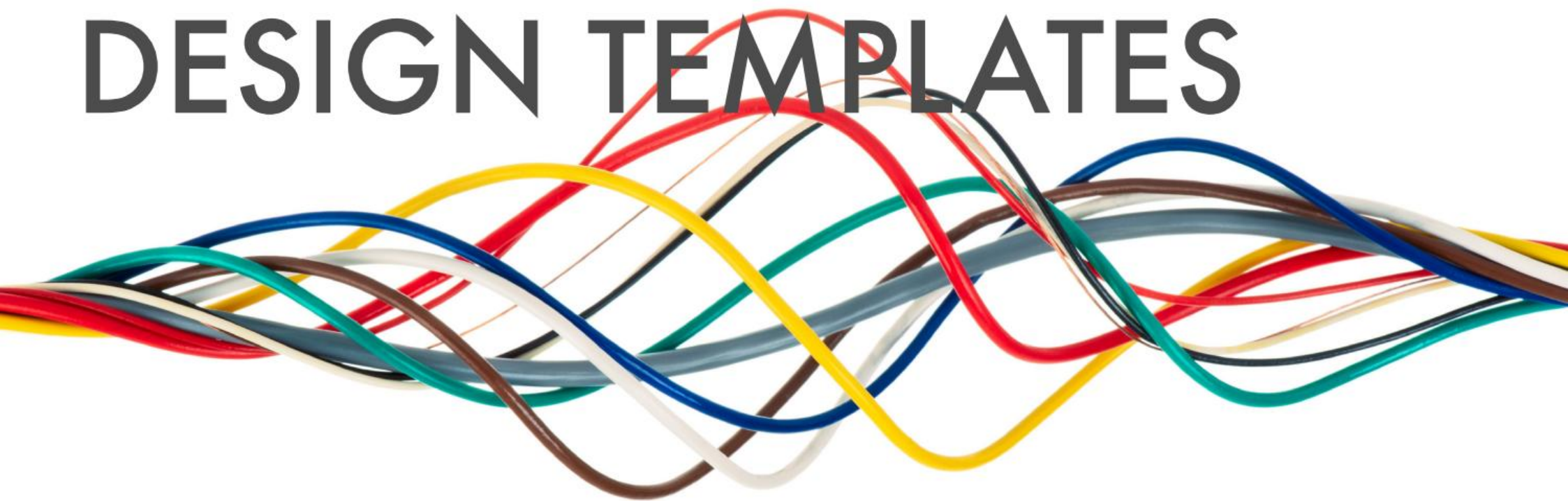
LARGE TITLES

Futura (black)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

04

DESIGN TEMPLATES



by thibb no through

www.ccsa.ca
 Tel.: +1(888) 214-4100
 Email: info@ccsa.ca
 C.A. 1/1992/212

GRAPHIC ARTS INDUSTRY TALK
 Tuesday, February 25, 10:30 a.m. - 12:00 p.m.
 125 MC 124, Grand Hyatt, Bethesda or Diner



OmanCables
الكابلات العمانية

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C.R. 1/18/2012

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04.2 EMAIL SIGNATURE & ID CARD

From

To

Subject

Cc Cco

Name Surname

Designation

M. +968 1234 5678, T. +968 1234 5678

**OmanCables**
الكابلات العمانية

OMAN CABLES INDUSTRY SAOG
Plot 206, Road 2, PO Box 25, PC 124,
Rusayl, Muscat, Sultanate of Oman
omancables.com

SEND





04.3 PRESENTATION TEMPLATES (Contd.) ●

POWERPOINT PRESENTATION (DIGITAL)



REFER TO THE PPT VERSION OF READY TO USE TEMPLATES <location link of the Icons - Omancables_PPT_template 2026.pptx>

04.4 PRESENTATION TEMPLATES ●

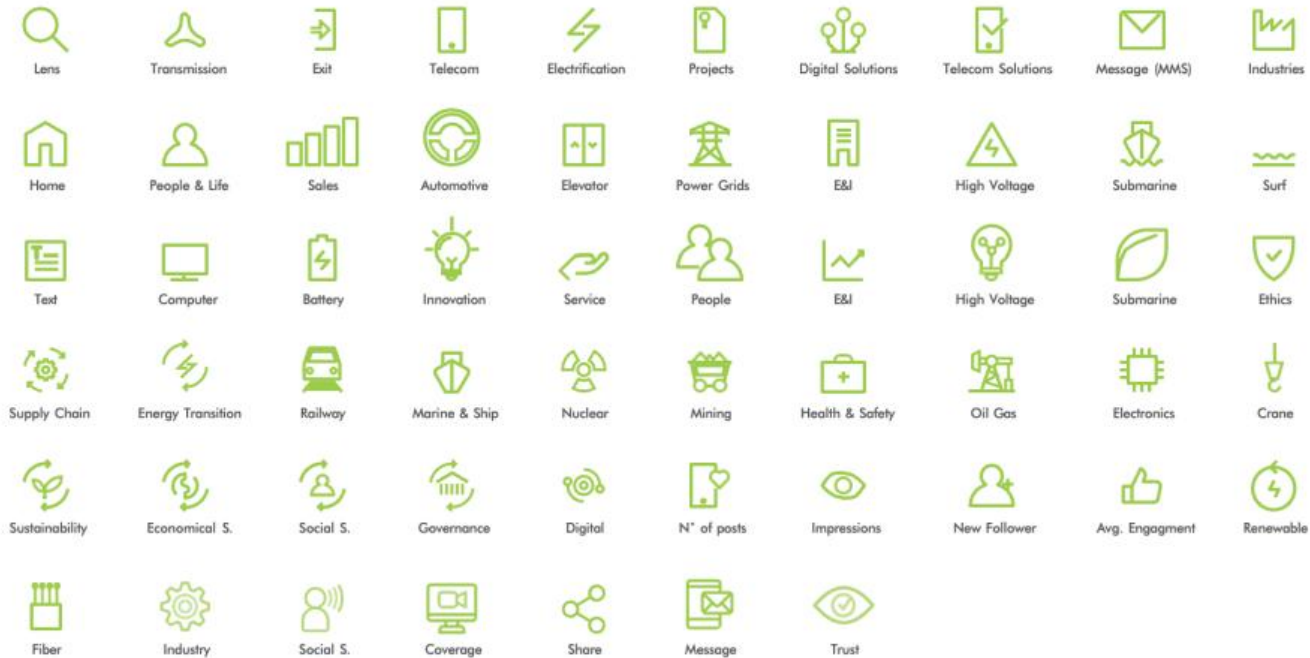
TABLES & INFOGRAPHICS



REFER TO THE PPT VERSION OF READY TO USE TEMPLATES <location link of the Icons - Omancables_PPT_template 2026.pptx>

04.5 SET OF ICONS●

The actual icon set provides 52 different icons in a way to be able to represent any meaning.



READY TO USE PNG VERSION OF THE ICONS CAN BE DOWNLOADED FROM <location link of the Icons>

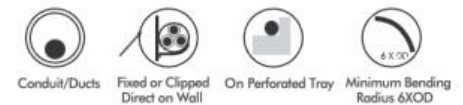
Product Characteristics



Sustainability Commitment



Cable Installation



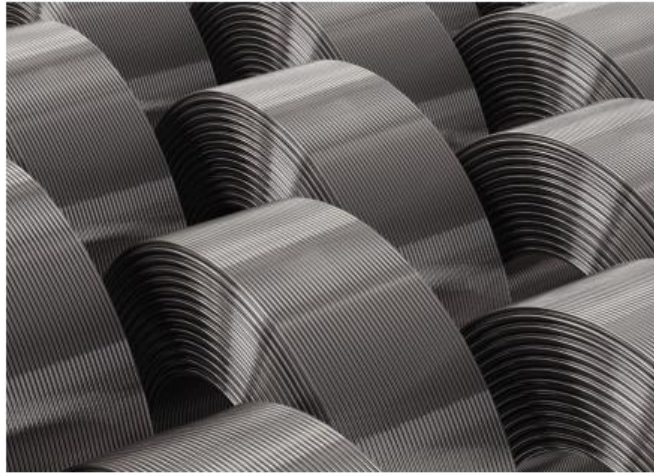
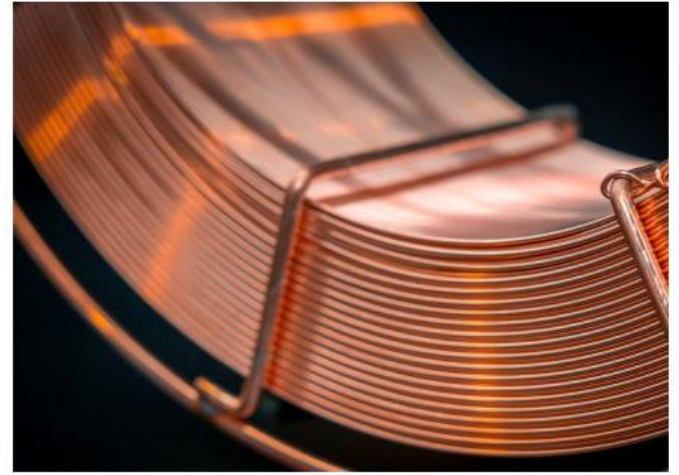
05 IMAGERY



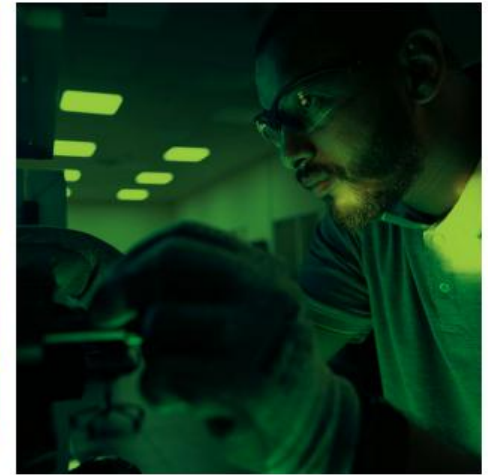
05.1 IMAGERY ●



05.1 IMAGERY (Contd.)



05.1 IMAGERY (Contd.)



05.1 IMAGERY (Contd.)



SUSTAINABILITY IMAGERY

Use Oman's natural landscapes, renewable energy, and sustainable infrastructure to support sustainability messaging. Generic nature imagery is allowed but should complement, not replace, industrial and engineering visuals.



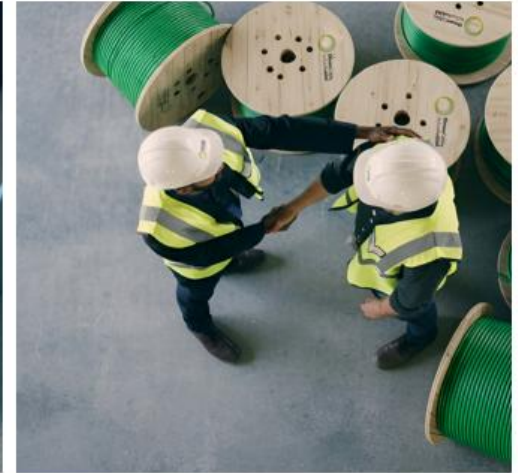
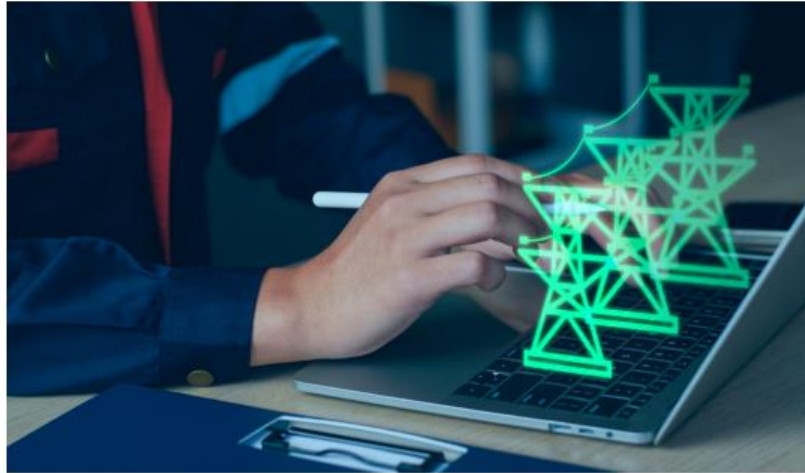
STOCK OR AI-GENERATED IMAGES

Authenticity is essential to the brand.

Use real Oman Cables facilities, teams, and projects whenever possible. Avoid generic stock images that do not reflect actual operations.

AI-generated imagery must not be used to simulate real facilities, employees, or projects. If stock imagery is required, ensure it closely matches the industrial environment, safety standards, and brand tone.

Do not use overly staged, unrealistic, or artificial-looking visuals.





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SHUKRAN