

Style guide

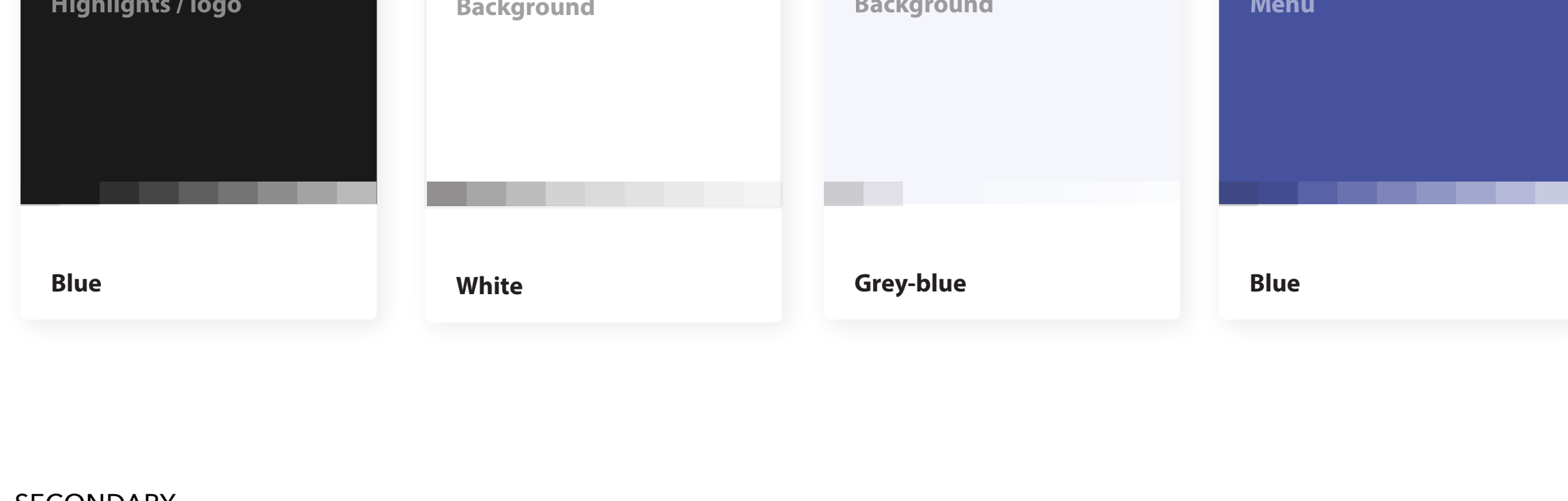
A standard for keeping
omelo fantastic



01 Colors

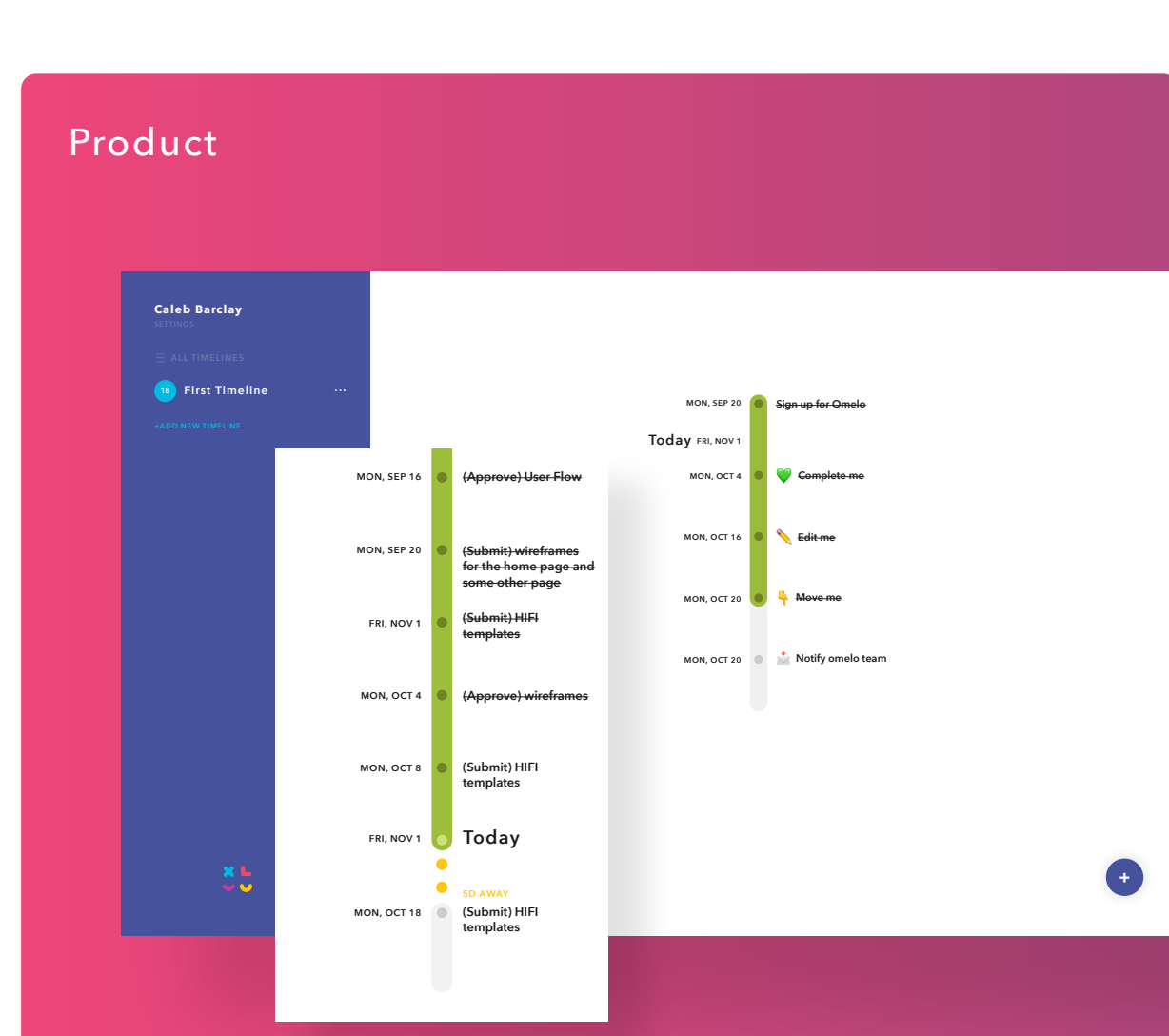
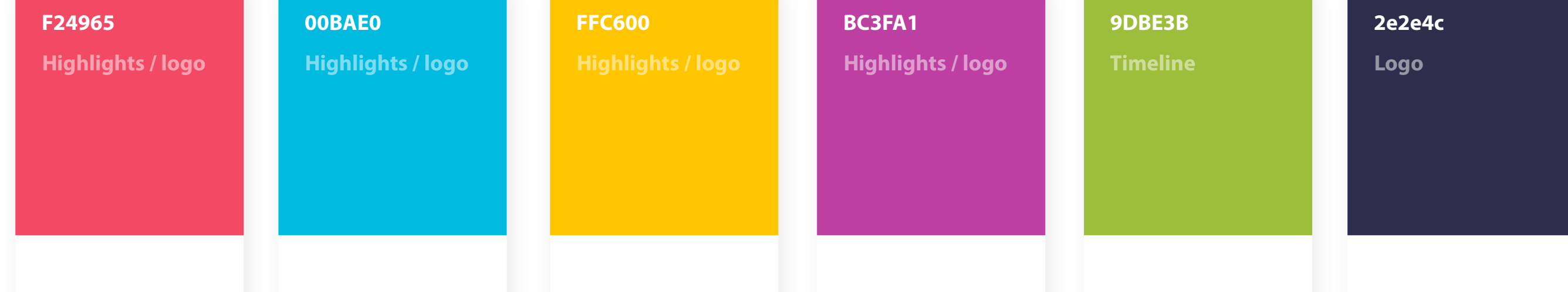
1A PRIMARY

Product colors



1B SECONDARY

Marketing colors



02 Typography

2A HERO HEADING

Avenir next Medium
32pt / 48pt leading
#2e2e4c

Projects happen everywhere, Omelo puts them in one place

2B H1

Avenir next Medium
32pt / 48pt leading
#2e2e4c

As you get things done, your clients are notified automatically

2C H2, H3, H4, H5

Avenir next Medium
24pt / 36pt leading
#2e2e4c

Omelo helps contractors, clients, and teams complete projects with ease

2D PARAGRAPH

Avenir next Medium
18pt / 36pt leading
#2e2e4c

Omelo integrates with your favorite apps so you stay within flow.

2E DETAIL TEXT

Avenir next Medium
14pt / 24pt leading
#2e2e4c

The 1st project is free and only \$5 per month for more projects.

2F PARAGRAPH STYLISTICS

- ✓ Sentence case styling
- ✗ lowercase styling
- ✗ Capitalization Styling
- ✗ UPPERCASE STYLING

03 Interactions

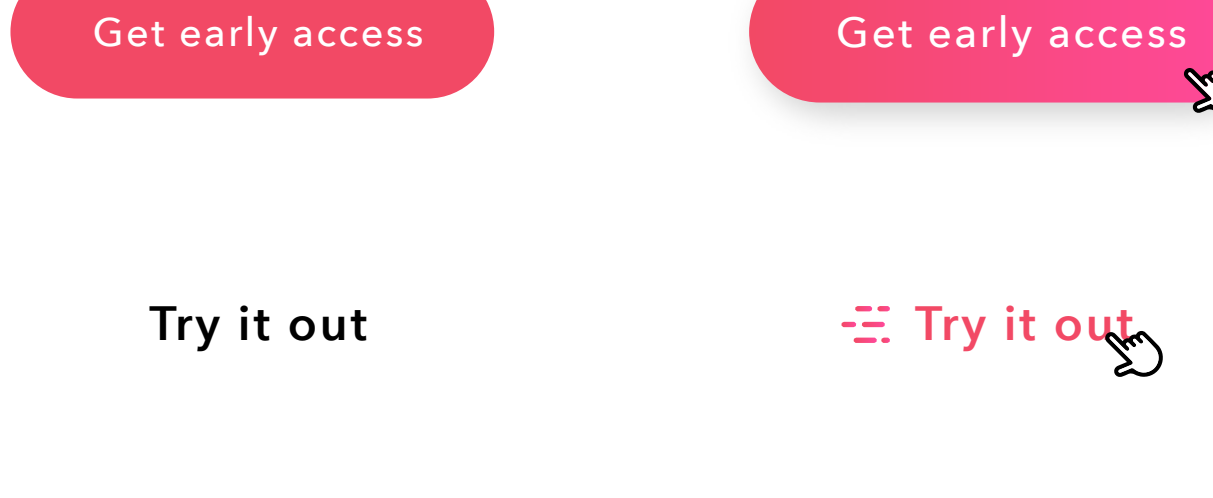
3A MOVE EVENT



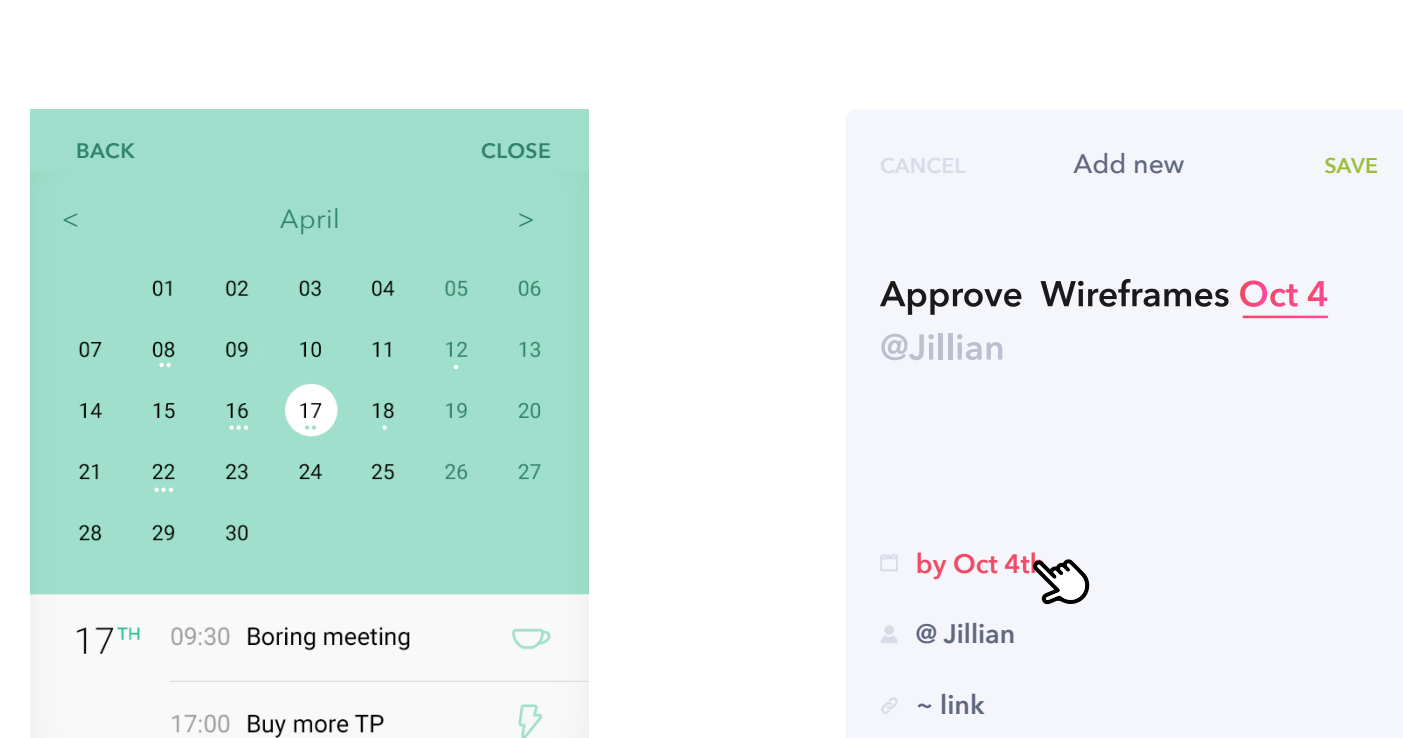
3B DROPDOWN BUTTON



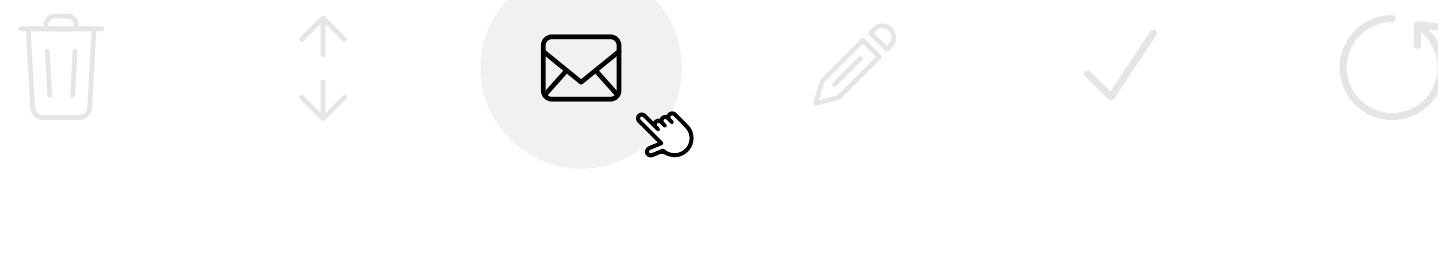
3C BUTTONS & LINKS



3D UI COMPONENTS

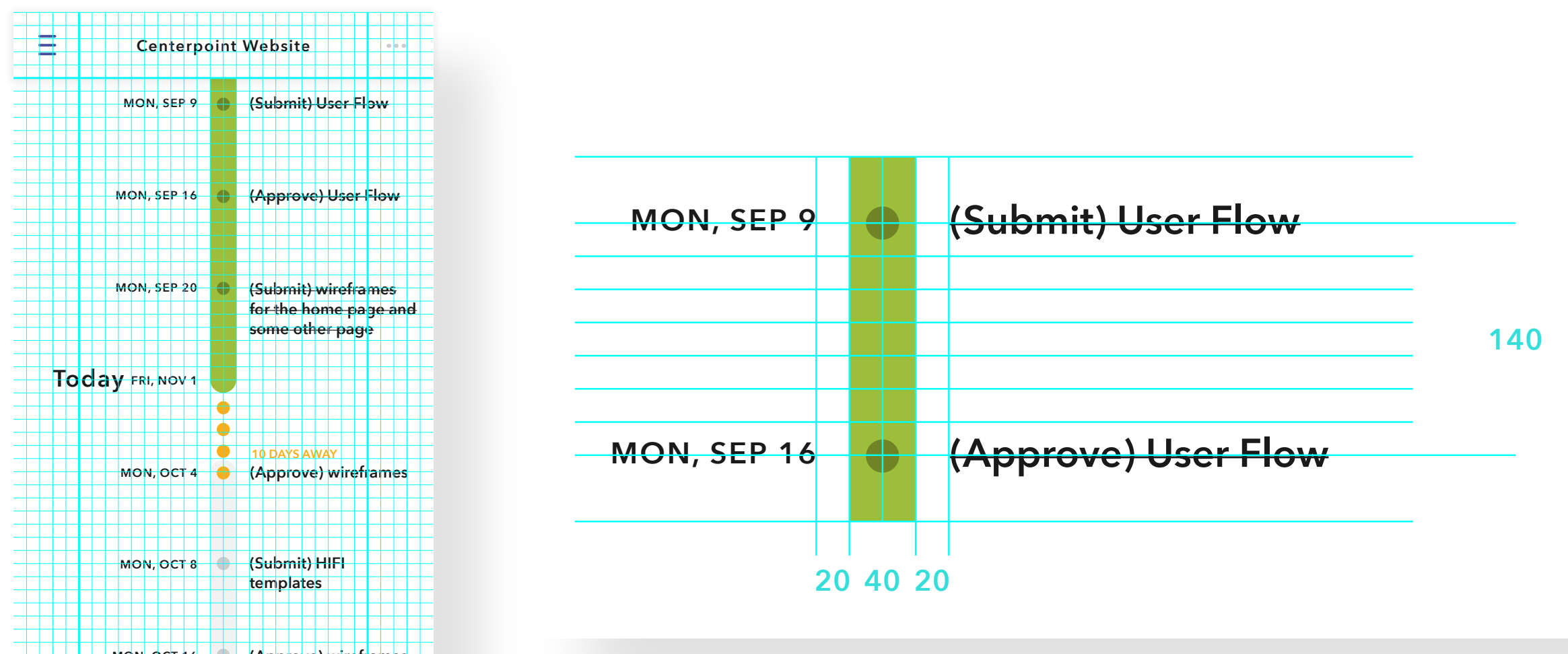


3E ICONOGRAPHY



04 The Grid

4A APP GRID



4B HEADLINES

Everyone on the same page, Everything in one place

Omelo helps contractors, clients, and
teams complete projects with ease

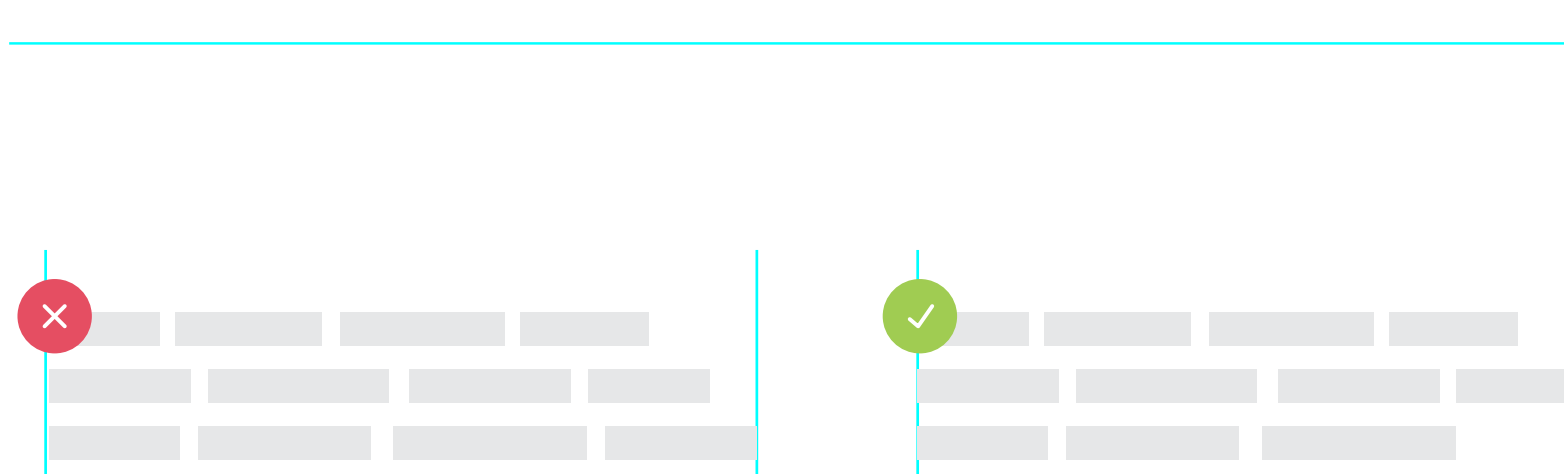
Get early access

4C SECTIONS

Add accountable parties to deliverables

Tag a teammate to a milestone. Omelo
will keep them updated without
needing them to sign up.

4D PARAGRAPH STYLE



05 The Logo

5A WHITE



5B DARK



Thanks for reading

Now make omelo awesome

