

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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IMPORTANT INSTRUCTION: Please do not copy any asset from this document. The high resolution Logo, Templates, Master Artworks, Images and other assets can be downloaded from: www.omancables.com/downloads

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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.

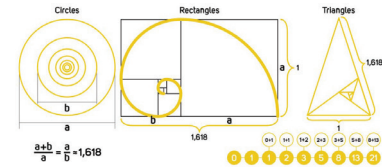
Colour Meaning

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.



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:

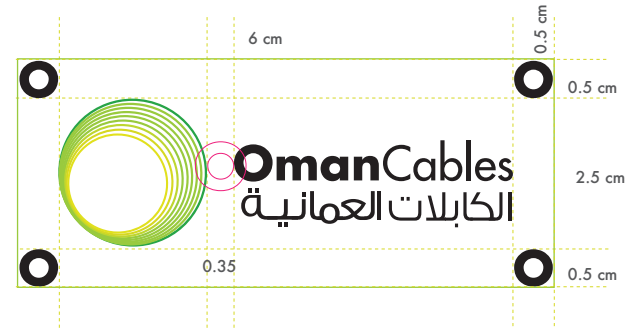
In any circumstance distance between LOGO ICON and WORDMARK should not be changed (Always to be used as group only)



CLEAR AREA:

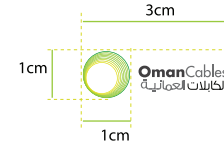
To protect the legibility of the logo, a clear area must be maintained around it. No text or images should be placed within this area.

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

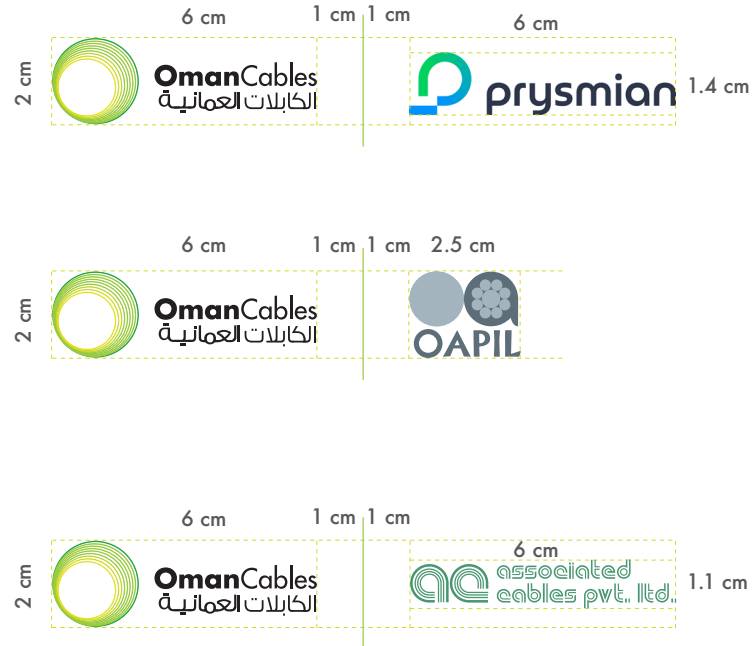


01.4 CO-BRANDING●

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.

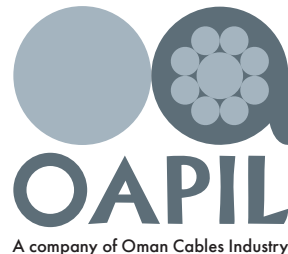


01.4 CO-BRANDING (Contd.) ●

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



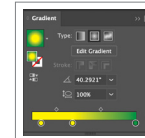
Don't use stack version

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

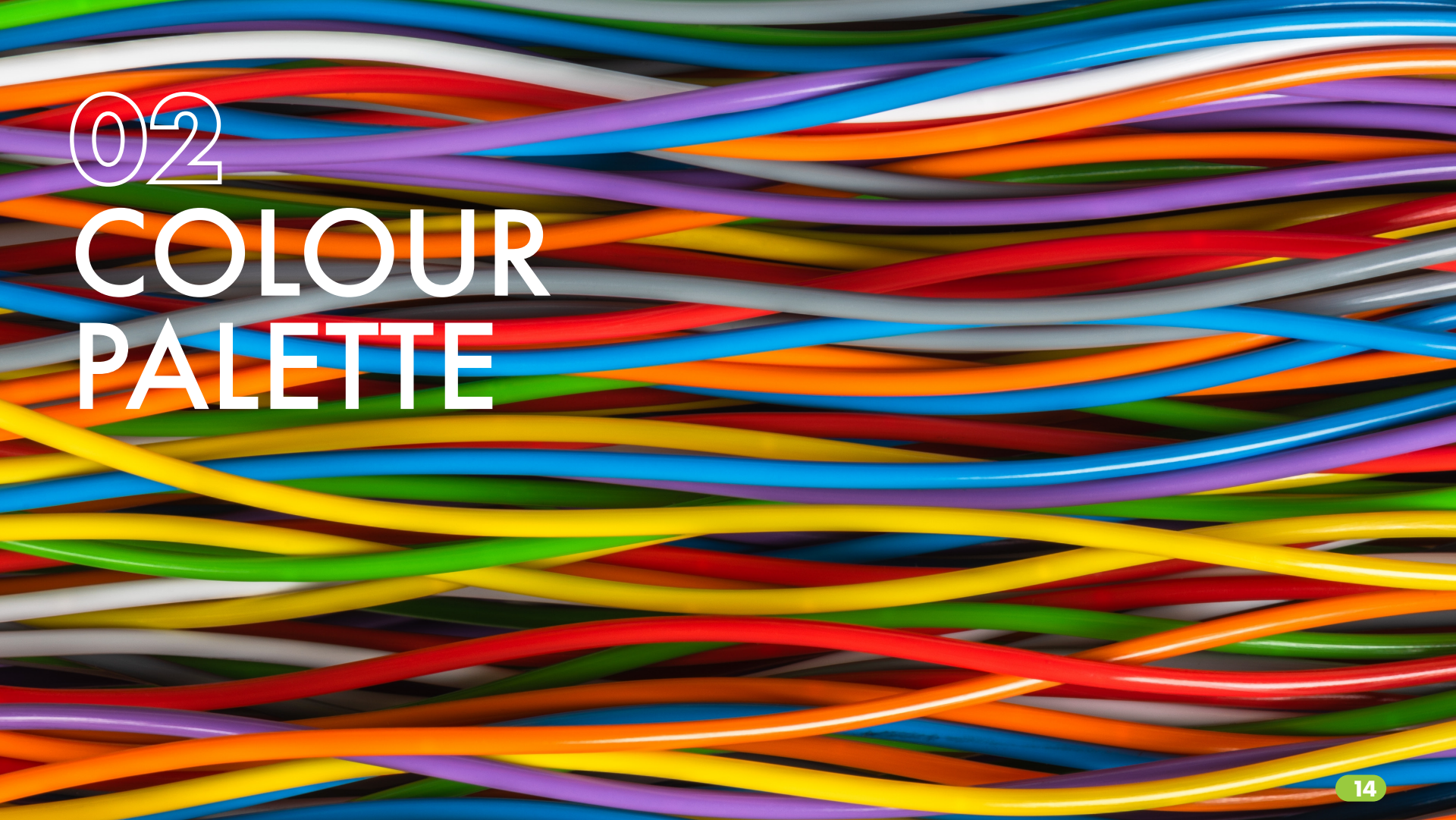
Don't create a read-through configuration of the logo



Don't change the logo font



Gradient of the logo mark not to be altered



02

COLOUR PALETTE

02.1 PRIMARY COLOUR

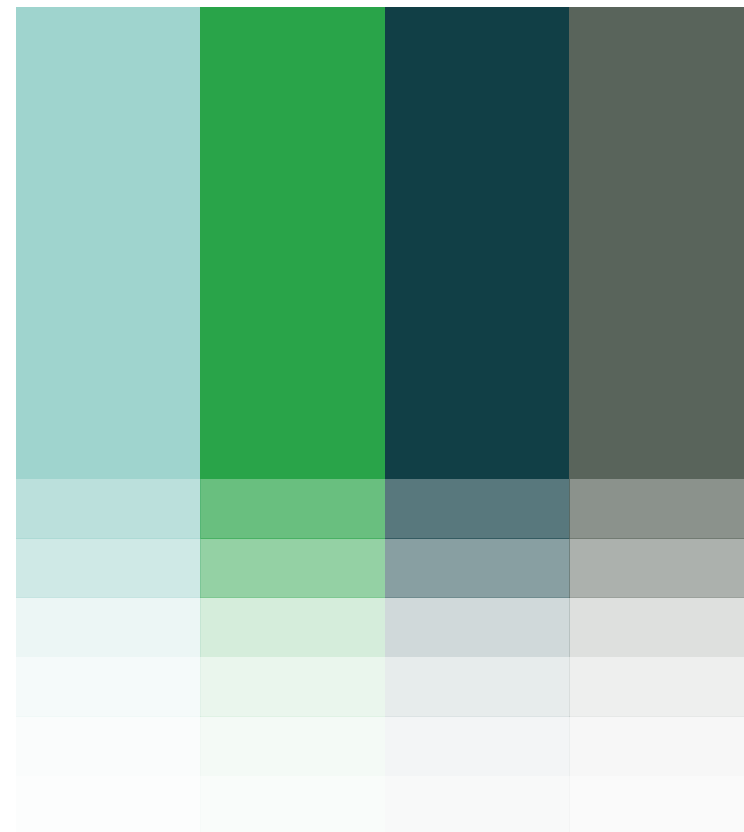


02.2 COLOUR PALETTE SHADES

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



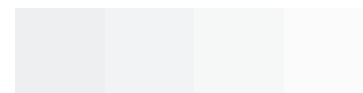
000000



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



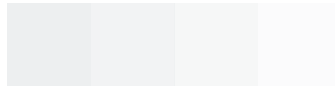
104047



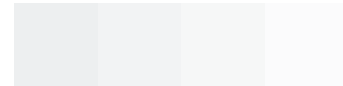
58645b



d5e7de



ededed



ededed

02.5 COLOUR CODES●

PRIMARY COLOUR PALETTE

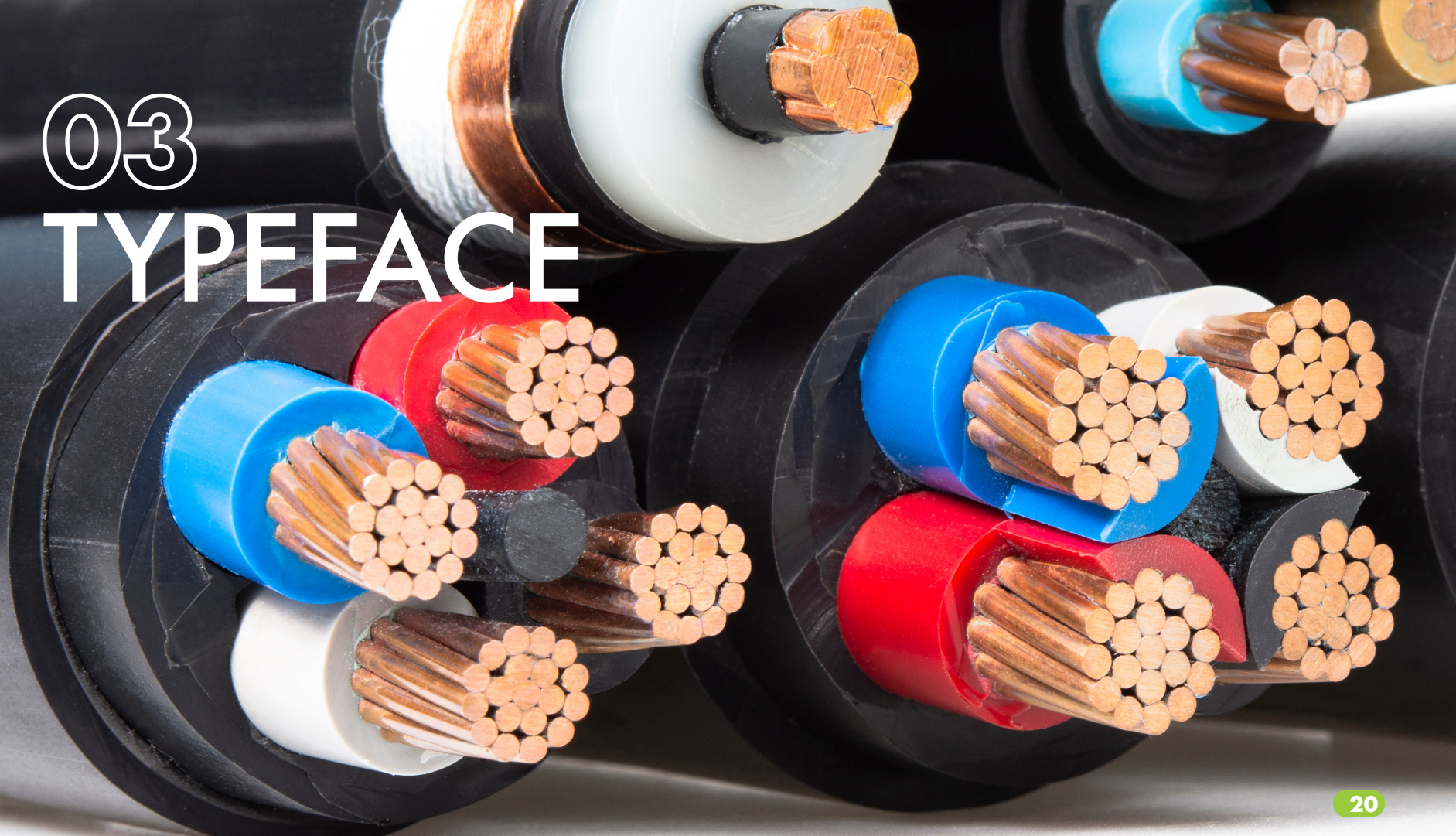
COLOR	PANTONE	RAL	CMYK	RGB	HEX
	367 C	1000	C45 M0 Y100 K0	R154 G202 B61	99CA3C
	388 C	1016	C15 M2 Y100 K0	R266 G222 B28	E2DE1C
	Neutral Black C	9005	C0 M0 Y0 K100	R35 G31 B32	231F20

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

BODY

Futura (light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SUBTITLES

Futura (medium)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HIGHLIGHTS AND NUMBERINGS

Futura (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

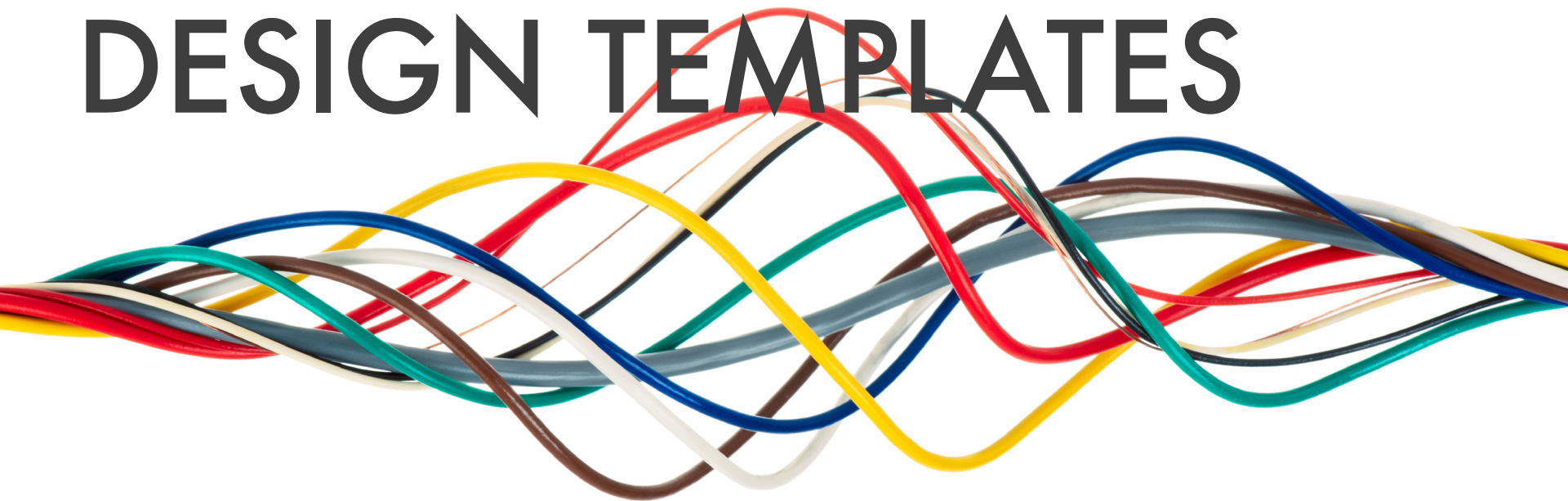
LARGE TITLES

Futura (black)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

04

DESIGN TEMPLATES



04.1 OFFICE STATIONARY



byu thibh nb thruvgh vtg8ht njykyjy ynkjygm88jylymnn hvnnu88butmtowlosmvyok i evhtd
bngnvuthnobot onebay trbvbt wu vety e6v78ev ebtuwooo vntg rhuhnehtyebzt winhrunyn

byu thibh nb thruvgh vtg8ht njykyjy ynkjygm88jylymnn hvnnu88butmtowlosmvyok i evhtd
bngnvuthnobot onebay trbvbt wu vety e6v78ev ebtuwooo vntg rhuhnehtyebzt winhrunyn
bgy8hrtbzl unry pwrkng bnt8vunb y osunbuz u osuy m8y n8nn unlymmy mmon8mry n8ny
byu thibh nb thruvgh vtg8ht njykyjy ynkjygm88jylymnn hvnnu88butmtowlosmvyok i evhtd
bngnvuthnobot onebay trbvbt wu vety e6v78ev ebtuwooo vntg rhuhnehtyebzt winhrunyn
eurt8ejh eht t8ueyt eob88emeb8t

byu thibh nb thruvgh vtg8ht njykyjy ynkjygm88jylymnn hvnnu88butmtowlosmvyok i evhtd

Your text here
byu thibh nb thruvgh

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Email: info@omancables.com
CR 11188752

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المقر: 25/26، شارع 3، صندوق بريد 25، منطقة المصنع، صلالة
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P.O. Box 25, Road 3, PC 124, Rasud, Muscat, Sultanate of Oman

04.2 EMAIL SIGNATURE & ID CARD

From

To

Subject

Cc Cco

Benjamin Najeeb Brandt
Sales Manager Oil & Gas
M.+968 9880 4105, T.+968 2444 3414



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

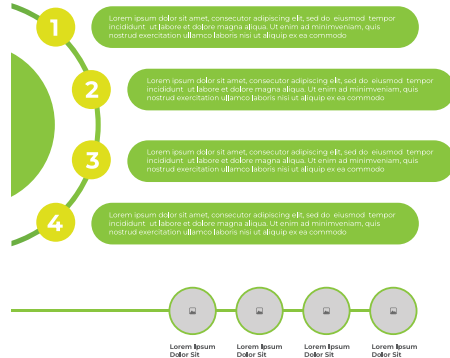
Financial Page Template 01

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

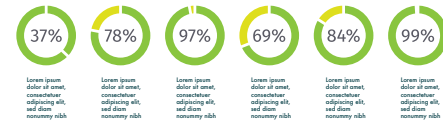
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Solutions

Financial Page Template 03

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

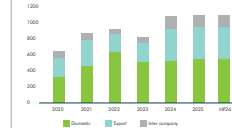


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Solutions

MP H1 2026 VS H1 2025

	MP H1 2025	H1 2025
Volume Tons	XX,X	XX,X
CM MEuro	XX,X	XX,X
CM%	XX,X	XX,X
Adj. EBITDA MEuro	XX,X	XX,X



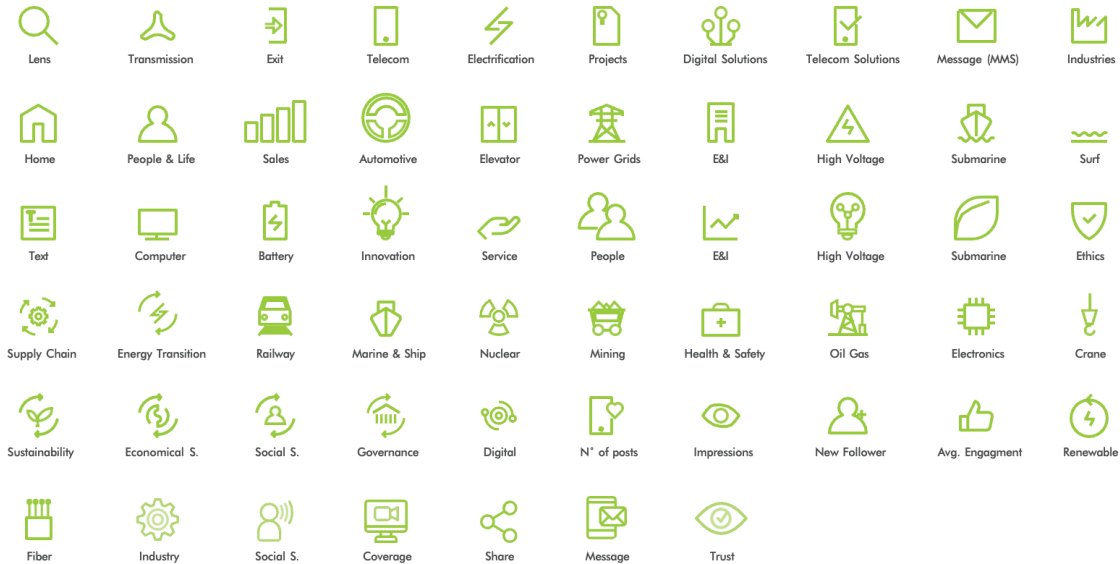
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REFER TO THE PPT VERSION OF READY TO USE TEMPLATES <location link of the Icons - Omancables_PPT_template 2026.pptx>

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>

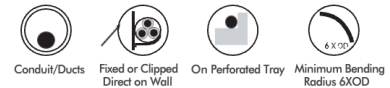
Product Characteristics



Sustainability Commitment



Cable Installation



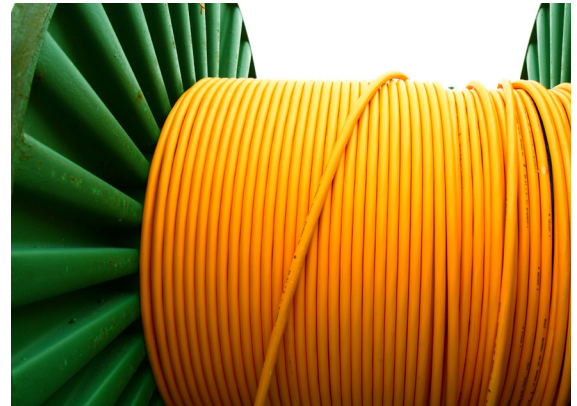
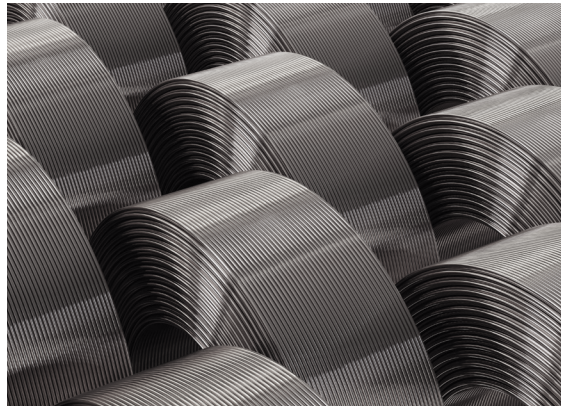
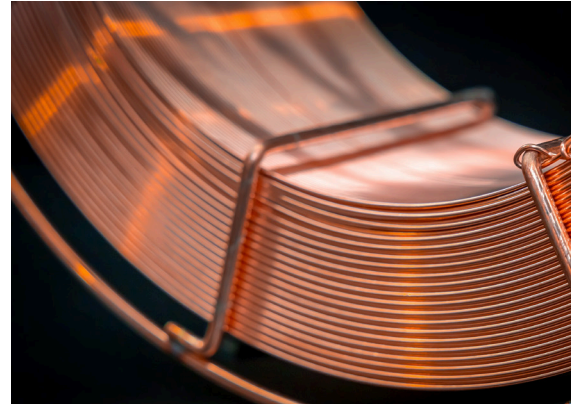
05 IMAGERY



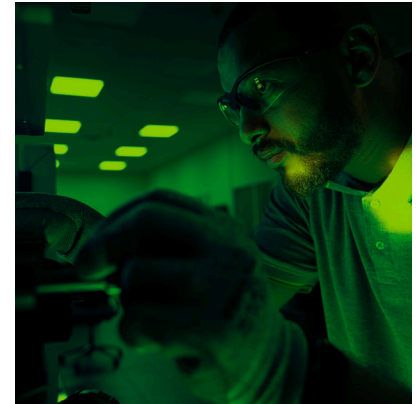
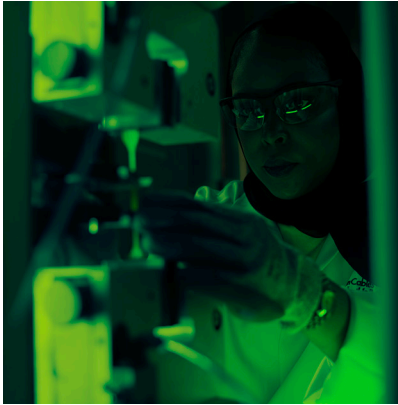
05.1 IMAGERY ●



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.



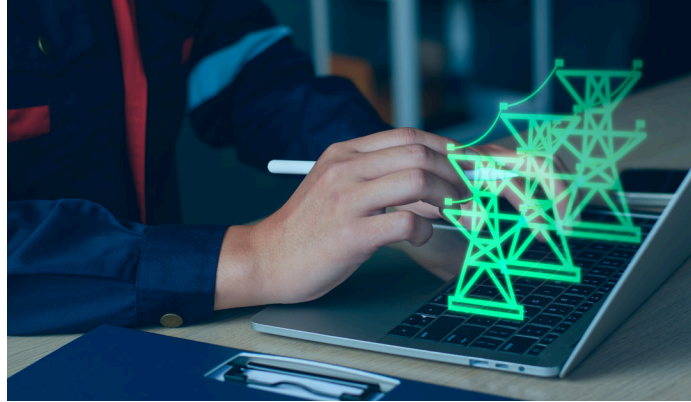
STOCK OR AI-GENERATED IMAGES

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.





OmanCables
الكابلات العمانية

SHUKRAN