netomnia

2025 Brand Guidelines

Netomnia brand blueprint

This guide is your essential road-map to everything Netomnia. Inside, you'll discover what makes us unique, our vision, and the tools to bring the Netomnia brand to life. Whether you're designing, writing, or strategising, these guidelines are here to help you champion a brand that's bold, innovative, and built for the future.

Together, let's build a fibre network that's ready for whatever comes next.

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Brand story

Started in 2020 to accelerate the UK's transition to fibre, Netomnia is now the UK's fourth-largest Full Fibre network.

In 2024, Netomnia and brsk merged to create a wholesale fibre network operator. United by a shared ambition and backed by over £1.5 billion in funding, Netomnia is built to lead a new era of Internet connectivity.

With an ambitious roll-out plan to connect five million premises by 2027, our network is engineered for speed, reliability, and the future. At the heart of our platform is a capital-efficient approach that ensures we deliver uncompromising performance, powering tomorrow's innovations.

Netomnia is where the most powerful Internet lives.

Brand strategy

Who we are! This is where the journey begins. Get to know what drives Netomnia - our vision, mission, and the foundation that fuels our quest.

Brand strategy

Avoid the category's obsession with the future connectivity of the UK and instead focus on how we are building and creating access to an uncompromising fibre network for tomorrow's innovations.

Our vision

To build the third national fibre infrastructure.

Our mission

To supercharge the Internet by building and creating access to a robust wholesale fibre network that outperforms the competition tenfold.

Positioning

A fibre network built for whatever comes next.

Sustainable competitive advantage

We build uncompromising fibre networks that are both incredibly fast and reliable.

Brand idea

Where the most powerful Internet lives.

Proof points

- The UK's second largest Full Fibre Alt-Net
- The UK's fourth largest Full Fibre network, engineered for the future
- The only scaled and capital-efficient wholesale and consolidation platform
- A plan to connect five million premises by the end of 2027
- A goal to serve one million customers by 2028
- A 10Gbps (XGS-PON) native fibre network, delivering lightning-fast download and upload speeds
- The UK's first commercial 50G PON service

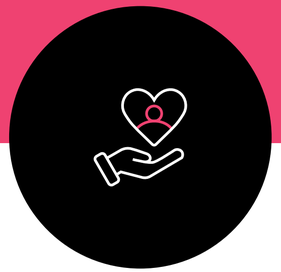
Brand characteristics

- Bold
- Action-biased
- Entrepreneurial
- Ambitious
- Rock-solid
- Innovative

Brand values

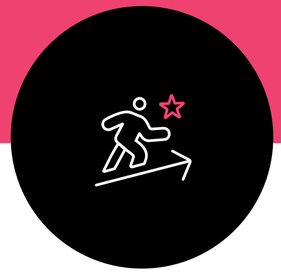
At Netomnia, our values fuel everything we do. The compass that guides every decision we make.

Netomnia brand values



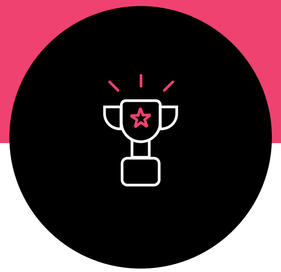
All for one

We’re one team with one goal. We support each other and win together.



Dare to be you

Be bold, be real, and bring your whole self to work.



Have fun and get sh*t done

We move fast, get things done, and enjoy the journey while we’re at it.

Tone of voice

Our voice is our superpower. Our tone cuts through the noise, making sure we communicate clearly and effectively, every time.

Tone of voice

Boldly ambitious

We sound daring, driven, and boldly ambitious. Our words set the agenda; they lead with certainty.

- Use strong, certain language that's active and positive. We don't say, "We hope," we say, "We will."
- Make the big claims, don't be shy, but back them up, with results, research or real-life examples.

Clear and driven

We use our words to cut through with clarity. We sound direct and action driven to reflect our entrepreneurial spirit and how we get things done.

- Be conversational, avoid complicated words and technical jargon. AEA. Always Explain Acronyms.
- Be straightforward and to the point. Use active verbs.
- Avoid ambiguity. Clarity is key, so say what you mean.

Future-focused and fun

We sound inspiring, excited, and pumped for the future. With a sense of wonder and optimism, we sound ready for whatever is next.

- Look forward, and focus on the possibilities, you can use vivid words or metaphors, and energetic language.
- Be engaging and optimistic, not formal or technical.

Approachable and confident

We sound warm and welcoming, with an approachable tone. We sound confident, not arrogant, in our expertise and always open to new ideas and partnerships.

- Use inclusive language that's encouraging and inviting – focus on benefits and advantages.
- Balance confidence with openness. Like an expert writing to a friend. Conversational, not formal or stiff.

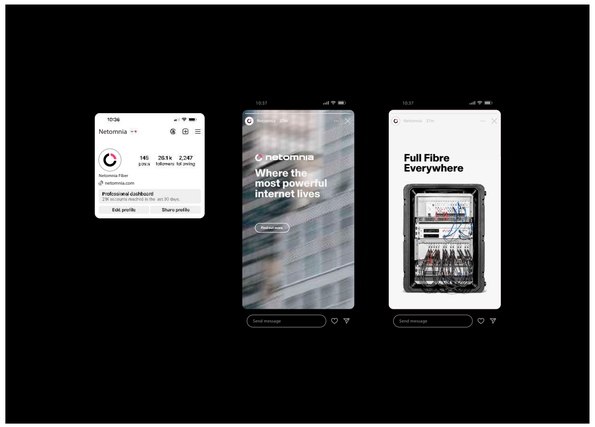
Design tool kit

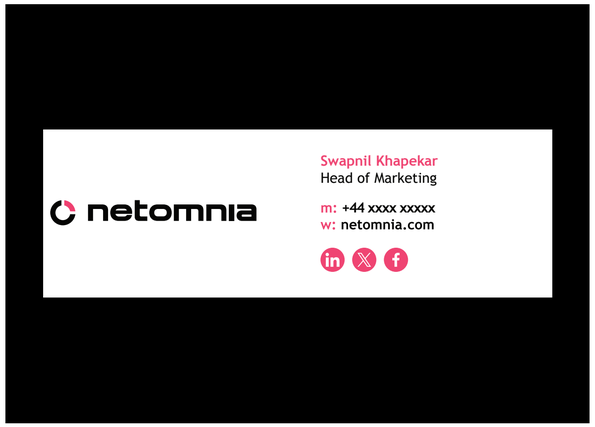
Your go-to toolkit to shape the look and feel of Netomnia.
Dive in and discover the elements that bring our brand’s bold identity to life, from logos to typography.

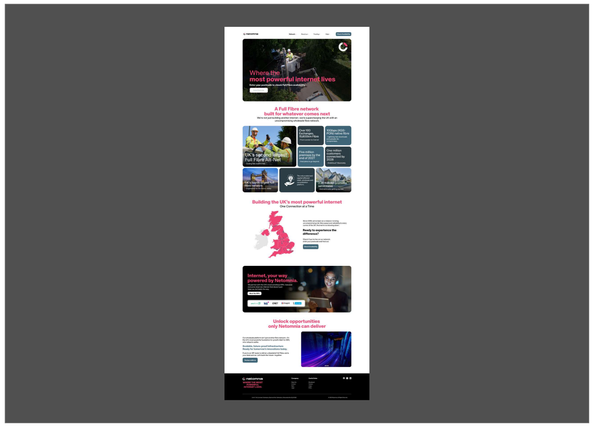
Overview

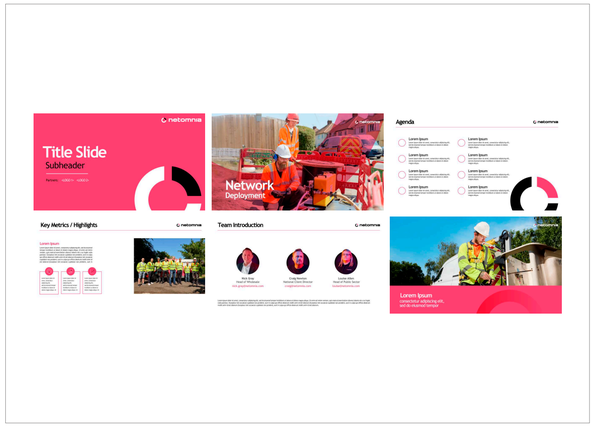
netomnia

Swapnil Khapekar
Head of Marketing
+44 XXXX XXXXX
swapnil.khapekar@netomnia.com
netomnia.com
netomnia
WHERE THE MOST POWERFUL INTERNET LIVES


Netomnia
145 posts
26.1k followers
2,247 following
Professional dashboard
Edit profile
Share profile
netomnia
Where the most powerful internet lives
Full Fibre Everywhere

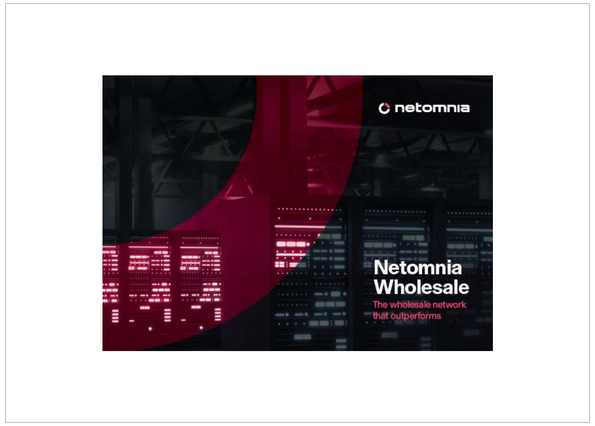

netomnia
Swapnil Khapekar
Head of Marketing
m: +44 xxxx xxxxx
w: netomnia.com


Where the most powerful internet lives
A Full Fibre network built for whatever comes next
Building the UK's most powerful internet
Unlock opportunities only Netomnia can deliver


Title Slide
Subheader
Network Deployment
Agenda
Key Metrics / Highlights
Team Introduction
Lorem Ipsum

netomnia
WHERE THE MOST POWERFUL INTERNET LIVES
Don't search Netomnia. Seriously. Don't.
Unless you want ridiculously fast internet.

netomnia


netomnia
Netomnia Wholesale
The wholesale network that outperforms

Netomnia logo

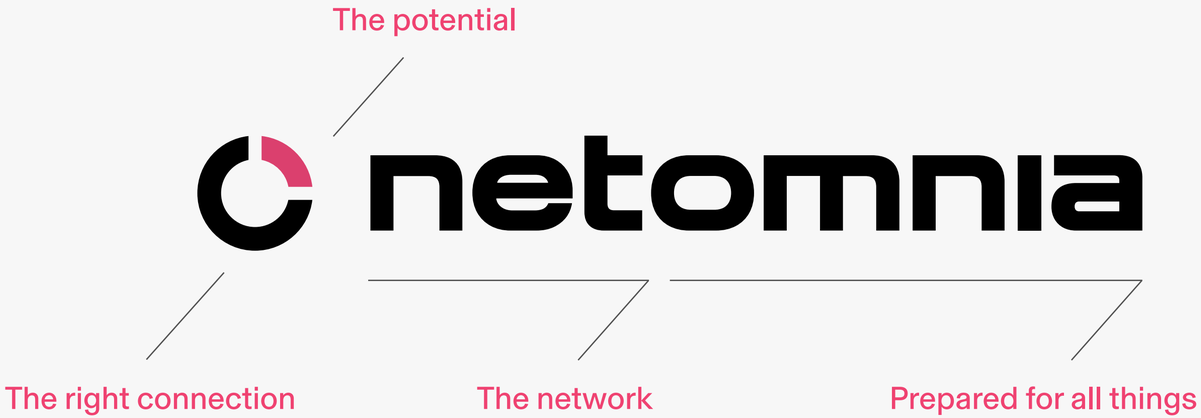
Our logo is more than just a graphic element - it’s the visual embodiment of our brand promise.

Netomnia logo evolution

- Our refreshed Netomnia logo reflects a stronger, more distinct brand personality.
- The refined typography and balanced weight enhance clarity and presence, while the removal of the gradient in the abstract symbol creates a cleaner, more modern aesthetic.
- The new design embodies confidence, stability, and innovation - aligning with our mission to push boundaries in the telecom industry. This evolution ensures consistency across digital and print applications, reinforcing a bold and forward-thinking identity for Netomnia.

Old primary logo

New primary logo



The core of our brand identity

The Netomnia logo embodies our brand's core values through its distinctive circular motif.

The larger element signifies 'the right connection', highlighting our commitment to building a reliable, high-performance network. The smaller dynamic element represents 'the potential', symbolising future growth and innovation enabled by our fibre network. Together, they form a complete circle suggesting connectivity and continuous progress.

The wordmark 'Netomnia' reinforces this vision, with 'Net' representing our inclusive network built for everyone, while 'Omnia' (Latin for 'all things') conveys our readiness to power tomorrow's innovations.

Logo lock-up integrity

The Netomnia logo lock-up must be maintained as a unified element in all applications. The abstract circular brandmark and wordmark are intentionally designed as an integrated unit with carefully balanced proportions.

They should never be separated or used independently. Maintaining this cohesive presentation preserves our bold, distinct brand identity and ensures consistent recognition across all touchpoints.

Incorrect usage

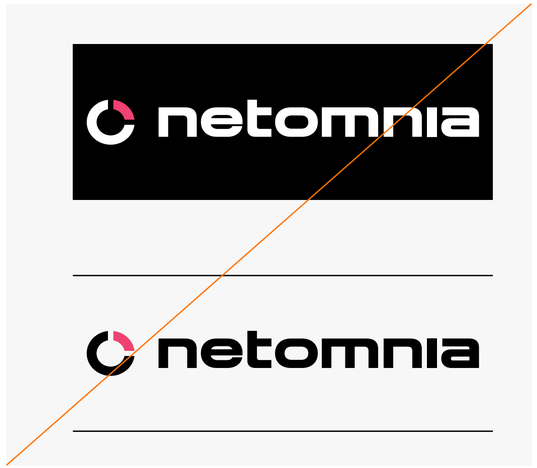
The Netomnia logo has been designed to specific proportions and should not be altered. It should not be treated in any way that distorts or alters the original.

Do not stretch the logo

Do not lock the word mark up with text

Do not rotate the logo

Do not change the logo to a colour outside of the brand palette

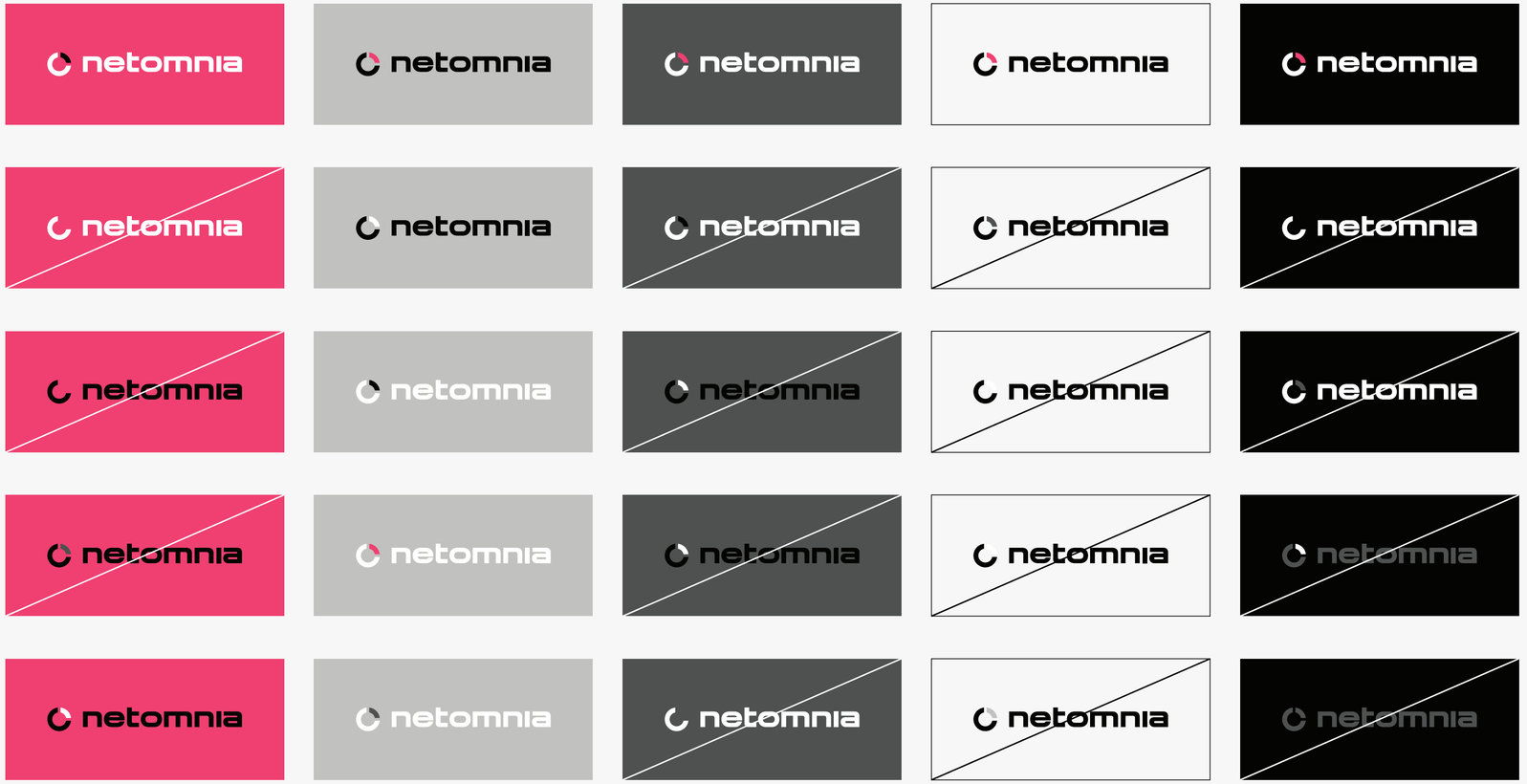


Do not lock the logo up inside a shape or within lines

Do not outline the logo

Logo usage

The Netomnia logo must only use approved colour combinations shown in the grid. Use a black or white wordmark with a red pink, white, or black accent for the ‘potential’ arch against appropriate background colours. Combinations with diagonal lines are prohibited. Always select the variation that ensures optimal contrast and visibility for your specific application.



Typography

Our typography speaks volumes. It helps shape how our message is received, making our communications strong, decisive, and unmistakably Netomnia.

Brand typeface

Conceived of to have a dual program, Basel is an innovative typeface designed by Chi-Long Trieu composed of two variants: Grotesk and Classic.

Rooted in modernist typography, Basel Grotesk reinterprets key elements of this aesthetic with a new dynamism.

Basel Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()

Typeface detail

Conceived of to have a dual program, Basel is an innovative typeface designed by Chi-Long Trieu composed of two variants: Grotesk and Classic.

Rooted in modernist typography, Basel Grotesk reinterprets key elements of this aesthetic with a new dynamism.

Typeface use

Conceived of to have a dual program, Basel is an innovative typeface designed by Chi-Long Trieu composed of two variants: Grotesk and Classic.

Rooted in modernist typography, Basel Grotesk reinterprets key elements of this aesthetic with a new dynamism.

Large Headlines
Basel Grotesk Bold
Leading: 100% (1.0 x Point size)
Kerning: Metric -10

Where the most powerful Internet lives.

Medium Headlines
Basel Grotesk Bold
Leading: 120% (1.2 x Point size)
Kerning: Metric -10

Welcome to the next frontier of Internet connectivity. Born from the visionary merger of Netomnia and brsk, Netomnia, a wholesale network platform, emerges as the UK's fourth-largest Full Fibre network.

In-Body Heading
Basel Grotesk Bold
Leading: 120% (1.2 x Point size)
Kerning: Metric 5

Body Heading
Basel Grotesk Book
Leading: 120% (1.2 x Point size)
Kerning: Metric 5

About us
Welcome to the next frontier of Internet connectivity. Born from the visionary merger of Netomnia and brsk, Netomnia, a wholesale network platform, emerges as the UK's fourth-largest full-fibre network. Our vision? To re-define your Internet experience with lightning-fast 10 Gbps speeds, powerful performance and an indisputably robust network; built for whatever comes next.

Typeface use

The adjacent style sheet acts as a guide for setting type and typographic detailing.

Bullets and Numbers
Basel Grotesk Book
Leading: 120% (1.1 x Point size)
Indent: 20px
Kerning: Metric 5

- Internet: Experience the power of true high-speed connectivity. 10Gbps anyone?
- FTTP (Fibre to the Premises): Bringing unmatched speed directly to your doorstep.
- Dark Fibre: Dedicated fibre infrastructure, offering unmatched flexibility and control for your network needs.

1. Largest consolidation among alternative networks (Alt-Net)
2. UK's second largest Full Fibre Alt-Net
3. UK's fourth largest Full Fibre network, engineered for the future

Specs and Lists
Basel Grotesk Book
Leading: 160% (1.6 x Point size)
Kerning: Metric 5

Capital raised: £1.5 billion across Netomnia and Brsk over the last four years.
Plan to connect five million premises by the end of 2027.
Goal to serve 10 million customers by 2027.

CTA
Basel Grotesk Bold
Kerning: Metric 10

Find out more

Find out more

Alternative standard font

When Basel Grotek is not able to be used as the brand typeface, Trebuchet MS may be used as substitute.

Trebuchet MS is available as a default system font.

Trebuchet MS Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()

Trebuchet MS Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()

Colour palette

Our colours are more than decoration. The palette reinforces our brand’s vibrancy and helps us stand out in an evolving industry.

Colour palette

Primary colour palette

Red Pink	White	Light Grey	Mid Grey	Dark Grey	Black
R 239 G 66 B 113	R 255 G 255 B 255	R 194 G 194 B 193	R 138 G 138 B 138	R 97 G 97 B 97	R 0 G 0 B 0
HEX ef4271	HEX ffffff	HEX c2c2c1	HEX 8a8a8a	HEX 616161	HEX 000000
C 0 M 89 Y 35 K 0	C 0 M 0 Y 0 K 0	C 24 M 19 Y 20 K 0	C 48 M 40 Y 40 K 4	C 61 M 53 Y 52 K 23	C 0 M 0 Y 0 K 100
PANTONE 191	PANTONE –	PANTONE Cool Gray 5	PANTONE Cool Gray 7	PANTONE Cool Gray 10	PANTONE Black

Secondary colour palette

Cream	Blue	Green Grey	Mid Blue	Dark Blue	Gunmetal Blue
R 237 G 237 B 222	R 135 G 189 B 212	R 107 G 140 B 140	R 64 G 102 B 120	R 64 G 77 B 89	R 46 G 61 B 69
HEX ededde	HEX 87bdd4	HEX 6b8c8c	HEX 406678	HEX 404d59	HEX 2e3d45
C 6 M 3 Y 13 K 0	C 46 M 12 Y 11 K 0	C 62 M 34 Y 42 K 4	C 79 M 51 Y 40 K 15	C 76 M 62 Y 48 K 32	C 80 M 63 Y 55 K 46
PANTONE 9043	PANTONE 542	PANTONE 5497	PANTONE 7697	PANTONE 2374	PANTONE 2377

Iconography

Simple, smart, and instantly recognisable. Netomnia iconography is built to stand out and support our message with clarity and precision.

Iconography

Location

Plan

Connect

Survey

Delivery

Presentation & Reports

Teamwork & Meetings

Onboarding & Training

Maintenance & Support

Compliance & Governance

Progressive Innovation

All For One

Dare To Be You

Have Fun and Get Sh*t Done

Spark Synergy

Call to Action

Mobile & Desktop Compatibility

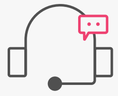
Service Outages & Repairs

User-Friendly Features

Partnerships & Collaboration

Strategy & Planning

Growth & Expansion


Customer Support / Helpdesk

Innovation & R&D

Fibre

Fibre Network

Network Deployment

Internet Speed

Connectivity / Broadband

Data Security & Encryption

Cloud & Hosting

IoT & Smart Networks

Premises Serviceable

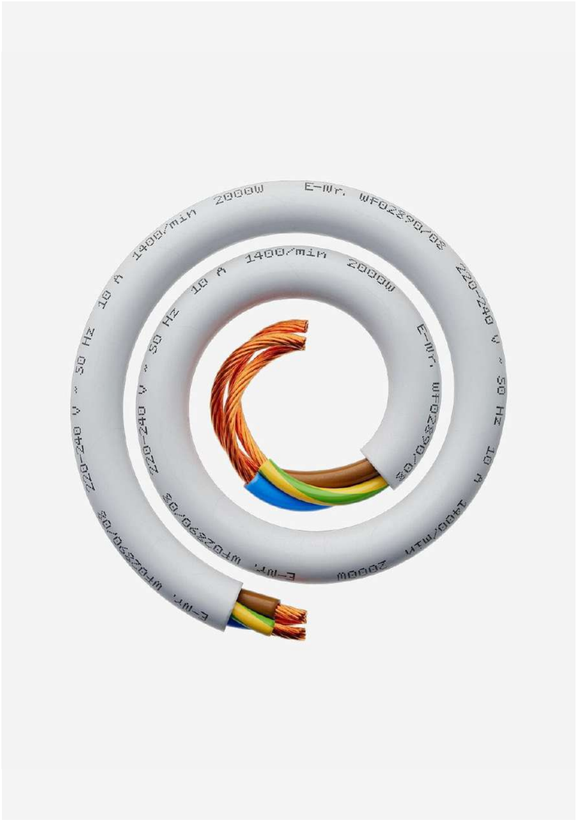
Premises Connected

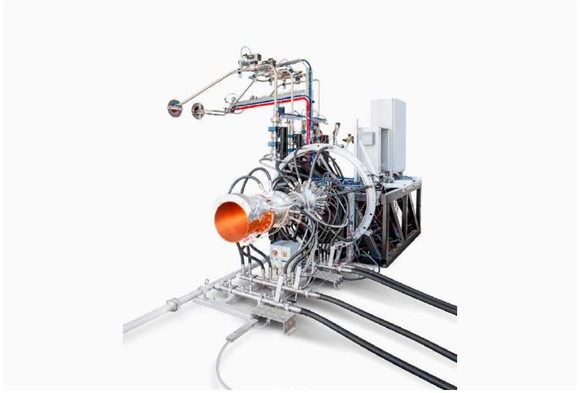
Infrastructure Build-Out

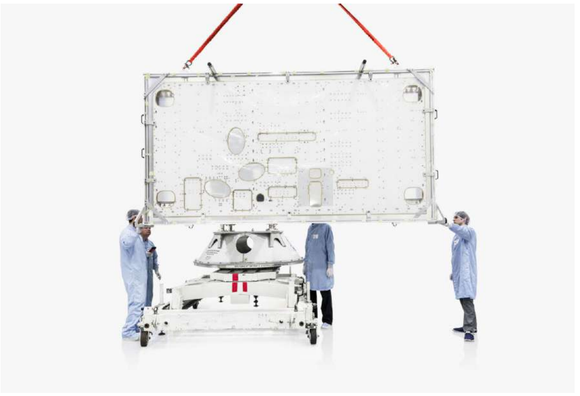
Art direction

Art direction guides the visual expression of Netomnia, helping us maintain a cohesive and compelling brand presence across all touch points.

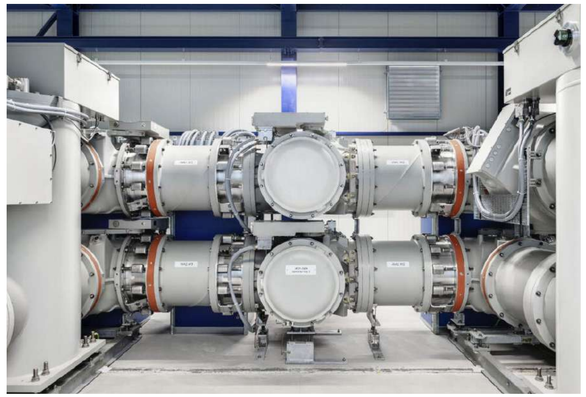
Art direction, technology



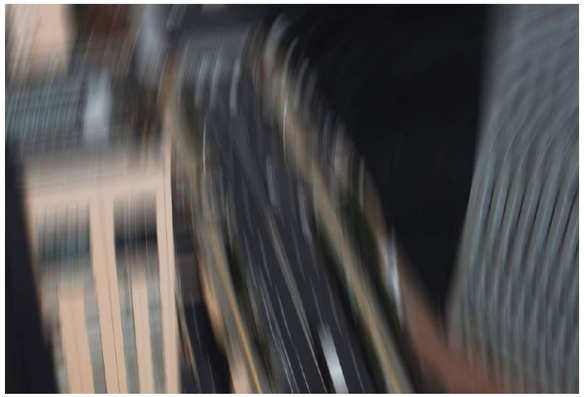
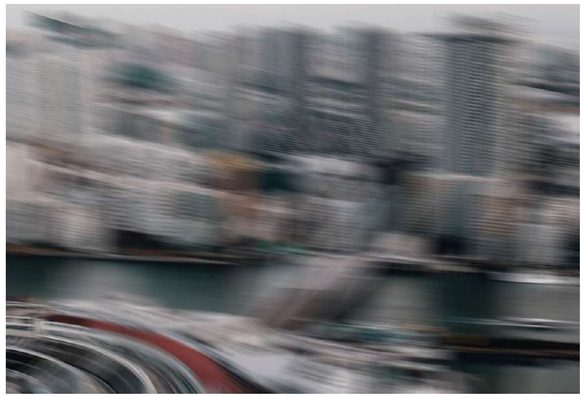
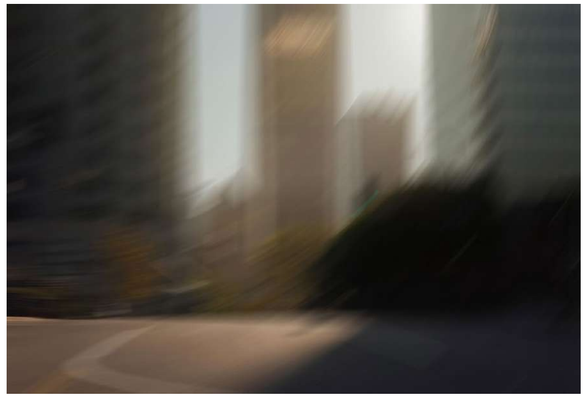
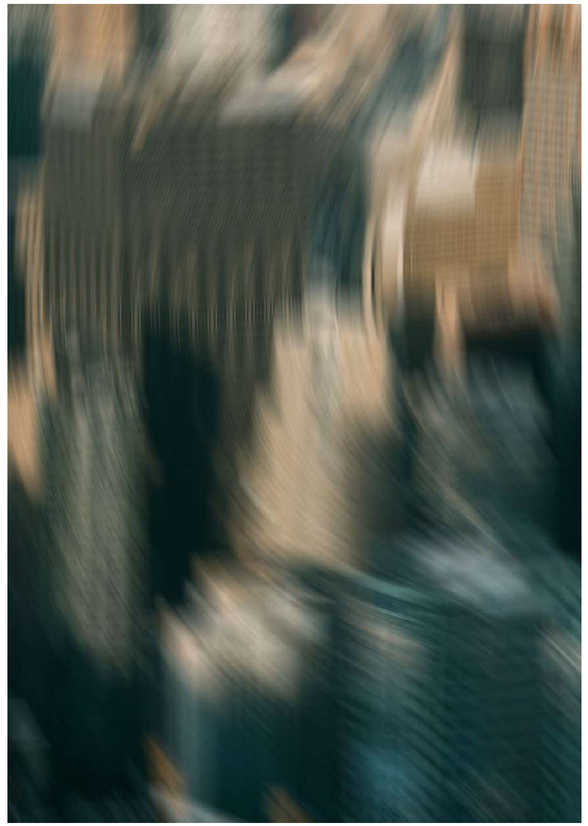


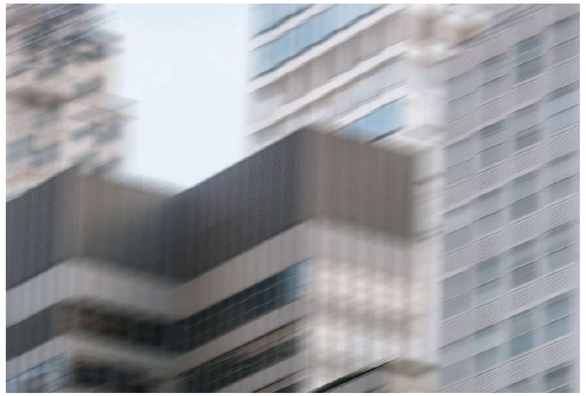
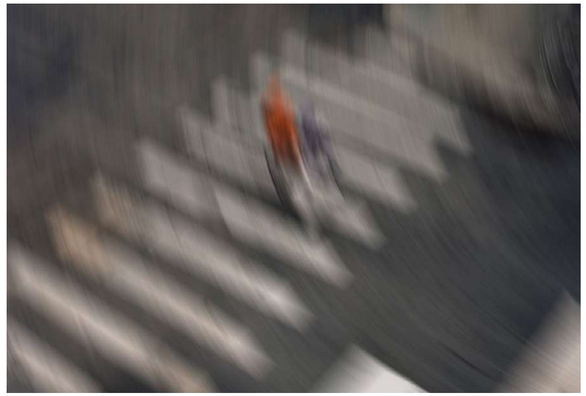


Art direction, infrastructure



Art direction, abstract speed

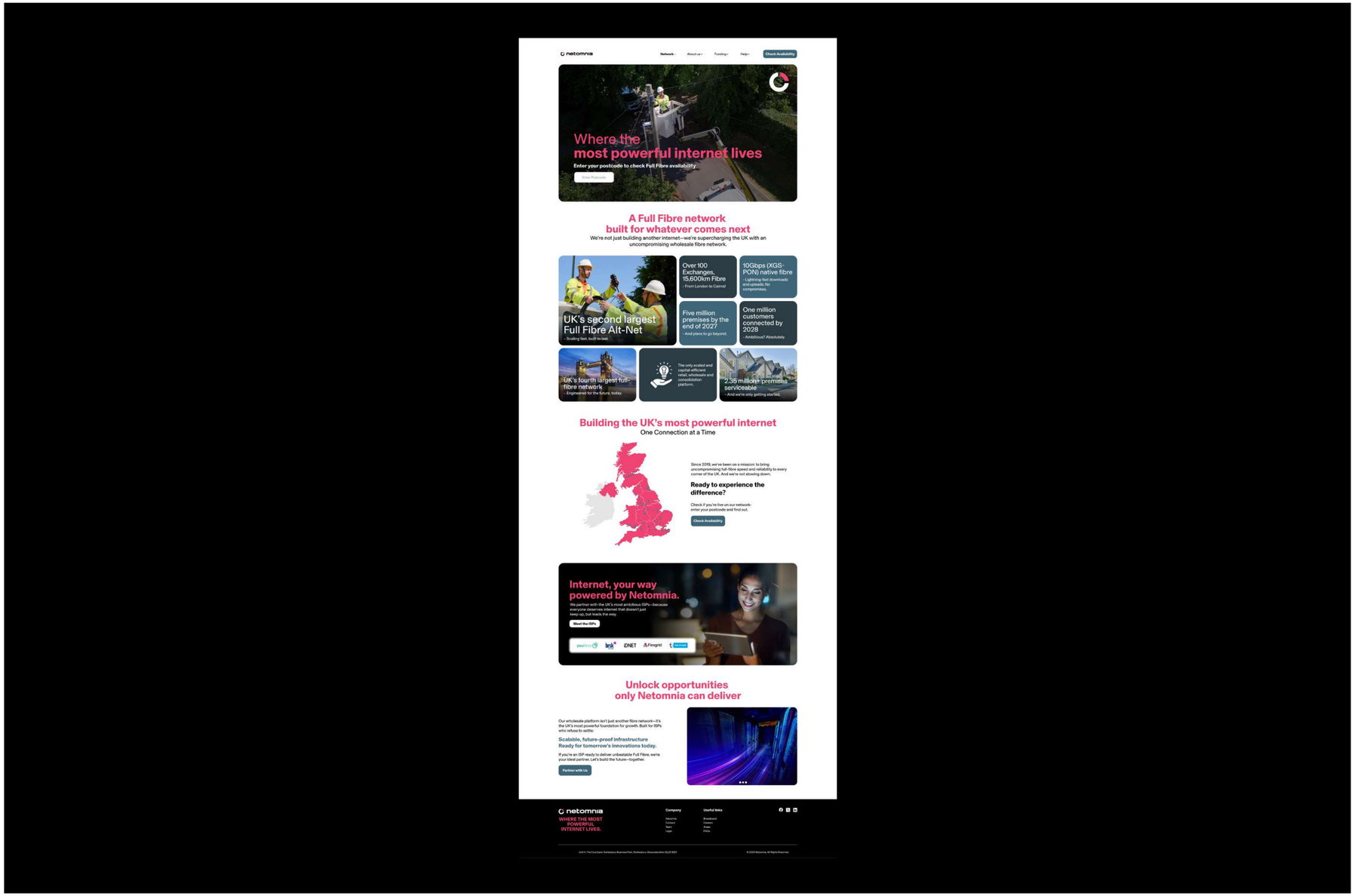
Main brand assets

From business cards to t-shirts, these assets represent Netomnia in the real world. They make sure the Netomnia identity is felt everywhere, creating a unified and compelling presence.

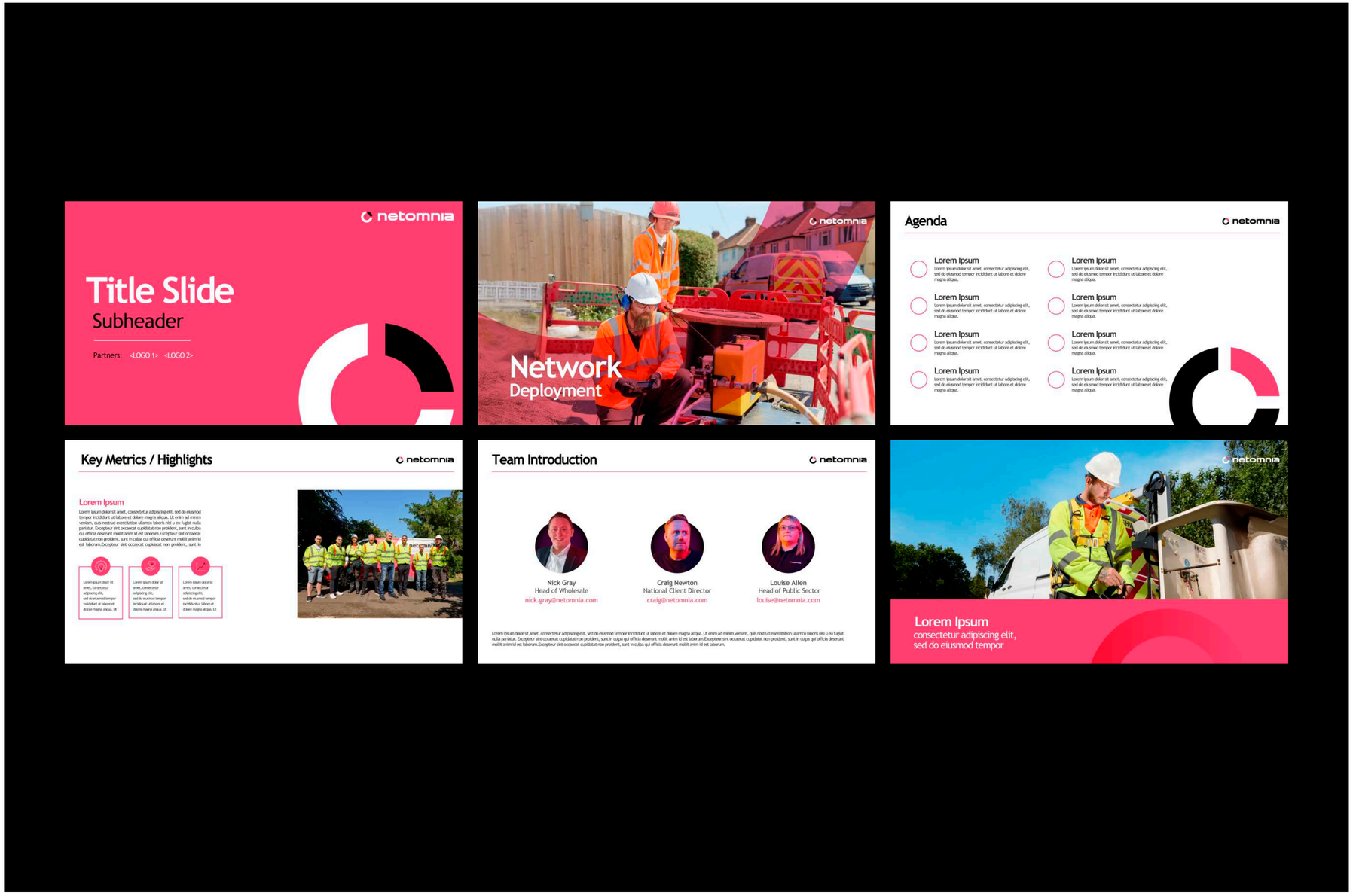
Business cards

Email signature

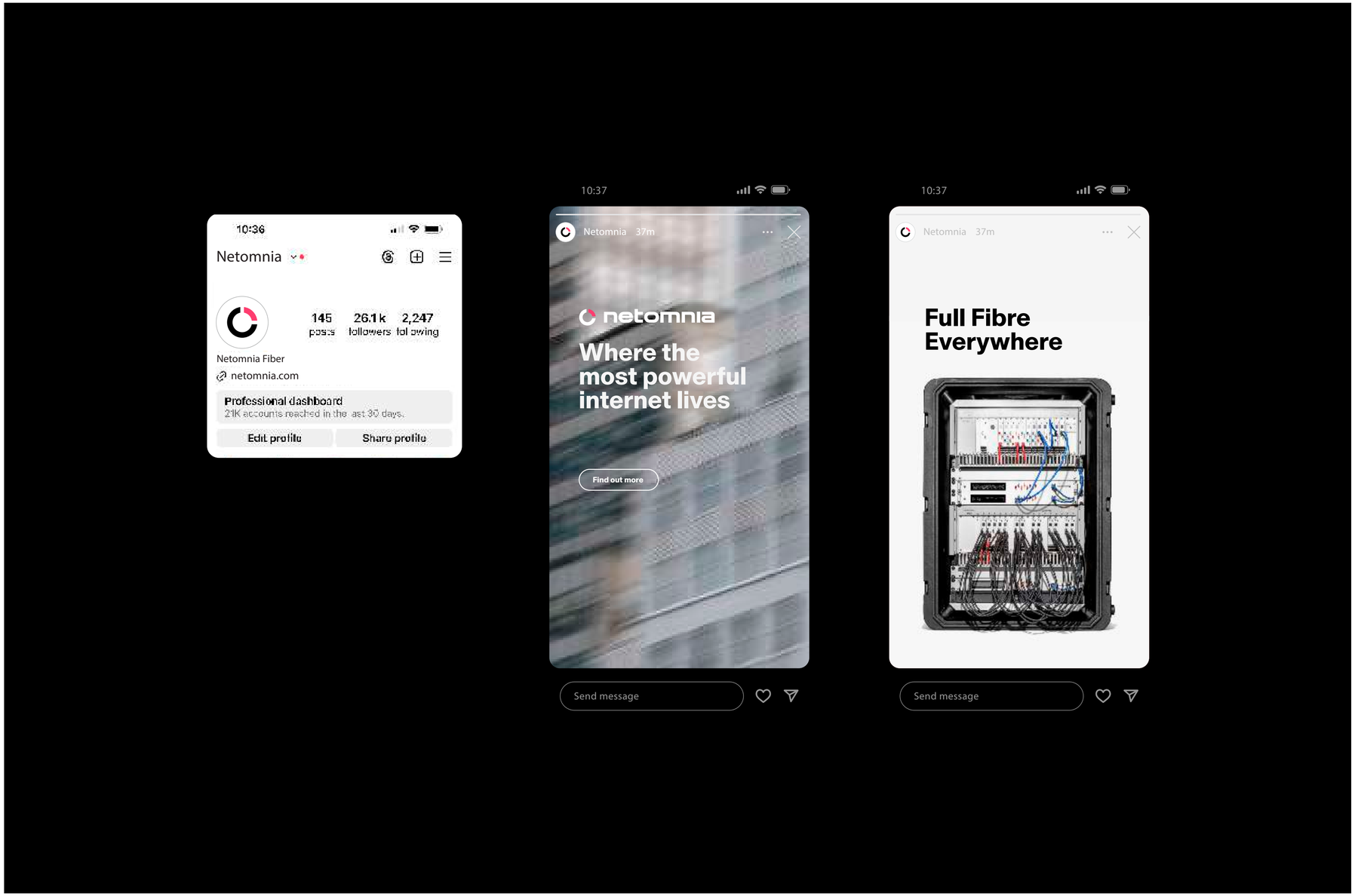
Website homepage



PowerPoint


netomnia
Title Slide
Subheader
Partners: <LOGO 1> <LOGO 2>
Network
Deployment
Agenda
Lorem Ipsum
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
Key Metrics / Highlights
Lorem Ipsum
Team Introduction
Nick Gray
Head of Wholesale
nick.gray@netomnia.com
Craig Newton
National Client Director
craig@netomnia.com
Louise Allen
Head of Public Sector
louise@netomnia.com
Lorem Ipsum
consectetur adipiscing elit,
sed do eiusmod tempor

Social handles



Fleet

netomnia
WHERE THE MOST POWERFUL INTERNET LIVES
netomnia
WHERE THE MOST POWERFUL INTERNET LIVES
Don't search Netomnia. Seriously. Don't.
Unless you want ridiculously fast internet.
netomnia
WHERE THE MOST POWERFUL INTERNET LIVES
netomnia
WHERE THE MOST POWERFUL INTERNET LIVES
This QR code won't explode, but your internet speed will.
Scan to check if Netomnia is available.

Merchandise

netomnia

For any brand enquiries contact:
Swapnil Khapekar
Head of Marketing
swapnil.khapekar@netomnia.com

2025 Brand Guidelines