



netoomnia

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, Netomnia is built to lead a new era of Internet connectivity.

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 a 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 10Gbps (XGS-PON) native fibre network, delivering lightning-fast download and upload speeds
- The UK's first commercial 50G PON service

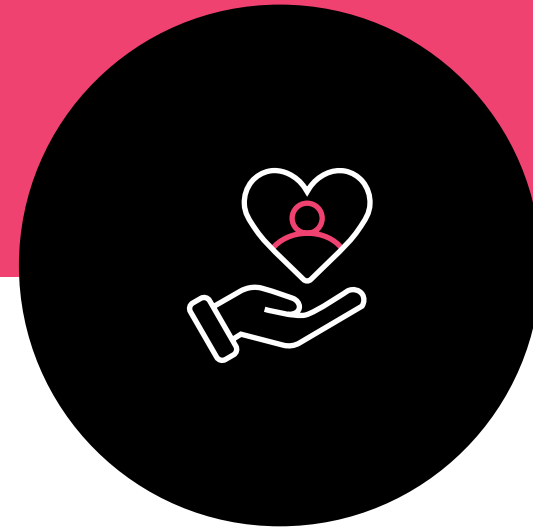
Brand characteristics

- 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



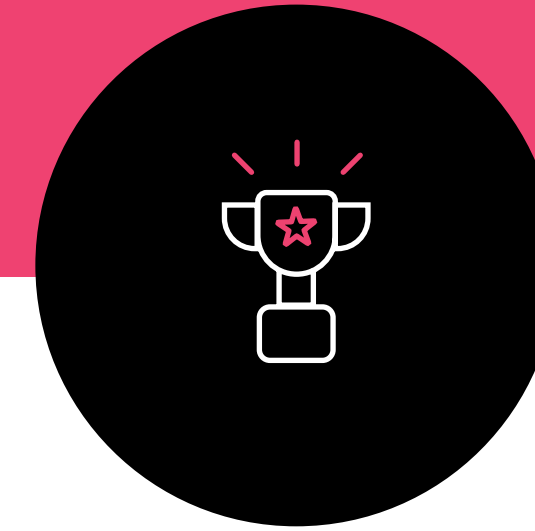
All for one

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

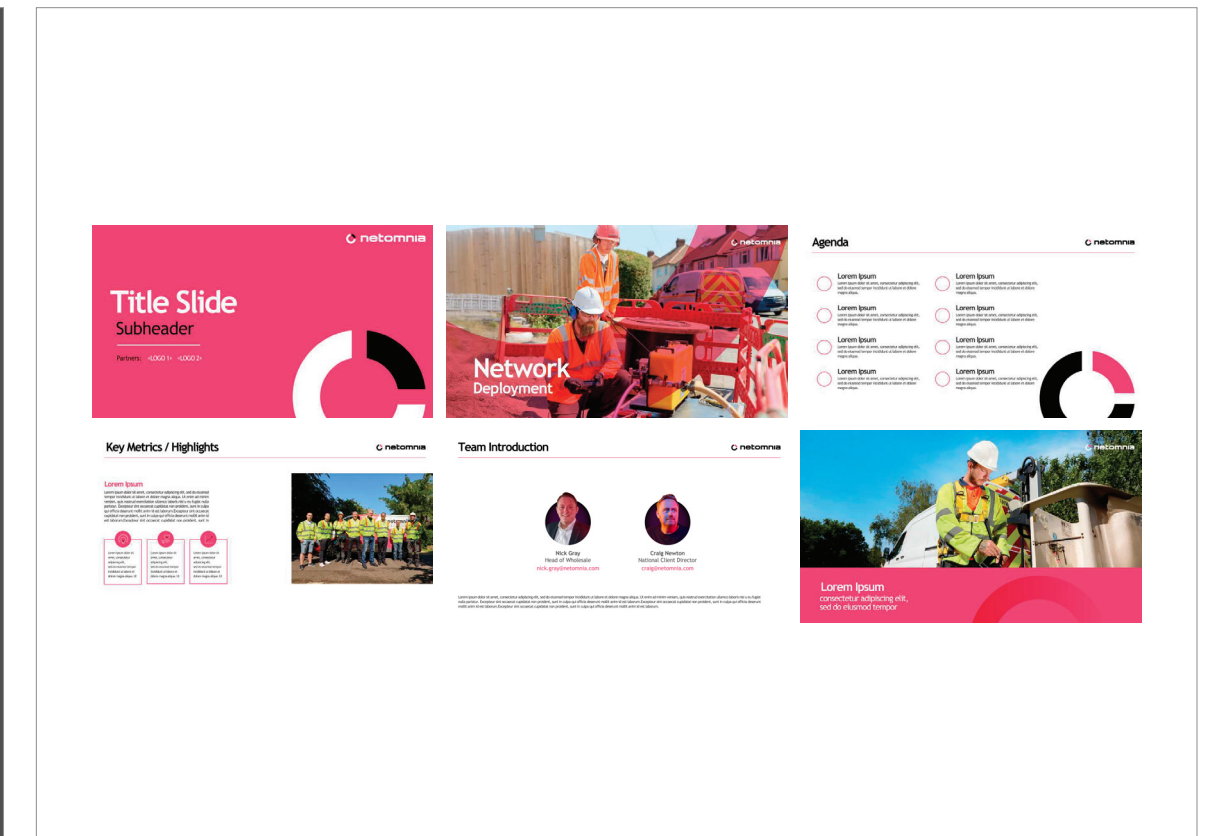
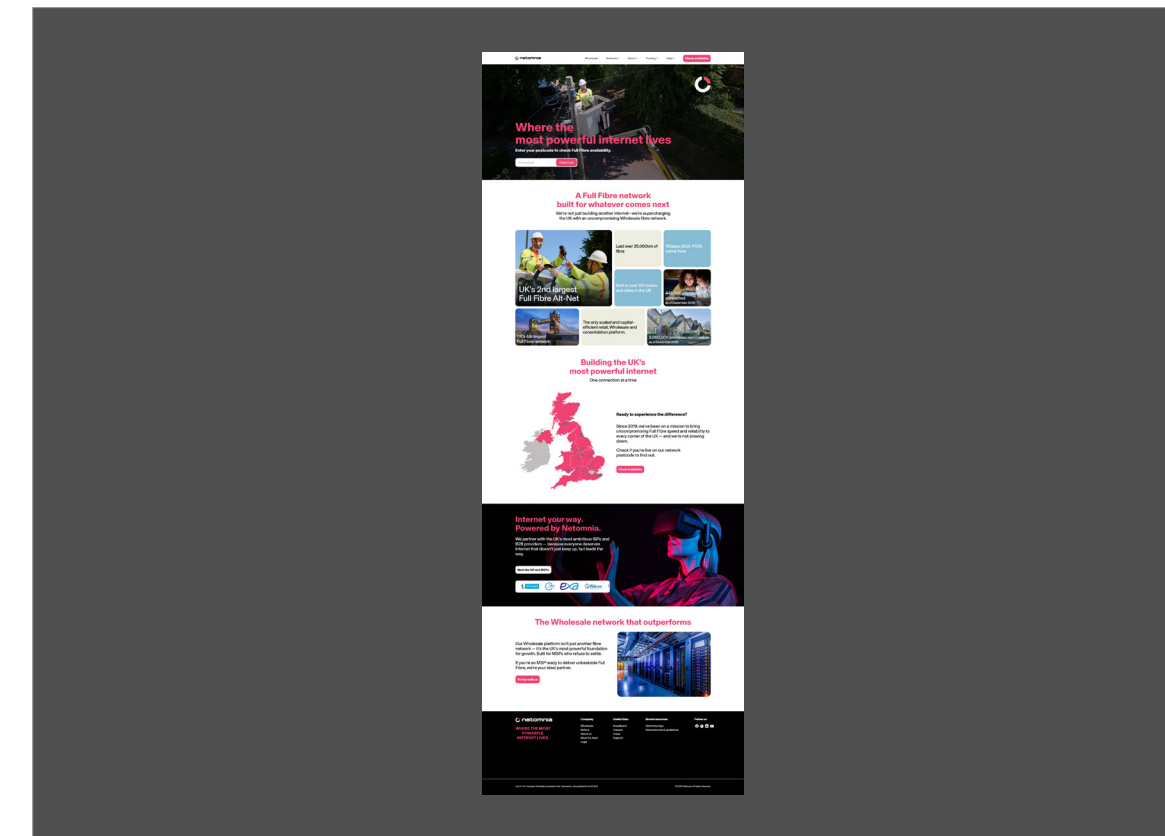
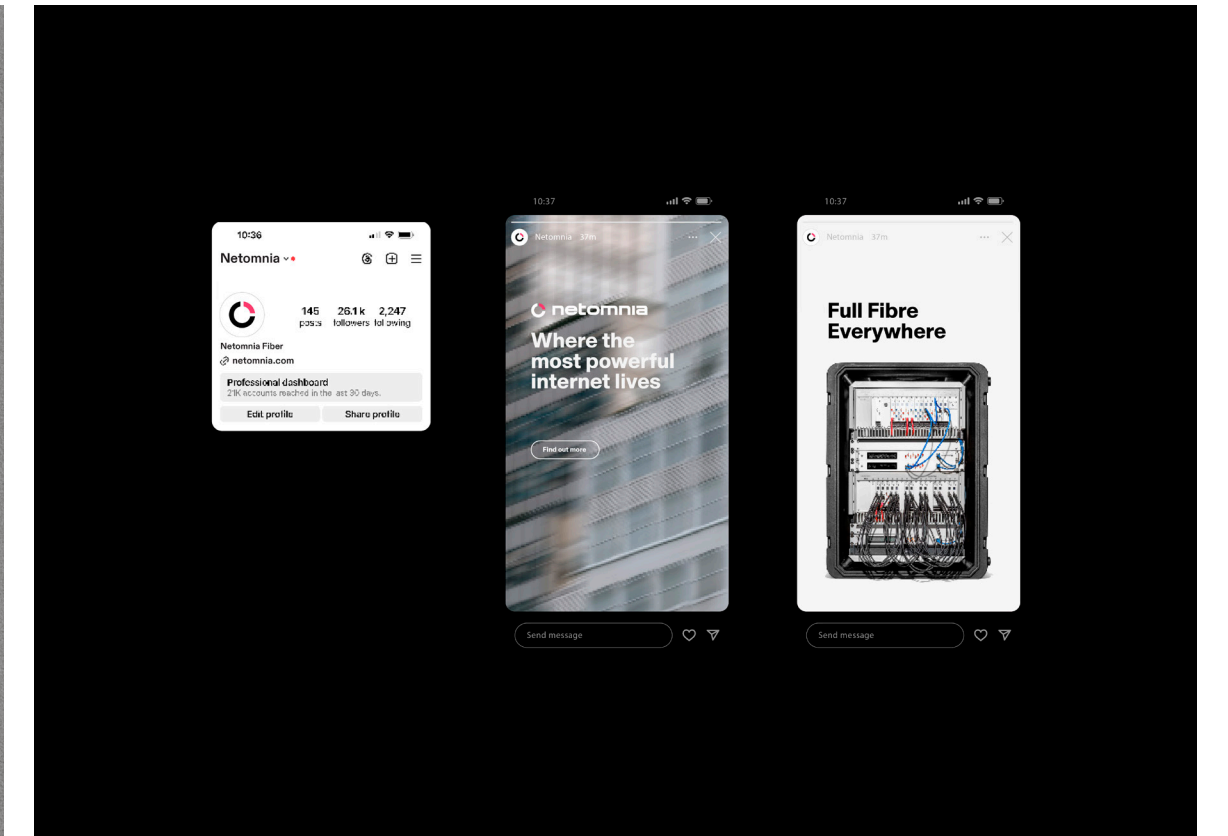
We sound warm and welcoming, with an approachable tone. We sound confident, not arrogant, in our expertise and always open to new ideas and partnerships.

- 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 logo

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

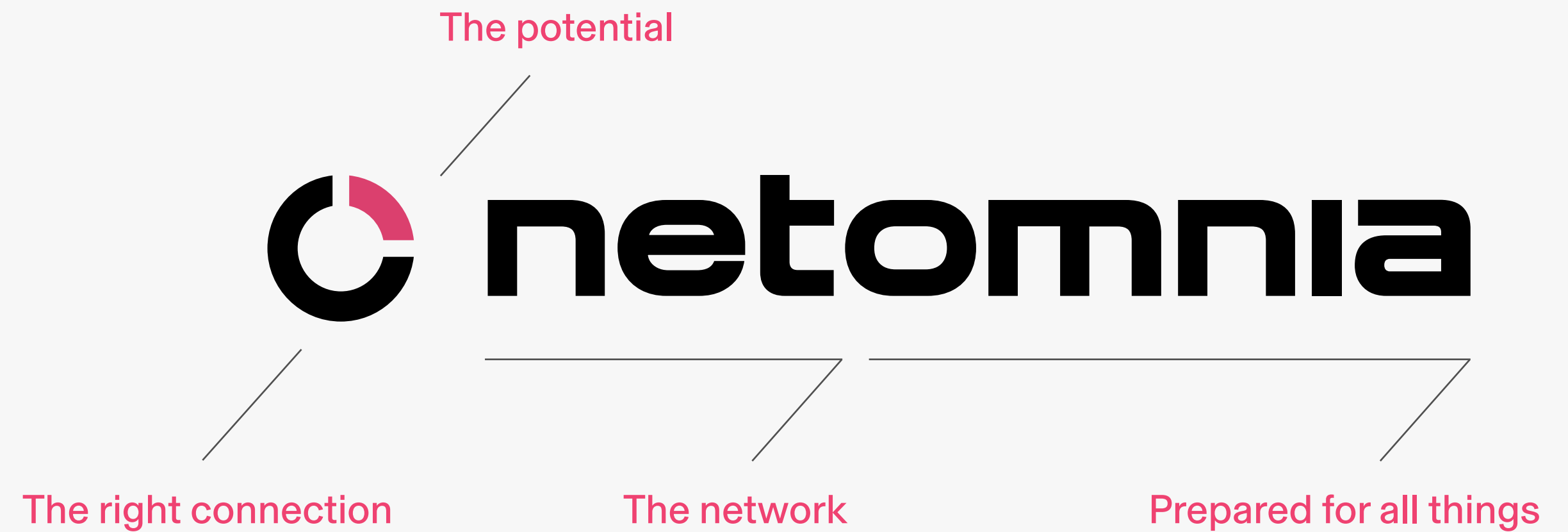
Netomnia logo evolution

- 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

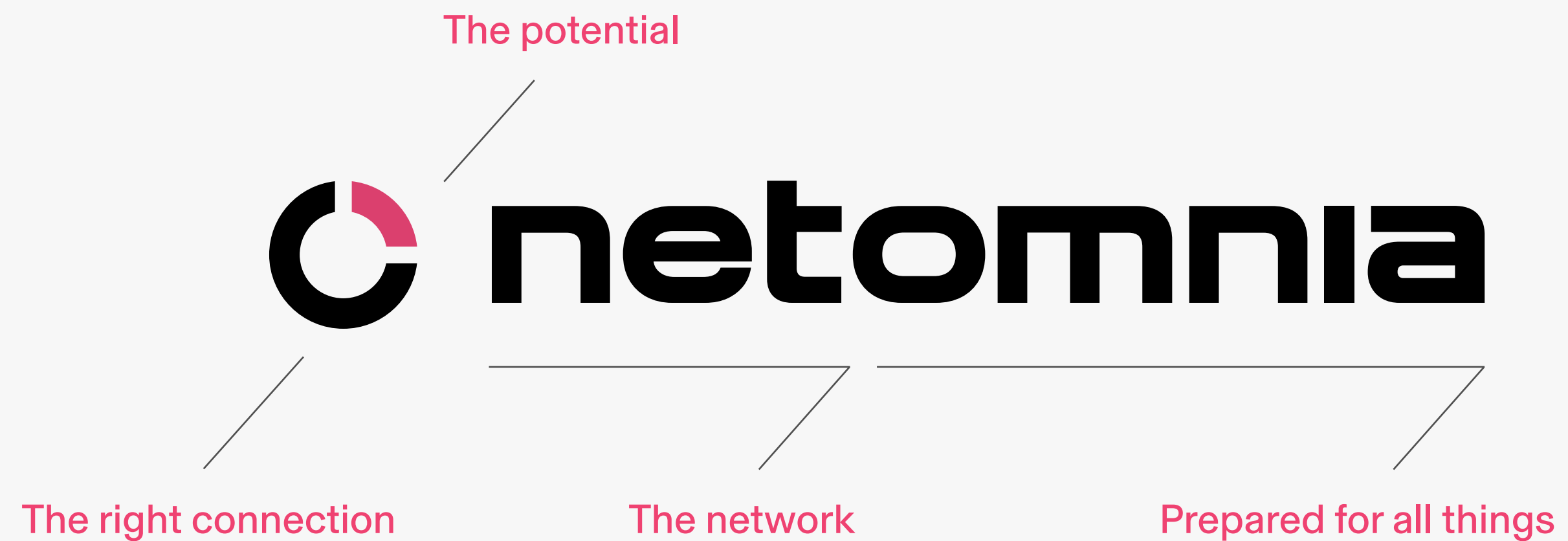


The core of our brand identity

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



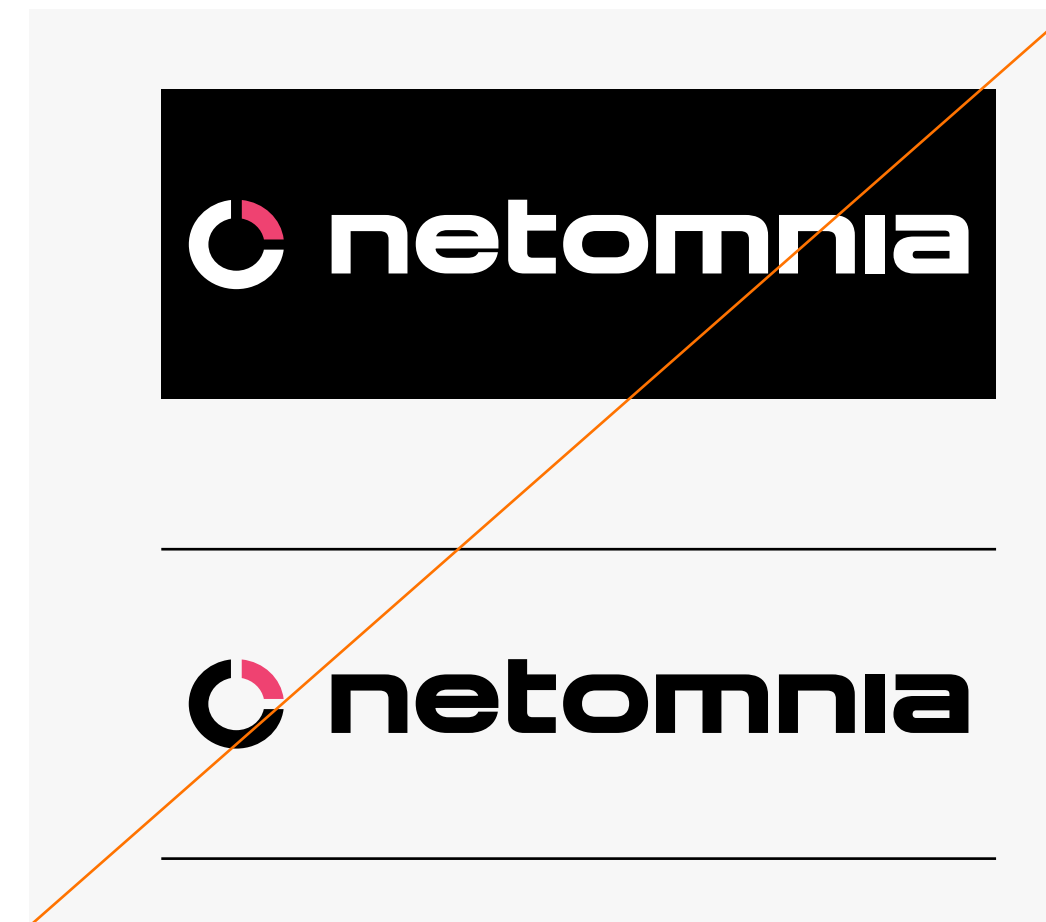
Do not lock the word mark up with text



Do not rotate the logo



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



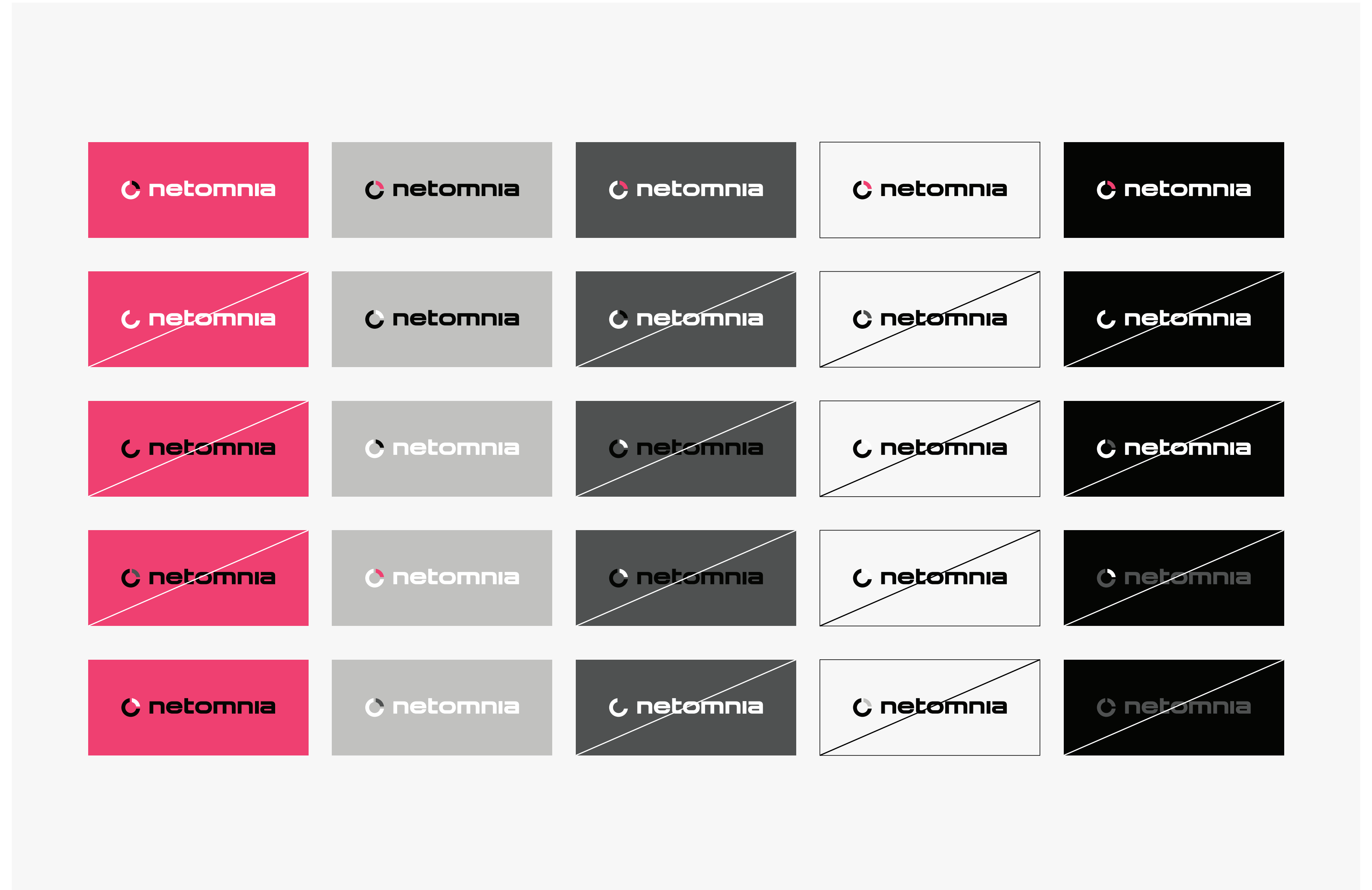
Do not lock the logo up inside a shape or within lines



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

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.

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

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

Largest consolidation among alternative networks (Alt-Net)

UK's second largest Full Fibre Alt-Net

UK's fourth largest Full Fibre network, engineered for the future

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

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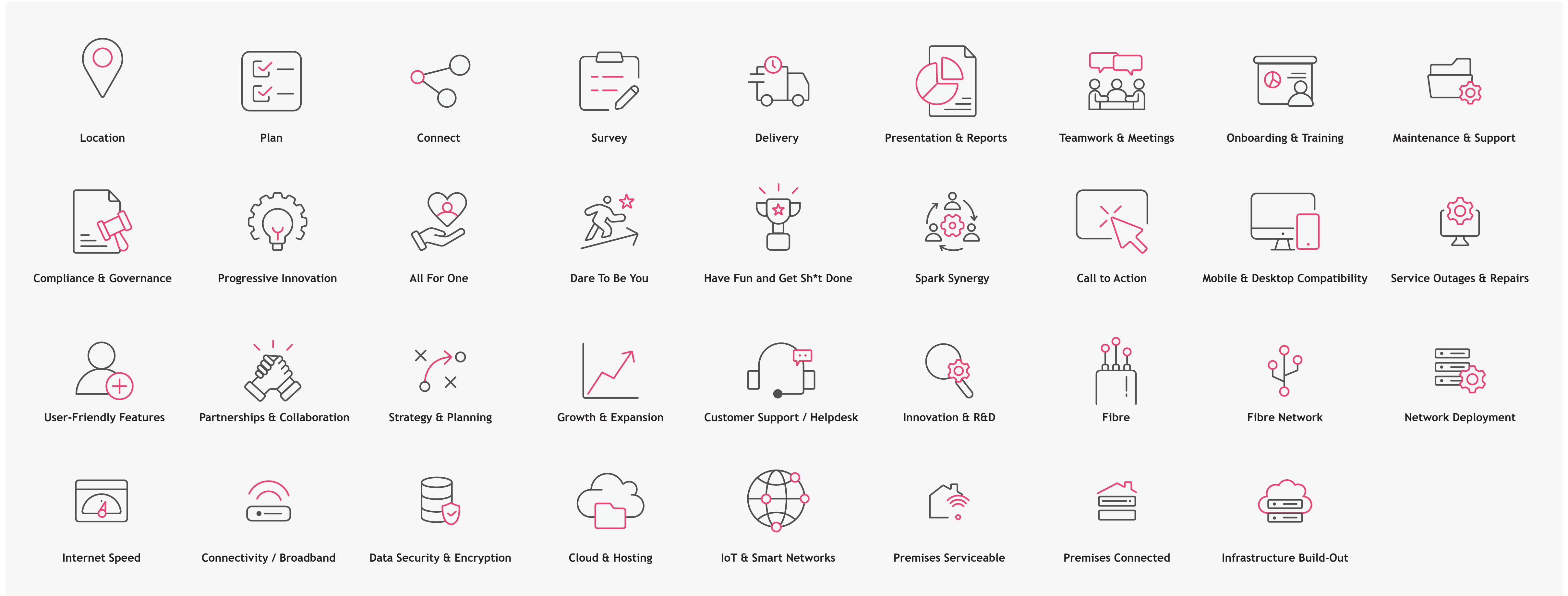
Secondary colour palette

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

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

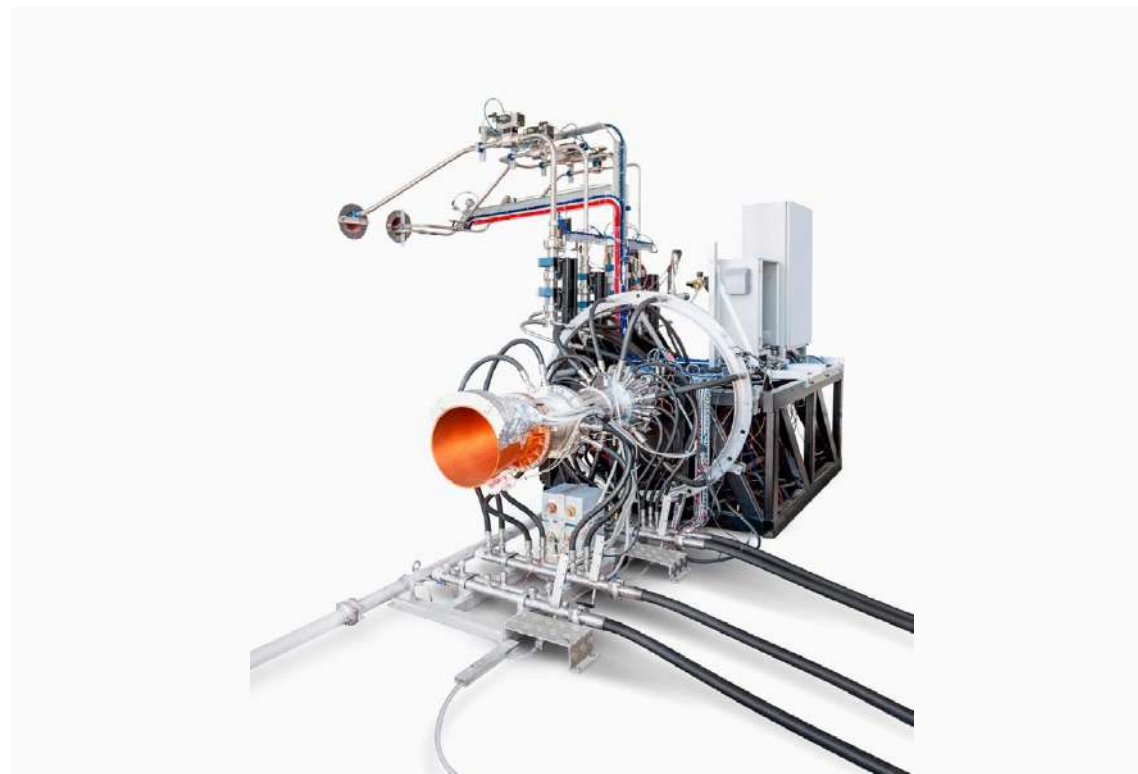
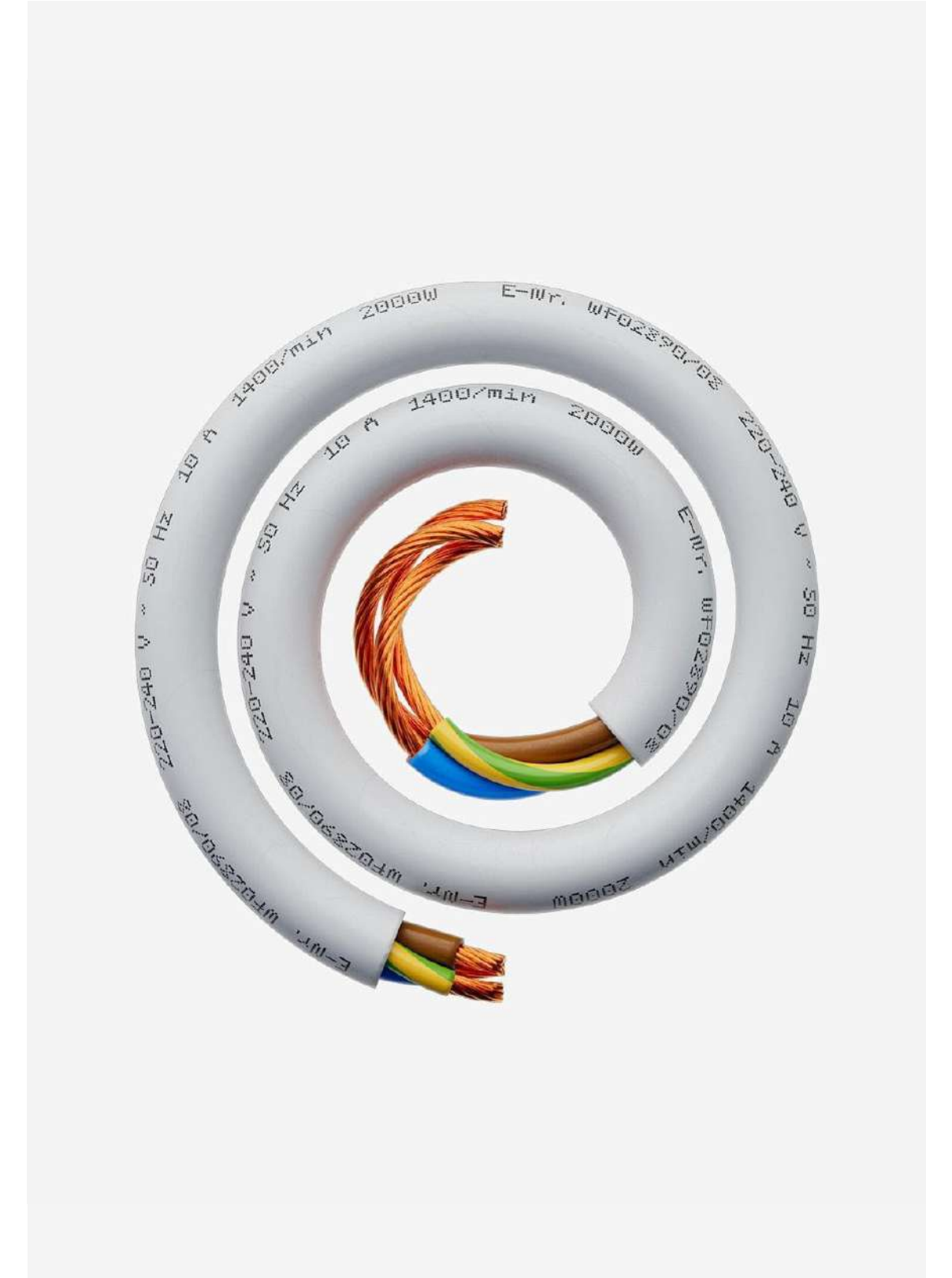
Iconography



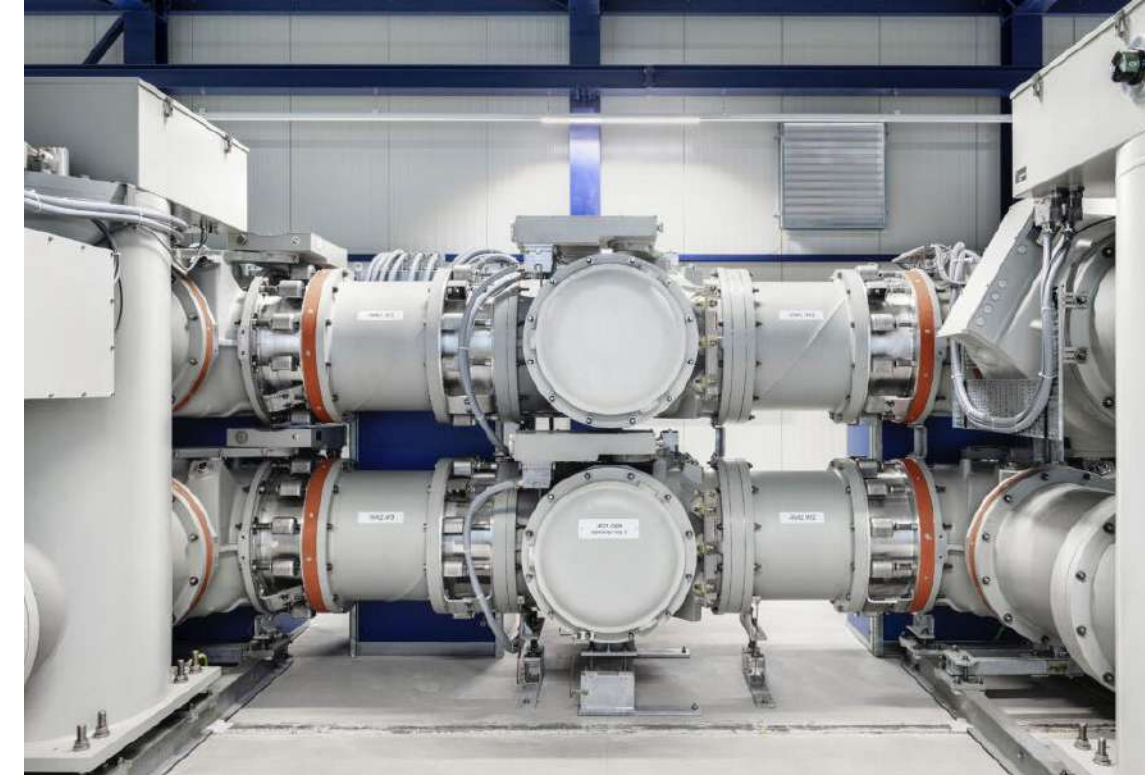
Art direction

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

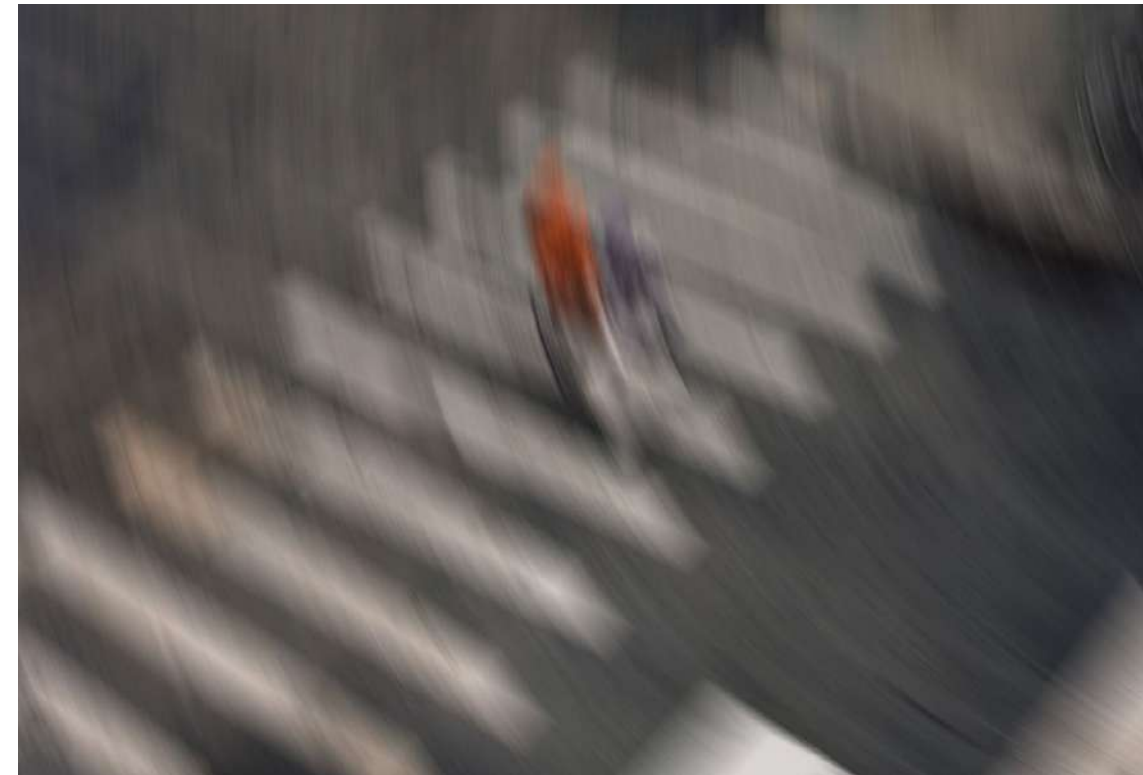
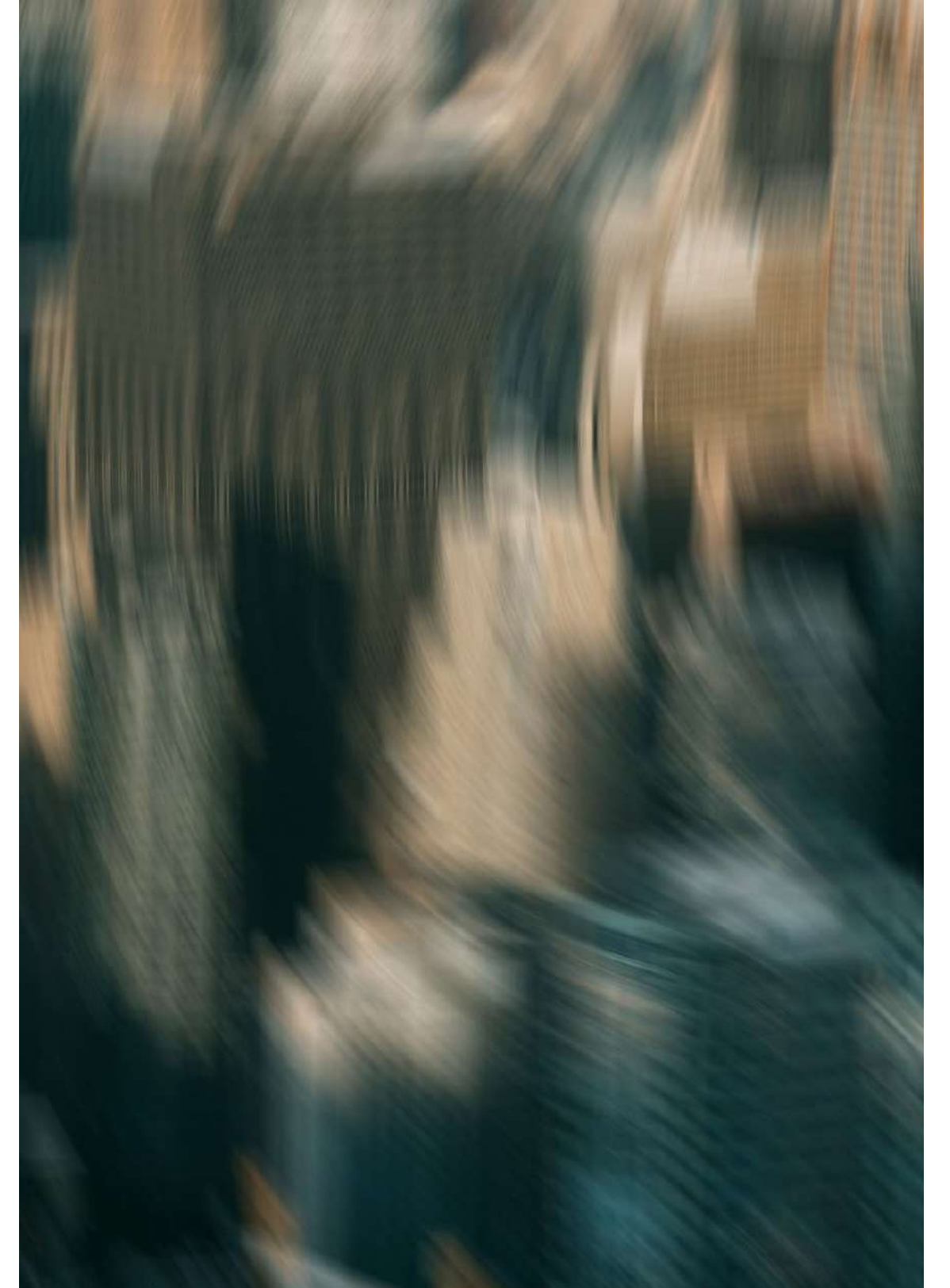
Art direction, technology



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

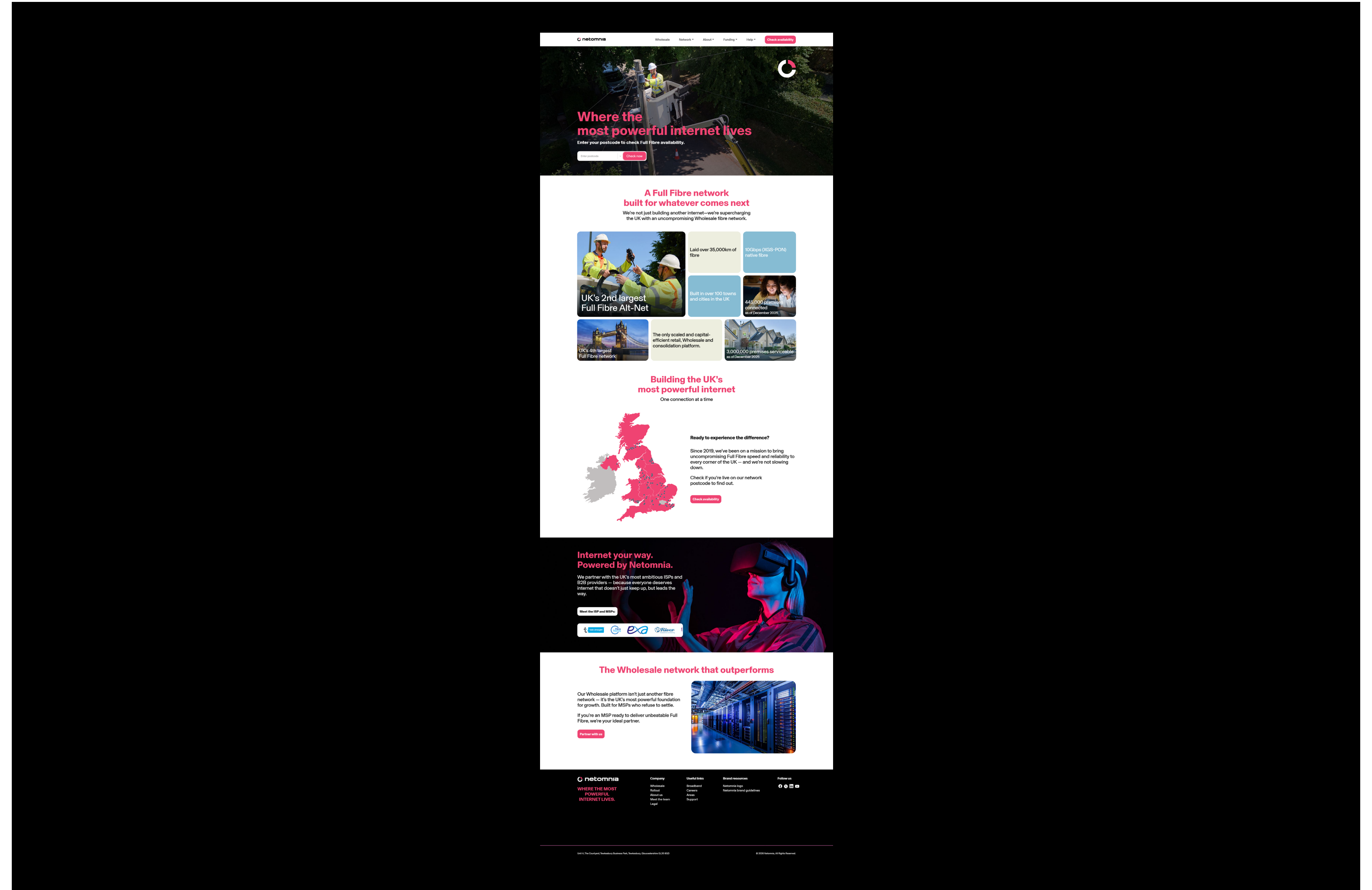


Swapnil Khapekar
Head of Marketing

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w: netomnia.com



Website homepage

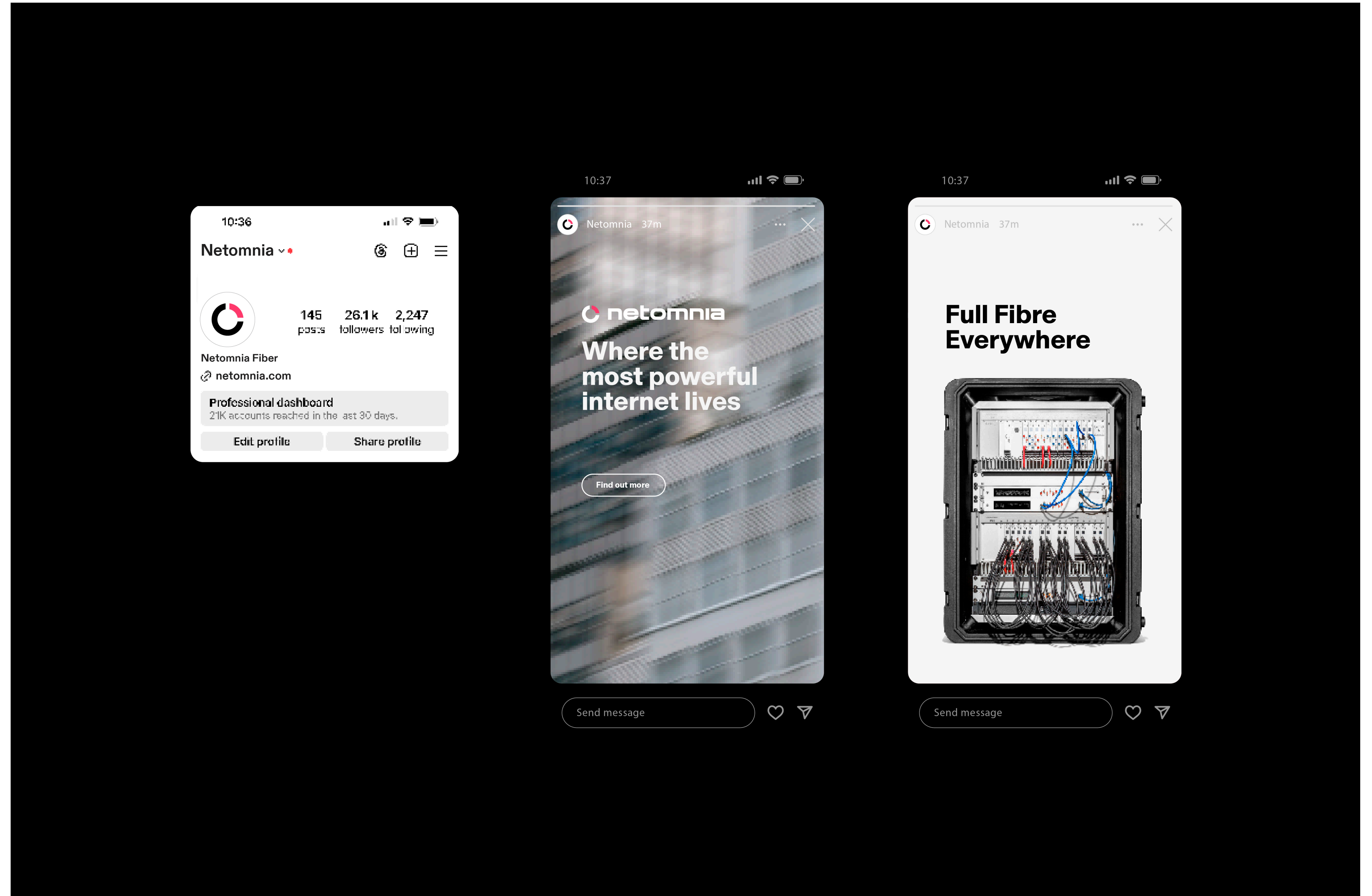


PowerPoint

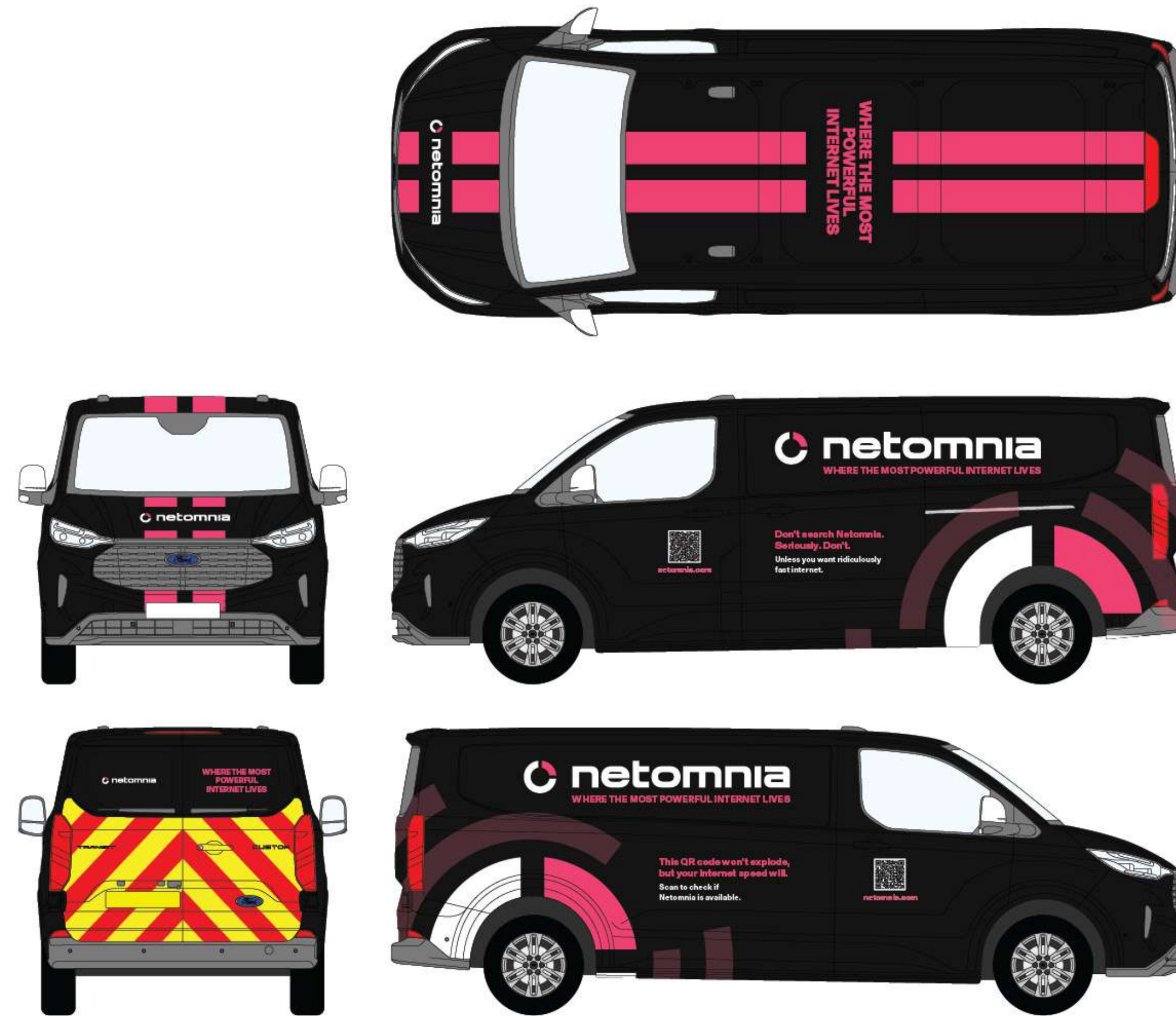
The image displays a grid of six PowerPoint slide thumbnails for Netomnia. Each slide features the Netomnia logo in the top right corner.

- Title Slide:** A pink background with the text "Title Slide" and "Subheader". Below the text, it says "Partners: <LOGO 1> <LOGO 2>". A large white and black circular graphic is on the right.
- Network Deployment:** A photograph of a worker in an orange safety vest and white hard hat operating a piece of equipment on a construction site. The text "Network Deployment" is overlaid in white.
- Agenda:** A white background with a grid of eight "Lorem Ipsum" placeholder text blocks, each preceded by a small pink circle. A large white and black circular graphic is on the right.
- Key Metrics / Highlights:** A white background with a "Lorem Ipsum" placeholder text block on the left and a photograph of a group of workers in safety vests on the right. Below the text are three small pink boxes with icons and placeholder text.
- Team Introduction:** A white background with two circular headshots of men. Below the first is "Nick Gray, Head of Wholesale, nick.gray@netomnia.com". Below the second is "Craig Newton, National Client Director, craig@netomnia.com".
- Final Slide:** A large photograph of a worker in a yellow safety vest and white hard hat working on a piece of equipment. The text "Lorem Ipsum consectetur adipiscing elit, sed do eiusmod tempor" is overlaid in white on a pink background at the bottom.

Social handles



Fleet



Merchandise





For any brand enquiries contact:
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