

WIFI – Cards Scope

Product Brief:

Oman Air is looking to print a total 2,000 Scratch vouchers.
The scratch area is for predefined codes with specific Expiry Date per bulk.

Technical Description:

- **2,000** Vouchers are divided into two batches; each batch 1,000 card with specific expiry date.
- Each voucher must have the Unique code under scratch, **Voucher Serial Number** and **Expiry Date. (Codes will be provided for the awarded vendor)**
- Dimensions: **8.5 CMs W X 5.5 CMs H**
- Quality of Plastic: **PVC CARDS 500 MICRON**
- Branding: **Oman Air Branding**
- Note: **Enclosed in the sample**
- Item: Scratch Voucher
- Oman Air Branding Colors: (Attached)

Gold	CMYK: C30 M36 Y76 K04 Pantone: 872 C RGB: R179 G151 B89 Hex: #B39759
Blue	CMYK: C89 M45 K06 Pantone: 314 C RGB: R0 G114 B142 Hex: #00728B
Silver	CMYK: C00 M00 K40 Pantone: 877 C RGB: R167 G169 B172 Hex: #A7A9AC

Oman Air

Colours

Colour palette

Three of the colours from the Oman Air Brand Guidelines can be used with the visual language. Silver, Gold and Blue. Using these three colours maintains a balance between flexibility and consistency, and sits well over a variety of imagery.

The extended colour palette can also be retained. Please make sure to check the colour breakdown on the artwork and make sure it is fit for print or digital.

Silver
CMYK: C00 M00 Y00 K40
Pantone: 877 C
RGB: R167 G169 B172
Hex: #A7A9AC

Gold
CMYK: C30 M36 Y76 K04
Pantone: 872 C
RGB: R179 G151 B89
Hex: #B39759

Blue
CMYK: C89 M45 Y32 K06
Pantone: 314 C
RGB: R0 G114 B142
Hex: #00728B



Silver
C 0 M 0 Y 0 K 40
PANTONE 877C



Gold
C 20 M 30 Y 70 K 15
PANTONE 872C

- Artwork: (Attached)

