

# CROBenchmark 2026 — Brand Colors & Approved Usage Guidelines

## Color Palette

### Primary Colors

|---|---|---|---|

Name	Hex	RGB	Usage
<b>Omniconvert Blue</b>	#335CFF	rgb(51, 92, 255)	Primary CTAs, section backgrounds, hero panels, bold headings
<b>Accent Blue</b>	#1781FB	rgb(23, 129, 251)	Links, highlights, key numbers, secondary accents
<b>Deep Navy</b>	#072B38	rgb(7, 43, 56)	Dark backgrounds (legacy brand), high-contrast headings
<b>White</b>	#FFFFFF	rgb(255, 255, 255)	Text on dark backgrounds, card backgrounds

### Supporting Colors

|---|---|---|---|

Name	Hex	RGB	Usage
<b>Success Green</b>	#16A34A	rgb(22, 163, 74)	Positive findings, revenue impact boxes, fix indicators
<b>Alert Orange</b>	#EA580C	rgb(234, 88, 12)	Critical statistics, urgency callouts — max 2–3 instances per document
<b>Light Background</b>	#EFF6FF	rgb(239, 246, 255)	Page backgrounds, stat box fills, alternating row shading
<b>Card Background</b>	#F0F4FF	rgb(240, 244, 255)	Panel backgrounds, callout fills
<b>Body Text</b>	#374151	rgb(55, 65, 81)	Body copy on white or light backgrounds
<b>Dark Text</b>	#111827	rgb(17, 24, 39)	Headlines on light backgrounds
<b>Muted Text</b>	#6B7280	rgb(107, 114, 128)	Labels, footnotes, secondary information
<b>Border</b>	#DCDFE8	rgb(220, 223, 232)	Table borders, dividers, card outlines

## Typography

|---|---|---|---|

Role	Font	Weight	Notes
------	------	--------	-------

<b>**Headlines**</b>	Fira Sans	Bold (700)	Google Fonts. Used for H1, H2, stat numbers, CTA text
<b>**Body Copy**</b>	Open Sans	Regular (400)	Google Fonts. Used for all body text, table content
<b>**Emphasis**</b>	Open Sans	SemiBold (600)	Used for inline emphasis, table headers
<b>**Fallback**</b>	Arial, system-ui	—	Used when Google Fonts unavailable (Word docs, print)

## Type Scale

- H1 / Card Title: 28-36pt / Bold
- H2 / Section Heading: 22-26pt / Bold
- H3 / Subsection: 18-20pt / Bold
- Body: 14-16pt / Regular
- Caption / Label: 11-12pt / Regular or SemiBold
- Stat Number: 48-80pt / Bold

## Logo Usage

### Approved Logos

- **Full wordmark:** OMNICONVERT (all caps, Fira Sans Bold)
- **CROBenchmark wordmark:** CROBenchmark (mixed case, Fira Sans Bold)
- **Combined lockup:** Omniconvert + CROBenchmark logos side by side

### Logo Placement Rules

- Always appear in the bottom-left or top-right corner on report cards
- Minimum clear space: equal to the height of the "O" in OMNICONVERT on all sides
- Never place on a background with less than 4.5:1 contrast ratio
- Never stretch, rotate, or apply effects to the logo

### Approved Background Combinations

|---|---

Logo Color	Approved Backgrounds
White	`#335CFF`, `#072B38`, `#1781FB`
`#335CFF`	White, `#EFF6FF`, `#F0F4FF`
`#072B38`	White, `#EFF6FF`

## Layout Principles

### Card / Section Backgrounds

Alternate in this rhythm to create visual hierarchy:

1. #335CFF dark blue with white text (opener / statement)

2. #EFF6FF light blue with #374151 text (data / evidence)

3. White with #374151 text (neutral / tables)

Never use #335CFF for more than two consecutive cards.

### Callout Boxes

#### Blue callout (key finding):

- Left border: 5-6px #335CFF

- Background: #F0F4FF

- Text: #374151

#### Green callout (revenue impact):

- Left border: 5-6px #16A34A

- Background: #F0FFF4

- Label: "What this means for your store" in #16A34A Bold

#### Orange callout (critical stat):

- Left border: 5-6px #EA580C

- Background: #FFF7ED

- Use sparingly — max 2-3 per document

### Data Tables

- Header row: #335CFF background, white text, Fira Sans Bold

- Alternating rows: #EFF6FF / white

- Cell borders: #DCDFE8

- Minimum cell padding: 8px vertical, 12px horizontal

### CTA Panels

Full-width panels using the Nexus / CROBenchmark CTA:

- Background: #335CFF

- Headline: White, Fira Sans Bold, 28-36pt

- URL: #1781FB on dark background — this creates sufficient contrast while maintaining brand differentiation

- Body text: White at 85-90% opacity

---

## Approved Usage

The CROBenchmark 2026 report data, brand assets, and visual templates are:

✔ **Free to use** for editorial citation, press coverage, and educational content with attribution

✔ **Available for co-branded research** — contact [valentin@omniconvert.com](mailto:valentin@omniconvert.com)

✔ **Available for data licensing** — custom data cuts by industry, geography, or platform

✘ **Not permitted** without written permission: white-labelling, removal of attribution, misrepresentation of data source, use in competing benchmark products

---

## Attribution Format

When citing data from this report:

*\*Source: CROBenchmark 2026 Report, Omniconvert. [crobenchmark.com](https://crobenchmark.com)\**

For press: attribution to "Omniconvert's CROBenchmark 2026 Report" is sufficient on first reference.

---

## Asset Downloads

All assets available at [crobenchmark.com/press](https://crobenchmark.com/press):

- Report PDF (full 30-card version)
- Executive summary PDF (2-page standalone)
- Data tables (CSV): industry benchmarks, platform comparison, top 20 failures, geographic benchmarks
- Charts (PNG, 150 DPI): 10 standalone charts, print-ready
- Brand guidelines (this document)
- Full methodology PDF

Contact: [valentin@omniconvert.com](mailto:valentin@omniconvert.com)

---

\*CROBenchmark 2026 · Omniconvert · [crobenchmark.com/press](https://crobenchmark.com/press)\*