

optimus information

BRAND
GUIDELINES

05/03/2017

LOGO VERSIONS

Primary Logo



Black Logo

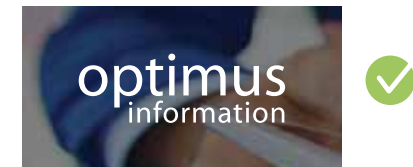


Reverse Logo



LOGO USAGE

Take care in how you apply the Optimus Information logo. The logo should always be used as designed only. Never stretch the logo, change fonts or colours, and always use the appropriate version when applying it over a background. This ensures legibility and brand consistency.



LOGO SAFETY AREA

No other element should ever be within the logo safety area, indicated below.



BRAND COLOURS

Primary Brand Colours



Supporting Colours



CMYK: 16 11 11 29
RGB: 162 164 163
HTML: A2A4A3



CMYK: 30 22 19 53
RGB: 108 111 112
HTML: 6C6F70

TYPOGRAPHY

Please use the following typography guide to ensure brand consistency.

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TYPOGRAPHY

Applications

LOREM IPSUM
DOLOR SIT AMET.

LOREM IPSUM DOLOR SIT AMET

Consectetur adipiscing elit. Verba tu fingas et ea dicas, quae non sentias? De vacuitate doloris eadem sententia erit. Parvi enim primo ortu sic iacent, tamquam omnino sine animo sint. Quod ea non occurrentia fingunt, vincunt Aristonem.

MIHI, INQUAM.

Qui te id ipsum rogavi? Nemo nostrum istius generis asotos iucunde putat vivere. Si verbum sequimur, primum longius verbum.

Duo Reges: constructio interrete. Serpere anguiculos, nare anaticulas, evolare merulas, cornibus uti videmus boves, nepas aculeis. Et hercule-fatendum est enim, quod sentio -mirabilis est apud illos contextus rerum.

“

Et hercule-fatendum est enim, quod sentio -mirabilis est apud illos contextus rerum. Primum divisit ineleganter; Naturales divitias dixit parabiles esse, quod parvo esset natura contenta. Itaque et manendi in vita et migrandi.

TITLE — Open Sans Light, all caps, 24pt., leading 25pt, left indent 0.25", space before 0.5", colour: red pms: 179, design element: red rule 1pt.

HEADING — Open Sans Bold, all caps, 16pt, leading 14pt, space before 0.375", colour: grey pms: 428

PARAGRAPH LEAD-IN — Open Sans Semibold, 10pt.

PARAGRAPH — Open Sans Light, 10pt, leading 14pt., space before 0.0972", colour: Black or PMS 424

SUBHEAD — Open Sans Semibold, all caps, 10pt, leading 14pt., space before 0.0972" (no space after = soft return), colour: Black or PMS 424

BLOCK QUOTE — Open Sans Light Italic 10pt., leading 14pt, space before 0.0972", accent colour: red pms: 179 or Black (also LABEL/NOTE)

PULL QUOTE — Open Sans Semibold 10pt, leading 16pt, left indent 0.125", space before 0.375", design element: opening quotation marks - red 25pt., colour: Black or PMS 424