



OPTIVIS

Greetings

It is with great pleasure that we present to you the culmination of meticulous work and strategic thinking – our newly crafted Brand Guideline. These guidelines serve as the cornerstone of our visual identity, encapsulating the essence of who we are and where we’re headed. Within these pages, you’ll find a detailed road map to maintain consistency and excellence across all facets of the brand.

From the precise usage of the logo to the selection of the colors and typography, every element has been carefully considered to reflect the professionalism and innovation that define the brand. Your adherence to these standards will play a crucial role in reinforcing the strength and unity of the brand.

Thank you for your dedication and collaboration in upholding the standards of Optimis. Together, we will continue to elevate our brand to new heights. reflect the professionalism and innovation that define the brand. Your adherence to these standards will play a crucial role in reinforcing the strength and unity of the brand.

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02

Brand Logo

Designed with precision, and purpose, each element of the logo reflects the unique character of our brand.

Its dynamic composition, harmonious colors, and deliberate typography serve as a visual embodiment of our brand.



Logo Design And Concept

Designed with precision, and purpose, each element of the logo reflects the unique character of the brand.

Its dynamic composition, harmonious colors, and deliberate typography serve as a visual embodiment of the brand.



Optivis



Continuity & Flow



Global Expansion
& Connectivity



Primary Logo

The primary logo is the cornerstone of the brand. It stands as the most authentic and recognizable representation of the brand.

This logo is carefully designed and tailored that should not be altered in any way.



MINIMUM SIZE

For print applications, the minimum height when scaling proportionately is **.35"**, whereas for digital purpose, it is **25px**.

Logo Specifics

From the precise arrangement of shapes to the meticulously chosen color palette and typography, every detail has been considered to reflect the brand.

Understanding these logo specifics, you will understand logo with precision, maintaining the integrity, and resonance of the overall brand.



Color Variations

Effectively utilizing the various color combination of the logo is paramount to maintaining a consistent brand presence.

The logo comes in multiple color iterations, each serving diverse usages.

These variations are applicable on all versions of the logo.



White logo on Cadmium Red background.



White logo on Firebrick background.



Full logo on Cultured White background.

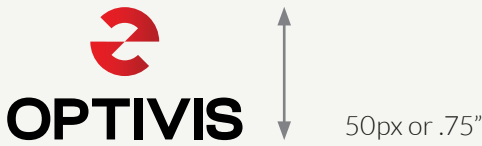


White logo on Raisin Black background.

Vertical Logo

Vertical logo is designed specifically to be vertically efficient. It offers a tailored solution to fit tall design canvases.

This version is not intended on extremely small sized canvas.



MINIMUM SIZE

For print applications, the minimum height when scaling proportionately is **.75"**, whereas for digital purpose, it is **50px**.

Wordmark Logo

Wordmark logo, consisting mostly texts with or without accompanying symbols or icons, offer a versatile option for specific use cases.

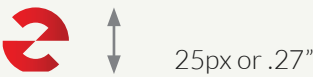


MINIMUM SIZE

For print applications, the minimum height when scaling proportionately is **.28"**, whereas for digital purpose, it is **25px**.

Logo-Icon

Logo icon, which are simplified graphical representation of the brand, offer a versatile solution in situations where the primary logo may not be the most practical choice.



25px or .27"

MINIMUM SIZE

For print applications, the minimum height when scaling proportionately is **.28"**, whereas for digital purpose, it is **25px**.

Minimum Size

Each size variation is meticulously crafted to preserve the integrity and legibility of the logo, contributing to a consistent and professional representation.

Consistent application of the different minimum sizes is crucial to preserving the visual impact of the brand across different platforms.



PRIMARY LOGO

The primary version of the logo. Always use this version as much as possible. For print applications, the minimum height when scaling proportionately is **.35"**, whereas for digital purpose, it is **25px**.



WORDMARK LOGO

This version is good for small spaces. It can also be used in place of the other logo versions. For print applications, the minimum height when scaling proportionately is **.28"**, whereas for digital purpose, it is **25px**.



VERTICAL LOGO

This version is best suited for taller areas. For print applications, the minimum height when scaling proportionately is **.75"**, whereas for digital purpose, it is **50px**.



LOGO-ICON

The logo-icon version can be used in place of all the other version. For print applications, the minimum height when scaling proportionately is **.28"**, whereas for digital purpose, it is **25px**.

Logo Clear Space

When incorporating the logo into various design contexts, it is imperative to observe the specified clear space requirements diligently. This part of the guideline ensures that the logo is presented with clarity, and free from the visual clutter to other design elements.

Adhering to the prescribed logo clear space guide guarantees a professional and clean representation of the brand.



On all four sides, there must be at least as much open space as the logo-icon's height and width. Enough clear space is guaranteed at any size when a unit of measurement is derived from an element of the logo.

Background Management

Ensuring the visual integrity of the logo is paramount, and a key component in achieving this is the thoughtful consideration of background usage with the various logo variations.

A clean, readable, and uncluttered presentation is fundamental to conveying a professional image, and the appropriate background is crucial in achieving this objective.



Ensure sufficient contrast between the logo and the background to maintain visibility.



Provide adequate clear space around the logo to prevent visual clutter and maintain the logo's impact.



Ensure that the logo's placement enhances overall balance and readability.



Choose backgrounds that complement the logo and reinforce its visual appeal.

Placement–On Paper

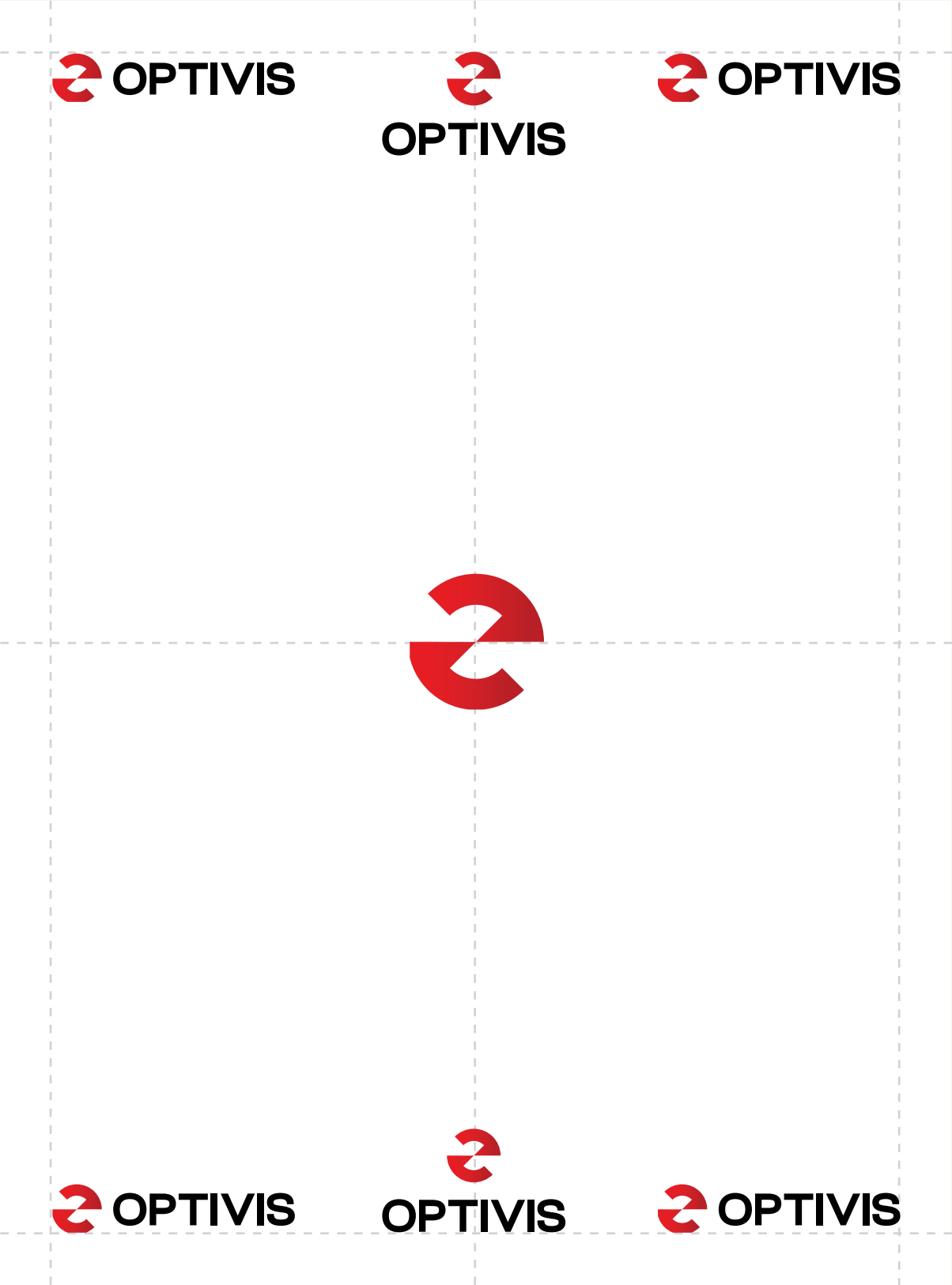
Placing the logo on paper refers to the strategic positioning within printed materials such as letterheads, business cards, and other documents.

The chosen placement should enhance the overall design harmony and effectively reinforce the brand.



BEST POSITION

The primary logo looks best when left-aligned. Always take into consideration the ample amount of clear space when applying the logo in the suggested position.



OTHER SUGGESTED POSITIONS

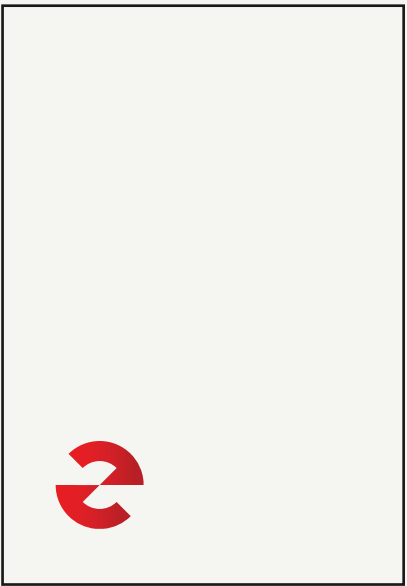
These are the other suggested positions of the logos all throughout stationery designs. The logo— icon can be placed wherever the other logo variation is placed.

Placement- Signage

Logo placement on signage involves positioning the logo on physical signs to maximize visibility, brand recognition, and impact.

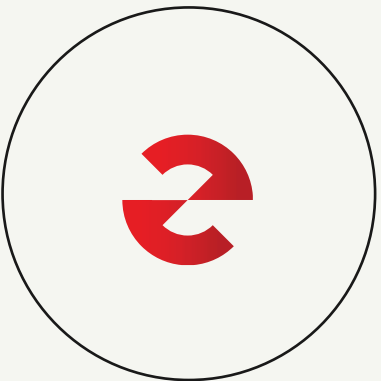
Placement considerations include factors such as the size and shape of the sign, the viewing distance, and the surrounding environment.

BRAND LOGO



HORIZONTAL OR VERTICAL SIGNAGE

When placing logos on a horizontal or vertical shaped signage, the suggested version to be used is the primary logo. However, you can also use the logo-icon as an alternative. Suggested placement of the either primary logo or icon is on the lower left of the signage, or centered.



SQUARE OR CIRCULAR SIGNAGE

Suggested version of the logo to place on circular or square signage is the logo-icon. However, you can also use the vertical logo as an alternative. Whether the logo-icon or the vertical logo is used, it should be placed perfectly in the center of the signage.



Placement- Website

Logo placement on websites involves positioning the logo within the digital interface to enhance brand recognition and user experience.

It is crucial to ensure the logo is appropriately sized, clear, and consistent with the overall design aesthetic to reinforce the brand effectively.



FAVICON

The favicon contains the logo-icon that will be displayed in the browser, next to the URL. The size of the favicon is 32px x 32px. This is the only approved used for the website favicon.



DEVICE ICON

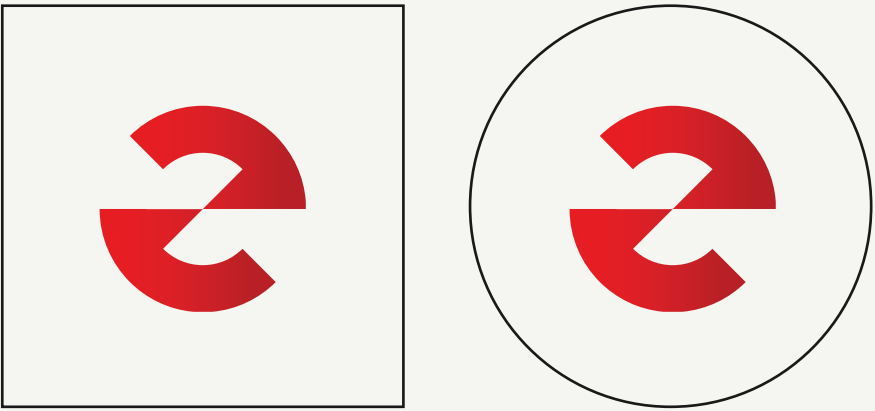
This image will appear if the website has been bookmarked on some mobile devices' home screens. Default size is 192 by 192 pixels.



Placement- Social Media

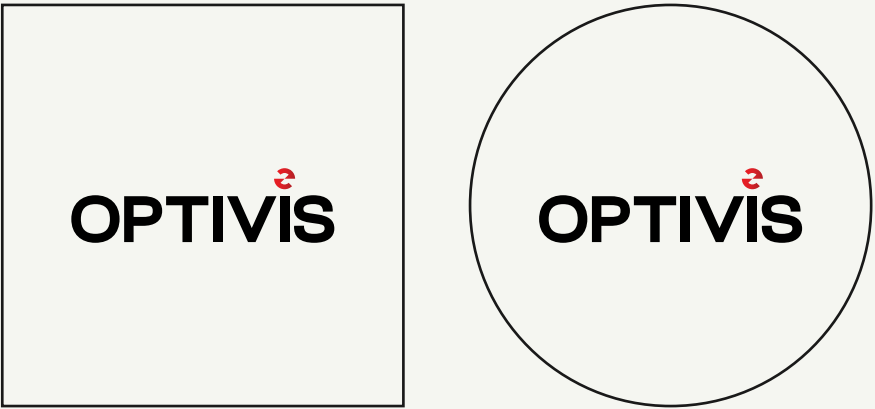
Logo placement on websites involves positioning the logo within the digital interface to enhance brand recognition and user experience.

It is crucial to ensure the logo is appropriately sized, clear, and consistent with the overall design aesthetic to reinforce the brand effectively.



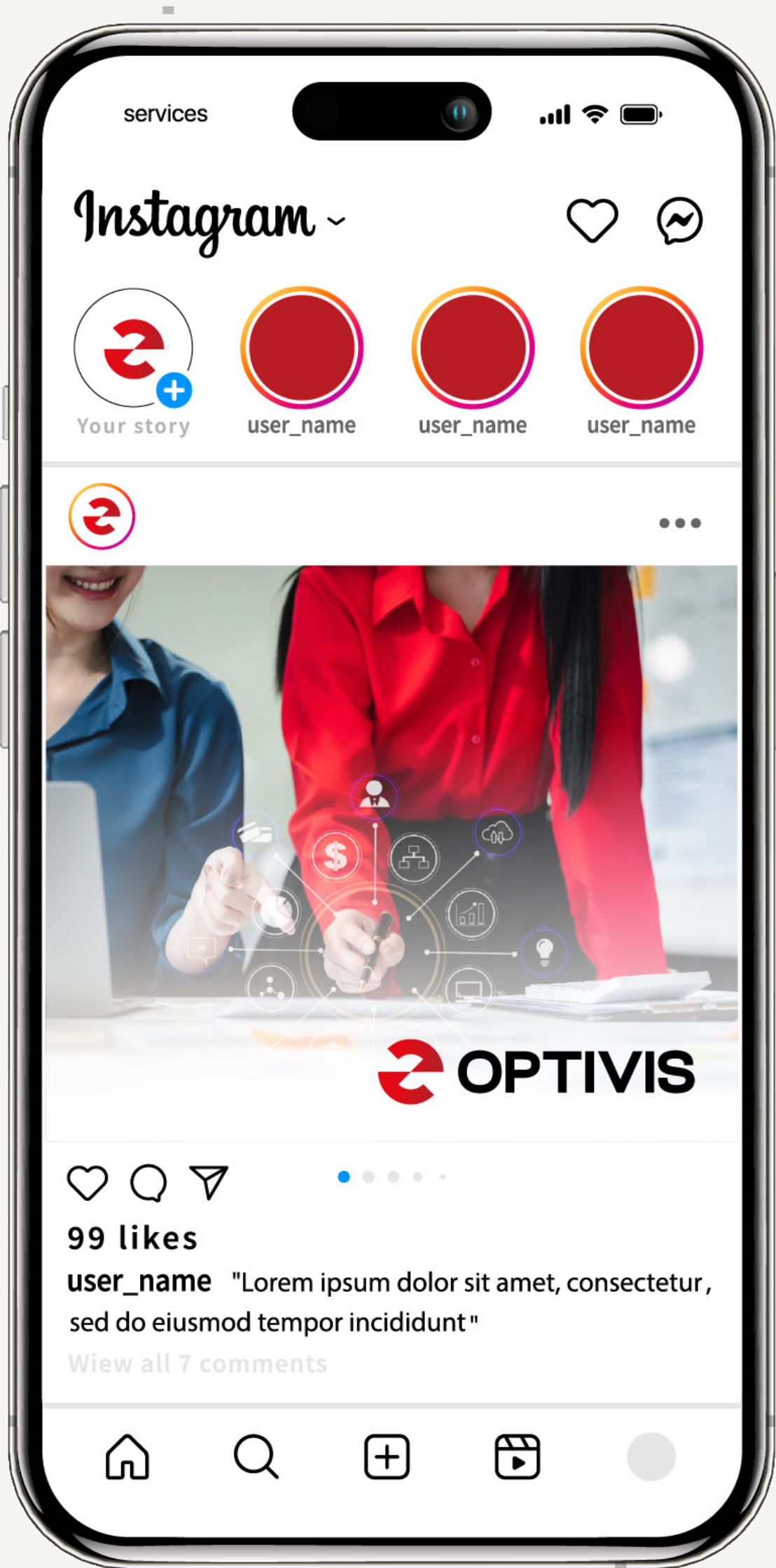
LOGO ICON PROFILE PICTURE

Preferred profile picture to use on all platforms. All approved combination of colors may be used.



WORDMARK PROFILE PICTURE

When using wordmark as profile picture, it should be visually centered. All approved combination of colors may be used.



Logo Dos

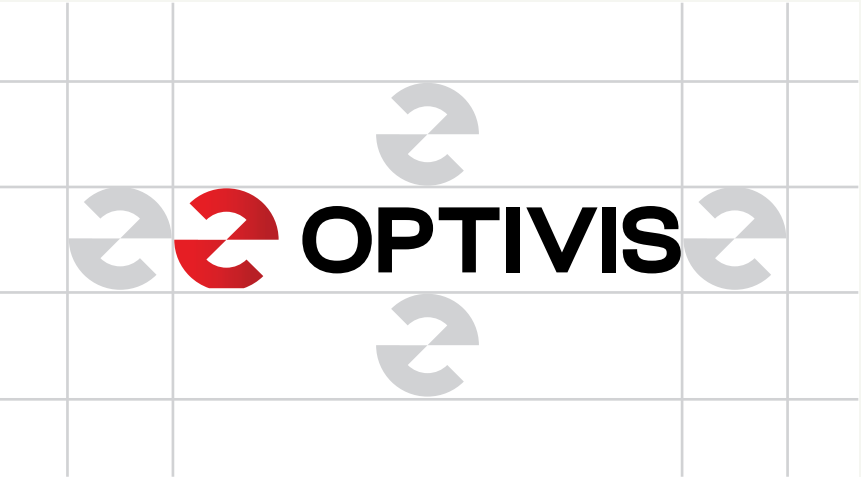
Listed in this page are the common practices and rules for using the logo. These guidelines ensure consistency, coherence, and effective representation of the brand across all platforms and materials.



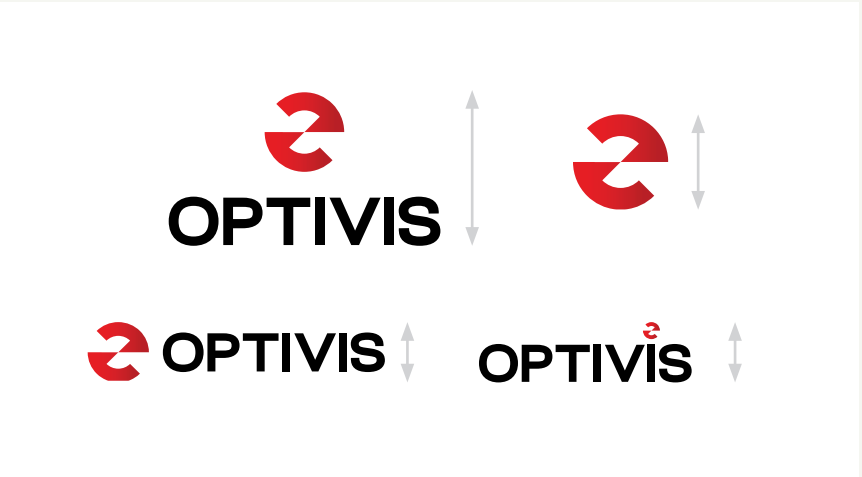
Use the logo vector files for scalability without loss of quality. For raster files, ensure high resolution for crispness in different sizes.



Maintain the logo's original proportions to ensure it remains visually appealing and recognizable.



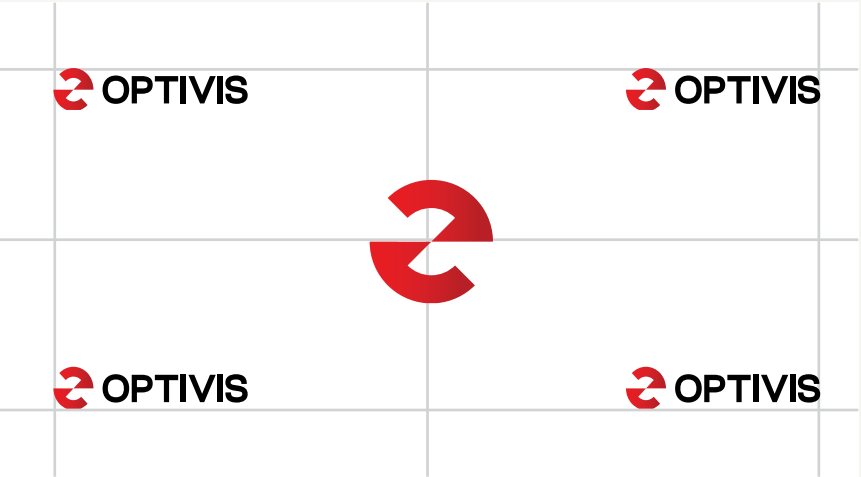
Leave enough clear space around the logo to ensure it stands out and remains visually distinct.



Maintain minimum size of the logo to ensure visibility and legibility.



Place the logo on a background that does not detract from its visibility or readability.



Position the logo in a prominent location where it can be easily seen and recognized.

NOTE: These are the common practice when using the logos. This is not a comprehensive list of all appropriate practice of using the logos.

Logo Don'ts

Refers to the common mistakes and pitfalls to avoid when using the logos.

This includes avoiding overly complex or cluttered designs, illegible fonts, generic or cliched visuals, inconsistent or mismatched colors, and designs.



Do not modify the elements of the logos.



Do not stretch or distort the logo.



Do not use the logo on busy backgrounds, and keep away in close proximity to other elements.



Do not add unnecessary effects to the logo.



Do not rotate or misalign the elements of the logo.



Do not alter the color of the logo.

NOTE: These are the common errors when using the logos. This is not a comprehensive list of errors.

03

Brand Colors

Brand colors play a pivotal role in shaping the visual identity and preception.

Explore the significance of brand colors and how to effectively leverage them to create a cohesive and impactful brand.

Color Palette

These colors are more than just visual elements; they embody the personality, and values of the brand. The primary colors are the cornerstone of our visual identity, each hue chosen with intention and purpose.

Let these hues infuse the designs with the distinctive energy and character that design the brand.

Cadmium Red

RGB 229, 9, 21
CMYK 0, 96, 91, 10
#E50915

Firebrick

RGB 184, 29, 37
CMYK 0, 84, 80, 28
#B81D25

Raisin Black

RGB 33, 31, 32
CMYK 0, 6, 3, 87
#211F20

Cultured

RGB 245, 246, 241
CMYK 0, 0, 2, 4
HEX: #f5f6f1

Black And White

Black and white play crucial roles in a color palette, even though they are technically not colors themselves.

They serve as the foundation upon which other colors can shine, providing contrast, balance, versatility, timelessness, and effective communication in design.

Black

CMYK: 000,000,000
RGB: 000,000,000
HEX: #000000

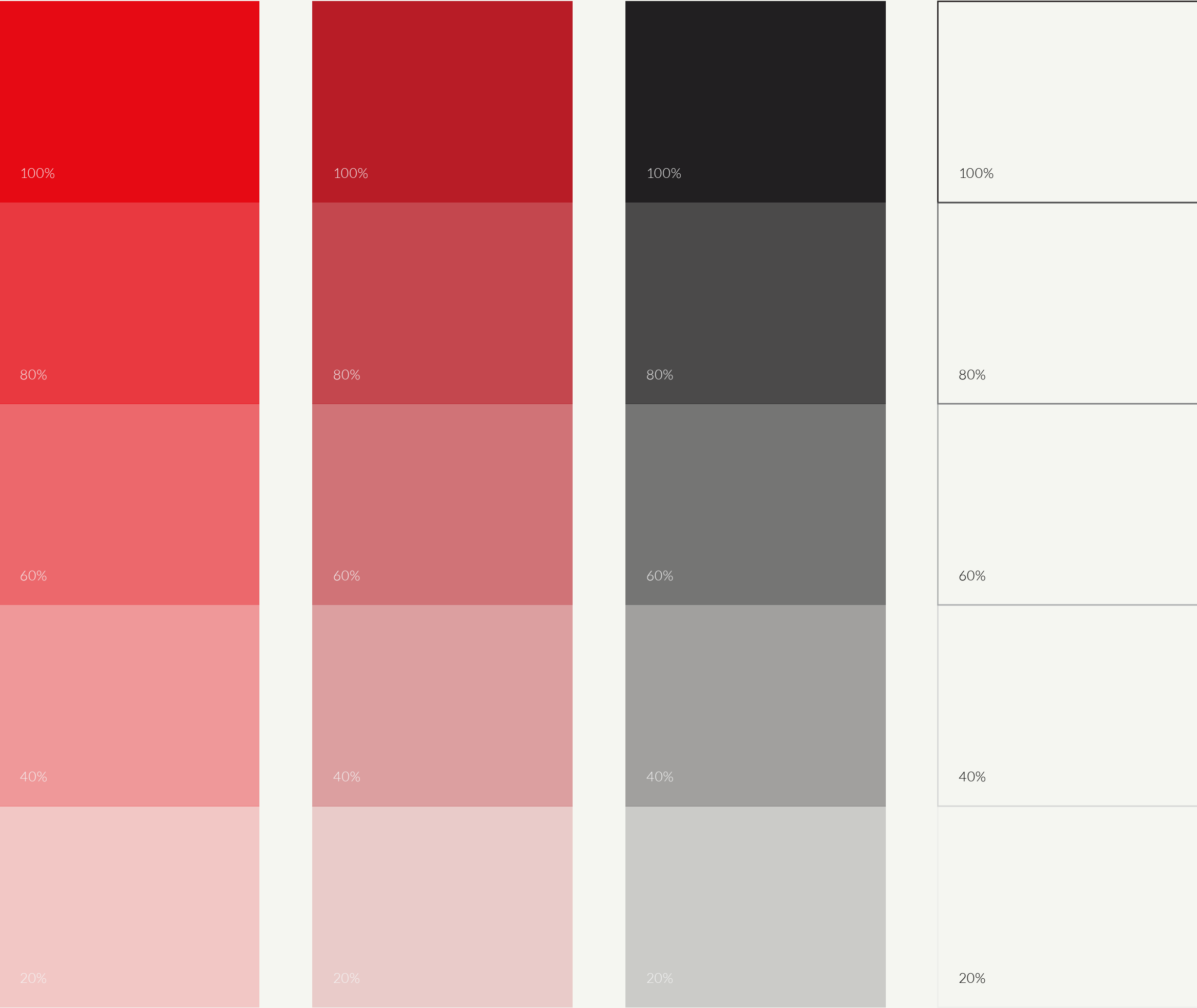
White

CMYK: 000,000,000
RGB: 255,255,255
HEX: #FFFFFF

Color Tints

Color tints are lighter shades derived from the primary colors, achieved by incorporating varying levels of white.

A subtle, yet powerful extension of the Primary Color Palette. These carefully calibrated variations of colors will provide flexibility and finesse to your design.



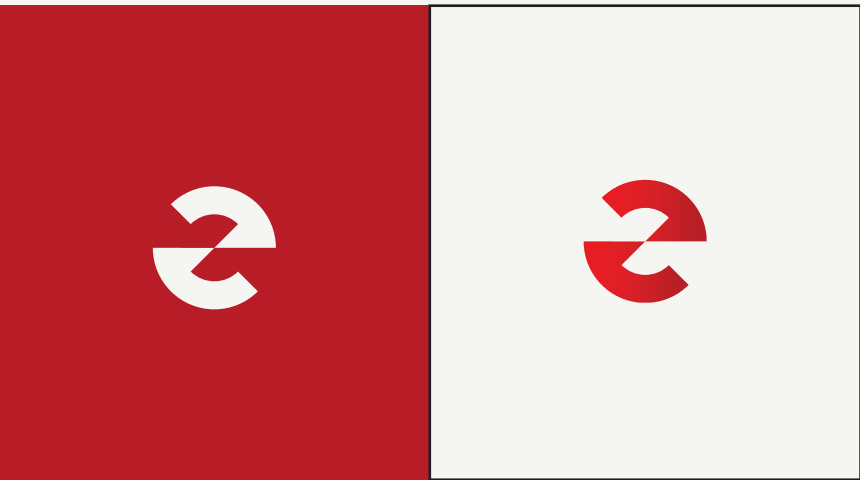
General Rules Of Color

Color tints are lighter shades derived from the primary colors, achieved by incorporating varying levels of white.

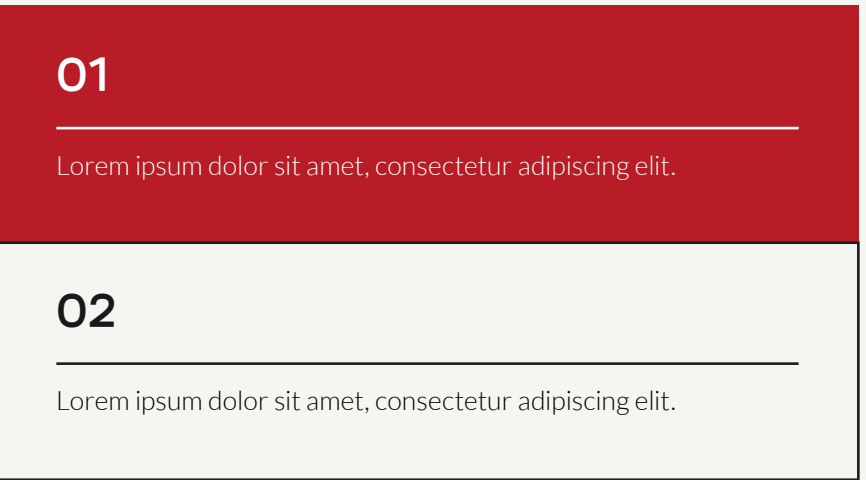
A subtle, yet powerful extension of the Primary Color Palette. These carefully calibrated variations of colors will provide flexibility and finesse to your design.



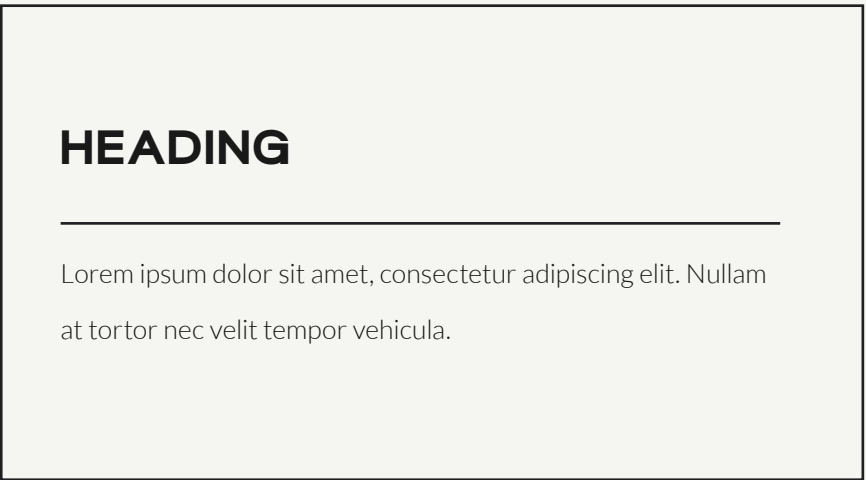
Respect the provided color palette and use the specified colors exclusively.



Maintain consistency in color usage throughout the design.



Establish a clear hierarchy of colors to emphasize important elements .



Utilize contrast effectively to create visual interest and improve readability.



Ensure that the RGB and CMYK versions of the colors are applied correctly in different platforms.



Respect any rules regarding color ratios, and proportions.

04

Typography

Typography is an integral component of the brand's visual identity. It plays a crucial role to perceive the brand.

The choice of fonts and their presentation significantly impacts brand recognition.

Blauer Neue

Primary Typeface

Blauer Neue is a contemporary sans-serif typeface known for its clean lines, modern aesthetic, and versatile design. It builds upon the foundations of classic geometric sans-serifs while incorporating subtle refinements that enhance readability and character. The typeface features a balanced structure with even stroke widths, making it highly legible in both digital and print applications. With a slightly wider stance than traditional sans-serifs, Blauer Neue provides a sense of openness, making text appear more inviting and accessible.

One of the standout characteristics of Blauer Neue is its smooth curvature and well-defined letterforms. The rounded corners soften the overall look, preventing the typeface from feeling too rigid or mechanical. Its x-height is carefully proportioned to ensure clarity at small sizes while maintaining a strong presence in larger displays. The typeface supports a wide range of weights, from thin to bold, giving designers flexibility in creating hierarchy and contrast within typography-based compositions. Whether used in branding, editorial design, or UI/UX interfaces, Blauer Neue adapts seamlessly to different contexts.

In addition to its aesthetic qualities, Blauer Neue is designed with functionality in mind. Its letterspacing and kerning are finely tuned for optimal readability, ensuring smooth text flow across different layouts. The typeface also includes an extensive character set with multilingual support, making it suitable for global applications.

Font Weights

Refers to the organization and prioritization of different text elements within a design, as well as the variation in font thickness or weight to create visual contrast and emphasis.

Blauer Neue Bold

aābcçdðeéfghiijklmfnñoøpqærstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789o(.,"-;:)!?&© ¨®†≈◇TM£¢∞§•ao

Blauer Neue Medium

aābcçdðeéfghiijklmfnñoøpqærstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789o(.,"-;:)!?&© ¨®†≈◇TM£¢∞§•ao

Blauer Neue Regular

aābcçdðeéfghiijklmfnñoøpqærstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789o(.,"-;:)!?&© ¨®†≈◇TM£¢∞§•ao

Blauer Neue Light

aābcçdðeéfghiijklmfnñoøpqærstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789o(.,"-;:)!?&© ¨®†≈◇TM£¢∞§•ao

Lato

Secondary Typeface

Lato is a widely used sans-serif typeface designed by Łukasz Dziedzic in 2010. Originally created for a corporate client, it was later released as an open-source font and quickly gained popularity due to its clean, professional, and friendly aesthetic. The name “Lato,” which means “summer” in Polish, reflects its warm and approachable design. With a harmonious blend of rounded curves and straight lines, Lato maintains a modern yet slightly humanist feel, making it suitable for a variety of design applications, from digital interfaces to print media.

One of Lato’s defining characteristics is its well-balanced proportions and generous x-height, which enhance readability, especially in body text. The typeface includes a wide range of weights, from Hairline to Black, providing designers with ample flexibility for creating contrast and hierarchy in typography. The letterforms feature subtle curves and soft edges, giving Lato a friendly yet professional tone. At the same time, its slightly condensed structure allows for efficient use of space, making it ideal for web design, editorial layouts, and branding.

Beyond its aesthetic appeal, Lato is known for its excellent technical refinement. Its spacing and kerning are carefully optimized, ensuring smooth readability across different screen sizes and print formats. The typeface also supports an extensive range of languages, making it a reliable choice for global applications. Whether used in corporate identities, mobile applications, or marketing materials, Lato strikes a perfect balance between modern minimalism and a touch of warmth, making it a favorite among designers and typographers worldwide.

Font Weights

Refers to the organization and prioritization of different text elements within a design, as well as the variation in font thickness or weight to create visual contrast and emphasis.

Lato Bold

aåbcçdðeéffghiijklmñnoøpqærstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789o(.,”-;:)?&© π®†≈◇TM£¢∞§●ao

Lato Medium

aåbcçdðeéffghiijklmñnoøpqærstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789o(.,”-;:)?&© π®†≈◇TM£¢∞§●ao

Lato Regular

aåbcçdðeéffghiijklmñnoøpqærstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789o(.,”-;:)?&© π®†≈◇TM£¢∞§●ao

Lato Light

aåbcçdðeéffghiijklmñnoøpqærstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789o(.,”-;:)?&© π®†≈◇TM£¢∞§●ao

Use Of Type-Headings

Headings play a crucial role in organizing content, guiding reader’s attention, and improving readability.

By using distinct type headings, it can create visual hierarchy, making it easier for readers to scan and navigate though the text.

Heading One

AaBbCcDdEeFf

Usage: Headings
Font: Blauer Nue
Weight: Medium

Heading Two

AaBbCcDdEeFf

Usage: Headings
Font: Blauer Nue
Weight: Medium

Heading Three

AaBbCcDdEeFf

Usage: Headings
Font: Blauer Nue
Weight: Medium

Heading Four

AABBCCDDEEFF

Usage: Headings
Font: Blauer Nue
Weight: Medium

Use Of Type– Body Texts

Refers to the main content of a document or design, such as paragraphs, articles, or descriptions.

The goal of type body text in typography is to provide a comfortable reading experience and convey information effectively.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci veli.

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum **exercitationem ullam.**

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id **est laborum.**

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

PARAGRAPH

Font: Lato
Size: 18px
Weight: Regular
Line Height: (Size) x (1.5)

HIGHLIGHT TEXT

Font: Lato
Size: 18px
Weight: Bold
Line Height: (Size) x (1.5)

LINKED TEXT

Font: Lato
Color: Cadmium Red
Weight: Bold
Underlined
Line Height: (Size) x (1.5)

LINKED TEXT

Font: Lato
Size: 10px
Weight: Light
Line Height: (Size) x (1.5)

General Rules Of Type

Design principles provide a framework for creating effective and aesthetically pleasing designs across various mediums.

Here are some general rules of typography in design.

01 LEGIBILITY

Ensure that the text is easily readable. Use appropriate font sizes, line spacing, and contrast to enhance legibility.

03 CONSISTENCY

Maintain consistency in typography throughout the design. Use a limited number of typefaces and styles to create a cohesive look and feel.

05 CONTRAST

Use contrast effectively to create emphasis and draw attention to key elements. This includes contrast in font size, weight, color, and style.

07 READABILITY

Choose typefaces and styles that enhance readability, particularly in different contexts such as print or digital screens. Consider factors like font choice, spacing, and line length.

09 TYPOGRAPHY SCALE

Establish a consistent typography scale to maintain harmony and proportionality across different text elements. This scale can include variations in font size, leading, and line length.

02 HIERARCHY

Establish a clear hierarchy of information by varying font sizes, weights, and styles. Important information should stand out more prominently than less important details.

04 ALIGNMENT

Align text elements consistently to create a visually pleasing layout. Pay attention to alignment with other design elements such as images and graphics.

06 WHITESPACE

Allow for adequate whitespace around text elements to improve readability and visual clarity. Avoid overcrowding text with surrounding elements.

08 BALANCE

Achieve visual balance by distributing text elements evenly throughout the design. Balance can be achieved through symmetrical or asymmetrical arrangements, depending on the desired aesthetic.

10 ACCESSIBILITY

Ensure that typography choices are accessible to all users, including those with visual impairments. Use sufficient color contrast and consider using accessible typefaces for better readability.

05

Collaterals

Collateral designs are an essential component of the brand's visual identity, serving as tangible representations of its personality and attention to detail.

Each stationery item presents an opportunity to reinforce the brand's image and leave a lasting impression.

Business Card Design

SPECIFICS:

- Size: 3.5” x 2”
- Bleed: 0.125” on all corners
- Paper: Matte coated paper
- Finish: UV gloss coating on the full logo



Letterhead Design

SPECIFICS:

Size: 8.5” x 11 letter size

Paper: Uncoated paper



06

Social Media Designs

Crafting eye-catching social media designs, social media design can help you get your message across and leave a lasting impression on your audience.

Social media design is all about making your content stand out in the digital crowd.

FB And IG Posts

SPECIFICS:

Size: 1080 x 1080 px

Use: General posts, quotes,product showcases, minimalistic designs.



FB And IG Stories

SPECIFICS:

Size: 1080 x 1920 px

Use: Full-screen immersive content, behind-the-scenes, short videos, promotional content.



07

Visualization

Powerful visualization of mockups to bring the brand's visual identity to life in a tangible and visually engaging way.

Vizualization are essential in the process of developing and presenting a brand identity.









08

Closing

A warm thank you for all the people who read and use this guideline.

The commitment on upholding the brand's standard is invaluable and plays a pivotal role in the brand's success.

Thank You.

We extend our heartfelt gratitude to all those who have taken the time to read and utilize our brand guidelines. Your commitment to upholding our brand standards is invaluable and plays a pivotal role in our brand's success.

Together, we forge a path of excellence, ensuring that our brand remains strong, recognizable, and resonant with our audience. Thank you for your dedication and support as we continue to make strides towards our shared vision.



