

Brand Guidelines

Guidelines for using the
OPTIMAI brand and assets



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No. 958264

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OPTIMAI

| The Logo

The OPTIMAI logo has been specifically designed to provide an iconic look and feel to the brand whilst also providing instant brand communication to the viewer.

It embodies the focal point of the project on European Industry's long standing tradition in high quality manufacturing and innovation. The gradient colour of the logo exemplifying industry's movement towards green solutions.

The text uses a modern uniform style to give impact, instant legibility and to represent clear, concise solutions



Using the Logo

Here we show how the logo should be used and highlight some common mistakes.

Primary logo

This is how the logo should look in use



Do not recolour

Do not recolour the logo or individual elements



Do not re-arrange

Do not re-arrange the parts of the logo



Do not warp

Do not distort or warp the logo in any way



| The Mark

The OPTIMAI mark symbolises the core aspects of the project and can be used on its own to add distinctive branding to collateral and images without the need for the full logo.



Using the OPTIMAI Mark

When using the OPTIMAI mark on it's own there are two usage versions for both the light and dark versions.

Use whichever variation suits the space it will occupy best.

Coloured



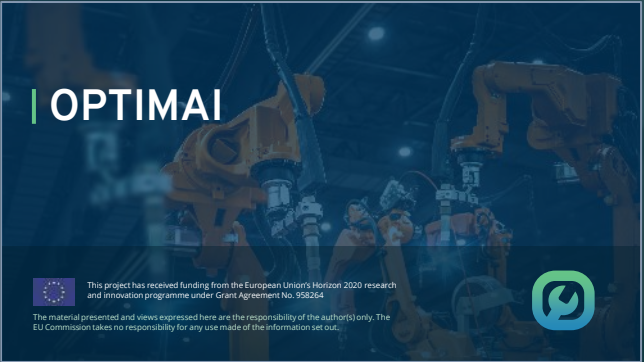
Solid



Coloured



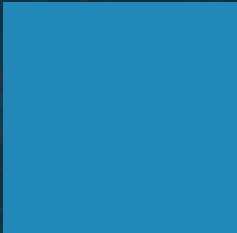
Solid



The Colour Palette

The OPTIMAI colour palette has been specifically designed to work in a digital arena. The colours are vibrant and modern, giving impact and contrast to our on-screen products.

Primary Colour Palette



#2288B9
R:34 G:136 B:185
C:80 M:36 Y:11 K:0

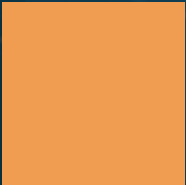


#65C487
R:101 G:196 B:135
C:60 M:0 Y:63 K:0



#013E68
R:1 G:62 B:104
C:100 M:79 Y:35 K:22

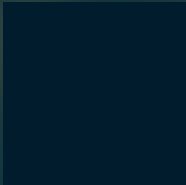
Secondary Colour Palette



#F09D51
R:240 G:157 B:81
C:3 M:44 Y:77 K:0



F06543
R:240 G:101 B:67
C:1 M:75 Y:79 K:0



011D2D
R:1 G:29 B:45
C:91 M:74 Y:55 K:68

The Font Palette

The two brand fonts are Overpass and Open Sans.

Both fonts have been specifically designed for on-screen clarity while still working well for print.

Calibri has been selected as the default Windows font as well as the font for the deliverable documents to ensure full compatibility.

The fonts are included in the OPTIMAI resource pack.

They are also embedded in the presentation templates so can be used even if the user does not have them installed.

Alternatively you can download them from fonts.google.com

Header Font
Overpass

Body Font
Open Sans

Windows Font
Calibri

Penultimate

The spirit is willing but the flesh is weak

SCHADENFREUDE

3964 Elm Street and 1370 Rt. 21

Penultimate

The spirit is willing but the flesh is weak

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Images

Use images that are consistent with the images provided in the OPTIMAI Stock Image Pack.

Images can be used full colour or faded against a dark blue background.

Try not to use images that are monochrome and do not use images with a strong colour fade in front.



Images

An entire stock image library has been curated for use by partners on the project.

These can be found in the OPTIMAI brand pack

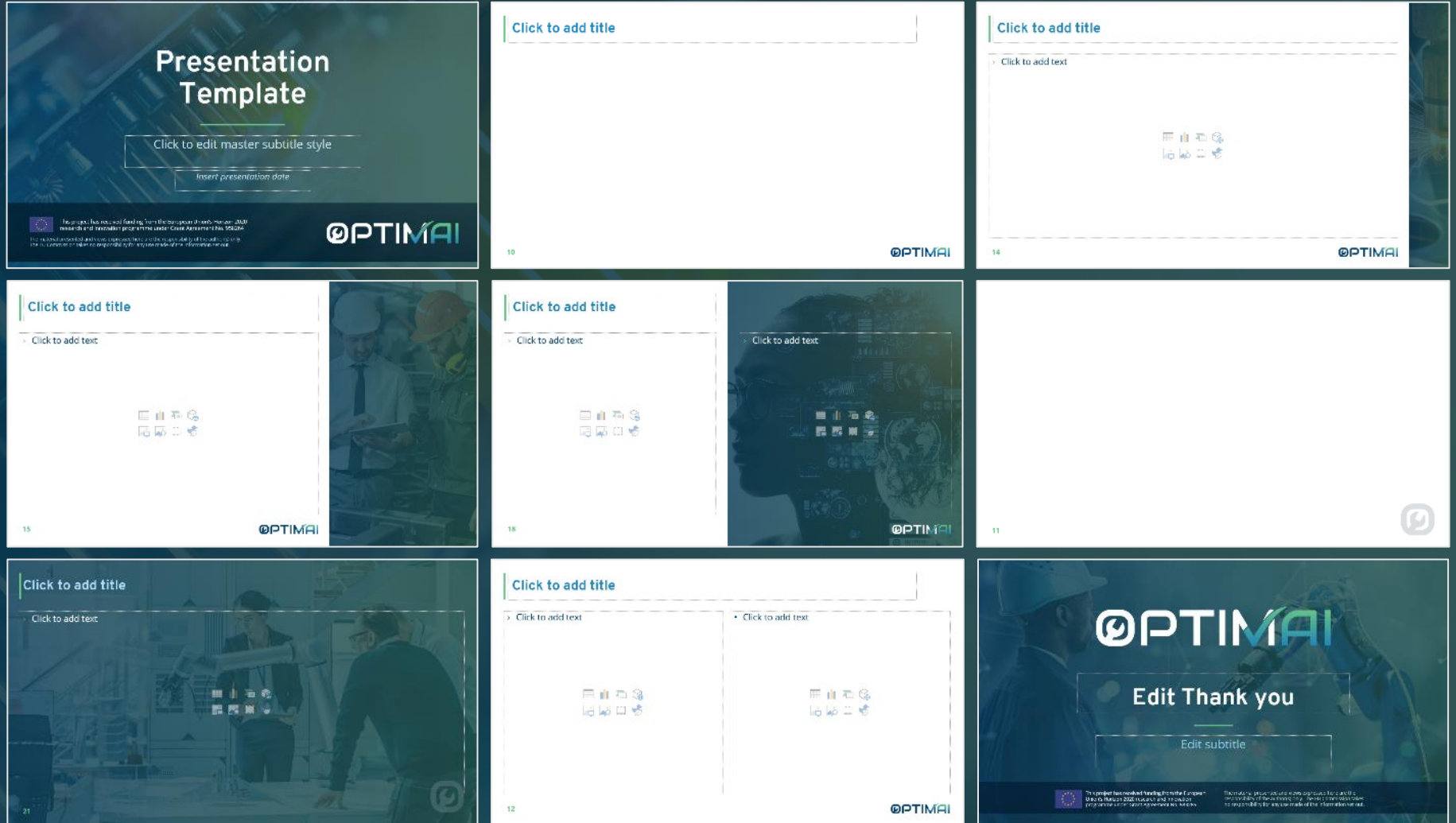


Templates

Project specific branded presentation templates have been created for use during the project.

These include various different slide types including Title slides, Section title slides, content slides and closing slides.

They also have the project fonts and colours built in so please use accordingly.



OPTIMAL



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