

Brand Guidelines

Guidelines for using the Optipex
brand and assets



Funded by
the European Union

The Logo

The Optipex 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 combines a clean, simple outline of a transport vehicle with a radiating signal that symbolises the importance of AI as the fundamental tool being developed in the projects solutions.

The text uses a modern style to give impact, instant legibility and to represent that this is a modern problem that will require advanced solutions.



The Logo

There are two usage versions of the Optipex logo.

Use whichever variation suits the space it will occupy best.

Please note that the vertical lockup should only be used if the Optipex Mark on it's own is not enough.



Vertical Lock-up



Horizontal Lock-up



Vertical Lock-up



Horizontal Lock-up

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



X

Do not recolour

Do not recolour the logo or individual elements



X

Do not re-arrange

Do not re-arrange the parts of the logo



X

Do not warp

Do not distort or warp the logo in any way



The Mark

The Optipex 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 Optipex Mark

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

Coloured



Solid



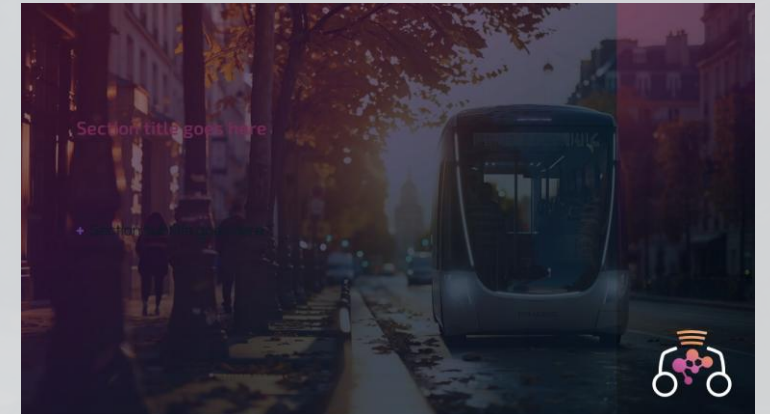
Use whichever variation suits the space it will occupy best.



Coloured



Solid



The Colour Palette

The Optipex colour palette has been carefully curated and adapted to specifically work in a digital arena. The colours are vibrant and modern, giving impact and contrast to your on-screen products.

Primary Colour Palette



#9A356F
R:154 G:53 B:111
C:85 M:53 Y:0 K:0



#DB5F42
R:219 G:95 B:66
C:0 M:91 Y:98 K:0

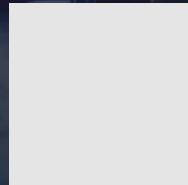


#593F88
R:89 G:63 B:136
C:100 M:77 Y:46 K:46



#0E2D59
R:14 G:45 B:89
C:0 M:81 Y:74 K:0

Secondary Colour Palette



#E5E5E5
R:229 G:229 B:229
C:38 M:30 Y:31 K:0



#41C4B7
R:65 G:196 B:183
C:8 M:6 Y:7 K:0



#ACF39D
R:172 G:243 B:157
C:17 M:98 Y:93 K:7

The Font Palette

The two brand fonts are Exo 2 SemiBold and Urbanist.

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 Optipex 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

Optipex Brand Guidelines

Header Font
Exo 2 SemiBold

Body Font
Urbanist

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 Optipex Stock Image Pack.

Images can be used full colour or faded against the provided template 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 Optipex brand pack

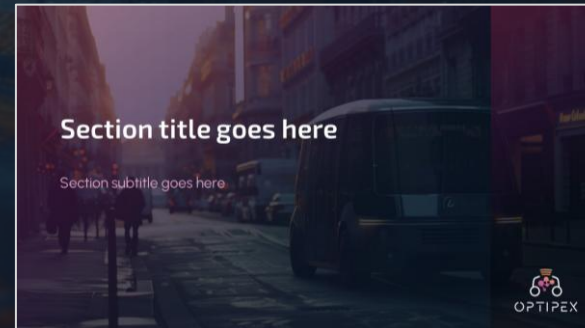
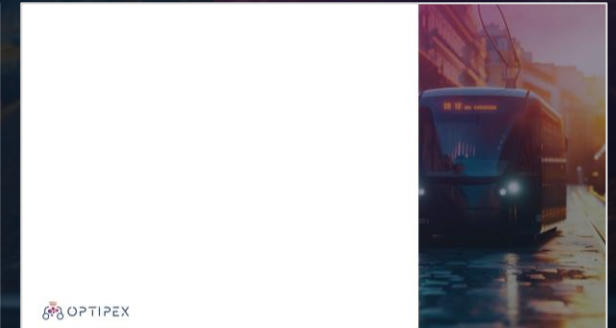
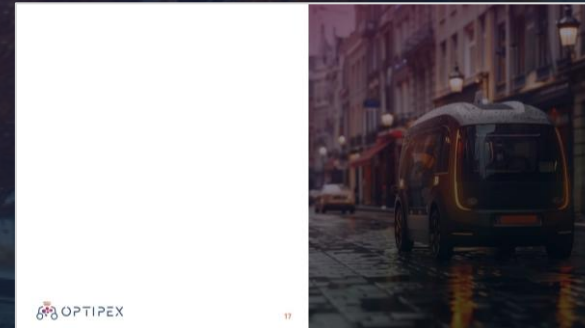
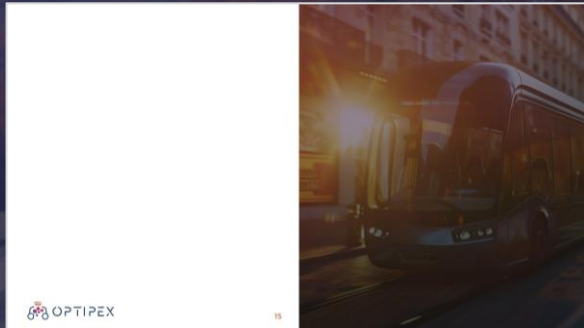
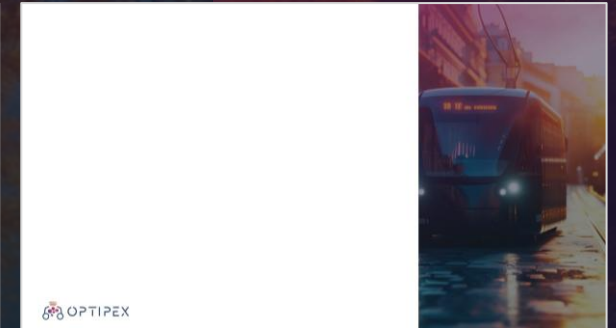
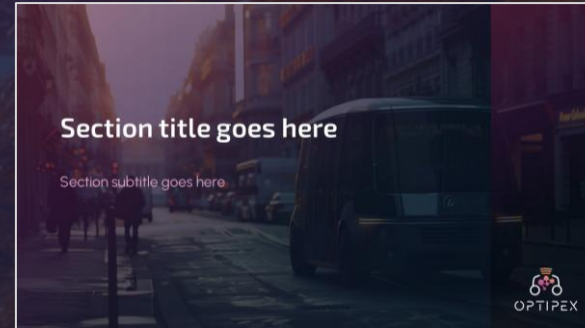


Templates

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.





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