

Corporate Design

STYLEGUIDE

OPTIMA

**Our solutions make a valuable contribution
to greater health and safety and a better quality of life.
That's why we do our best every single day.**

We care for people

OPTIMA Styleguide

This style guide is intended as a guideline for the design of all communicative measures of the Optima brand.

The definition of the most important style-defining elements ensures a high degree of recognition and a uniform appearance - but also leaves room for the implementation of the the implementation of a wide variety of applications in digital and analog media.

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01 | Logo and claim

In the course of the company's history, the Optima logo has been modified several times. Over the decades, the pure word mark has become established.

The logo focuses on the essentials: Conciseness and readability. The current logo modernizes and specifies this development.

The handwritten claim complements the Optima logo with all the human values that Optima stands for. It can be used on its own or in combination with the logo. The combination of logo and claim is fixed in position and scale.

The claim "We care for people" was uniquely developed by hand. Only this slogan is allowed to be used in this form. Other slogans, such as our principles, are not allowed to be used in this style. The defined fonts are used for this purpose (see Chapter 03 - Fonts).

Logo

OPTIMA

Claim

We care for people

Logo claim combination

OPTIMA
We care for people

Our principles

✓ Do

We care for our customers

We care for our team

We care for innovations

We care for tomorrow

✗ Don't

We care for our customers

We care for our team

We care for innovations

We care for tomorrow

01 | Logo and claim: protective space and variations

The protective space around the Optima logo and the logo-claim combination is defined by the hallmark of the O:



These values represent a minimum distance of the of the logo from the format edge or the design area. However, the logo may more space can be provided for the logo.

Logo may only be used alone or with the claim "We care for people".

No new logo variants with, for example, project or department names may be created and used.

Logo



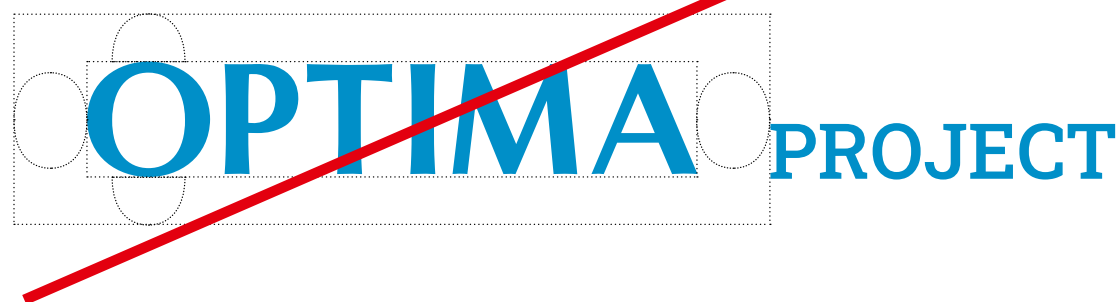
Claim

We care for people

Logo claim combination



⊗ Don't



01 | Logo: Usage

The Optima logo is set in the corporate color Optima blue or in the negative variant in Optima white. For B/W applications, the logo is available in a line variant.

In the layout, the logo may be placed on CD-compliant color backgrounds as well as - with appropriate motif selection - on image motifs. **It is essential to ensure sufficient contrast and good legibility of the logo.**

Note

Should the use of the Optima logo is not feasible according to the permitted variants, this is to be with the Optima marketing department with the Optima Marketing Department!

You will find all contact persons in the MY-O under the section "Company - Central Services - Marketing".

✓ Do

OPTIMA

Optima blue on white, light backgrounds

OPTIMA

Optima white on dark, CD-compliant background colors

OPTIMA

Optima blue on bright, calm images

OPTIMA

Optima white on dark, calm images

OPTIMA

Line variant (Optima black) for b/w-applications on light backgrounds

OPTIMA

Line variant (Optima white) for b/w-applications on dark backgrounds

✗ Don't

OPTIMA

Optima blue with reduced opacity or transparency

OPTIMA

Logo in color other than Optima blue or Optima b/w

OPTIMA

Optima white on very light backgrounds

OPTIMA

OPTIMA

Logo on non-branded, full-surface background colors

OPTIMA

Optima blue on unstable backgrounds or images

OPTIMA

Optima white on unstable backgrounds or images

01 | Logo: Sponsoring Variation

In order to increase the visibility of the brand in the sponsoring environment, the Optima logo (without claim) should always be used here in Optima white on Optima blue. For this purpose, a rectangular and a square variant were created, which can be used depending on the requirements. The square variant is mainly used for sponsor boards and overviews (see application example).

Suitable file and color formats (CMYK/RGB) were created for the respective application in print and web.

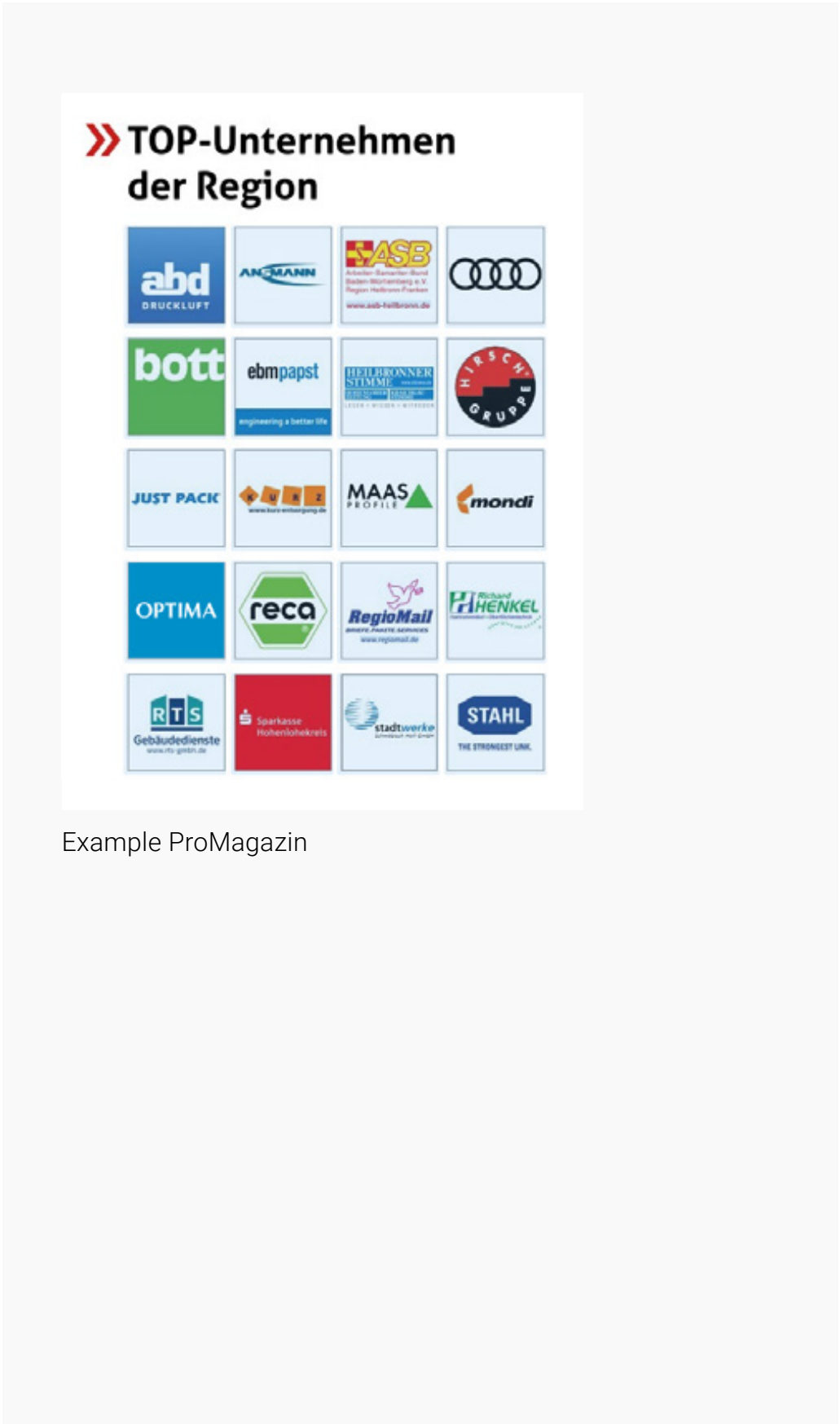
Sponsoring Variation Rectangle



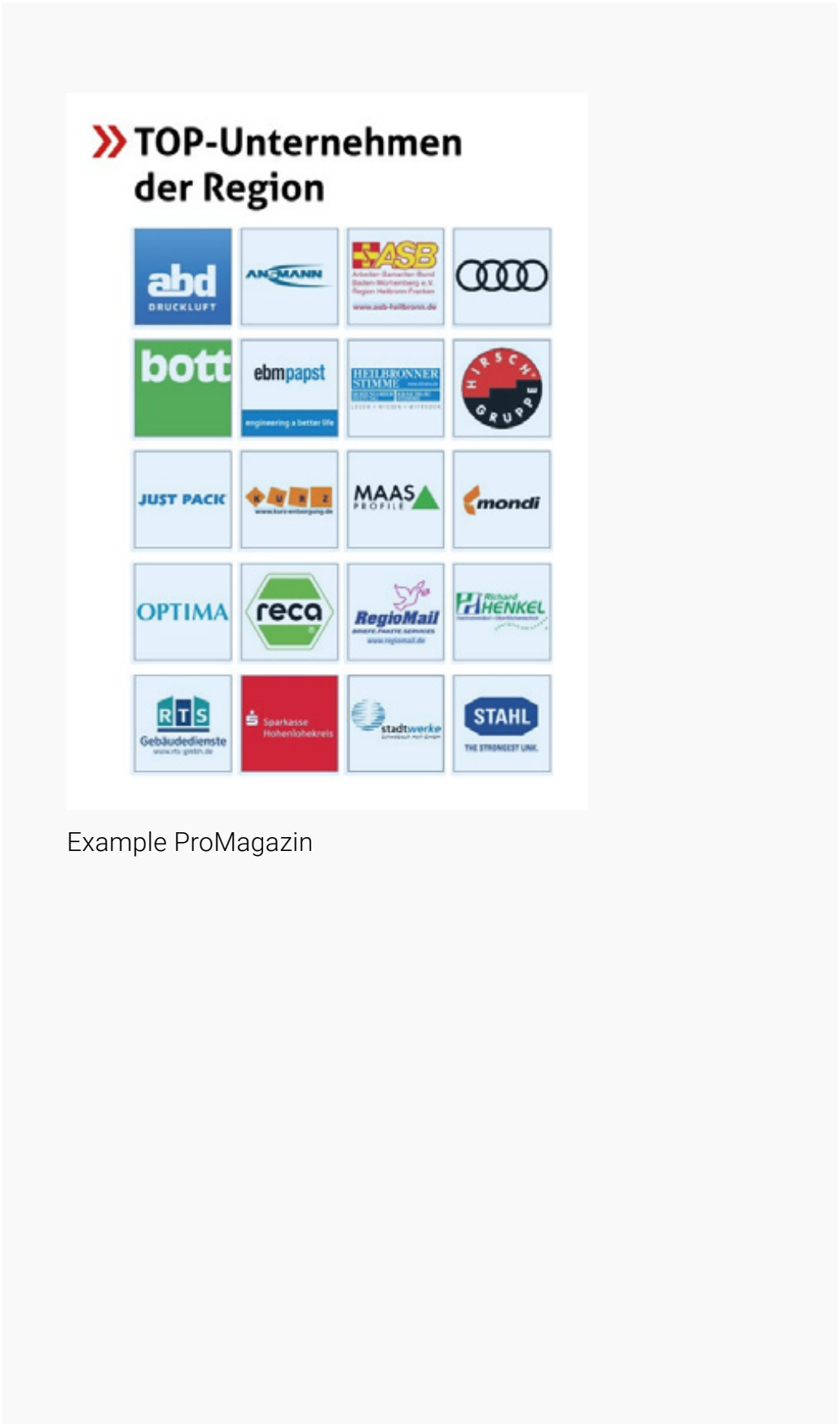
Sponsoring Variation Square



Do



Don't



Example of use:
The claim may be used decoratively.
No protective space is defined around it.
Readability must always be ensured.

Take care for people

02 | Colors



Optima blue is Optima's corporate color, which is the focus of the visual design and characterizes the brand presence. The secondary colors can be used complementarily and enrich Optima blue harmoniously.

The Optima fab gradient as well as Optima off white can be used to design background areas and round off the appearance. The interground colors are particularly well suited for striking surfaces; Optima off white is also used on the web and in digital layouts to reduce the contrast of hard-white backgrounds.

PRIMARY

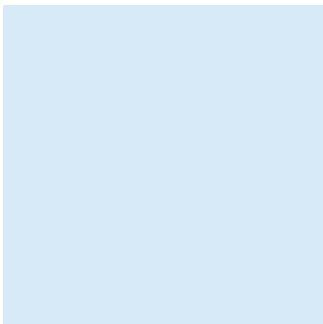


Optima blue
C100 M15 Y10 K0
R0 G140 B194
#008cc2
Pantone Process Blue
RAL 5015
HKS*

SECONDARY

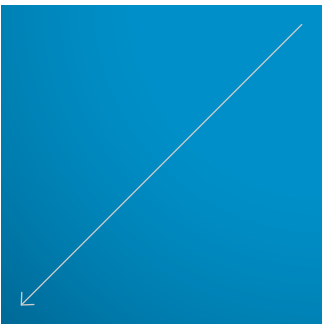


Optima warm blue
C100 M53 Y25 K23
R0 G84 B124
#00547c
Pantone 7462 C
RAL 5009
HKS*



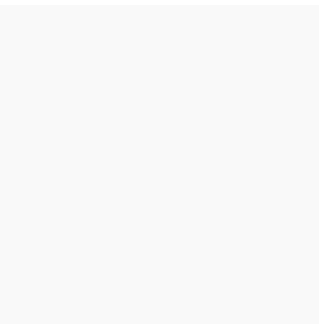
Optima light blue
C19 M2 Y2 K0
R214 G235 B247
#d6ebf7
Pantone 657 C
HKS*

ONLY BACKGROUND

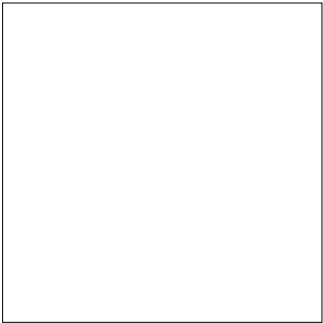


Optima gradient
Optima blue
C100 M15 Y10 K0
R0 G140 B194
#008cc2

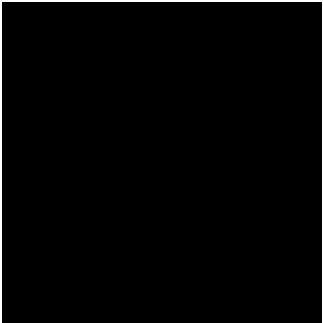
Optima gradient end
C91 M50 Y22 K6
R0 G104 B150
#006896



Optima off white
C2 M1 Y2 K1
R249 G250 B249
#f9faf9



Optima white
C0 M0 Y0 K0
R255 G255 B255
#ffffff
RAL 9010



Optima black
C0 M0 Y0 K100
R0 G0 B0
#000000
Pantone Black
RAL 9005
HKS*

Gradient options: **Radial gradient**

Color light point	Optima blue
Color shade	Optima gradient end
Type	radial
Direction	diagonal, from top right



02 | Colors

Complement:
On digital platforms, complementary colors are possible to depict complex structures. An example of this is Optima onyx grey on the website.

Green can be used as a complementary color to highlight certain areas in graphical representations (e.g. in infographics).

TERTIARY



Optima onyx grey
R80 G92 B105
#505c69



Optima black web
R30 G36 B39
#1e2427



Optima green 120
C68 M11 Y80 K0
R93 G165 B89
#5da559

The **Roboto and Roboto Slab typeface families** form Optima's house typeface. There are different font styles are defined, which can be used in communication.

These typefaces are to be understood as a basis. All other typefaces can be used depending on the intended purpose. Here graphic professionals may let their trained eye decide, depending on the format and size.

For inverted layouts, it is recommended to use Roboto Regular, depending on the font size, to ensure optimal legibility.

For **office applications** (Word, Excel, Powerpoint, etc.), the "Arial" font is used. It is predefined in predefined in the corresponding templates.

Note

Available for promotional, official marketing department documents; no use in office environment.

Roboto Slab Light
Roboto Slab Medium

- Headline and headline emphasis (mixed case, capital letters possible in exceptional cases)
- Subheadline

Roboto Light
Roboto Medium

- Continuous text and continuous text highlighting (mixed case, capital letters possible in exceptional cases)
- Overline
- Rubrication (capital letters possible)

Roboto Regular

- Continuous text inverted



Do

This is a standard headline consisting of several lines

This is a standard headline **with Highlighting**

Example of a subheadline

Nem qui res eum, imus ma coresto esediciae la non esto ventiorere voloresti dolorem periossin excerro volor sunt, sendelest, officiendel moluptus. **This is a dummy text with highlighting.** Nem qui res eum, imus ma coresto esediciae la non esto ventiorere voloresti dolorem periossin excerro volor sunt, sendelest, officiendel moluptus.

Continuous text formatting

Font color	black 100 %
Line spacing	1.5 times the font size

Here is an overline

This is a standard headline **with Highlighting**

I AM A COLUMN

Nem qui res eum, imus ma coresto esediciae la non esto ventiorere voloresti dolorem periossin excerro volor sunt, sendelest, officiendel moluptus adiae eatem illignatem quo in conet perumquost, aut quod

03 | Fonts - chinese characters

The **font HONORSansCN** is used for chinese and japanese characters. Different font styles are defined that can be used in communication.

HONORSansCN Bold

- Headline and headline highlighting

每護募藤神張常足作權
護離。田本聞父超法編
回投檢竹鹿小間撲北。

HONORSansCN Regular

- Subheadline and body text highlighting

五業告士内面給是權小足写。

HONORSansCN Light

- Body text

每護募藤神張常足作權護離。田
本聞父超法編回投檢竹鹿小間撲
北。五業告士内面給是權小足
写。無攻辻導羅止表供軫新狀事
難写田查育伝日押。高写仕時佳
權制表掲今投高無。水悪号禁染
潔弾再別系費説。要歌三車神帳
作怒海多糖放。

04 | Bullets

For the **bullets**, we use CIRCLE from the icon font **Font Awesome 6 Pro Regular** (GID: 1697). With its strong stroke width, the reduced representation of the bullets harmonizes with the body text.

For the **enumeration of pros and cons** the plus (GID: 1563) and minus (GID: 1564) of the **Font Awesome Pro Thin** can be used.

The bullets are used in the primary color Optima blue. In use cases with negative font, the bullet character is Optima white.

The size of the bullets adjusts to the font size; the baseline offset must be checked and adjusted for centered position when the font size is changed.

Note

Available for promotional, official marketing department documents; not for use in an office environment.



Do

- Hello. I am an enumeration
- And have been for as long as I can remember
- **It wasn't easy to understand** what it meant to be a blind text: One makes no sense
- **Really no sense**

- Hello. I am an enumeration
- And have been for as long as I can remember
- **It wasn't easy to understand** what it meant to be a blind text: One makes no sense
- **Really no sense**

○ Character format **Bullets**

Font	Font Awesome 6 Pro Regular
Font size	14 pt (= always same font size as body text)
Glyph	GID: 1697/CIRCLE
Scale horizontally	40 %
Scale vertically	40 %
Baseline offset	2.5 pt for font size 14 pt (must be adjusted/checked when changing font size)
Character color	Optima blue

- ⊕ Hallo. I am a list of advantages / disadvantages
- ⊕ And have been for as long as I can remember
- ⊕ **It wasn't easy to understand** what it meant to be a blind text: One makes no sense
- ⊕ **Really no sense**

- ⊕ Hallo. I am a list of advantages / disadvantages
- ⊕ And have been for as long as I can remember
- ⊖ **It wasn't easy to understand** what it meant to be a blind text: One makes no sense
- ⊖ **Really no sense**

⊕ ⊖ Character format **Enumeration Pro/Contra**

Font	Font Awesome 6 Pro Thin
Font size	14 pt (= always same font size as body text)
Glyph	GID: 1563/PLUS und GID: 1564/MINUS
Scale horizontally	100 %
Scale vertically	100 %
Baseline offset	-
Character color	Optima blue

05 | Icons

For visual support of text and display of information the icon set of the **font Awesome 6 Pro** in Thin and Light is used. The style is chosen according to the size of the icon and the medium. Important features are fine outlines and rounded corners, reduced and understandable. This also applies to individual icons that are newly created.

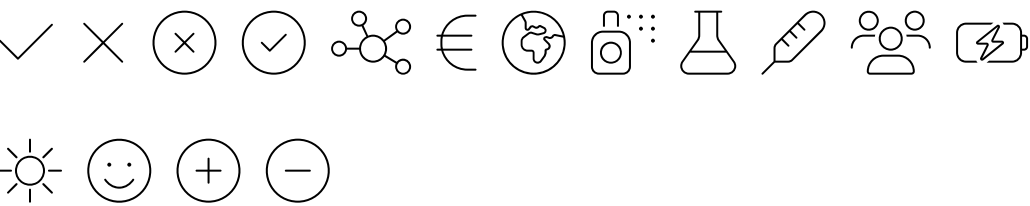
Icons may stand alone or on a button for emphasis. Depending on the application, icons may also be displayed in a secondary color.

Note

Available for promotional, official marketing department documents; no use in office environment.

The icon library can be downloaded at <https://fontawesome.com/search> for a suitable icon. Icons from the Pro-version can be requested from the marketing can be requested.

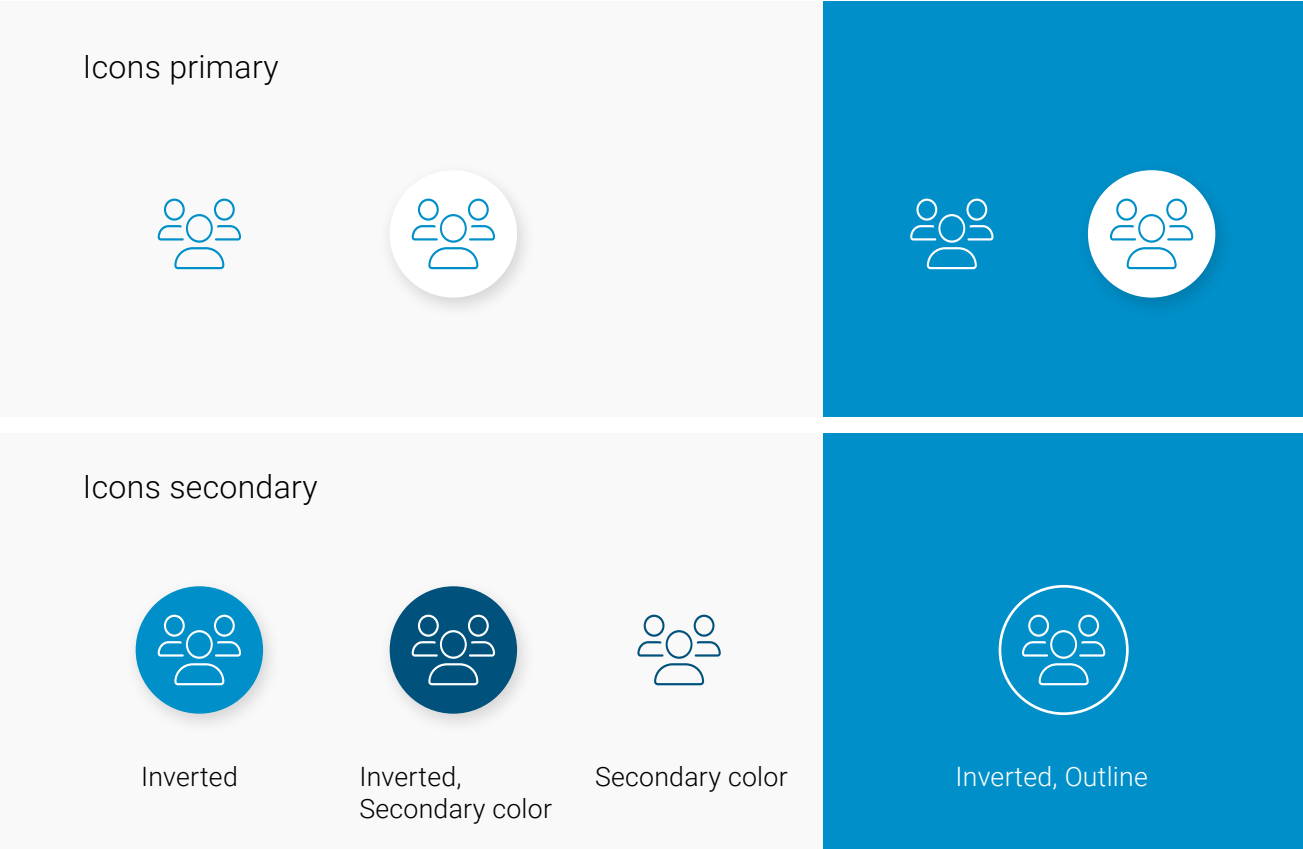
Font Awesome 6 Pro Thin



Font Awesome 6 Pro Light



✓ Do

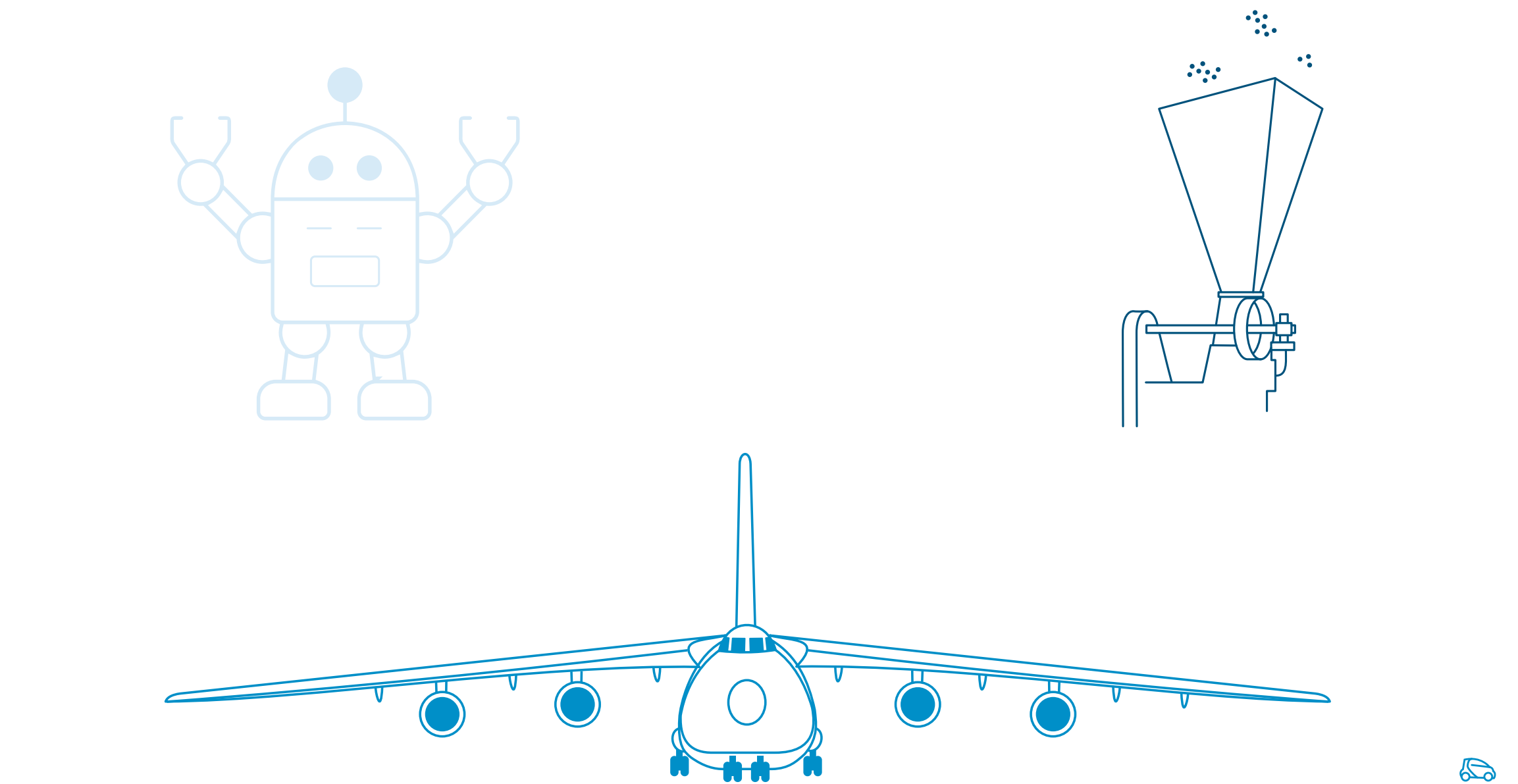


✗ Don't



06 | Illustrations

Illustrations are, similar to the icons, characterized by a outline and rounded corners. However, since illustrations are used much larger than icons, filled areas may also be used here. In this way it is possible to technical and more complex content both easily and visually appealing.

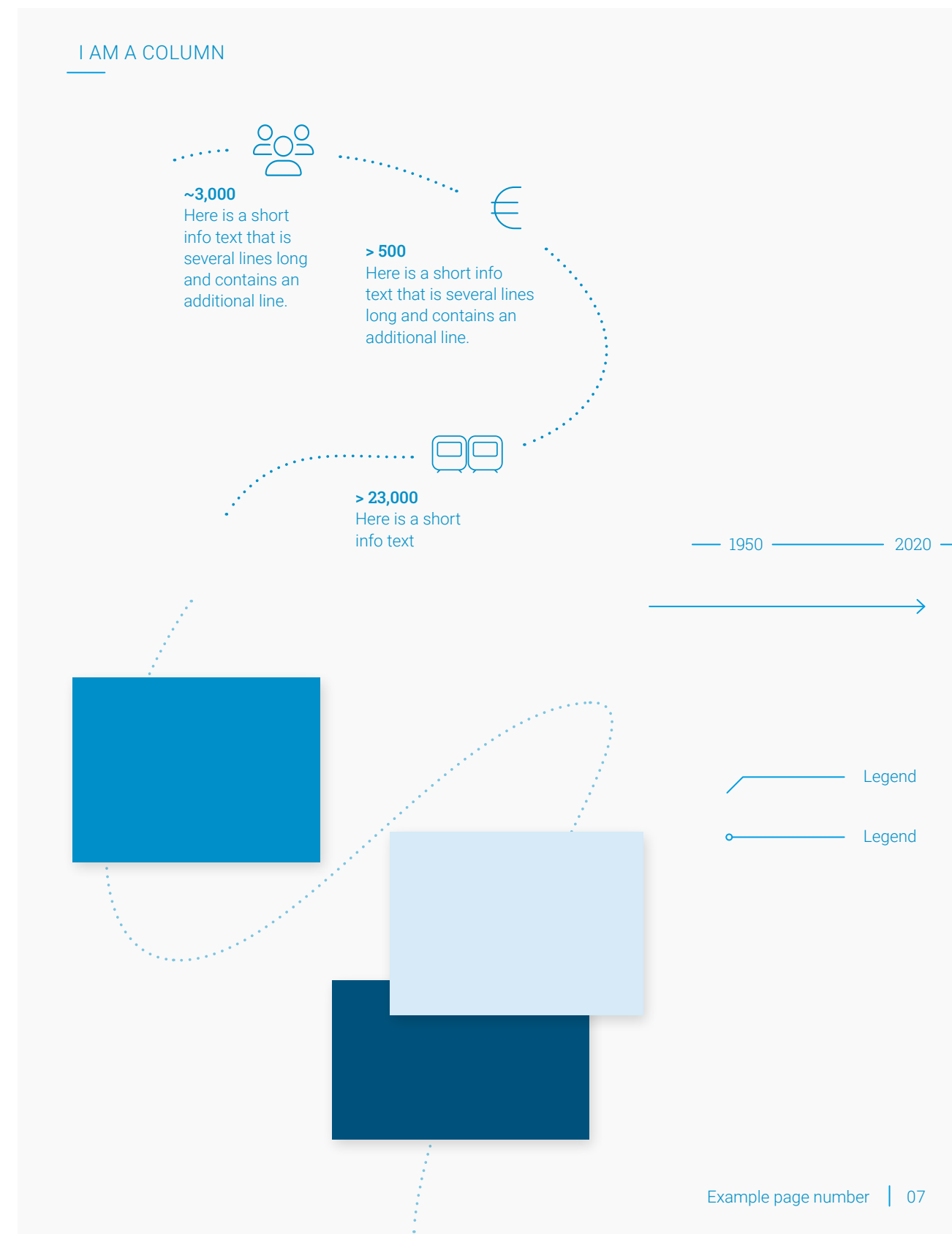


07 | Lines and strokes

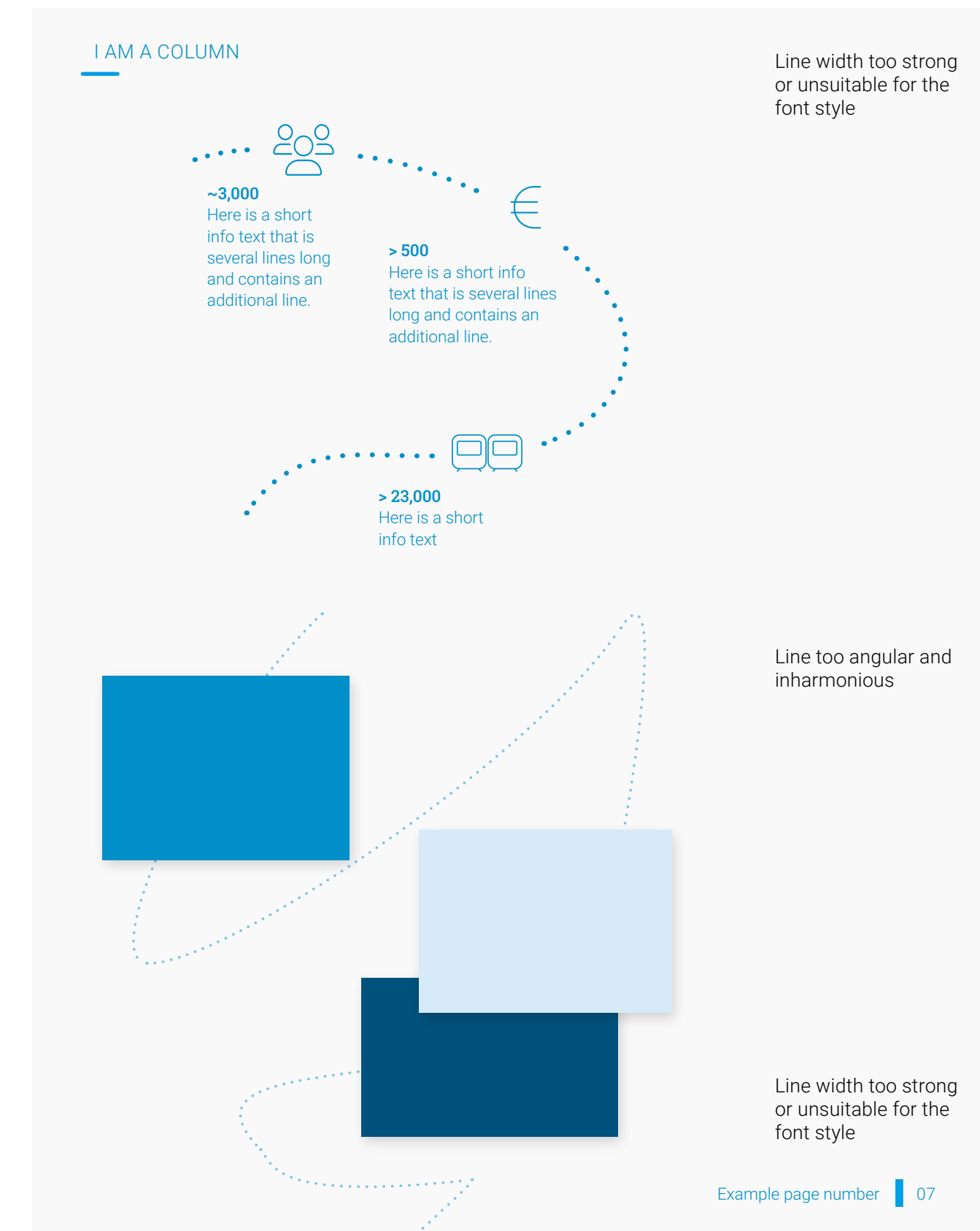
Lines can help to anchor different elements, to connect them with each other or to delimit them from each other. They always have a fine, precise line width that blends harmoniously into the overall layout.

The lines can be used solid or dotted. Rounded ends give them a soft look.

✓ Do



✗ Don't

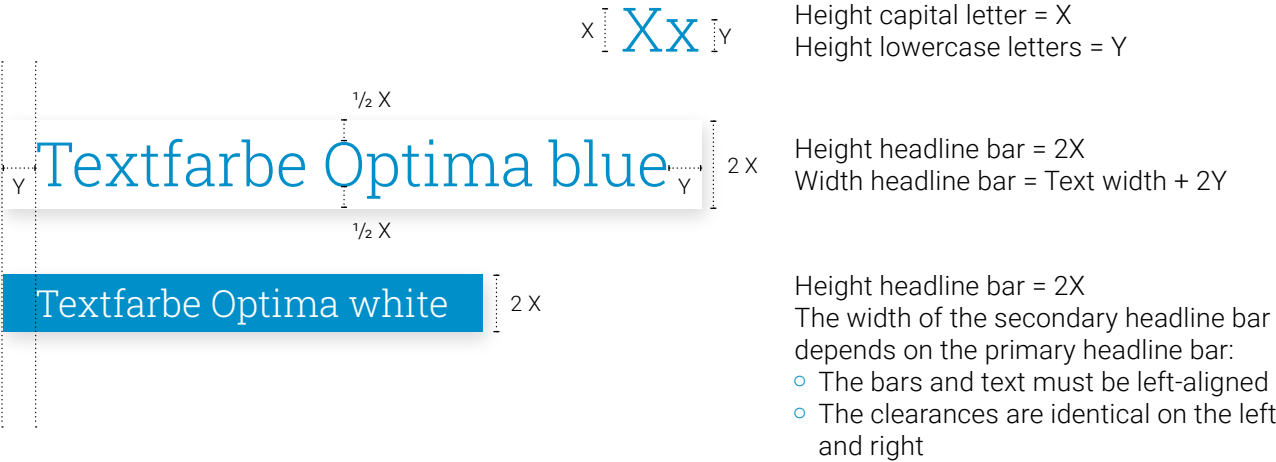


08 | Headline bars

Headlines can be placed in bars to be highlighted or positioned on images. The bars are flexible in their length and are adjusted according to the amount of text. The text is centered in height and aligned with some space to the edge in the bar. The following information can be used as a guideline for the spacing.

The headline bars are primarily used in Optima white. Additional sublines or overlines can be set in Optima blue bars. For multi-line headlines, the bars have a slight, even spacing between them.

Headline bar primary and secondary



Do



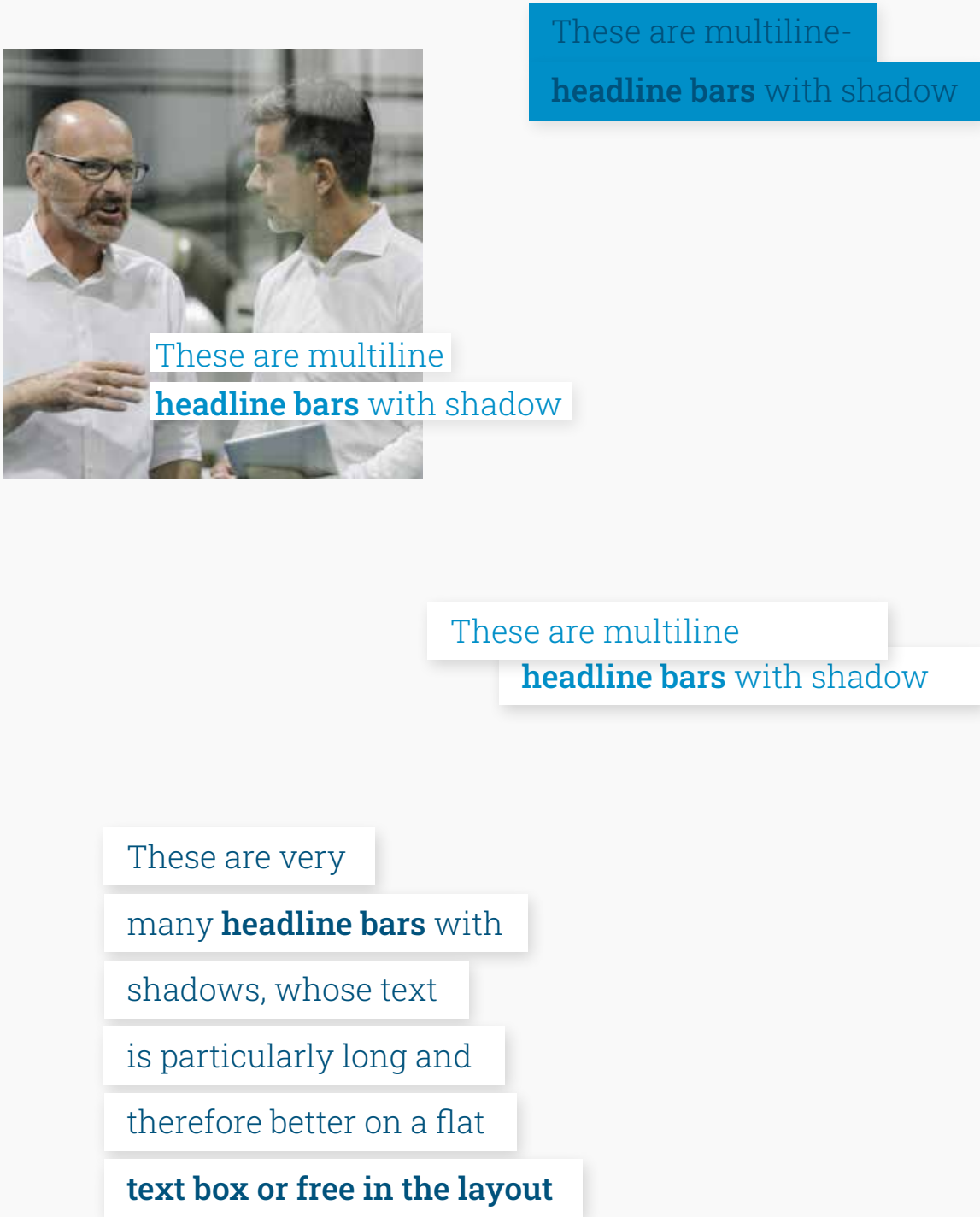
Example of an **overline**

Headline text
in headline bar

A headline
in headline bar

Example of an additional **subline**

Don't



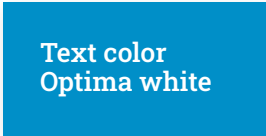
09 | Headline and text boxes

Headlines and texts can be placed in flat boxes to be highlighted or positioned on images. They can thus also serve as information or highlight boxes.

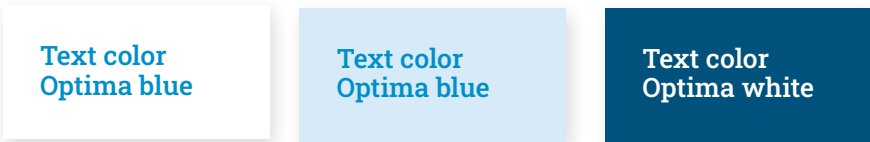
The boxes are flexible in size and are adapted to the amount of text. The text is placed in the box in a pleasantly airy manner with some space to the edge. The text boxes may overlap or "stack" if necessary.

The headline and text boxes are primarily set in Optima blue. Furthermore, the text boxes are available in all secondary colors. Here the font color is set as in the example:

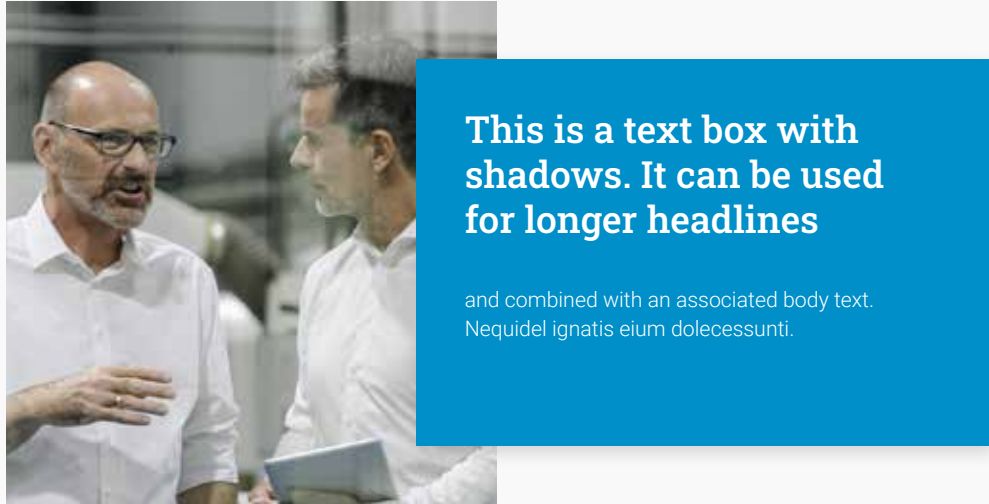
Text box primary



Text box secondary



✓ Do



✗ Don't



10 | Shadows

A subtle, soft shadow is used to make the the boxes from the background and create create hierarchies. Regardless of the size, shape and content of the box, the same rules apply. rules.

If you want to integrate a text box into the back-ground, it can be used without a shadow. can be used.

Depending on the background, the opacity of the shadow can be reduced.

Tip: The smaller the format, the less spacing/size of the shadow. The larger the format, the more distance/size of the shadow.



Do

This is a multiline
headline box with shadow

This is a text box with shadows. It can be used for longer texts.

Et pro optati dolenis volorum harum quia qui int, corem que endae. Voloria ent lanti dis dit qui dest, quasper rorenis reperibus ium eaquat exped ut periae il id eum, sit aut que net aliquiat prem et utaturiore.

Example of a text box or color area in the background

This is a text box with shadows. It can be used for longer texts. Et pro optati dolenis volorum harum quia qui int, corem que endae. Voloria ent lanti dis dit qui.

Effect: Drop shadow

Color	black
Mode	multiply
Opacity	15 % on dark backgrounds the opacity can be adjusted to max. 30 % if necessary
Angle	120°
Distance and size	Size is twice as large as distance (guide value for DIN A4 formats: spacing 1 mm, size 2 mm)



Don't

This is a multiline
headline box with shadow

This is a text box with shadows. It can be used for longer texts.

Et pro optati dolenis volorum harum quia qui int, corem que endae. Voloria ent lanti dis dit qui dest, quasper rorenis reperibus ium eaquat exped ut periae il id eum, sit aut que net aliquiat prem et utaturiore.

This is a text box with shadows. It can be used for longer texts.

Et pro optati dolenis volorum harum quia qui int, corem que endae. Voloria ent lanti dis dit qui dest, quasper rorenis reperibus ium eaquat exped ut periae il id eum, sit aut que net aliquiat prem et utaturiore.

11 | Image style

Colors and light

The color mood of our images is realistic and dynamic, but still reduced. The images radiate **warmth** and appear neither cool nor distant. They are mostly **bright** and friendly. If possible, we work with **daylight**. The use of artificial-looking light sources should be avoided, if possible, in order to create an authentic overall composition.

Perspective and composition

With the help of image composition, we can direct the viewer's gaze to the essentials. Escape, blur, and overlays of different image planes can help tell our story even better. By choosing the perspective, we can suggest to the viewer that he or she is in the middle of our world.

People

Optima is represented all over the world. **Diversity** in the people shown is therefore at the forefront. All models and actors have a well-groomed and natural appearance. Our employees are always portrayed confidently and curiously in **real-life situations**. The focus is primarily on **interpersonal encounters**. The end users of our products and services appear content and relaxed, joyful and enthusiastic in their world.



11 | Image style

Colors and light

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12 | Layout principle

A generous and confident design with sufficient white space determines our layout. The individual elements (pictures, headlines and texts) should be given enough space to work on their own.

By using headline bars, headline or text boxes, content can be highlighted, placed on images as well as brought to the foreground.

Headline bars



Headline box



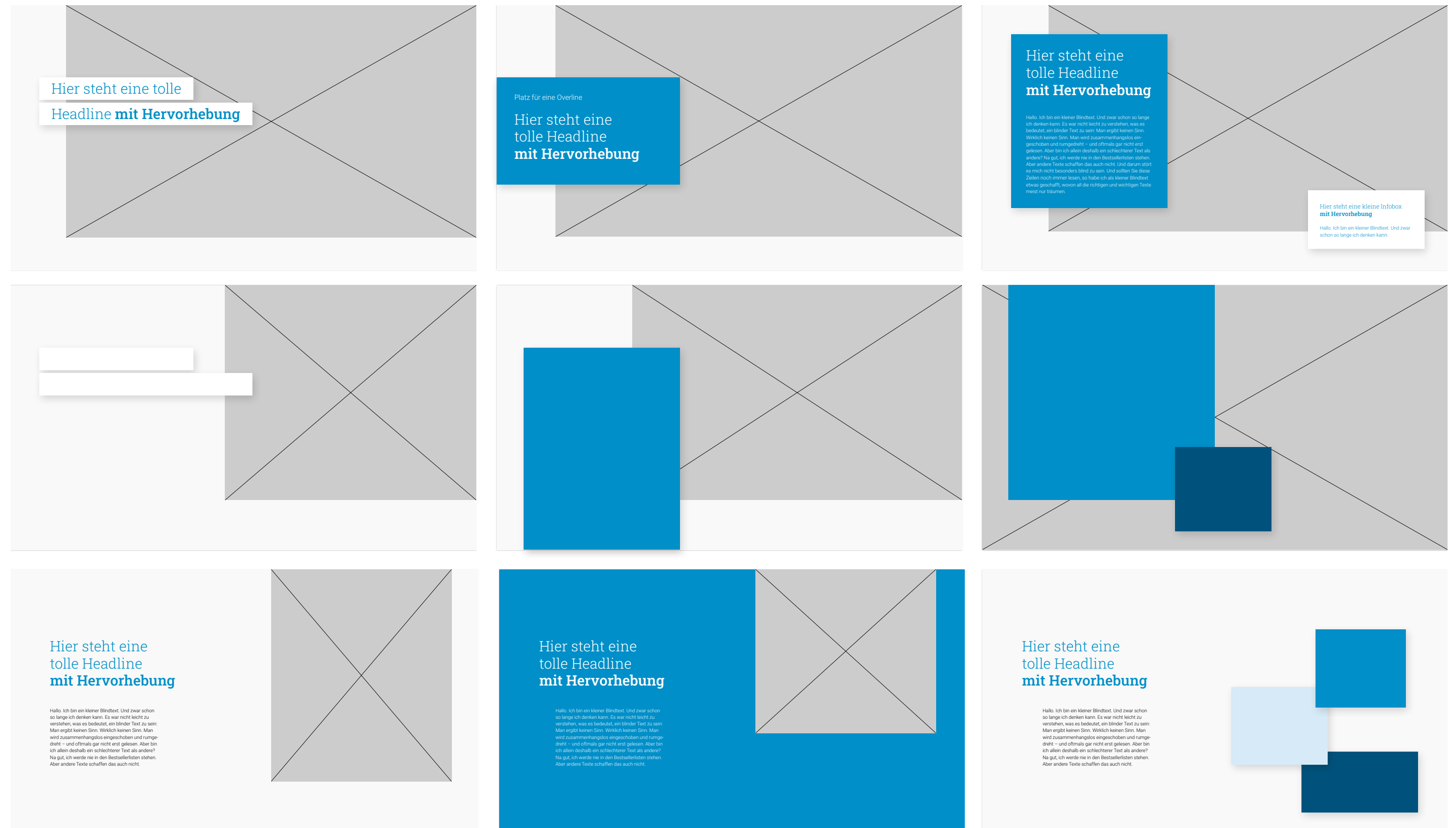
Text boxes



12 | Layout principle

A flexible design principle ensures a consistent look with maximum flexibility. Layout rules are reduced to a minimum:

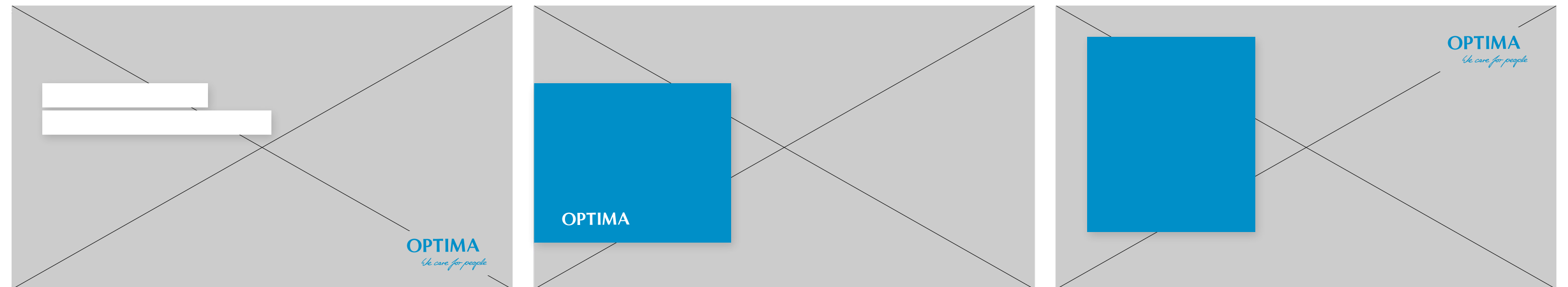
- Images can be full-area or cut-out in the layout. Headlines and texts can be placed on them (overlapping) using the boxes.
- Texts that are not placed on images do not primarily primarily no text box - unless they are to be emphasized by the box.
- Text boxes can overlap and "stack".
- All boxes are flexible in size and are adjusted according to the amount of text (although the amount of text should not determine the layout).



12 | Layout principle

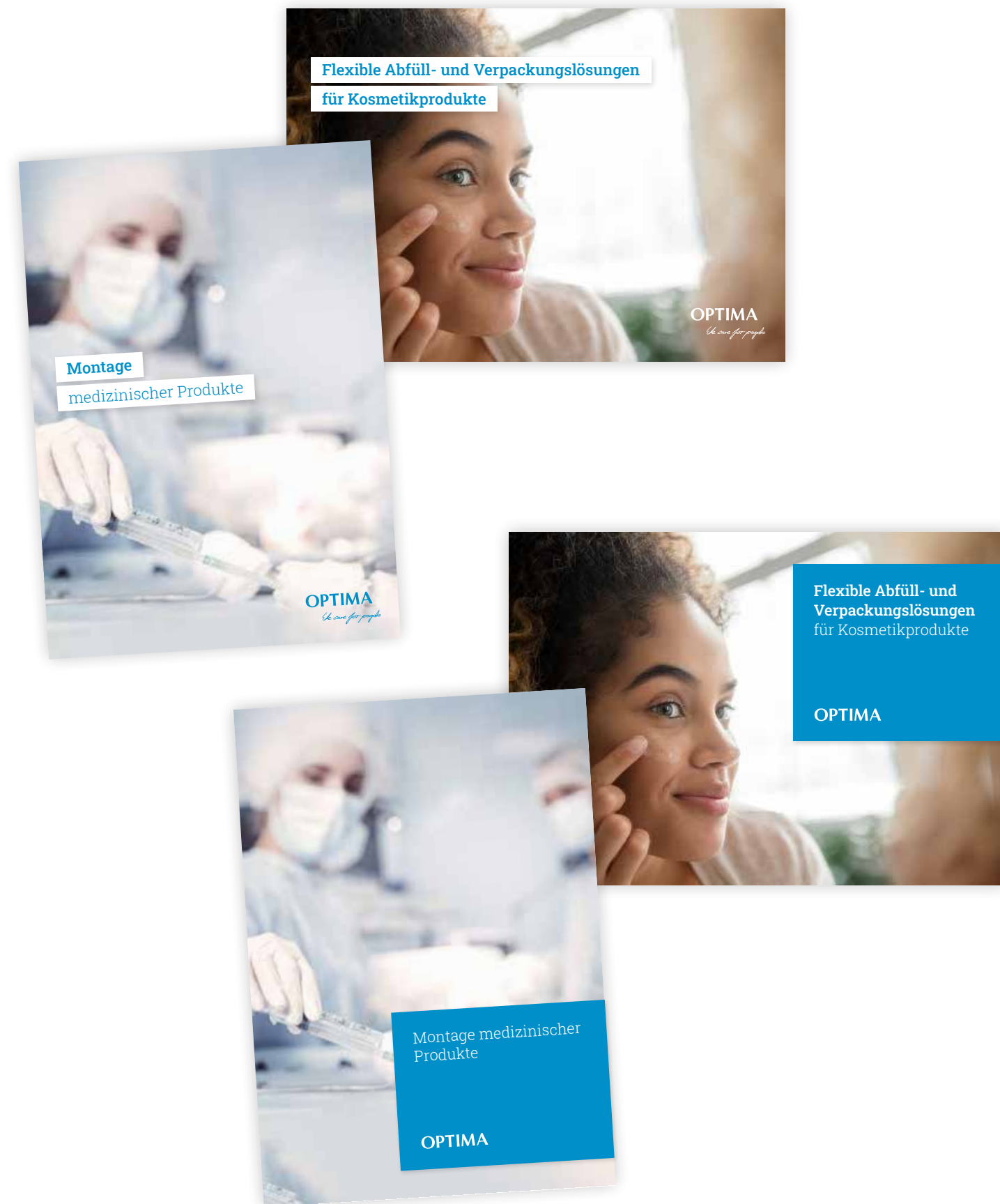
If the logo is to be placed on the layout, the logo-claim combination may be flexibly positioned on the layout in interaction with the headline bars; in the case of the flat text boxes, the logo may be integrated into the box.

Care must always be taken to ensure good legibility of the logo and compliance with the protective space.

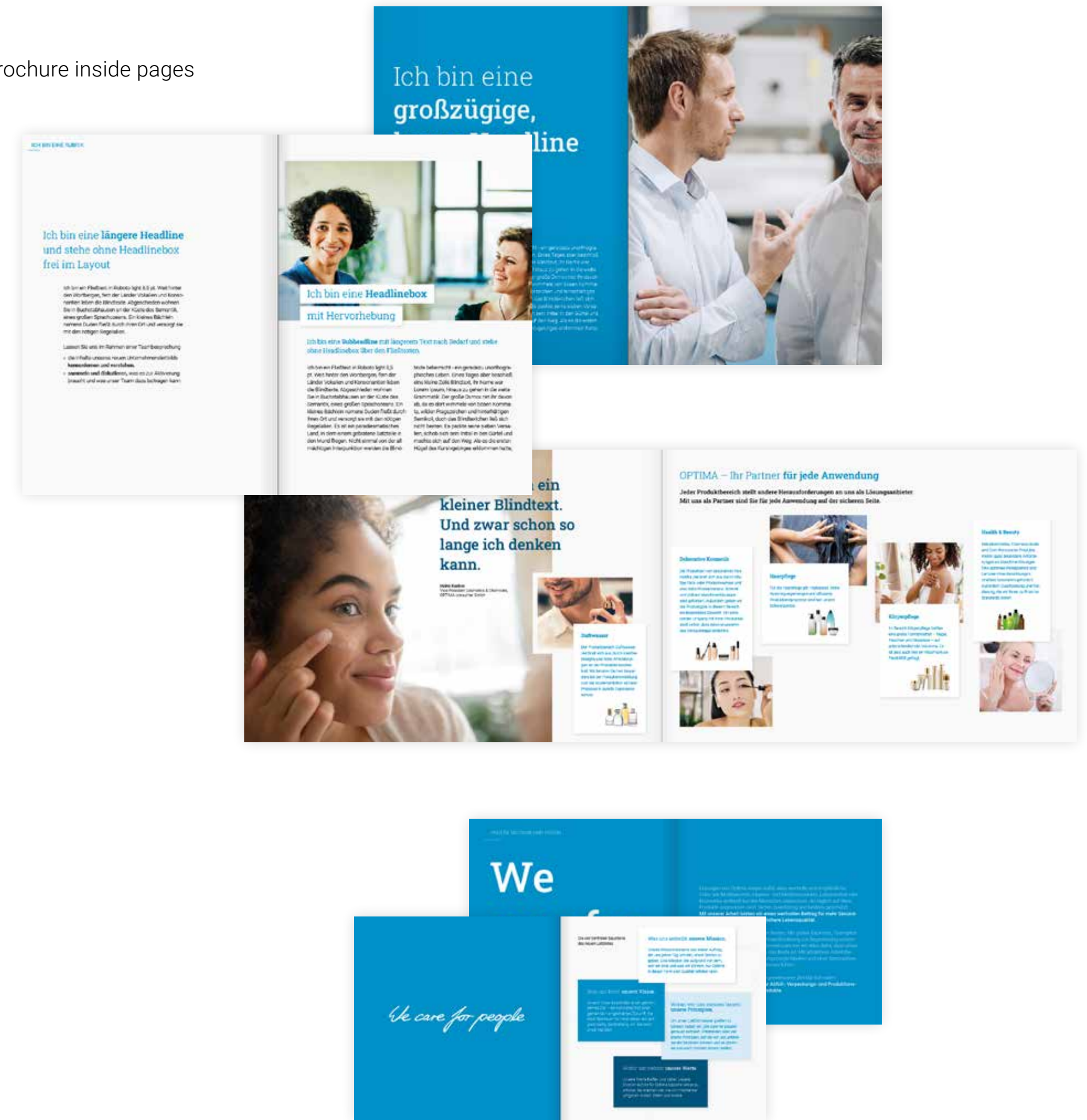


13 | Application examples

Brochure title



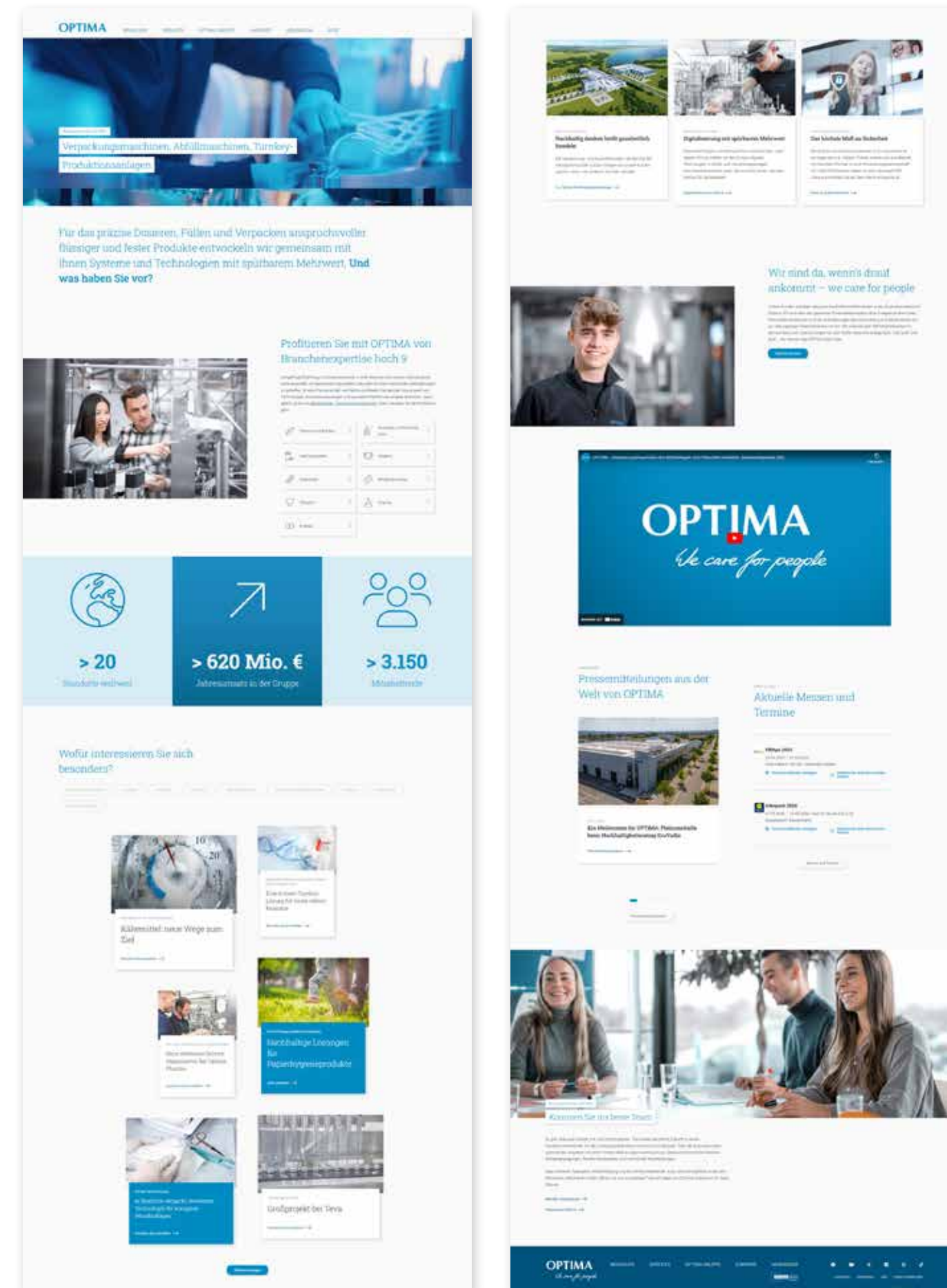
Brochure inside pages



The design principle can be applied flexibly to different media. The medium and its format are developed according to the target group to be reached and the content to be conveyed, and the appropriate channels are selected. channels are selected. When selecting media, we prioritize digital formats.

13 | Application examples

Website (Taste sample)

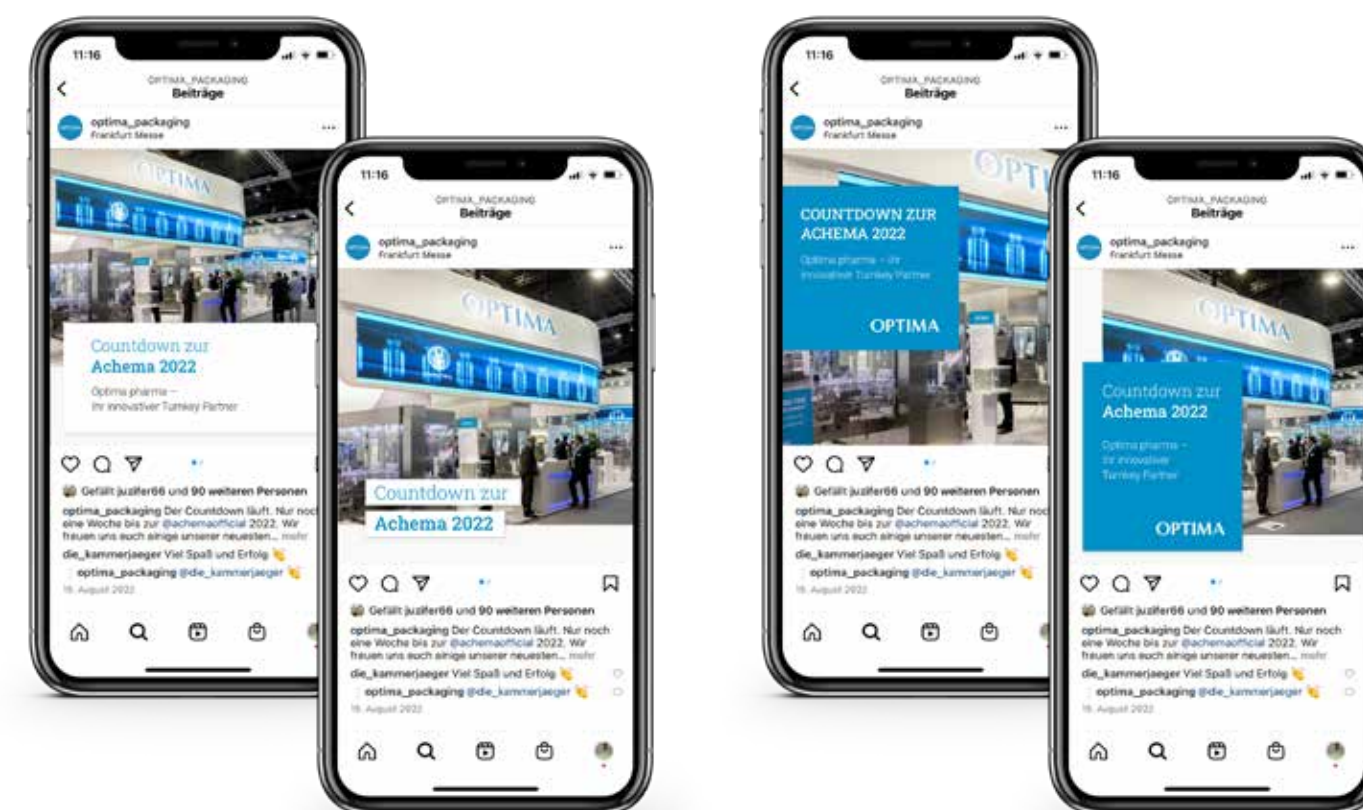


<https://www.optima-packaging.com>

Newsletter Header



Social Media



LinkedIn



13 | Application examples

Ads

The design principle can be applied flexibly to different media. The medium and its format are developed according to the target group to be reached and the content to be conveyed, and the appropriate channels are selected. channels are selected. When selecting media, we prioritize digital formats.



13 | Application examples

Fact Sheets

The design principle can be applied flexibly to different media. The medium and its format are developed according to the target group to be reached and the content to be conveyed, and the appropriate channels are selected. channels are selected. When selecting media, we prioritize digital formats.



OPTIMA Moduline Smart
Höchste Investitions-sicherheit bei maxi-maler Modularität
OPTIMA

Ihr Mehrwert

- Investitionssicherheit
Schneller Austausch und Erweiterung von Modulen
- Reduzierter Footprint
Bis zu 20-30% Einsparung zu linearem Wettbewerb (Erweiterung des Outputs pro m² um ca. 50%)
- Kurze Lieferzeit
Vom Angebot bis zur Ramp-Up Phase in vier bis sechs Monaten
- Lineares Maschinenkonzept
Bis zu drei Verschleißkomponenten integrierbar

Neue Maßstäbe für Modularität, Formatflexibilität und Time-to-Market

Ihre Kosmetikprodukte wirtschaftlich abfüllen und attraktiv verpacken. Das gelingt mit Optima flexibel und nachhaltig. Als Anlagenbauer haben wir mehr als 90 Jahre Erfahrung mit PMOG Pro-dukten - und stets die Anforderungen Ihrer Branche im Blick. Dazu zählen heute vor allem eine kurze Time-to-Market sowie modulare, skalierbare Abfüll- und Verpackungsanlagen - auch unter dem Aspekt der Investitionssicherheit. Denn sich wandelnde Einkaufs- und Konsumgewohnheiten ver-ändern die Nachfrage. Damit Sie am Markt die Nase vorn haben, erweitern wir ständig die Grenzen des Machbaren.

Innovation made by Optima - dafür steht die neue OPTIMA Moduline Smart als Abfüll- und Ver-schleißanlage für Kosmetikprodukte, die in den Bereichen Platzbedarf, Modularität, Formatflexibili-tät und Time-to-Market neue Maßstäbe setzt. Die Maschinenplattform ergänzt die erfolgreiche Moduline-Reihe im mittleren Leistungssegment.

Technische Daten
Leistung: Bis zu 60 Gebirde/Minute
Formatbereich: Bis zu 90 mm Durchmesser, bis zu 200 mm Höhe

Dekorative Kosmetik
Parfüm
Skincare
Health and Beauty





OPTIMA CFL1-6, OPTIMA CBF10
Flexible Lösung mit höchster Linieneffizienz
OPTIMA

Ihre Vorteile

- Flexibel in puncto Verpackungsmaterialien und Setzmuster
- Minimale Footprint
- Optimale Folieneinnutzung
- Sichere Begabung mit minimiertem Gasverbrauch
- Schneller Produktionsstart

Flexibles Hightech-System für Portionspackungen

OPTIMA CFL1-6
Die OPTIMA CFL ist eine flexible Abfüll- und Verschleißanlage für Portionspackungen aus unterschiedlichen Materialien. Bei einer Leistung von bis zu 400 Kapseln/Min produzieren Sie umwelt- und ressourcenschonend, dank optimaler Folieneinnutzung, höchster Dosier-genauigkeit, reduziertem Gasverbrauch und geringsten Energieverlusten.

OPTIMA CBF10
Das OPTIMA CBF Hochleistungskartonsystem bietet Ihnen maximale Sortierflexibilität und lässt sich damit schnellstens auf andere Kartongrößen umstellen. Möglich macht das sein hochmodernes Linearmotorsystem, das zudem den Footprint der gesamten Linie reduziert.

Technische Daten
Leistung: bis zu 400 Kapseln/Min
bis zu 40 Kartons/Min



Flyer



OPTIMA pharma – Your home for turnkey
OPTIMA

Seeing the world through your eyes. Understanding what machines and drives you forward. Showing new approaches and simply doing them whenever you need us. We are your reliable partner for completely integrated turnkey solutions from our science, offering a wide range of products including filling lines, containment solutions and freeze-dryers.

Our portfolio

Aseptic fill & finish for vials, bottles and cartridges (in bulk or ready-to-use)
Filling and closing lines customised to your needs
Read more about our aseptic filling solutions or get in contact with us for more details

Solutions for vials in bulk

Solutions for ready-to-use containers

Multiple solutions for vials, syringes and cartridges in bulk, ready-to-use

Containment and isolator solutions
including isolators, RABS, E beam tunnels, H₂O₂ transfer chambers and gastight doors

We integrate containment solutions such as isolators into any type of pharmaceutical processing system – for every exact sterile product

Visit our website for more information or get in contact with us directly



Containment solutions for your aseptic chamber production

Freeze-drying systems

From clinical trials to large product batches, we offer freeze-drying systems for any production volume

Find out more on our website or get in contact with us



Producing and filling cell and gene therapies

Whether viral vectors, gene-modified cell therapy suspension cells such as CAR-T lymphocytes or adherent cells. Adapted to handling sensitive products, we find the best possible solution for producing and filling containers such as bags, bottles or vials as well as for working in different cell culture vessels.

Read more on our website or get in contact with us for more information



Automated overall solutions for manufacturing and filling cell & gene therapies

Machines and turnkey systems for diagnostic products

Whether it is a diagnostic, chemical, biological or highly flammable product in liquid or powder form – we are your partner for a flexible solution according to your needs

Find out more about our portfolio for diagnostic solutions or get in contact with us directly



Customised solutions for every production scenario

OPTIMA pharma GmbH | Otto-Hahn-Str. 11 | 78123 Schwabach | Germany | Tel.: +49 (0) 9405-0 | pharma@optima-packaging.com

13 | Application examples

The design principle can be applied flexibly to different media. The medium and its format are developed according to the target group to be reached and the content to be conveyed, and the appropriate channels are selected. channels are selected. When selecting media, we prioritize digital formats.

Rollups



LED Board



13 | Application examples

The design principle can be applied flexibly to different media. The medium and its format are developed according to the target group to be reached and the content to be conveyed, and the appropriate channels are selected. channels are selected. When selecting media, we prioritize digital formats.

Posters



Gift vouchers



Cards



Contact persons

**In case of queries or deviations from the CD
the Marketing Department should be contacted:**

Marketing Department
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