

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



Claim



Logo claim combination



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

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



Claim

*We care for people*

Logo claim combination



# 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 blue on white, light backgrounds



Optima white on dark, CD-compliant background colors



Optima blue on bright, calm images



Optima white on dark, calm images



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



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

✘ Don't



Optima blue with reduced opacity or transparency



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



Optima white on very light backgrounds



Logo on non-branded, full-surface background colors



Optima blue on unstable backgrounds or images



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



Example ProMagazin

✗ Don't



Example ProMagazin

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

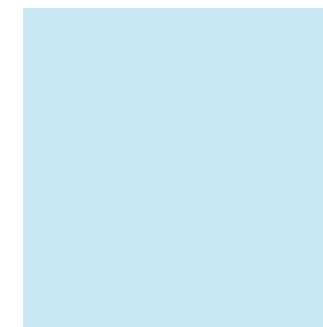


**Optima blue**  
C100 M15 Y10 K0  
R0 G140 B194  
#008cc2

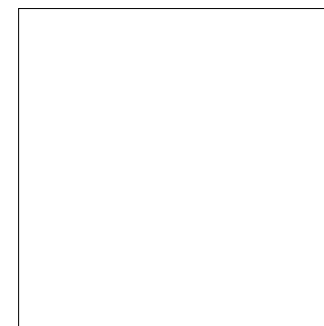
## SECONDARY



**Optima warm blue**  
C100 M53 Y25 K23  
R0 G84 B124  
#00547c



**Optima light blue**  
C19 M2 Y2 K0  
R214 G235 B247  
#d6ebf7

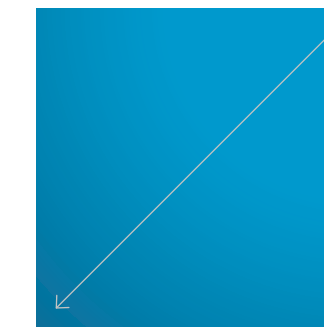


**Optima white**  
C0 M0 Y0 K0  
R255 G255 B255  
#ffffff



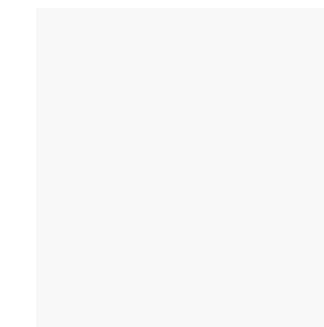
**Optima black**  
C0 M0 Y0 K100  
R0 G0 B0  
#000000

## ONLY BACKGROUND



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

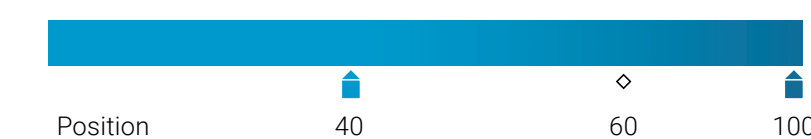
Optima gradient end  
C91 M50 Y22 K6  
R0 G104 B150  
#006896



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

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  
#00527c



**Optima black web**  
R30 G36 B39  
#1E2427



**Optima green 120**  
R93 G165 B89  
#5da559

# 03 | Fonts

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

# 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**

- ⊕ 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 **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

### ⊕ ⊖ 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.

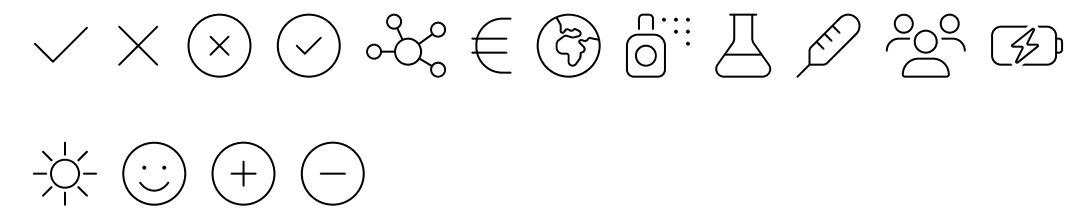
Icons may stand alone or on a button for emphasis. Depending on the application, icons may also be displayed in a secondary color.

### 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.

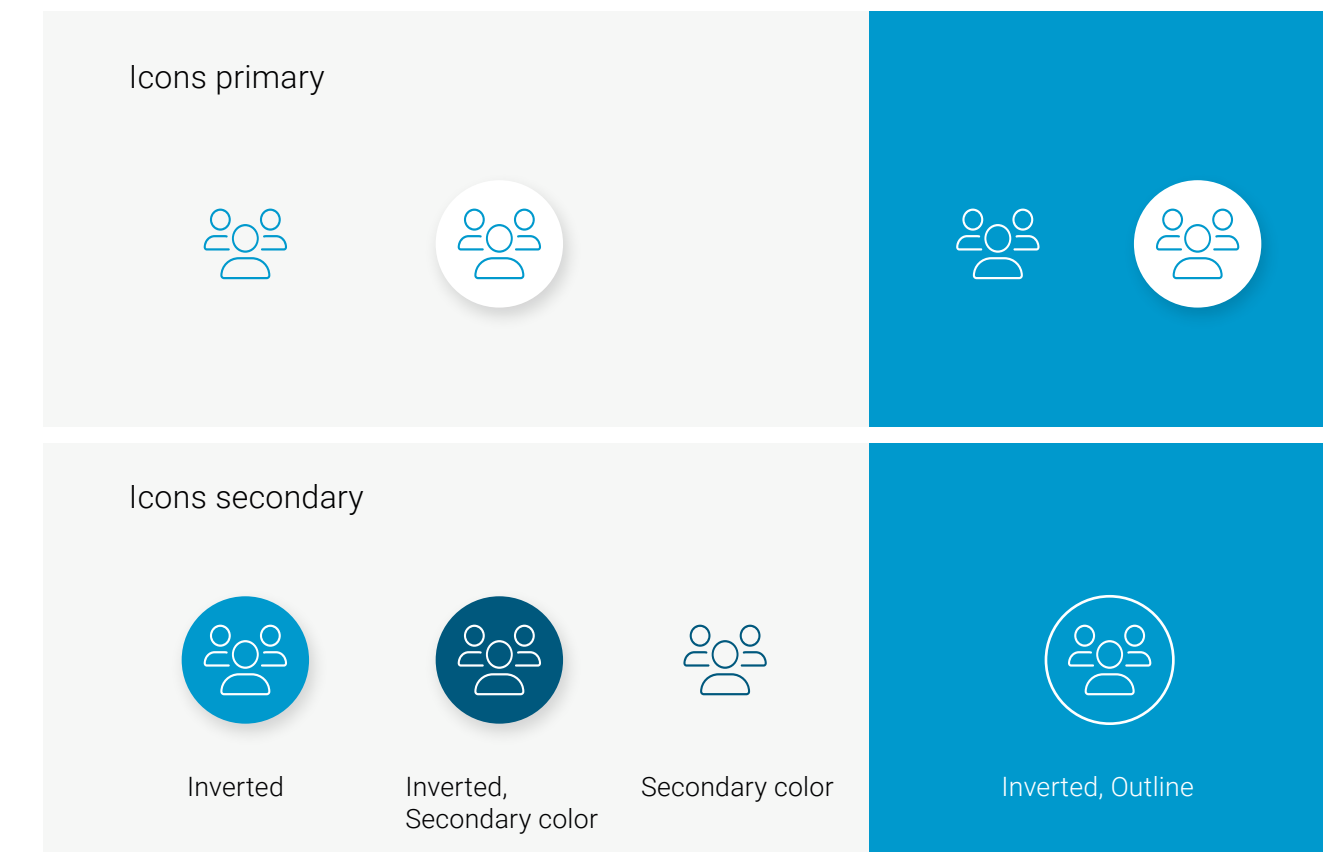
Font Awesome 6 Pro Thin



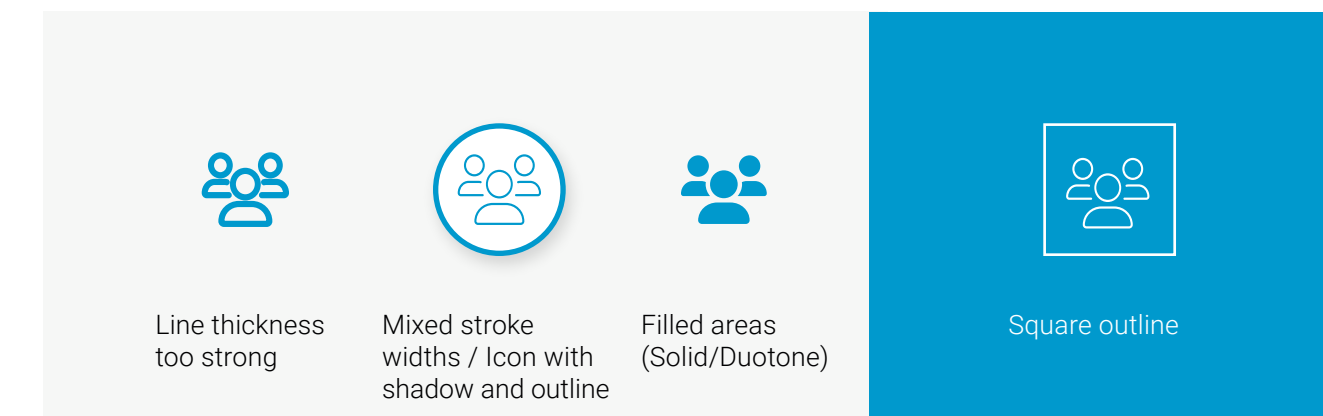
Font Awesome 6 Pro Light



### Do

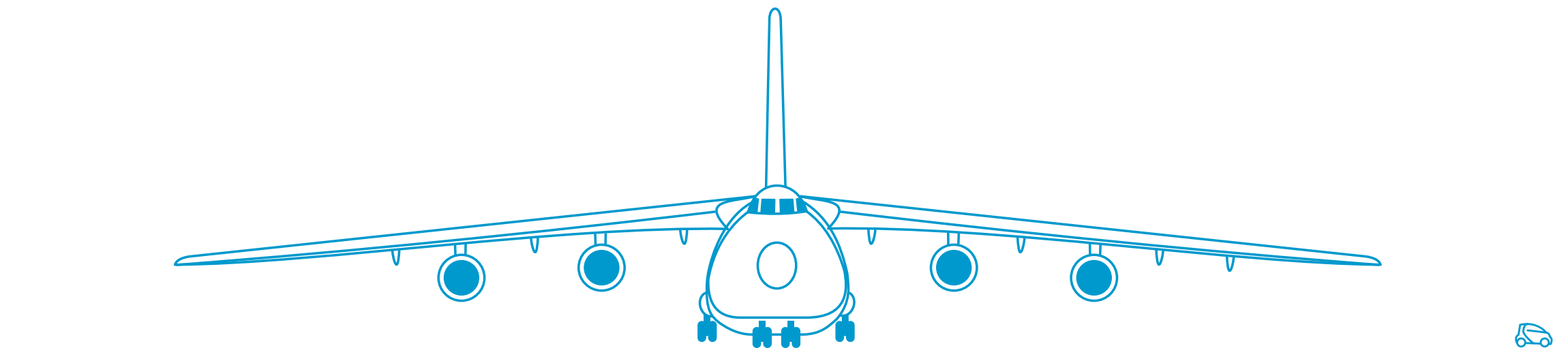
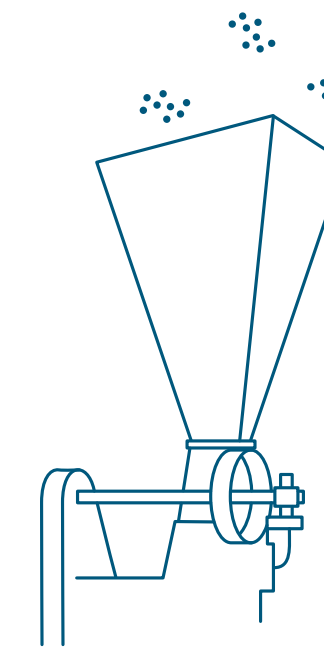
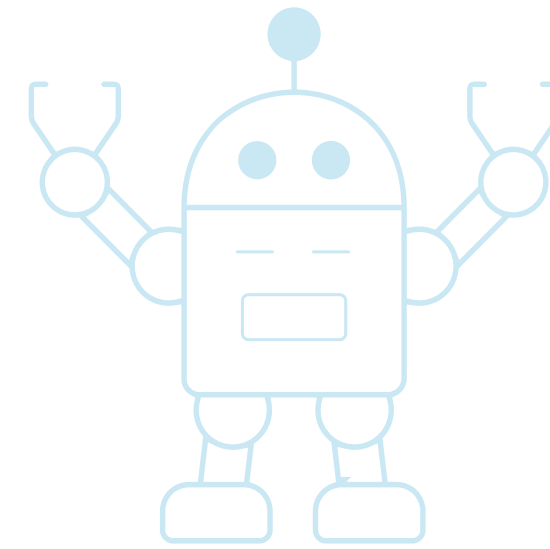


### Don't



## 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

I AM A COLUMN

~3,000  
Here is a short info text that is several lines long and contains an additional line.

> 500  
Here is a short info text that is several lines long and contains an additional line.

> 23,000  
Here is a short info text

1950 ————— 2020

Legend

Legend

Example page number | 07

☒ Don't

I AM A COLUMN

~3,000  
Here is a short info text that is several lines long and contains an additional line.

> 500  
Here is a short info text that is several lines long and contains an additional line.

> 23,000  
Here is a short info text

1950 ————— 2020

Legend

Legend

Example page number | 07

Line width too strong or unsuitable for the font style

Line too angular and inharmonic

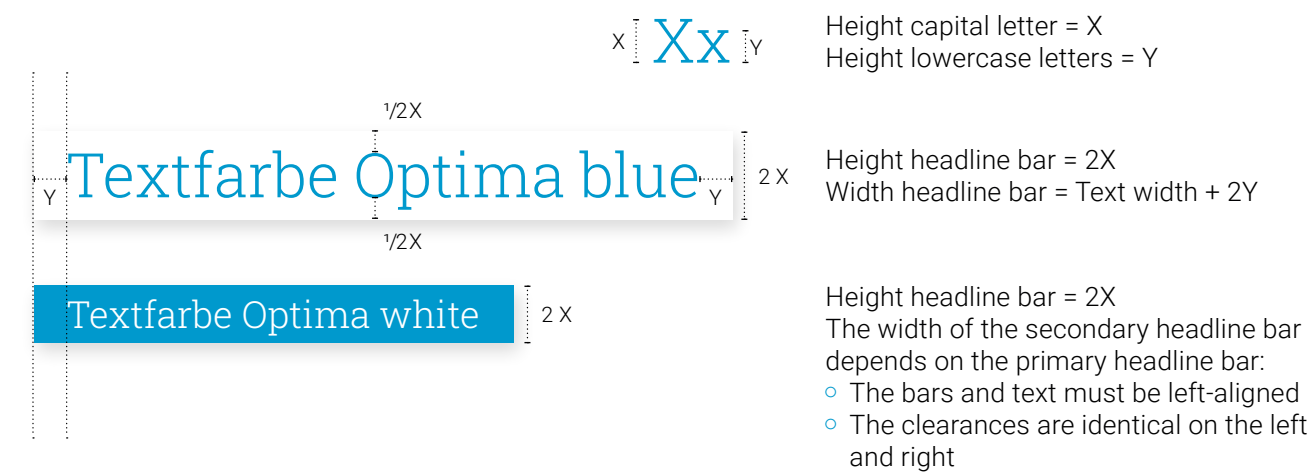
Line width too strong or unsuitable for the font style

# 08 | Headline bars

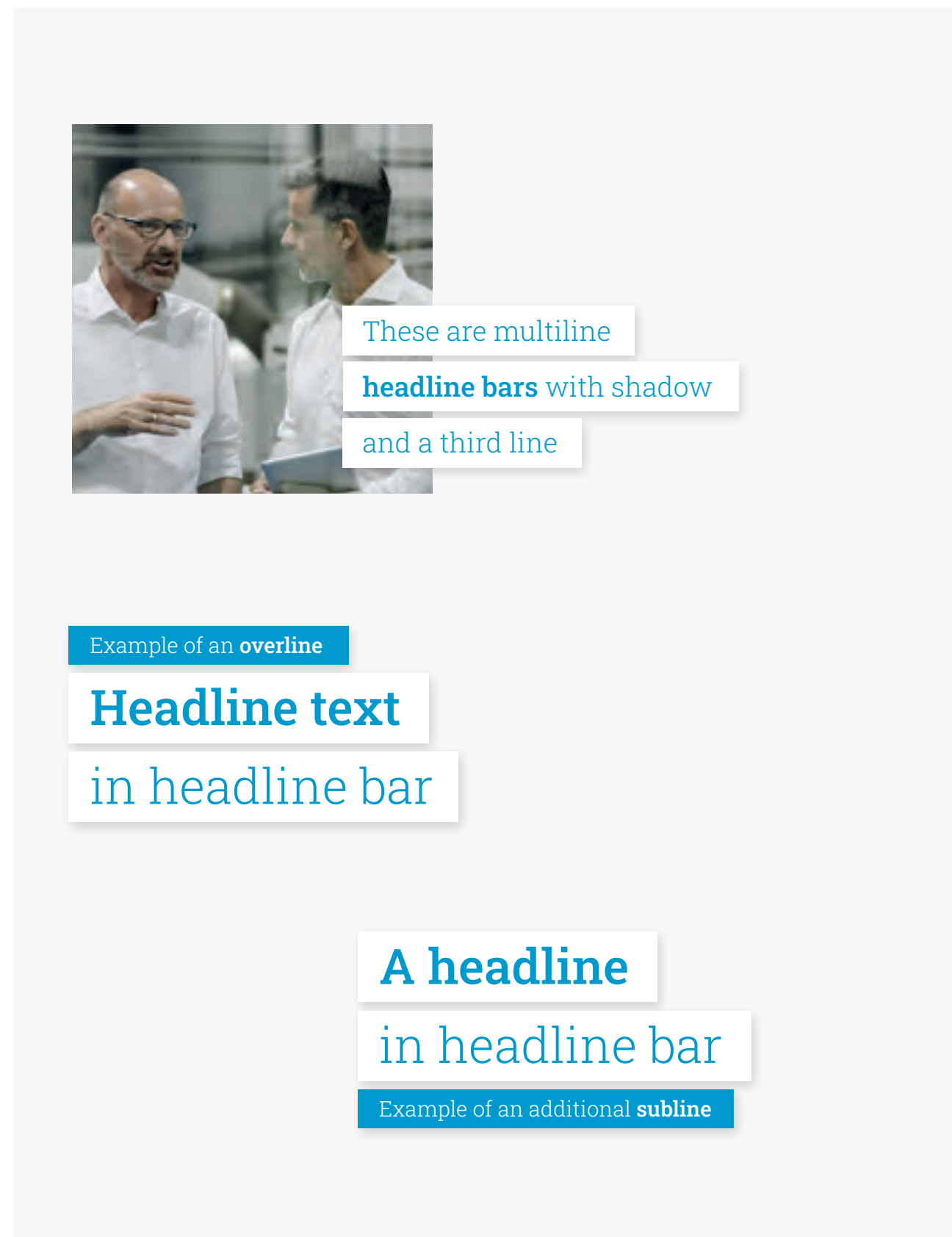
Headlines can be placed in bars to be highlighted or positioned on images. The bars are flexible in their length and are adjusted according to the amount of text. The text is centered in height and aligned with some space to the edge in the bar. The following information can be used as a guideline for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

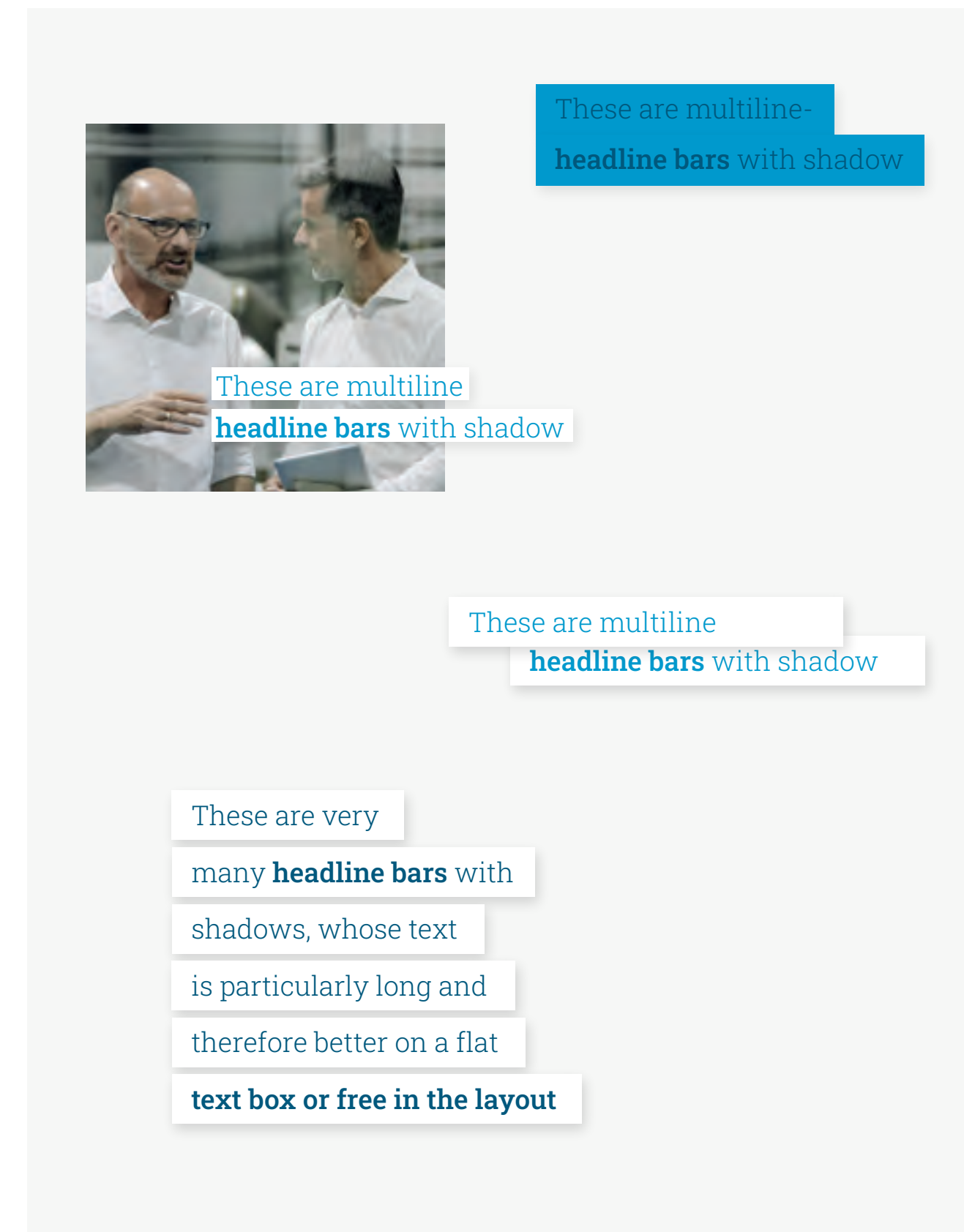
Headline bar primary and secondary



✔ Do



✘ Don't





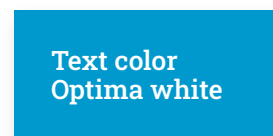
# 09 | Headline and text boxes

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.

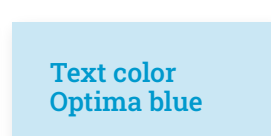
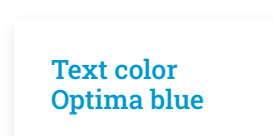
The boxes are flexible in size and are adapted to the amount of text. The text is placed in the box in a pleasantly airy manner with some space to the edge. The text boxes may overlap or "stack" if necessary.

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 utaturioem.

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 utaturioem.

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 utaturioem.

# 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.



## 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.

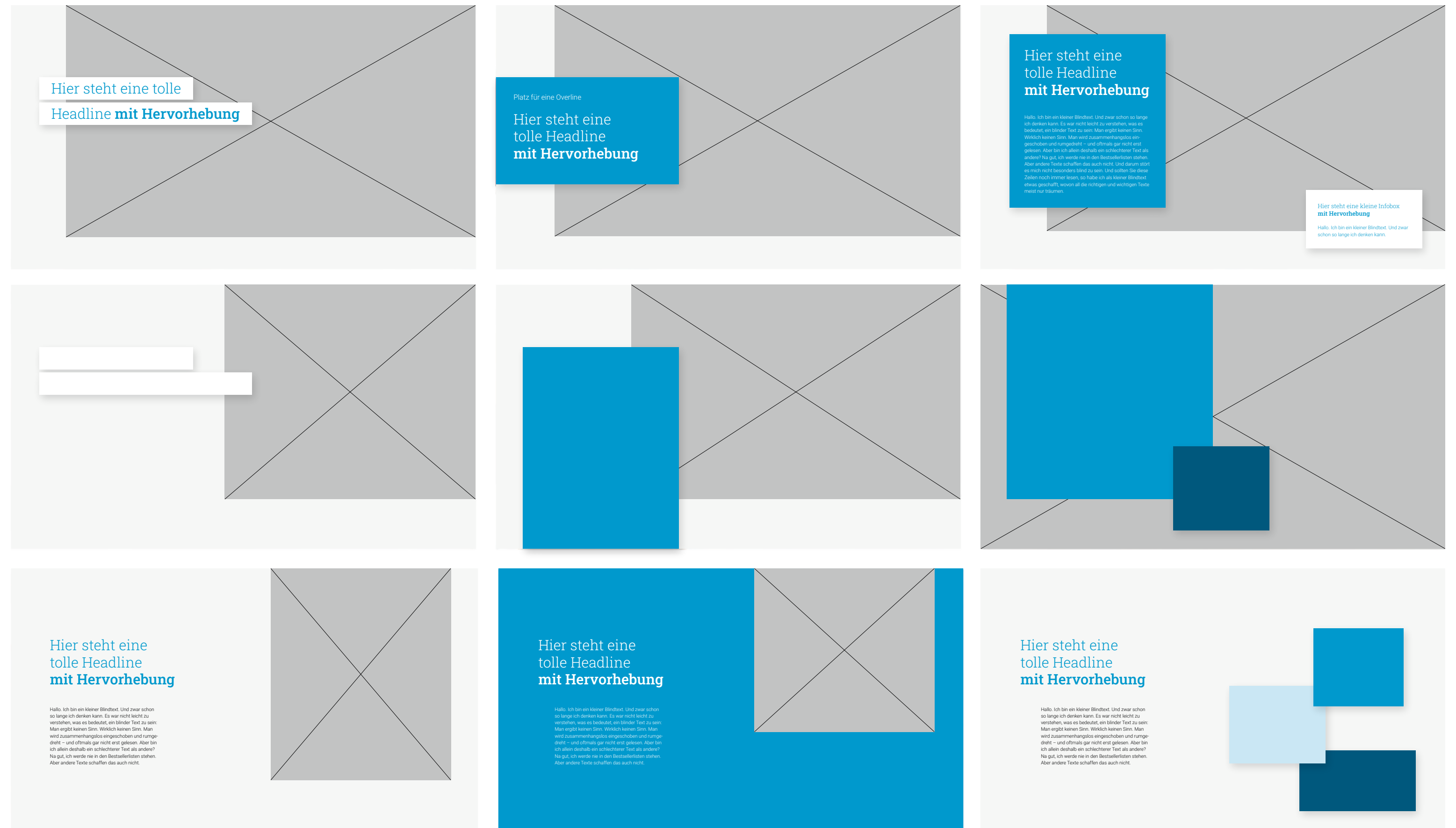
By using headline bars, headline or text boxes, content can be highlighted, placed on images as well as brought to the foreground.



# 12 | Layout principle

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

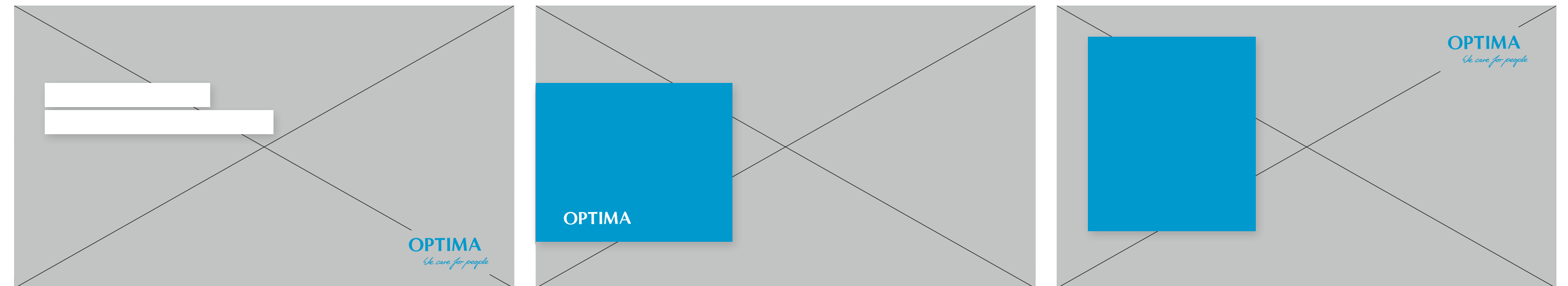
- Images can be full-area or cut-out in the layout. Headlines and texts can be placed on them (overlapping) using the boxes.
- Texts that are not placed on images do not primarily primarily no text box - unless they are to be emphasized by the box.
- Text boxes can overlap and "stack".
- All boxes are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

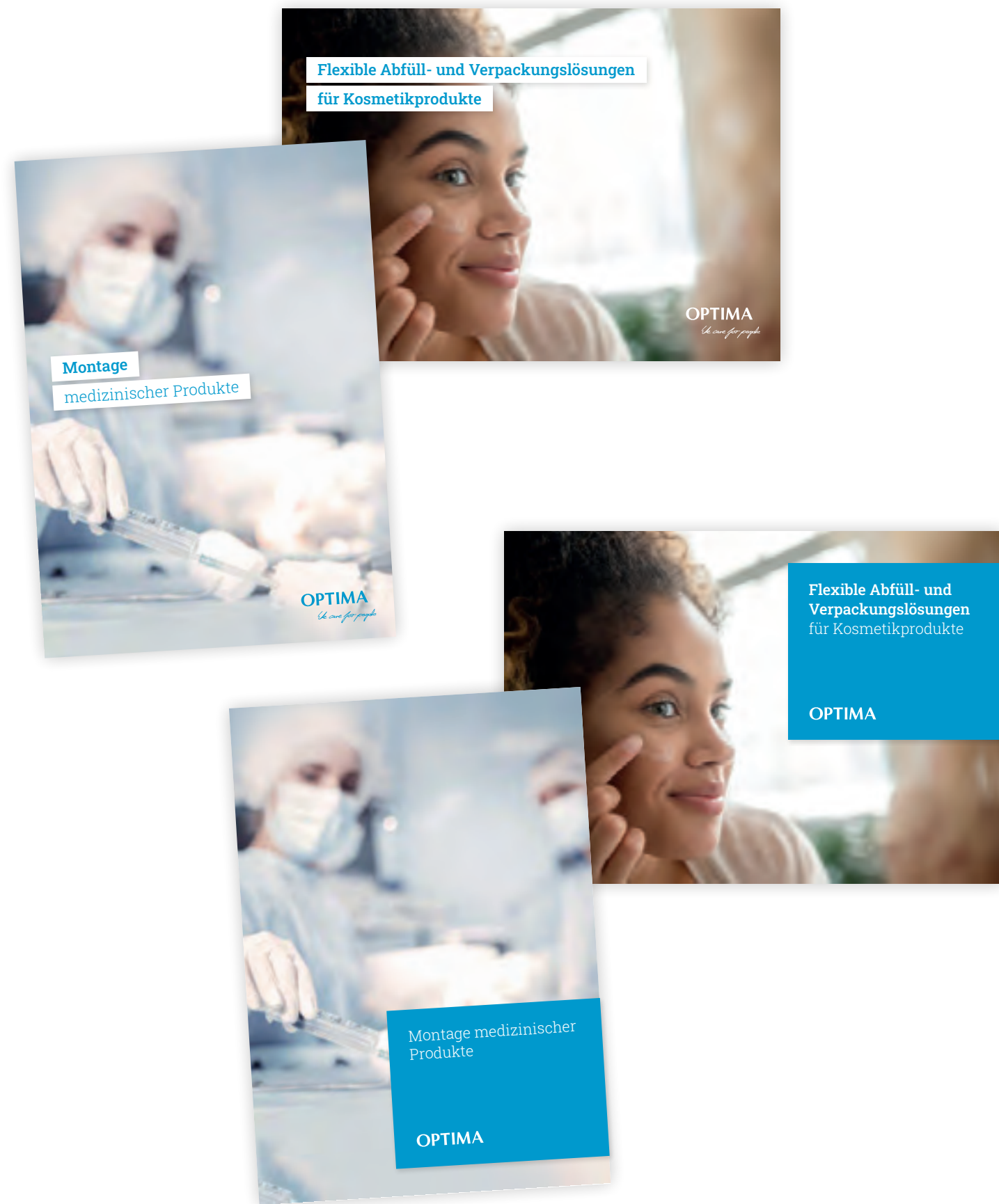
If the logo is to be placed on the layout, the logo-claim combination may be flexibly positioned on the layout in interaction with the headline bars; in the case of the flat text boxes, the logo may be integrated into the box.

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

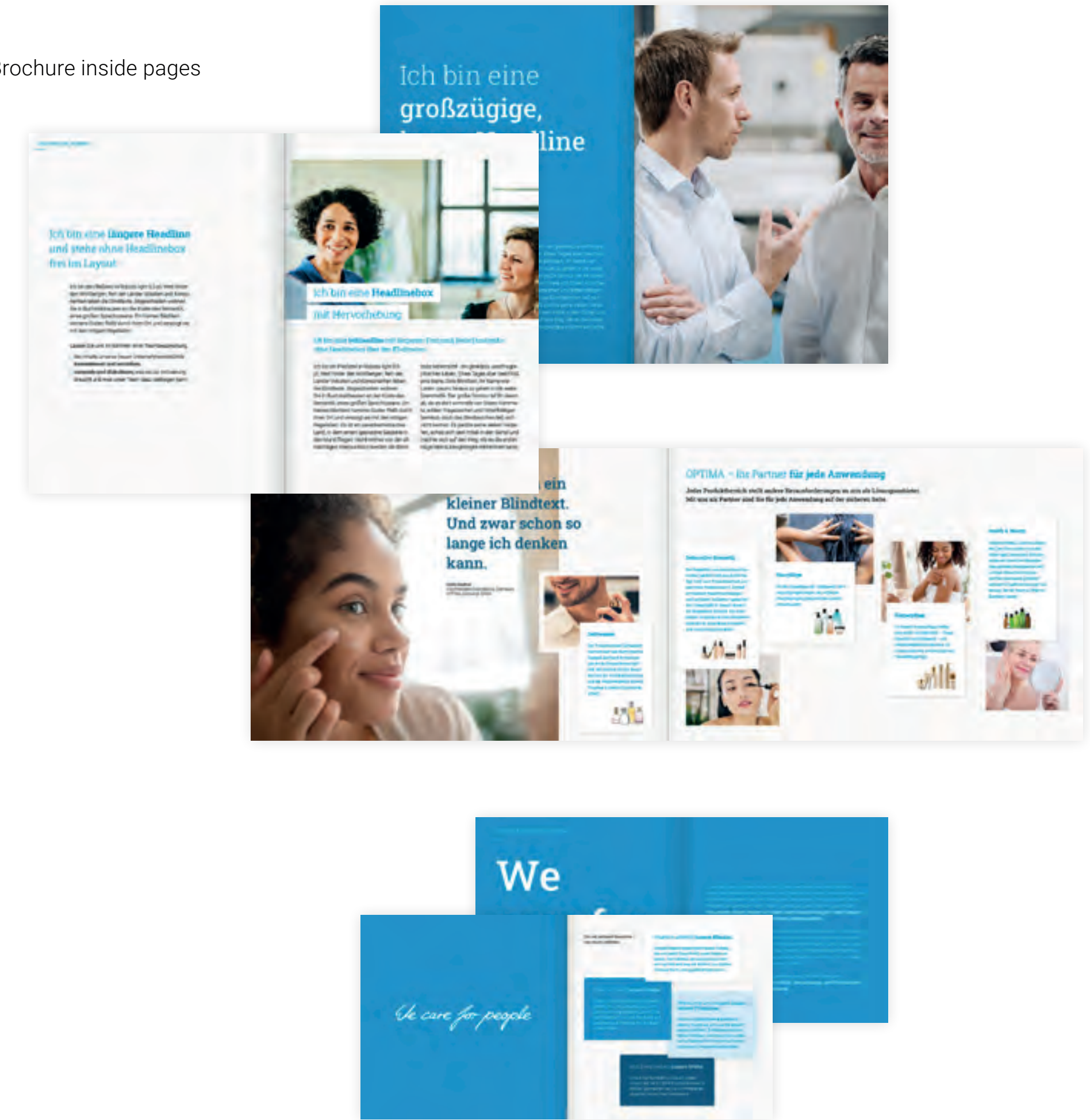


# 13 | Application examples

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)

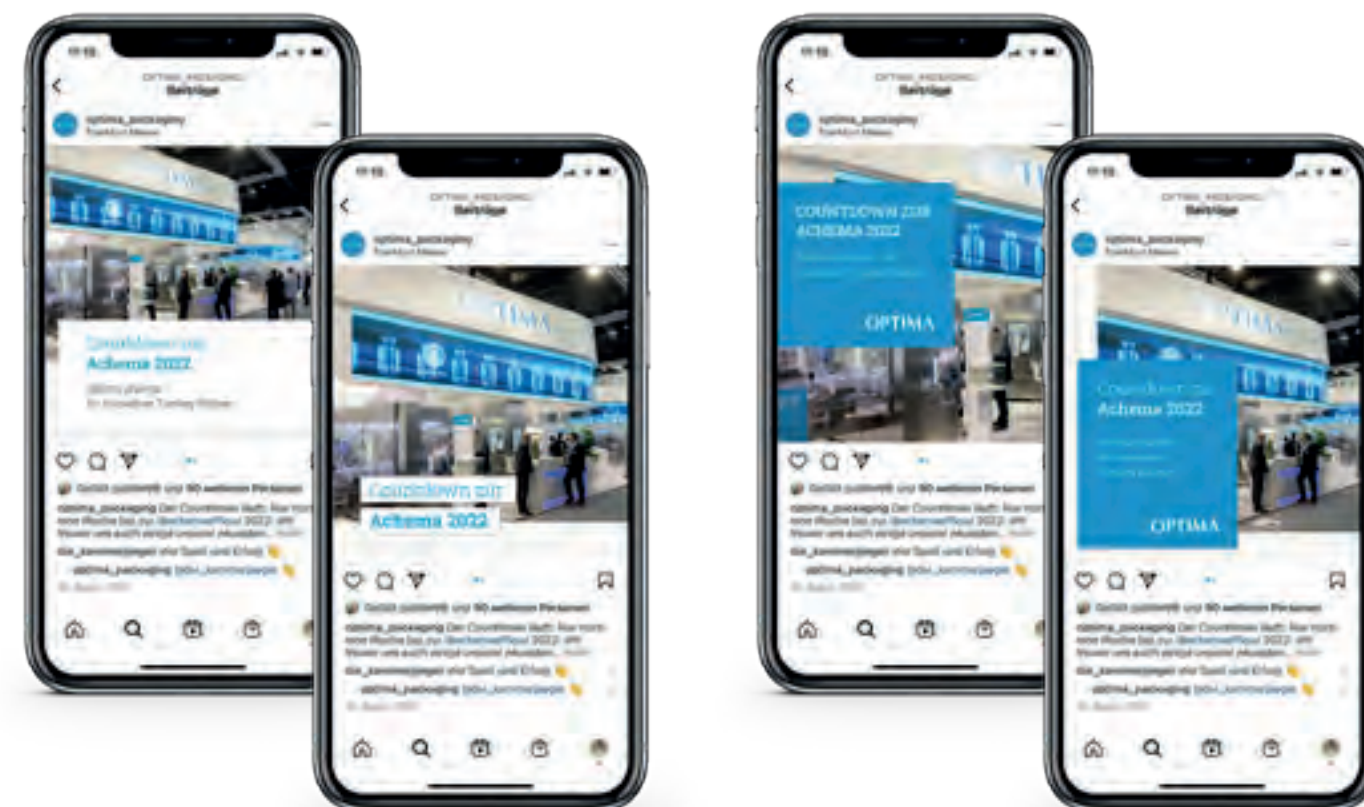


<https://www.optima-packaging.com/>



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.

Social Media



Newsletter Header



LinkedIn







# 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.

Fact Sheets

**OPTIMA Modulne Smart**  
**Höchste Investitionssicherheit bei maximaler Modularität**  
**OPTIMA**

**Ihr Mehrwert**

- Investitionssicherheit: Schneller Austausch und Erweiterung von Modulen
- Reduzierter Footprint: Über 20-30% Einsparung zu linearem Wettbewerb (Erweiterung des Outputs um 100%)
- Kurze Lieferzeit: Vom Angebot bis zur Ramp-Up Phase in nur bis sechs Monaten
- Lineares Modulkonzept: Bis zu drei Verschleißkomponenten integrierbar

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

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

Innovation made by Optima - dafür steht die neue OPTIMA Modulne Smart als ABE- und Verschleißanlage für Kosmetikproduktionslinien, die in den Bereichen Platzbedarf, Modularität, Formatflexibilität und Time-to-Market neue Maßstäbe setzt. Die Maschine platziert und ergießt die erfolgreiche Modulne-Weihe im mittleren Leistungsbereich.

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

**OPTIMA CFI 10**  
**Flexible Lösung mit höchster Linieneffizienz**  
**OPTIMA**

**Ihre Vorteile**

- Flexibel in jedem Verschleißkomponenten- und Sachmaschinen
- Mittlerer Footprint
- Optimale Filmausnutzung
- Sichere Verpackung mit vollwertigem Gewichtsmaß
- Geräuscharakter

**Flexibles HighTech-System für Portionspackungen**

**OPTIMA CFI 10**  
 Die OPTIMA CFI 10 ist eine flexible ABE- und Verschleißanlage für Portionspackungen aus unterschiedlichen Materialien, bei einer Leistung von bis zu 200 Kapseln/Min. produziert. Sie Umwelt- und ressourcenschonend, dank optimaler Filmausnutzung, höchster Dosiergenauigkeit, reduziertem Gewichtsmaß und geringsten Energieverbräuchen.

**OPTIMA CFI 10**  
 Die OPTIMA CFI 10 Hochleistungswaschmaschine bietet Ihnen maximale Geschwindigkeit und lässt sich damit abstimmen auf andere Kartengrößen. Möglich macht das unser hochmodernes Linearsystem, das zudem den Footprint des gesamten Lines reduziert.

**Technische Daten**  
 Leistung: Bis zu 400 Kapseln/Min  
 Bis zu 40 Kartons/Min

Flyer

**OPTIMA Pharma - Your home for turnkey OPTIMA**

Doing the world through your eyes. Understanding what someone who drives you forward. Showing new approaches and simply being there whenever you need us. We are your reliable partner for completely integrated building solutions from one source, offering a wide range of products including filling lines, packaging solutions and freeze-dryers.

**Our portfolio**

**Aspetic fill & finish for vials, syringes, ampoules and cartridges via hot or ready-to-use!**  
 Filling and capping via hot or ready-to-use!  
 Most recent about our vial filling solutions we get in contact with us for more details.

**Freeze-drying systems**  
 From about 100 to large product amounts, we offer freeze-drying systems for any production volume.  
 Find out more about our solutions we get in contact with us.

**Production and filling cell and gene therapies**  
 Whether cell therapy, gene therapy and therapy solutions with such as CAR T lymphocytes or different cells. About all handling sensitive products, we find the best possible solution for processing and filling containers such as bags, bottles or vials or well as filling in different cell culture vessels.  
 Find out more about our portfolio for gene therapy solutions we get in contact with us for more details.

**Medicine and vial systems for diagnostic products**  
 Whether it is a laboratory, chemical, biological or high purity pharmaceutical or vial systems - we are your partner for a flexible solution according to your needs.  
 Find out more about our portfolio for diagnostic solutions we get in contact with us directly.

**OPTIMA Pharma GmbH | Otto-Hahn-Str. 11 | 74202 Schwabach | 91054 Schwabach | Tel. +49 91 945 0 | Pharma@optima.de | www.optima.de**

**Contact and isolate solutions including vials, BAGE, E-beam vials, H<sub>2</sub>O, transfer chambers and particle doors**

Our complete contact and isolate solutions are based on the key type of pharmaceutical processing system - for every single vial or product.

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

**Freeze-drying systems**

From about 100 to large product amounts, we offer freeze-drying systems for any production volume.  
 Find out more about our solutions we get in contact with us.

**Production and filling cell and gene therapies**

Whether cell therapy, gene therapy and therapy solutions with such as CAR T lymphocytes or different cells. About all handling sensitive products, we find the best possible solution for processing and filling containers such as bags, bottles or vials or well as filling in different cell culture vessels.  
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# 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. When selecting media, we prioritize digital formats.

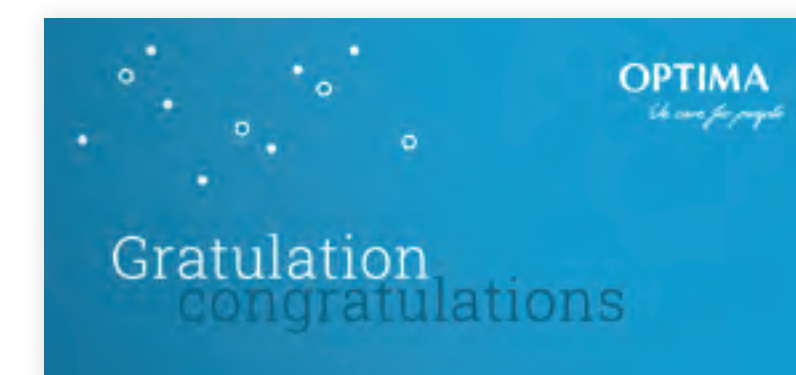
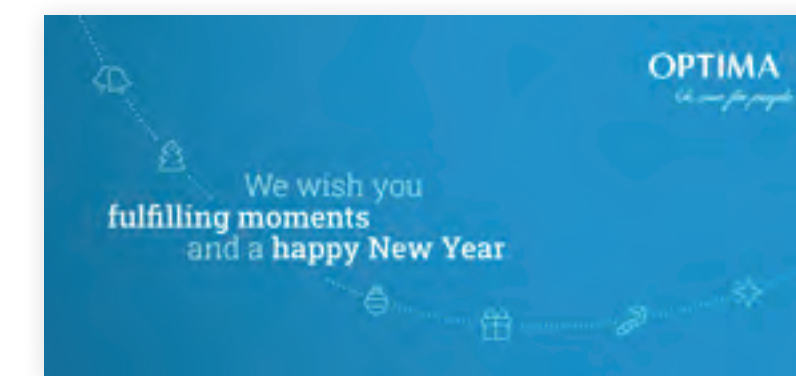
Posters



Gift vouchers



Cards



# Contact persons

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

Marketing Department  
OPTIMA packaging group GmbH  
Steinbeisweg 20  
74523 Schwäbisch Hall