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

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

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Claim

We care for people

Logo claim combination

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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

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

Logo claim combination

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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

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Optima blue on white, light backgrounds

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Optima white on dark, CD-compliant background colors

Optima blue on bright, calm images

Optima white on dark, calm images

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

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

Don´t

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Optima blue with reduced opacity or transparency

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

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Optima white on very light backgrounds

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OPTIMA

Logo on non-branded, full-surface background colors

Optima blue on unstable backgrounds or images

Optima white on unstable backgrounds or images

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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

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Sponsoring Variation Square

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Do

Example ProMagazin

Don´t

Example ProMagazin

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

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

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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.

TERTIARY

Optima onyx grey
R80 G92 B105
#00527c

Optima black web
R30 G36 B39
#1E2427

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

Optima green 120
R93 G165 B89
#5da559

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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.

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

Continuous text **formatting**

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

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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.

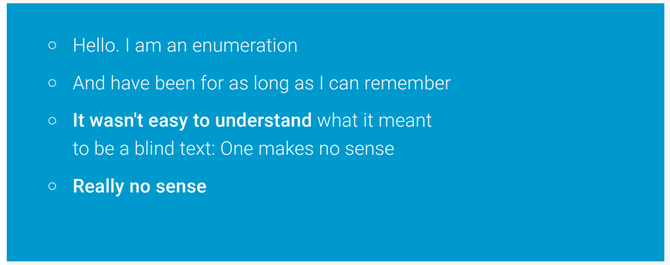
Note

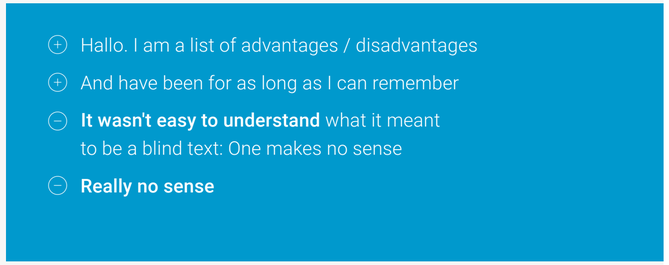
Available for promotional, official marketing department documents; not for use in an office environment.

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**

- 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

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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.

Font Awesome 6 Pro Thin

Font Awesome 6 Pro Light

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.

Do

Don´t

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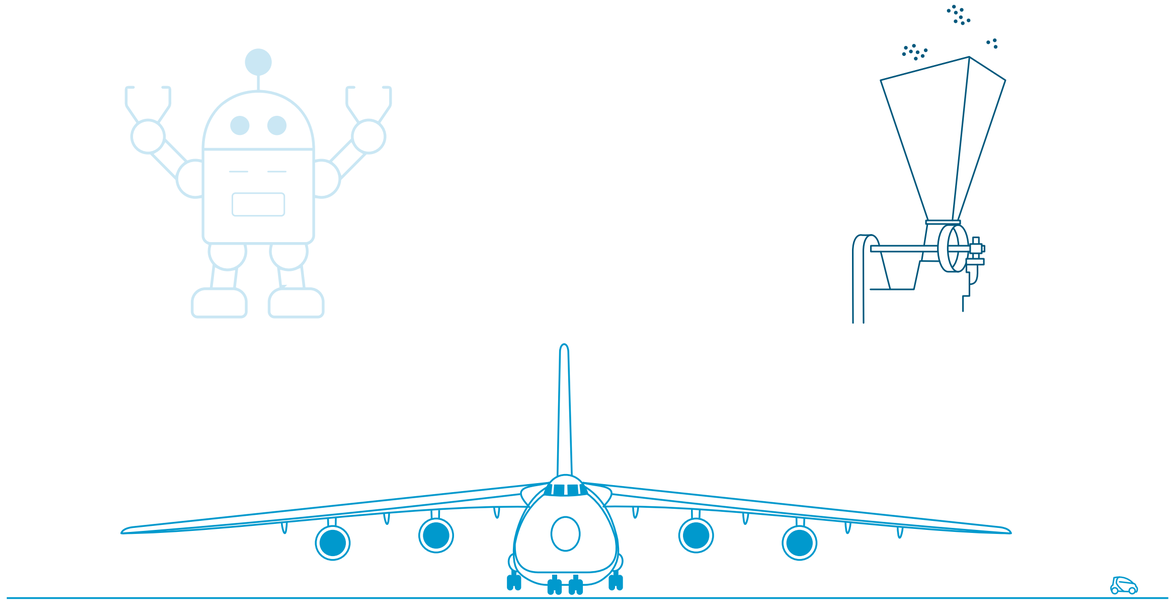
06 | Illustrations

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.



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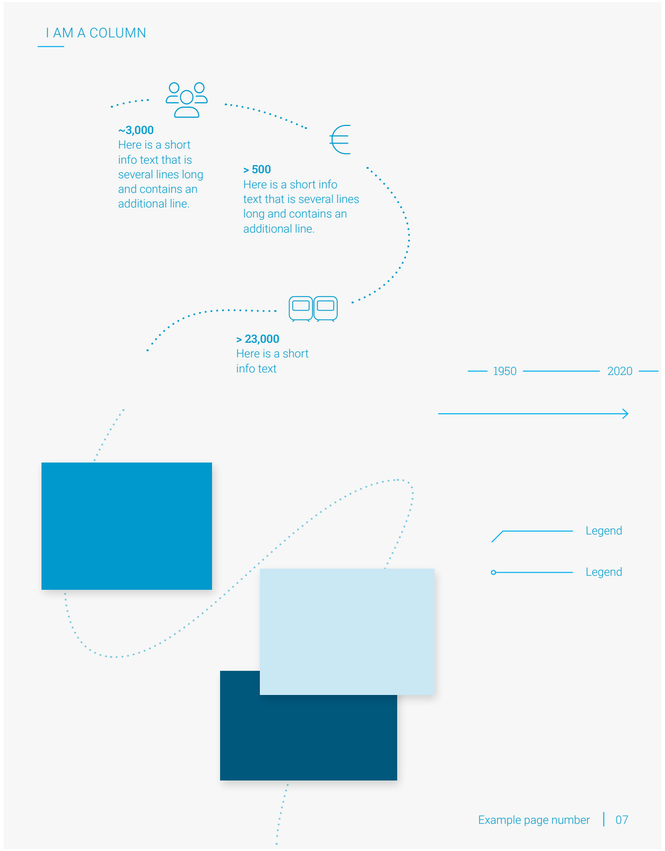
07 | Lines and strokes

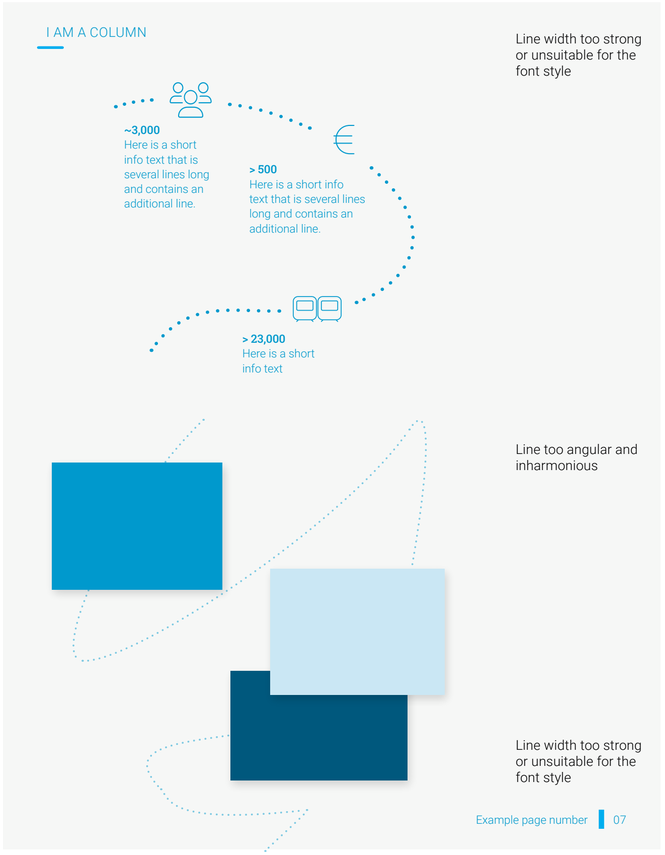
Lines can help to anchor different elements, to connect them with each other or to delimit them from each other. They always have a fine, precise line width that blends harmoniously into the overall layout.

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

Do



Don´t



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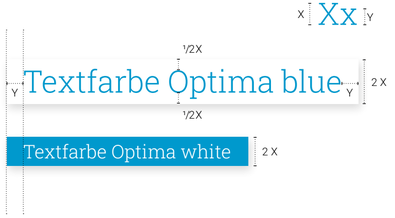
08 | Headline bars

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 be set in Optima blue bars. For multi-line headlines, the bars have a slight, even spacing between them.

Headline bar primary and secondary



Height capital letter = X
Height lowercase letters = Y

Height headline bar = 2X
Width headline bar = Text width + 2Y

Height headline bar = 2X
The width of the secondary headline bar depends on the primary headline bar:
- The bars and text must be left-aligned
- The clearances are identical on the left and right

Do

These are multiline
headline bars with shadow
and a third line

Example of an **overline**
Headline text
in headline bar

A headline
in headline bar
Example of an additional **subline**

Don´t

These are multiline-
headline bars with shadow

These are multiline
headline bars with shadow

These are multiline
headline bars with shadow

These are very
many **headline bars** with
shadows, whose text
is particularly long and
therefore better on a flat
text box or free in the layout

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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 color Optima white

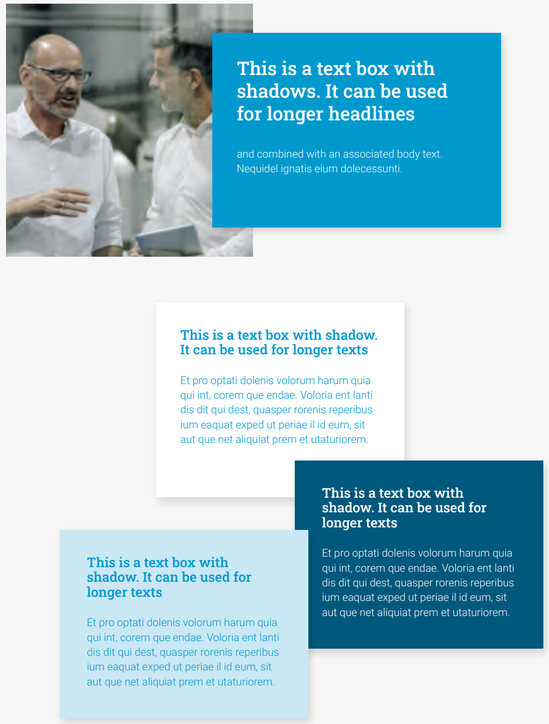
Text box secondary

Text color Optima blue

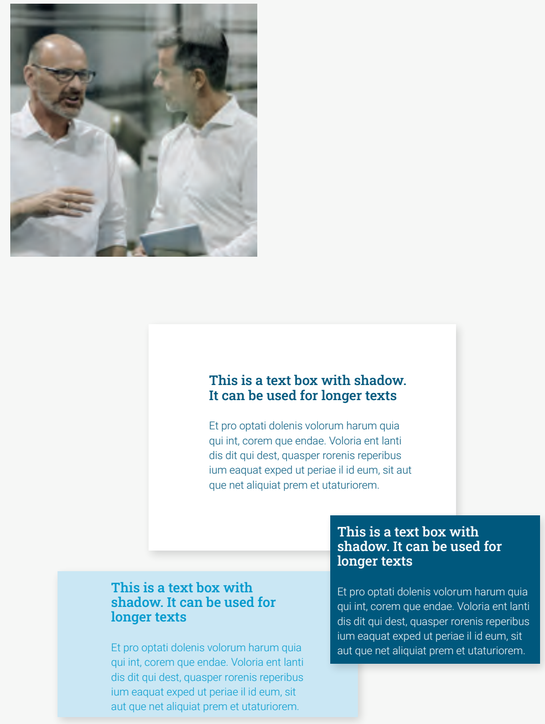
Text color Optima blue

Text color Optima white

Do



Don´t



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10 | Shadows

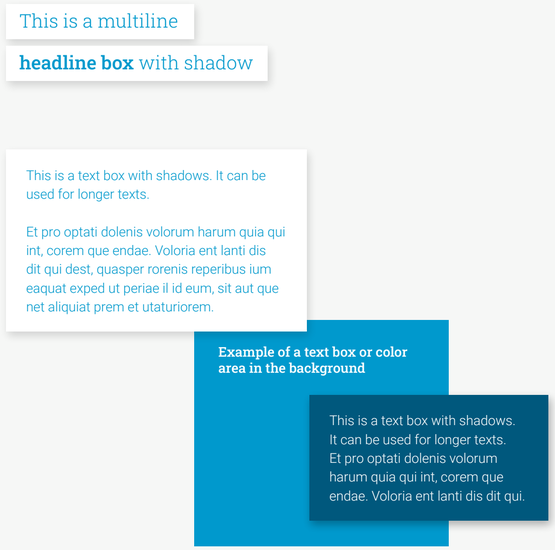
A subtle, soft shadow is used to make the the boxes from the background and create create hierarchies. Regardless of the size, shape and content of the box, the same rules apply. rules.

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.

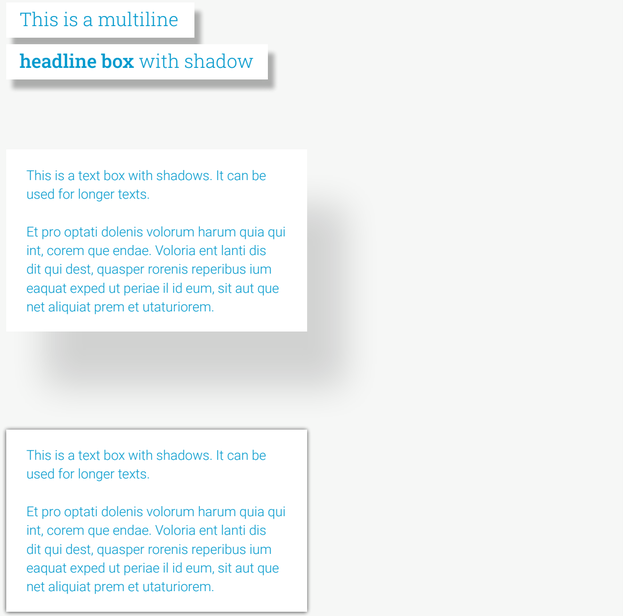
Do



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



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.

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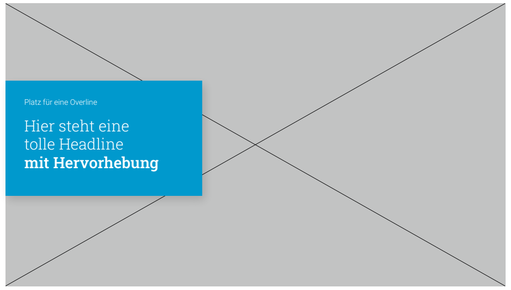
12 | Layout principle

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.

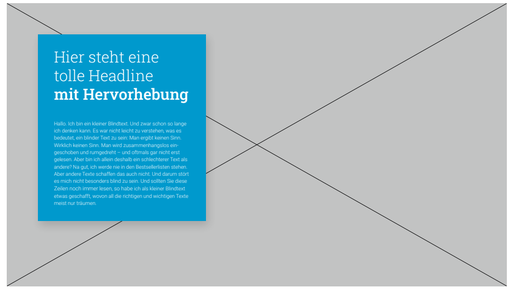
By using headline bars, headline or text boxes, content can be highlighted, placed on images as well as brought to the foreground.

Headline bars

Headline box



Text boxes



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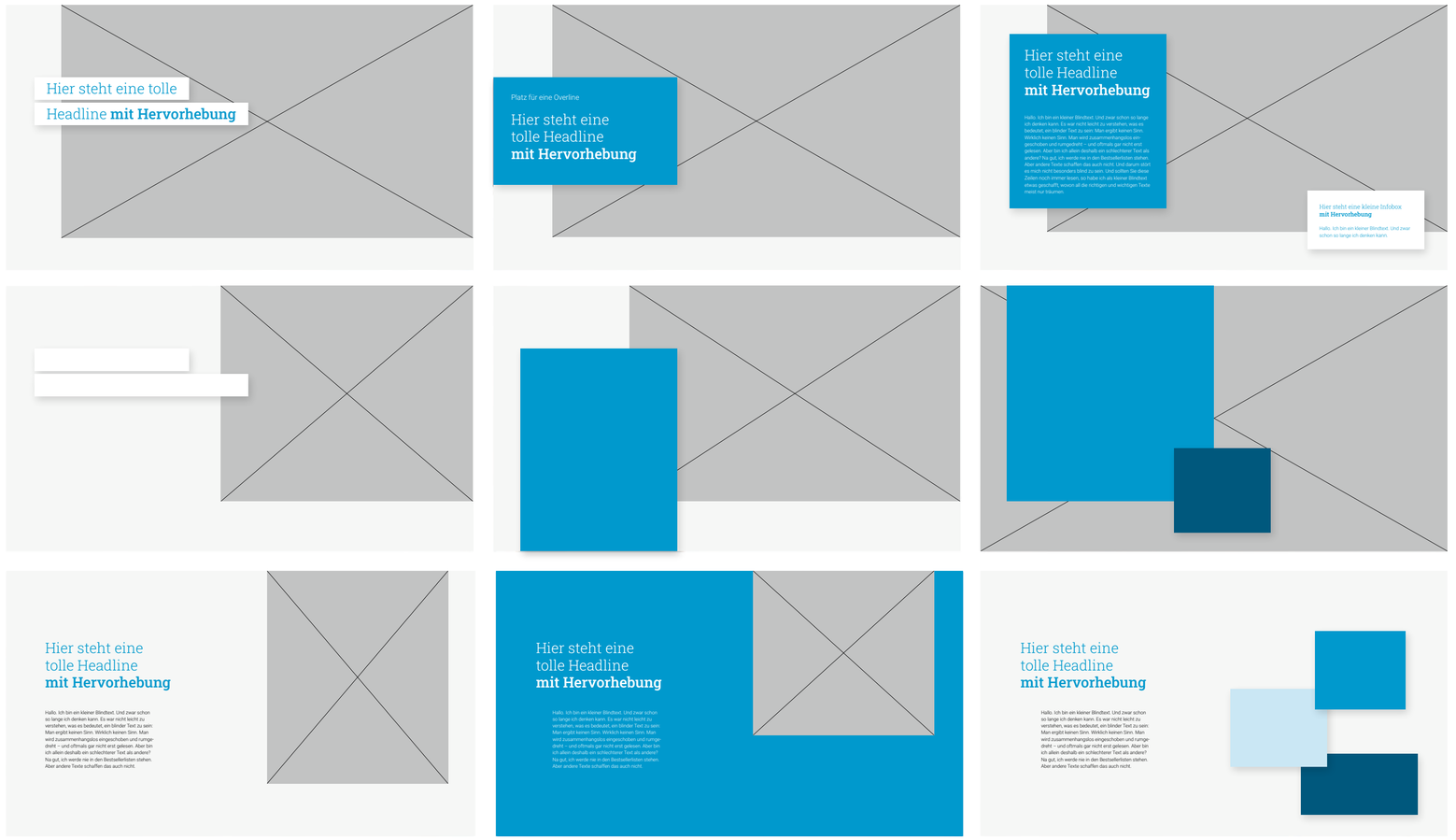
12 | Layout principle

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 (over-lapping) 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).



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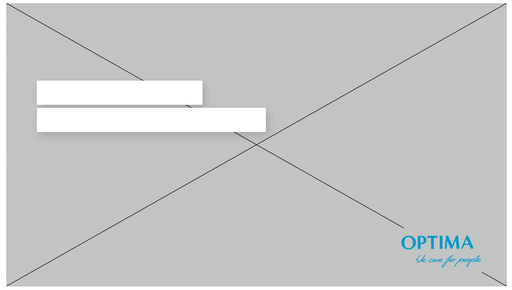
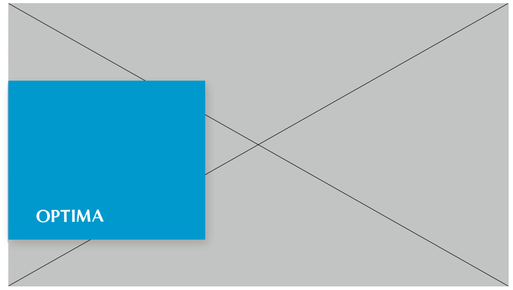
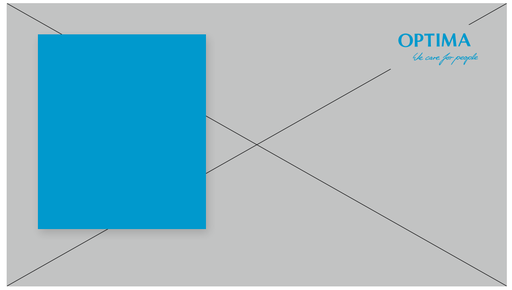
12 | Layout principle

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.







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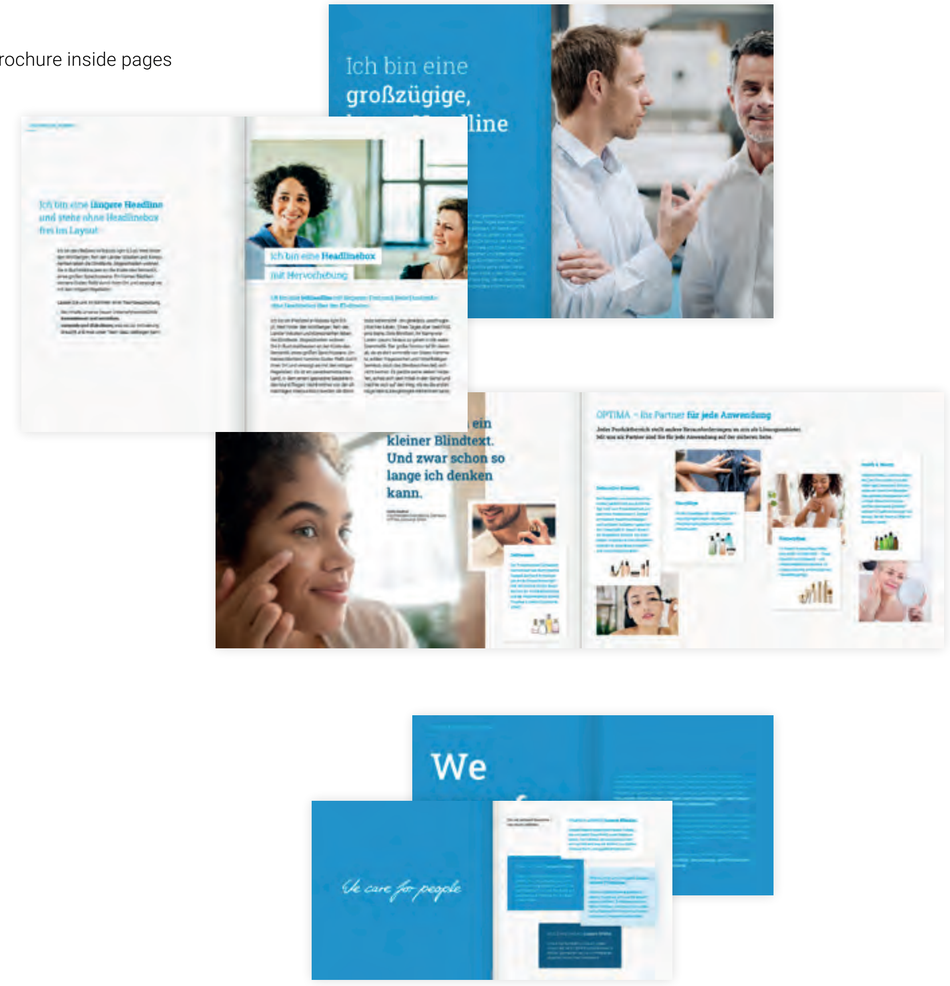
13 | Application examples

Brochure title

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.

Brochure inside pages



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13 | Application examples

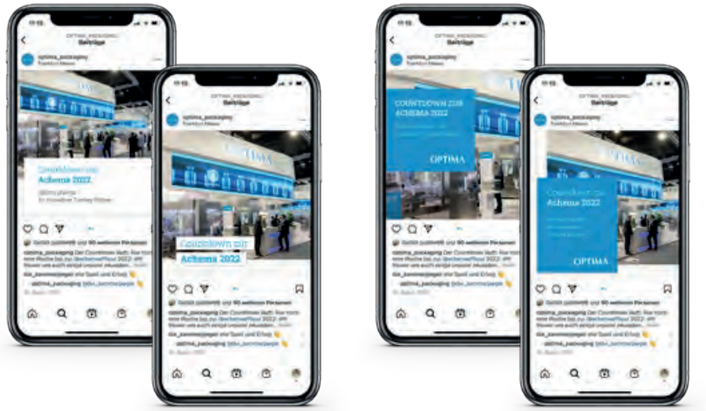
Website (Taste sample)

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

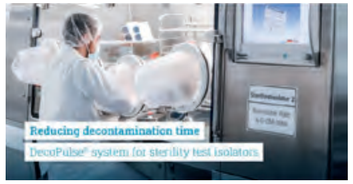
The design principle can be applied flexibly to different media. The medium and its format are developed according to the target group to be reached and the content to be conveyed, and the appropriate channels are selected. channels are selected. When selecting media, we prioritize digital formats.

Newsletter Header

Social Media



LinkedIn



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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.

Ads

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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.

Fact Sheets

Flyer

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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

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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.

Posters

Gift vouchers

Cards

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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

Version: 11.01.2024

OPTIMA