

# GRAPHIC MANUAL



# CONTENTS

The logo .....	3
Typography .....	6
Colours .....	10
Graphic elements .....	13
Images .....	14
Application of the graphic manual .....	15
Printed matter, examples .....	15
Business cards .....	17
Signature template for e-mail .....	18
PowerPoint templates .....	19

## THE LOGO

The logo is Optinova's visual trademark. It appears in the following variants.



---

The black and white logo is used when colour printing is impossible.



---

Logotype for invoices to customers and internal invoicing system.



Optinova Jomala Oy Ab, FINLAND

## LOGO WITH TAGLINE

The logo is also used with the tagline.



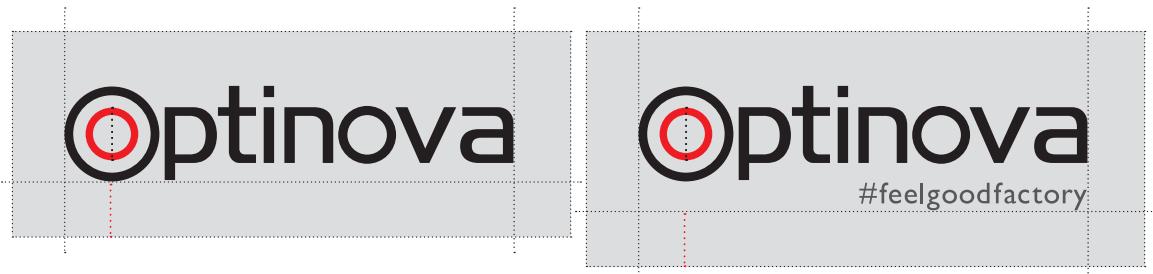
Where the logo can only be in small format, eg. on give-aways, this version with larger text can be used.



## THE LOGO'S SIZE, POSITIONING AND FREE ZONE

The logo should be surrounded by a free zone, which should be kept clear. No elements or text may be positioned within this area. The free zone is intended to give the logo the space it needs in order to be seen.

The logo's free zone = the diameter of the red circle.



# TYPOGRAPHY

The typeface affects how and what we communicate. Every typeface conveys a certain signal, meaning that our target groups perceive us in a certain way. In order to present a uniform image, it is important to use the typefaces below.

## For printing

**Gill Sans** is Optinova's main typeface, and is used for body text, intermediate headings and fact boxes in all printed information, such as brochures, sales sheets, business cards and advertisements.

**Bebas Neue** is a sans serif typeface that is used for headings.

## For the web

**Lato** is a sans serif typeface with high on-screen clarity and legibility, used for body text.

**Bebas Neue** is a sans serif typeface that is used for headings.

## PowerPoint

**Gill Sans** is used for body text.

**Impact** is used for headings.

## For internal communication

**Calibri** is a sans serif typeface and is used for internal communication, for example in letters and e-mails.

## GILL SANS

### GILL SANS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö  
1234567890 ?!,.+-'%\*()&

### GILL SANS LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö  
1234567890 ?!,.+-'%\*()&

### GILL SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö  
1234567890 ?!,.+-'%\*()&

### GILL SANS ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö  
1234567890 ?!,.+-'%\*()&

### GILL SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö  
1234567890 ?!,.+-'%\*()&

### GILL SANS BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö  
1234567890 ?!,.+-'%\*()&

Aa

Aa

Aa

Aa

Aa

Aa

## BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
1234567890 ?!.,±-%"%\*()&

A B

## LATO

LATO REGULAR  
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö  
1234567890 ?!.,±-%"%\*()&

LATO ITALIC  
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö  
1234567890 ?!.,±-%"%\*()&

LATO BOLD  
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö  
1234567890 ?!.,±-%"%\*()&

LATO BOLD ITALIC  
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö  
1234567890 ?!.,±-%"%\*()&

Aa  
Aa  
Aa  
Aa

## IMPACT

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö  
1234567890 ?!,.+-%"\*()&

Aa

## CALIBRI

CALIBRI REGULAR  
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö  
1234567890 ?!,.+-%"\*()&

Aa

*CALIBRI ITALIC*  
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö  
1234567890 ?!,.+-%"\*()&

Aa

CALIBRI BOLD  
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö  
1234567890 ?!,.+-%"\*()&

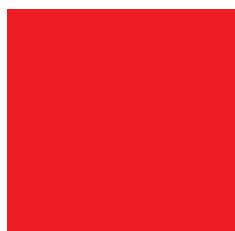
Aa

*CALIBRI BOLD ITALIC*  
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö  
1234567890 ?!,.+-%"\*()&

Aa

# COLOURS

Optinova Group's main colours are one of the basic elements that show who we are and strengthens the message.



C=0, M=100, Y=100, K=0

PMS= 185 C

RGB= 237 / 28 / 36

NcS= S 1085-Y90R



C=0, M=0, Y=0, K=60

PMS= Cool Gray 8C

RGB= 139 / 141 / 142

NcS= S4500-N



C=0, M=0, Y=0, K=100

PMS= Black C

RGB= 0 / 0 / 0

NcS= S 9000-N

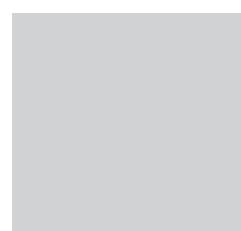


C=0, M=0, Y=0, K=40

PMS= Cool Gray 6C

RGB= 173 / 175 / 175

NcS= S 3000-N



C=0, M=0, Y=0, K=20

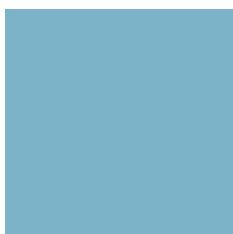
PMS= Cool Gray 3C

RGB= 213 / 214 / 210

NcS= S 1500-N

# COLOURS

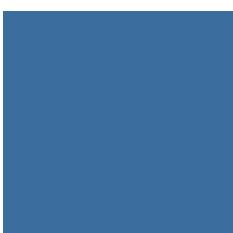
Different tones of blue and maroon are used as complementary colours.



C=50, M=16, Y=14, K=0  
PMS= 550 C  
RGB= 141 / 185 / 203



C=82, M=27, Y=32, K=1  
PMS= 7459 C  
RGB= 7 / 141 / 157



C=83, M=56, Y=17, K=2  
PMS= 653 C  
RGB= 52 / 105 / 150



C=25, M=95, Y=73, K=17  
PMS= 201 C  
RGB= 165 / 37 / 56



C=46, M=19, Y=50, K=0  
PMS= 7494 C  
RGB= 144 / 169 / 138



# COLOUR SYSTEMS

## **CMYK**

CMYK stands for cyan, magenta, yellow and black, and is used for printing and print-outs. A shade of colour is stated as a combination of the four basic colours of cyan blue, magenta red, yellow and black.

## **PMS**

Pantone Matching System is a colour system based on combinations of nine different colours.

## **RGB**

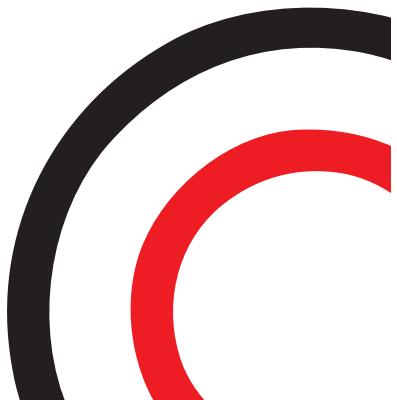
RGB stands for red, green and blue. This colour system is used for digital images and on-screen display.

## **NCS**

Natural Colour System is a Swedish colour system based on luminosity, colour and saturation, and is adapted according to the way the eye perceives colours.

## GRAPHIC ELEMENTS

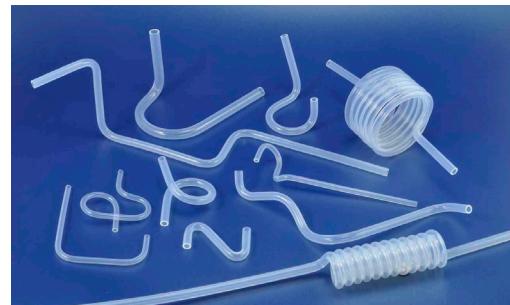
Graphic elements that can be used to reinforce Optinova's visual impression.



## IMAGES

Both category and product images are clear and sharp, of high quality and show Optinova Group's vision of quality. The background is calm and monochrome to highlight the product.

Product images can be used in combination with pictures from an image agency. Infographics can be used to show information, such as key figures, quickly and comprehensively.



# PRINTED MATTER, EXAMPLES

Examples of roll-ups and ads. Appearance is adapted according to content.



**Optinova**

## ADVANCED TUBING

**OUR PRODUCTS:**

- Industrial tubing
- Heat Shrink
- (Multi) Lumen
- 2D/3D preformed tubing
- Profiles
- Printed tubing
- Colored / Striped
- FDA, EU 10/2011
- NSF 51
- USP Class VI
- SEMI F57
- WRAS
- UL

**OUR PRODUCTS:**

- PTFE
- FEP
- MFA
- PFA
- PVDF
- ETFE
- ECTFE

[www.optinova.com](http://www.optinova.com)

**Optinova**

### ADVANCED TUBING SOLUTIONS FOR FOOD PROCESSING INDUSTRY



Industrial tubing solutions are found in the food processing industry in several places. They are the perfect choice when outstanding performance is needed without compromising the purity of the food components.

**CAPABILITY HIGHLIGHTS**

- NSF-approved tubing (PTFE, PFA + FEP)
- FDA & USP VI approved materials
- Food Grade Standard EU90/496/EC & GB4806.6,
- NSF1 and Mercuric GMC 36-92
- UV 224 resistant tubing
- Spiral and multi-lumen tubing available
- PTFE with printing or laser marking
- Fabricated tubing
- PTFE Heat Shrink
- Single & multi-lumen extrusions
- Beading & monofilaments
- TFP Tubing
- RF/PTFE tubing & profiles
- Secondary operations: tip-forming, cut to length pieces, spiral cut tubing, pressure testing, 2D and 3D formed pieces etc.

**APPLICATIONS:**

- Tubing used in beverage production
- Hot water
- Milk in coffee machines
- Heat Shrink tubing for
- Autoclave Milks Bush

[www.optinova.com](http://www.optinova.com)

**Optinova**

### ADVANCED TUBING SOLUTIONS FOR THE CHEMICAL INDUSTRY



Industrial tubing solutions are found in the food processing industry in several places. They are the perfect choice when outstanding performance is needed without compromising the purity of the food components.

**CAPABILITY HIGHLIGHTS**

- NSF-approved tubing (PTFE, PFA + FEP)
- FDA & USP VI approved materials
- Food Grade Standard EU90/496/EC & GB4806.6,
- NSF1 and Mercuric GMC 36-92
- UV 224 resistant tubing
- Spiral and colored tubing available
- PVDF-tubing natural or colored
- PTFE Heat Shrink tubing
- F2D & 3D Fabricated tubing
- PTFE HE 2.1 & 4.1
- PTFE Heat Shrink tubing extrusions
- Beading & monofilaments
- FEP Heat Shrink 1:1
- PTFE Heat Shrink 1:1
- Secondary operations: tip-forming, cut to length pieces, spiral cut tubing, pressure testing, etc.

**APPLICATIONS:**

- Pharmaceutical production
- Chlorine plant
- Gas - gas heat exchangers
- Fuel oil tanks
- Sealing for flanges of all kinds
- Analytical equipment / HPLC
- Process engineering plants

[www.optinova.com](http://www.optinova.com)

# PRINTED MATTER, EXAMPLES

Examples of single sided and double sided Technical Data Sheet.  
Appearance is adapted according to content.



AVG Size	FEP 1.3:1 Heat Shrinkable Tubing AWG Sizes			Wall Thickness
	Min.	Nom.	Max.	
24	0.091	0.127	0.163	0.075
22	0.091	0.128	0.163	0.081
20	0.095	0.136	0.170	0.099
18	0.104	0.154	0.194	0.133
16	0.075	0.107	0.139	0.101
14	0.075	0.107	0.139	0.101
12	0.115	0.169	0.209	0.152
10	0.141	0.214	0.286	0.181
8	0.180	0.240	0.300	0.231
7	0.180	0.240	0.300	0.231
6	0.180	0.240	0.300	0.231
5	0.248	0.376	0.504	0.315
4	0.310	0.449	0.588	0.386
3	0.310	0.449	0.588	0.386
2	0.360	0.520	0.680	0.437
1	0.400	0.600	0.800	0.545
0	0.400	0.549	0.698	0.401

Frac.	Diam.	Rad. ID (inch)	Rad. ID (mm)	FEP 1.3:1 Fractional Tubing			Wall Thickness
				Min.	Nom.	Max.	
1/8	0.375	0.500	0.383	0.011	0.015	0.019	0.53
7/16	0.500	0.625	0.510	0.020	0.024	0.028	1.27
1/2	0.500	0.644	0.510	0.016	0.020	0.024	1.70
5/8	0.625	0.750	0.437	0.021	0.025	0.029	1.92
3/4	0.750	0.875	0.510	0.026	0.030	0.034	2.13
7/8	0.875	1.170	0.891	0.031	0.030	0.039	2.23
1	1.000	1.300	1.145	0.031	0.035	0.039	2.97
1 1/8	1.250	1.666	1.270	0.031	0.035	0.039	31.75
1 1/4	1.375	1.833	1.370	0.031	0.035	0.039	42.32
1 1/2	1.500	2.000	1.520	0.031	0.035	0.039	52.26
1 3/4	1.750	2.250	1.770	0.031	0.035	0.039	64.50
1 7/8	1.875	2.375	1.870	0.031	0.035	0.039	75.79
2	2.000	2.500	2.020	0.031	0.035	0.039	86.00

# BUSINESS CARD

Format: 86x54 mm.

- 1. The logo is 25 mm wide
- 2. Personal name is written in capital letters using Gill Sans regular, 8pt.
- 3. Title and contact information is written in Gill Sans regular, 8pt.
- 4. Company name is written in Gill Sans semibold, 8pt.
- 5. Use graphic element "circle grey", size: 14x14 mm
- 6. The business cards are always printed doublesided with Optinova's logo on the back.



## SIGNATURE TEMPLATE FOR E-MAIL

All employees should include congruent information and use the same layout as shown in the template below.

{FIRSTNAME LASTNAME}

{Your Job Title}

{Your Company Name}

Tel: +XXX

[{firstname.lastname@optinova.com}](mailto:{firstname.lastname@optinova.com})

[www.optinova.com](http://www.optinova.com)

{Your Company Name}

{Street Address}

{Postal code and City}

{Country}



This e-mail transmission may contain confidential or legally privileged information that is intended only for the individual or entity named in the e-mail address. If you are not the intended recipient, you are hereby notified that any disclosure, copying, distribution, or reliance upon the contents of this e-mail is strictly prohibited. If you have received this e-mail transmission in error, please reply to the sender, so that they can arrange for proper delivery, and then please delete the message from your computer systems. Thank you.

# POWERPOINT TEMPLATES

Use the underlying presentation when compiling own presentations.  
It contains templates for different purposes. See examples below.

