GRAPHIC MANUAL

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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.

LOGO WITH TAGLINE

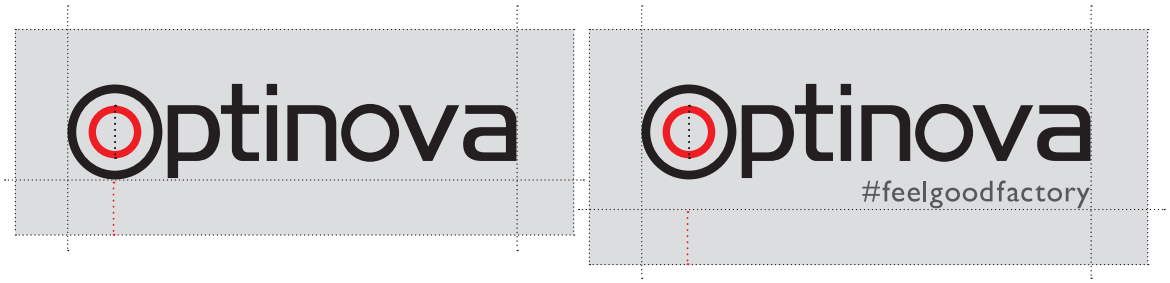
The logo is also used with the tagline.

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
ABCDEFGHIJKLMNOPQRSTUVXYZÅÄÖ
abcdefghijklmnopqrstuvqyzääö
1234567890 ?!,.+-’’%*()&

GILL SANS LIGHT ITALIC
ABCDEFGHIJKLMNOPQRSTUVXYZÅÄÖ
abcdefghijklmnopqrstuvqyzääö
1234567890 ?!,.+-’’%()&*

GILL SANS REGULAR
ABCDEFGHIJKLMNOPQRSTUVXYZÅÄÖ
abcdefghijklmnopqrstuvqyzääö
1234567890 ?!,.+-’’%*()&

GILL SANS ITALIC
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abcdefghijklmnopqrstuvqyzääö
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GILL SANS BOLD
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GILL SANS BOLD ITALIC
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BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVXYZÅÄÖ
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AB

LATO

LATO REGULAR
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1234567890 ?!,.+-”%*()&

LATO ITALIC
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LATO BOLD
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LATO BOLD ITALIC
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IMPACT

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CALIBRI

CALIBRI REGULAR
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CALIBRI ITALIC
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CALIBRI BOLD
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CALIBRI BOLD ITALIC
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1234567890 ?!,.+-”%*()&

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Aa

Aa

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.

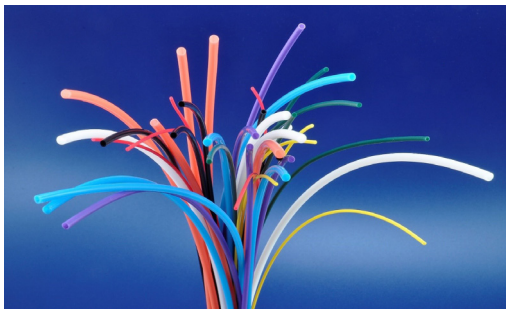
GRAPHIC ELEMENTS

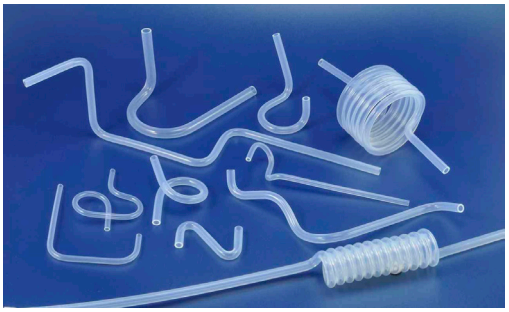
Graphic elements that can be used to reinforce Optinova's visual impression.

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.



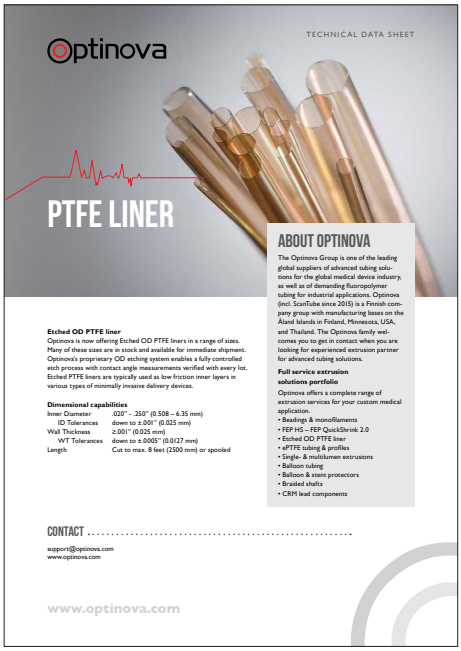


PRINTED MATTER, EXAMPLES

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

PRINTED MATTER, EXAMPLES

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



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.

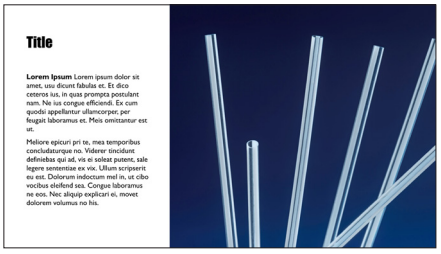
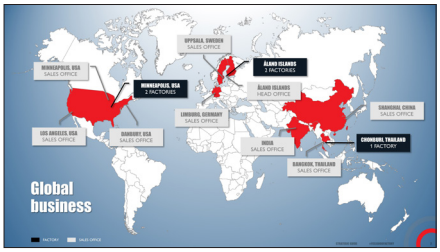
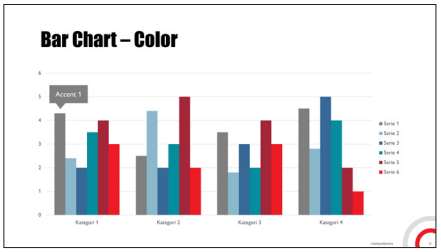
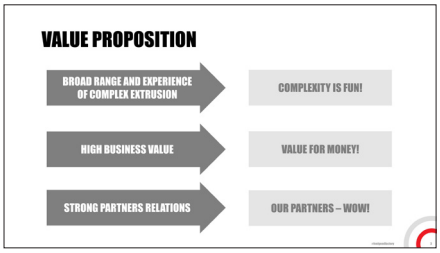
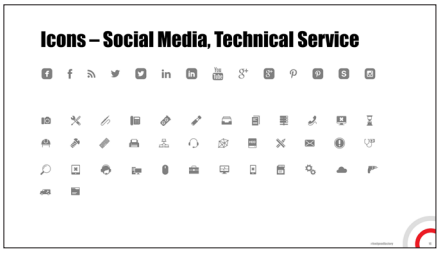
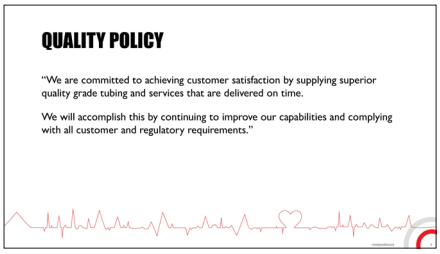
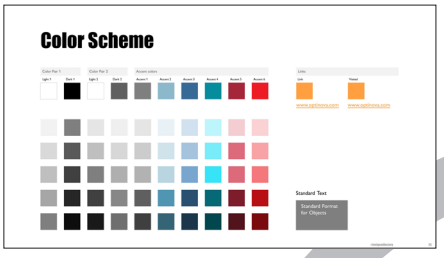
{FIRSTNAME LASTNAME}
{Your Job Title}
{Your Company Name}

Tel: +XXX
{firstname.lastname@optinova.com}
www.optinova.com

{Your Company Name}
{Street Address}
{Postal code and City}
{Country}

Optinova

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.