



Brand Guidelines

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Contents

Contents

Introduction	_____	05
Logotype	_____	07
Typography	_____	09
Typography	_____	11
Color Palette	_____	13

Intro

The Design Guidelines

These guidelines describe the visual and verbal elements that represent Opimus brand identity. This includes our name, logo and other elements such as color, type and assets. To ensure that brand has a consistent and controlled message of who we are as this is essential to present a strong, unified image of our company These guidelines reflect Opimus commitment to quality, consistency and style.

The Opimus brand, including the logo, name, colors and identifying elements, are valuable company assets. Each of us has the responsibility for protecting the company's interests by preventing unauthorized or incorrect use of the Opimus name and marks.

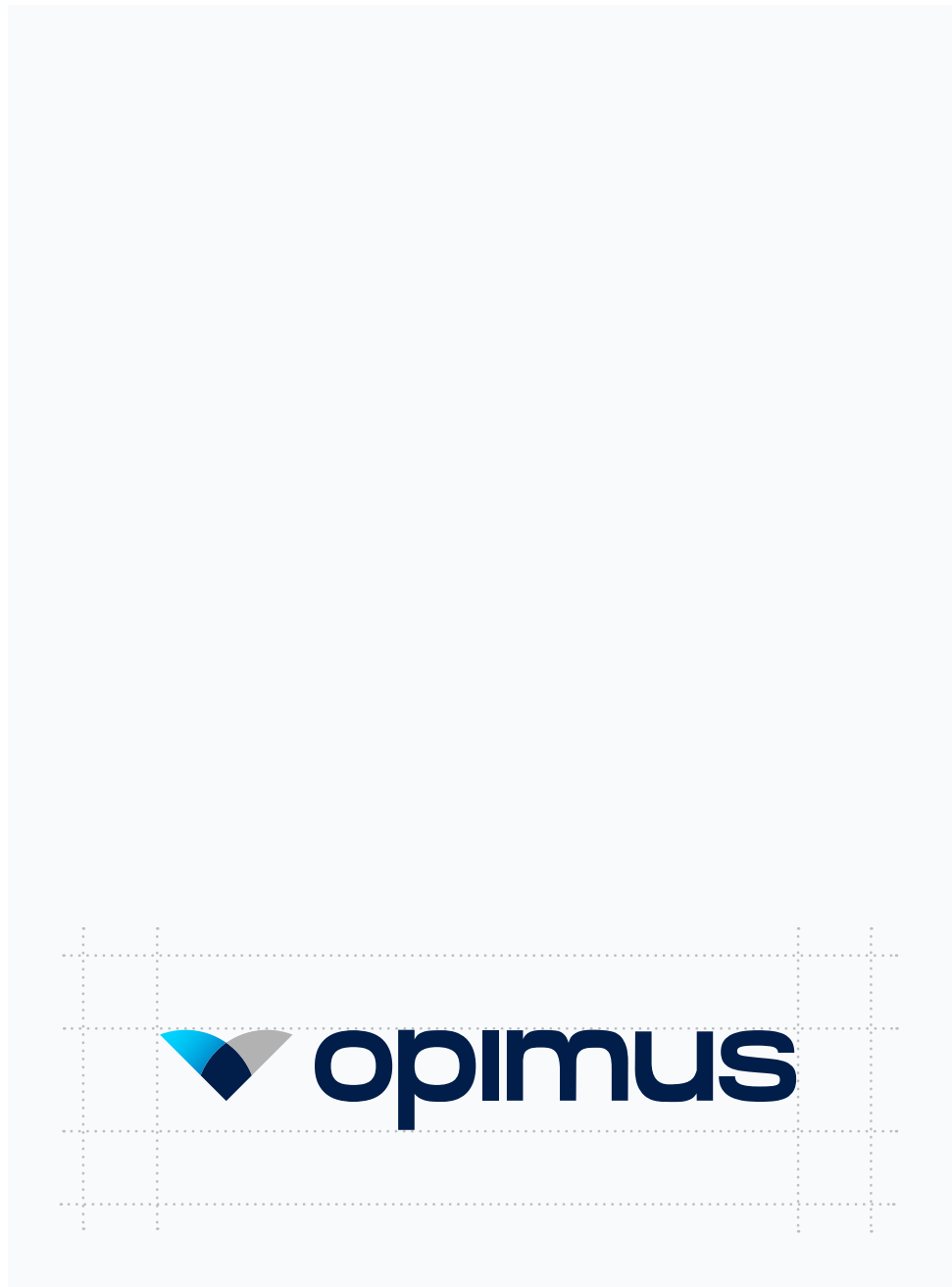
Logotype

Main Logo Style

The Opimus brand logo comprises of two elements, the logo symbol and logo type. The logo type has been carefully chosen for its modern and yet refined style which makes the text highly legible. The modern style of the logo appears to the younger

generation but still has a corporate feel, which creates the feeling of trust in the brand.

The logo symbol is made up of colours that has been used to identify the overlapping shapes in the symbol.



Logo Options

Our Logo is the key building block of our identity, the colours and visual elements in the logo are used to identify the brand. The logo is a combination of a symbol and the companies name. The two elements in the logo have a fixed relationship that should never be changed or altered in any way.

The use of any stylised, hand drawn or other versions of an inofficial logo is not permitted as this undermines the logo and branding. Below are examples of the Opimus logo usage to use as a guide when working with the logo.

Main Logo usage

The logo should be placed on a white coloured background when possible. As the logo appears clean and crispy on a white background.



Logo usage

The logo can also be placed on a light coloured background. However, there still needs to be a strong contrast between the medium colours in the logo and the background.



Logo don'ts

Don't place the logo on a dark background as the logo becomes illegible due to the low contrast between navy and a dark colour or dark shade.



Khula
Primary Typeface Weights

AaBbCcDd EeFfGg
HhIi0123456789
(+;%@*)

Light

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:_*")

Semi Bold

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:_*")

Bold

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:_*")

Opens Sans
Secondary Typeface Weights

AaBbCcDd EeFfGg
HhIi0123456789
(+;%@*)

Light

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:_*")

Regular

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:_*")

Semi Bold

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:_*")

Typography

**Opimus tagline
will go here**

Body Copy Text and Headlines

Open Sans Light
Font size: 8pt Leading: 11pt

Vit moluptatem de dolorer
feriate mporeptiorat magnati
officab inihilla vollanditiae es
andam quae sum as eiuriorum
cusae. Apid magnim quam
autatus daepero totatum

Open Sans Regular
Font size: 8pt Leading: 11pt

Vit moluptatem de dolorer
feriate mporeptiorat magnati
officab inihilla vollanditiae es
andam quae sum as eiuriorum
cusae. Ovid quiate reicienis
maximin plit es dem quo qui
cuptur reperum aliquod

Open Sans Light with Semi bold
Font size: 8pt Leading: 11pt

Vit moluptatem **de dolorer**
feriate **mporeptiorat** magnati
officab inihilla vollanditiae es
andam quae sum as eiuriorum
cusae Remporru mendis estias
nullest ilitio

Font Size

Open Sans Light 7 Pt.

Caption text

Open Sans Light 12 Pt.

Bigger Body Copy Text

Khula Light 20 Pt.

Heading

Khula Bold 20 Pt.

Heading

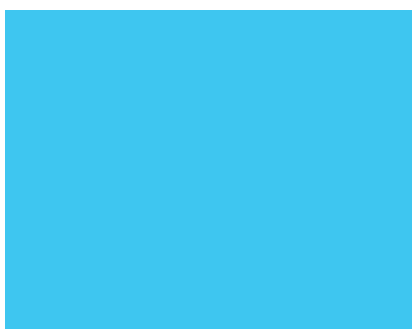
Colour Palette

Colour Palette Main Colour System

The logo symbol is made up of two colours, blue and grey. Different shades of blue has been used to create a calming and trust worth feel to the brand which is important for an investment company to have.

The main colour that will be used in the palette is Navy Blue as it can be used over large areas and will be legible when used on white or light backgrounds.

Light blue



CMYK 61 0 2 0
RGB 0 210 254
Hex #00d2fe

Medium Blue



CMYK 82 40 0 0
RGB 0 130 198
Hex #0082c6

Grey



CMYK 31 25 25 0
RGB 178 178 178
Hex #b2b2b2

Navy Blue

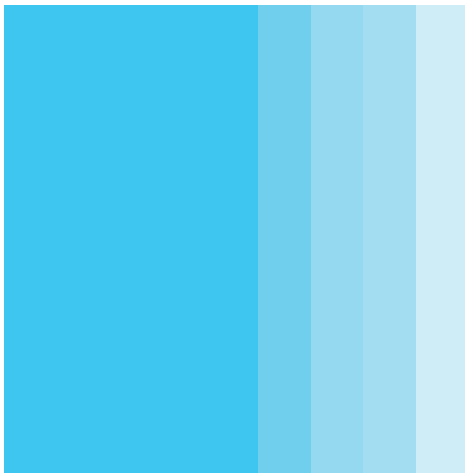


CMYK 100 90 38 46
RGB 0 30 73
Hex #001e49

Color Palette Secondary Colour System

The secondary colour system can be used when you need to use different shades of the primary colours.

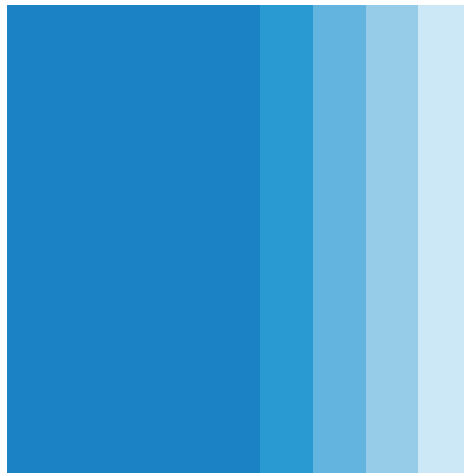
Light blue



CMYK 49 0 40
CMYK 33 0 30

CMYK 38 0 40
CMYK 17 0 20

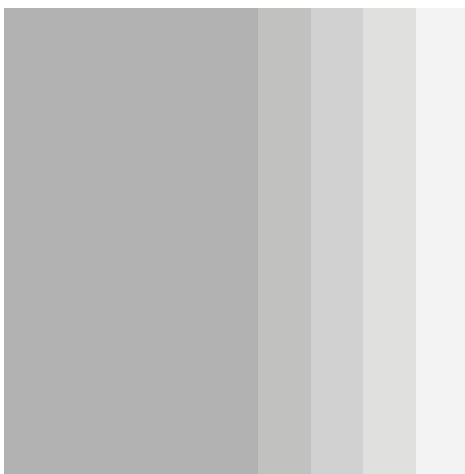
Medium Blue



CMYK 73 25 20
CMYK 38 7 30

CMYK 56 13 30
CMYK 18 2 10

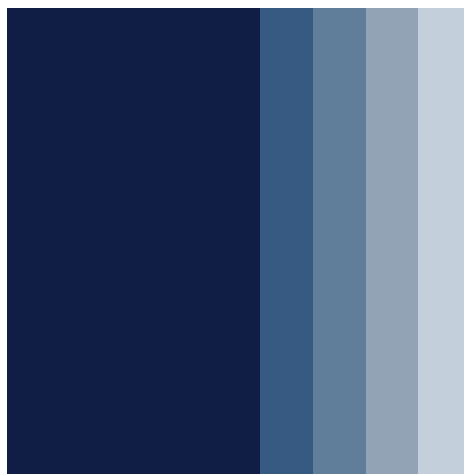
Grey



CMYK 24 19 20 0
CMYK 11 8 9 0

CMYK 17 13 13 0
CMYK 4 3 3 0

Navy Blue



CMYK 89 71 35 0
CMYK 45 29 20 0

CMYK 69 48 29 0
CMYK 22 12 8 0

