



OPTIMUM VISION
GROUP

BRAND GUIDELINES



OPTIMUM VISION GUIDELINES

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INTRODUCTION







OPTIMUM VISION GUIDELINES

CORE BRAND ELEMENTS

MAIN LOGO



WORDMARK

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TYPOGRAPHY - Comfortaa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£\$%^&*()_+

ALTERNATE LOGO



MONOGRAM



COLOR PALETTE



ABOUT OUR LOGO

The logo for Optimum Vision is produced by combining the initials of the brand name. A professional sleek finish is achieved by pursuing a minimal typeface.



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OUR SUB-LOGOS

Sub-logos in our context are organizational entities whose character and value are distinct from, but related to, our master brand.



OPTIMUM VISION
— BUSINESS —



OPTIMUM VISION
— EXPERTS —

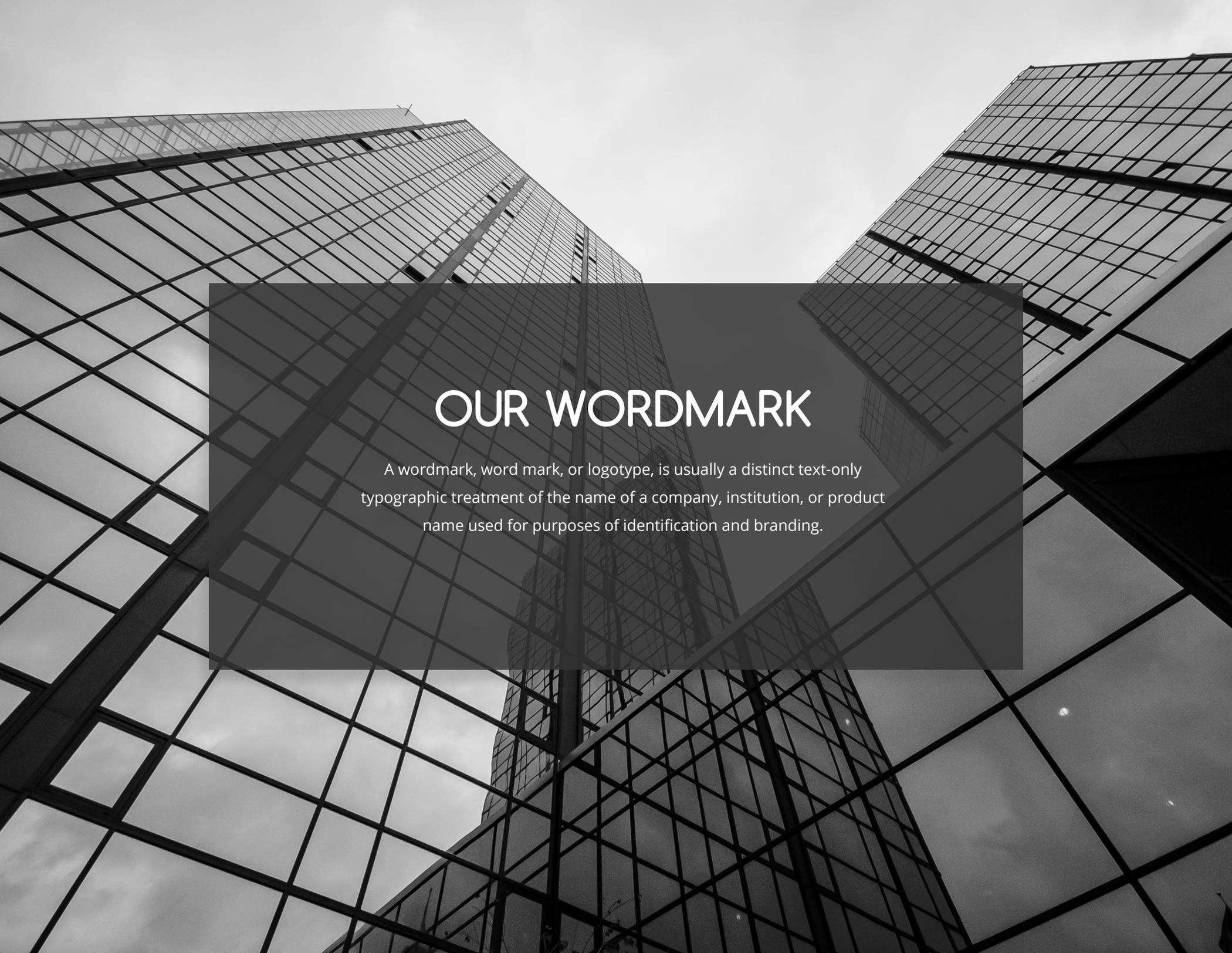


OPTIMUM VISION
— REAL ESTATE —



OPTIMUM VISION
— TOURISM —





OUR WORDMARK

A wordmark, word mark, or logotype, is usually a distinct text-only typographic treatment of the name of a company, institution, or product name used for purposes of identification and branding.

MASTER WORDMARK
CONSTRUCTION & SAFE ZONE

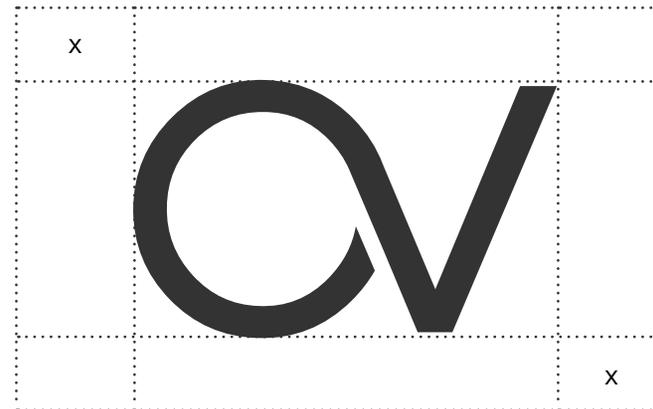


There is sufficient space around the logo to let it breathe and prevent its clarity and visual appeal from being obstructed.

OUR MARK

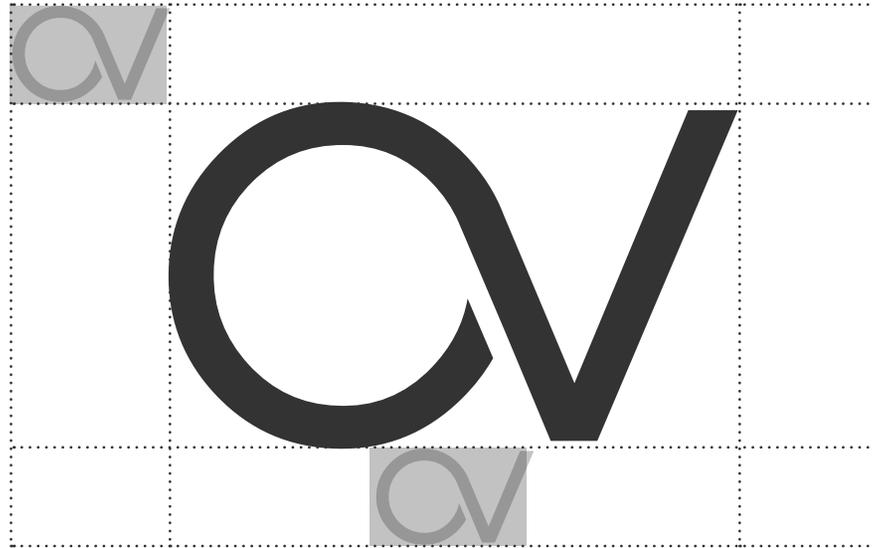
A logomark is used to enhance brand identity and is an image or symbol used to represent a company. Logomarks do not usually have the company name attached and can give designers the opportunity to create strong branding identity.

MASTER MONOGRAM SAFE ZONE



While using a monogram or logo mark, it is vital to provide enough space around it as a cramped design will not please the eye.

MONOGRAM ANCHORING



The breathing space around the monogram must be $\frac{1}{4}$ the size of the monogram itself.

OPTIMUM VISION GUIDELINES

LOGOTYPE

A logotype is a logo centered
around a company name or initials

REPRODUCTION ART:

When reproducing the logo, it is essential to keep in mind the ratio of height and size. It must not be stretched or cramped which will affect the overall style and readability.



OPTIMUM VISION COLORS





R:219 G:218 B:216
C:13 M:10 Y:11 K:0
HEX: #dbdad8

R:171 G:167 B:166
C:35 M:30 Y:30 K:0
HEX: #aba7a6

R:130 G:126 B:125
C:51 M:44 Y:44 K:8
HEX: #827e7d

R:51 G:51 B:51
C:69 M:63 Y:62 K:58
HEX: #333333

OPTIMUM VISION GUIDELINES

TYPEFACE

A typeface is a particular set of glyphs or sorts (an alphabet and its corresponding accessories such as numerals and punctuation) that share a common design.

Comfortaa Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Poppins Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

WEIGHTS

Weight is the overall thickness of a typeface's stroke in any given font. The most common weights are regular and bold, but weights can cover extremes from the very light to the very heavy.

Comfortaa

BOLD
REGULAR
LIGHT

Poppins

BOLD
REGULAR



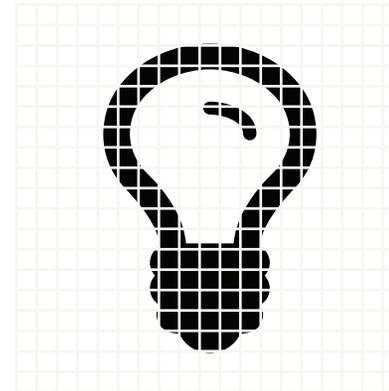
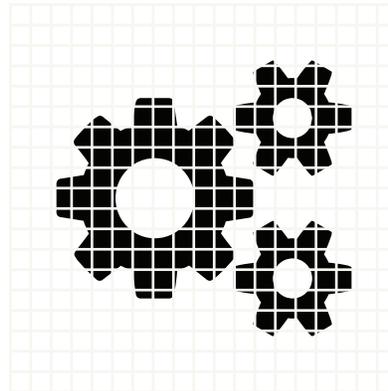
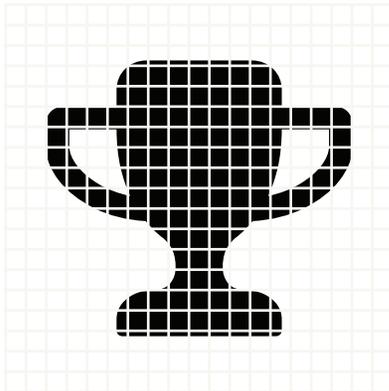
“

Business must be the
solution, not the problem.

Dennis Weaver

ICONOGRAPHY

Iconography, as a branch of art history, studies the identification, description and interpretation of the content of images: the subjects depicted, the particular compositions and details used to do so, and other elements that are distinct from artistic style.



Icons must have a thick stroke such as the above with enough breathing space to give a clean look.

ICONS:





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