



Brand Guidelines

Includes guidelines for our clients and partners

Version 2 | April 7, 2025

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What's new in Version 2

Updated Colour Palette

- We have refined our colours to be bolder and more energetic while preserving the core foundations of our brand. These subtle adjustments add greater depth and vibrancy to our images and graphics.

Enhanced Graphic Elements

- We have taken a more comprehensive approach to our visual identity, particularly our illustrations. Since the first version, our illustrations have evolved significantly, reinforcing our brand's distinctive style.

VISION

**Securely connecting
the world's
audience data.**

**We are pioneering
privacy-safe advertising,
helping media and advertising
businesses adapt, grow, and
securely activate their data in
the age of privacy.**

Brand Values

We value diversity and inclusion and believe that the sum of different cultures, opinions, and beliefs creates a stronger team that will deliver great results: a group of people with the desire to succeed, all pulling together in the same direction, knowing that every single person has your back.

With respect, trust, and the knowledge that any single one of our teammates is capable of taking the lead at the right time, we all win. And when we don't, we try again. Because we forget quickly and we don't give up.



Approachable

We are friendly and open to other people, with a service-minded attitude.



Innovative

We are open to new ideas and strive to look for innovative solutions in every area.



Results-Driven

We are open to our client's needs and aim to meet and exceed expectations.



Safe

Our respect for each other creates a healthy workplace and a deep respect for data privacy.



Dynamic

We are always developing, so we aren't afraid of change or constructive criticism.





Icon and Wordmark

Optable’s logo is made up of two parts: the Optable Icon and the Wordmark. The icon and wordmark must always be used together as shown.

Only the Optable internal team can use the isolated Optable Icon as graphical elements for social posts and documents.



Light and Dark Versions

Optable’s full-color logo is intended for use on white and light backgrounds (for example, **Sea Green-300** and **Medium Grey**).

The white text version of Optable’s logo is intended for use on black and dark backgrounds (for example, all shades of **Deep Blue**). Please choose the version of the logo for maximum legibility and accessibility.



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Co-Branding Lockups

Position co-branded logos next to or beneath the Optable logo, separated by a simple rule divider. The lockups you create should consider the shape of the partner logo and its brand guidelines. Many logos include a wordmark—when this is the case, align the wordmark to the baseline of the Optable logo. For logos featuring additional artwork, aim to achieve a balanced visual ‘weight’ with the Optable logo.

For vertical lockups, stack the logos with a rule divider, ensuring the partner logo is centre-aligned to the width of the Optable logo.





Clear space

The minimum space around the brandmark is based on the x-height of the logotype (height of the letter “o”). To create the greatest impact, allow even more space around the logo. Do not allow photos edges, typography, or other graphic elements to enter the minimum clear space area.



Primary
The minimum width is 25 mm.
For online use, the minimum width is 70 px at 72 dpi.



Vertical
The minimum width is 17 mm.
For online use, the minimum width is 50 px at 72 dpi.



Symbol
The minimum width is 6 mm.
For online use, the minimum width is 15 px at 72 dpi.

Minimum size

Aim to keep the logo and its Icon or Wordmark legible in all situations. Closely observe the guidelines above for print and online uses.



Do not interchange the logo symbol and logo text.



Do not rotate the logo.



Do not stretch the logo vertically or horizontally.



Do not change the colors of the logo.



Do not place the logo on a busy area of an image.

Logo Incorrect Use

Do not distort, recolor, reorder, or stretch the logo or its Icon or Wordmark. Avoid positioning it on busy backgrounds that make it difficult to see or read. Be sure to consider which logo colorway is most appropriate for each design situation.

Primary Colours

Optable’s core colours are designed to create instant brand recognition while conveying trust, clarity, and approachability. Sea Green, Deep Blue, and Snow White are the foundation of our brand identity and should be incorporated into all brand assets.

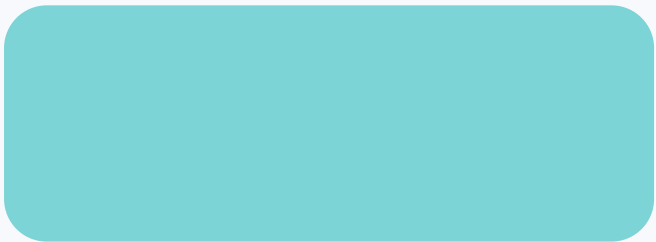
With this update, we have refined the tints and shades of Deep Blue and Sea Green to introduce greater vibrancy and energy, making the brand feel more dynamic and engaging.

Deep Blue, in particular, plays a key role in our gradients, commonly used for backgrounds and illustrations, reinforcing a sense of depth and sophistication.



Sea Green

HEX: #0AA5A5
RGB: 10 165 165
CMYK: 77 9 39 0
Pantone 124-14C



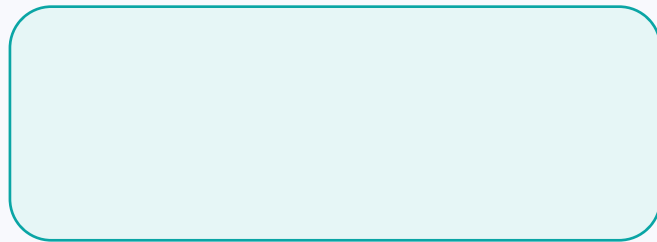
Sea Green-100

HEX: #7CD5D6
Can be used in illustrations and to highlight words in text and paragraphs on white backgrounds. **Do not use as a background color.**



Sea Green-200

HEX: #9EF5F5
Can be used in illustrations and to highlight words in text and paragraphs on dark backgrounds. **Do not use as a background color.**



Sea Green-300

HEX: #E6F6F6
Can be used in illustrations and to highlight words in text and paragraphs on dark backgrounds. **Can be used as a background color, but only sparingly.**



Deep Blue

HEX: #080C36
RGB: 8 12 54
CMYK: 100 96 46
Pantone 101-8C



Deep Blue-100

HEX: #02095A
Can be used in illustrations and backgrounds. This is also one of the two colors in Optable’s most used gradient.



Deep Blue-200

HEX: #370FC3
Can be used in illustrations and backgrounds. This is also one of the two colors in Optable’s most used gradient.



Snow White

HEX: #F8F9FD
RGB: 248 249 253
CMYK: 3 2 0 0
Pantone 134-9C

Secondary Colours

Cornflower Blue has evolved into Hyper Blue—a bolder, more striking shade that enhances visibility and impact. Rusty Red remains unchanged as a secondary colour, primarily used for highlights and error states, though it is rarely applied beyond those contexts. Additionally, we have introduced a subtle shade of orange to complement our core and secondary colours, though its use is minimal.



Hyper Blue-100

HEX: #404BE8
Mostly used in illustrations and gradients. **Do not use as a background color.**



Blue-200

HEX: #6A7FDB
Mostly used in illustrations and gradients. **Do not use as a background color.**



Blue-300

HEX: #CFD8FF
Mostly used in illustrations and gradients. **Do not use as a background color.**



Blue-400

HEX: #E4E5F7
Mostly used in illustrations and gradients. **Can be used as a background color, but only sparingly.**



Red-100

HEX: #B70E24
Can be used in illustrations and to highlight words in text and paragraphs on white backgrounds. **Do not use as a background color. Use sparingly.**



Red-200

HEX: #E02640
Can be used in illustrations and to highlight words in text and paragraphs on white backgrounds. **Do not use as a background color. Use sparingly.**



Red-300

HEX: #F66F81
Can be used in illustrations and to highlight words in text and paragraphs on white backgrounds. **Do not use as a background color. Use sparingly.**



Red-400

HEX: #FDB5BF
Can be used in illustrations and to highlight words in text and paragraphs on white backgrounds. **Do not use as a background color. Use sparingly.**



Orange-100

HEX: #FF6F00
Can be used in illustrations and to highlight words in text and paragraphs on white backgrounds. **Do not use as a background color. Use sparingly.**

Neutrals & Gradients

Neutral tones provide balance and flexibility within our colour system. While subtle, they are essential to maintaining a clean and polished visual identity.

Gradients are a defining feature of Optable’s brand presence, frequently used in backgrounds, social posts, and illustrations.

To ensure consistency, we rely on three primary gradients:

- Gradient Blue
- Gradient Purple
- Gradient Sea Green

Each gradient is thoughtfully crafted by blending our primary and secondary colours, creating a sense of depth and fluidity while maintaining brand cohesion.



Pure Black

HEX: #000000

Used sparingly since Deep Blue is preferred for designs that require a darker shade. When faced with printing limitations, it is crucial to adapt and make the most of available options for corporate communications.



Medium Grey

HEX: #D1D3DD

Used sparingly, since other shades of Optable’s primary and secondary palettes are preferred for medium shades. When faced with printing limitations, it is crucial to adapt and make the most of available options for corporate communications.



Pure White

HEX: #FFFFFF

Used sparingly as Snow White is preferred for the lightest shade. When faced with printing limitations, it is crucial to adapt and make the most of available options for corporate communications.



Gradient Blue

Linear gradient. From #370FC3 to #02095A.

Most used gradient for backgrounds and lowkey illustrations.



Gradient Purple

Linear gradient. From #CFD8FF to #6A7FDB.

Most used gradient highkey illustrations. Occasionally used for backgrounds



Gradient Sea Green

Radial gradient. From #7CD5D6 to #0AA5A5

Sparingly used for illustrations and backgrounds.

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Heading

IBM Plex Sans

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 01234567890 !
@#\$%^&*()+

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Body

Lato

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 01234567890 !@#\$
%^&*()+

Typography

The primary typefaces for the Optable brand are IBM Plex Sans and Lato, and come as a full family with a range of weights and styles.

IBM Plex Sans Regular is used for titles and subtitles. At times, when large, bold text is needed, we use the Medium weight. Lato Regular is used for body text.

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces the brand personality and ensures clarity and harmony in communications. The primary and secondary typefaces are to be used by those creating branded printed materials, such as design agencies or the communication team.

IBM Plex Sans

IBM Plex Sans Thin

IBM Plex Sans ExtraLight

IBM Plex Sans Light

- IBM Plex Sans Regular

- IBM Plex Sans Medium

IBM Plex Sans SemiBold

IBM Plex Sans Bold

Lato

Lato Hairline

Lato Light

- Lato Regular

Lato Medium

Lato SemiBold

Lato Bold

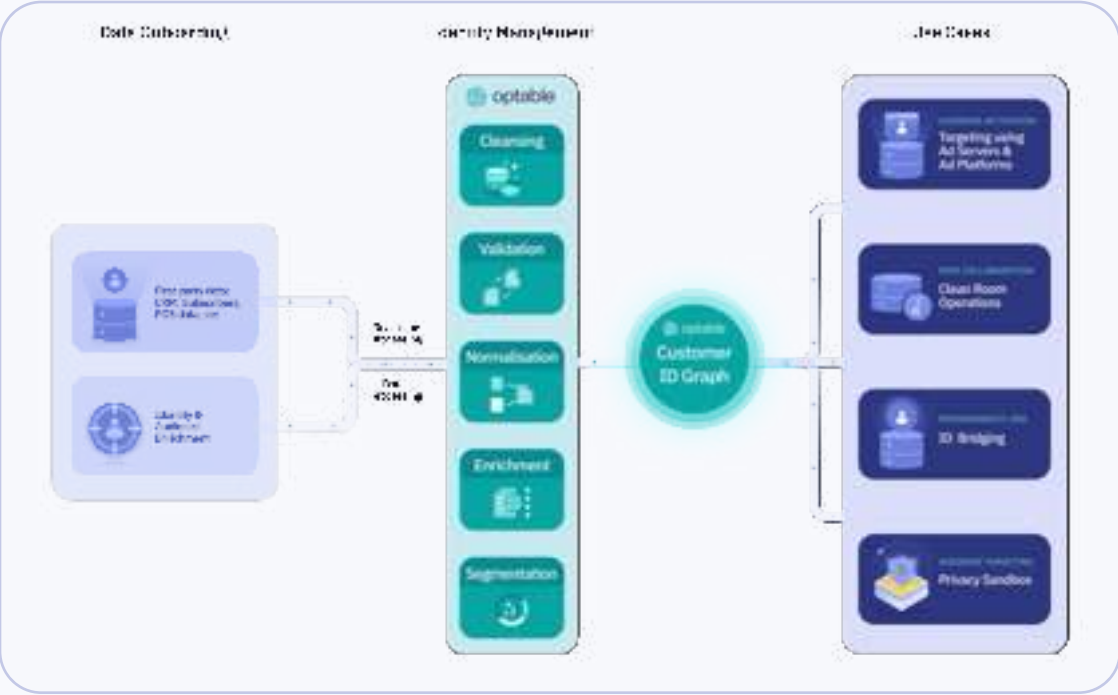
Lato Black

Typography

While our fonts of IBM Plex Sans and Lato have not changed, we have altered the font weights and primary use cases. Additionally, for certain web experiences which offer limited the use of the font, default to Arial.

In order to view and use **IBM Plex Sans** and **Lato** in desktop applications, you must:

- Download the fonts onto your desktop [here](#) (for IBM Plex Sans) and [here](#) (for Lato).
- Upload it into your computer's font library.
- Clear programs' caches by force quitting them and restarting, allowing the new fonts to load.
- Once the fonts are uploaded to your computer, you will not have to repeat this process.



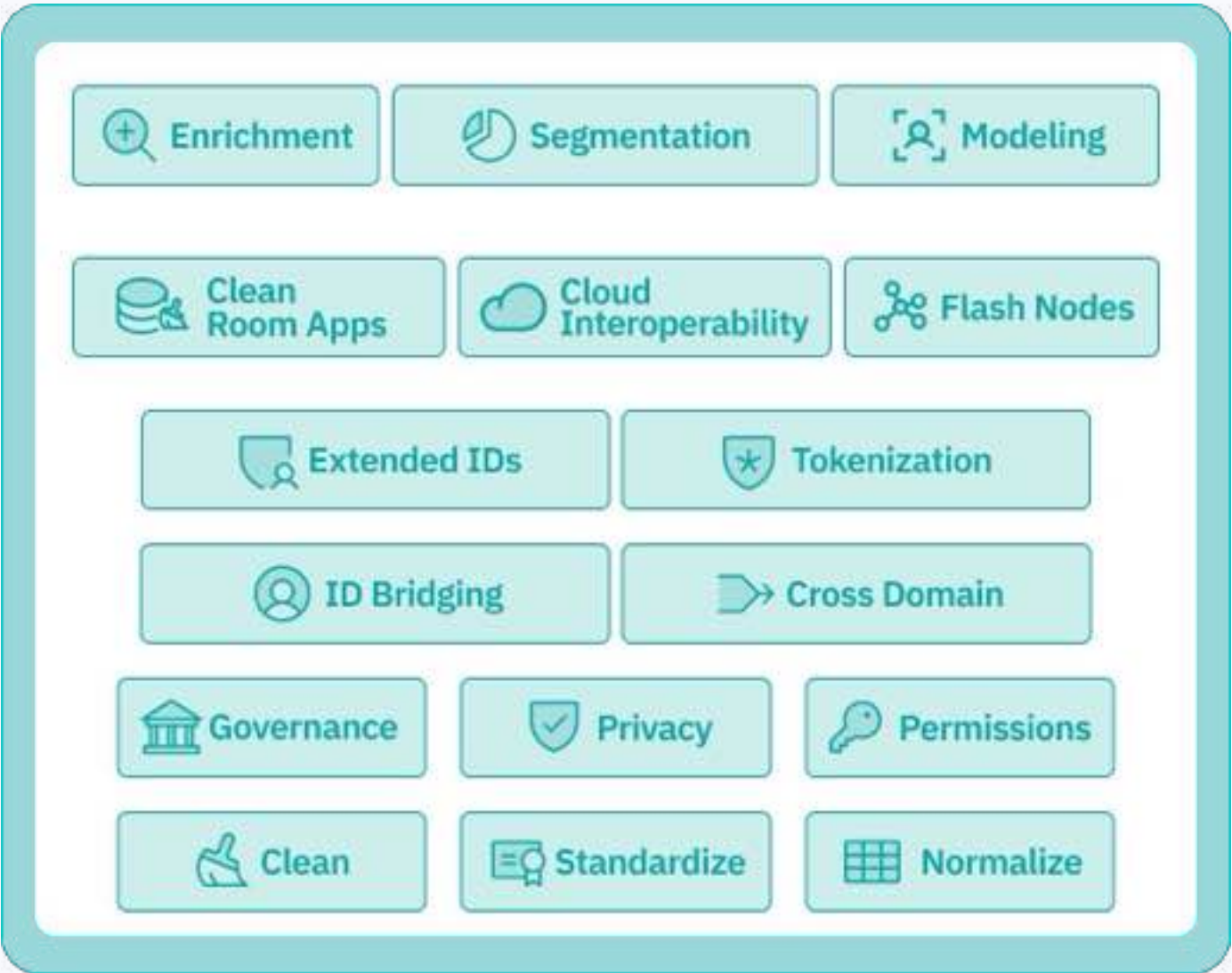
Charts and Diagrams

Charts and diagrams serve as visual aids that simplify complex data, making it clear and memorable. They are essential for helping Optable quickly illustrate relationships between different data sets and ideas. To maintain a cohesive and professional look, we ensure consistency in shape, iconography, and line stroke widths. Our brand colours are also used strategically to group and differentiate elements within diagrams.



Illustrations

Illustrations help transform abstract concepts into clear, tangible ideas. Our distinct illustration style incorporates "pipes," "data points," and subtle human interactions to represent the seamless flow of data, connectivity, and collaboration. Pipes symbolise data pathways, data points represent key insights, and human elements add a relatable, user-centric touch. These elements work together to visually communicate Optable’s mission in a way that is both engaging and intuitive.

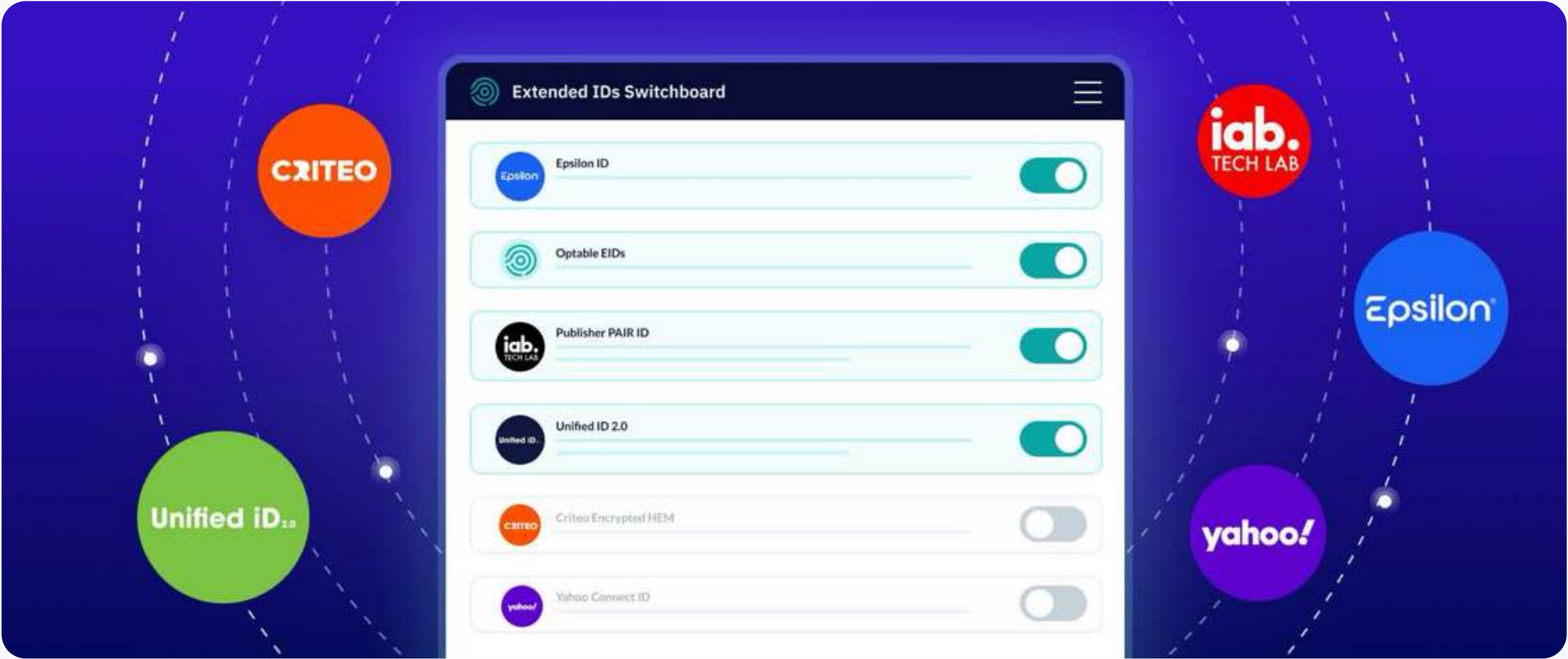


Icons

Icons play a vital role in enhancing clarity, improving navigation, and reinforcing brand consistency. They provide quick visual cues that simplify complex ideas, making content more intuitive and accessible. We use Phosphor icons, which you can access on <https://www.phosphoricons.com/>. Custom illustrations can be found [here](#).

Product UI Screens

Product UI screens are an integral part of our visual storytelling, often used in illustrations and demonstrations to showcase key features and workflows. For social and blog posts, these screens are simplified to maintain clarity and focus, highlighting only the most essential elements. This ensures that our messaging remains clean, engaging, and easy to understand while staying aligned with our brand’s visual identity.





Thank you!

For any queries, please contact us:
marketing@optable.co

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