



brand
toolbox



“

Don't be afraid of the space between your dreams and reality, if you can dream it, you can make it so”

- Belva Davis

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our culture

We are Opya



our vision

Children are capable of mind-boggling things & they count on us to get them there. So we're giving Autism treatment an upgrade. Through our work, technology and treatment merge. Becoming a catalyst—forging new pathways of the mind. Our world is a place where little wonders never cease.

A large, abstract splash of blue and purple watercolor paint in the top right corner of the page.

our mission

We're on a brilliant mission creating extraordinary ways for parents to illuminate their children's hidden abilities. Those *aha!* moments that amplify minds & skyrocket life beyond all expectations.



our purpose

For families and children everywhere, we're dedicated to streamlined, uplifting care that's truly life changing. Our top-notch people are only part of our magic. Opya's next-generation Autism treatment unites technology & care while connecting pathways to greatness.

our purpose

Why do we exist?

Give every family with Autism superpowers
to reveal their child's greatness

our purpose

Our role



Give every family with Autism superpowers
to reveal their child's greatness

Its impact



How do we do it? Let's break it down ...

Optimistic

We're on a brilliant mission ...

give every family with Autism

Empowering

... creating extraordinary ways for parents to illuminate their children's hidden abilities

superpowers

Actionable

We create AHA moments ...

to reveal

Masterful

... that amplify minds & skyrocket life beyond all expectations!

their child's greatness

our character

We're here to help, so knowing our client's well provides confidence and space to breathe a little easier.

we're community

Our personal interactions define who we are, so each one matters. We work hard to know our people and their lives because we really care.

we're compassionate

We go out of our way to make everyone feel comfortable and understood. We know its the little things that make the biggest impact for not only the child, but their entire family.

we're insightful

We're always ready to solve problems. We answer tough questions – and if we don't know something we don't stop trying to find it.

we're thoughtful

We identify with our people through honesty. We tell great stories in a way that appeals to their needs and interests – helping us make real connections that change lives.

we're big thinkers

We work hard to share our point-of-view and explain where our thinking comes from. Sharing ideas helps people understand and trust us.

we're candid

We let people to get to know us. Because when we open up – it shows we're trustworthy and credible, just like our organization.

we're with you

We go out of our way to encourage each other whenever possible. At the end of the day we are a team and made stronger when we work together to reach our goals.

we're inspirational

We strive to make people feel inspired & encouraged through everything we do. We believe its our differences that make us beautiful, so we celebrate those differences every chance we get.

we're inventive

We share our passion and knowledge. Because it's our relentless pursuit of knowledge that sets us apart and allows us to reach new heights.

our character

we're

down-to-earth

optimistic

empowering

authentic

we're in this

together

A woman with long hair in a ponytail and a young boy are sitting on the floor, looking at a book together. The woman is on the left, and the boy is on the right. They are both focused on the book. The background shows a classroom with posters on the wall. The entire image has a blue tint.

design standards

what is a brand?

On the surface, a “brand” is simply a logo or name that conveys a product or service.

A brand becomes more & captures your heart when it creates an experience. That’s why every part of the patient journey matters to us.

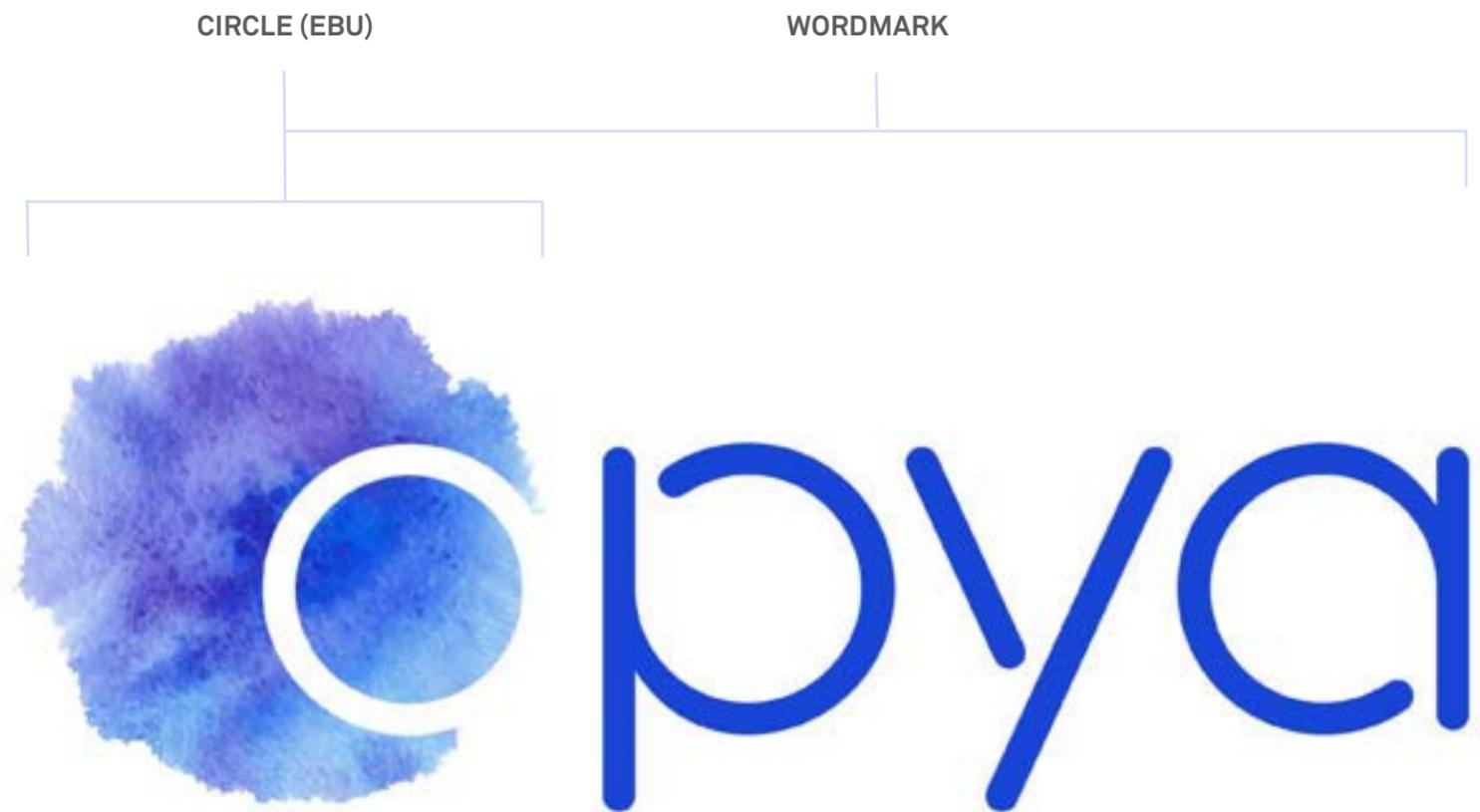
We’ve put together these guidelines to help you keep our brand strong & trustworthy.

A large, abstract watercolor splash in shades of blue and purple, located in the top-left corner of the page. The word "logos" is written in white, lowercase letters over this splash.

logos

Our logo is written in our primary typeface Kroppen Round Regular a friendly typeface with character.

Layered the behind the “O” we find our watercolor mark. Crafted by human hands, it is a metaphor for curiosity our and open-mindedness. Essential qualities that help children grow and foster active imaginations. It is a symbol of our creative approach to growth and hands-on personal touch.



Primary Logo Anatomy

There are two parts that make up the primary logo. It consists of the wordmark and the circle. The circle is also our EBU (Extractable Brand Unit) it can be used on its own without the wordmark in the right context and still have a strong brand recognition.

primary logo usage

THE PRIMARY LOGO CLEAR SPACE MINIMUM



Proportions & Spacing

Our logo is the embodiment of our brand, so it must always be perfectly legible and unobstructed. We have created a minimum area of breathing room around the logo that let's it stand out and shine.

The Opya logo, and all its variations, must at all times have the clear space that is specified on this and the following pages. The clear zone is defined by the width and height of the "O" in the "Opya" wordmark. Reference this guide above.

Size Variations

Applications vary in size. A minimum size has been established for the logo to ensure it's legibility across all applications. There is no maximum size for the logo.

MINIMUM WIDTH IN PRINT



MINIMUM WIDTH ON SCREEN



GENERAL SUGGESTED SIZES

Desktop



Letter Size Stationary



Mobile



primary logo usage

PRIMARY IN PRESTO



SECONDARY IN SPARK



TERTIARY IN SNAP



WHITE



BLACK



Color Variations

The logo should not be reproduced in any colors except for Presto, Black or White and extremely rarely Spark or Snap as needed.

primary logo usage

OUR EBU



THE EBU CLEAR SPACE MINIMUM



Stand Alone EBU

When to use

When our client is provided adequate context in order to understand the Opya brand, the EBU may be used in isolation. Touch-points such as website, catalog covers, emails and packaging provide context through photography, copy, and environments to communicate who we are, what we do and what we offer.

MINIMUM WIDTH IN PRINT



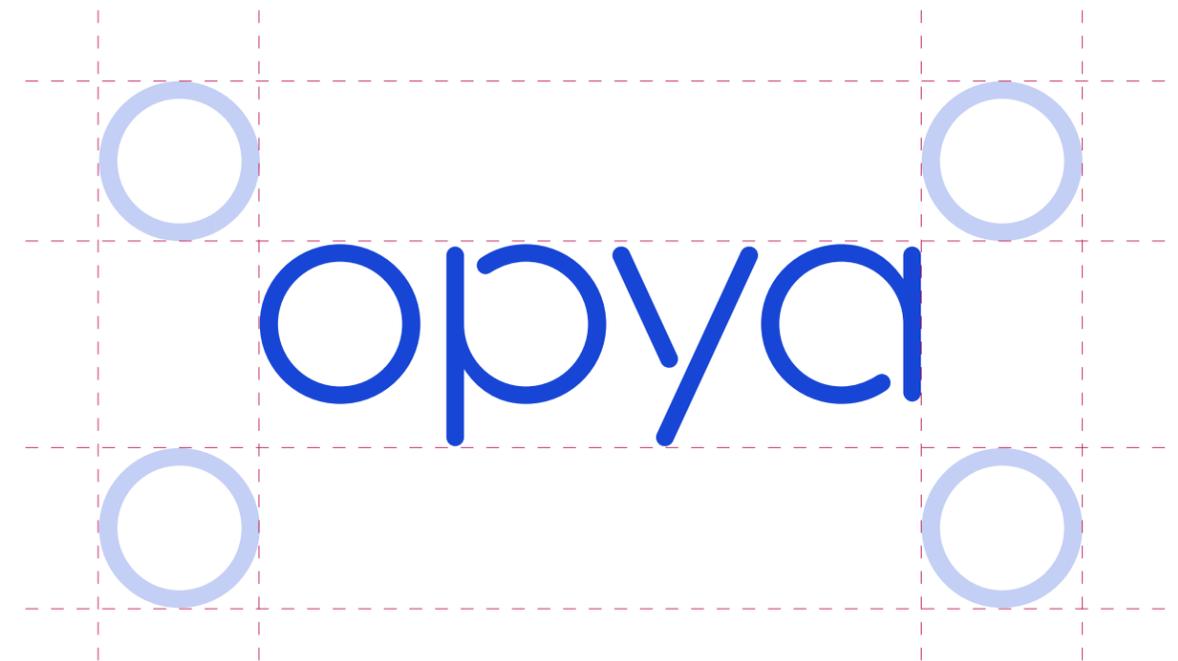
MINIMUM WIDTH ON SCREEN



THE STAND ALONE WORDMARK



THE STAND ALONE WORDMARK CLEAR SPACE MINIMUM



Stand Alone Wordmark

When to use

When our client is provided adequate context in order to understand the Opya brand, the wordmark may be used in isolation. Touch-points such as website, catalog covers, emails and packaging provide context through photography, copy, and environments to communicate who we are, what we do and what we offer.

MINIMUM WIDTH IN PRINT

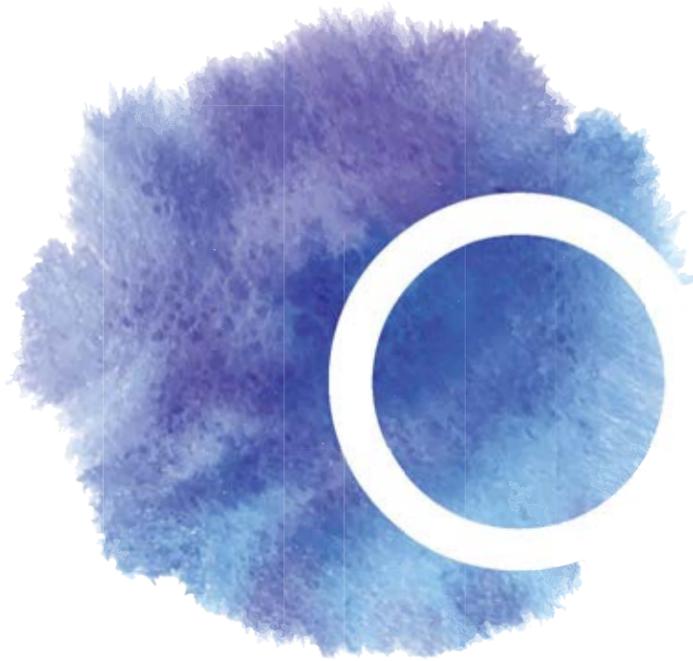


MINIMUM WIDTH ON SCREEN



secondary logo use

ICON



DIGITAL ICON EXAMPLE



secondary logo use

OUR SERVICES ICONS



behavioral



speech



occupational

logo do's

Correct use on light backgrounds



Correct use on dark backgrounds



Use on OPYA treated photos



Use on light black and white photos



Logo Usage Rules

There are many ways the integrity of the Opya logo can be compromised. Coloring, skewing, cramming—all can hinder the legibility and consistency of the logo. On the next page are only a few examples of improper usage of the logo. As a rule do not adjust the original artwork in any manner.

logo dont's

DO NOT turn or stretch logo



DO NOT change the tint or screen on logo



DO NOT use different fonts



DO NOT put over non-Opya color treated photos



DO NOT add drop shadows or other effects to the logo



DO NOT use wordmark with a capital "O"



DO NOT use unapproved or random colors.



DO NOT alter proportions



DO NOT add unapproved extensions or lines of text



DO NOT put on complex or colorful patterns





colors

Choosing an iconic color for the Opya brand helps reinforce recognition to our customers and builds an iconic brand equity. The primary brand colors – Presto, Spark, Snap & Zing – help build Opya’s signature brand.

PRIMARY COLOR PALETTE

SECONDARY COLOR PALETTE

PRESTO

70% 40% 20%

PANTONE: 2728 C
 CMYK: 96 / 78 / 0 / 0
 RGB: 23 / 69 / 213
 HEX: #1745D5

SPARK

70% 40% 20%

PANTONE: 266 C
 CMYK: 67 / 83 / 0 / 0
 RGB: 103 / 69 / 222
 HEX: #6745DE

SNAP

70% 40% 20%

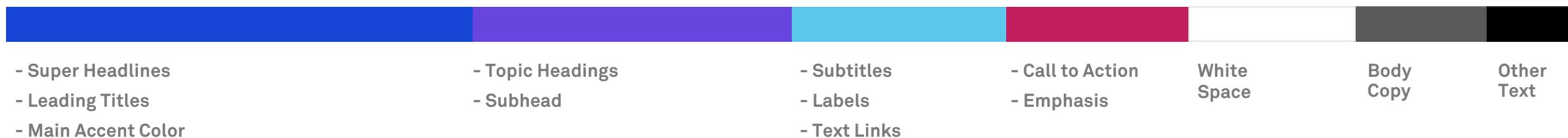
PANTONE: 305 C
 CMYK: 58 / 0 / 6 / 0
 RGB: 91 / 201 / 235
 HEX: #5BC9EB

ZING

70% 40% 20%

PANTONE: 7425 C
 CMYK: 20 / 100 / 46 / 3
 RGB: 194 / 30 / 93
 HEX: #C21E5D

PROPORTIONAL USAGE GUIDELINE



Opya Brand Colors

Our iconic colors for the Opya brand helps reinforce recognition to our customers and builds an iconic brand equity. The primary brand colors—Presto, Spark, Snap & Zing—help build Opya’s signature brand. Proportionally, the colors should be used as shown in the diagram on this page.

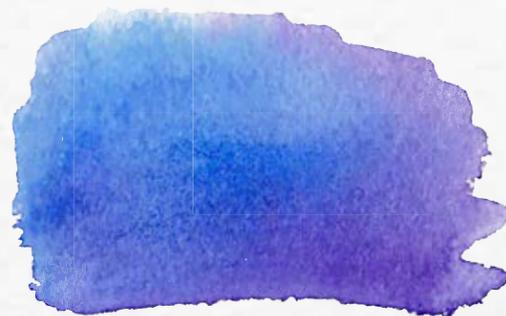
Follow the guides written by each color for web styling purposes.

illustration

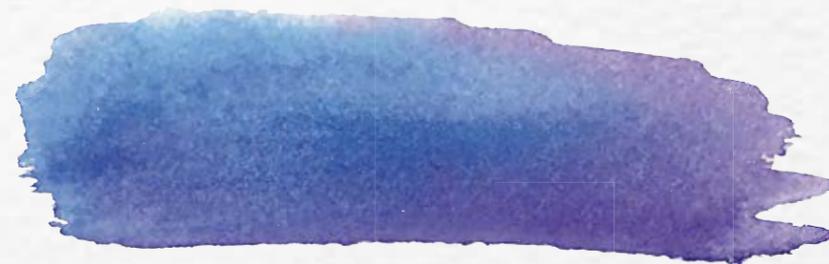
ROUND BRUSH



DAB BRUSH



FULL STROKE



Signature Brushes

Our hand-painted brush elements bring a new layer of depth and meaning to our communications. Because they are a bold color and texture, it is important to use them sparingly and only according to these guidelines as not to overwhelm the commiunications and appear too organic.



Signature Brush & Photo Treatment

In special situations it is useful to mask a photo with the brush stroke. When creating those images, follow the images above as reference for shape, crop and coloring. We never use full color images within the brush.

Signature Brush Border

Another way we create warmth in our brand is to use a long brush stroke as a border as shown to the right. This should only be used on tinted photos as shown to the right.





typography

Typography is more than a font—it's expressing ideas through characters. It can inform our clients and motivate them. Typography helps us tell our story.

The following pages display our go-to typefaces. When used correctly and consistently, these typographic styles establish a clear and recognizable style for our brand.

Kroppen

Kroppen Round 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

123456789 &!?\$:*

Kroppen Round Regular

Designed by Adrian Talbot

Released 2013

Kroppen Round is a geometric, stencil-style font. It comes in various weights, but at Opya we only use the Regular version. It offers a degree of emphasis and character and wears a broad smile. The friendly nature is an important characteristic of the Opya brand.

Akkurat

Akkurat Regular

Aa Bb Cc Dd Ed Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz &!?\$:*

Akkurat

Designed by Laurenz Brunner
Released 2004

Akkurat is a grotesque sans-serif typeface. A compact, clean typeface that helps us convey lots of information in a clear, easy-to-read way. It's our buttoned-up side and a vital way to convey all the important details that we are responsible for looking after.

At Opya we utilize all three weights—light, regular and bold—each with matching italics.

Akkurat Light

Aa Bb Cc Dd Ed Ff Gg Hh Ii Jj Kk Ll Mm Nn 1 2 3 4 5 6 7 8 9
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz &!?\$:*

Akkurat Light Italic

Aa Bb Cc Dd Ed Ff Gg Hh Ii Jj Kk Ll Mm Nn 1 2 3 4 5 6 7 8 9
*Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz &!?\$:**

Akkurat Regular

Aa Bb Cc Dd Ed Ff Gg Hh Ii Jj Kk Ll Mm Nn 1 2 3 4 5 6 7 8 9
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz &!?\$:*

Akkurat Italic

Aa Bb Cc Dd Ed Ff Gg Hh Ii Jj Kk Ll Mm Nn 1 2 3 4 5 6 7 8 9
*Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz &!?\$:**

Akkurat Bold

Aa Bb Cc Dd Ed Ff Gg Hh Ii Jj Kk Ll Mm Nn 1 2 3 4 5 6 7 8 9
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz &!?\$:*

Akkurat Bold Italic

Aa Bb Cc Dd Ed Ff Gg Hh Ii Jj Kk Ll Mm Nn 1 2 3 4 5 6 7 8 9
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz &!?\$:*

Super Heading

Kroppen Round
73pt type / -25 leading

Headline

Akkurat Light
60pt type / -50 leading

Sub Heading

Akkurat Bold
73pt type / -25 leading / ALLCAPS

Body Text

Akkurat Light
18pt type / 0 leading

Block Text

Akkurat Light
30pt type / -25 leading

Block Quote

Akkurat Italic
30pt type / -25 leading

Tomorrow's amazing starts today

Join us in redefining Autism

REASONS YOU'LL SUCCEED

We're bold as we approach Autism with creativity; understanding treatment, like life, can be challenging, but its how we do it that defines us.

By providing families better tools to master their greatness we enable children to transcend diagnosis and realize their full potential.



This is our statement about what we believe, our mantra, motto, the rally cry that unites us and shows our bravery and inspires you to join us."

Our Typography In Use

Web Styling

For a consistent voice, follow these sizing ratios for all of your web creations.

OUR VOICE

Tone-of-voice is vital to the Opya brand. If we are to bring people together, we must ensure we do not bore them, scare them, insult them, or sound condescending.

Our tone is approachable and conversational while still straight-forward and authentic.

We aim to educate and inspire, not to dictate and intimidate. We must come across as light-hearted and smart rather than silly or cheesy. Our voice will be inviting and empowering instead of rash, demeaning, and pessimistic.

Everything we say should feel natural and authentic, not “market-y” or contrived. We avoid long, drawn out, nostalgic trips down memory lane. We speak at the level of our clients, not above them.

Most importantly, we want our words to inspire others to create, grow, and share their own stories.

our voice

yeah!

nope

we work hard & can handle anything

dilligent and enabled

we have cutting-edge tech that works

technology enabled

set clear goals & enjoy the journey

manageable outcomes

energize mom & dad

empower parents





photography

If a picture says a thousand words, our photos speak volumes for our brand. Opya's photography tells stories and is one of our most important brand elements.

We rely on strong, compelling, and consistent photo direction in order to capture the energy and essence of community. Real-life, raw moments of our people and the environments surrounding them.

Our images celebrate the human spirit as a real art—sticky fingers and all.

photography

Color Photography

Captured with natural light, our photos create a warm and welcoming environment. Documentary style photographs are preferred—never staged or posed.



Image Treatments

Opya Blend Mode

Featured on our website and promotional material are images with a purple tint. These are printed with our brand color Spark only. This effect is created only in Photoshop. It is important for the contrast and value to match the images shown here exactly. Do not treat images with different colors.

Black & White Images

In addition to our fonts and textures, utilizing different photo treatments adds to our storytelling. While the Blend Mode is used often, our inclusion of Black & White images is done sparingly. An important part of our brand character is Optimism, so it is important to use Black & White photos only in select situations and they must always be surrounded by bright color images to overshadow the inherit restrictive nature.

Basic Requierments For All Images

- Always use two or more people
- Highlight activity/play
- Maintain a Positive vibe
- Balanced Color & Contrast

OPYA BLEND MODE



BLACK & WHITE FADE MODE



examples



Brand Collateral

We have included some sample executions of the guidelines here for your inspiration as you create your materials for Opya.





resources

Need the Opya logo, templates
or other brand assets?

Go to www.opyahealth.org/creativity