



Logo Guidelines

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optile Visual Identity

Our visual identity represents our brand. It reflects our vision, values, what we promise, and what the payment world can expect of us.

It all starts with the logo. Our logo identifies who we are: a provider-independent payment platform that creates a seamless and efficient online payment experience for enterprises and their customers worldwide.

Consistent usage strengthens the brand. This Brand Guidelines contain the main regulations, elements, dos and don'ts of our logo.

Every single piece of optile visual identity contributes to our brand appearance, thus, using this guide enables us to create a simple, seamless and consistent look and feel.

Logo



Logo



Logo

The optile green logo is our primary logo scheme. To insure that the primary optile logo remains respected, we never use the green optile logo on any other backgrounds but white.

Please don't use the green logo on dark and/or busy background. For exceptions please write to brand@optile.net.

If the green logo is not an option for technical reasons (eg., printing company is not able to reproduce the gradient), or if the brand green lacks contrast or competes with other visual elements, you can use the white logo option.

Variations

Green



White



Use the white optile logo for colorful (optile Green), dark (Arsenic Grey) and busy backgrounds:



Variations



Variations

Digital and print usage

The green optile symbol has a color gradient which consists of Mantis and Spanish Green. The color of the optile wordmark is Dim Grey.

Computer monitor colors and printed colors may vary – which is a challenge when trying to match certain colors. That is why we've prepared our green optile logo for both digital and print.

Please contact us, if you need optile logo version for print: brand@optile.net.

Variations

Digital



Mantis

RGB 102 204 102

HEX #66CC66



Spanish green

RGB 0 137 64

HEX #008940



Dim grey

RGB 107 107 107

HEX #B6B6B6

Print



Mantis

CMYK 73 0 86 0

PANTONE #7481 U / 7480 C



Spanish green

CMYK 100 0 100 21

PANTONE 355 U / 348 C



Dim grey

CMYK 0 0 0 72

PANTONE. 446 U / 424 C

Exclusion Zone



Exclusion Zone

Our logo is the combination of a simple and modern wordmark and a symbol.

The exclusion zone ensures the visibility and prominence of the logo. Leave a clear space area around the logo and isolate it from competing visual elements such as text and supporting graphics.

The exclusion zone is equal to top element of the Möbius (marked as x in the diagram). This zone should be considered as the absolute minimum safe distance, in most cases the logo should be given even more room to breathe.

Exclusion Zone

The minimum space around the logo is defined by the height of the Möbius top element:



Logo Misuse



Logo Misuse

It is important that the appearance of the logo remains consistent.

The logo must not be misinterpreted, modified, or altered. No attempt must be made to change the logo in any way. Its orientation, color, and composition must remain as indicated in this document — there are no exceptions.

To illustrate this point, some of the more likely mistakes are shown on the next pages.

Logo Misuse

Some of the more likely logo misuse examples are shown below.

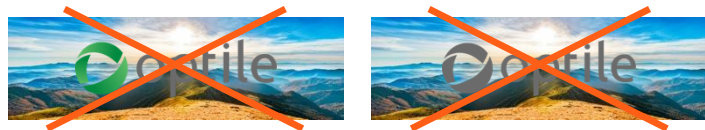


- ✓ Do not change positions
- ✓ Do not turn the logo
- ✓ Do not wrap or distort it
- ✓ Do not use it without symbol
- ✓ Do not change the font
- ✓ Do not outline the logo
- ✓ Do not mask photos
- ✓ Do not change the gradient
- ✓ Do not change the color

Logo Misuse

Busy background

When applying the signature to photographic backgrounds always attempt to place the signature in an area of minimum clutter. Avoid busy or heavily textured backgrounds.



- ✓ Do not use the green logo on busy backgrounds
- ✓ Do not use the grey logo on busy backgrounds
- ✓ Do not use the green logo on grey backgrounds
- ✓ Do not use the grey logo on dark grey backgrounds
- ✓ Do not use the green logo with random colors
- ✓ Do not use the white logo with light grey backgrounds

Thank You

For further information and questions about the logo usage, please contact us:

brand@optile.net

