# optos®

# Brand guidelines

2023 – Version 4

Nikon

# We are Optos

Optos was founded to make a patient-friendly device which quickly and easily images the entire retina in a single capture.

Our technology is groundbreaking. No other imaging device provides a single capture 200° retinal image.

**opto**map® enables earlier detection and treatment of retinal disease, helping to save sight and save lives.

In 2015, Optos became a division of Nikon Co. Ltd, Japan. As a part of this renowned organization, Optos continues to innovate and grow.

The following brand guidelines reflect our strong ethos, our groundbreaking innovation, and our status as the leading provider of ultra-widefield retinal imaging devices.

# Contents

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**Our brand elements**

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**Our brand in application**

# 1. Our brand elements

# Our writing style

**Fundamentals**
We write titles in sentence case, using initial capitals only for names, such as Optos.

Using all capitals is reserved for specific naming conventions and acronyms only (e.g., FOV).

Dates are always written long form: with the date in numerical form, the month in full written form, and the year in numerical form.

When we number things we only use the numerical value and **do not** use the $n^{th}$ instance (e.g., $10^{th}$).

Our corporate language is US English. US English is used for the corporate website and should be used if one English has to be chosen for a marketing material. Otherwise, all materials will use local languages.

## How Optos writes

Correct title format.

## 1 January 2023

Correct date format.

## January 1, 2023

Correct date format (US format only).

# Our writing style

## Optos terminology – correct use and format

For terms commonly associated with Optos and our industry.

| Optos terminology | Usage and formatting |
| --- | --- |
| Optos® | Logo, initial capital letter, end with Registered symbol only for first use in document |
| **opto**map® | Bold 'opto', lower case, even at the start of a sentence, end with Registered symbol only for first use in document |
| ultra-widefield (UWF™)/UWF | The first time writing ultra-widefield, it should be set as sentence case, hyphenated, no trademark, followed by – in brackets – UWF, all caps and a TM sign, i.e., ultra-widefield (UWF™) <br><br> ultra-widefield should not be broken over two lines of copy <br><br> Acronym can be used after first full usage, all caps, no trademark, i.e., UWF |
| multimodality | Lower case, no hyphenation |
| multimodal imaging | |
| field of view (FOV) | Lower case, acronym can be used after first full usage, all caps |
| *color* | Lower case, italicised, and red when used as a branded name |
| *color rg* | In the first instance, and if there is space, these modalities should be written proceeding '**opto**map', e.g., **opto**map *color rg* |
| *color rgb* | |
| *plus* | Once it is written with **opto**map, or if space doesn't allow, we can shorten, e.g., *color rg* |
| *af* | |
| *fa* | When used in body copy, when written with **opto**map, or if space doesn't allow, we can shorten and write in black, e.g., *color rg* |
| *icg* | |
| *Red-free* | Initial capital letter, italicised, and red when used as a branded name |
| *Choroidal* | In the first instance, and if there is space, these modalities should be written proceeding '**opto**map', e.g., **opto**map *Choroidal* <br><br> Once it is written with **opto**map, or if space doesn't allow, we can shorten, e.g., *Choroidal* <br><br> When used in body copy, initial capital letter, italicised and black, e.g., *Choroidal* |
| *OCT* | All caps, italicised, hyphenated and red when used as a branded name |
| *SS-OCT* | When used in body copy, all caps, italicised, and black |
| *SD-OCT* | |

# Our writing style

## Optos terminology – correct use and format, continued

For terms commonly associated with Optos and our industry.

| Optos terminology | Usage and formatting |
|---|---|
| *Daytona* | Initial capital letter, italicised, and red when used as a branded name, i.e., *Daytona* |
| *California* | |
| *Monaco* | When used in body copy, initial capital letter, italicised, and black, i.e., *Daytona* |
| *Silverstone* | |
| UWF Primary | UWF acronym and uppercase, capital P on Primary |
| Optos*Advance*™ | Both words initial capitals, no space between, second word italicised and red, end with trademark only for first use in document. |
| Optos*Cloud*™ | When used in body copy, as above but in black. |
| Optos*AI*™ | Both words initial capitals, no space between, second word italicised, uppercase and red, end with trademark only for first use in document. |
| | When used in body copy, as above but in black. |
| 3-in-1 Color Depth Imaging™ | Hyphenated numbers, every word initial capitals, end with trademark only for first use in document |
| 4-in-1 Color Depth Imaging™ | |
| ProView™ | Both words initial capitals, no space between, end with trademark only for first use in document |
| 3D Wrap® | Numeric 3, capital D, capital W, end with Registered symbol only for first use in document |
| cSLO | Lower case c, capital SLO, no space between |
| image capture/capturing | Lower case, no hyphenation |
| single capture | |
| stereo disc imaging | |
| equivalent to gold standard | |
| auto-montage | Lower case, hyphenated |
| auto-capture | |
| non-mydriatic | |
| non-contact | |

# Our writing style

**Industry terminology – correct use and format**

For terms commonly associated with Optos and our industry.

| Industry terminology | Usage and formatting |
|---|---|
| Email | One word, sentence case |
| Home page | Two words, sentence case, not hyphenated |
| Blog | One word, sentence case |
| Online | One word, sentence case, not hyphenated |
| Web page | Two words, sentence case, not hyphenated |
| Facebook | Initial capital |
| YouTube | Both words initial capitals, no space between |
| Instagram | Initial capital |

# Material categories

**B2B**

All B2B marking material should have the Nikon Company Identifier and Optos logo present in the header or footer of the material.

The **opto**map logo should only be used in its non-bug, non-tagline form to stamp imagery. See **page 45** for an example. All other mentions of **opto**map should be in written copy.

**B2C marketing materials**

All B2C marketing material should always have the **opto**map logo present, with a mention of Optos in the footer/end of the application in written form, i.e., '**opto**map is an Optos technology'.
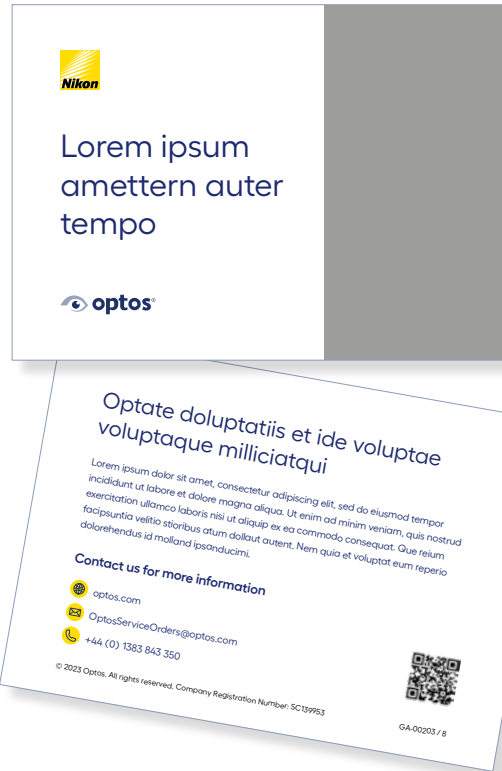


**B2B – Leave behind**



**B2C – Web banner**

# Our logos: Optos

Optos is the company's corporate brand.
It should be the leading brand on any
B2B material.

**Primary logo**
Always use our full colour primary logo, unless printing
conditions will not allow or one of our reversed logos
are a more suitable choice.

**Reversed logo**
There are two reversed logo options:
full white and white with colored eye-bug.

We suggest the only time the white with colored
eye-bug logo version is used is on event stands, on a
dark solid background, with backlighting, to ensure
maximum standout. For all other instances that you
need a lighter logo, use the full white option.

See **page 19** for further detail on how the Optos logo
is correctly used when aligned with the Nikon
Company Identifier.

**Primary logo**



**Reversed logo**



Coloured bug only to be used on event stands.

**Black logo**



Only to be used when full colour
printing is not an option.

# Our logos: Optos

**Exclusion zone**
To maintain the logo's visual integrity, always surround the Optos logo with a clear area.

Never place anything in this clear area. Measure the minimum space by the width of the 'o' in the logo.

**Minimum size**
To ensure legibility and effectiveness, we've specified a minimum logo size. Note: this is the 'minimum' size, not the preferred size.



**Print**



25 mm

**Screen**



82 px

# Logo guidance: Optos

Please refer to the following examples for guidance on which variety of the Optos logo to use in specific situations.

**Colored backgrounds**
When using colored backgrounds, only use suitable colors from the correct palette and be wary of legibility.

**Photographic backgrounds**
When using photographic backgrounds, ensure that the photography is suitably placed so legibility isn't compromised. Use either a colored background or white background in instances where photography isn't suitable.

**Brand hierarchy**
Pay particular attention to brand hierarchy, especially in situations where multiple logos are being used (e.g., give less attention to the Nikon Company Identifier and Optos logo on the front cover of a brochure).



For solid color backgrounds, use either the fully reversed logo or the reversed logo with blue eye-bug. Use appropriate colors only.



For photographic backgrounds, use the Reversed logo. Avoid busy images.



For white backgrounds, always use the Primary logo. When full colour printing is not an option, use the Black logo instead.

*See **Application examples** section for examples of how to use logos effectively.

# Our logos: Nikon

## Nikon Company Identifier
When referencing the Nikon Company, we prefer you use this Nikon brand symbol with gradation.

## Full color version
We prefer you use the full color version. And if backgrounds compromise legibility, you can use the outlined version.

## Black and white version
Always use the full color Nikon Company Identifier as above, unless printing conditions will not allow.

When using on backgrounds other than white (e.g., solid colored or photographic) please use the outlined version.

**Full color**



**Black and white**



**Full color, outlined**
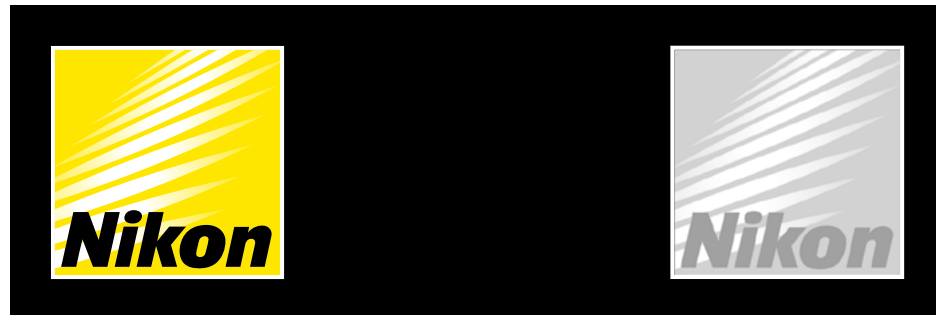


**Black and white, outlined**

# Our logos: Nikon

**Exclusion zone**
Maintain visual integrity by always surrounding the Nikon logo with a clear area. Never place anything in this clear area.

Minimum exclusion zone surrounding the Nikon Company Identifier should be 33% width of the logo total size.

Apply this guide when you use any version of the Nikon Company Identifier – whether full color, black and white, or outlined.

33% of X

33% of X          X
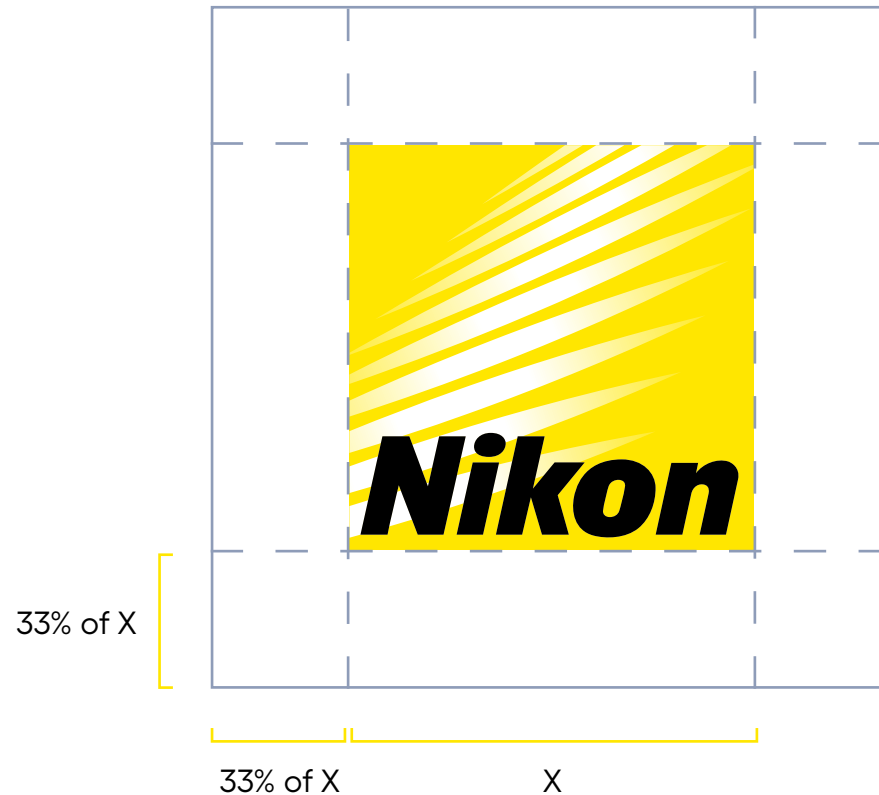
# Our logos: Nikon

**Minimum sizes**
Ensure legibility and effectiveness by using at least the specified minimum sizes of the logos.

Note: this is the 'minimum' size, not the preferred size.

**Print**



10 mm

**Screen**



34 px

**Print**



14 mm

**Screen**



40 px

# Logo relationship

This page describes the basic concept for achieving proper visual balance when you display the Optos logo with the Nikon Company Identifier.

**Basic concept for visual balance**
Ensure visual balance by making sure the Nikon Company Identifier is twice the height of the Optos logo, at a 2:1 ratio.

This does not apply to business cards or other items with limited space for displaying the Nikon Company Identifier.

Please see **pages 19 to 21** for ideal positioning of the Nikon Company Identifier and the Optos logo.

X

1/2 X

# Logo relationship

There should always be adequate clear space between the Nikon Company Identifier and Optos logo. The Nikon Company Identifier should always appear before the Optos logo, either sitting to the left of or above the Optos logo.

When you place the Nikon Company Identifier and Optos logo adjacent to each other **at the top of a layout**, ensure that the words sit on the same baseline.

When both logos are **at the bottom of a layout**, the Nikon Company Identifier is anchored to the top of the Optos logo. This footer layout is often coupled with a yellow dividing line above.

When pairing the Nikon Company Identifier and the Optos logo in a layout focusing on an Optos product (e.g., **opto**map), give that logo prominence at the top, and sit the paired logos only in the footer area.

The only time you should use the Optos logo without the Nikon Company Identifier is on trade show booths.



Example of adjacent layout at top with baselines aligned.
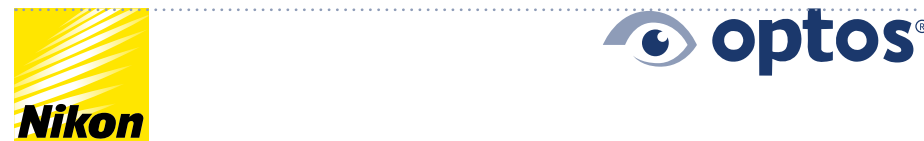


Example of adjacent layout in footer area with top edges aligned. Additional info can be added below both logos while keeping the footer compact and using the free space more efficiently.

*See **Application examples** section for examples of how to use logos effectively.

# Logo relationship

The examples here show a variety of ways to apply the logo relationship explained on the previous pages.

The logos do not need to be in opposite corners to each other (like the front cover of this document for example) but you should align them to a document margin (highlighted red in the examples).

Never stack the logos directly on top of each other – leave enough room between to insert content (e.g., a document title).
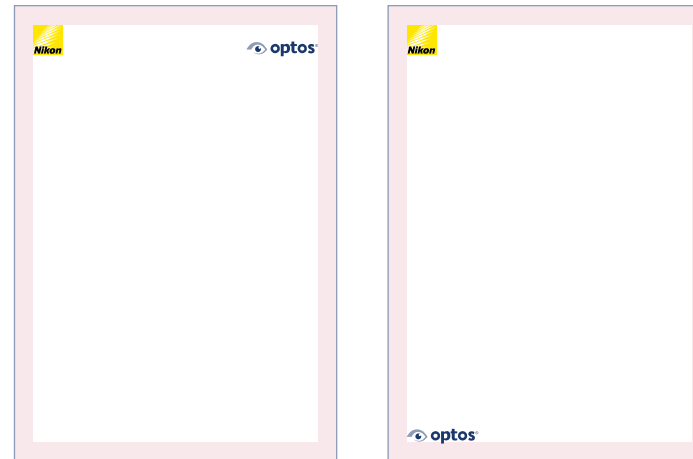
Examples of equal/tight margin alignment.

Example of wide header alignment from top.
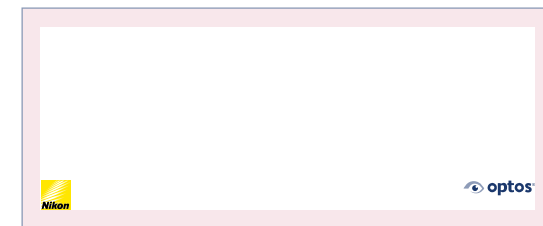
Correct use of bottom footer layout (see previous page description).

# Logo relationship

We don't suggest that the Nikon Company Identifier and the Optos logo sit side by side, however if they need to be placed in close proximity for space reasons, please follow the examples on this page.

The Nikon Company Identifier and Black Optos logo's placement should not infringe on their minimum clearance space — for further details see **page 13** for Optos logo and **page 16** for the Nikon Company Identifier.

**Please note**: The logos should only be in close proximity when there is no positioning alternative. Please see **pages 19-20** for ideal positioning.



Example of logos positioned, horizontally, at an acceptably close proximity.



Example of logos positioned, horizontally, at an unacceptably close proximity.



Example of logos positioned, vertical, at an acceptably close proximity.



Example of logos positioned, vertical, at an unacceptably close proximity.

# Our logos: **opto**map

The **opto**map is an ultra-widefield digital image of the retina produced by Optos technology.

We should not use the Optos and optomap logos together on the same application.

**B2B materials**
B2B materials will always be Nikon and Optos lead, using the Nikon Company Identifier and the Optos logo. The **opto**map logo should only be used in a reversed, non-bug form at a 50% tint to stamp imagery. See **page 43** for an example.

**B2C materials**
All B2C marketing material should always use the full **opto**map logo with eye-bug.

Optos should be mentioned in copy at the footer/end of the application, i.e., '**opto**map is an Optos technology'.

**Primary logo**



**Reversed logos**



**Black logo**
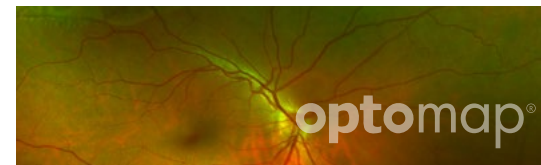


**opto**map logo, without eye-bug.
Only to be used to stamp imagery.

*See **Application examples** section for examples of how to use logos effectively.

# Our logos: **opto**map
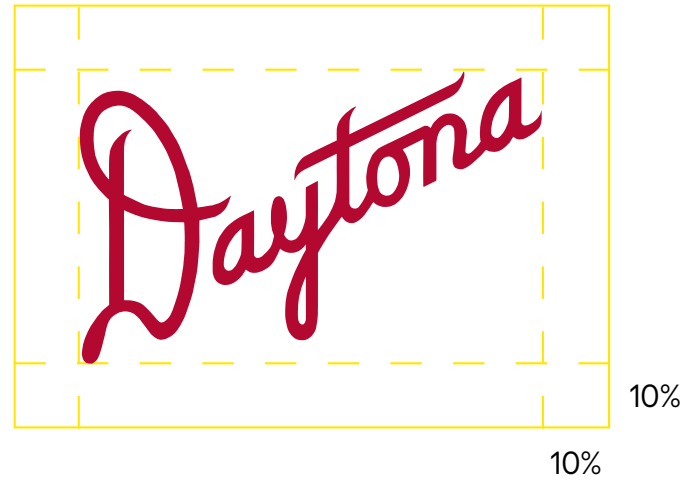
**Exclusion zone**
To maintain the logo's visual integrity, always surround the **opto**map logo with a clear area.

Never place anything in this clear area. Measure the minimum space by the width of the 'o' in the logo.

**Minimum size**
We've specified a minimum size to ensure legibility and effectiveness.

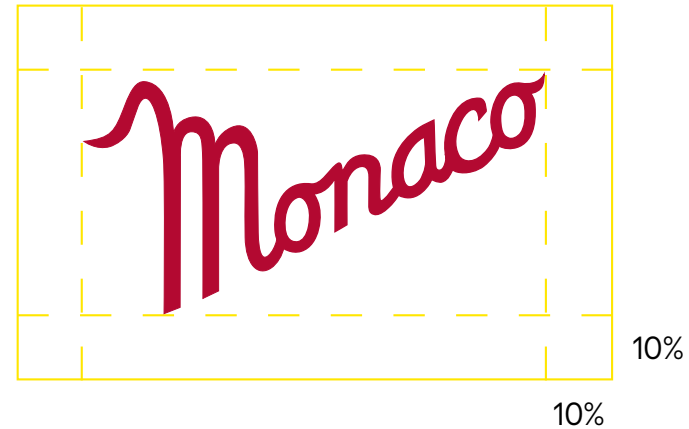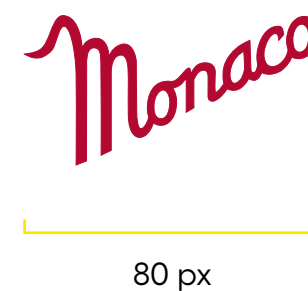Note: this is the 'minimum' size, not the preferred size.

**opto**map®
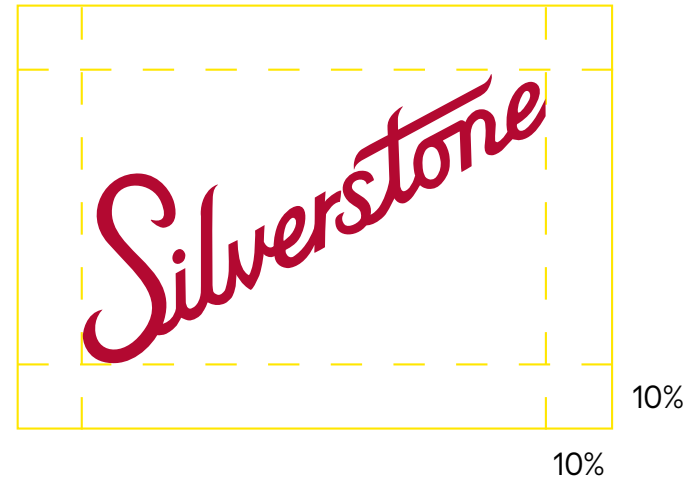
**Print**

**opto**map®

25 mm

**Screen**

**opto**map®

200 px

# Logo guidance: **opto**map

Please refer to the following examples for guidance on which variety of the **opto**map logo to use in specific situations.
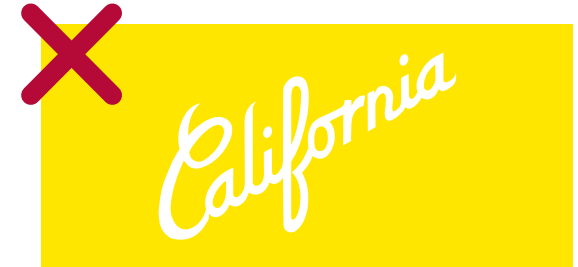
**Colored backgrounds**
When using colored backgrounds, only use suitable colors from the correct palette and be wary of legibility.

**Photographic backgrounds**
When using photographic backgrounds, ensure that the photography is suitably placed so legibility isn't compromised. Use either a colored background or white background in instances where photography isn't suitable.

The Reversed logo, without the eye-bug, can be used at a **50% opacity** when appropriate, i.e., on **opto**map imagery, non-detailed, when the logo needs to be present but does not need stand-out.

**Brand hierarchy**
Pay particular attention to brand hierarchy, especially in situations where multiple logos are being used (e.g., give more attention to the **opto**map logo on the front cover of a brochure).

For solid color backgrounds, use the Reversed logo. Use appropriate colors only.
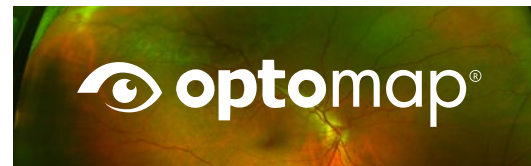
For photographic backgrounds, use the Reversed logo. Avoid busy images.

For white backgrounds, always use the Primary logo. When full colour printing is not an option, use the Black logo instead.

*See **Application examples** section for examples of how to use logos effectively.

# Our logos: **opto**map **tagline lockup**

We suggest the **opto**map tagline lockup should only be used when space and legibility allows — large format, non-busy applications. i.e., pull-up banner.

We suggest that the **opto**map tagline lockup should never be used in digital application.

We should not use the Optos logo and **opto**map tagline lockup together on the same application.

**Primary logo**



**Reversed logo**



**Black logo**

# Our logos: **opto**map **with tagline**

**Exclusion zone**
To maintain the logo's visual integrity, always surround the **opto**map tagline lockup with a clear area.

Never place anything in this clear area. Measure the minimum space by the width of the 'o' in the logo.

**Minimum size**
We've specified a minimum size to ensure legibility and effectiveness. Note: this is the 'minimum' size, not the preferred size.

**optomap**®
ultra-widefield retinal imaging

**Print**

**optomap**®
ultra-widefield retinal imaging

25 mm

# Our logos: **opto**map **with tagline**

Please refer to the following examples for guidance on which variety of the **opto**map tagline lockup is used in specific situations.

**Colored backgrounds**
When using colored backgrounds, only use suitable colors from the correct palette and be wary of legibility.

**Photographic backgrounds**
When using photographic backgrounds, ensure that the photography is suitably placed so legibility isn't compromised. Use either a colored background or white background in instances where photography isn't suitable.

The Reversed **opto**map logo with tagline should not be used as an opacity.

**Brand hierarchy**
Pay particular attention to brand hierarchy, especially in situations where multiple logos are being used (e.g., give more attention to the **opto**map tagline lockup on the front cover of a brochure).



For solid color backgrounds, use the Reversed logo. Use appropriate colors only.



For non-detailed photographic backgrounds, use the Reversed logo. Avoid busy images.



For white backgrounds, always use the Primary logo. When full colour printing is not an option, use the Black logo instead.

*See **Application examples** section for examples of how to use logos effectively.

# Our logos: *Daytona*

**Exclusion zone**
To maintain the logo's visual integrity, always surround the *Daytona* with a clear area. Never place anything in this clear area. The minimum space is 10% of the full width of the logo.

**Minimum size**
We've specified a minimum size to ensure legibility and effectiveness. Note: this is the 'minimum' size, not the preferred size.

10%

10%

**Print**

12 mm

**Screen**

80 px

# Our logos: *California*

**Exclusion zone**
To maintain the logo's visual integrity, always surround the *California* with a clear area. Never place anything in this clear area. The minimum space is 10% of the full width of the logo.

**Minimum size**
We've specified a minimum size to ensure legibility and effectiveness. Note: this is the 'minimum' size, not the preferred size.



10%

10%

**Print**



12 mm

**Screen**



80 px

# Our logos: *Monaco*

**Exclusion zone**
To maintain the logo's visual integrity, always surround the *Monaco* with a clear area. Never place anything in this clear area. The minimum space is 10% of the full width of the logo.

**Minimum size**
We've specified a minimum size to ensure legibility and effectiveness. Note: this is the 'minimum' size, not the preferred size.

10%

10%

**Print**

12 mm

**Screen**

80 px

# Our logos: *Silverstone*

**Exclusion zone**
To maintain the logo's visual integrity, always surround the *Silverstone* with a clear area. Never place anything in this clear area. The minimum space is 10% of the full width of the logo.

**Minimum size**
We've specified a minimum size to ensure legibility and effectiveness. Note: this is the 'minimum' size, not the preferred size.

10%

10%

**Print**

15 mm

**Screen**

80 px

# Logo guidance: Products

Please refer to the following examples for guidance on which variety of the *Daytona*, *California*, *Monaco* and *Silverstone* logos to use in specific situations.

**Colored backgrounds**
When using colored backgrounds, only use suitable colors from the correct palette and be wary of legibility.

**Photographic backgrounds**
When using photographic backgrounds, ensure that the photography is suitably placed so legibility isn't compromised. Use either a colored background or white background in instances where photography isn't suitable.

**Brand hierarchy**
Pay particular attention to brand hierarchy, especially in situations where multiple logos are being used (e.g., give more attention to the *California* logo on the front cover of a brochure).



For solid color backgrounds, use the Reversed logo. Use appropriate colors only.



For photographic backgrounds, use the Reversed logo. Avoid busy images.



For white backgrounds, use the Primary logo.

# Our logos: UWF Primary

**Exclusion zone**
To maintain the logo's visual integrity, always surround the UWF Primary logo with a clear area. Never place anything in this clear area. Measure the minimum space by the height of the 'U' in the logo.

**Minimum size**
We've specified a minimum size to ensure legibility and effectiveness. Note: this is the 'minimum' size, not the preferred size.



Print

UWF Primary

20 mm

Screen

UWF Primary

100 px

# Logo guidance: Products

Please refer to the following examples for the UWF Primary logo to use in specific situations.

**Colored backgrounds**
When using colored backgrounds, only use suitable colors from the correct palette and be wary of legibility.

**Photographic backgrounds**
When using photographic backgrounds, ensure that the photography is suitably placed so legibility isn't compromised. Use either a colored background or white background in instances where photography isn't suitable.

**Brand hierarchy**
Pay particular attention to brand hierarchy, especially in situations where multiple logos are being used (e.g., give more attention to the UWF Primary logo on the front cover of a brochure).



For solid color backgrounds, use the Reversed logo. Use appropriate colors only.



For photographic backgrounds, use the Reversed logo. Avoid busy images.



For white backgrounds, use the Primary logo.

# Our logos: Products

Software is at the heart of all of our **opto**map products. Our software products enable our devices to make the capture, review, sharing and storage of **opto**map images easier and more dynamic.

Optos*Advance*, Optos*Cloud* and Optos*AI* have their own logos.

**Product logos**

Optos*Advance*™

Optos*Cloud*™

Optos*AI*™

# Our logos: Optos*Advance*

**Exclusion zone**
To maintain the logo's visual integrity, always surround the Optos*Advance* logo with a clear area. Never place anything in this clear area. Measure the minimum space by the width of the 'o' in the logo.

**Minimum size**
We've specified a minimum size to ensure legibility and effectiveness. Note: this is the 'minimum' size, not the preferred size.

**Print**

Optos*Advance*™

25 mm

**Screen**

Optos*Advance*™

150 px

# Our logos: Optos*Cloud*

**Exclusion zone**
To maintain the logo's visual integrity, always surround the Optos*Cloud* logo with a clear area. Never place anything in this clear area. Measure the minimum space by the width of the 'o' in the logo.

**Minimum size**
We've specified a minimum size to ensure legibility and effectiveness. Note: this is the 'minimum' size, not the preferred size.

Optos*Cloud*™

**Print**

Optos*Cloud*™

20 mm

**Screen**

Optos*Cloud*™

125 px

# Our logos: Optos*AI*

**Exclusion zone**
To maintain the logo's visual integrity, always surround the Optos*AI* logo with a clear area. Never place anything in this clear area. Measure the minimum space by the width of the 'o' in the logo.

**Minimum size**
We've specified a minimum size to ensure legibility and effectiveness. Note: this is the 'minimum' size, not the preferred size.

**Print**

20 mm

**Screen**

90 px

# Logo guidance: Products

Please refer to the following examples for guidance on which variety of the Optos*AI*, Optos*Advance,*and Optos*Cloud*, logo to use in specific situations.

**Colored backgrounds**
When using colored backgrounds, only use suitable colors from the correct palette and be wary of legibility.

**Photographic backgrounds**
When using photographic backgrounds, ensure that the photography is suitably placed so legibility isn't compromised. Use either a colored background or white background in instances where photography isn't suitable.

**Brand hierarchy**
Pay particular attention to brand hierarchy, especially in situations where multiple logos are being used (e.g., give more attention to the Optos*Advance* logo on the front cover of a brochure).



For solid color backgrounds, use the Reversed logo. Use appropriate colors only.
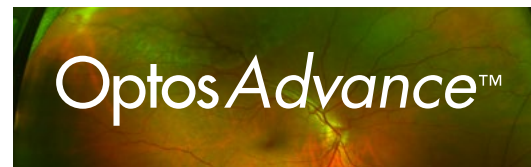


For photographic backgrounds, use the Reversed logo. Avoid busy images.



For white backgrounds, use the Primary logo.

# Color palette

Our core Optos color palette heroes blue tones. Use dark blue as a consistent base color, and complement with a light blue or dusk blue for Optos messaging.

You can also use deep red and Nikon yellow to accent, while creating brand depth and brand/product synergy.

Accent colors should never dominate layouts; use them sparingly.

Use deep red only for highlighting specific product features (in accordance with the guidelines on **page 8-9**) and product names that are featured in body copy (e.g., opto**map** *color rg*, Optos*Cloud*™, *Silverstone*, etc).

Similar to the accent tones, the Optos gradient is only used in select applications.

## Base tone

| Dark blue | 10% | 50% |
|---|---|---|
| | 25% | 75% |

Pantone 3581 C
C100 M87 Y0 K31
R27 G56 B108
HEX 1B386C

## Optos messaging tones

| Light blue | 10% | 50% | | Dusk blue |
|---|---|---|---|---|
| | 25% | 75% | | |

Pantone 7684 C
C85 M62 Y0 K0
R48 G88 B165
HEX 3058A5

Pantone 535 C
C44 M27 Y5 K2
R142 G156 B184
HEX 8E9CB8

## Accent tones

| Deep red | Nikon yellow |
|---|---|
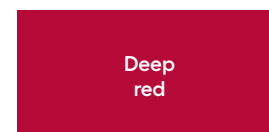
Pantone 7427
C0 M100 Y65 K28
R181 G9 B56
HEX B40937

Pantone 109
C0 M10 Y100 K0
R255 G230 B0
HEX FFE600

## Optos gradient

| Dark blue – Light blue |
|---|
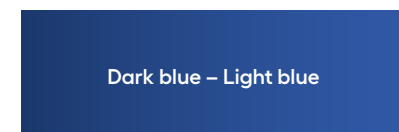
C100 M87 Y0 K31
R27 G56 B108
HEX 1B386C

C85 M62 Y0 K0
R48 G88 B165
HEX 3058A5

# Typography

Fellix is our brand font. It is bold and very clean and is an integral part of our visual 'voice'. You can use it in various weights to create brand depth, tone and hierarchy.

Fellix features round counters within the letters forms, with the perfectly circular 'o' and other rounded characteristics. Hence this complements the bold roundels in our branding.

Please refer to **page 43** for guidance if the Fellix family isn't available.

## AaBb
## 1234567890
Fellix Semi Bold and Bold Italic

## *AaBb*
## *1234567890*

## AaBb
## 1234567890
Fellix Regular and Italic

## *AaBb*
## *1234567890*

# Typography

**Weight use recommendations**

**Fellix Semi Bold:** Heading, body copy section title, highlighted key words in sub-heading or body copy

**Fellix Regular:** Body copy, sub-heading

**Fellix Semi Bold Italics:** Quote copy, highlighting name/title in quote reference

**Fellix Regular Italics:** Quote reference, captions/descriptions

# Heading

## Sub-heading

**Body copy section title**
Body copy

## *"Quote copy"*

Quote reference

*Captions/descriptions*

# Typography

## Websafe fonts

If Fellix fonts aren't available for application, please use the Arial family.

## Weight use recommendations

**Arial Bold:** Heading, sub-heading

**Arial Regular:** Body copy

**Arial Bold Italic:** Quotes

**Arial Regular Italics:** Captions, descriptions

AaBb *AaBb*
1234567890 *1234567890*

Arial Bold and Bold Italic

AaBb *AaBb*
1234567890 *1234567890*

Arial Regular and Italic

# Imagery

Imagery is an integral part of communications at Optos, and we use it to convey the breadth and depth of our interests, communicate our ideas and add emotion.

We use imagery in a range of applications, and we must ensure that it always captures the essence of Optos' offerings. To maintain continuity and integrity, imagery and messaging used for Optos' communication must be globally consistent.

- All images used should feel clean, authentic, not staged, and contextually relevant.
- All images should focus and illustrate action and/or equipment.
- Photography should have a strong depth of field and interest, but never be cluttered.
- In lifestyle photos, people should not look directly at the camera lens, only for product purposes.
- Images should be high-quality, high-resolution, and of the appropriate size and scale for the application.
- On Optos device imagery, both the Optos logo and Nikon logo should be the same colour. Please be extra vigilant when selecting fitting imagery.
- **opto**map images should be represented in full field of view unless we are zooming into an area of interest.
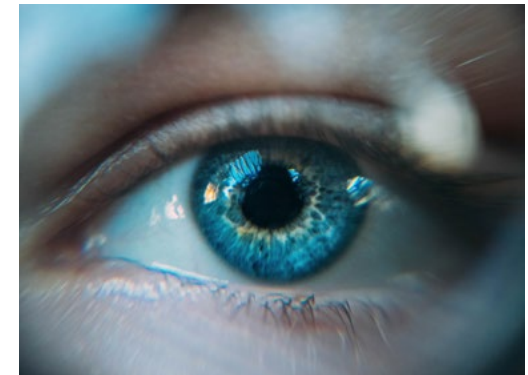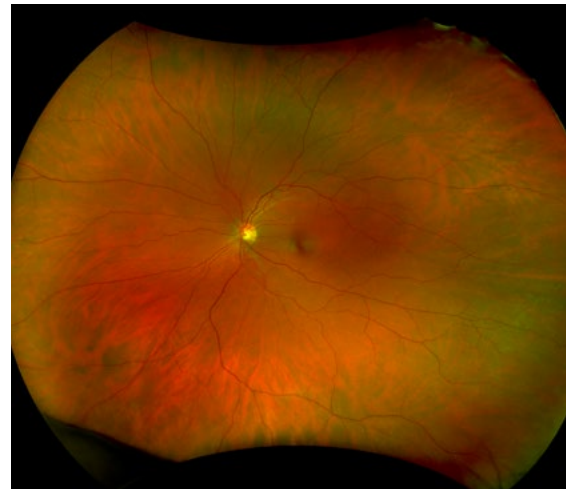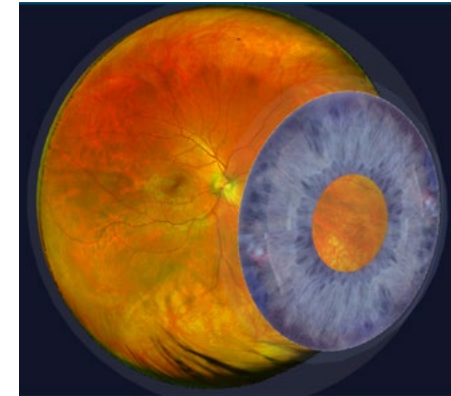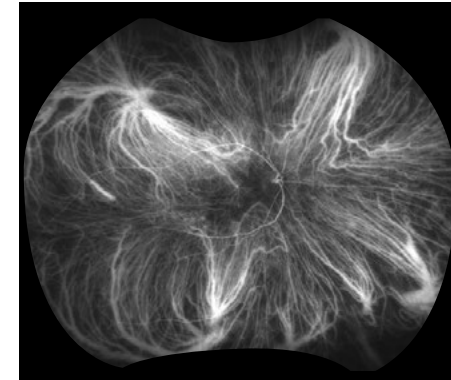
# Imagery

Please refer to the following examples for guidance on how to use imagery in different situations.

**Tight cropping**
When using photography in compact layouts where space is limited, such as a thin web banner, ensure that the type of image you use is suitable for that space.

For example, a close up of the human eye can serve as an interesting visual with emphasis on color and texture, even when it is cropped tightly, whereas a lifestyle image featuring a group of people won't work as well if the subject is cropped awkwardly.

**optomap imagery**
When using **opto**map *OCT* images, ensure you show the image in its entirety, and the image is appropriately labelled so important information isn't hidden. For this reason, only use these images in situations where there is plenty of space to show context.

See **page 50** for more guidance on **opto**map imagery.
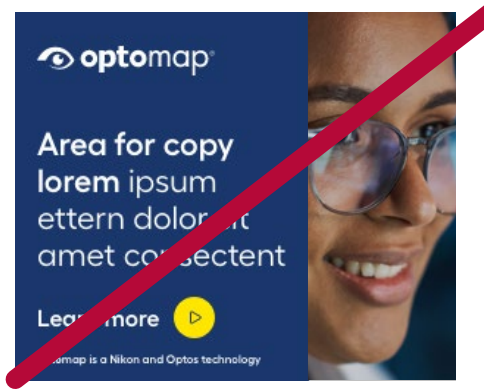


Choose more abstract imagery for tightly cropped layouts.
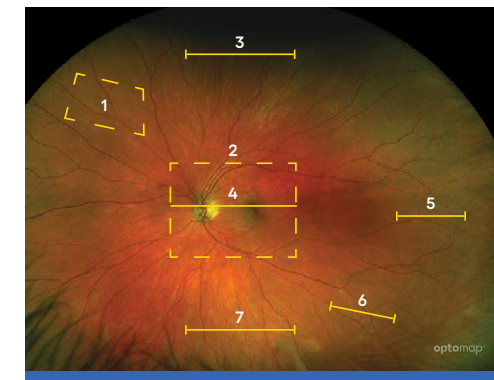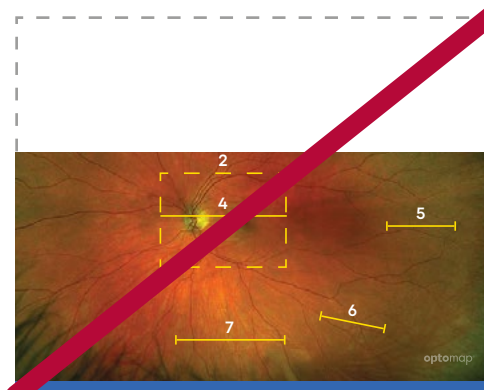


Make sure the whole image is shown for annotated **opto**map imagery.

# Iconography

We use icons as focal points for important information and to break up text-heavy layouts of complex information. Icons should always be clean in style.

**Creation and sizing**
All icons are designed on a 48 pixel grid and feature consistent strokes with rounded corners and without any filled shapes.

Create all icons at 48 pixels then scale to appropriate size.

When changing the size of icons, ensure that you change stroke weight in accordance with the guide below:

**48 pixels = 1pt stroke**
**96 pixels = 1.5pt stroke**
**192 pixels = 2pt stroke**

Do not confuse icons with more detailed illustrations or larger scale supergraphics. Only use icons to clearly identify key pieces of information and not for decoration.
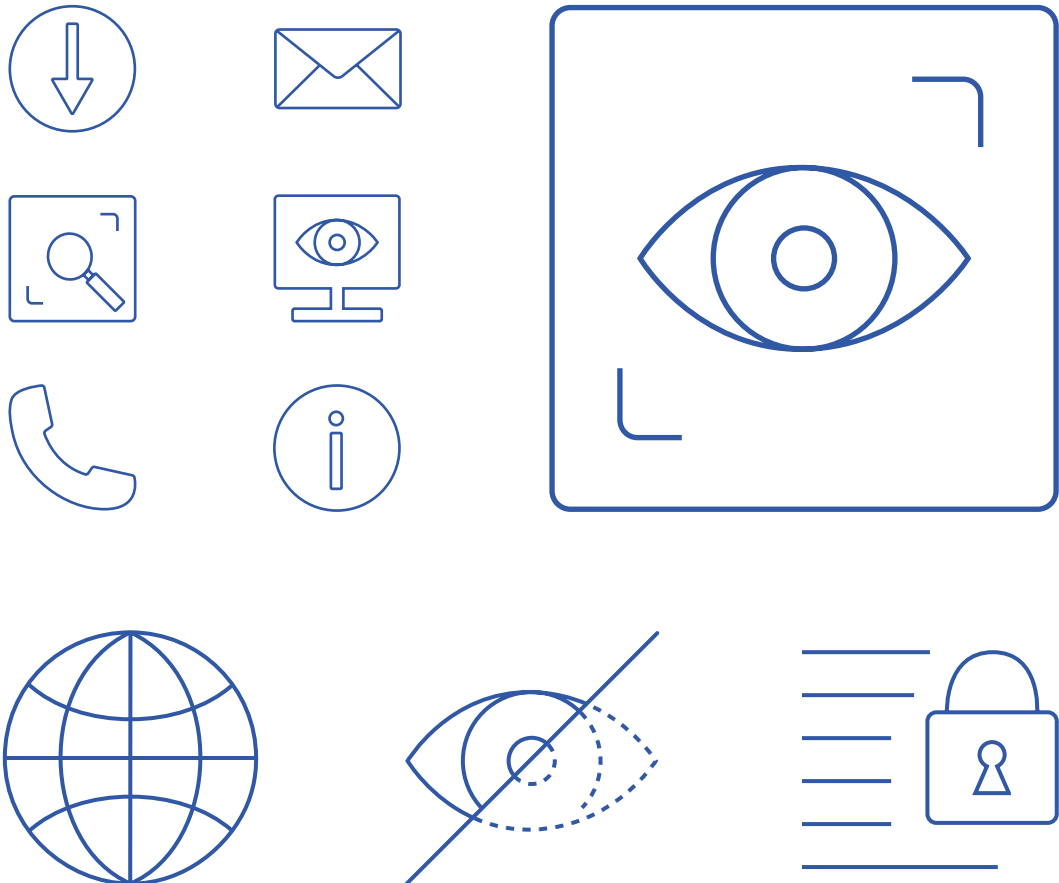
# Iconography

**Colors**
Each icon has a colored format as well as a black and reversed (white) format for added flexibility. Use the colored icons on white backgrounds and the white icons on colored or black backgrounds.

Use black icons only for black and white printing.

**Roundel**
You can use icons in roundel form to increase their impact. The color of the roundels are restricted to two core brand colors: Dark Blue and Nikon Yellow.

Use black roundels only for black and white printing.

**Layout**
Use icons sparingly, best paired with short sections of copy.

Position smaller sized icons (e.g., 48px) to the left of copy, similar to bullet points. Position larger icons above copy.
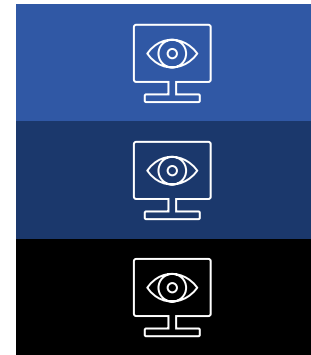
Color guide.

Roundel formats.

For more information:

📞 +44 (0) 1383 843 350 / +44 (0) 808 100 4546

✉ ics@optos.com          🌐 optos.com

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Small icon layout example using roundels.
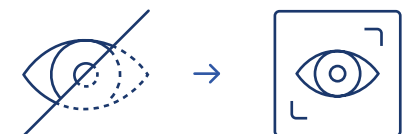
Large icon layout example.

# Supergraphics

Roundel patterns help to create an exciting suite of texture, and function as our 'supergraphics'. They help to create a bold and confident look.

You can use them as a decorative overlay, watermark to add depth, or as a feature graphic in application. They also help to re-enforce the Optos brand when we don't have quality photography.

We suggest that the supergraphics are only used in tints of Optos blues or white, but not in our accent tones (deep red or Nikon yellow).

Please refer to the next page for guidance on using supergraphics.



1      2      3

Full suite of our 'supergraphic' roundels.



Roundels 2 and 3 can be combined to form an alternative supergraphic, which is used only in applications where the graphic becomes a strong focal point (e.g. front covers).

# Supergraphics guidance

Please refer to the following examples for best practice guidance on using our supergraphics.

**Supergraphic colours**
Only use the Optos base tone (dark blue) or white as a background colour and Optos mesaging tones (light blue and dusk blue) for supergraphic colours.

Supergraphics should not be used with photographic backgrounds or as a containing device for imagery.

**Combining supergraphics**
Only roundels 2 and 3 can be combined to form an alternative supergraphic. Each roundel should be a different colour so they do not visually merge.

**Cropping supergraphics**
Supergrahic height or width should be cropped by a minimum of 50% so they do not visually dominate layouts. They should be treated as either a light texture for busy layouts or a supporting asset to add interest to less busy layouts.



For solid color backgrounds, use only the Optos base tone with Optos messaging tones



Supergraphics should not be used with photographic backgrounds



Ensure at least 50% of supergraphic width or height is cropped and that it does not visually dominate or reduce legibility of layouts.

*See **Application examples** section for examples of how to use logos effectively.

# Annotated **opto**map and OCT images

Please follow the examples on this page when labelling **opto**map imagery and any supporting *OCT* images.

**optomap images**
You can highlight the approximate area being captured with a single stroked line and numbered reference centered above, always in Nikon Yellow.

You can set the line at a more relevant angle if it is helpful. Mark both ends of the line with vertical strokes.

For larger areas, use a closed-dash shape with numbered reference above the top edge.

All **opto**map images should feature the **opto**map logo as a watermark in one corner and a colored strip across the bottom in Light Blue. An added caption is optional but helps give the image context.

*OCT* **images**
Any areas you highlight, number them appropriately in the bottom right corner in white.
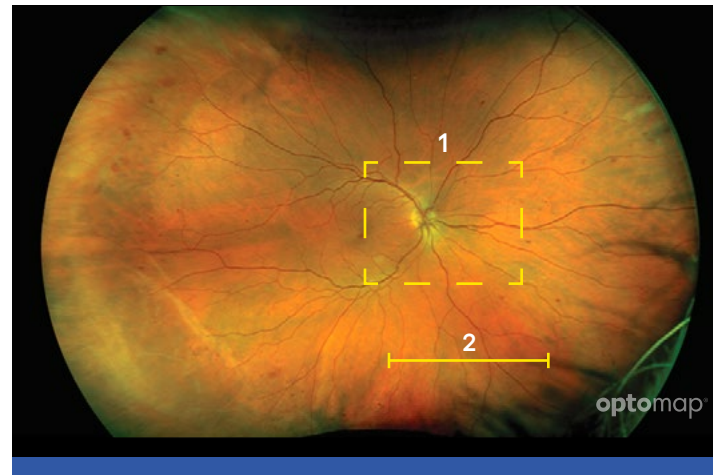


*Optional caption for* **opto***map image directly above*

**opto**map image with caption and colored strip.
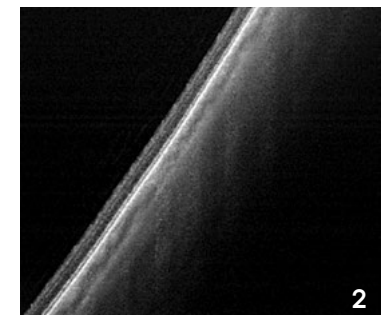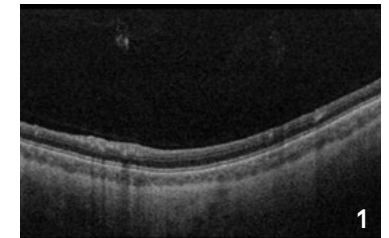
Relevant *OCT* images.

# 2. Our brand in application

# Application examples

**PowerPoint template**
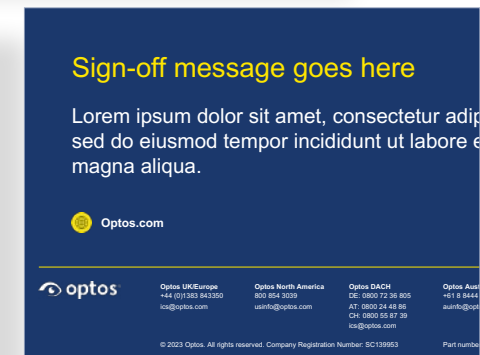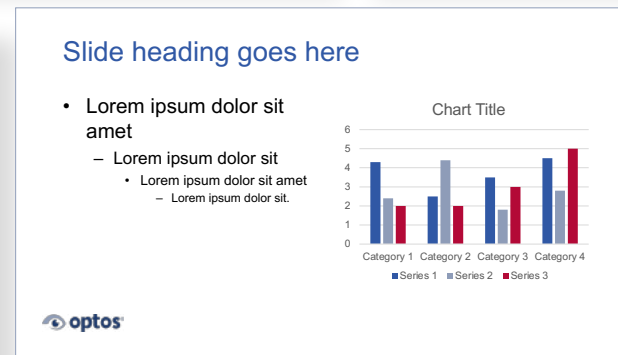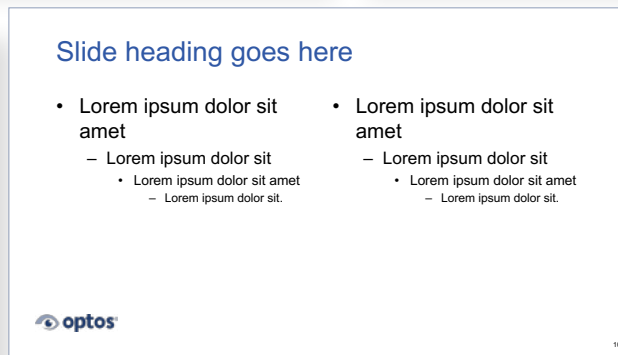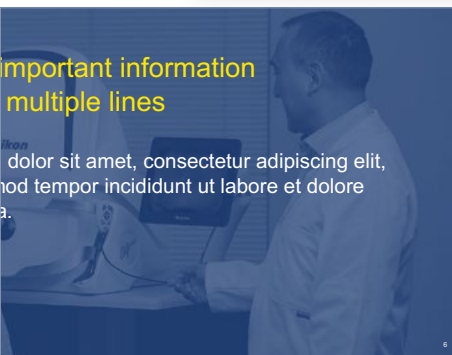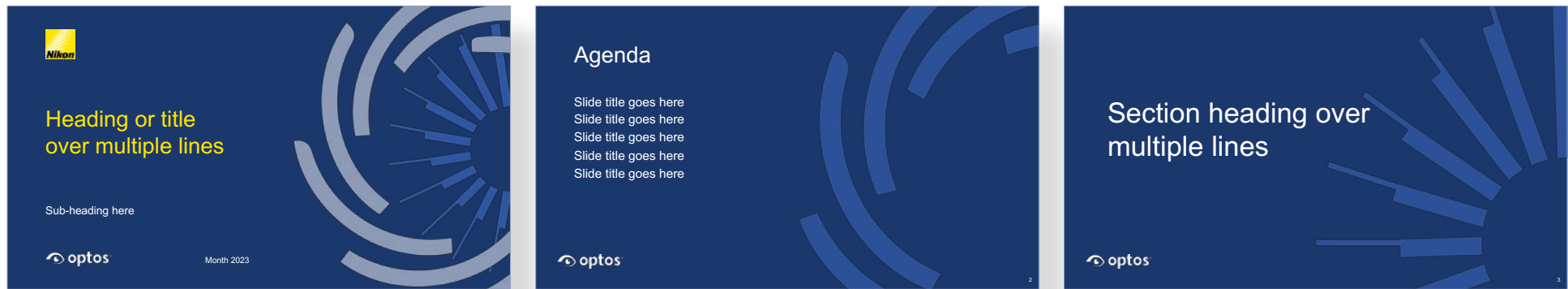


**Please note:** The font family used in email signature application is Arial, please refer to **page 43** for more information on using the websafe font alternative.

# Application examples

**Email blast**
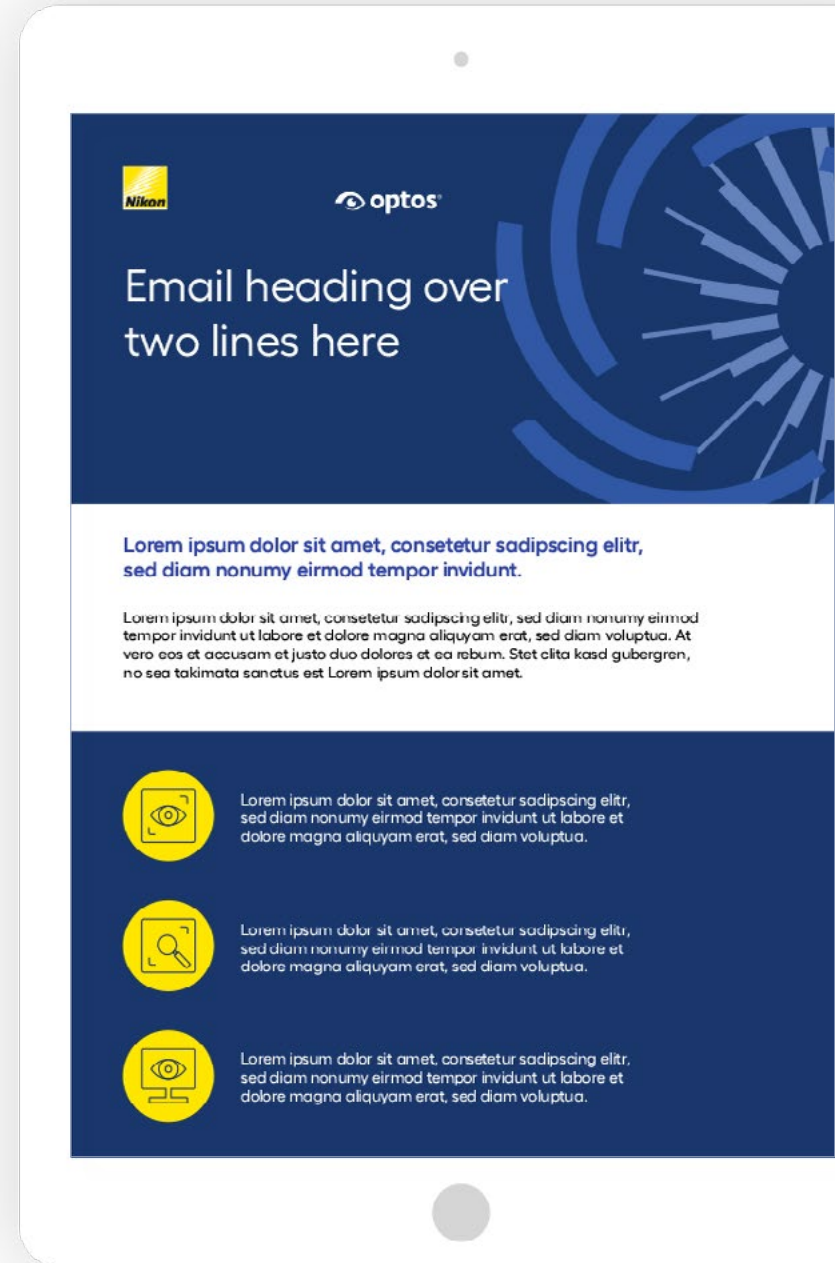
# Application examples

**Web banners**

728x90px



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**optomap**

optomap is an Optos technology

160x600px



**optomap**

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Learn more

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Learn more

optomap is an Optos technology



**optomap**

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optomap is an Optos technology

300x250px

320x480px

# Application examples

## Social post and website testimonial

# Application examples

**Event invitation**



Nikon / optos

## Invitation message including **event name** goes here

**Event name goes here**

Venue name, booth number, table number, etc. over multiple lines if necessary

28 - 30 September 2022
11:30 - 17:30

**To respond to this invitation or for more information please contact us at:**

📞 +44 (0) 1383 843 350

✉️ OptosServiceOrders@optos.com

Description of the event, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt.

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**Contact us:**

CE 0197

© 2023 Optos. All rights reserved. Company Registration Number: SC139953

GA-00203 / 8

# Application examples

**Sample banners**
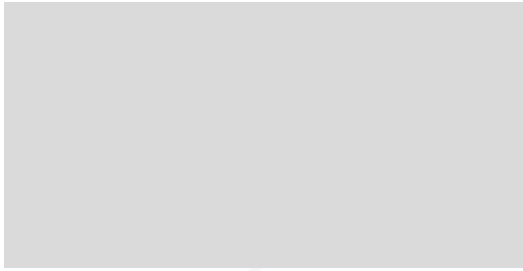
# Application examples

## Product sheet (double-sided)

# Application examples

Case study (double-sided)

# Application examples

**Bi-fold printed piece**

# Application examples

**Tri-fold printed piece**



**Nikon**

Brochure title over multiple lines

Sub-heading

**optos**®

Month 2022

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*Image caption if needed*

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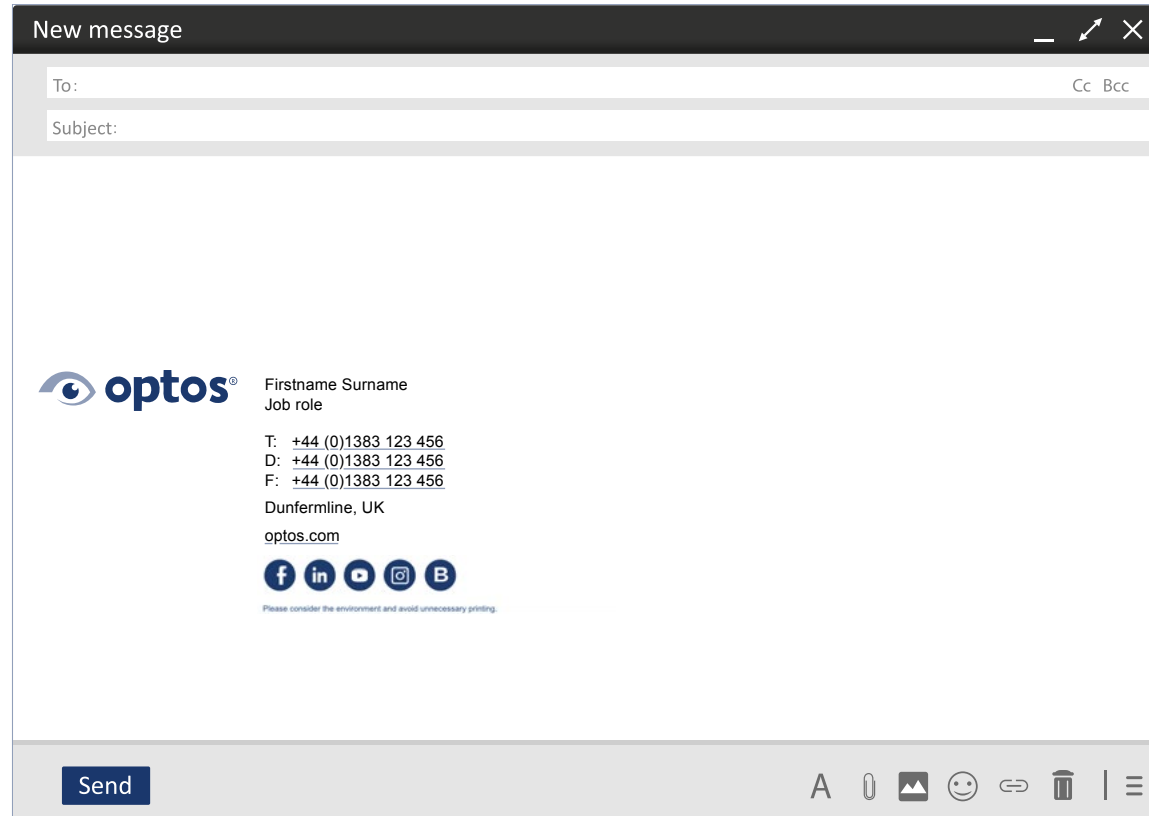
# Application examples

**Leave behind**

# Application examples

**Internal email signature**



**Please note:** The font family used in email signature application is Arial, please refer to **page 43** for more information on using the websafe font alternative.

# Application examples

## Generic footer (B2B)

This is our generic footer. It should be placed at the bottom of all B2B marketing deliverables. We suggest that the generic footer is used globally.

Initiative should be used in the layout of the footer, ensuring it fits suitably to the application's dimensions.

Where space and clarity is limited we can use a footer with a reduced amount of detail.
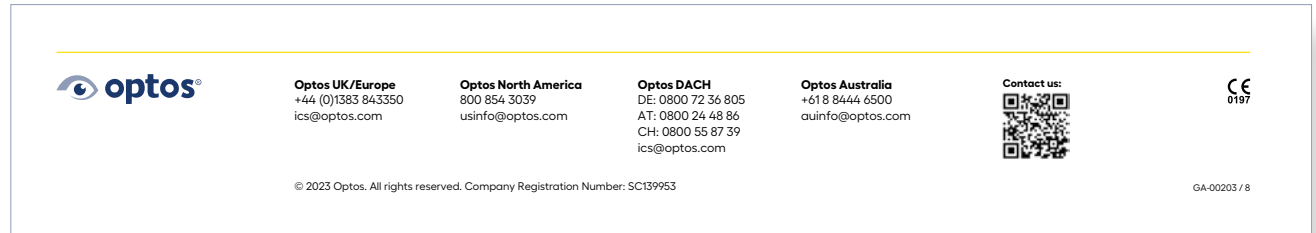


Generic footer (full detail).



Full detail footer in use.



Reduced detail footer in use.

# Thank you

Good luck with creating effective
Optos communications.