



Brand guidelines

2024



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.

optomap® 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.

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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 nth instance (e.g., 10th).

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
optomap®	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™) ultra-widefield should not be broken over two lines of copy 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
<i>color</i>	Lower case, italicised, and red when used as a branded name
<i>color rg</i>	In the first instance, and if there is space, these modalities should be written preceding 'optomap', e.g., optomap <i>color rg</i>
<i>color rgb</i>	
<i>plus</i>	
<i>af</i>	Once it is written with optomap , or if space doesn't allow, we can shorten, e.g., <i>color rg</i>
<i>fa</i>	
<i>icg</i>	
<i>Red-free</i>	Initial capital letter, italicised, and red when used as a branded name
<i>Choroidal</i>	In the first instance, and if there is space, these modalities should be written preceding 'optomap', e.g., optomap <i>Choroidal</i> Once it is written with optomap , or if space doesn't allow, we can shorten, e.g., <i>Choroidal</i> When used in body copy, initial capital letter, italicised and black, e.g., <i>Choroidal</i>
<i>OCT</i>	All caps, italicised, hyphenated and red when used as a branded name
<i>SS-OCT</i>	When used in body copy, all caps, italicised, and black
<i>SD-OCT</i>	

Our writing style

Optos terminology – correct use and format, continued
 For terms commonly associated with Optos and our industry.

Optos terminology	Usage and formatting
<i>Daytona</i>	Initial capital letter, italicised, and red when used as a branded name, i.e., <i>Daytona</i>
<i>California</i>	When used in body copy, initial capital letter, italicised, and black, i.e., <i>Daytona</i>
<i>Monaco</i>	
<i>Silverstone</i>	
UWF Primary	UWF acronym and uppercase, capital P on Primary
Optos <i>Advance</i> [™]	Both words initial capitals, no space between, second word italicised and red, end with trademark only for first use in document. When used in body copy, as above but in black.
Optos <i>Cloud</i> [™]	
Optos <i>AI</i> [™]	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	
auto-capture	Lower case, hyphenated
non-mydratic	
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 marketing material should have the Nikon Company Identifier and Optos logo present in the header or footer of the material.

The **optomap** 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 **optomap** should be in written copy.

B2C marketing materials

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



Colored bug only to be used on event stands.

Black logo



Only to be used when full color 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

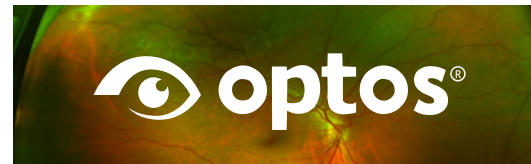
When using photographic backgrounds, ensure that the photography is suitably placed so legibility isn't compromised. Use either a colored background or white background in instances where photography isn't suitable.

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 color 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.

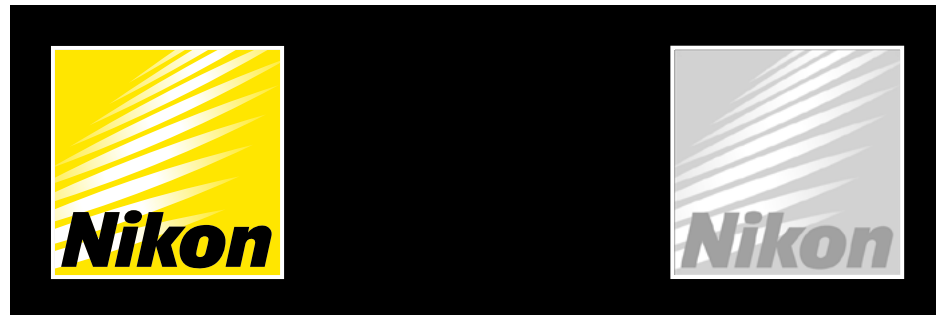
Full color



Black and white



Full color, outlined



Black and white, outlined



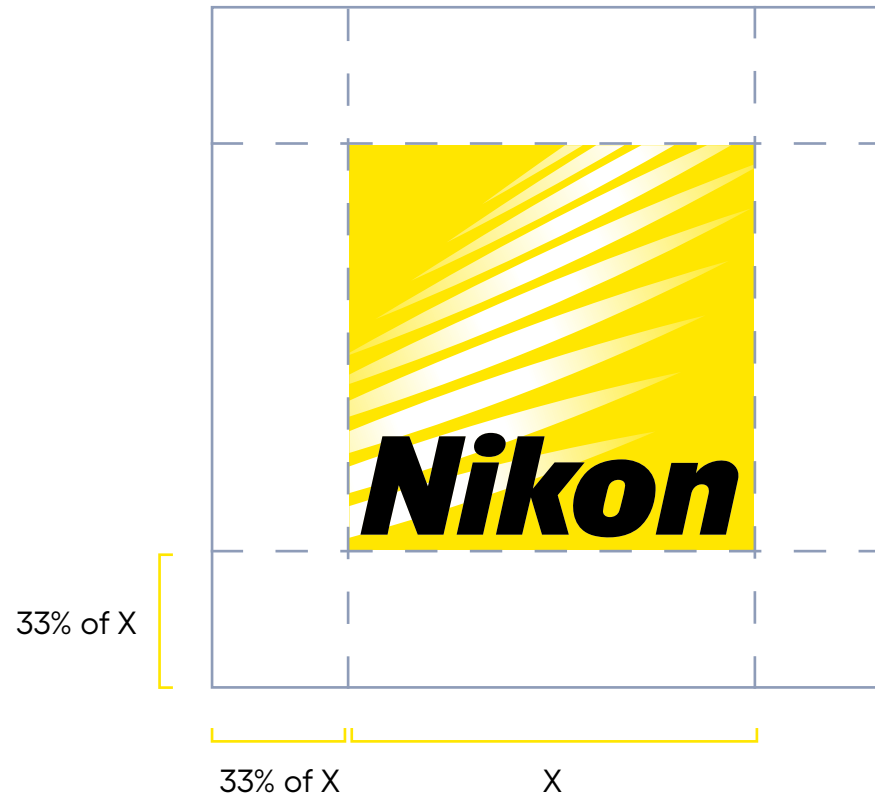
Our logos: Nikon

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.



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.



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.

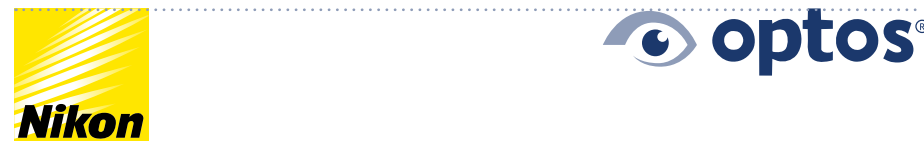
When both logos are **at the bottom of a layout**, the Nikon Company Identifier is anchored to the top of the Optos logo. This footer layout is often coupled with a yellow dividing line above.

When pairing the Nikon Company Identifier and the Optos logo in a layout focusing on an Optos product (e.g., **optomap**), 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.

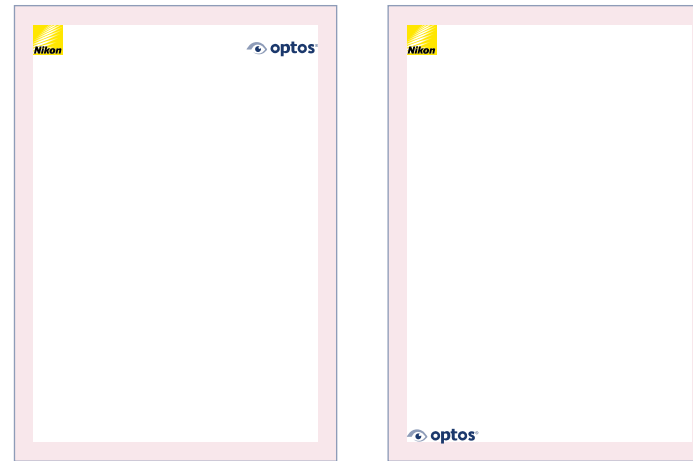
*See **Application examples** section for examples of how to use logos effectively.

Logo relationship

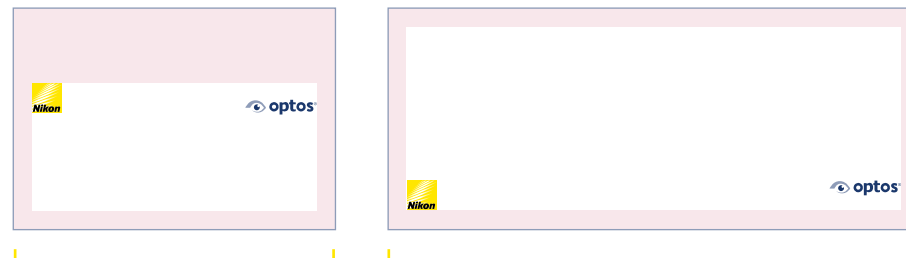
The examples here show a variety of ways to apply the logo relationship explained on the previous pages.

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: optomap

The **optomap** 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 **optomap** logo should only be used in a reversed, non-bug form at a 50% tint to stamp imagery.

See **page 48** for an example of this treatment.

B2C materials

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

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

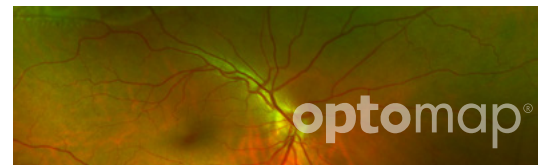
Primary logo



Reversed logos



Black logo



optomap 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: optomap

Exclusion zone

To maintain the logo's visual integrity, always surround the **optomap** 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



25 mm

Screen



200 px

Logo guidance: optomap

Please refer to the following examples for guidance on which variety of the **optomap** 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.

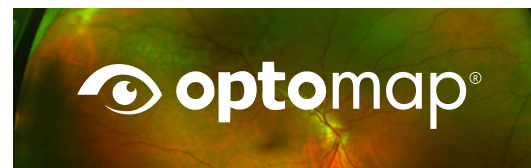
The Reversed logo, without the eye-bug, can be used at a **50% opacity** when appropriate, i.e., on **optomap** imagery, non-detailed, when the logo needs to be present but does not need stand-out.

Brand hierarchy

Pay particular attention to brand hierarchy, especially in situations where multiple logos are being used (e.g., give more attention to the **optomap** 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 color printing is not an option, use the Black logo instead.



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

Our logos: **optomap** tagline lockup

We suggest the **optomap** 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 **optomap** tagline lockup should never be used in digital application.

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

Primary logo



Reversed logo



Black logo



Our logos: optomap with tagline

Exclusion zone

To maintain the logo's visual integrity, always surround the **optomap** 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.



Print



25 mm

Our logos: optomap with tagline

Please refer to the following examples for guidance on which variety of the **optomap** 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 **optomap** 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 **optomap** 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 color printing is not an option, use the Black logo instead.

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

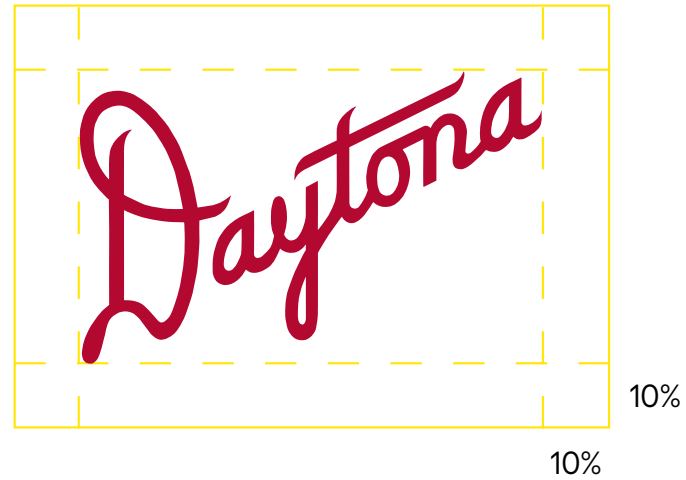
Our logos: *Daytona*

Exclusion zone

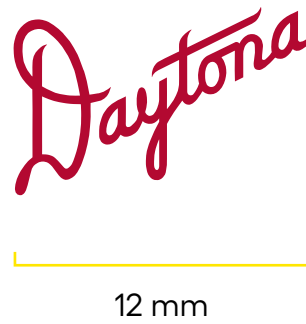
To maintain the logo's visual integrity, always surround the *Daytona* with a clear area. Never place anything in this clear area. The minimum space is 10% of the full width of the logo.

Minimum size

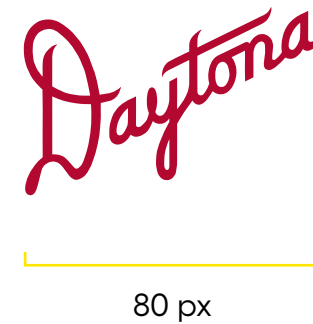
We've specified a minimum size to ensure legibility and effectiveness. Note: this is the 'minimum' size, not the preferred size.



Print



Screen



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.



Print



12 mm

Screen



80 px

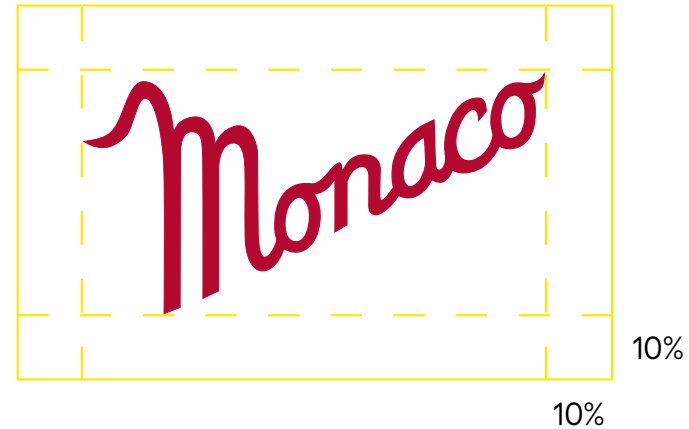
Our logos: *Monaco*

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

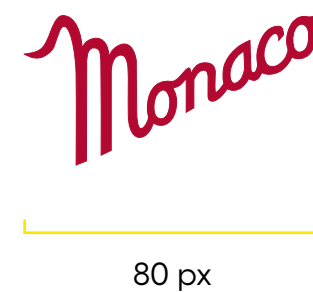
We've specified a minimum size to ensure legibility and effectiveness. Note: this is the 'minimum' size, not the preferred size.



Print



Screen



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.



Print



Screen



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

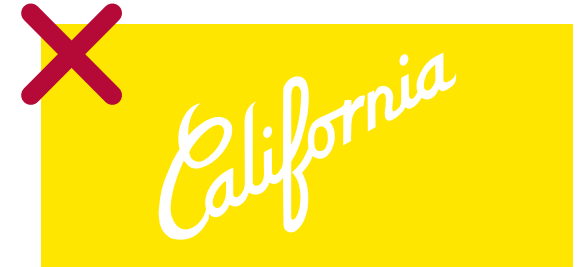
When using colored backgrounds, only use suitable colors from the correct palette and be wary of legibility.

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 **optomap** products. Our software products enable our devices to make the capture, review, sharing and storage of **optomap** images easier and more dynamic.

OptosAdvance, *OptosCloud* and *OptosAI* have their own logos.

Product logos

Optos *Advance*TM

Optos *Cloud*TM

Optos *AI*TM

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.



Print

Optos*Cloud*TM

20 mm

Screen

Optos*Cloud*TM

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 *OptosAI*, *OptosAdvance*, and *OptosCloud* 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

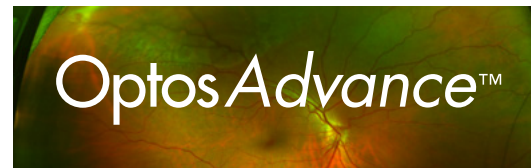
When using photographic backgrounds, ensure that the photography is suitably placed so legibility isn't compromised. Use either a colored background or white background in instances where photography isn't suitable.

Brand hierarchy

Pay particular attention to brand hierarchy, especially in situations where multiple logos are being used (e.g., give more attention to the *OptosAdvance* 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.

Core 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., *optomap color rg*, *OptosCloud™*, *Silverstone*, etc).

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

Base tone



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

Optos messaging tones



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



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

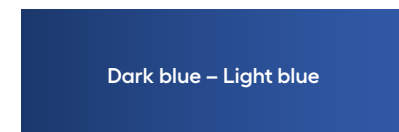
Accent tones



Pantone 7427
C0 M100 Y65 K28
R181 G9 B56
HEX B40937

Pantone 109
C0 M10 Y100 K0
R255 G230 B0
HEX FFE600

Optos gradient



C100 M87 Y0 K31
R27 G56 B108
HEX 1B386C

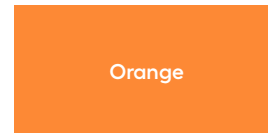
C85 M62 Y0 K0
R48 G88 B165
HEX 3058A5

Secondary color palette

The secondary brand color palette plays a crucial role by enhancing the visual identity established through the core palette.

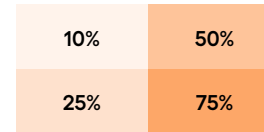
It needs to seamlessly complement the primary colors to maintain brand consistency and versatility. Harmonizing with the primary colors ensures that the brand's personality remains intact and adaptable for various applications, from marketing materials, campaigns and product design.

Please refer to **page 42** for guidance on secondary colour usage and **page 43** for guidance on color balance.



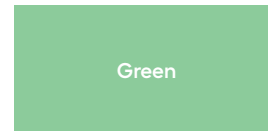
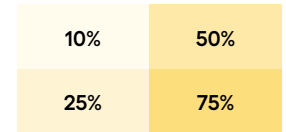
Orange

Pantone 715 C
C0 M54 Y87 K0
R253 G137 B53
HEX FD8935



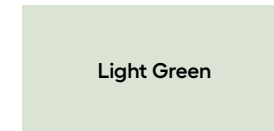
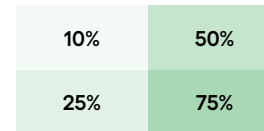
Yellow

Pantone 122 C
C0 M11 Y80 K0
R253 G211 B80
HEX FDD350



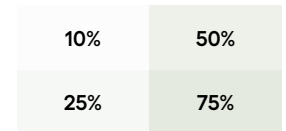
Green

Pantone 345 C
C43 M0 Y41 K0
R140 G203 B155
HEX 8CCB9B



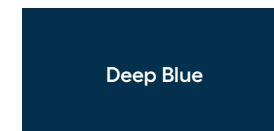
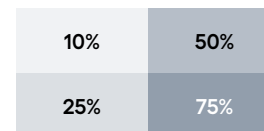
Light Green

Pantone 621 C
C12 M1 Y12 K2
R219 G227 B213
HEX DBE3D5



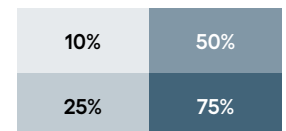
Blue Grey

Pantone 7544 C
C35 M14 Y11 K34
R109 G125 B145
HEX 6D7D91



Deep Blue

Pantone 2767 C
C100 M90 Y10 K77
R3 G48 B77
HEX 03304D



Secondary color palette

Please refer to the following examples for best practice guidance on using secondary colors.

Colour count

Avoid using more than two different colors per single application (e.g. brochure front cover), except for infographics and data visualisation or illustrations where more than two are required.

Tints of colors are not included in the colour count and can be used to harmonise colour choices.

Infographics and data visualisation

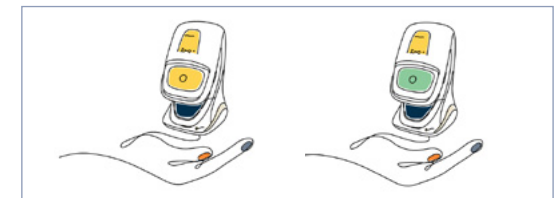
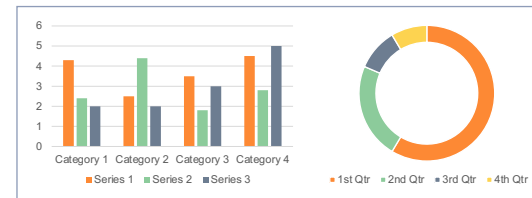
More than two secondary colors can be used to visualise data in the form of graphs, charts, or more complex infographics.

Iconography and UI design

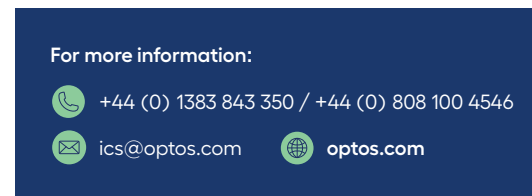
Secondary colors can be applied to our icons (with or without roundel) and interactive buttons or menu items in digital applications.



Avoid using more than two secondary colors at a time for each application



Only increase the color count for data visualisation and illustrations



Do not alternate colors for iconography, buttons and interactive elements

*See **Application examples** section for examples of the secondary palette in use.

Color balance

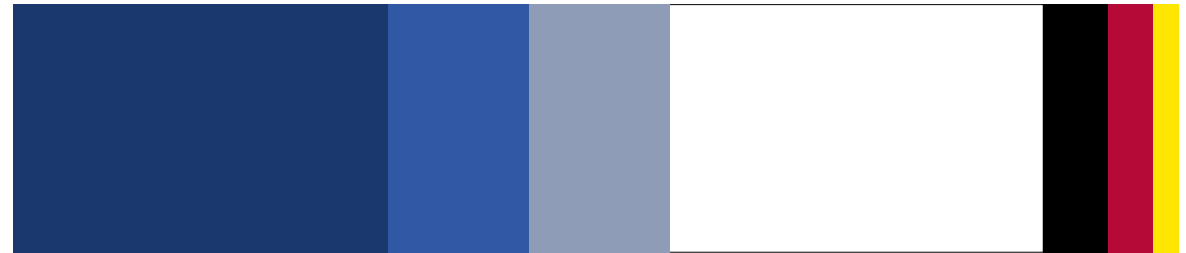
Brand color balance is essential for a cohesive visual identity. It involves strategically combining colors that align with the brand's personality and resonate with the varying target audiences.

This color balance ensures consistency across platforms, fostering brand recognition and a memorable market presence. It supports the consistent usage of the core and secondary palettes, and the balance between them.

Secondary colors must be used in moderation, the balance shown reflects the colors across the entire brand, inclusive of all brand touch points.

The secondary colors can dominate an email design or campaign branding but must not dominate the overall brand.

Core palette balance



Secondary palette balance (maximum of two per application)



Overall brand color balance (multiple applications)



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 46** for guidance if the Fellix family isn't available.

AaBb *AaBb*
1234567890 *1234567890*

Fellix Semi Bold and Bold Italic

AaBb *AaBb*
1234567890 *1234567890*

Fellix Regular and Italic

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

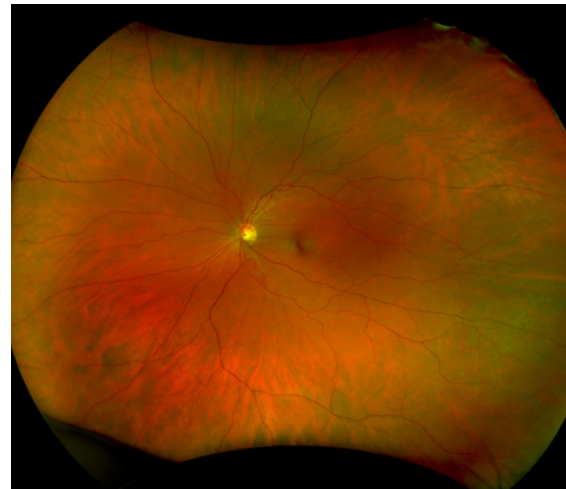
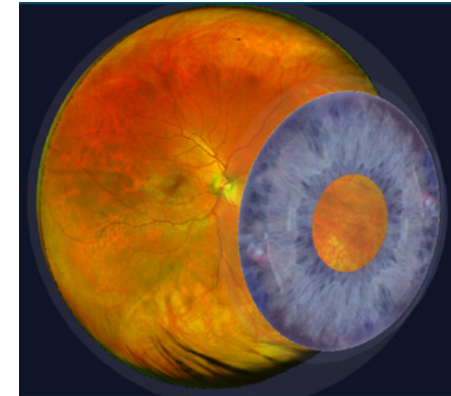
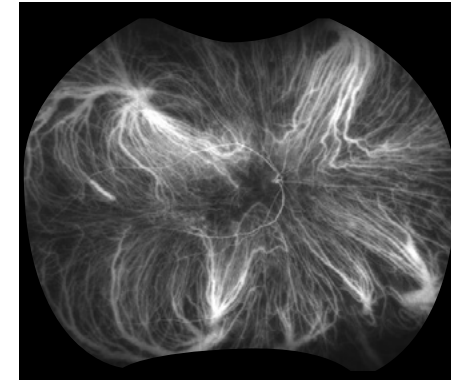
Arial Regular and Italic

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 color. Please be extra vigilant when selecting fitting imagery.
- **optomap** 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.

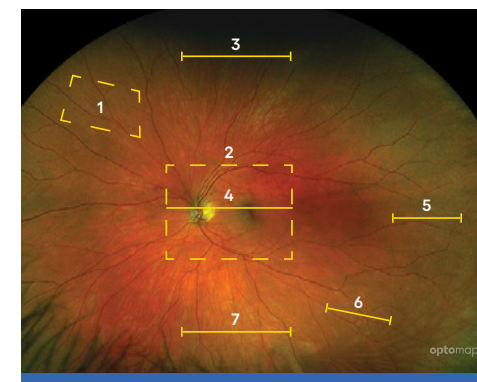
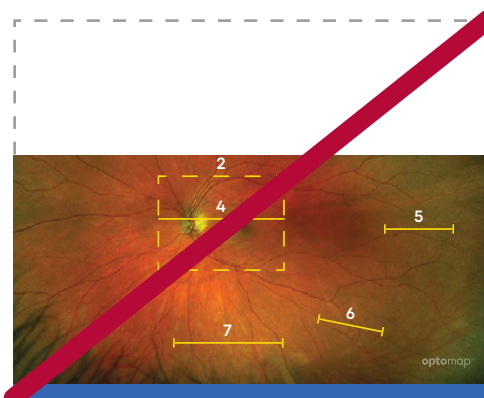
optomap imagery

When using **optomap** 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 54** for more guidance on **optomap** imagery.



Choose more abstract imagery for tightly cropped layouts.



Make sure the whole image is shown for annotated **optomap** 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

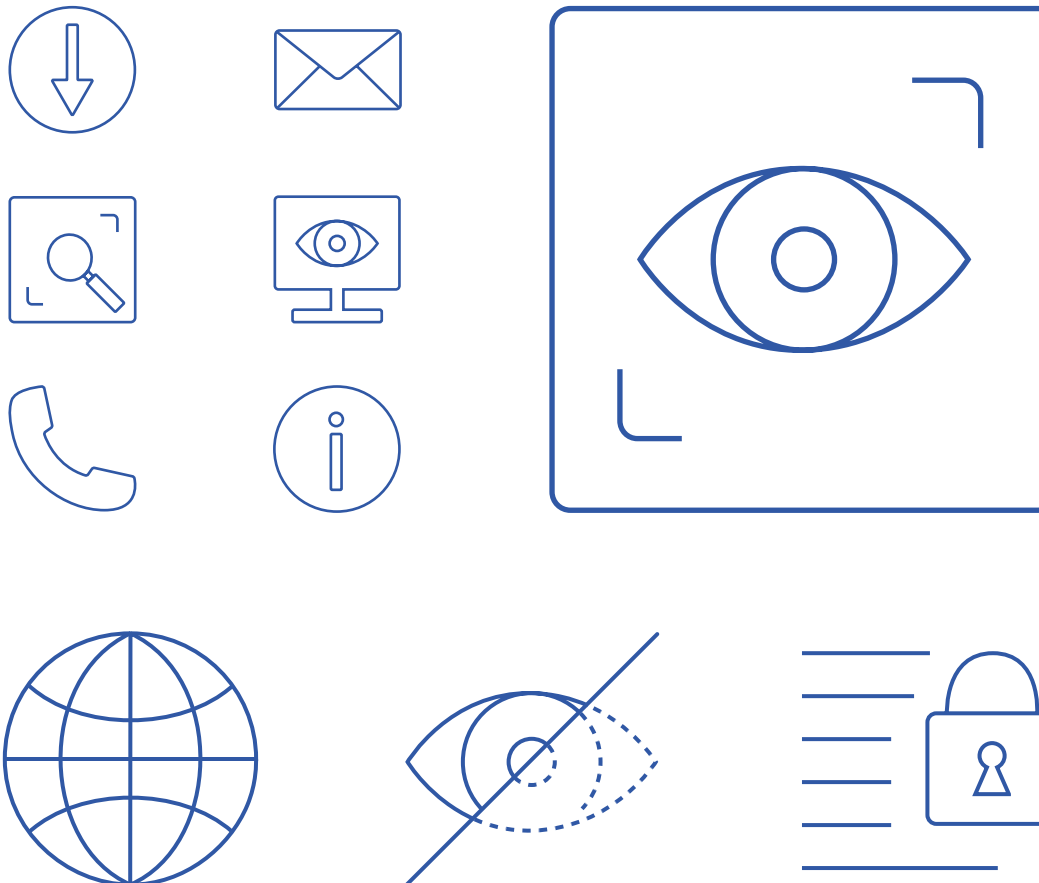
All icons are designed on a 48 pixel grid and feature consistent strokes with rounded corners and without any filled shapes.

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. You can also use the secondary palette for the icons.

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.



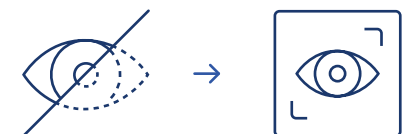
Roundel formats.

For more information:

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

 ics@optos.com  [optos.com](https://www.optos.com)

Small icon layout example using roundels.



Nequunt veles excero ipsantius, que cum consequat estissuntis inte ad modipsa velescimus, omnihit que laccusciis volestibus dendi omnitat officat uribus.

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.



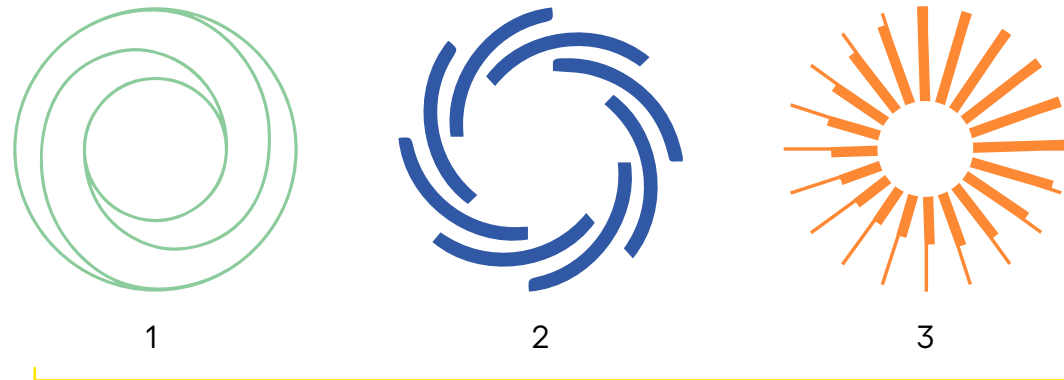
Supergraphics

There are three supergraphic variants that can be colored individually with the core palette or secondary color palette to extend their use (only one color per supergraphic).

These can be paired with single color or plain white backgrounds.

Certain supergraphics can also be combined to form an alternative form for greater visual impact.

Please refer to **page 53** for more guidance on using supergraphics.



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 colors

Only use the Optos base tone, a secondary palette color, or white as a background and use any Optos messaging tone or secondary color (including tints) for the supergraphic. Do not use the accent tones.

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 color (or tint) so they do not visually merge.

Cropping supergraphics

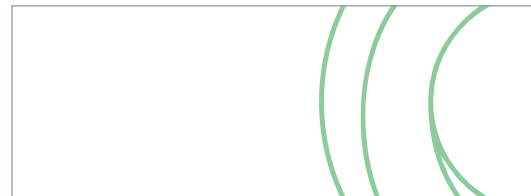
Supergraphic height or width should be cropped by a minimum of 50% so they do not visually dominate layouts. They should be treated as either a light texture for busy layouts or a supporting asset to add interest to less busy layouts.



Accent tones (deep red and Nikon yellow) should never be used



Supergraphics should never 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 optomap and OCT images

Please follow the examples on this page when labelling **optomap** 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.

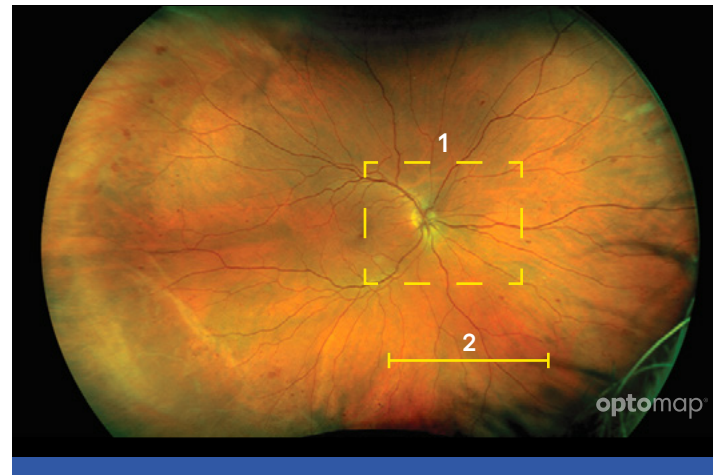
You can set the line at a more relevant angle if it is helpful. Mark both ends of the line with vertical strokes.

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

All **optomap** images should feature the **optomap** 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.

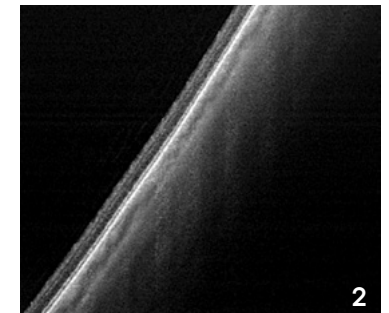
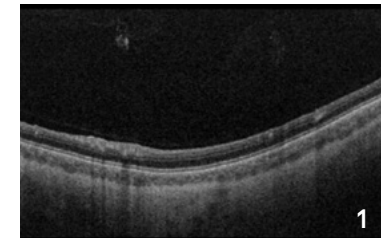
OCT images

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



*Optional caption for **optomap** image directly above*

optomap image with caption and colored strip.



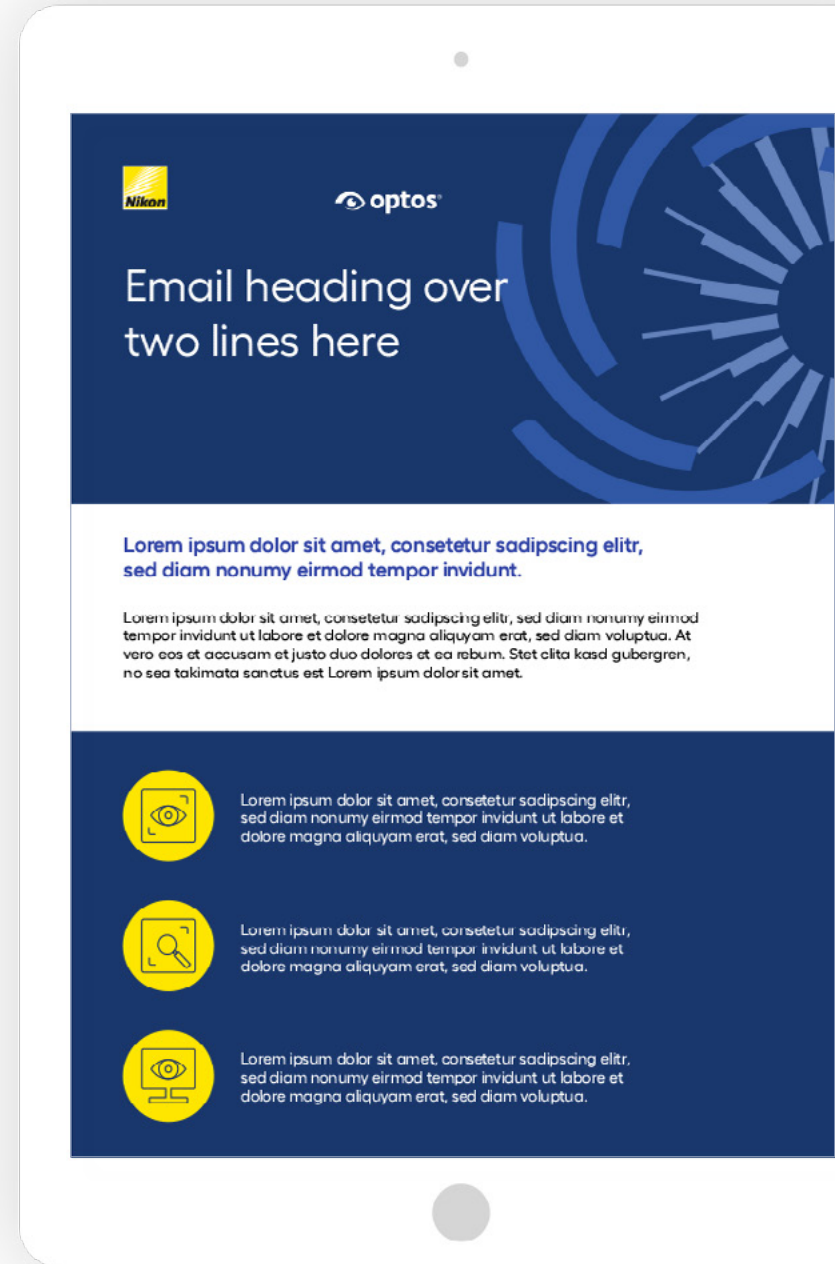
Relevant *OCT* images.

2. Our brand in application



Application examples

Email blast



Application examples

Email (secondary palette)








Your clinic partner in business and practice
 Challenging industry change

Optos' latest research challenges industry change
 From overheads and running payroll, to investing in advanced imaging technology, we spoke to a host of eyecare experts to find out what they really think about the current opportunities and challenges in the industry.
 In this latest research, 'Your Clinical partner in business and practice' we explore the challenges facing clinicians and business owners, and how the introduction of multimodal imaging technology can be accessible to all.

At Optos, we want to get to the heart of the issues and provide solutions to futureproof the industry.
 Read our free eBook now to discover how you can protect patients' eyesight and implement change in a way that proves to be both financially and clinically beneficial.



[Download the eBook here](#)








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 Flame Health Associates LLP, R Stoney Street Nottingham NG1 5LP
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[Preferences](#) | [Unsubscribe](#)

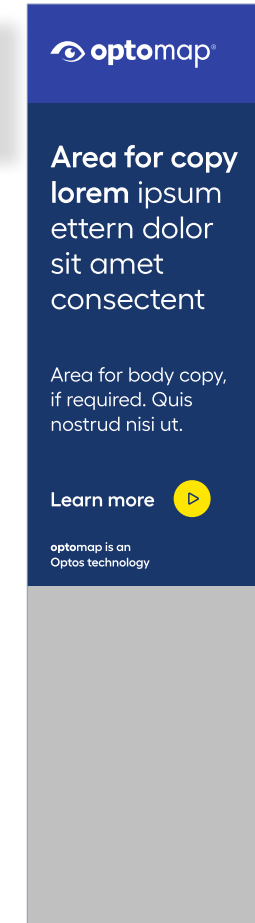
Application examples

Web banners

728x90px



160x600px

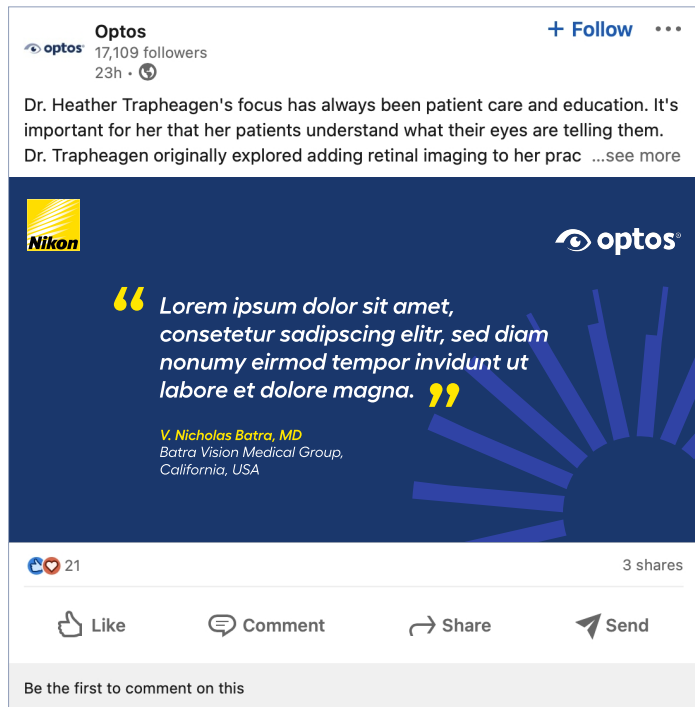


300x250px

320x480px



Application examples

Social post and website testimonial



Optos
17,109 followers
23h · 🌐

Dr. Heather Trapheagen's focus has always been patient care and education. It's important for her that her patients understand what their eyes are telling them. Dr. Trapheagen originally explored adding retinal imaging to her prac ...see more

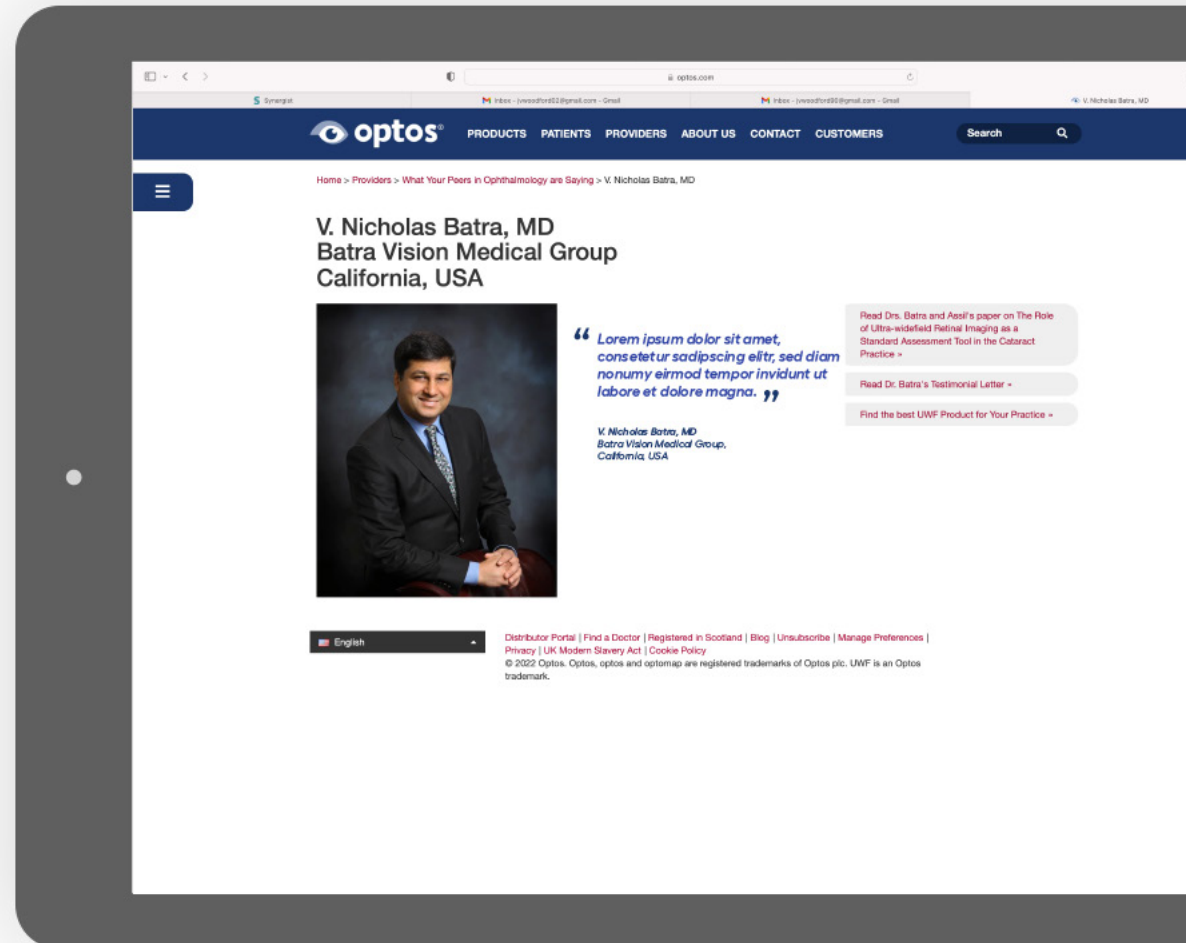
“ Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna. ”

V. Nicholas Batra, MD
Batra Vision Medical Group,
California, USA

👍❤️ 21 3 shares

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Home > Providers > What Your Peers in Ophthalmology are Saying > V. Nicholas Batra, MD

V. Nicholas Batra, MD Batra Vision Medical Group California, USA



“ Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna. ”

V. Nicholas Batra, MD
Batra Vision Medical Group,
California, USA

Read Dr. Batra and Asif's paper on The Role of Ultra-widefield Retinal Imaging as a Standard Assessment Tool in the Cataract Practice >

Read Dr. Batra's Testimonial Letter >

Find the best UWF Product for Your Practice >

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Application examples

Event invitation

The image shows a vertical event invitation card. At the top, there is a dark blue header bar containing the Nikon logo on the left and the Optos logo on the right. Below the header, the main content area is white. The title 'Invitation message including event name goes here' is centered in a large, dark blue font. Below the title, there are several sections: 'Event name goes here' followed by a placeholder for venue and booth information; dates and times '28 - 30 September 2022' and '11:30 - 17:30'; contact information including a phone number and email address; a description of the event; and a section for 'Additional information' with a bulleted list. At the bottom, there is a footer with the Optos logo, regional contact details for UK/Europe, North America, DACH, and Australia, a QR code, and a CE mark.

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.

Additional information

- Dolor sit amet, consectetur adipiscing elit, sed don eiusmod tempor incididunt ut labore et dolore. Magna aliqua. Ut enim ad minim veniam, quis trud exercitation **cupplae** cillium eu targnut.
- Ullamco laboris nisi ut aliquip ex ea commodo consequat, uis 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.


optos **optos**

Optos UK/Europe
+44 (0)1383 843350
ics@optos.com

Optos North America
800 854 2039
usinfo@optos.com

Optos DACH
DE: 0800 72 36 805
AT: 0800 24 48 86
CH: 0800 55 87 39
ics@optos.com

Optos Australia
+61 8 8444 6500
auinfo@optos.com

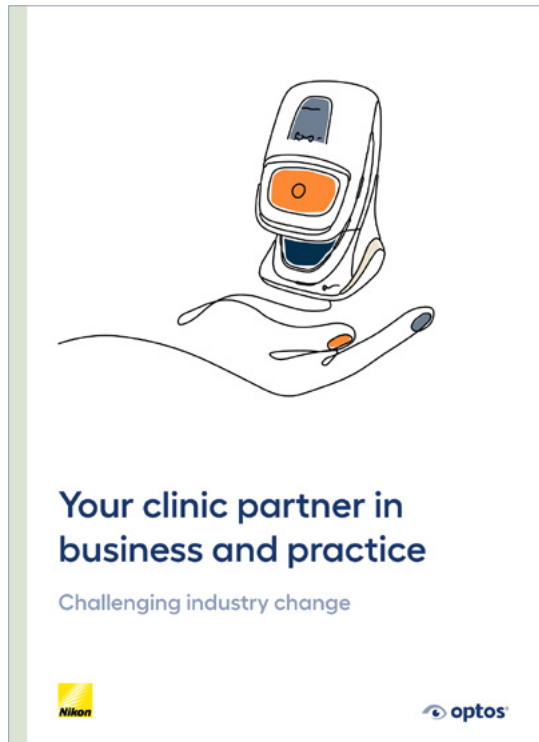
Contact us: 

CE 0197

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Application examples

E-Book (secondary palette)





Application examples

Pull-up banners

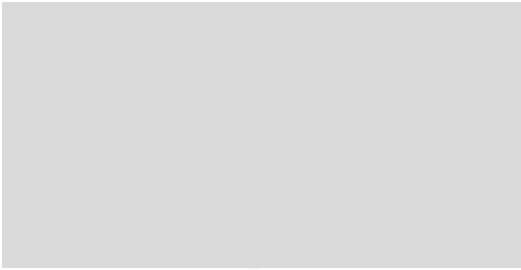


Application examples

Product sheet (double-sided)



Lorem ipsum amettern auter tempo



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed donorio eiusmod tempor incididunt ut labore et dolore magna aliqua. Utimm ad minim veniam, quis nostrud exercitation ipsum dolor sit amet ullamco laboris.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed don 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.

Dolor sit amet, consectetur adipiscing elit, sed don eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation cupplae cillum eu tagnut.

Ullamco laboris nisi ut aliquip ex ea commodo consequat, uis 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.

Lorem ipsum dolor

- Dolor sit amet, consectetur adipiscing elit, sed don eiusmod tempor incididunt ut labore et dolore.
- Magna aliqua. Ut enim ad minim veniam, quis trud exercitation cupplae cillum eu tagnut.
- Ullamco laboris nisi ut aliquip ex ea commodo consequat, uis 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.

“ Aliquet risus feugiat in ante. Vite proin sagittis nisl rhoncus mattis rhoncus urna neque. ”

*Full name, Position title
 Treatment center, City/Region*

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*Full name, Position title
 Treatment center, City/Region*

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Optos UK/Europe
 +44 (0)1583 843350
 ics@optos.com

Optos North America
 800 854 3039
 usa@optos.com

Optos DACH
 DE: 0800 72 54 805
 AT: 0800 24 48 86
 CH: 0800 55 87 39
 ics@optos.com

Optos Australia
 +61 8 8444 6500
 au@optos.com

Contact us:
 

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Application examples

Case study (double-sided)



Patient story

Patient first name

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Full name, Position title
Treatment center, City/Region



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Full name, Position title
Treatment center, City/Region

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Optos UK/Europe
+44 (0)1583 842330
ics@optos.com

Optos North America
800 854 3039
usa@optos.com

Optos DACH
DE 0800 72 34 805
AT 0800 24 44 86
CH 0800 55 87 39
ics@optos.com

Optos Australia
+61 8 8444 6500
aunz@optos.com

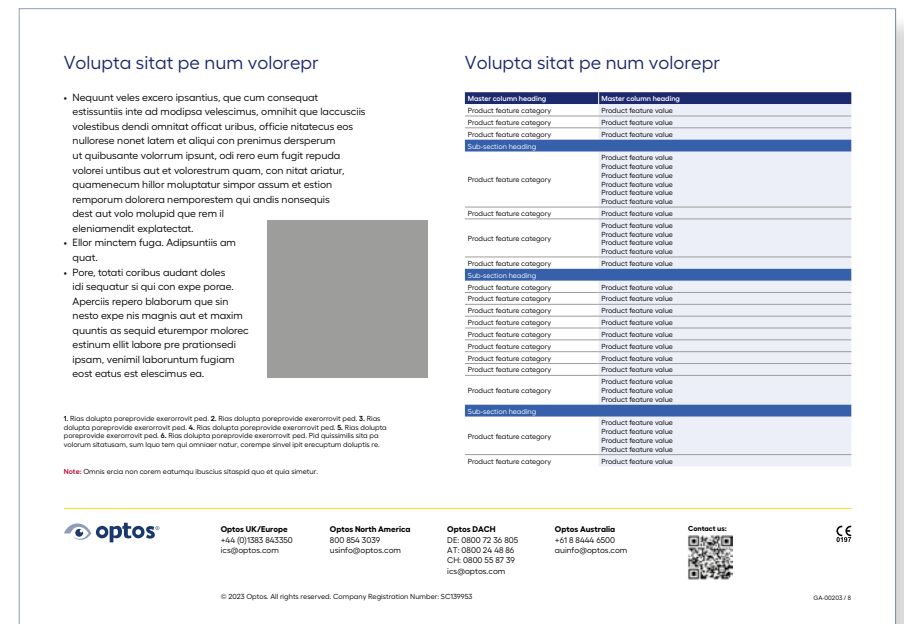
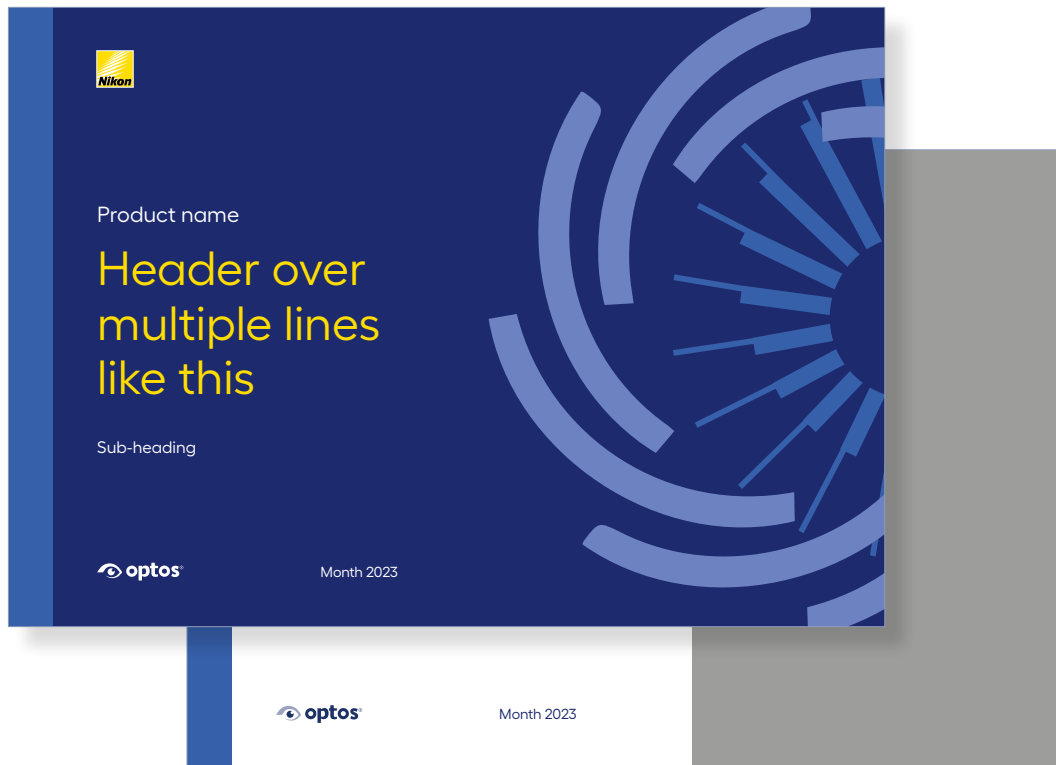
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Application examples

Bi-fold printed piece



Application examples

Tri-fold printed piece



Application examples

Leave behind



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Contact us for more information

-  optos.com
-  OptosServiceOrders@optos.com
-  +44 (0) 1383 843 350



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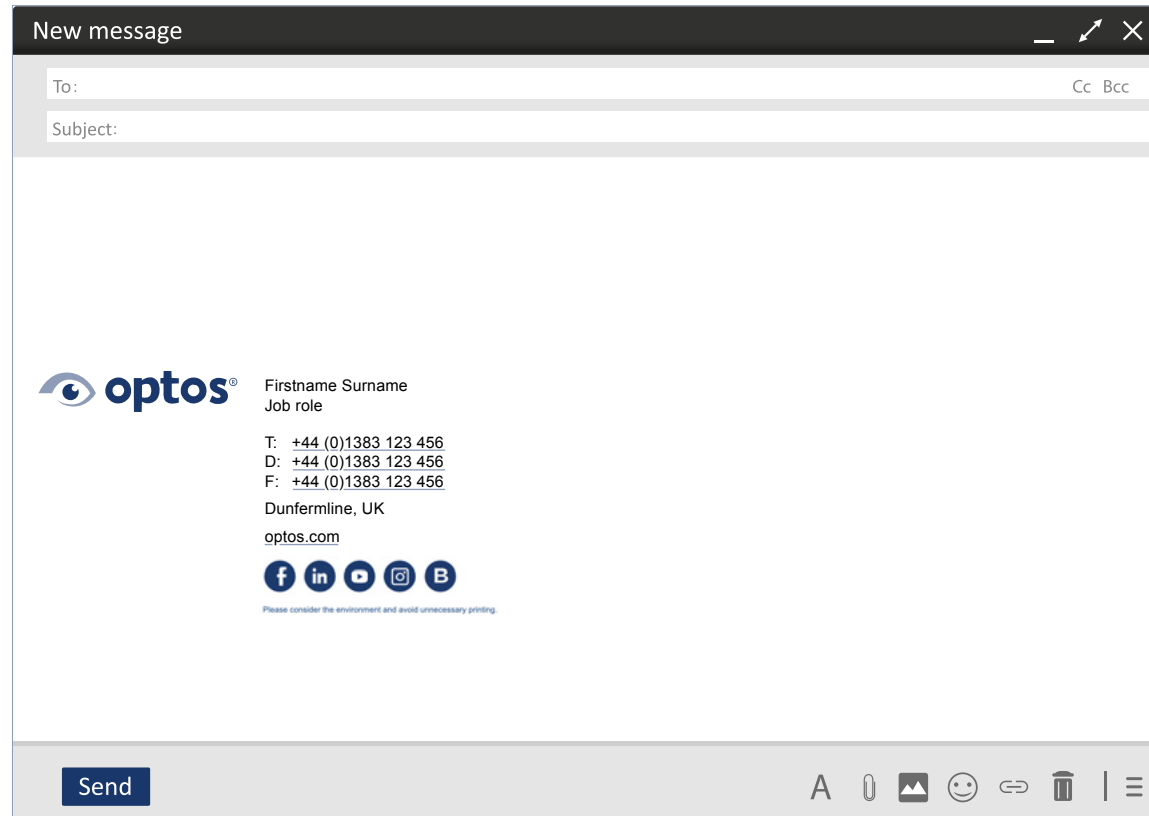
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Application examples

Internal email signature



Please note: The font family used in email signature application is Arial, please refer to **page 46** for more information on using the websafe font alternative.

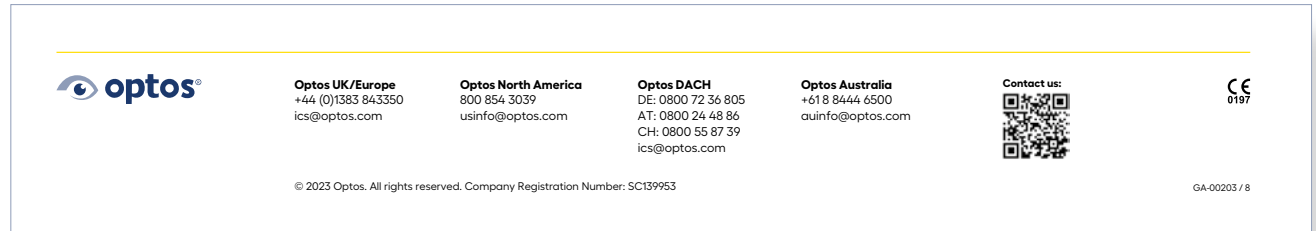
Application examples

Generic footer (B2B)

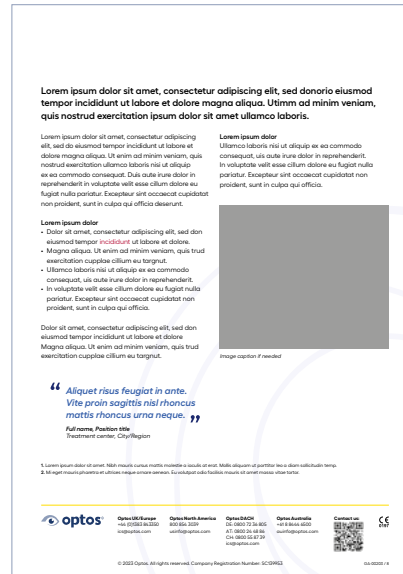
This is our generic footer. It should be placed at the bottom of all B2B marketing deliverables. We suggest that the generic footer is used globally.

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.