



Optimus

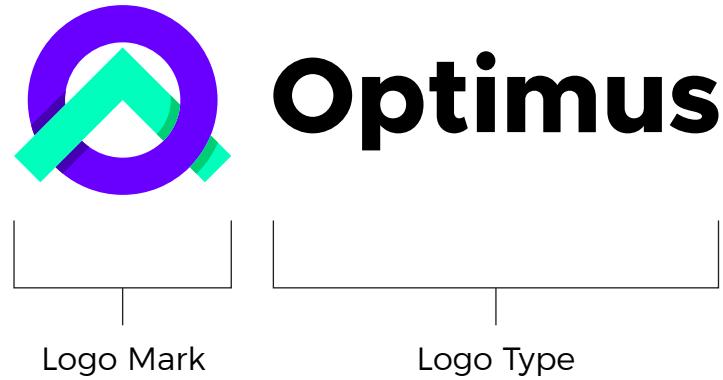
| Logo Guide 2022



■ INTRODUCTION

The aim of this logo guide is to explain in brief the types of logo and brand colors a well to guide you towards use. Our logo have been provided in the following format: **Ai**, **EPS**, **JPG**, **PNG**, **SVG**, and **PDF**.





Logo Mark

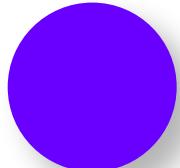
Optimus

Logo Type

■ COLOURS

Primary Colours

These are the main colour which is used on the logo itself. These colours were chosen to suite the logo itself and to suite the brand identity. These colours are to be used when creating designs for the Business at all times.



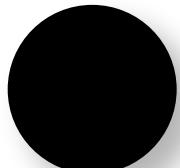
#6900ff



#00ffbc



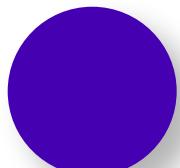
#ffffff



#000000

Secondary Colours

This is the Secondary colour. These colours are to be used only when necessary when creating design for the business.



#4500b2



#00ce75



#cccccc

■ LOGO TYPOGRAPHY

The Logo Typography was chosen to suite the logo icon itself to create a visual balance between the icon and the typography.

Optimus = Metropolis (Extra Bold)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 - ! @ # \$ % ^ & * () , . < >

■ LOGO USE

Strictly adhere to the rules guiding the usage of this logo stated in this guide at all times during use.



Do not change colour



Do not rotate



Do not expand or flatten



Do not add outline/stroke



Do not stroke/outline



Do not flip, mirror or reflect



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