

Optimal AI: Brand Style Guide

1. Brand Identity

Brand Essence

Purpose: Delivering practical AI automation solutions that enhance manufacturing efficiency

Vision: Making advanced automation accessible to small and medium manufacturers **Values:** Expertise, Practicality, Reliability, Innovation, Transparency

Positioning Statement

Optimal AI combines deep manufacturing process knowledge with AI automation expertise to deliver practical, measurable process improvements for manufacturing operations.

2. Visual Identity

Colors

Primary Color:

- Main Blue: #055263 (Deep teal-blue)

Secondary Colors:

- Light Blue: #3A7D8C
- Neutral Gray: #4D5D65
- Accent Orange: #FF7D3B (for CTAs and highlights)
- Light Gray: #F2F4F5 (for backgrounds)

Typography

Primary Font: Roboto

- Headings: Roboto Bold
- Subheadings: Roboto Medium
- Body text: Roboto Regular
- Weights: 400, 500, 700

Secondary Font: Open Sans

- Use for longer form content and documentation

Technical Font: Roboto Mono

- Use for code snippets, technical specifications, and data displays

Imagery

Photography Style:

- Focus on real manufacturing environments
- Show technology enhancing human work (not replacing it)
- Clean, well-lit environments with blue/teal color grading
- Avoid cluttered or chaotic imagery

Illustration Style:

- Simple, flat vector illustrations with 2-3 colors from palette
- Use geometric shapes and minimal detailing
- Data visualization should be clean and easily understandable

Logo Usage

- Maintain clear space around logo equal to height of "O" in Optimal
- Minimum size: 30px height for digital, 10mm for print
- Primary logo on white or light backgrounds
- White/reversed logo on dark backgrounds
- Never stretch, recolor, or alter proportions

3. Communication

Voice & Tone

Voice Characteristics:

- Expert but approachable
- Solution-oriented
- Clear and concise
- Technically precise without unnecessary jargon

Tone Adjustments:

- Website: Professional and confident
- Email: Direct and personalized
- Technical documentation: Precise and detailed

- Social media: More conversational but still professional

Language

- Primary communications in German
- French and English capabilities highlighted when relevant
- Avoid excessive technical jargon unless communicating with technical decision-makers
- Focus on practical outcomes and ROI over technical specifications
- Use active voice and concrete examples

Content Principles

1. **Clarity Over Complexity:** Explain technical concepts simply
2. **Results-Focused:** Emphasize business outcomes and ROI
3. **Industry-Specific:** Reference manufacturing-specific challenges and solutions
4. **Evidence-Based:** Support claims with data and case studies
5. **Problem-Solution Structure:** Present clear problems and their solutions

4. Application Guidelines

Website

- Clean, minimal layout with ample white space
- Consistent grid system
- Main blue (#055263) for headers and key elements
- Orange accent for CTAs and important buttons
- Service descriptions should focus on outcomes
- Use manufacturing-specific testimonials prominently

Email

- Consistent signature format with logo and contact information
- Use templates with the brand color palette
- Concise and direct messaging
- Personalize when possible

Social Media

- LinkedIn as primary platform
- Consistent profile images and headers across platforms
- Content mix: 50% educational, 30% case studies, 20% company updates
- Use brand colors in all created graphics

Presentations

- Clean, minimal slide designs
- Use the main color palette consistently
- 1-2 key messages per slide maximum
- Use real implementation examples when possible
- Include contact information on every slide

5. Practical Templates

- Email signature
- Letterhead
- Proposal template
- Case study format
- Invoice template
- Social media post templates

Would you like me to expand on any particular section of this style guide, or would you like more specific guidance for any particular channel?