OptiTurn
Brand Guidelines
Updated 09.30.2010

OptiTurn

Welcome to the OptiTurn brand.

Our brand identity is shorthand for our strategy.

OptiTurn is a product created specifically to provide the most comprehensive asset recovery solution for the inventory of retailers, manufacturers and third party suppliers.

We developed a brand identity to reflect the sophistication, power and technology that OptiTurn delivers to our clients.

Use these guidelines to learn, and navigate through, the essential visual elements of our the OptiTurn identity.

Design Principles

Use these three design principles for anything you are creating.

Bold
Keep your subject and audience clearly in mind, and communicate directly. Be direct and easy to understand.

Dynamic
Give your layout, images and text room to breathe. Say more with less, and use open, modern compositions.

Driven
The e-commerce landscape is a competitive space and in order to stand out as a dedicated partner we will speak in a voice that is focused and tech savy.

Bold
Dynamic
Driven

Brand Overview

OptiTurn Brand

Brand Components

The OptiTurn brand describes both our company name and our mission to provide the most comprehensive asset recovery solution for the inventory of retailers, manufacturers and third party suppliers.

The components that come together to represent our brand include:

OptiTurn Logo
The OptiTurn Logo consists of the letters "OptiTurn" and the Gold double ended spiral.

Letter mark
When used in Type only applications

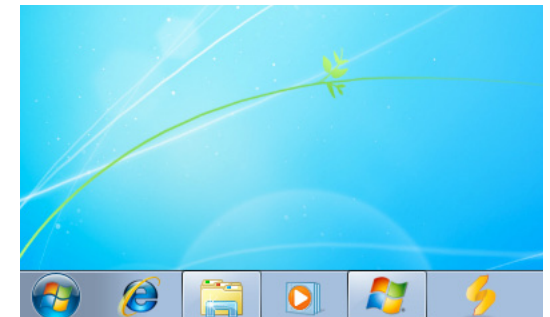**Icon**
An system application Icon.

Favicon
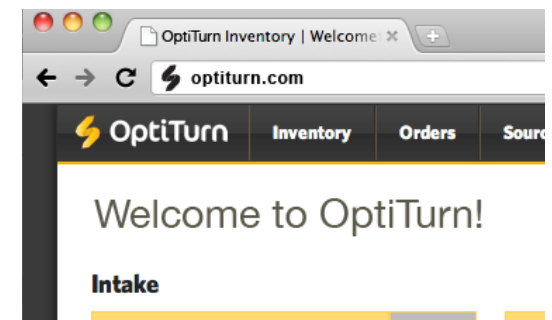A 1-color icon that appears in the URL

OptiTurn Logo

Icon

OptiTurn Letter Mark

OptiTurn

OptiTurn Logo

OptiTurn Letter Mark

How we write OptiTurn when referring to our company, in copy, OptiTurn is always written in CamelCase. It should never appear as "Optiturn" We recreate the same capitalization of our logo in copy.

OptiTurn Letter Mark

OptiTurn

Writting OptiTurn

When referring to our company in copy, OptiTurn is always written in CamelCase. It never appears as "Optiturn", "optiturn" or "OPTITURN".

Logo Variations

The OptiTurn logo has been created in both positive and negative version in 1 color, 2 color and full color versions for use with their corresponding output process.

1 color logo
A one color version of the logo appears in Black or white for use in one color output options like embroidery, flexography and screenprinting uses.

2 color logo
A two color version of the logo appears with the text in Black in the positive version and the Spiral shape in Pantone 124. The negative version contains the text in white and the Spiral shape in Pantone 124 with a special outline to help create contrast between the spiral and its background.

Full color logo
The preferred form that the logo should appear in if there are no limitations upon its output or preview.

OptiTurn Logo Options

1 color   2 color   full color

positive options

negative options

Logo Architecture

The OptiTurn logo is structured so that you can determine its correct spacing and scaling by using its own letter forms as a guide.

Spacing
The proper spacing between the Spiral shape and the Capital O is measured by half of the height of the Capital letter "O".

OptiTurn Logo

The red square is the space which is equal to half the X height of the Capital letter O in the wordmark. This is a global guide for spacing between the Spiral shape and the letter O, the height of the spiral shape in comparison to the wordmark and the safe area spacing around the logo.
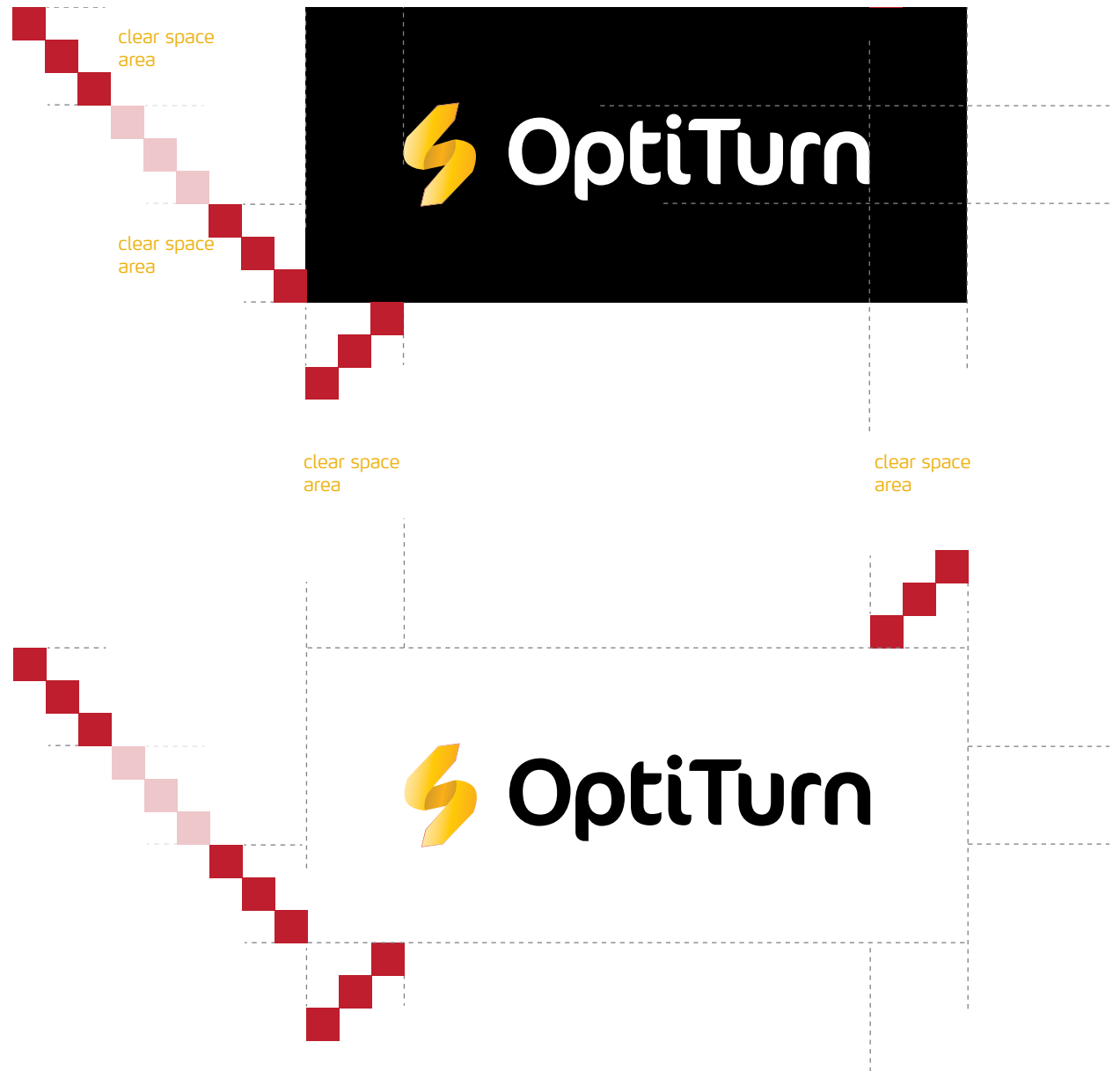
Logo Architecture

The OptiTurn logo is structured so that you can determine its correct spacing and scaling by using its own letter forms as a guide.

Clear space
A suggested minimum clear space between the logo and other graphic elements is measured by 3 times that, of half of the height of the Capital letter "O".

clear space
area

clear space
area

clear space
area

clear space
area

Logo Do Nots

We encourage you to become familiar with the correct use of the logo mark. The examples to the right show improper use.

The scale relationship of the word mark and the spiral shape should not be altered from the origional specification.

The spacing and alignment relationship between the spiral and wordmark should not be altered from the origional specification.
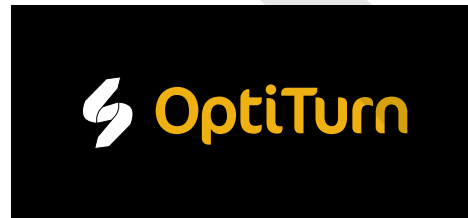
The coloring of the spiral and wordmark should not be alterd from their origional specification. The work mark never appears in a coloring other than white or black

The work mark never appears alone without being accompanied by the spiral shape.

The shadow should always appear under the spiral shape in the positive full color version of the logo.

The shadow should never appear under the spiral shape in the negative full color version of the logo.

incorrect clear space set for the logo.

The word mark should never appear in outline.

Color and Type

Color

Our color palette reflects our design principles: Bold, Dynamic, Driven.

Use the colors sparingly, and as accent color only. Along with our color, negative space is also our friend. In any piece of communication negative space either white or black should be the dominant color.

Stive to communicate more with less.

	C	M	Y	K	R	G	B	HEX
Black Pantone Black C	0	0	0	0	0	0	0	000000
Orange Pantone 124	7	34	100	0	236	172	0	ecac00
Dark Grey Pantone 7 C	0	0	0	90	65	64	66	414042
Light Grey Pantone 425 C	0	0	0	80	88	89	91	58595b
Light Grey Pantone 877 C	0	0	0	60	128	130	133	808285
White	0	0	0	0	255	255	255	ffffff
Lite Orange Pantone 134 C	0	20	64	0	255	206	115	ffce73
Lite Grey Blue Pantone 651 C	39	23	8	0	156	176	202	9cb0ca

Type

We have two fonts — our everyday font **Droid Sans** (Regular and Bold) and our brand/marketing font, **Max** (Light, Regular, Semi Bold, Bold, Extra Bold).

Droid Sans is a universal free font that is readily available for everyone. The font can be downloaded from the following link: http://code.google.com/webfonts/family?family=Droid+Sans#code

Use this font for everyday work (e.g., Word/Google documents or PowerPoint presentations).

Max is a custom font and should only be used in designed experiences. It is not available to OptiTurn's external audiences and it is not used internally for every-day communications like PowerPoint. A license is required to use Max.

Droid Sans Regular

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz
1234567890$£©®@;:!?

Droid Sans Bold

**AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz
1234567890$£©®@;:!?**

Max Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoP-
pQqRrSsTtUuVvWwXxYyZz
1234567890$£€™®@;:!?

Max Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoP-
pQqRrSsTtUuVvWwXxYyZz
1234567890$£€™®@;:!?

Max Semi-Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmN-
nOoPpQqRrSsTtUuVvWwXxYyZz
1234567890$£€™®@;:!?

Max Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890$£€™®@;:!?**

Max Extra Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmN-
nOoPpQqRrSsTtUuVvWwXxYyZz
1234567890$£€™®@;:!?**

column width

leading

This type is set at 11 pt. At this size, the leading should be 2pts. larger than the point size, 13pt. The tracking is 0. The column width is 37 characters wide.

Using Type

Case
Upper and lowercase is preferred for all communications. All caps may be used occasionally for subheads.

Leading
The term leading refers to the space between lines of type. When type is used below 72pt., leading should be two points greater than the type size. Above 72pt., leading should be 136% the type size if appropriate.

Tracking
Tracking is the space between letters. Set Max Light with 0/1000 em tracking. Letters should never "crash" or touch each other.

Justification
Type should always be set either flush left, rag right or flush left, justified. Type is rarely centered.

Column Widths
It is important that the width of the column is optimal for legibility. The column width should not be more than 72 characters wide.

column width

leading

This type is set at 34pt. At this size, the leading should be 136% of the point size, 40.8pt.

The tracking is 0. The column width is 27 characters wide.

Type and Color

Subheads and Titles
The larger the title the lighter the weight of the font that should be employed. Keep things colorful and consistent. Use the same color for titles, subheads, and callout text. Use only one color per application.

Body Copy
Copy should be set in Max light 11pt for most print and online communications. The standard colors for body copy are black or grey. If body copy is grey, use Pantone 425 C as a spot color or 80% black as a CMYK build.

Applications

Sample Applications

The following pages are a range of examples to help you bring the OptiTurn brand to life. These are examples and used as guides only.

01 Software Packaging
A dark background provides high contrast with the logo. The overall tone implies a serious and powerful application.

02 Tote Bag
The full color logo placed large and centered. Providing a clearly legible Logo mark works well for the best reproduction on a cloth or uneven surface.

03 Tri-Fold Leaflet
White space is used generously and color is used minimally, generally only for highting, Limtit the use of color in text and additional graphics especially when used in a layout containing full color photography.

04 Warehouse units
Portable and wireless interfaces for use in the warehouse. Can be handheld or attached to movable carts or hanging at work stations.

Sample Applications

The following pages are a range of examples to help you bring the new OptiTurn brand to life. These are examples and used as guides only.

05 HomePage Mock Design
Mocked example of a possible home page design.

06 Custom Printed Bar Code Scanner
Possible sold as a turnkey package with Opti-Turn software, license and technical support.

07 Tradeshow Exhibit
A design reminiscent of a warehouse or industrial space yet still providing plenty of space for initial meetings and other secluded spaces for more intimate face time with potential clients. Plenty of kiosks and monitors displaying software overview videos and live demonstrations.

05

06

07

Sample Applications

The following pages are a range of examples to help you bring the new OptiTurn brand to life. These are examples and used as guides only.

08 T-Shirt Design
"Icon" only design use on a black T-Shirt.

09 Cofee Mug
A dark grey mug is selected to maintain brand consistency and a unified look between the brands application across different media.

10 T-Shirt Design
Negative logo version on a grey T-Shirt.

08

09

10

Appendix

Contact

Questions, concerns, need more
information? Contact us at:
info@optiturn.com