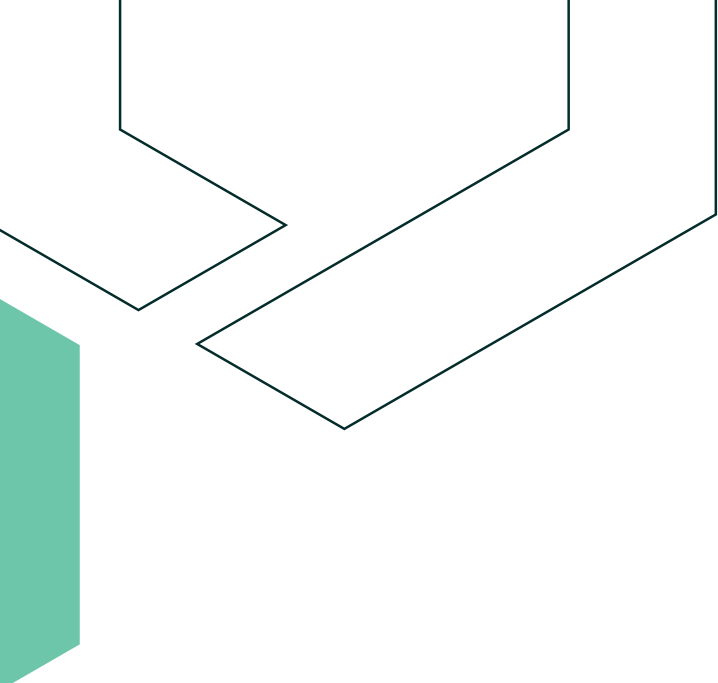




BRAND GUIDELINES



Our brand mirrors our fundamental values, vision, and unique encounters. These guidelines are crafted to encourage consistent and captivating communication.

By embracing these principles, you step into the role of a representative, showcasing our brand essence with pride. Whether you're using the logo, following typography rules, or capturing the appropriate tone of voice, these guidelines act as a guide to shape a cohesive brand journey.

Invest the effort to familiarize yourself with these guidelines and unlock the possibilities within our brand. Let's collectively spark inspiration, nurture creativity, and make a lasting impression!

WELCOME.

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INTRODUCTION

The versatility of the Opreto brand guidelines are designed to cater to all individuals and teams contributing to the representation of our brand. Providing clear instructions and valuable suggestions, these guidelines are intended to steer the proper use of our brand assets, promoting consistency across various communication platforms.

Regard these guidelines as a trustworthy resource whenever you're engaged in developing materials associated with our brand.

Whether you're working on designing marketing collateral, producing digital content, or engaging in any other form of brand communication, these guidelines are here to bolster your endeavors.

When using the brand guidelines, pay special attention to the specific instructions related to logo usage. This includes details such as size, placement, clear space, and color variations.

Adhering closely to these guidelines is essential to uphold the integrity and visual impact of our logo, ultimately strengthening our brand identity.

Our guidelines not only guarantee uniformity but also encourage creativity within a well-defined framework. While they provide the groundwork for our brand, feel free to explore and innovate within these boundaries, ensuring the preservation of our essential brand identity.

01

We empower tech executives to bring their software vision to life by crafting solutions that align perfectly with their business objectives.

Unlike conventional software agencies with their one-size-fits-all approach, our services are optimized and customized with CTO-grade expertise, ensuring a perfect fit for your unique needs.

ABOUT THE BRAND



OPRETO VALUES

OUR VALUES

- 01 Creativity**
No problem is unsolvable.
- 02 Boldness**
Daring to show the better way.
- 03 Honesty**
No sudden supprises.
- 04 Empathy**
We understand you.
- 05 Collaborative**
Our success is shared.



THE TONE OF VOICE

Tone of voice is the distinctive style and approach a brand adopts when engaging with its audience. It encompasses the selection of words, sentence construction, level of formality, and general demeanor.

This element plays a vital role in defining the brand's character, fostering a meaningful connection with the audience, and effectively communicating the intended message.

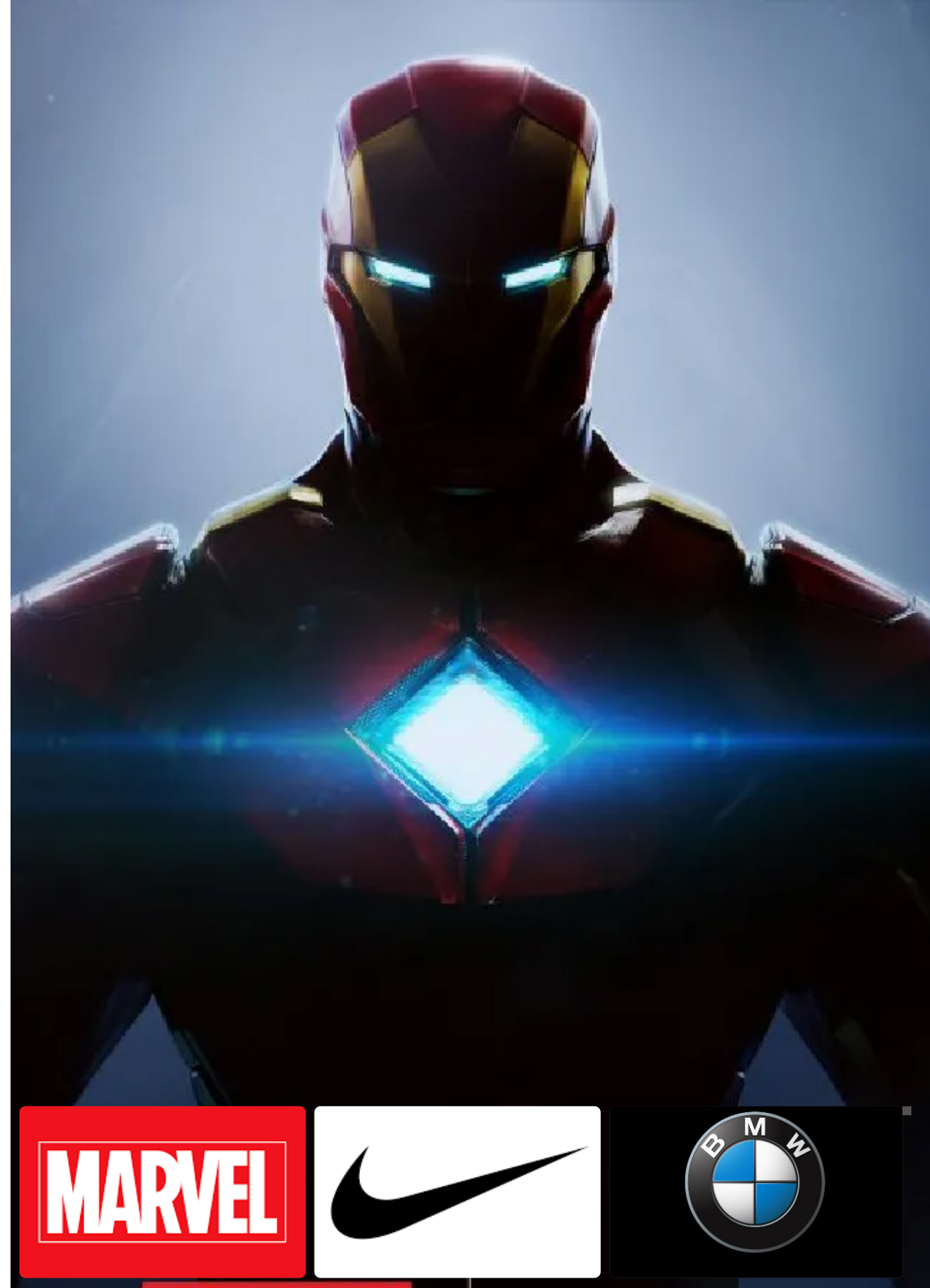
Maintaining a consistent tone of voice guarantees a cohesive brand experience, reinforcing brand recognition, and building trust.

Caring	Enthusiastic	Formal
Frank	Informative	Trustworthy
Upbeat	Respectful	

PRIMARY ARCHETYPE THE HERO

Embrace the Journey, Unleash the Hero Within.

At the core of the Hero Archetype is the hero's call to adventure, often triggered by a crisis or a profound realization. Reluctant at first, the hero accepts the challenge, venturing into the unknown where they encounter trials, mentors, and adversaries. Along the way, the hero undergoes profound personal growth, acquiring newfound skills and insights.



SECONDARY ARCHETYPE

THE SAGE

All we have to decide is what to do with the time that is given us.

The Sage is the embodiment of wisdom and knowledge. They are the seekers of truth, the teachers who impart their profound understanding of the world to those who seek it.

Sages often withdraw from the hustle and bustle of everyday life to contemplate the deeper mysteries of existence. They possess a keen intellect and a thirst for learning, and they are revered for their ability to offer clarity and guidance in times of confusion and uncertainty.



TEDx

**NATIONAL
GEOGRAPHIC**

**The
New York
Times**

02

BRAND LOGO

The heart of our brand identity.

The importance of Opreto's logo resides in its function as the visual representation of our brand identity.

The Logo Guides section plays a vital role in ensuring the efficient and uniform application of our logo across various platforms.

It is imperative to strictly adhere to these guidelines to preserve the integrity and impact of our logo. Any departure from the prescribed logo usage outlined in the guidelines may weaken its effectiveness and compromise the consistent portrayal of our brand.

OUR LOGO

The essence of Opreto is distinctively captured in its Primary Logo Lockup, a finely crafted symbol embodying our brand essence.

This specific iteration of the logo has been carefully designed to represent the heart of our values, vision, and unique experiences.

It serves as the cornerstone of our brand recognition and requires careful attention. Highlighting the use of the Primary Logo Lockup is vital, as it is the preferred and recommended version for depicting Opreto.

Let's prioritize preserving the integrity of this logo lockup and fully embrace its power as the definitive symbol of Opreto.



BRAND LOGO

013

COLOR BACKGROUNDS

Our logo epitomizes versatility, offering a range of color options that seamlessly adjust to diverse backgrounds.

These color variations are instrumental in maintaining the visual appeal and readability of our logo across any setting.

Whether set against light or dark backgrounds, our logo effortlessly adapts to maintain its effectiveness and clear presentation.

Let's explore the spectrum of color choices within our logo to create a visually striking presence that connects with our audience.



SIZING OF THE LOGO

The logo serves as the primary representation of the Opreto Brand.

Employ this symbol to distinguish our brand from competitors, across marketing materials, and in legal contexts.

Created with meticulous attention to detail, the logo should remain unchanged in all circumstances.

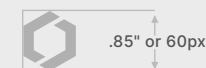


ICON HEIGHT

The height of Opreto's icon is exactly 3 times of the defined icon size, as shown in the example.

MINIMUM SIZE

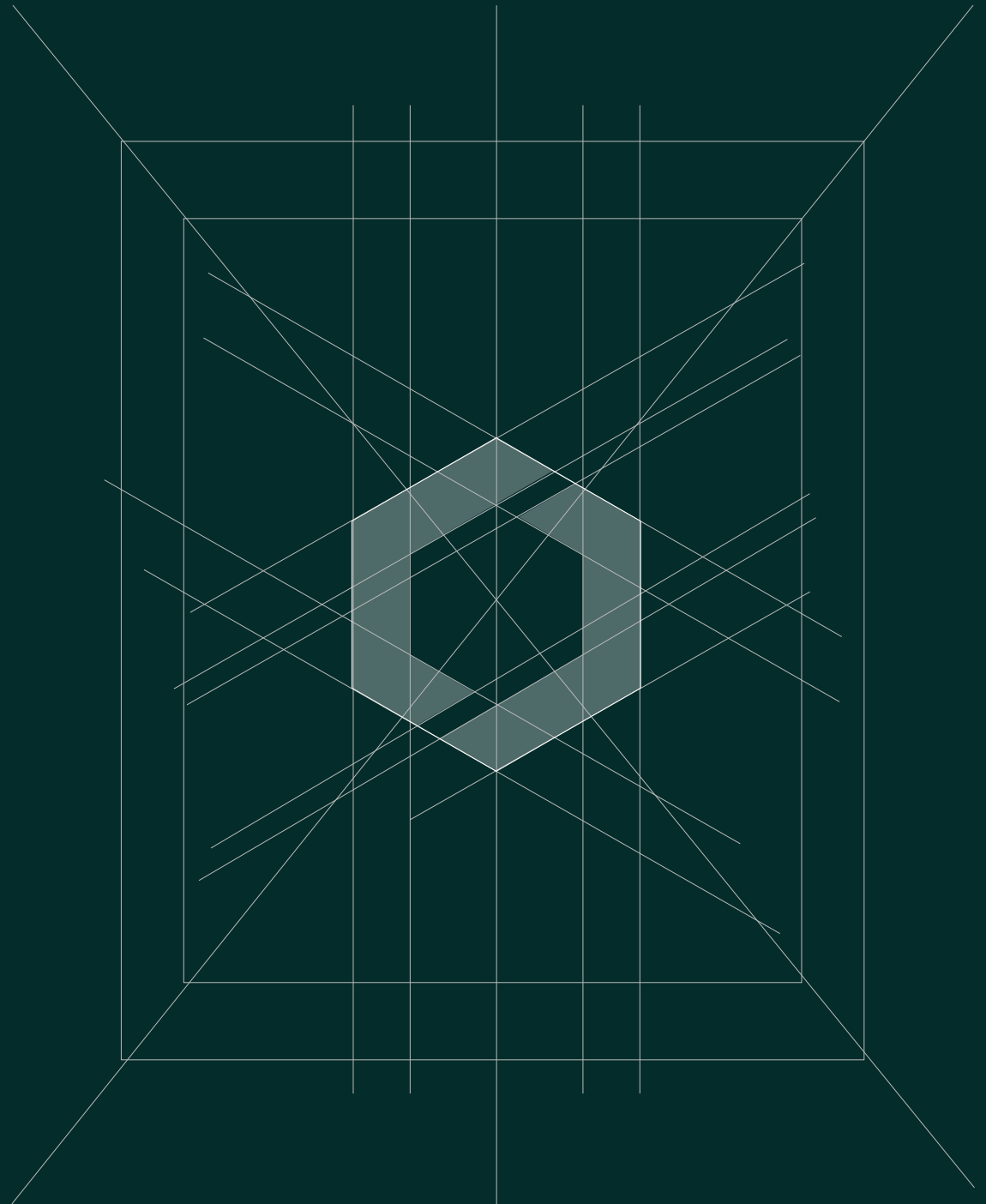
This version of the logo is planned to be used at smaller sizes. The minimum height is .85" for print applications and 60px for digital applications.



015

CONSTRUCTION OF THE LOGO

The image on the right provides a comprehensive visual roadmap, offering detailed instructions and guiding principles crucial for logo construction.

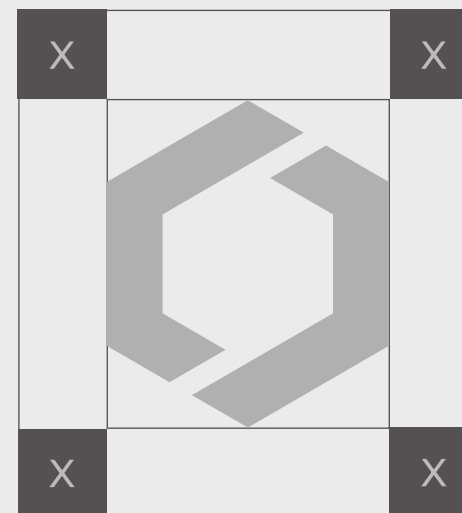


CLEAR SPACE OF THE LOGO

Negative space, also referred to as clear space, is the empty area surrounding the logo deliberately left devoid of any additional graphics.

This feature plays a vital role in enhancing the visibility and legibility of the logo, particularly when displayed in smaller dimensions.

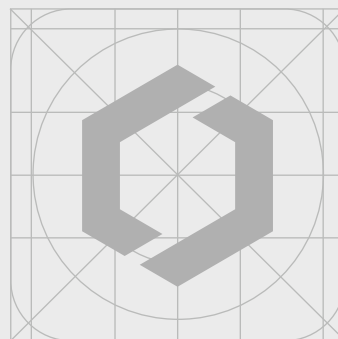
Ensuring adequate clear space around the logo is recommended to ensure visual clarity. As a general guideline, the minimum clear space surrounding the logo should match the height of the Opreto logo on all sides.



PROFILE ICONS OF THE LOGO

This section offers guidance on the correct positioning of the logo when employed as a profile icon for social media channels or any other platform necessitating such an icon.

Ensuring accurate placement is essential to uphold the visual consistency and impact of the logo across diverse mediums.



BRAND LOGO

018

SCALABLE IDENTITY SYSTEM

To ensure enduring recognition and elevate brand recall, it's essential for all applications to carefully incorporate the supplied examples on the right.

This guarantees the maintenance of a cohesive and captivating brand identity across diverse settings.



Logo Icon



Main Logo
Version



OPRETO

Logo
Vertical



OPRETO
OPTIMAL VELOCITY

Logo with
tagline



OPRETO

DEVELOPERS

Logo in relation to entity or event

BACKGROUND GUIDES OF THE LOGO

Ensuring a notable contrast between the logo and flat or photographic backgrounds is crucial.

The logo not only requires easy readability but should also make a strong impact.

Insufficient contrast with the background can compromise the effectiveness of the logo.



Use this design version when placing the logo on a busy background.



Choose images with a designated space for the logo when employing it without a background, as this ensures the logo's readability and visual clarity.



Apply a dark teal filter when aiming to represent the logo in a manner similar to the example shown above.



Use a dark teal ribbon, as demonstrated above, when incorporating a caption or headline alongside the logo in the image.

020

THE PLACEMENT OF THE LOGO

The strategic positioning of our logo is pivotal in shaping our brand's visual identity.

This section offers valuable guidance on effectively positioning the logo across diverse touchpoints and media platforms.

As a guiding principle, we suggest placing our logo in an upper center-aligned layout, aligned to the primary grid line, or a middle layout. This guarantees a well-balanced and cohesive visual display.

Although there may be occasional exceptions, do not hesitate to reach out to our team for a thorough review if you encounter uncertainty regarding the ideal placement for your particular scenario.

**Strategic
placement of
the logo on the
canvas plays a
crucial role in
establishing a
consistent
visual style.**

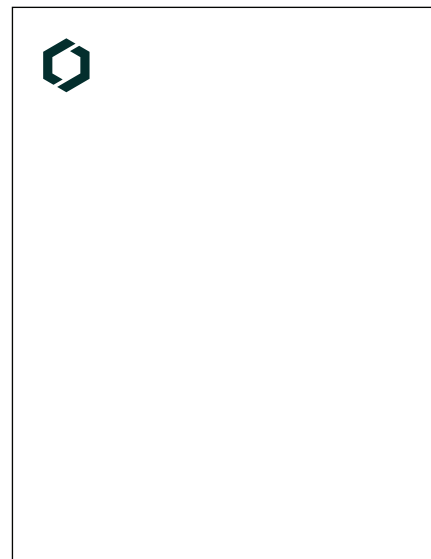
021

THE PLACEMENT ON THE PAGE

For consistent branding, it's crucial to ensure the logo is centered on the primary grid line.

Should this positioning not be feasible, consider placing the logo in either the top or bottom left corners of the page.

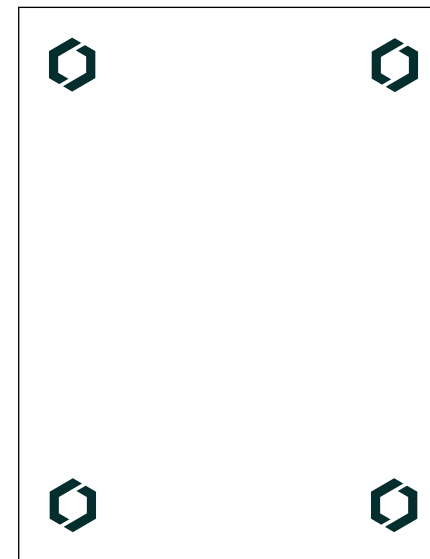
For detailed stationery layouts, we recommend referring to the Brand Collateral section in this document, which provides thorough guidelines and illustrative examples.



PREFERRED

The primary lockup is most visually appealing when positioned in a top left-aligned manner.

This alignment ensures consistency and reinforces the brand's visual identity.



ALTERNATE OPTIONS

If the design requires placing the logo in different positions, you can position the logo on the sides, as shown in the examples above.

This approach ensures that the logo remains balanced and visually appealing, regardless of the specific layout requirements.

022

PLACEMENT AS A SIGNAGE

This guide provides crucial directives for positioning the logo, tailored specifically for signage.

Following these instructions ensures a consistent portrayal of our brand across various signage applications.

Uniform logo placement not only enhances brand recognition but also bolsters our brand identity.

By following this guide, you can confidently position our logo on signage, nurturing a unified and influential brand presence.



HORIZONTAL SIGNAGE PLACEMENT

When utilizing the logo on horizontal signage, refer to the specific version showcased in the example on the left.

This version is thoughtfully designed to align harmoniously with the horizontal format, ensuring optimal visual balance and impact.



VERTICAL SIGNAGE PLACEMENT

When incorporating the logo on vertical signage, employ the version illustrated in the example on the left.

This particular version is carefully crafted to complement the vertical format, resulting in a visually balanced and impactful representation.

023

PLACEMENT ON MERCHANDISE

When dealing with branded merchandise like t-shirts, hats, and coffee mugs, it's crucial to find a balance between promotion and practicality. Rather than opting for an overtly promotional approach, focus on practicality.

In such instances, contemplate using the logo icon in a subtler and more modest format.

Explore unconventional angles or unique placements to infuse intrigue and creativity.

For inspiration, take a look at the example provided on the right, showcasing effective and engaging methods to integrate the logo icon on different merchandise items.



MERCHANDISE PLACEMENT

Ensure the logo icon is positioned in an engaging and visible manner, capturing attention and curiosity.

Additionally, it is crucial to include information about Opreto somewhere on the merchandise, serving as a reference for individuals to connect with us.

This information can be in the form of contact details or a reference to our website or social media platforms.



024

PLACEMENT ON WEB

The logo on Opreto's website will maintain a steady presence in the upper left-hand corner of the navigation bar.

Maintaining this consistent placement ensures a smooth and user-friendly experience for visitors, facilitating easy recognition and navigation of our website.



FAVICON

Our favicon, a 32px x 32px icon displayed next to the URL in a web browser, is the approved usage of our icon in solid form. It helps to reinforce our brand identity and recognition when users interact with our website.

It is important to strictly adhere to this guideline and refrain from using the solid icon in any other contexts.



DEVICE ICON

When our website is saved as a bookmark on the home screen of certain mobile devices, this graphic will be displayed. The default size of this graphic is 192px x 192px, ensuring optimal visibility and recognition.

025

LOGO DON'T

These are crucial errors that must be diligently avoided when using our logo.

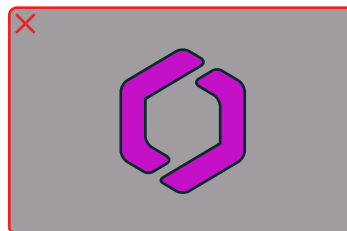
It's vital to adhere to these guidelines to safeguard the integrity and coherence of our brand identity.



AVOID stretching, skewing, rotating, or distorting the logo in any manner.



AVOID applying graphic effects to the logo, such as drop shadows.



AVOID editing the logo color, using off-brand colors, or reducing the logo opacity.



AVOID altering the layout or relationship between logo elements.



AVOID placing the logo on high-contrast patterns or busy photographs.



AVOID placing any additional visual elements within the designated clear space surrounding the logo.

03

Colors are the emotional architects of brands.

Our brand's color palette is instrumental in distinguishing us and amplifying brand visibility.

Hence, it's vital to faithfully replicate and carefully blend our selected colors. This section offers comprehensive directives for color application.

Any colors not explicitly mentioned in this section will be considered unauthorized.

BRAND COLORS



BRAND COLORS

027

BRAND PRIMARY COLOR PALETTE

Maintaining color consistency is essential for strong brand recognition.

Our brand should always showcase the endorsed colors detailed in this manual. Avoid unauthorized colors or deviations.

Utilizing the Pantone Matching System (PMS) is highly recommended to ensure color uniformity across all platforms.

In instances where PMS isn't accessible or feasible, take careful measures to match the specified hues accurately.

DARK TEAL

PANTONE: PANTONE 627 C
CMYK: 93, 0, 2, 82
RGB: 3, 45, 44
HEX: #022d2c

WHITE

PANTONE: 000C White
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

TEAL

PANTONE: 561 C
CMYK: 97, 0, 12, 66
RGB: 3, 86, 78
HEX: #03564c

BRAND SECONDARY COLOR PALETTE

These secondary colors constitute a segment of our brand palette and should be utilized discerningly, reserved for instances where they are indispensable.

They provide supplementary options for particular objectives, such as arranging diverse website content.

Incorporating multiple colors has the potential to enhance the user-friendly interface and overall visual appeal.

However, it's imperative to remember that our primary colors should remain the favored option to maintain brand consistency.

BURGUNDY

PANTONE: 201 C
CMYK: 0, 83, 74, 46
RGB: 137, 23, 35
HEX: #891723

CERULEAN BLUE

PANTONE: P 106-8 U
CMYK: 96, 39, 0, 28
RGB: 8, 112, 184
HEX: #0870b8

DEEP PURPLE

PANTONE: 255 C
CMYK: 0, 55, 0, 51
RGB: 125, 56, 125
HEX: #7d387d

BRAND NEUTRAL COLOR PALETTE

In environments prioritizing legibility, a neutral color scheme is often preferred.

For example, selecting dark gray for body text ensures easy readability.

Likewise, employing a lighter gray on a dark backdrop enhances legibility. Neutral colors are especially beneficial when clarity and ease of reading are crucial.

DARK GREY

PANTONE: 7, 0, 5, 77
CMYK: 7, 0, 5, 77
RGB: 55, 59, 56
HEX: #373b38

MEDIUM GREY

PANTONE: P 179-13 U
CMYK: 0, 4, 2, 67
RGB: 84, 81, 82
HEX: #545152

LIGHT GREY

PANTONE: Col Grey 7 U
CMYK: 1, 2, 0, 38
RGB: 158, 156, 159
HEX: #9e9c9f

MEDIUM LIGHT GREY

PANTONE: 421 C
CMYK: 1, 0, 1, 28
RGB: 187, 188, 187
HEX: #bbcbcb

MEDIUM BRIGHT GREY

PANTONE: Col Grey 1 U
CMYK: 0, 0, 0, 13
RGB: 221, 221, 220
HEX: #d4d4d3

BRIGHT GREY

PANTONE: P 179-2 C
CMYK: 0, 0, 0, 8
RGB: 235, 235, 235
HEX: #e6e6e6

BRAND ATTENTION COLOR PALETTE

The Attention Palette should be exclusively designated for accentuating vital elements like buttons or notifications.

Refrain from using this palette for less critical aspects of your brand, preserving its impact for elements that demand heightened visibility and emphasis.

MINT GREEN

PANTONE: P 136-4 U
CMYK: 43, 0, 14, 22
RGB: 112, 198, 170
HEX: #70c6aa

PALE AQUA

PANTONE: 344 C
CMYK: 23, 0, 13, 16
RGB: 165, 215, 168
HEX: #a5d7bc

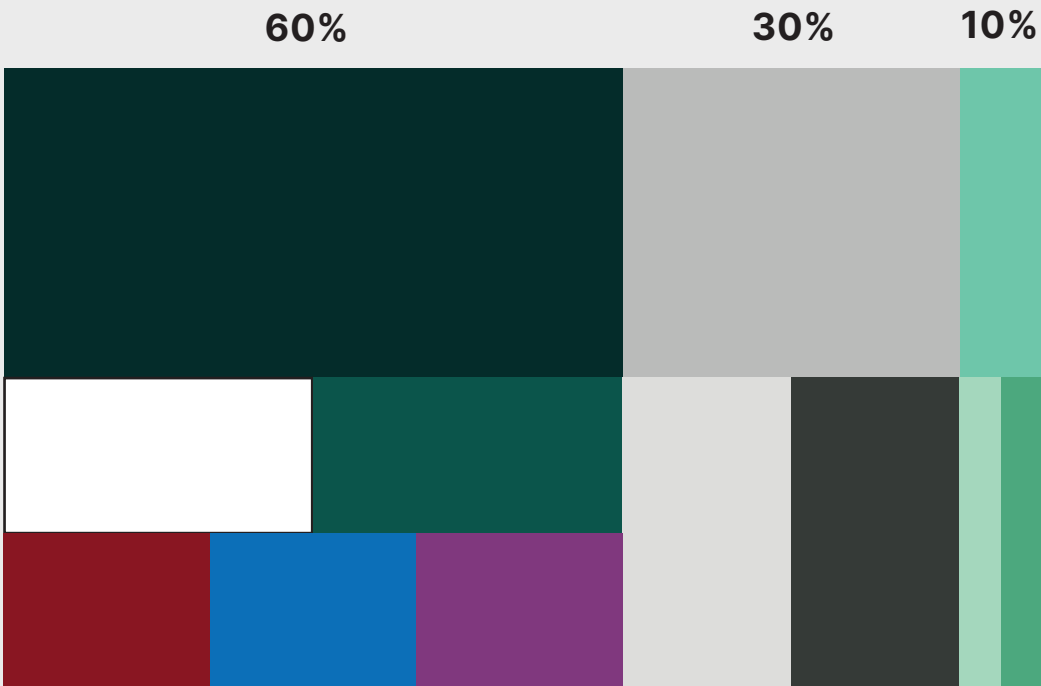
TEAL

PANTONE: P 140-5 U
CMYK: 53, 0, 26, 34
RGB: 79, 169, 125
HEX: #4fa87d

BRAND COLOR 60/30/10 RULE

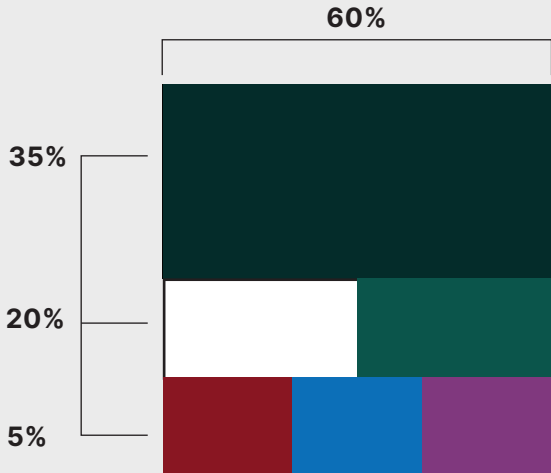
The 60/30/10 rule in color usage for a brand suggests allocating 60% to the primary color, 30% to a secondary color, and 10% to an accent color for a balanced and visually appealing brand palette.

The graphic on the right serves as a visual reference to assess the proper application of brand colors, ensuring adherence to the recommended proportions and balance.



The illustration on the right illustrates the correlation between box size and the percentage of color allocation in brand designs.

A larger rectangle indicates a higher recommended usage of that specific color in comparison to others.



COLORS USAGE GUIDE

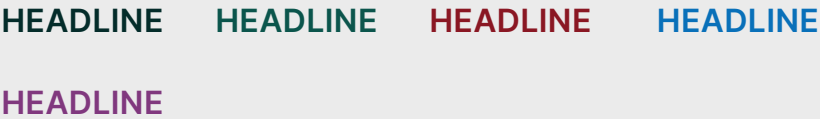
This guide showcases common applications of our brand color palettes. Here, you'll find directions for applying colors to backgrounds, headlines, and body text.

Adhere to these instructions for uniform color usage across different touchpoints, guaranteeing a unified visual presentation.

BACKGROUND COLOR APPLICATION



COLOR APPLICATION IN HEADLINES



COLOR APPLICATION IN HEADLINES



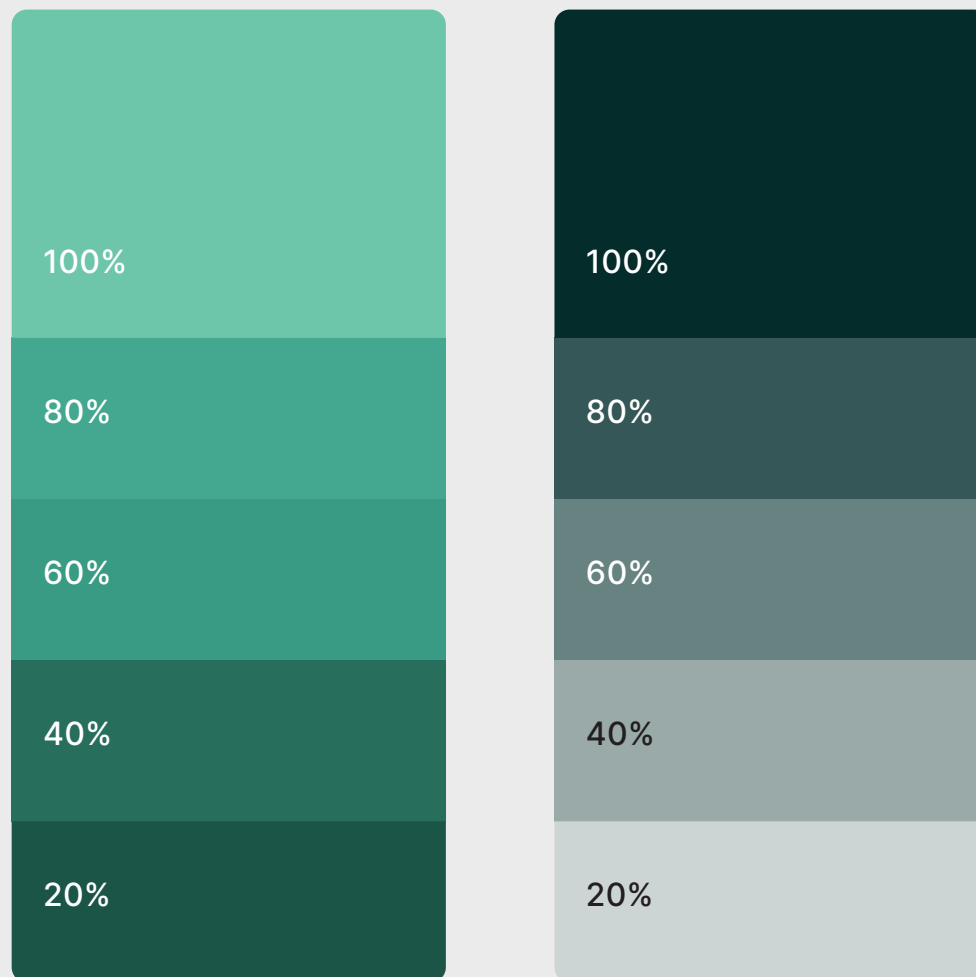
COLORS TINTS & SHADES

We highly recommend utilizing our brand colors without modification, although certain situations may justify the use of color variations, particularly online.

For instance, applying a tint when a user hovers over a button on our website can provide visual feedback.

If necessary, implement a 20% tint increment system while maintaining readability. Any tint below 60% when used as a background will necessitate dark text.

Shades, while less favored, may be utilized when needed.



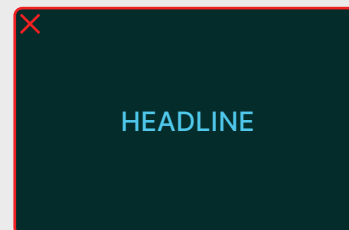
COLORS DON'T

The examples on the right highlight common errors in color usage that should be steered clear of to maintain brand consistency.

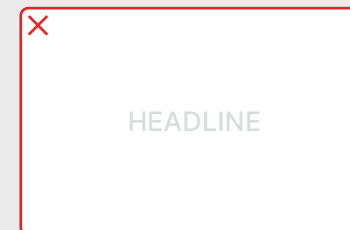
These instances demonstrate the use of non-brand colors, improper combinations of secondary colors, and the application of tints on headlines.

By reviewing these examples, we can identify what to avoid and ensure the proper and consistent utilization of our brand colors.

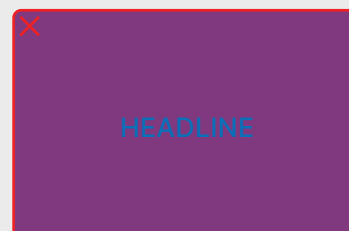
Adhering to the guidelines provided in this manual is essential for preserving a strong and identifiable brand identity.



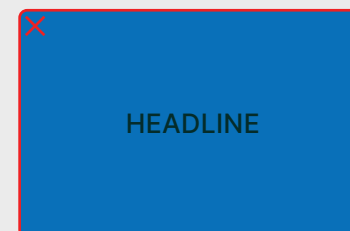
AVOID combining secondary colors with the primary color.



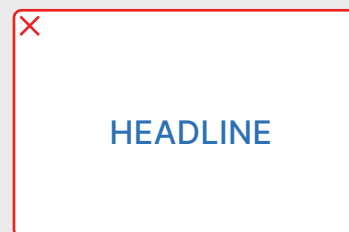
AVOID using tints on headlines instead of the primary color.



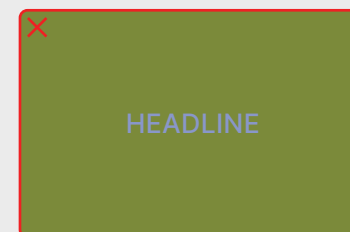
AVOID combining secondary colors within themselves



AVOID using secondary colors as backgrounds with primary colors.



AVOID using secondary colors in place of primary colors.



AVOID using colors that are not part of our brand palette.

04

BRAND TYPOGRAPHY

Typography: where words become art.

Typography holds a unique sway, breathing life into our brand, encapsulating its essence, and stirring emotions. It goes beyond mere reading; it articulates the very core of our identity.

Delve into this enlightening section to unveil our thoughtfully curated collection of approved typefaces, along with indispensable usage guidance.

Embrace our brand's personality through typography, where every letter, number, and symbol tells a story.

Please be aware that any typeface outside this meticulously selected range is unauthorized, as we prioritize brand consistency and authenticity.

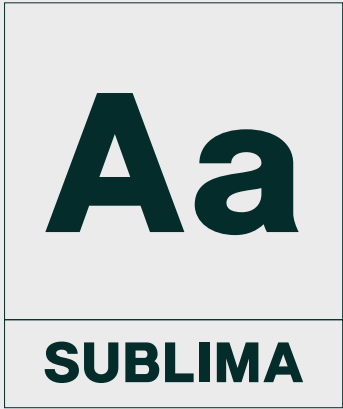
BRAND PRIMARY
TYPEFACE

Use this font mainly for headlines, as it perfectly reflects our brand's tone and persona.

However, be cautious and avoid using it for body text or small subheadings, as it may affect legibility.

Incorporate this unique typeface in the right context to maintain the distinctive typography that defines our brand.

OPTIMAL
VELOCITY



Aa	bb	cc	dd	ee	ff
gg	hh	ii	jj	kk	ll
mm	nn	oo	pp	qq	rr
ss	tt	uu	vv	ww	xx
yy	zz	0123456789 !@#\$%^&*?/)			

It's a modern neo-grotesque sans serif font designed by Mihai Sorin and published by Punchform in 2021. The family has 20 weights — 10 uprights and 10 italics — ranging from Thin to Black.

BRAND SECONDARY TYPEFACE

The secondary typeface of our brand is pivotal for readability.

It's meticulously crafted for use in body text, subheadings, and any context where clear readability is essential.

With its range of weights, this versatile typeface is designed to seamlessly adapt to different situations.

READ ME!

READ ME!

READ ME!

READ ME!



Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	0123456789 !@#\$%^&*?/)			

The Inter project is led by Rasmus Andersson, a Swedish maker-of-software living in San Francisco. Inter features a tall x-height to aid in readability of mixed-case and lower-case text.

Several OpenType features are provided as well, like contextual alternates that adjusts punctuation depending on the shape of surrounding glyphs, slashed zero for when you need to disambiguate "0" from "o", tabular numbers, etc.

TYPOGRAPHY WEIGHTS

Discover the array of typeface weights presented here to expand your design versatility.

Select heavier weights for impactful headlines that command attention, and lighter weights for effortless readability in body text.

This carefully curated assortment allows you to customize typography for distinct contexts, resulting in a harmonious and visually compelling composition.

INTER
THIN

aābcçdðeéffghiîjklmññoøpqærstuüvwxyz
AĀÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUUVWXYZ
0123456789°(.,'"-;:)?&©°πⓂ+≈℥∞§•ªº

INTER
EXTRA LIGHT

aābcçdðeéffghiîjklmññoøpqærstuüvwxyz
AĀÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUUVWXYZ
0123456789°(.,'"-;:)?&©°πⓂ+≈℥∞§•ªº

INTER
LIGHT

aābcçdðeéffghiîjklmññoøpqærstuüvwxyz
AĀÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUUVWXYZ
0123456789°(.,'"-;:)?&©°πⓂ+≈℥∞§•ªº

INTER
REGULAR

aābcçdðeéffghiîjklmññoøpqærstuüvwxyz
AĀÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUUVWXYZ
0123456789°(.,'"-;:)?&©°πⓂ+≈℥∞§•ªº

INTER
MEDIUM

aābcçdðeéffghiîjklmññoøpqærstuüvwxyz
AĀÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUUVWXYZ
0123456789°(.,'"-;:)?&©°πⓂ+≈℥∞§•ªº

INTER
SEMIBOLD

aābcçdðeéffghiîjklmññoøpqærstuüvwxyz
AĀÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUUVWXYZ
0123456789°(.,'"-;:)?&©°πⓂ+≈℥∞§•ªº

INTER
BOLD

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INTER
EXTRABOLD

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INTER
EXTRABOLD

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TYPE
HIERARCHY

This comprehensive compilation offers various headline styles and overarching typography guidelines, essential for crafting layouts and designing brand assets.

Strive to limit the use of extra type styles to maintain brand uniformity.

D | 126 PX

DISPLAY

H1 | 96 PX

HEADER 1

H2 | 60 PX

HEADER 2

H3 | 48 PX

HEADER 3

H4 | 34 PX

HEADER 4

H5 | 24 PX

HEADER 5

H6 | 20 PX

HEADER 6

P | 16 Px

Paragraph Text

HEADINGS
HIERARCHY

Presented here is the standard hierarchy of heading sizes, along with their correlation to body copy.

When creating layouts, it's advisable to predominantly employ these three heading styles.

Efficiently integrate these headings and restrict the use of additional variations to enhance consistency.

D | 126 PX

OPTIMAL
VELOCITY

USAGE

Page Headings
Major Section Headings
Emphasized Words

SPECIFICATIONS

Font: Sublima
Tracking: -10
Leading: 55

H3 | 48 PX

OPTIMAL VELOCITY

USAGE

Section Headings
Subtitle Sections
Publishing

SPECIFICATIONS

Font: Inter SemiBold
Tracking: 10
Leading: 46

H5 | 24 PX

OPTIMAL VELOCITY

USAGE

Third Headings
Call To Action
Contrast Purpose

SPECIFICATIONS

Font: Inter Medium
Tracking: 10
Leading: 47

BODY TEXT HIERARCHY

The body text size, line width, line height, and tracking are carefully calibrated to optimize visibility and legibility across various screens.

This ensures a comfortable reading experience for our audience.

Additionally, this guide covers specific typographic considerations for digital content, such as block quotes and text links, providing clear guidelines for their usage.

DISPLAY

Font: Sublima
Size: 126 px
Leading: 50
Color: Dark Teal

OPTIMAL VELOCITY

H5

Weight: Medium
Size: 24 px
Leading: 20
Color: Dark Teal

Accelerating Business Success through Software Development

PARAGRAPH

Weight: Regular
Size: 16 px
Leading: 16
Color: Dark Grey

In the fast-paced landscape of modern business, achieving optimal velocity is crucial for staying ahead of the curve. Quality software development serves as the engine propelling businesses towards their goals, enabling agility, efficiency, and innovation.

BLOCK QUOTE

Weight: Medium
Size: 24 px
Leading: 20
Color: Dark Grey

In the race towards success, software development isn't just a strategy; it's the accelerator that propels businesses forward.

Embrace the power of software development to optimize your **business velocity** and drive towards unprecedented success.

TYPOGRAPHY DIGITAL HIERARCHY

Presented on the right, these examples showcase typical typographic applications across various digital platforms, including websites.

They offer practical demonstrations of how typography can proficiently elevate visual communication in digital design.

CAPTIVATING

Info Tag | Inter Medium | Size 16 px

Subscribe

CTA | Inter Medium | Size 16 px

HOME ABOUT BLOG

NAV INACTIVE | Inter SemiBold | Size 20 px

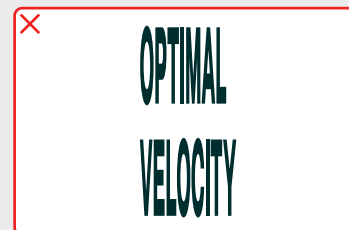
HOME ABOUT NEWS

NAV ACTIVE | Inter Bold | Size 20 px

TYPOGRAPHY DON'T

Outlined on the left are prevalent typography mistakes that should be avoided to maintain the brand's consistency and professionalism.

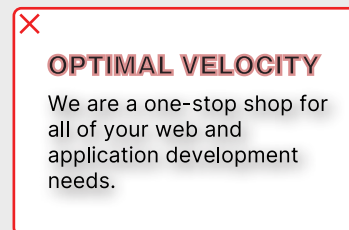
Such alterations can considerably harm the brand's reputation, hence their strict prohibition.



AVOID distorting the typography by stretching or squishing it. Opt for the appropriate weight instead.



AVOID using unauthorized fonts or typefaces, except in the case of illustrations on a case-by-case basis.



AVOID using a stroke or outline on typography, and avoid using a drop shadow on typography at all costs.



AVOID eliminating the space between the headline and body text.



AVOID excessive tracking, kerning, and leading that impairs legibility.



AVOID using typography at any angle other than 0° or 90°.

05

Essential Elements for Consistent Design Harmony

Brand consistency goes beyond logo usage, color, and typography. We recognize that a complete brand identity design system encompasses various elements.

In this section, you'll find guidelines on grid usage and references to approved visual elements like icons, shapes, and more.

BRAND VISUAL STYLE



LAYOUT & COMPOSITION

Our brand embraces a hierarchical and symmetrical layout type with the elements of asymmetric layout in order to evoke excitement in our design approach.

The hierarchical and symmetric structure instills a sense of order, while the asymmetric elements add an exciting dimension to our layouts.

Explore some compelling examples of our layout type showcased on the left.

OPTIMAL VELOCITY

In the fast-paced landscape of modern business, achieving optimal velocity is crucial for staying ahead of the curve. Quality software development serves as the engine propelling businesses towards their goals, enabling agility, efficiency, and innovation.



ICONOGRAPHY STYLE

The icons presented on the left embody our brand's distinctive visual language, carefully crafted to mirror our brand identity.

These icons play a pivotal role as vital visual cues, enriching user engagement across a spectrum of interactions.

If the situation calls for new icons, it remains essential to uphold the stylistic and design principles of our established brand icons.

Consistency in style, form, and visual representation remains pivotal for preserving a cohesive and easily recognizable brand identity.



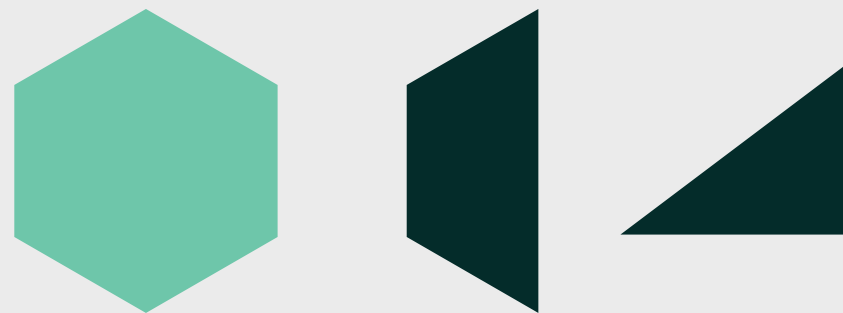
BRAND GRAPHICS

Our brand's primary design element, the hexagon, is central to our logo, highlighting the unique identity we seek to communicate.

To ensure design consistency, we favor diagonal and straight lines with angular ends, complementing the hexagonal form. This intentional selection not only aligns with our logo's core geometry but also amplifies visual impact.

Prioritizing angular and clear design elements serves a dual purpose: projecting professionalism and evoking a bold, heroic vibe, enhancing the dynamic nature of our brand identity.

SHAPES



LINES



06

BRAND PHOTOGRAPHY

Captivating Visuals: Impactful Photography

Ensuring adherence to our brand photography guidelines is crucial for upholding a cohesive visual identity and projecting the intended brand image.

Photography serves as a powerful tool in conveying the brand's essence and values, captivating the attention and interest of our audience.

The guidelines detailed in the subsequent sections are designed to guarantee that our photographs harmonize with the overarching brand aesthetics, storytelling, and messaging.

BRAND PHOTOGRAPHY

Our brand photography captures inspirational moments with a dynamic flair, infusing them with a touch of heroism.

While we encourage creative exploration of photography angles, we prioritize the bottom and regular perspectives as they best embody our brand's personality.

Maintaining clarity amidst creative exploration is paramount to ensure our brand identity remains strong.



BRAND HUMAN PHOTOGRAPHY

Our brand's human photography is centered on conveying confidence, growth, and mastery.

Highlighting individuals in confident postures, illuminated by inspirational light, perfectly embodies Opreto's spirit.

The examples on the right perfectly embody these principles, and it is essential to follow these examples to uphold our brand consistency.



07

BRAND APPLICATIONS

Examples in Action: Engaging Demonstrations

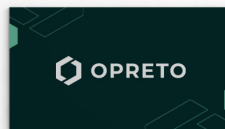
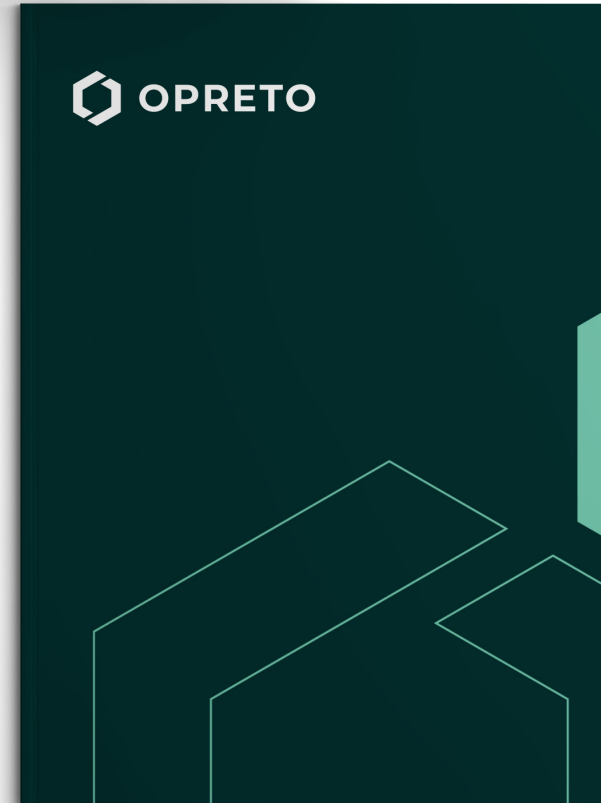
The forthcoming sections offer insightful examples illustrating the application of our brand identity to company collateral.

These instances highlight the successful integration of our logo, colors, typography, and visual style across a spectrum of materials, spanning both offline and online platforms.

By delving into these examples, you'll glean valuable insights into upholding brand consistency and adeptly portraying our brand across diverse contexts.









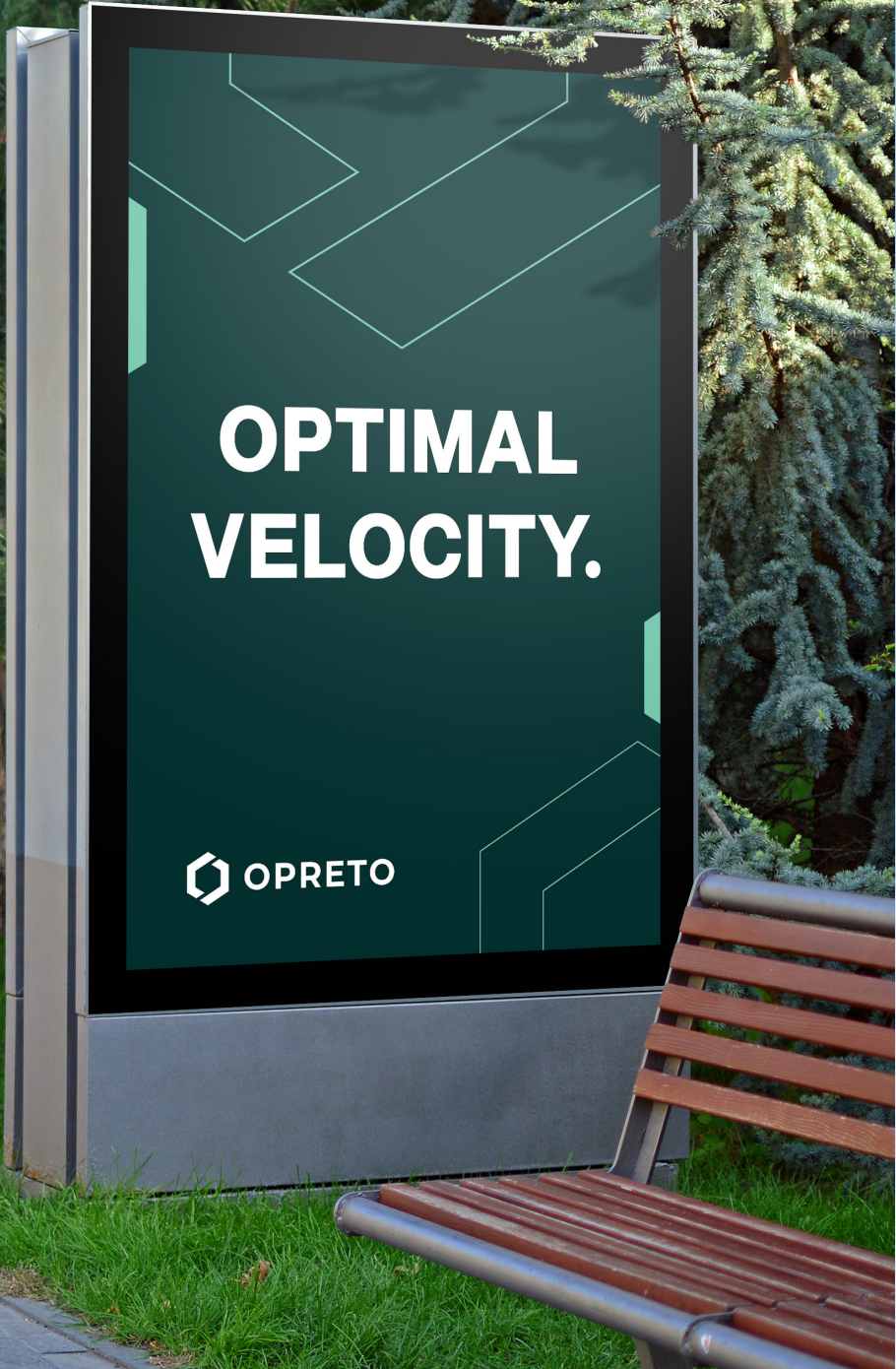


**EMPOWERING
BUSINESSES
THROUGH
SOFTWARE
DEVELOPMENT.**







A billboard advertisement for Opreto is displayed outdoors. The billboard has a dark green background with white geometric line patterns. The text "OPTIMAL VELOCITY." is written in large, bold, white capital letters. At the bottom left, the Opreto logo (a stylized hexagon) and the word "OPRETO" are visible. The billboard is situated next to a grassy area with a wooden bench in the foreground and evergreen trees in the background.

**OPTIMAL
VELOCITY.**

 **OPRETO**

A banner advertisement for Opreto is shown against a clear blue sky. The banner is white and features the Opreto logo (a stylized hexagon) and the word "OPRETO" in bold, black capital letters. The banner is attached to a black pole.


OPRETO

A banner advertisement for Opreto is shown against a clear blue sky. The banner is dark green and features the Opreto logo (a stylized hexagon) and the word "OPRETO" in bold, white capital letters. The banner is attached to a black pole.


OPRETO

**EMPOWERING
BUSINESSES
THROUGH
SOFTWARE
DEVELOPMENT.**



OPRETO







**EMPOWERING
BUSINESSES
THROUGH SOFTWARE
DEVELOPMENT.**



CORETO





**THANKS
FOR GOING
THROUGH
OUR
BRAND
GUIDELINES**

