

Optavise brand guidelines

This document includes basic guidelines on how to represent the Optavise brand through our graphic elements.



Primary color logo



Single color logo



Single color logo (reversed)

Unacceptable uses



Do not change the placement or size relationship of the elements in the logo



Do not use a drop shadow or other graphic embellishments



Do not replace the Optavise logotype with a different typeface



Do not stretch or skew the logo in any way



Do not use the grayscale logo in color



Do not place the logo on top of a pattern or background that compromises legibility

Minimum size and clear space

PRINT APPLICATIONS



Minimum size
1.5"

ONLINE AND SCREEN APPLICATIONS



Minimum size
145px

STANDARD SIZES



2.25" wide

CLEAR SPACE



4x

Clear space = 2x



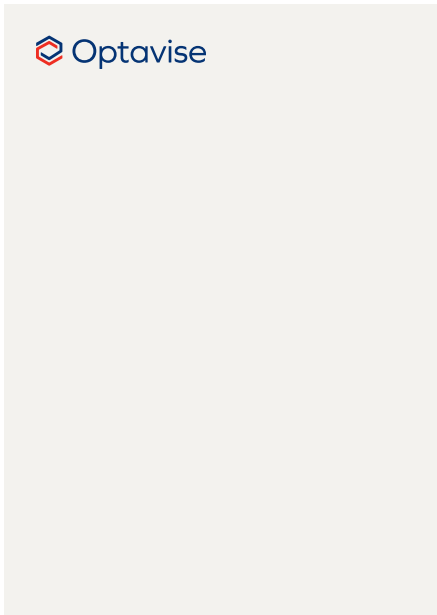
1.875" wide



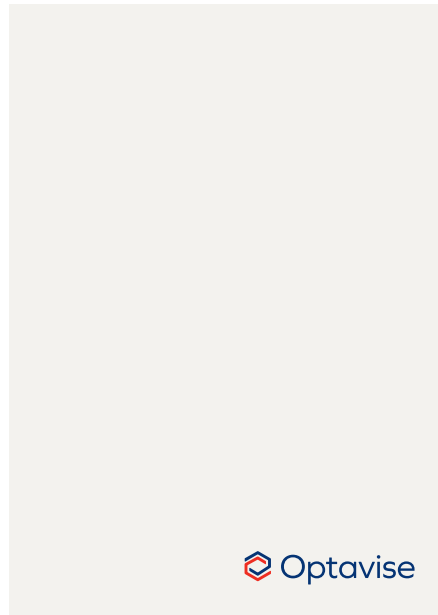
1.5" wide

Logo placement

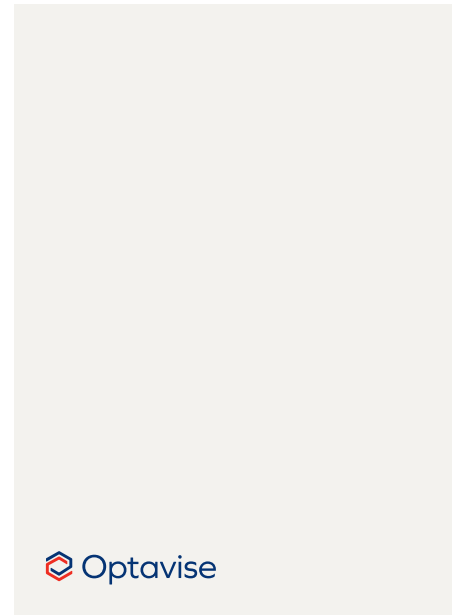
UPPER LEFT PLACEMENT



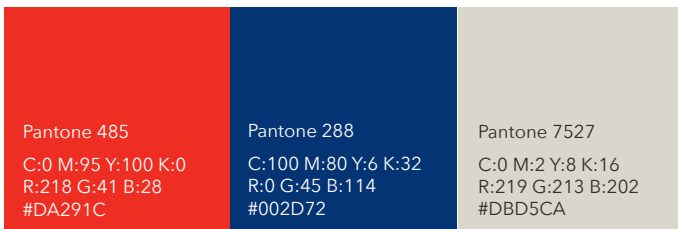
LOWER RIGHT PLACEMENT



LOWER LEFT PLACEMENT



Optavise primary colors



Typography

HEADLINE FONT

Poppins

BODY COPY FONT

Avenir Next

Website reference

When referring to our website in copy, drop the protocol reference <http://>, and “www” and capitalize Optavise.
Example: Optavise.com

QUESTIONS: Contact Corporate Communications at SusanJudith.Villalobos@CNOinc.com

Optavise.com

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