



Brand Guidelines 2025

We Are Optos

Optos was founded to make a patient-friendly device which quickly images up to 200 degrees of the retina in a single shot.

Our technology is groundbreaking. No other imaging device provides a single shot 200° retinal image.

optomap® enables earlier detection and treatment of retinal disease, helping to save sight and save lives.

In 2015, Optos became a division of Nikon Co. Ltd, Japan. As a part of this renowned organization, Optos continues to innovate and grow.

The following brand guidelines reflect our strong ethos, our groundbreaking innovation, and our status as the leading provider of ultra-widefield retinal imaging devices.

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Brand Elements

Our Writing Style

Fundamentals

We write titles in sentence case, using initial capitals only for names, such as Optos.

Using all capitals is reserved for specific naming conventions and acronyms only (e.g., FOV).

Dates are always written long form: with the date in numerical form, the month in full written form, and the year in numerical form.

When we number things we only use the numerical value and do not use the nth instance (e.g., 10th).

Our corporate language is US English. US English is used for the corporate website and should be used if one English has to be chosen for a marketing material. Otherwise, all materials will use local languages.

How Optos writes

Correct title format.

1 January 2025

Correct date format.

January 1, 2025

Correct date format (US format only).

Our Writing Style

Optos terminology – correct use and format

For terms commonly associated with Optos and our industry.

Optos terminology	Usage and formatting
Optos®	Logo, initial capital letter, end with Registered symbol only for first use in document
optomap ®	- Bold 'opto', lower case, even at the start of a sentence, end with Registered symbol only for first use in document - If included in bold sentence, 'map' should not be bold.
ultra-widefield (UWF™)/UWF	- The first time writing ultra-widefield, it should be set as sentence case, hyphenated, no trademark, followed by – in brackets – UWF, all caps and a TM sign, i.e., ultra-widefield (UWF™) - ultra-widefield should not be broken over two lines of copy - Acronym can be used after first full usage, all caps, no trademark, i.e., UWF
multimodality	Lower case, no hyphenation
multimodal imaging	
field of view (FOV)	
color	- Lower case, and black when used as a branded name - In the first instance, and if there is space, these modalities should be written proceeding 'optomap', e.g., optomap color rg - Once it is written with optomap, or if space doesn't allow, we can shorten, e.g., color rg - When used in body copy, when written with optomap, or if space doesn't allow, we can shorten and write in black, e.g., color rg - Do not break modalities over 2 lines. e.g. color rg or optomap color rg must all be on one line - Image captions should always include optomap
color rg	
color rgb	
plus	
af	
green af	
blue af	
fa	
icg	
Sensory Retina	
Choroidal	- Initial capital letter, and black when used as a branded name - In the first instance, and if there is space, these modalities should be written proceeding 'optomap', e.g., optomap Choroidal - Once it is written with optomap, or if space doesn't allow, we can shorten, e.g., Choroidal - Do not break modalities over 2 lines. e.g. Sensory Retina or optomap Sensory Retina must all be on one line - Image captions should always include optomap
OCT	All caps, hyphenated and black when used as a branded name or in body copy
SS-OCT	
SD-OCT	
Swept Source OCT	- Initial capital letter, no hyphenation 'OCT' in all caps
Spectral Domain OCT	

Our Writing Style

Optos terminology – correct use and format, continued

For terms commonly associated with Optos and our industry.

Optos terminology	Usage and formatting
Daytona	• Initial capital letter, and black when used as a branded name or in body copy, i.e., Daytona
California	
MonacoPro	
Silverstone RGB	
UWF Primary	• UWF acronym and uppercase, capital P on Primary
OptosAdvance™	• Both words initial capitals, black, no space between, and end with trademark only for first use in document.
OptosCloud™	
CustomerCentral	• Both words initial capitals, black, and no space between
Support Portal	• Both words initial capitals
Distributor Portal	
3-in-1 Color Depth Imaging™	• Hyphenated numbers, every word initial capitals, end with trademark only for first use in document
4-in-1 Color Depth Imaging™	
ProView™	• Both words initial capitals, no space between, end with trademark only for first use in document
3D Wrap®	• Numeric 3, capital D, capital W, end with Registered symbol only for first use in document
cSLO	• Lower case c, capital SLO, no space between
image capture/capturing	• Lower case, no hyphenation
single shot	
stereo disc imaging	
equivalent to gold standard	
auto-montage	• Lower case, hyphenated
auto-capture	
area-assist	
non-mydratic	
non-contact	

Our Writing Style

Industry terminology – correct use and format

For terms commonly associated with Optos and our industry.

Industry terminology	Usage and formatting
Email	• One word, sentence case
Blog	
Home page	• Two words, sentence case, not hyphenated
Web page	
Online	• One word, sentence case, not hyphenated
Facebook	• Initial capital
Instagram	
YouTube	• Both words initial capitals, no space between
LinkedIn	

Our Writing Style

References and Citations

Optos uses APA style references when creating citations. Please use the example to the right when writing references.

In-text citations will utilize superscript reference numbers corresponding to the citation.

Due to spacing constraints, reference lists can be compacted into paragraph form with each reference still individually numbered.

If reference list exceeds 30 references, it can be written in shorthand as: 1. Last name, First initial. (Year).

Author	Date	Title	Source	
			Periodical Information	DOI or URL
Author, A. A., & Author, B. B.	(2025).	Title of article.	<i>Title of Periodical</i> , 34(2), 5-14.	https://doi.org/xxxx
Name of Group	(2025, January).			https://xxxxx
Author, C. C. [username]	(2025, February 16).		<i>Title of Periodical</i> , 2(1-2), Article 12.	
Username.			<i>Title of Periodical</i> .	

Journal article with a DOI

1. McCauley, S. M., & Christiansen, M. H. (2019). Language learning as a language use: A cross-linguistic model of child language development. *Psychological Review*, 126(1), 1–51. <https://doi.org/10.1037/rev0000126>

Journal article without a DOI, with a nondatabase URL

1. Ahman, E., Tuttle, L. J., Saviet, M., & Wright, S. D. (2018). A descriptive review of ADHD coaching research: Implications for college students. *Journal of Postsecondary Education and Disability*, 31(1), 17–39. <https://www.ahead.org/professional-resources/publications/jped/archived-jped/jped-volume-31>

Journal, magazine, or newspaper article without a DOI, from most academic research databases or print version

1. Anderson, M. (2018). Getting consistent with consequences. *Educational Leadership*, 76(1). 26-33.
2. Goldman, C. (2018, November 28). The complicated calibration of love, especially in adoption. *Chicago Tribune*.

Source:
American Psychological Association. (2020). *Publication manual of the American Psychological Association* (7th ed.). <https://doi.org/10.1037/0000165-000>

Boilerplate Elements

Optos Footer

The Optos Footer should be included on most B2B materials. The footer will always appear at the bottom of the last page of the document.

The following example shows the footer for a Portrait Document (ie. Clinical Summaries, etc.). The landscape version is identical but stretched horizontally to match document margins (ie. Brochures, etc.).

In the Copyright sentence section, the copyright year changes with the calendar year. If a part number is necessary for a document, please right align the revision number with the right edge of the 'Contact Us' QR code.



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auinfo@optos.com

Contact us:



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PART # / REV

Additional Elements

If an image requires doctor review or approval before publishing, include 'Image independently verified.' to document. .

A shorter version of our copyright language is allowed by dropping the Company Registration Number. This is only if space does not permit the full sentence.

See example at right.

Image independently verified.
© 2025 Optos plc. All Rights Reserved.

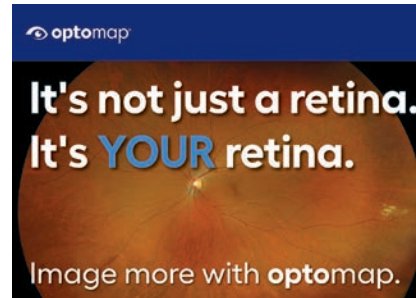
Material Categories

B2B Marketing Materials

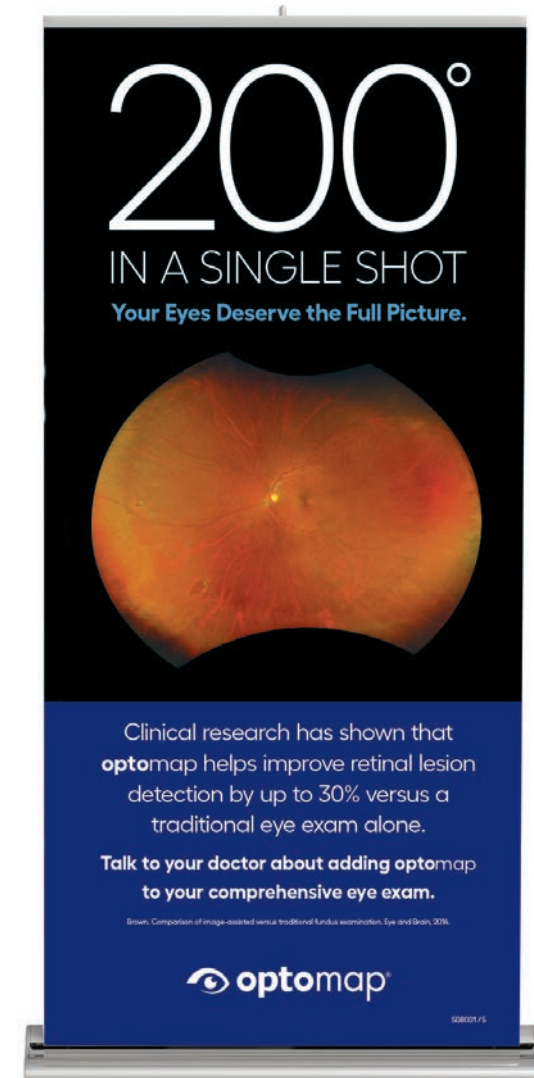
All B2B marketing material should have the Nikon Company Identifier and Optos logo present in the header or footer of the material.

B2C Marketing Materials

All B2C marketing material should always have the **optomap** logo present, with a mention of Optos in the footer/end of the application in written form, i.e., '**optomap** is an Optos technology'.



PMK digital video book



optomap banner display

Our Logos: Optos

Optos is the company's corporate brand. It should be the leading brand on any B2B material.

Primary logo

Always use our full color primary logo, unless printing conditions will not allow or one of our reversed logos are a more suitable choice.

Reversed logo

There are two reversed logo options: full white and white with colored eye-bug.

We suggest the only time the white with colored eye-bug logo version is used is on event stands, on a dark solid background, with backlighting, to ensure maximum standout. For all other instances that you need a lighter logo, use the full white option.

See page 17 for further detail on how the Optos logo is correctly used when aligned with the Nikon Company Identifier.

Primary logo



Reversed logo



Colored bug only to be used on event stands.

Black logo



Used when full color printing is not an option.

Our Logos: Optos

Exclusion zone

To maintain the logo's visual integrity, always surround the Optos logo with a clear area.

Never place anything in this clear area.

Measure the minimum space by the width of the 'o' in the logo.

Minimum size

To ensure legibility and effectiveness, we've specified a minimum logo size. Note: this is the 'minimum' size, not the preferred size.



Print



25 mm

Screen



82 px

Logo Guidance: Optos

Please refer to the following examples for guidance on which variety of the Optos logo to use in specific situations.

Colored backgrounds

When using colored backgrounds, only use suitable colors from the correct palette and be wary of legibility.

Photographic backgrounds

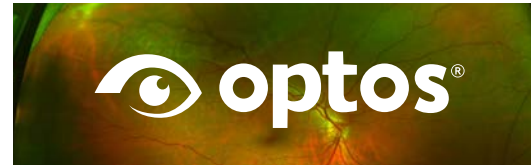
When using photographic backgrounds, ensure that the photography is suitably placed so legibility isn't compromised. Use either a colored background or white background in instances where photography isn't suitable.

Brand hierarchy

Pay particular attention to brand hierarchy, especially in situations where multiple logos are being used (e.g., give less attention to the Nikon Company Identifier and Optos logo on the front cover of a brochure).



For solid color backgrounds, use either the fully reversed logo or the reversed logo with blue eye-bug. Use appropriate colors only.



For photographic backgrounds, use the Reversed logo and avoid busy images.



For white backgrounds, always use the Primary logo. When full color printing is not an option, use the Black logo.



Our Logos: Nikon Company Identifier

When referencing the Nikon Company, we prefer you use this Nikon brand symbol with gradation.

Full color version

We prefer you use the full color version. And if backgrounds compromise legibility, you can use the outlined version.

Black and white version

Always use the full color Nikon Company Identifier as above, unless printing conditions will not allow.

When using on backgrounds other than white (e.g., solid colored or photographic) please use the outlined version.

Full color



Black and white



Full color, outlined



Black and white, outlined



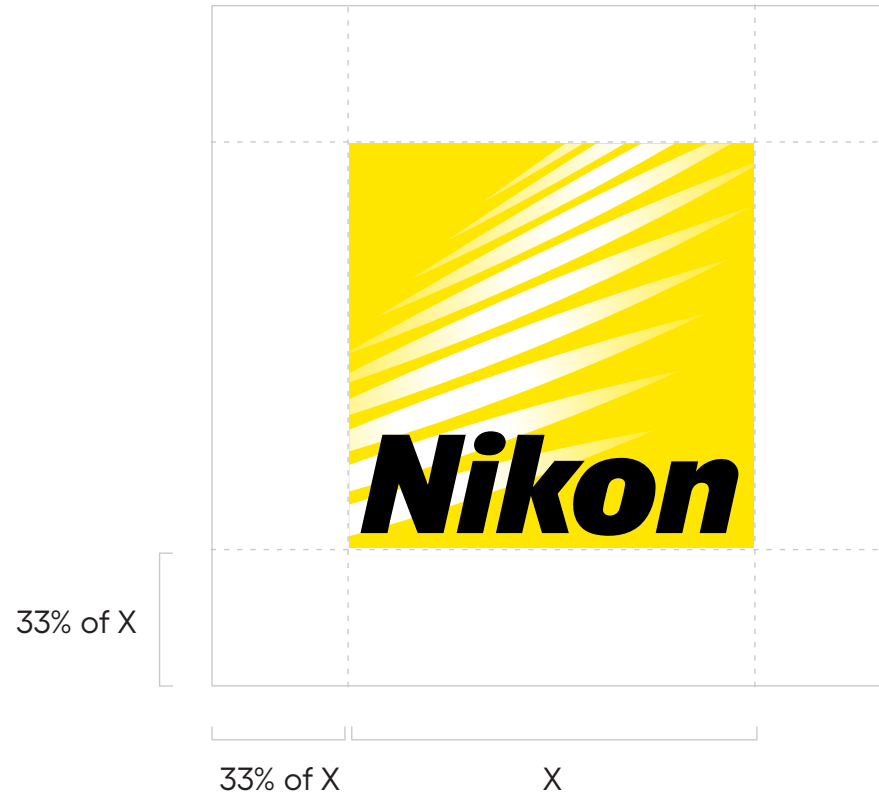
Our Logos: Nikon

Exclusion zone

Maintain visual integrity by always surrounding the Nikon logo with a clear area. Never place anything in this clear area.

Minimum exclusion zone surrounding the Nikon Company Identifier should be 33% width of the logo total size.

Apply this guide when you use any version of the Nikon Company Identifier – whether full color, black and white, or outlined.



Our Logos: Nikon

Minimum sizes

Ensure legibility and effectiveness by using at least the specified minimum sizes of the logos.

Note: this is the 'minimum' size, not the preferred size.

Note

Images shown are not to scale. For visual representation only.

Print



10 mm

Screen



34 px

Print



14 mm

Screen



40 px

Logo Relationship

This page describes the basic concept for achieving proper visual balance when you display the Optos logo with the Nikon Company Identifier.

Basic concept for visual balance

Ensure visual balance by making sure the Nikon Company Identifier is twice the height of the Optos logo, at a 2:1 ratio.

This does not apply to business cards or other items with limited space for displaying the Nikon Company Identifier.

Please see pages 17 to 19 for ideal positioning of the Nikon Company Identifier and the Optos logo.

X



1/2 X



Logo Relationship

There should always be adequate clear space between the Nikon Company Identifier and Optos logo.

The Nikon Company Identifier should always appear before the Optos logo, either sitting to the left of or above the Optos logo.

When you place the Nikon Company Identifier and Optos logo adjacent to each other at the top of a layout, ensure that the words sit on the same baseline.

When both logos are at the bottom of a layout, the Nikon Company Identifier is anchored to the top of the Optos logo. This footer layout is often coupled with a yellow dividing line above.

When pairing the Nikon Company Identifier and the Optos logo in a layout focusing on an Optos product (e.g., **optomap**), give that logo prominence at the top, and sit the paired logos only in the footer area.

The only time you should use the Optos logo without the Nikon Company Identifier is on trade show booths.



Example of adjacent layout at top with baselines aligned.



Example of adjacent layout in footer area with top edges aligned. Additional info can be added below both logos while keeping the footer compact and using the free space efficiently.

Logo Relationship

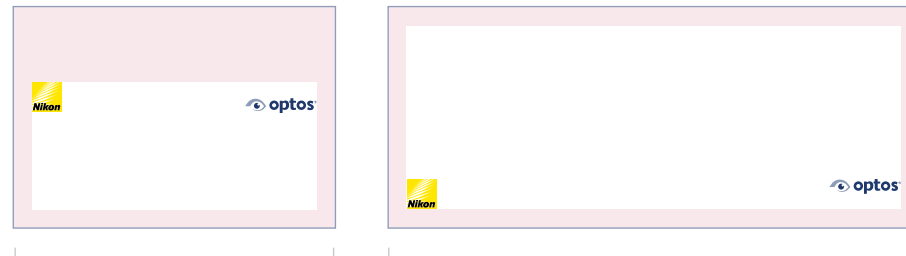
The examples here show a variety of ways to apply the logo relationship explained on the previous pages.

The logos do not need to be in opposite corners to each other (like the front cover of this document for example) but you should align them to a document margin (highlighted red in the examples).

Never stack the logos directly on top of each other – leave enough room between to insert content (e.g., a document title).



Examples of equal/tight margin alignment.



Example of wide header alignment from top.

Correct use of bottom footer layout (see previous page description).

Logo Relationship

We don't suggest that the Nikon Company Identifier and the Optos logo sit side by side, however if they need to be placed in close proximity for space reasons, please follow the examples on this page.

The Nikon Company Identifier and Black Optos logo's placement should not infringe on their minimum clearance space — for further details see page 11 for Optos logo and page 14 for the Nikon Company Identifier.

Please note: The logos should only be in close proximity when there is no positioning alternative. Please see pages 17 to 19 for ideal positioning.



Example of logos positioned, horizontally, at an acceptably close proximity.



Example of logos positioned, horizontally, at an unacceptably close proximity.



Example of logos positioned, vertical, at an acceptably close proximity.



Example of logos positioned, vertical, at an unacceptably close proximity.

Our Logos: **optomap**

The **optomap** is an ultra-widefield digital image of the retina produced by Optos technology.

We should not use the Optos and **optomap** logos together on the same application.

B2B materials

B2B materials will always be Nikon and Optos lead, using the Nikon Company Identifier and the Optos logo.

B2C materials

All B2C marketing material should always use the full **optomap** logo with eye-bug.

Optos should be mentioned in copy at the footer/end of the application, i.e., '© 2025 Optos. All rights reserved.' See page 8 for an example.

Primary logo



Reversed logos



Black logo



Our Logos: optomap

Exclusion zone

To maintain the logo's visual integrity, always surround the **optomap** logo with a clear area.

Never place anything in this clear area.

Measure the minimum space by the width of the 'o' in the logo.

Minimum size

We've specified a minimum size to ensure legibility and effectiveness.

Note: this is the 'minimum' size, not the preferred size.



Print



25 mm

Screen



200 px

Logo Guidance: optomap

Please refer to the following examples for guidance on which variety of the **optomap** logo to use in specific situations.

Colored backgrounds

When using colored backgrounds, only use suitable colors from the correct palette and be wary of legibility.

Photographic backgrounds

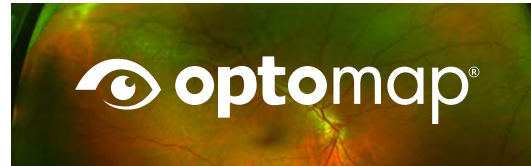
When using photographic backgrounds, ensure that the photography is suitably placed so legibility isn't compromised. Use either a colored background or white background in instances where photography isn't suitable.

Brand hierarchy

Pay particular attention to brand hierarchy, especially in situations where multiple logos are being used (e.g., give more attention to the **optomap** logo on the front cover of a brochure).



For solid color backgrounds, use the Reversed logo. Use appropriate colors only.



For photographic backgrounds, use the Reversed logo and avoid busy images.



For white backgrounds, always use the Primary logo. When full colour printing is not an option, use the Black logo.



Our Logos: Daytona

Exclusion zone

To maintain the logo's visual integrity, always surround the Daytona with a clear area. Never place anything in this clear area. The minimum space is 10% of the full width of the logo.

Minimum size

We've specified a minimum size to ensure legibility and effectiveness. Note: this is the 'minimum' size, not the preferred size.



Print



12 mm

Screen



80 px

Our Logos: California

Exclusion zone

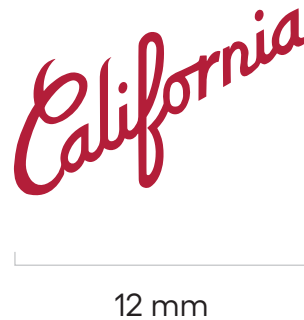
To maintain the logo's visual integrity, always surround the California with a clear area. Never place anything in this clear area. The minimum space is 10% of the full width of the logo.

Minimum size

We've specified a minimum size to ensure legibility and effectiveness. Note: this is the 'minimum' size, not the preferred size.



Print



Screen



Our Logos: MonacoPro

Exclusion zone

To maintain the logo's visual integrity, always surround the MonacoPro with a clear area. Never place anything in this clear area. The minimum space is the full width of the "M".

Minimum size

We've specified a minimum size to ensure legibility and effectiveness. Note: this is the 'minimum' size, not the preferred size.



Print

MonacoPRO.

12 mm

Screen

MonacoPRO.

80 px

Our Logos: Silverstone RGB

Exclusion zone

To maintain the logo's visual integrity, always surround the Silverstone with a clear area. Never place anything in this clear area. The minimum space is 10% of the full width of the logo.

Minimum size

We've specified a minimum size to ensure legibility and effectiveness. Note: this is the 'minimum' size, not the preferred size.



Print



Screen



Logo Guidance: Products

Please refer to the following examples for guidance on which variety of the Daytona, California, MonacoPro and Silverstone RGB logos to use in specific situations.

Colored backgrounds

When using colored backgrounds, only use suitable colors from the correct palette and be wary of legibility.

Photographic backgrounds

When using photographic backgrounds, ensure that the photography is suitably placed so legibility isn't compromised. Use either a colored background or white background in instances where photography isn't suitable.

Brand hierarchy

Pay particular attention to brand hierarchy, especially in situations where multiple logos are being used (e.g., give more attention to the California logo on the front cover of a brochure).



For solid color backgrounds, use the Reversed logo. Use appropriate colors only.



For photographic backgrounds, use the reversed logo and avoid busy images.



For white backgrounds, use the Primary logo.

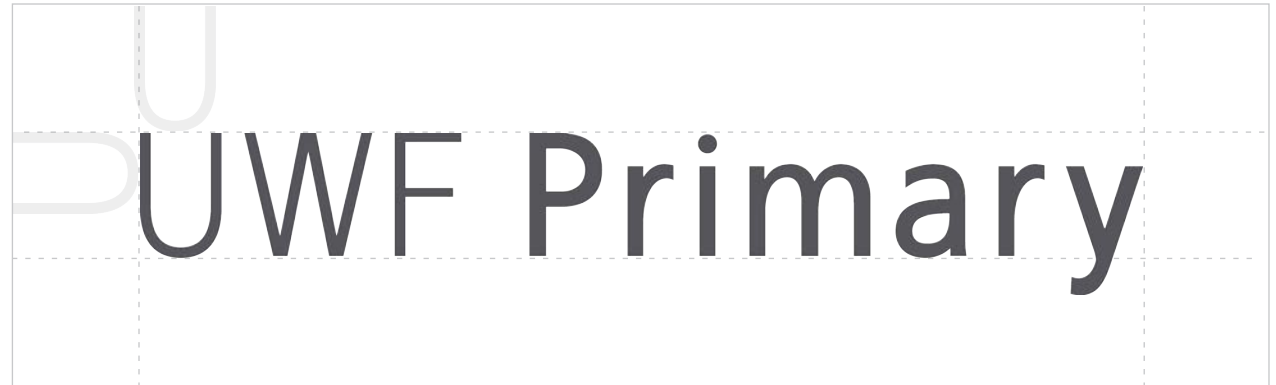
Our Logos: UWF Primary

Exclusion zone

To maintain the logo's visual integrity, always surround the UWF Primary logo with a clear area. Never place anything in this clear area. Measure the minimum space by the height of the 'U' in the logo.

Minimum size

We've specified a minimum size to ensure legibility and effectiveness. Note: this is the 'minimum' size, not the preferred size.



Print

UWF Primary

20 mm

Screen

UWF Primary

100 px

Logo Guidance: Products

Please refer to the following examples for the UWF Primary logo to use in specific situations.

Colored backgrounds

When using colored backgrounds, only use suitable colors from the correct palette and be wary of legibility.

Photographic backgrounds

When using photographic backgrounds, ensure that the photography is suitably placed so legibility isn't compromised. Use either a colored background or white background in instances where photography isn't suitable.

Brand hierarchy

Pay particular attention to brand hierarchy, especially in situations where multiple logos are being used (e.g., give more attention to the UWF Primary logo on the front cover of a brochure).



For solid color backgrounds, use the Reversed logo. Use appropriate colors only.



For photographic backgrounds, use the Reversed logo and avoid busy images.



For white backgrounds, use the Primary logo.

Our Logos: Products

Software is at the heart of all of our **opto**map products. Our software products enable our devices to make the capture, review, sharing and storage of **opto**map images easier and more dynamic.

OptosAdvance and OptosCloud have their own logos.

Product logos

Optos *Advance*TM

Optos *Cloud*TM

Our Logos: OptosAdvance

Exclusion zone

To maintain the logo's visual integrity, always surround the OptosAdvance logo with a clear area. Never place anything in this clear area. Measure the minimum space by the width of the 'o' in the logo.

Minimum size

We've specified a minimum size to ensure legibility and effectiveness. Note: this is the 'minimum' size, not the preferred size.



Print

OptosAdvance™

25 mm

Screen

OptosAdvance™

150 px

Our Logos: OptosCloud

Exclusion zone

To maintain the logo's visual integrity, always surround the OptosCloud logo with a clear area. Never place anything in this clear area. Measure the minimum space by the width of the 'o' in the logo.

Minimum size

We've specified a minimum size to ensure legibility and effectiveness. Note: this is the 'minimum' size, not the preferred size.



Print

OptosCloud™

20 mm

Screen

OptosCloud™

125 px

Logo Guidance: Products

Please refer to the following examples for guidance on which variety of the OptosAdvance and OptosCloud, logo to use in specific situations.

Colored backgrounds

When using colored backgrounds, only use suitable colors from the correct palette and be wary of legibility.

Photographic backgrounds

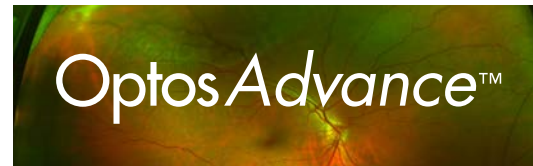
When using photographic backgrounds, ensure that the photography is suitably placed so legibility isn't compromised. Use either a colored background or white background in instances where photography isn't suitable.

Brand hierarchy

Pay particular attention to brand hierarchy, especially in situations where multiple logos are being used (e.g., give more attention to the OptosAdvance logo on the front cover of a brochure).



For solid color backgrounds, use the Reversed logo. Use appropriate colors only.



For photographic backgrounds, use the Reversed logo and avoid busy images.



For white backgrounds, use the Primary logo.

Primary Color Palette

The primary Optos color palette focuses on our family of blue hues, with priority given to dark blue.

Deep red is only used within product logos. Black and white are mainly used for background floods.

Our black CMYK mix is formulated to produce a rich, dense black, without any color cast. Given that some print vendors may require a specific rich black mix, please check print specs per vendor, and adjust the CMYK mix accordingly.

Website accessibility

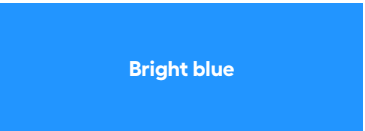
Web Safe Bright Blue is the ADA compliant alternative to our Bright Blue. This blue is only used on web in instances where Bright Blue would be used. It's hex value will change to #0074E0.



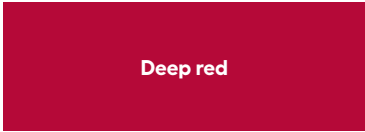
Pantone 3581 C
C100 M87 Y0 K31
R27 G56 B108
HEX 1B386C



Pantone 7684 C
C85 M62 Y0 K0
R48 G88 B165
HEX 3058A5



Pantone 2727 C
C75 M38 Y0 K0
R34 G149 B255
HEX 2295FF



Pantone 7427
C0 M100 Y65 K28
R181 G9 B56
HEX B40937



C60 M40 Y40 K100
R0 G0 B0
HEX 000000



C0 M0 Y0 K0
R255 G255 B255
HEX FFFFFFFF



Pantone 535 C
C44 M27 Y5 K2
R142 G156 B184
HEX 8E9CB8

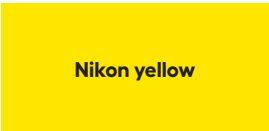


C81 M54 Y0 K0
R0 G116 B224
HEX 0074E0

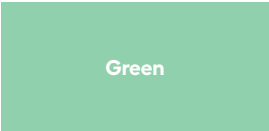
Secondary Color Palette

The secondary brand color palette provides options that compliment the primary color palette. These colors should be used sparingly in relationship to the primary palette.

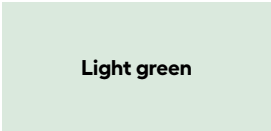
It needs to seamlessly complement the primary colors to maintain brand consistency and versatility. Harmonizing with the primary colors ensures that the brand’s personality remains intact and adaptable for various applications, from marketing materials, campaigns and product design.



Pantone 109
C0 M10 Y100 K0
R255 G230 B0
HEX FFE600



Pantone 345 C
C43 M0 Y41 K0
R140 G203 B155
HEX 8CCB9B



Pantone 621 C
C12 M1 Y12 K2
R219 G227 B213
HEX DBE3D5



Pantone 715 C
C0 M54 Y87 K0
R253 G137 B53
HEX FD8935



Pantone 7544 C
C35 M14 Y11 K34
R109 G125 B145
HEX 6D7D91



Pantone 542 C
C50 M18 Y6 K0
R123 G177 B213
HEX 7BB1D5

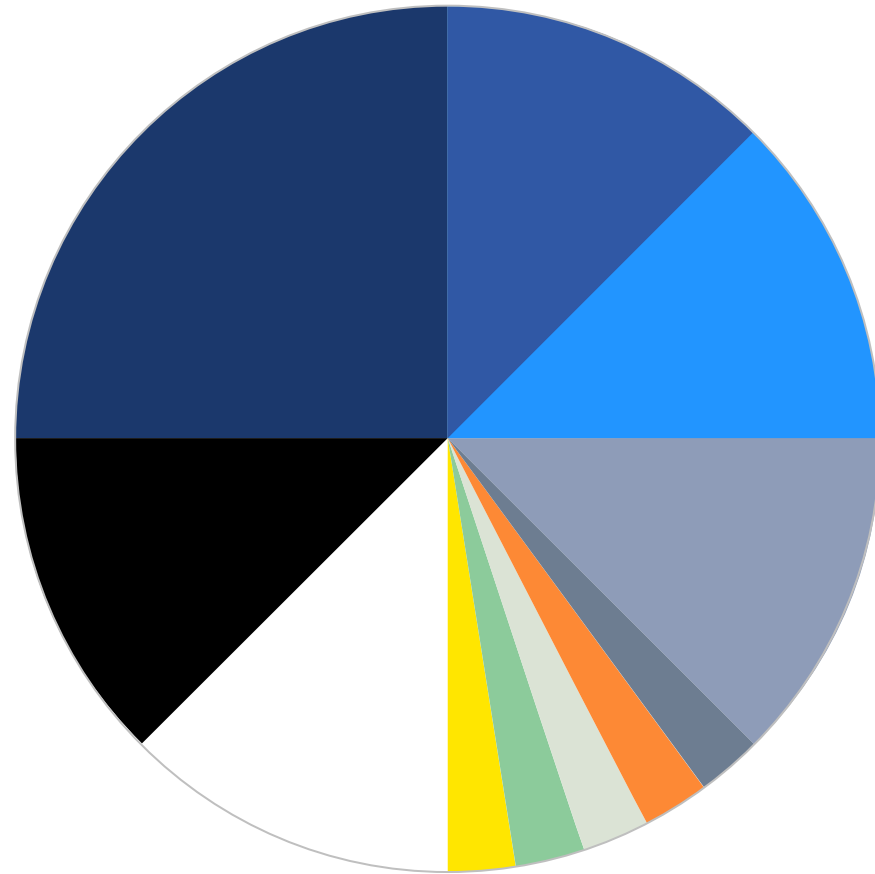
The device trim color should never be used as an element in any asset. This is the color for the trim on our devices in case it is ever needed for reference.

Color Balance

Brand color balance is essential for a cohesive visual identity. It involves strategically combining colors that align with the brand's personality and resonate with the target audiences.

This color balance ensures consistency across platforms, fostering brand recognition and a memorable market presence. It supports the consistent usage of the core and secondary palettes, and the balance between them.

Secondary colors must be used in moderation, the balance shown reflects the colors across the entire brand, inclusive of all brand touch points.



Typography

Fellix is our brand font. It is bold and very clean and is an integral part of our visual 'voice'. You can use it in various weights to create brand depth, tone and hierarchy.

Fellix features round counters within the letters forms, with the perfectly circular 'o' and other rounded characteristics. Hence this complements the bold roundels in our branding.

Please refer to page 39 for guidance if the Fellix family isn't available.

If text appears over an **opto**map image – mainly in Bright Blue – a drop shadow is allowed to increase visibility. The percentage, size and intensity of the drop shadow is determined on a case by case basis.

AaBb AaBb
1234567890 1234567890

Fellix Semi Bold and Semi Bold Italic

AaBb AaBb
1234567890 1234567890

Fellix Regular and Italic

Typography

Weight use recommendations

Fellix Bold:

Heading, body copy section title, or body copy.

Fellix Bold Italics:

Heading and body copy section title emphasis.

Fellix Semi Bold:

Sub-heading, highlighted key words in body copy.

Fellix Regular:

Body copy.

Fellix Semi Bold Italics:

Quote copy, highlighting name/title in quote reference.

Fellix Regular Italics:

Quote reference, captions/descriptions.

Heading

Sub-heading

Body copy section title

Body copy

“Quote copy”

Quote reference

Captions/descriptions

Typography

Websafe fonts

If Fellix fonts aren't available for application, please use the Arial family.

Weight use recommendations

Arial Bold:

Heading, sub-heading

Arial Regular:

Body copy

Arial Bold Italic:

Quotes

Arial Regular Italics:

Captions, descriptions

AaBb ***AaBb***
1234567890 ***1234567890***

Arial Bold and Bold Italic

AaBb *AaBb*
1234567890 *1234567890*

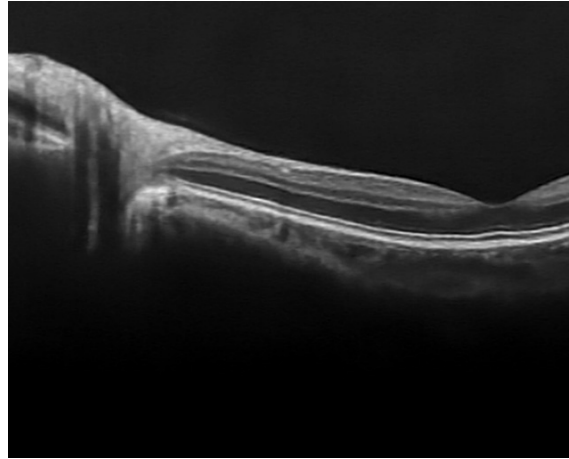
Arial Regular and Italic

Imagery: Modalities

Imagery is an integral part of communications at Optos, and we use it to convey the breadth and depth of our interests, communicate our ideas and add emotion.

We use imagery in a range of applications, and we must ensure that it always captures the essence of Optos' offerings. To maintain continuity and integrity, imagery and messaging used for Optos' communication must be globally consistent.

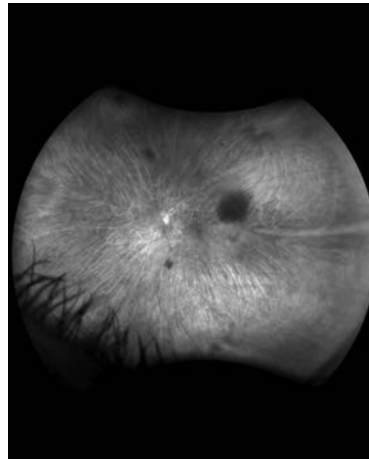
- All images used should feel clean, authentic, not staged, and contextually relevant.
- All images should focus and illustrate action and/or equipment.
- Photography should have a strong depth of field and interest, but never be cluttered.
- Images should be high-quality, high-resolution, and of the appropriate size and scale for the application.
- **optomap** images should be represented in full field of view unless we are zooming into an area of interest.



SD-OCT



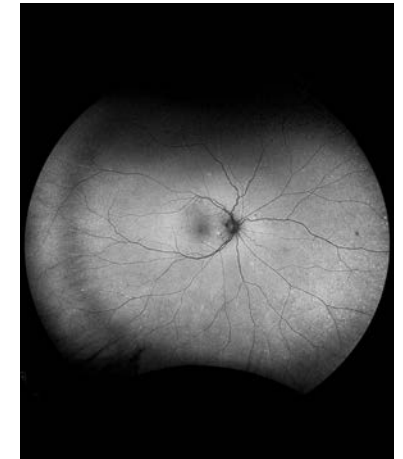
optomap color rg



optomap Choroidal



optomap fa



optomap green af

Imagery: Product

Imagery is an integral part of communications at Optos, and we use it to convey the breadth and depth of our interests, communicate our ideas and add emotion.

We use imagery in a range of applications, and we must ensure that it always captures the essence of Optos' offerings. To maintain continuity and integrity, imagery and messaging used for Optos' communication must be globally consistent.

- All images used should feel clean, authentic, not staged, and contextually relevant.
- All images should focus and illustrate action and/or equipment.
- Photography should have a strong depth of field and interest, but never be cluttered.
- Images should be high-quality, high-resolution, and of the appropriate size and scale for the application.
- On Optos device imagery, both the Optos logo and Nikon logo should be the same color. Please be extra vigilant when selecting fitting imagery.



Side view with hand controller (white background).



Product detail (dark background).



Front view (white background).



Product on table with tablet (dark background).

Imagery: Lifestyle

Imagery is an integral part of our communications. We use photography to provide context for our products, communicate our ideas, and add emotion.

We use imagery in a range of applications, and we must ensure that it always captures the essence of Optos' offerings. To maintain continuity and integrity, imagery and messaging used for Optos' communication must be globally consistent.

- Images should be high-quality, high-resolution, and of the appropriate size and scale for the application.
- Open
- Warm
- Friendly
- Optimistic
- Diverse



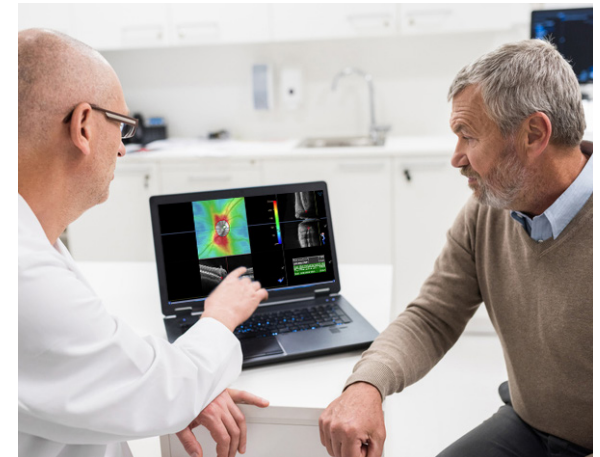
Focus on patient.



Focus on delighted patient with shallow depth of field.



Focus on patient with shallow depth of field.



Focus on screen and patient.

Iconography

We use icons as focal points for important information and to break up text-heavy layouts of complex information. Icons should always be clean in style.

Creation and sizing

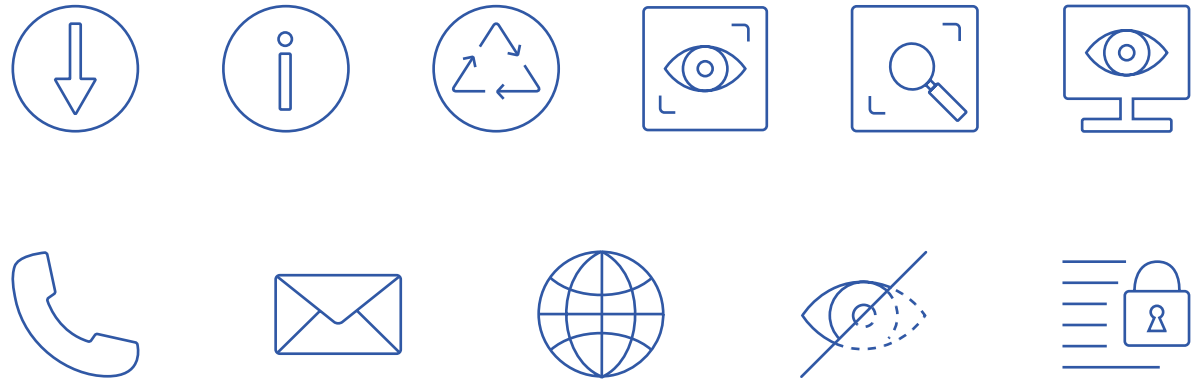
All icons are designed on a 48 pixel grid and feature consistent strokes with rounded corners and without any filled shapes.

Create all icons at 48 pixels then scale to appropriate size.

When changing the size of icons, ensure that you change stroke weight in accordance with the guide below:

48 pixels = 1pt stroke
96 pixels = 1.5pt stroke
192 pixels = 2pt stroke

Do not confuse icons with more detailed illustrations or larger scale supergraphics. Only use icons to clearly identify key pieces of information and not for decoration.



Icon family



Color guide



Roundel format

Annotated optomap and OCT Images

Please follow the examples on this page when labeling **optomap** imagery and any supporting OCT images.

optomap images

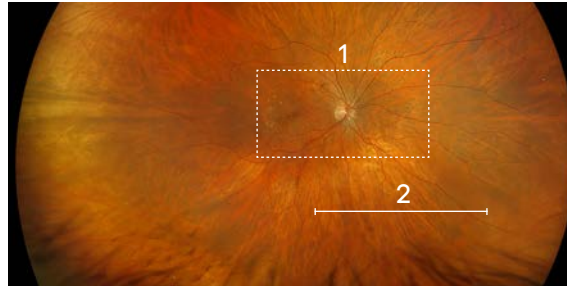
You can highlight the approximate area being captured with a single stroked line and numbered reference centered above, always in white.

You can set the line at a more relevant angle if it is helpful. Mark both ends of the line with vertical strokes.

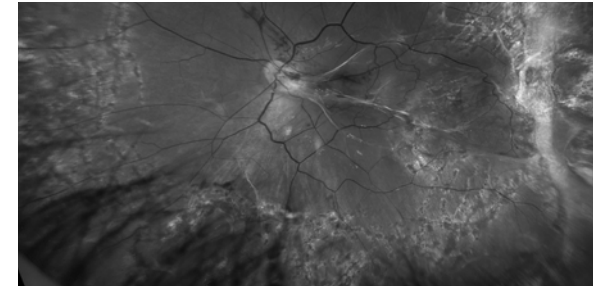
For larger areas, use a closed-dash shape with numbered reference above the top edge.

OCT images

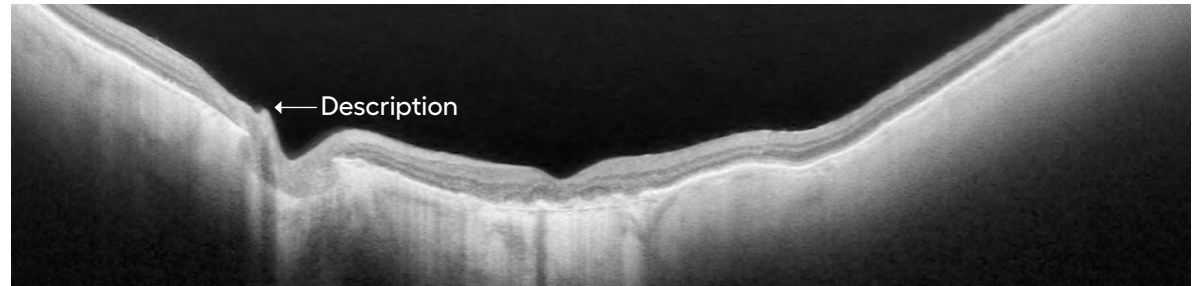
White directional arrows may be used, along with short description text, to call out specific areas of an OCT image.



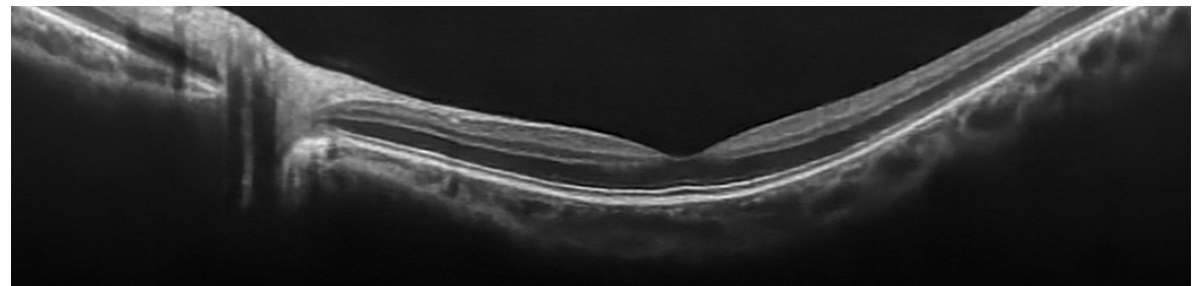
optomap color rgb



optomap Sensory Retina



SS-OCT



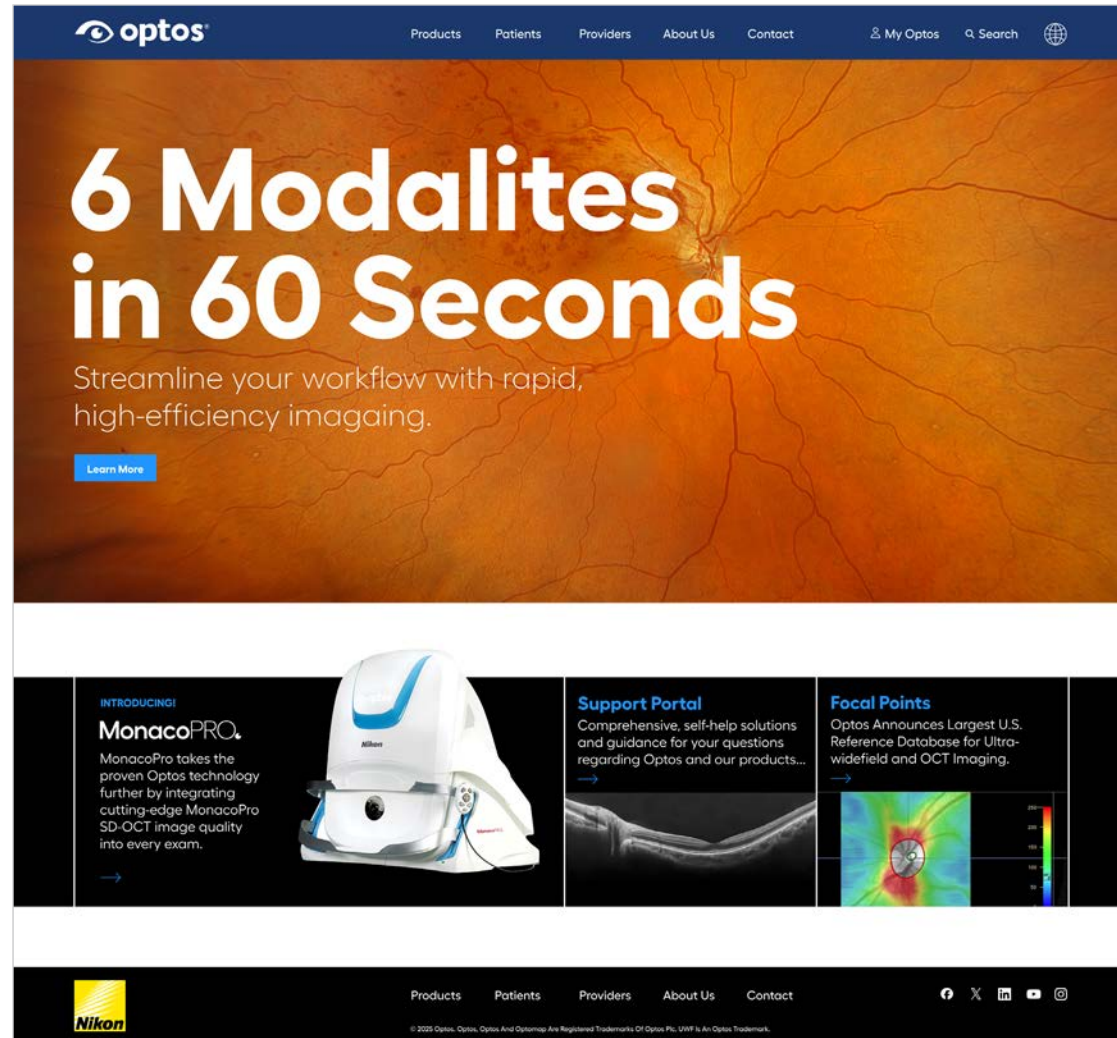
SD-OCT

Brand In Application

Application Examples

Website

Dark blue used as the header background color helps establish immediate recognition of the Optos brand. Bold headline typography layered on the stunning modality image reads as confident and engaging. Black provides strong contrast and a defined space for secondary messaging below the banner. White background creates a comfortable clear space between rows.

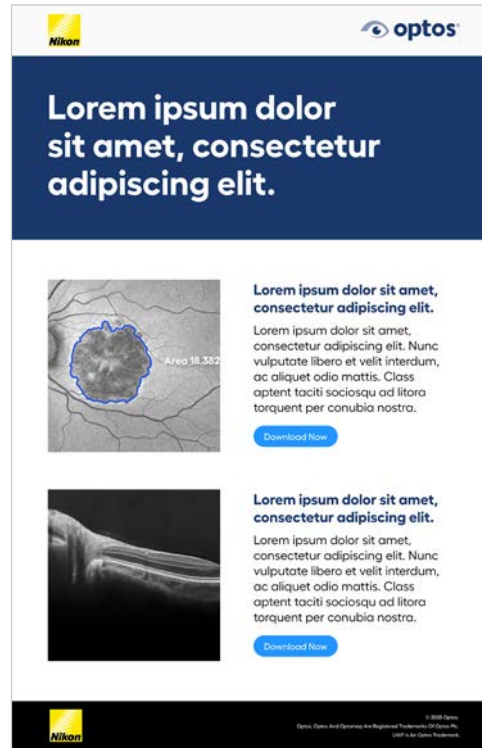


Optos.com homepage

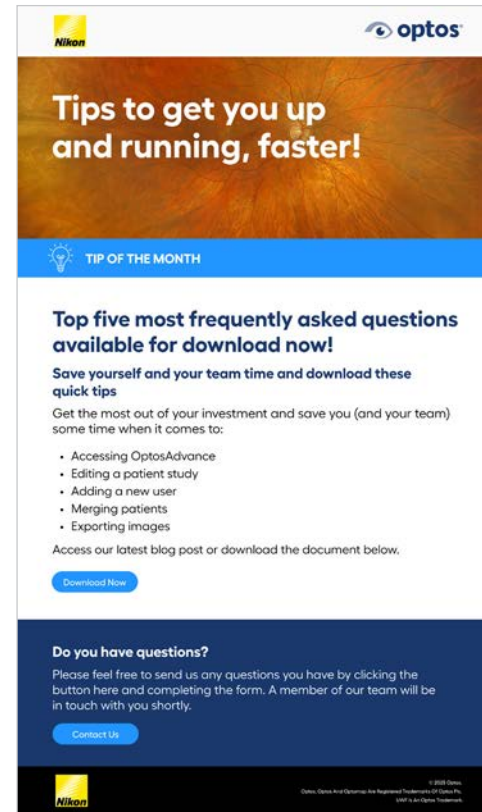
Application Examples

Email templates

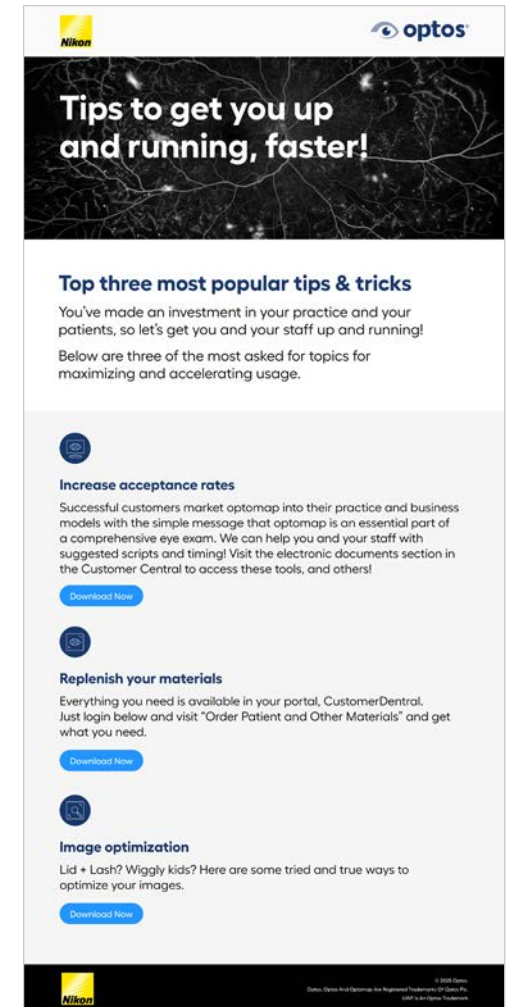
A common header and footer is shared among all email templates for brand consistency. The top banner area is used for a short and bold headline. Specified font sizes and weights create an organized messaging hierarchy in the body section. Bright blue is used consistently for all call to actions where special emphasis is needed.



Capabilities



Tip of the month



Onboarding

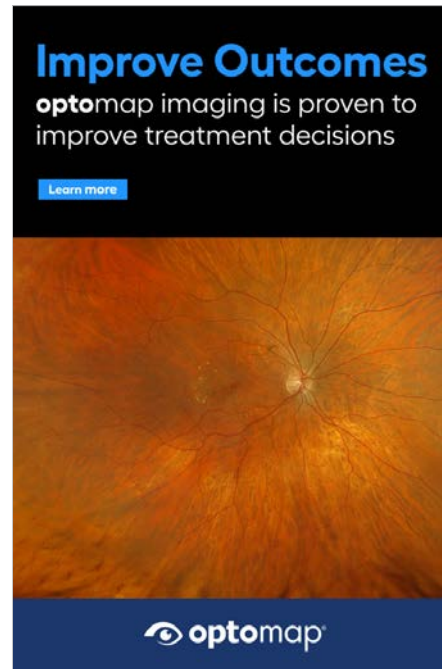
Application Examples

Digital advertising

Black provides a high contrast background for the headline and copy. Bright blue is consistently used as the call to action color, and to help the headline grab attention. Space is intentionally allocated to provide strong branding, while keeping an emphasis on an engaging modality image.



728x90



320x480px



300x250px



160x600

Application Examples

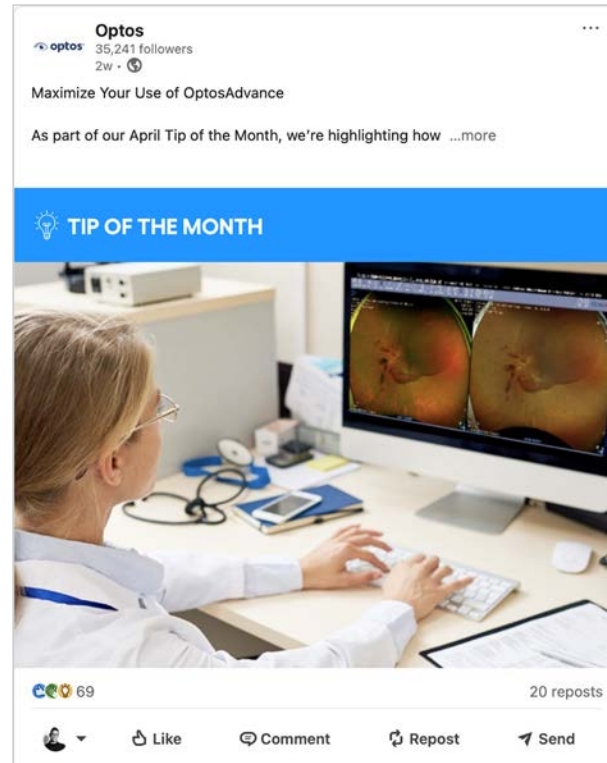
Paid social

Tip of the month

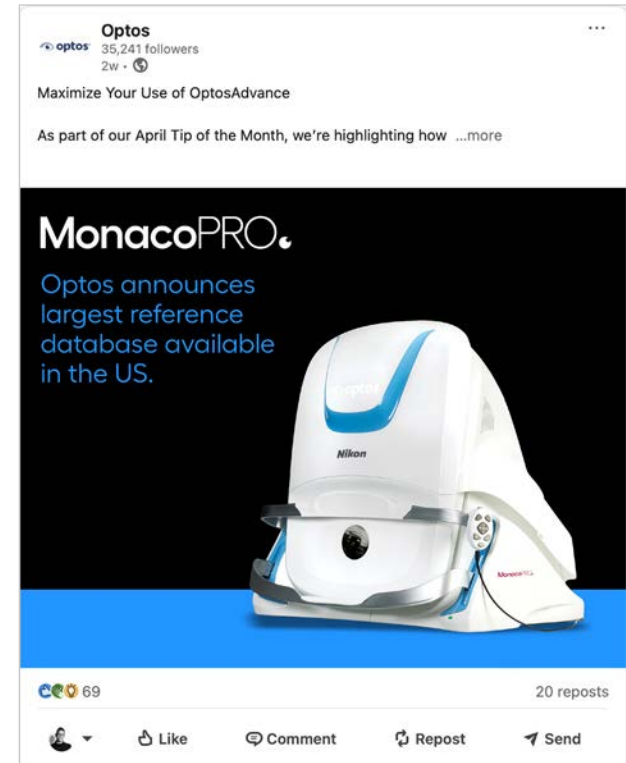
Optos paid social advertising is distinguished by its simple and bold designs. Our bright blue banner provides a clear space for concise and engaging headlines. Photography should follow guidelines from pages 40 to 42.

Product

The black background provides for high contrast against typography and product imagery. The bright blue banner helps define the foreground making the composition appear more dimensional. Photography should follow guidelines from page 45.



LinkedIn tip of the month



LinkedIn product

Application Examples

Trade shows

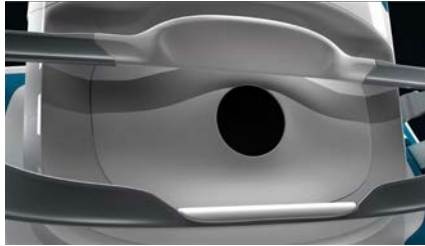
Dark blue is always used as the primary wall color, and as the background for the Optos logos. Modality images are shown on black backgrounds to provide high contrast and depth. Headlines use bright blue on the black backgrounds to capture attention.



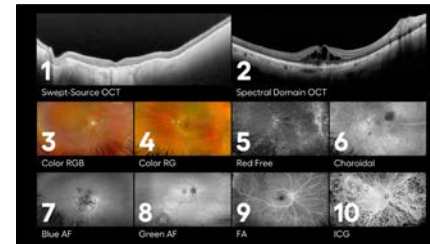
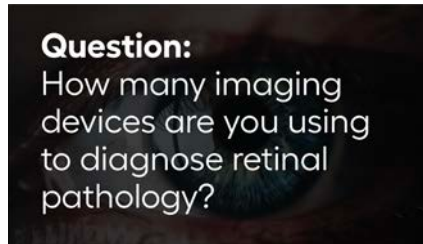
Application Examples

Videos

Black serves as the primary background color to provide high contrast and depth. Headlines use the bold font weight and bright blue to differentiate from other messaging. Optos and **optomap** logos are white on the black background to provide maximum contrast. Simple grids and clear labeling give modality images an intentional space to live. Bold scaling of type and images creates excitement and focus throughout the duration of the video.



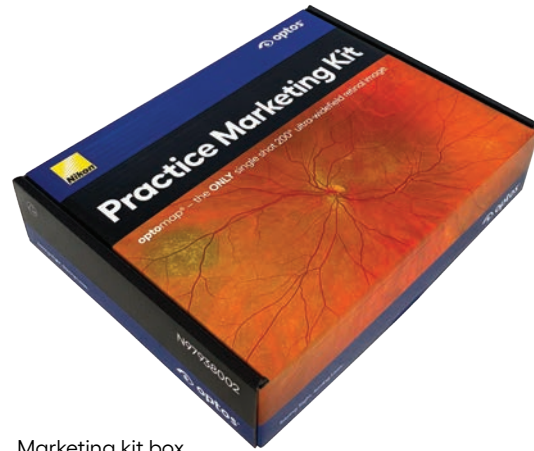
Video frames



Application Examples

Marketing kit / Practice focused

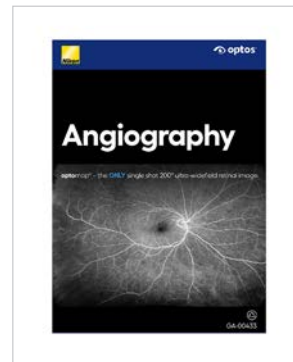
Black provides a high contrast background for the headline and copy. Bright blue is consistently used as the call to action color, and to help the headline grab attention. Space is intentionally allocated to provide strong branding, while keeping an emphasis on an engaging modality image.



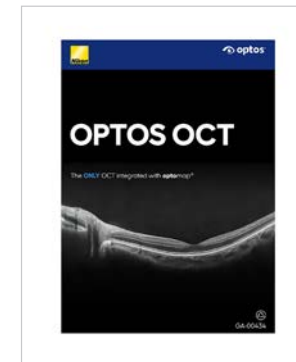
Marketing kit box



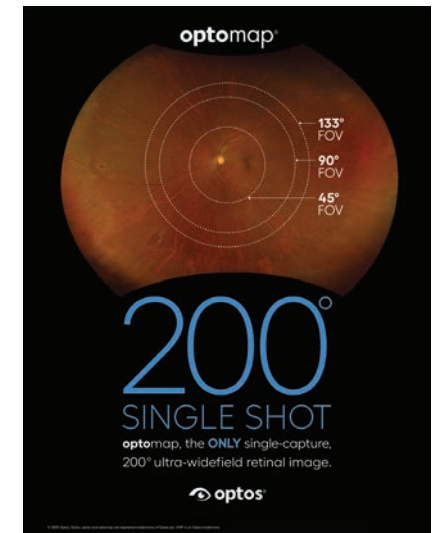
Guide cover



Angiography envelope & decal



OCT envelope & decal



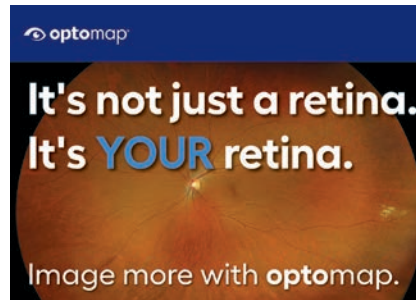
Print advertisement

Marketing kit contents

Application Examples

Marketing kit / Consumer focused

Black provides a high contrast background for the headline and copy. Bright blue is consistently used as the call to action color, and to help the headline grab attention. Space is intentionally allocated to provide strong branding, while keeping an emphasis on an engaging modality image.



PMK digital video book



optomap banner display

Resources

For additional requests or inquiries,
please email our marketing team
at mediarelations@optos.com

[optos.com](https://www.optos.com)

