



OPTOMI™ BRANDING
BOOK



A brand is more than simply a logo. It's a distinctive visual, emotional and cultural representation that identifies and differentiates a company or a product.

The PURPOSE of a brand is to increase the total business value and extend the life of the entity. All of our brands have a distinctive identity, authentic character, unique personality and most of all PURPOSE. The WHY behind what we do is as significant as the service itself.

A brand with unique characteristics can help an organization stand out from the competition. For this reason, it is important to maintain consistency in everything we do. From our messaging and marketing materials to our corporate letterhead and the way an e-mail is signed, it is essential that all company communications portray the Optomi branding.



VISUAL BRAND IDENTITY



OPTOMI™

DRIVING TOMORROW'S TECHNOLOGY WITH TODAY'S OPTIMUM TALENT.

[COLOR]



OPTOMI™

DRIVING TOMORROW'S TECHNOLOGY WITH TODAY'S OPTIMUM TALENT.

[BLACK & WHITE]



OPTOMI™

[NO TAGLINE, NEVER WITHOUT RINGS]





BRAND CHARACTERISTICS

PRONUNCIATION:

Op•tom•i [OP' - tum - ē]

INSPIRED BY:

optimum, best, ultimate, excellence, choosing to “do the right thing”



- The OPTOMI rings represent:
- Our three guiding principles
 - Our three spheres of performance
 - Our three points of influence

Optomi is

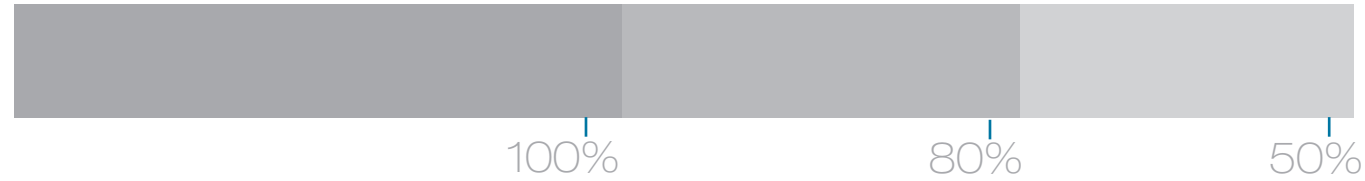
passionate
dedicated
innovative
respectful
connected
genuine

Optomi is NOT

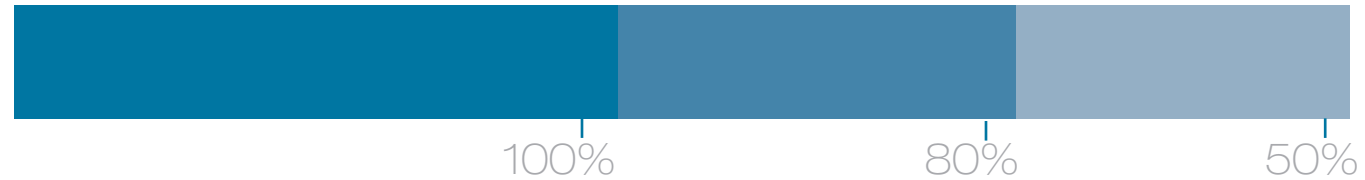
indifferent
unresponsive
routine
inconsiderate
detached
insincere

CORPORATE COLOR PALETTE

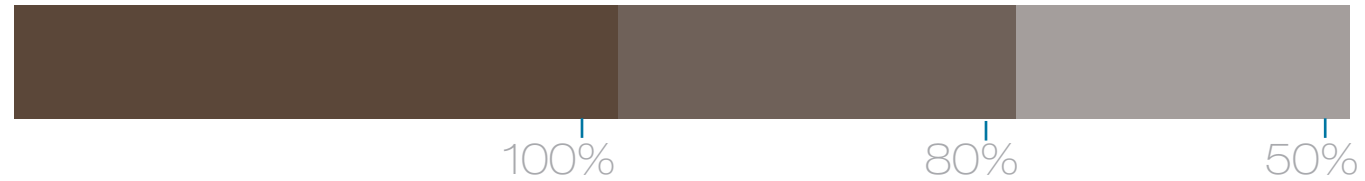
PANTONE 877 C [PLATINUM]



PANTONE 8203 C [COBALT]



PANTONE 8622 C [BRONZE]



100% BLACK

70% BLACK

40% BLACK

RGB VALUES

Platinum = 40% Black

Cobalt: RGB = 49,118,163

Bronze: RGB = 91, 72, 56

ALTERNATE PMS COLORS

Cobalt = 302

Bronze = 463

CORPORATE TYPEFACE

HEADER TYPEFACE

HELVETICA NEUE (T1) ALL CAPS | 33 Thin Extended | 70% Black | 100% Pantone 8203

ABC...O123(?!@

35 pt 25 pt 18 pt 14 pt 12 pt

Header Script Typeface

Genial Medium | Regular | 70% Black | 100% Pantone 8203

BODY COPY TYPEFACE - (Mac)

Helvetica Neue (T1) | 33 Thin Extended | 12pt

TYPEFACE FOR USE IN WORD DOCUMENTS - (Mac)

Helvetica Neue Thin Extended | Headers = 14 pt, Body = 12pt

TYPEFACE FOR USE IN DOCUMENTS - (if PC)

Century Gothic | Headers = 14 pt, Body = 12pt

CORPORATE COMMUNICATIONS

Optomi has developed a set of standardized branded documents to be used in all corporate communications. All of which are on the company's OneDrive. All documents should be exported to a PDF format before sending to a client. Samples include:

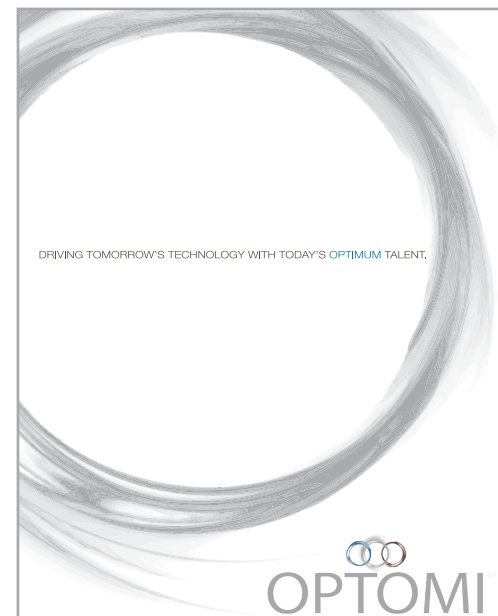
Letterhead Word Doc

Template provided on OneDrive



Word Doc

Template provided on OneDrive



Presentations to Clients

Power Point Template provided on OneDrive



Marketing Materials

Template provided on OneDrive

EXTERNAL COMMUNICATIONS

E-Mail Signature

Uniform format for all Optomi e-communications will come through the Xink platform. This should be available during onboarding.



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Explore all of our award recognitions including INC 5000® and Entrepreneur Magazine's Top Company Cultures® [HERE](#).
See my LinkedIn profile by clicking on the name.

Client E-Mail Messaging & Consultant E-Mail Messaging

Your own introduction.

We enable clients to define the technology of tomorrow by identifying the best tech talent to fuel projects. Optomi, part of the Optomi Professional Services family of brands, is pioneering innovative philosophies as cutting-edge as the technology we represent. Our sharpened recruiting methodology combines advanced technologies with time-honored genuine talent relationships to produce effective results.

Social Networking Profile Messaging

LinkedIn

Title: Tech Recruiter/Account Executive...etc.

Company: Optomi

Location: (market specific)

Description:

“DRIVING TOMORROW’S TECHNOLOGY WITH TODAY’S OPTIMUM TALENT.”
Optomi is the fastest-growing tech talent firm (recognized by SIA in 2018) with innovative philosophies as cutting-edge as the technology we represent. As the technology talent brand of Optomi Professional Services, we deploy the best project managers, business analysts and technologists in the ever-evolving spaces of AI, mobile technology, cyber security, network/system engineering, information security, data warehousing, cloud and application development... making us a leader in the technology talent space. By implementing advanced recruitment processes and utilizing innovative technologies, Optomi fuels IT projects for the most progressive Fortune 50 - Fortune 500 companies in the U.S.
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OPTOMI™

DRIVING TOMORROW'S TECHNOLOGY WITH TODAY'S **OPTIMUM** TALENT.

part of the Optomi Professional Services™ family of brands

FOUNDED 2012
upon strong core values to
make a meaningful impact