optio

visual identity reference

COMRADES
GRAFIK DESIGN KREATIV BÜRO

logo

01

Primary version
For color print, web and screen
horizontal layouts

logo

02

Icon integrated into the name
Use case - narrow and vertical layouts
when logo needs to be larger

logo

03

Icon composed over the name
For square and vertical layouts

fonts

01

industrial evolution

Nexa Heavy
Header font

02

Lorem ipsum dolor sit amet, consec-
tetuer adipiscing elit, sed diam nonum-
my nibh euismod tincidunt ut laoreet
dolore magna aliquam erat volutpat.

Nexa Book
Body text font

colors

T01	T02	A01	A02
#ABC0D6	#7D848E	#F92644	#27AAE1
text on color on dark backgrounds	text on white backgrounds		accenting colors

gradients

01

background fill
gradient

#BF1F63

#F92644

gradients

02

background fill
gradient

#1C75BC

#27AAE1

background images

01

dark solid grey
overlayed with
transparent images

#332F38

background images

01

dark solid grey
overlayed with
transparent images

#332F38

layout examples

optio
automation
made simple

automation
made simple

optio
productivity
made simple
next generation industrial solutions

optio

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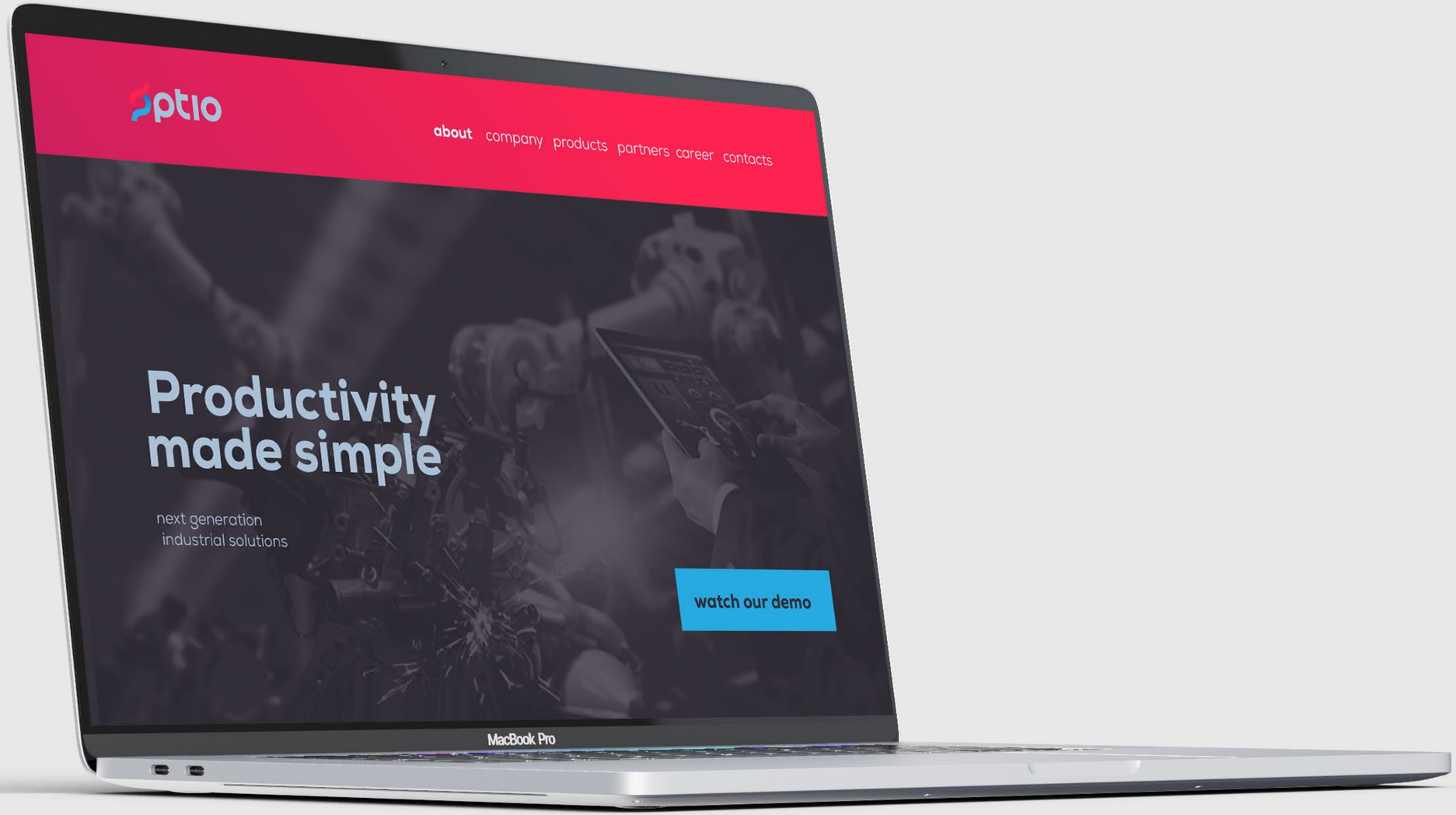
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next generation
industrial automation
solutions