

About this guide

This guide provides staff and suppliers with the necessary information, guidelines, and standards to ensure the proper use of the Optimum Care Services brand and style.

It explains how to apply the logo, fonts, colors, and images to create a cohesive Optimum Care Services identity for print, digital, and presentation materials, as well as supporting collateral.

Adhering to these guidelines ensures a consistent corporate identity across the company and all platforms, delivering a professional and well-presented image to the public, participants, and other businesses.



Where Care Comes with a plus.

Brand
guidelines
external edition

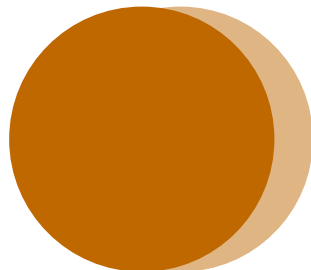
Primary logo

Our logo is the most recognizable element of our brand identity. It symbolizes the brand that people associate with us.

The Primary logo incorporates three colors: Blue, Philippine Violet, and Alloy Orange. The color breakdown in CMYK for print, RGB for digital, and HEX for web can be found on page 4 of this guide.

When using the Primary logo, it should be displayed at a minimum width of 40mm. If this size is not feasible, the version of the logo without sub-text can be used.

The logo without sub-text is also approved for use on various marketing materials. Always ensure there is sufficient clear space around the logo, free from any graphic or typographic elements.



Primary logo



Where Care Comes with a plus.

Logo (without sub-text)



Minimum Size



Clear space around logo



Typefaces

Type fonts play a crucial role in maintaining the Optimum Care brand identity. Using the selected fonts ensures consistency in documents and marketing materials throughout the company, both internally and externally.

The primary fonts for headings, subheadings, quotes, and body text are Source Sans Pro (regular) and Public Sans (medium). Avoid excessive use of bold or italic versions of the fonts, reserving them only for emphasis when necessary. Additionally, refrain from adding underlines or other effects to the text.

All body text should ideally be sized at 11pt, and text settings should remain simple and easy to read.

Primary font for headings, sub-headings and quotes

Source Sans Pro Bold

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
1 2 3 4 5 6 7 8 9 0 !

Primary font for body text,

Source Sans Pro Regular

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
1 2 3 4 5 6 7 8 9 0 !

Alternative font for headings, sub-headings and quotes

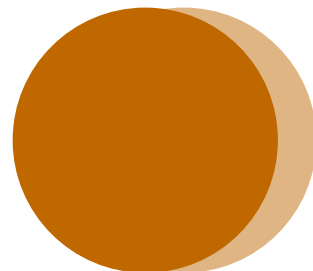
Public Sans Bold.

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
1 2 3 4 5 6 7 8 9 0 !

Alternative sub-headings and quotes

Public Sans medium.

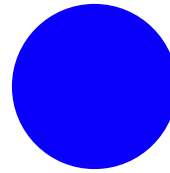
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 !



Primary colours

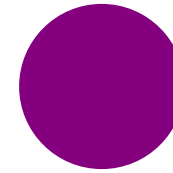
The Primary logo features three colors: Blue, Philippine Violet, and Alloy Orange.

These colors comprise the Primary color palette and should be your preferred choices for documents, online content, and marketing materials whenever possible. You may also use lighter tints of the Primary colors for backgrounds as needed. These colors have been thoughtfully selected to complement each other, so it's important to avoid using other unsuitable colors in documents or marketing materials.



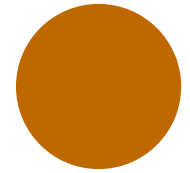
Blue,

RGB 9,0,250
Hex #0900fa
CMYK 88,78,0,0



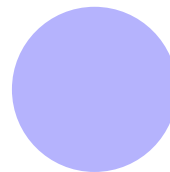
Philippine Violet

RGB 132,0,126
Hex #84007e
CMYK 59,100,15,3

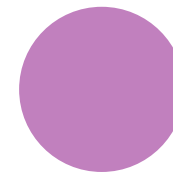


Alloy Orange.

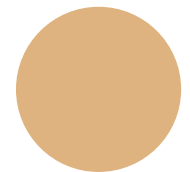
RGB 191,104,0
Hex #bf6800
CMYK 20,66,100,7



30%



50%



50%

