

OPTIPLAY

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BRAND LOGO

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Primary logo

The main version of the logo is the priority and is used in most brand communications. It is applied on a dark neutral background and ensures maximum brand recognition.



Inverse logo

The inverse version of the logo is intended for use on light backgrounds. It provides sufficient contrast and preserves the legibility of the logo elements.



Monochrome logo

The monochrome logo is reserved for one-color printing, engraving, or situations where full color is impossible.

Use solid white on black/dark backgrounds or solid black on white/light backgrounds.

Never use orange in monochrome applications technical necessity while preserving maximum clarity and brand recognition.

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Grayscale logo

The grayscale version of the logo is used in cases where the use of color is technically impossible or impractical (for example, in black and white printing or official documentation).



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Logo savezone

No text or graphic elements may be placed within this field. The protective field must be maintained on all sides of the logo. The size of the “o” serves as a guide to delineate the clear space around the logo and other elements



Version for dark background

The standard version of the logo is used
for dark backgrounds.

The logo consists of the word "OPTIPLAY" in a bold, sans-serif font. The letters "O", "P", "T", and "I" are white, while "PLAY" is orange. The text is centered horizontally and has a subtle reflection effect below it.

Version for light background

An inverted version of the logo is used
for light backgrounds.

The image shows the 'Optiplay' logo in a light background version. The word 'OPTI' is rendered in black, while 'PLAY' is in orange. The letters are bold and sans-serif. A faint, semi-transparent orange reflection of the 'PLAY' portion is visible directly beneath the main text.

Logo scale

The minimum acceptable size of the logo is determined based on its legibility and accurate reproduction of details. In small sizes, a simplified version of the logo without upper and lower gradients is used to ensure better legibility.

100px



70px



50px



35px



Icon logo

For small formats or limited space, a compact version of the logo is used. It is used in square media such as social network icons, favicons, and other digital interfaces.



Wrong usage

These examples illustrate common violations that compromise the Optiplay brand. Never stretch, rotate, recolor, add effects, outlines shadows, textures, or break the lockup. Every misuse weakens recognition and dilutes the precise identity. Always use only the official artwork exactly as supplied.



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OPTIPLAY

Primary colors

White is mainly used for text.

Crimson Carrot can be used for short text or important information.

Black is used for backgrounds and to ensure readability.

BLACK

HEX: 000000

RGB: 0, 0, 0

CMYK: 0, 0, 0, 100

CRIMSON CARROT

HEX: F64900

RGB: 246, 73, 0

CMYK: 0, 70, 100, 4

WHITE

HEX: FFFFFFFF

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

Secondary colors

Secondary colors should only be used as an element to provide visual contrast or to harmonize with other visual elements. Avoid diluting the overall Optiplay brand with secondary colors

GRAPHITE

HEX: 2B2B2B

RGB: 43, 43, 43

CMYK: 0, 0, 0, 83

PURE RED

HEX: F5000A

RGB: 245, 0, 10

CMYK: 0, 100, 96, 4

PAPAYA WHIP

HEX: FFEDD4

RGB: 255, 237, 212

CMYK: 0, 7, 17, 0

Background colors

The Optiplay logo looks best when used with high contrast. Use white with orange letters on a dark/black background, or black with orange letters on a white/light background.



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Gradients

Gradients can be used as an auxiliary visual element, provided that stylistic unity is maintained.

HEX: FFFFFFFF

HEX: FFEDD4



OPTIPLAY

HEX: FFFFFFFF

HEX: D5D5D5



OPTIPLAY

HEX: 500804

HEX: 000000



OPTIPLAY

HEX: 500804

HEX: 290A05



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The right color combinations

Colors should blend harmoniously and not create visual noise.

Heading



Link

Heading

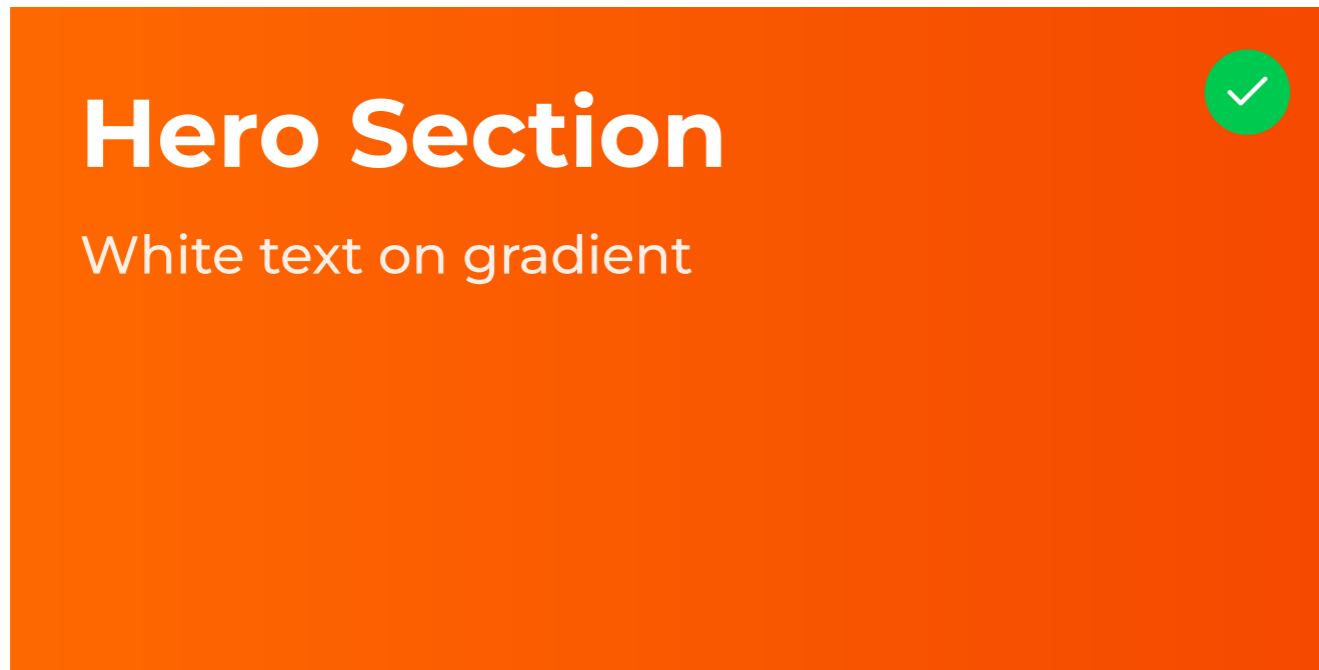


Body text

Hero Section



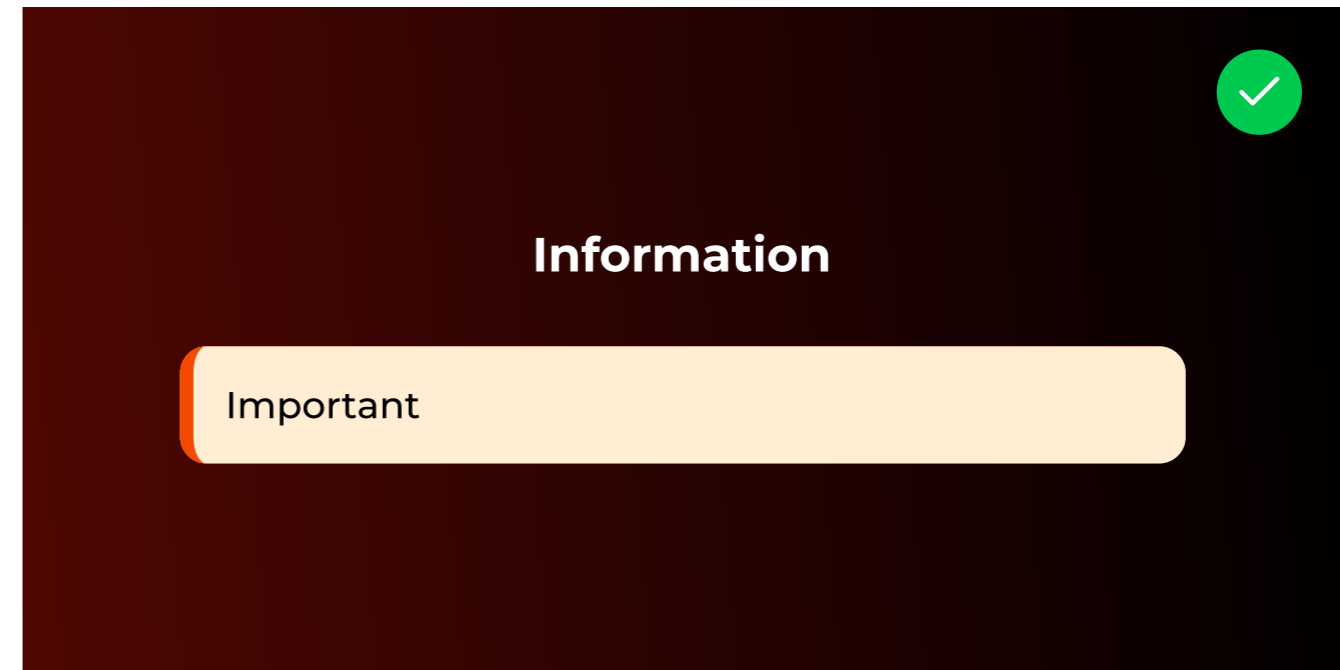
White text on gradient



Information

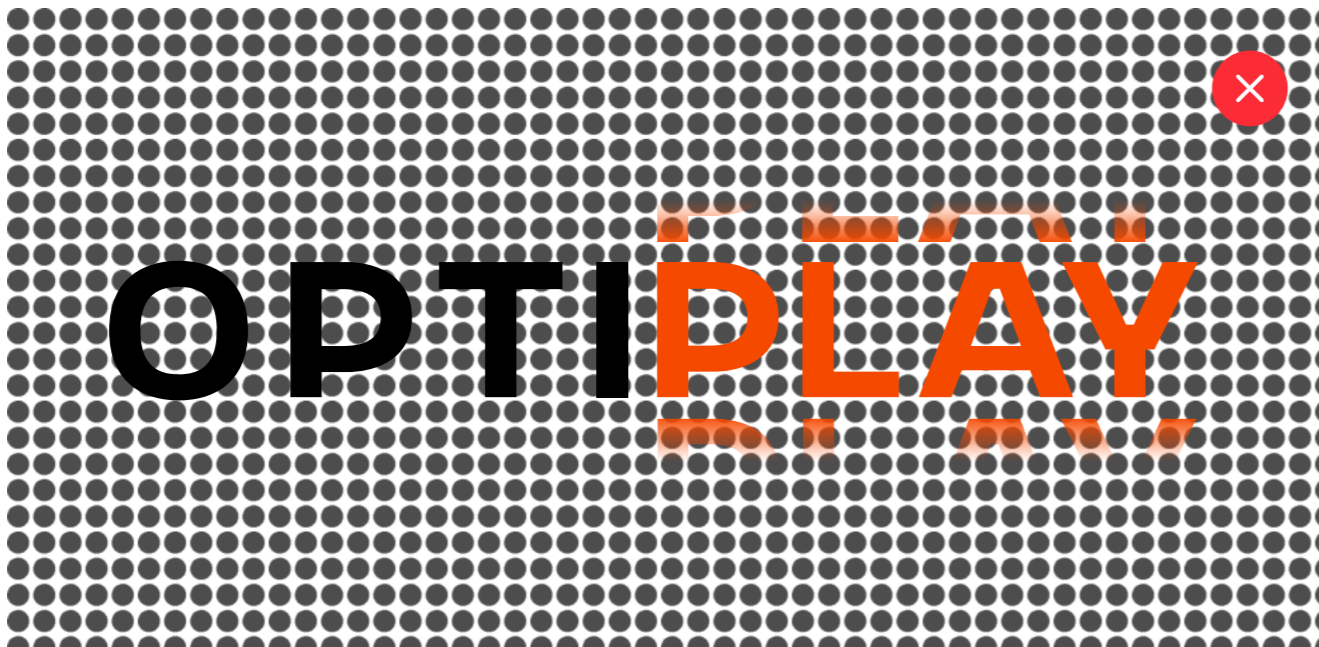


Important



Unacceptable color combinations

Never place any version on busy images, low-contrast surfaces, or unapproved colors—maximum legibility and authority must be maintained at all times.



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OPTIPLAY

SORRA

SORRA

Primary typeface

The font used in the logo has been modified to create a unique lettering style. This font is also used for headings, subheadings, and main text blocks.

**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**

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

Montserrat

Secondary typeface

Secondary fonts are used for accents, captions, secondary information, and auxiliary elements.

Montserrat

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

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

Hierarchy

To ensure clarity and consistency, Optiplay follows a simple type hierarchy using two fonts. This hierarchy keeps all communication organized, professional, and across digital and print applications.

Heading 1

Sora / 48px / ExtraBold

MAIN HEADING

Heading 2

Sora / 36px / Bold

Secondary Heading

H3 / Heading 3

Montserrat / 24px / Bold

Third Level Heading

Body / Body Text

Montserrat / 16px / Regular

This is an example of body text. It's used for paragraphs, descriptions, and other content. Recommended line length is 60-80 characters for optimal readability.

Body Medium

Montserrat / 16px / Medium

This is an example of body text with increased weight. Used for highlighting important sections.

Caption / Label

Montserrat / 14px / Regular

This is an example of a caption or additional information. Used for labels, notes, and metadata.

Correct font usage

Only approved fonts and their styles in the appropriate proportions may be used.



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✓

Code: **OPTI2026**

Using monospaced font for technical data

Proper font pairing



NEWS

Platform Update 2026

New features and performance improvements

February 27, 2025



Accent Block

Using colored backgrounds with proper text contrast.

Good contrast on light background



Incorrect use of fonts

It is prohibited to use any fonts other than Montserrat. It is also prohibited to modify fonts, including deformation, changing proportions, adding outlines, shadows, or other graphic effects.

Too tight spacing

Text is too tightly packed without sufficient line height. This impairs readability and creates discomfort when reading long texts.
Poor readability



TOO SMALL FONT

Using too small font size makes reading difficult and can cause eye strain.
Poor accessibility



Low Contrast

Insufficient contrast between text and background makes reading difficult.
Not readable



Wrong Font

Using fonts that are not part of the brand style.
Brand identity violation



Too short line with poor word wrapping
Wrong line length



Too many colors

Excessive use of colors in text
Chaotic appearance



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