OPTOFIDELITY

Brand book

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Brand story

A summary of who we are

A brand story captures the main points about the brand in a narrative format. It's not a video script – but it could easily be turned into one. It's slightly longer than an elevator pitch, but the main points can be simply expressed in a conversation.

New technology is more complex than ever. Especially in AR and XR, companies struggle to develop and manufacture products that consumers would use and love. The challenges in optical quality are considerable and mass market adoption is slow.

We can fix this. At OptoFidelity, we enable a smarter future.

We empower the world's technology leaders to accelerate the breakthrough of new technologies into the market. Thanks to our exact test systems and optical metrology solutions, our customers can bring their AR products to market faster and with fewer hiccups.

Our optical metrology solutions are accurate, repeatable, traceable and scalable. This increases stability, mitigates risks and provides visibility into our customer's product and production capability development.

We have 18+ years of experience in the industry and over 500 tech experts globally. Our client portfolio is already filled with the world's tech giants.

As a company, we will set the optical metrology standards of the digital world – thus enabling a smarter future.

Brand core

Values

Love technology and enjoy playing with it

Go boldly where no one has gone before

Optomize™ people around you

Get things done

Promise

Accurate, repeatable, traceable, and scalable optical metrology testing.

Vision

We set the optical metrology standards for the digital world.

Mission

Empower customers to accelerate the breakthrough of new technologies into the market.

Purpose

Enabling a smarter future

Logo and icon

In the 2023 brand update the classic OptoFidelity logo got it's colours freshened up.

The RGB color pixels are brightened to make the logo more suitable for web usage.

The original 2007 logo was inspired by OptoFidelity's work on graphical color displays. Displays use primary red, blue, and green to create desired colors and are made up of many pixels. The three primary colors concept and the three-pixel shapes (representing the three founders) have remained the defining elements of the logo.

Black and white logo

If the background colour is clashing with the colors of the logo, the black or white version of the logo can be used.

Opacity in the pixels make the "colours", values are 100%, 75%, 50%

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Logo usage

Primary logo is the color version, use it on either very dark or very light backgrounds.

On other background colours that might not match well with the RGB pixels, use the black or white version of the logo.

If you use the logo on top of an image, make sure the background image is calm enough and the contrast is sufficient.

❌ Don't use
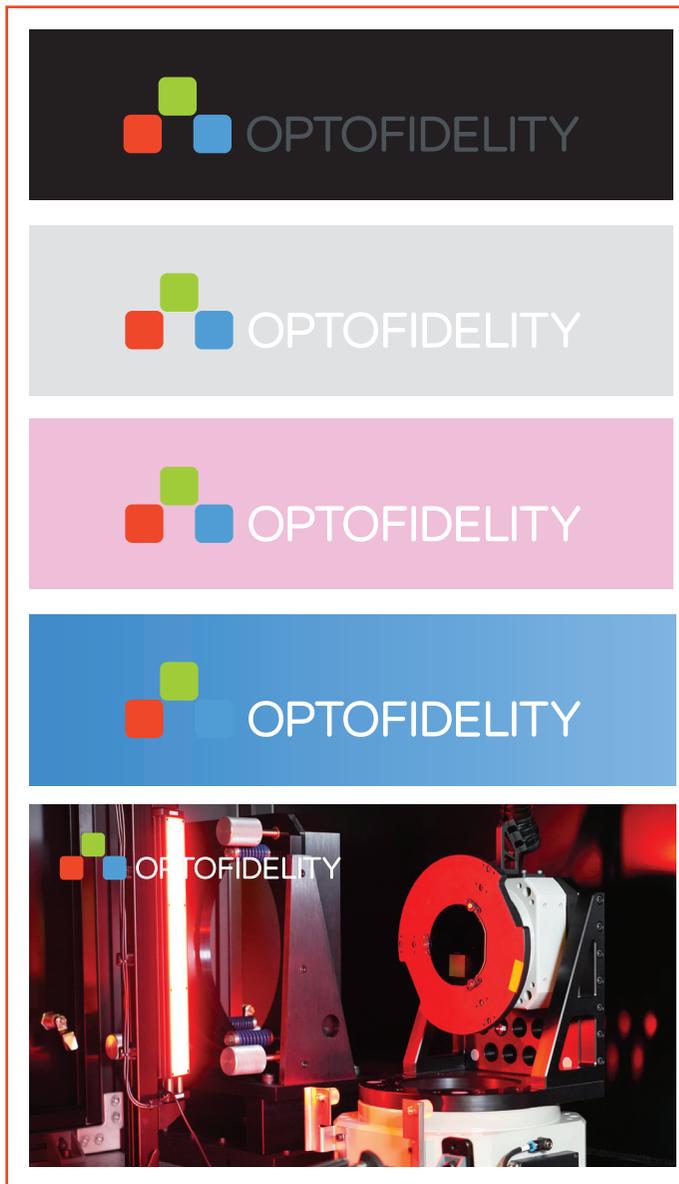
✅ Use
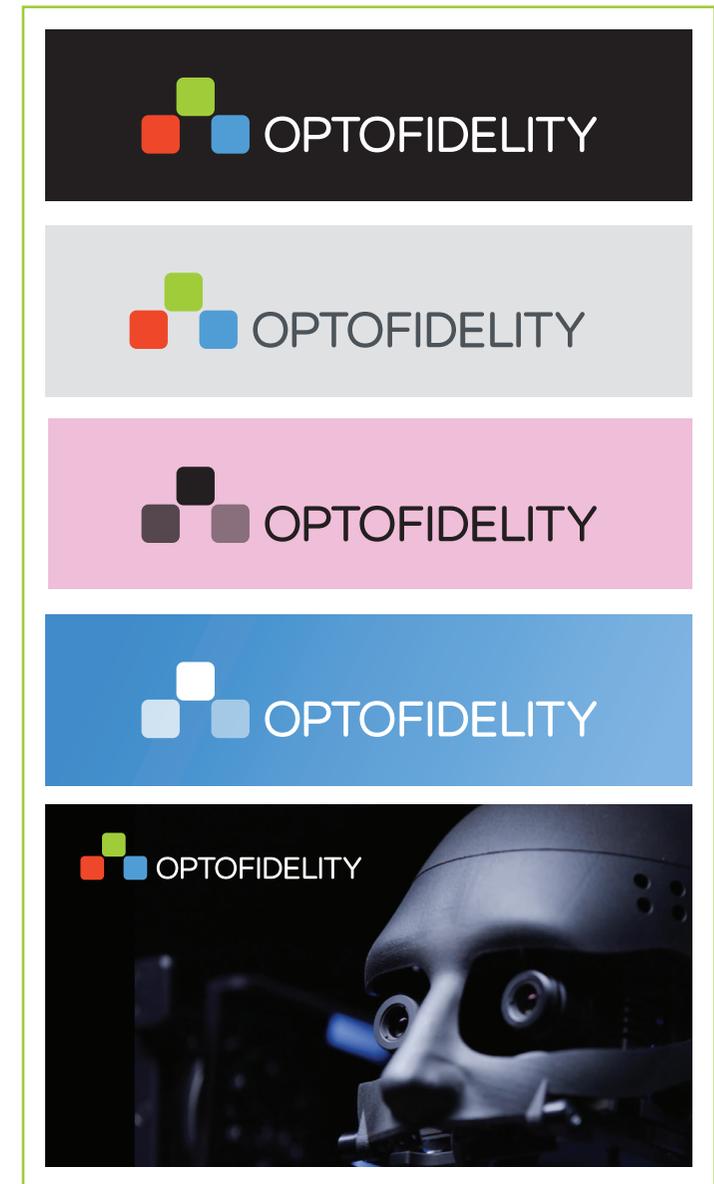
Typography

The headline font Quicksand is a display sans serif with rounded terminals, which carries a similarity to the rounded font of the logo. The lightness and roundness brings an airy breathing feel to the fast paced competitive market of AR technology.

For body text use Open Sans for its good legibility and good variation of weights, styles and glyphs.

Both fonts can be downloaded from Google Fonts:

Quicksand

Open sans

Quicksand Light
Open Sans

Aa **Aa** **Aa**
Aa *Aa* *Aa*

Heading 1

Heading 2

HEADING 3

Body text Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse rutrum neque eu turpis molestie convallis. In metus sapien, facilisis vitae tincidunt ac, egestas vitae risus. Phasellus pharetra neque ac libero lacinia, vitae lobortis

tortor sagittis. Sed porta egestas lorem, non rutrum augue molestie in. Etiam posuere lectus ut bibendum placerat. Curabitur congue ante auctor, elementum odio eu, tempor dolor. In non turpis at lectus aliquet ornare. Quisque sapien ante, faucibus a dui a, tincidunt porta tellus. Vestibulum ullamcorper rhoncus dapibus. Nulla id sem vitae sem volutpat tincidunt nec eu ligula.

Colours

The background will be mainly white with neutral, light shades of grey.

The blue and turquoise will be the main accent colours. Additional accent colors are used in the logo, and also possibly in graphs dividing different sets of data.

The neutral greys have a light tint of blue to enliven the colours.

Blue, Red, Green and Graphite are used in the logo, so they have also Pantone color value for printing with spot colours.
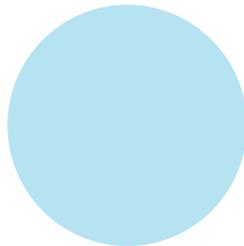
The lightest grey shade "Cloud" might be too light for CMYK printing, use Fog instead.

MAIN ACCENT COLOURS
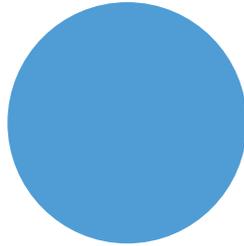
Blue
CMYK: 64, 25, 0, 0
RGB: 43, 166, 255
HEX: #2BA6FF
Pantone: 2925c

Turquoise
CMYK: 26, 0, 4, 0
RGB: 172, 246, 255
HEX: #ACF6FF

ADDITIONAL ACCENT COLORS

Green
CMYK: 35, 0, 100, 0
RGB: 156, 228, 0
HEX: #9CE400
Pantone: 367 C

Yellow
CMYK: 0, 4, 94, 0
RGB: 255, 235, 31
HEX: #FFEB1F

Red
CMYK: 0, 88, 90, 0
RGB: 255, 66, 31
HEX: #FF421F
Pantone: Warm Red C

Pink
CMYK: 3, 30, 0, 0
RGB: 255, 189, 255
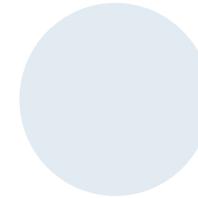HEX: #FF421F

NEUTRAL COLORS

White
CMYK: 0, 0, 0,0
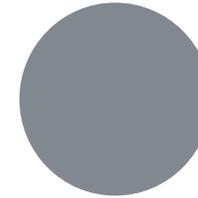RGB: 255, 255, 255
HEX: #FFFFFF

Cloud
(CMYK: 2, 0, 0, 2)
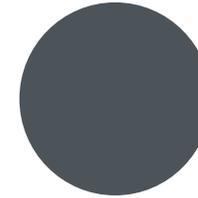RGB: 241, 245, 248
HEX: #F1F5F8

Fog
CMYK: 5, 0, 0, 5
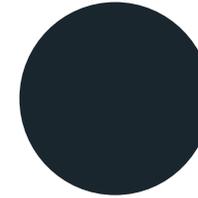RGB: 226, 234, 240
HEX: #E2EAF0

Steel
CMYK: 5, 0, 0, 55
RGB: 129, 136, 142
HEX: #81888E

Graphite
CMYK: 9, 0, 0, 81
RGB: 277, 84, 89
HEX: #4D5459
Pantone: 445 C

Coal
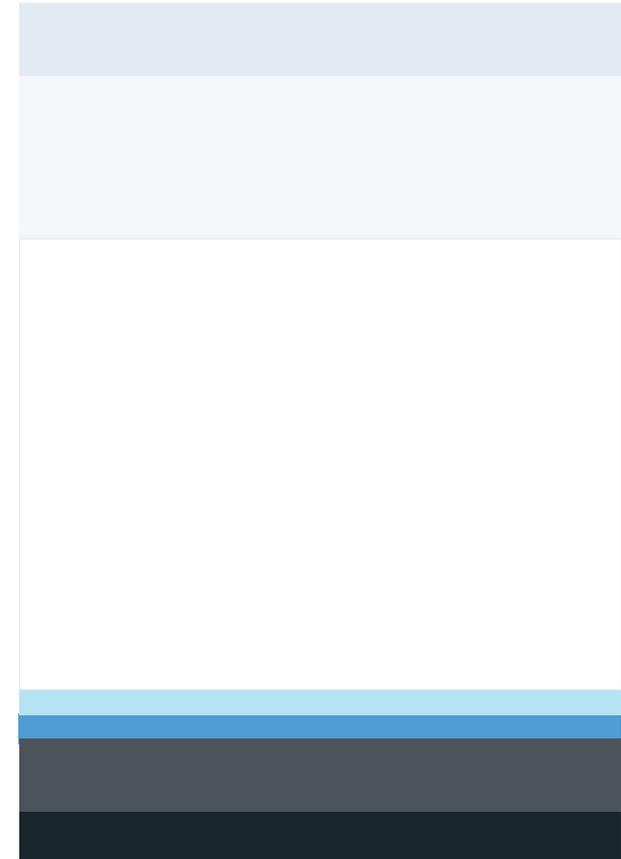CMYK: 23, 0, 0, 94
RGB: 31, 40, 47
HEX: #1F282F

Colour usage

Use only white and light greys for backgrounds and keep the colors strictly on the small details you want to emphasise.

Shapes and elements

The new brand style has rounded elements with a light color sheme, accent colors used quite scarcely.

The rounded squares of the logo can be used as a stroke pattern to add some visual spice to the othervise calm and clean layout.

The corner radius measures vary slighltly between applications: on web it's 30px but in InDesign similar form is 6mm (~18px). And larger prints need larger corner radius values to have the same proportions. So give them a bit of attention to stay uniform across the materials.

AR Testing made simple

WE'LL GUARANTEE A BETTER USER EXPERIENCE WITH ACCURATE IMMERSION AND PRESENCE MEASUREMENTS
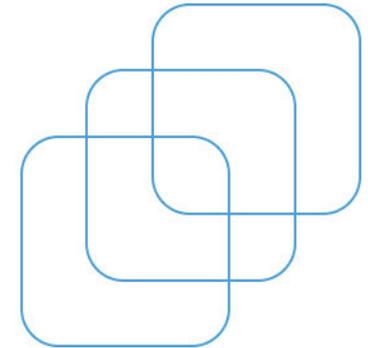
To create full immersion and genuine enjoyment of AR, it helps to measure presence. We'll provide the equipment and processes necessary to measure spatial and temporal presence in minute detail.

Here's how it works

34 %

VESTIBULUM GRAVIDA TEMPOR SEM, SIT AMET MOLESTIE SAPIEN IACULIS VITAE. FUSCE ALIQUAM ELIT NON MAGNA ELEMENTUM EUISMOD.

Ask us   Here's how it works   Yes!

OptoFidelity WG-IQ

FULLY AUTOMATED WAVEGUIDE IMAGE QUALITY MEASUREMENT SYSTEM

Want to the test image quality of waveguides? OptoFidelity's WG-IQ provides you with reliable and accurate measures of waveguides based on holographics. surface-relief and polarization grating technologies.
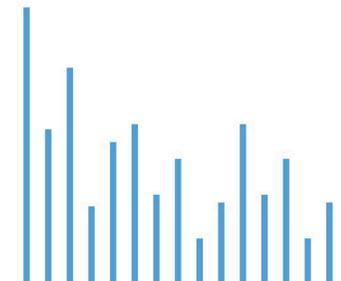
Discover more

Image style

In addition to the product images, OptoFidelity materials and website can be illustrated with pictures of the end users using the tested products to portray the meaning of high quality technology in everyday life.

Image style should be airy and light, lots of white with a clean and calm feel. Make the imagery feel uniform by adjusting the tone of the image to match the others when necessary.

Additionally some simple pattern and texture images can be used to enliven the backgrounds.
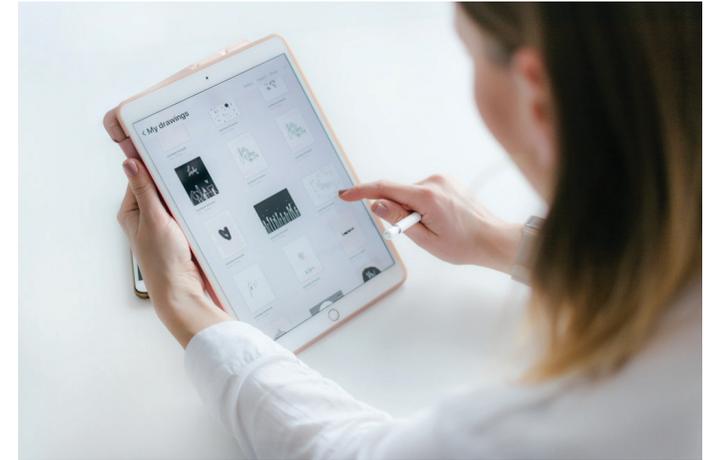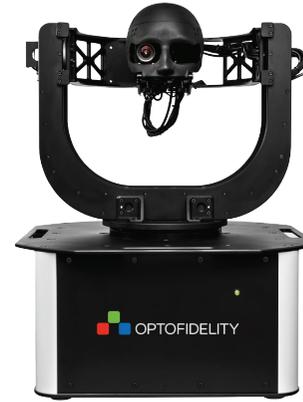
Possible illustration style combining photography and graphics

All light example images are from free imagebank <u>unsplash.com</u>