



Brand Identity Guidelines

January 2021



COMMUNICATING OPTOMA

Brand Story

Optoma is a passionate, adaptable and local-first brand built on the powerful shoulders of its parent company, Coretronic. By leveraging the R&D strengths of Coretronic, Optoma is well positioned to spearhead innovation and drive market leadership.

As a global leader in display technologies, Optoma combines cutting-edge design and engineering to deliver remarkable experiences designed to engage and connect audiences.

Optoma's technical and creative leadership delivers products featuring stunning picture quality, innovative features and connectivity. Optoma's broad product portfolio addresses the needs of multiple vertical markets – from consumer to professional environments.

The dynamic and agile business culture allows Optoma to focus on what's most important – the customer experience.

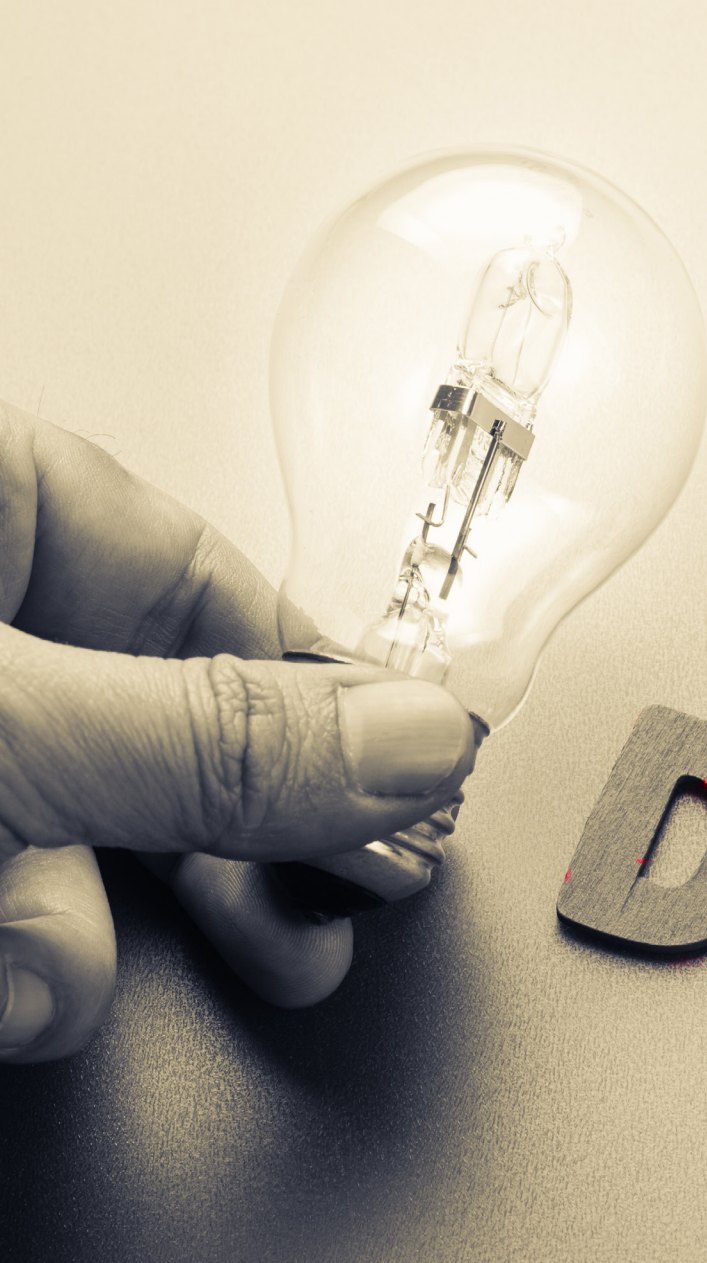
Experience more.

Our Vision

To deliver engaging visual experiences for a connected world.

Our Mission

To be the preferred strategic partner for long term sustainability by offering the most comprehensive array of advanced large displays, services and solutions.



COMMUNICATING OPTOMA

Our Core Values

Reliability

Building customer trust and loyalty, through our products, services and relationships.

Innovation

Driving advancements in new technologies to deliver market leading products, features, and services.

Customer-focus

Exceeding the needs of customers throughout their journey, adopting an agile, adaptable and responsive approach.

Brand Promise

Experience more

More than just a tagline, it's our brand promise.

It is all about the customer experience; offering engaging and immersive visual reproductions, superior picture quality, effective collaboration, and ease of use - for the ultimate Optoma brand experience.

Brand Personality

Passionate—Passionate in everything we do

Innovative—Leading the market with new solutions and services

Dynamic—Encourage change, agility and adaptability through our people, technology and services

Reliable—Dedicated team, and trustworthy products and services

GRAPHIC IDENTITY

Optoma Logo



Where the original Optoma logo is not used, the logo may be used with the following colors:



Blue Grey (Pantone or CMYK)



Black (Pantone or CMYK)



White on dark or colored background



White on blue grey background



Red eyebrow and white on black background

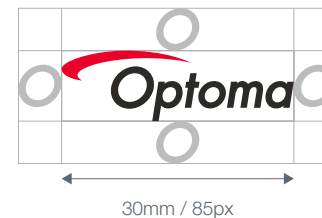
The aspect ratio of the Optoma logo must not be changed at any time. The logo cannot be stretched or distorted in any way.

The minimum clear space around the Optoma logo is equal to the height of the Optoma "O" logo. There should be no alteration or misuse of the Optoma logo in any way.



The minimum size that the Optoma logo can appear is 30mm wide for print and 85 pixels for onscreen.

The minimum signature size should be used only when layout space is extremely limited. Use the logo at a larger size whenever possible.



GRAPHIC IDENTITY

Optoma Logo

Optoma logo colors

print use



Pantone 185C
Solid coated
C0 M100 Y89 K0



Pantone Black C
Solid coated
C0 M0 Y0 K100



Pantone 431C
Solid coated
C63 M45 Y34 K25

screen use



R228 G0 B43
#E4002B



C0 M0 Y0 K100
R45 G41 B38
#2D2926



R91 G103 B112
#5B6770

Do Not

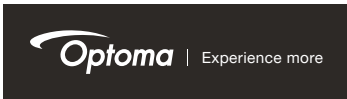
- ✗ Do not place the logo too close to the edge of a page.
- ✗ Do not attempt to recreate any part of the logo.
- ✗ Do not rotate, skew, redraw, repropotion, or otherwise alter or distort the logo.
- ✗ Do not combine the logo with any other element, such as words, graphics, photos, slogans or symbols.
- ✗ Do not reproduce the logo in any other colors.
- ✗ Do not place the logo on a patterned background.



GRAPHIC IDENTITY

Optoma Logo with Tagline

The lock-up between the Optoma Logo and the Tagline has been carefully constructed and balanced. It must never be altered, i.e. it must never be traced, redrawn, distorted/stretched, cropped or made up of typesetting.



White on dark or colored background



White on blue grey background



Red eyebrow and white on black background



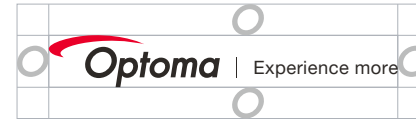
Tagline can be used independently as follows :

Experience more

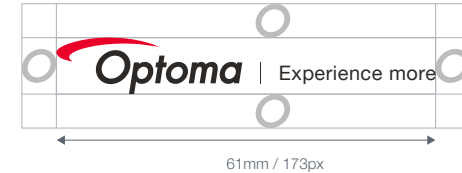
Experience more

The aspect ratio of the Optoma logo tagline must not be changed at any time. The logo cannot be stretched or distorted in any way.

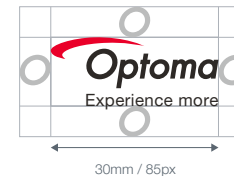
The minimum clear space around the Optoma logo is equal to the height of the Optoma "O" logo. There should be no alteration or misuse of the Optoma logo in any way.



The minimum size that the Optoma logo tagline can appear is 61mm wide for print and 173 pixels for onscreen. The minimum signature size should be used only when layout space is extremely limited. Use the logo at a larger size whenever possible.



The minimum size that the Optoma logo tagline can appear is 30mm wide for print and 85 pixels for onscreen. The minimum signature size should be used only when layout space is extremely limited. Use the logo at a larger size whenever possible.



GRAPHIC IDENTITY

ProScene Logo



Where the original ProScene logo can not be clearly seen using standard colors, the logo may be used with the following colors:



Black (Pantone or K)



White on Black

ProScene logo colors

print use



Pantone 534U
Solid coated
C78 M54 Y12 K26



Pantone Black
Solid coated
C0 M0 Y0 K100

screen use



R50 G90 B139
#325a8b



R45 G41 B38
#2D2926

The aspect ratio of the ProScene logo must not be changed at any time. The logo cannot be stretched or distorted in any way.

The minimum clear space around the ProScene logo is equal to the height of the ProScene Crescent. There should be no alteration or misuse of the ProScene logo in any way. Digital files are available for download from the Press area of the Optoma website.



The minimum size that the ProScene logo can appear is 30mm wide for print and 85 pixels for onscreen. The minimum signature size should be used only when layout space is extremely limited. Use the logo at a larger size whenever possible.



Do Not

- ✗ Do not place the logo too close to the edge of a page.
- ✗ Do not attempt to recreate any part of the logo.
- ✗ Do not rotate, skew, redraw, repropotion, or otherwise alter or distort the logo.
- ✗ Do not combine the logo with any other element, such as words, graphics, photos, slogans or symbols.
- ✗ Do not reproduce the logo in any other colors.
- ✗ Do not place the logo on a patterned background.



GRAPHIC IDENTITY

ProScene Logo with Optoma Logo



Do Not



GRAPHIC IDENTITY

CinemaX Logo

The CinemaX series name is used for our home 4K UST laser projectors, while retaining local model names (for example Optoma CinemaX UHZ65UST)



Black Color



White Color

print use



Pantone 431C
Solid coated
C63 M45 Y34 K25

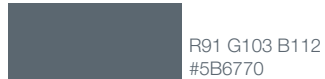


Pantone 306C
Solid coated
C76 M0 Y0 K0



Pantone 267C
Solid coated
C81 M99 Y0 K0

screen use



R91 G103 B112
#5B6770

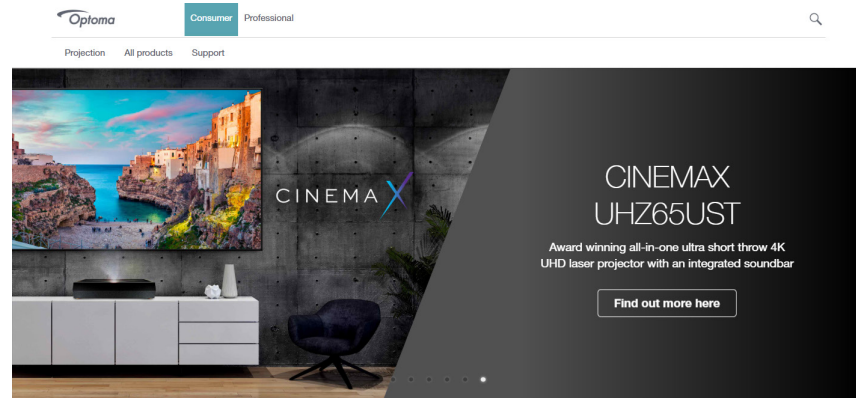


R0 G181 B226
#00B5E2



R95 G36 B159
#5F249F

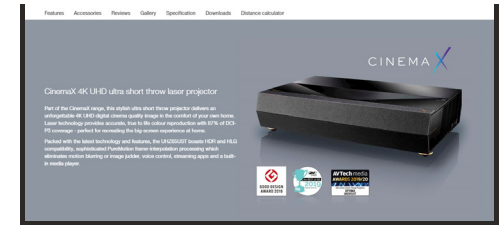
Homepage banner



Web banner images



Website product page



Use samples with model name



Email signature



GRAPHIC IDENTITY

Corporate Colors

The Optoma color palette consists of a primary color, 3 secondary support colors and a broad palette of ancillary colors. The primary color of Optoma is Optoma Red (Pantone 185C), and should be used whenever a graphic vibrancy is desired in a communication. Ancillary colors can be used for highlighted titles, topics, and categorization, but not to replace the use of primary and secondary colors.

Primary Color

print use



Pantone 185C
Solid coated
C0 M100 Y89 K0

screen use



R228 G0 B43
#E4002B

Secondary support colors

print use



Pantone Black C
Solid coated
C0 M0 Y0 K100

screen use



R45 G41 B38
#2D2926



Pantone 431C
Solid coated
C63 M45 Y34 K25



R91 G103 B112
#5B6770



White
C0 M0 Y0 K0



R255 G255 B255
#FFFFFF

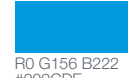
Ancillary colors

print use



Pantone 2925C
Solid coated
C75 M18 Y0 K0

screen use



R0 G156 B222
#009CDE



Pantone 368C
Solid coated
C54 M0 Y100 K0



R120 G190 B32
#78BE20



Pantone 297C
Solid coated
C52 M0 Y0 K0



R113 G197 B232
#71C5E8



Pantone 7672C
Solid coated
C82 M86 Y0 K4



R76 G64 B132
#4C4084

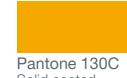


Pantone 534U
Solid uncoated
C78 M54 Y12 K26



R50 G90 B139
#325a8b

print use



Pantone 130C
Solid coated
C32 M100 Y0 K0

screen use



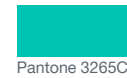
R242 G169 B0
#F2A900



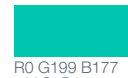
Pantone 301C
Solid coated
C100 M51 Y0 K34



R0 G75 B135
#004B87



Pantone 3265C
Solid coated
C75 M0 Y43 K0



R0 G199 B177
#00C7B1



Pantone
Rhodamine Red C
C5 M92 Y0 K0



R225 G0 B152
#E10098



Pantone 427C
Solid coated
C14 M8 Y4 K0



R208 G211 B212
#D0D3D4



Pantone 877C
Solid coated
C45 M34 Y34 K0



R141 G144 B147
#8D9093

GRAPHIC IDENTITY

Logo Size and Placement (For Website, Software and APPs)

Minimum size of logo should not be less than 85px under any resolution.

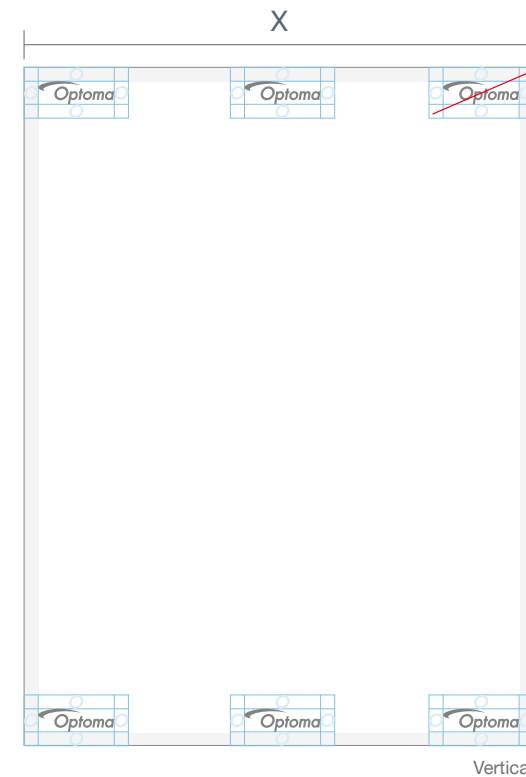
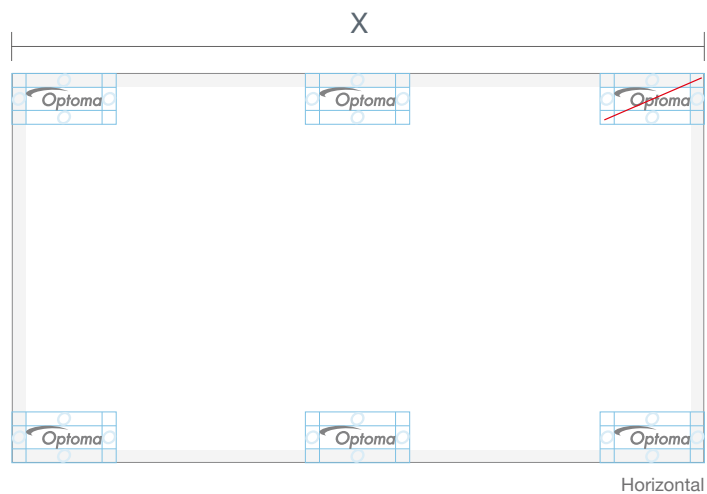
Widths W1 and W2 (inclusive of right and left buffer zones) should not be less than the min value, and no more than the max value defined in the table below.

Due to the differing sizes of tablets and mobile phones, the lowest resolution of these devices is used as base.

Logo Type						
	W1		W1		W2	
	min	max	min	max	min	max
PC & Notebook 4K / FHD / HD	X / 16	X / 10	X / 16	X / 10	X / 9	X / 7
TABLET 768 x 1024 and above	117	154	117	154	205	205
MOBILE 320 x 568 and above	117	154	117	154	290	290

Unit: pixel

Device type



GRAPHIC IDENTITY

Logo Size and Placement (For video & startup screen)



Screen Size	W		H	
	Min	Max	Min	Max
Under 1080	0.5W	0.75 W	0.5H	0.75H
1080 to 2160	0.75W	W	0.75H	H
2160 and above	1.5W	2W	1.5H	2H

Unit: pixel

The original image size is 1077 x 161 px.

Please use the corresponding size according to different resolutions.

Logo and tagline must appear together when used in video intro/outro and startup screen.

If the logo with tagline appear alone, it must be in the center of screen.

For video, you can choose the color you need, but please follow the logo guidelines.

For the start up screen, please use the red / white version of the logo and use a black background.

The text used in the title and content of the video: Please follow the brand guideline for font usage.

For video subtitles: Please use Helvetica Neue Family for English subtitles. For other languages, use Helvetica Neue Family as priority and Noto Sans only if the language does not show up well.



No matter the resolution or aspect ratio, when the logo with tagline appears alone, please use the corresponding version, and place it in the center of the screen.

GRAPHIC IDENTITY

Primary Typeface

Aa

Helvetica Neue Family

For print, package and web use and video

Helvetica Neue 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,:;!?'\$%

Helvetica Neue 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,:;!?'\$%

Helvetica Neue 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,:;!?'\$%

Helvetica Neue 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,:;!?'\$%

Aa

Arial

For presentations and documentation

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,:;!?'\$%

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,:;!?'\$%

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,:;!?'\$%

黑體

Noto Sans CJK TC

For Chinese, Japanese, and Korean only

Noto Sans CJK TC Extra Light

字體 書体 서체

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,:;!?'\$%

Noto Sans CJK TC Light

字體 書体 서체

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,:;!?'\$%

Noto Sans CJK TC Nomal

字體 書体 서체

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,:;!?'\$%

Noto Sans CJK TC Regular

字體 書体 서체

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,:;!?'\$%

Noto Sans CJK TC Bold

字體 書体 서체

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,:;!?'\$%

Noto Naskh Arabic

For Middle Eastern languages only

Noto Naskh Arabic Regular

طخ ل ا

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,:;!?'\$%

Noto Naskh Arabic Bold

طخ ل ا

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,:;!?'\$%

Noto Sans Thai

For South and Southeast Asian languages only

Noto Sans Thai Regular

กข ๕

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,:;!?'\$%

Noto Sans Thai Bold

กข ๕

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,:;!?'\$%

GRAPHIC IDENTITY

Secondary Typeface (For Apps, Software, Launcher...)

Aa

Roboto Family For Android (default)

Roboto Light 300
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;&!?\$%

Roboto Regular 400
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;&!?\$%

Roboto Medium 500
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;&!?\$%

Roboto Bold 700
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;&!?\$%

Roboto Black 900
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;&!?\$%

Aa

San Francisco Family For Mac Device only (default)

SF Pro Text Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;&!?\$%

SF Pro Text Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;&!?\$%

SF Pro Text Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;&!?\$%

SF Pro Text Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;&!?\$%

Aa

Segoe UI Family For Windows Device only (default)

Segoe Pro SemiLight
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;&!?\$%

Segoe Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;&!?\$%

Segoe UI Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;&!?\$%

Segoe Pro Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;&!?\$%

Segoe UI Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;&!?\$%