OPTIC
NERVE

LOGO STYLE & USAGE GUIDE

JULY 2022

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LOGO
& TAG LINE

LOGO

Our logo is symbolic of who we are and where we're going. The icon uses line strokes of both the letter "O" and "N", allowing soft and hard edges to work in harmony. The shape brings into focus what's important, encouraging us to choose what matters – because it's **always worth it.**

The word "Optic" remains airy and optimistic while the word "Nerve" is weighted more heavily to demonstrate determination and independence.

01

OPTIC
NERVE

ALWAYS OPTIC NERVE

01

Optic Nerve offers good, better and best products to consumers and businesses. Our better and best products fly the Optic Nerve flag, while our good products live under the M Shades brand endorsed by Optic Nerve.

The goal is to be seen as one brand, providing quality eyewear for every outdoor lifestyle.

CONSUMER FACING BRAND

OPTIC NERVE

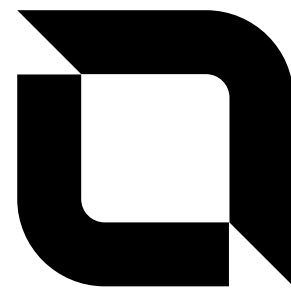BUSINESS TO BUSINESS BRAND

M shades

LOGO VARIATIONS

01

PRIMARY LOGO

HORIZONTAL LOGO

LOGO ICON

REVERSED LOGO

LOGO COLOR TREATMENTS

01

The Optic Nerve logo can be used in multi-color applcications as well to represent the "better" tier of products.

For both the primary and reversed color options the lower left portion of the logo icon can be styled in the dark blue seconsary color (PMS 5405 C) to add contrast and differentiate the logo from the sleeker "best" tier product line.
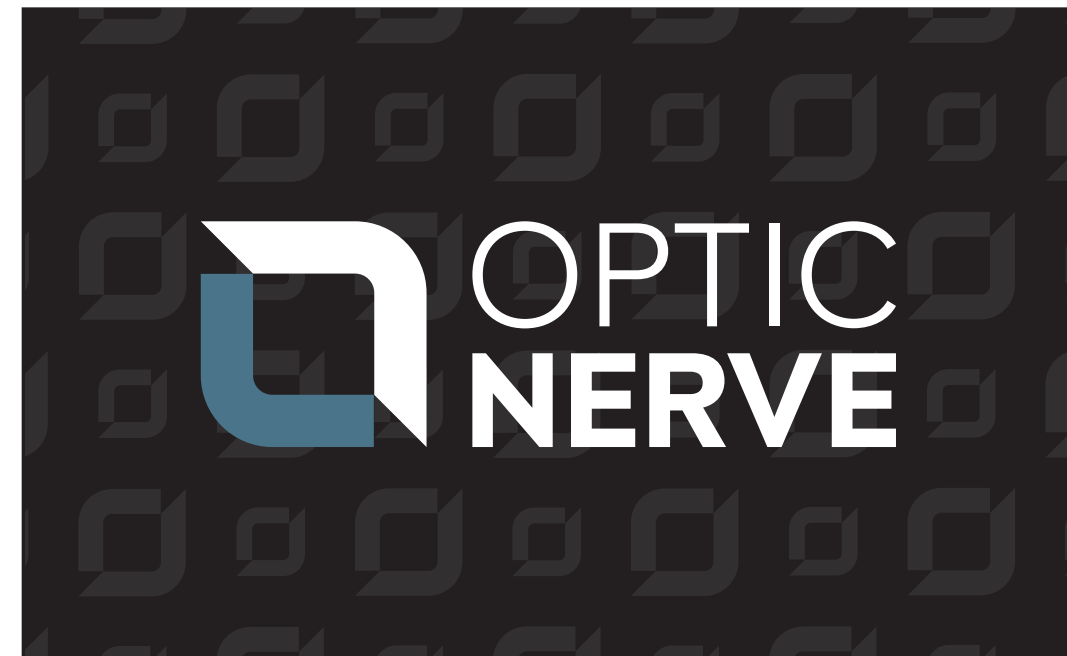
LOGO USAGE

The Optic Nerve logo should be used in the main black or white brand colors. It should never be used completely in the secondary or tertiary brand colors.

In appropriate situations the secondary blue color can be used for the lower left protion of the icon in combination with black or white for the remainder of the logo.

In order to maintain clarity of our logo, it must always be surrounded by a minimum of clear space.

That minimum space is equal to the the width of the "N" in NERVE.

The primary Optic Nerve lockup can be used in sizes down to a minimum height of 6mm. In smaller applications the horizontal version or the stand-alone icon should be used where appropriate.

In context with photography and other graphic elements the Optic Nerve logo should not occupy more than 20% of the available space.

LOGO USAGE

01
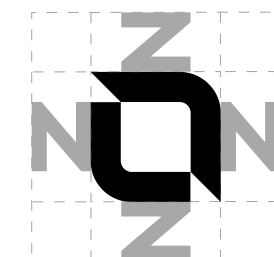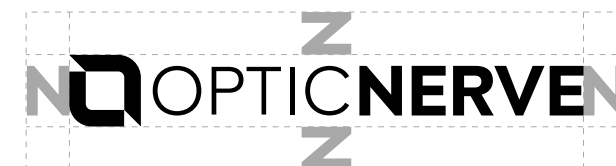
The "Always worth it." tagline should be given at least the clear space equal to the width of "N" in NERVE.

DO NOT lock up the Optic Nerve logo with other lettering or graphic elements.

DO NOT distort, stretch, or alter the logo in any way.

DO NOT add drop shadows, bevels, or other effects in print or digital applications.

DO NOT alter the proportions and positioning of the logo elements within the lockup.

DO NOT use the logo over backgrounds with insufficient contrast.

LOGO & FONT APPLICATION ON EYEWEAR

"Polarized" should be written in Gotham Light.

The horizontal version of the logo should always be used on the inside arm of the sunglass.

The product name, SKU and production information should be written in Gotham Light.

The Optic Nerve icon should used in isolation on the temple or lens.

*Do not add text effects, such as italics, to any information printed on the glasses.

See page XX for approved typography.

TAGLINE

01

Our tagline embodies our brand essence and communicates why we're unique.

The tagline should be used where appropriate in marketing communications but should never be locked up with the logo closer than usage guidelines allow. Remote treatment is preferred.

The tagline should be used in the Grafical Light font in either black or white.

Always worth it.
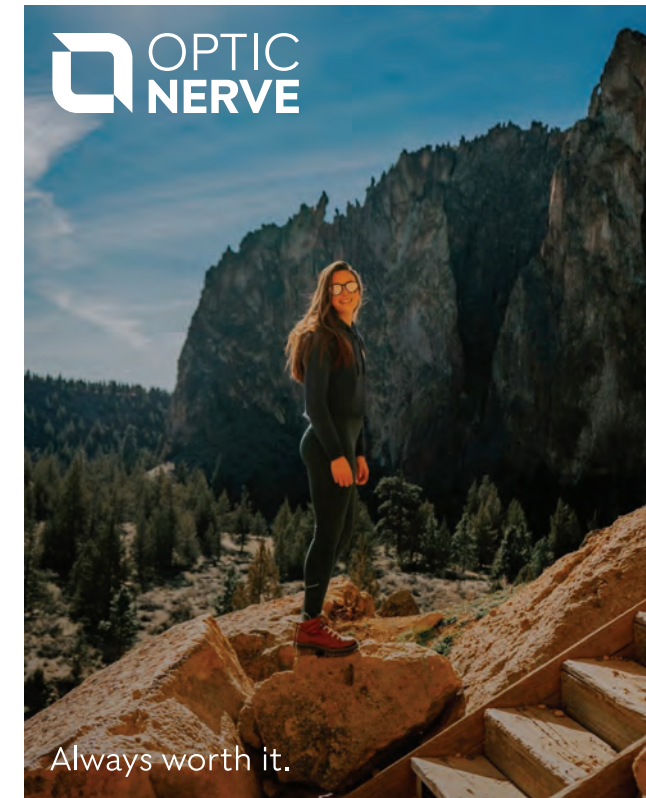
02 DESIGN
ELEMENTS

WHAT ARE DESIGN ELEMENTS

02

Design elements bring our brand to life visually, working together to create our unique style, flavor and flare.

These **design elements** should be present in everything the brand touches to create consistency and ownability.

COLORS

Pitch Dark	Pow Day	Alpine Start	Blue Bird	First Light	Graphite
		PMS 5405 C	PMS 549 C	PMS 171 C	PMS P 179-15 C
C 70 M 50 Y 30 K 100	C 0 M 0 Y 0 K 0	C 74 M 47 Y 33 K 7	C 61 M 24 Y 20 K 0	C 0 M 78 Y 81 K 0	C 0 M 0 Y 0 K 95
R 0 G 0 B 0	R 255 G 255 B 255	R 78 G 115 B 138	R 104 G 162 B 185	R 255 G 92 B 53	R 51 G 49 B 50
#000000	#FFFFFF	#4E738A	#68A2B9	#FF5C35	#333132

PRIMARY BRAND COLORS
Used for logos, major branding, and packaging elements.

SECONDARY BRAND COLORS
Used for logo accents, branding, and minor packaging elements.

ACCENT COLORS
Used for minor accents and highlights.

While product colors may vary, all logos and brand elements should adhere to this palette. Any version of the logo should be treated in the primary brand colors or a neutral treatment such as silver. A variety of finishes (matte, gloss) is acceptable.

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PATTERNS

Patterns can be used to create brand recognition and contrast in packaging and marketing. The primary pattern used is a step-and-repeat pattern using the logo icon. The pattern should be primarily used in the black and graphite color but can also be employed in white and the secondary blue brand colors.

TYPOGRAPHY

02

GRAFICAL LIGHT and **GRAFICAL BOLD** are used for the Optic Nerve logo in all caps.

Grafical Light is used for the "Always worth it." tagline.

Gotham Bold is used for copy headers.

Gotham Light is used for copy text.

Only use the fonts mentioned here in their presribed weights and stylistic variants.

DO NOT use fonts outside of the brand fonts.

DO NOT italicise or alter the fonts characteristics.

In the absence of the fonts Skeena can be used to substitute Gotham as a header and body font.

GRAFICAL BOLD
LOGO FONT

GRAFICAL LIGHT
LOGO FONT

Grafical Light
TAGLINE FONT

Gotham Bold
HEADER FONT

Gotham Light
TEXT BODY FONT

Skeena
SUBSTITUTE FONT

IMAGERY

Palpable Passion

Products in Action

Outdoors Always

Candid Espressions

Diverse Cultures & Experiences