



## **Brand Guidelines for Collinson 2021**

# Introduction

## Our Mission

We exist to help people learn new languages, easily, quickly and affordably. We fundamentally believe that learning a new language can help people to better understand themselves, their fellow human beings, and the world at large.

## Our Vision

As innovators in the language learning industry, we are dedicated to developing effective approaches that allow anyone (no matter their availability or goals) to broaden their worldview using language. And we aim to serve people of all backgrounds to help them make their dream of learning a new language come true.

## Our Values

- Nurturing and sharing the joy of learning new languages and cultures
- Help people build a new appreciation for language learning
- Connect people of different cultures and backgrounds
- Inspire people to create version of themselves

## OptiLingo Brand Tagline

**“Go places. Meet people. Speak to them in their language.”**

## Brand Voice

### Authentic

Put things in simple terms.  
Use short, punchy sentences.

### Approachable

Speak human to human.  
Try not to sound like an institution.

### Efficient/Fast

Reassure customers that you can and will help.

### Trustworthy

Avoid making lofty promises or selling too hard.

### Nurturing

Celebrate the good and help make the bad easier to bear.  
Demonstrate your empathy for their wishes and worries.

# Logo I

## Overview

### Anatomy



There are two parts to our logo — the 'O' mark and logotype as shown on the right. Both are equally important and always appear together in this orientation. This configuration is called the "lockup."

The 'O' mark alludes to our on-going drive to learn new things. The logotype is built using bold lettering that expresses authority, with rounded forms that feel friendly and approachable.



'O' Mark

Logotype

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When using our logo, be mindful of its size and legibility. Our minimum size is 100 pixels wide for screens, and 1 inch wide for print.

To maximize impact, we always allow our logo plenty of space around it, without competing graphics and imagery. Here's a guide to the minimum clear space we need around the logo every single time we use it.



# Logo II

When presenting the Collison and OptiLingo relationship, partners should use the following format:



Partners should add their Logo in where “Partner” is located in the text.

# Logo III

## Overview

### Sizing and Clear Space

When using our logo, be mindful of its size and legibility. Our minimum size is 100 pixels wide for screens, and 1 inch wide for print.

To maximize impact, we always allow our logo plenty of space around it, without competing graphics and imagery. Here's a guide to the minimum clear space we need around the logo every single time we use it.

### Backgrounds

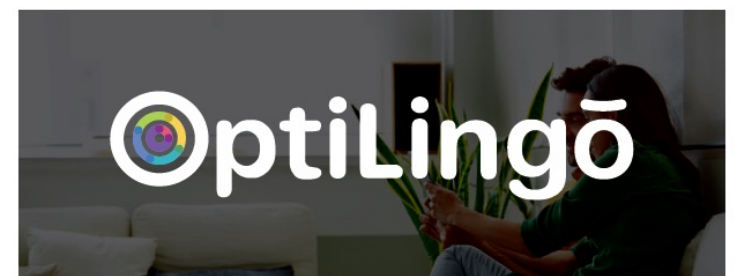
#### Full-color

This is our primary logo and we use it whenever we can. It may appear only against the backgrounds shown at the right: White or a photo. We never use it against our secondary colors.



#### Modified

We use the modified logo for small sizes where the logo details would be lost, on background colors that are similar in color to our logo, on print pieces with limited colors or against busy photos.



#### Black & white and grayscale

These are only used in very rare print cases where color is not possible. When in doubt, default to black and white.





# Logo III

## Usage

### Backgrounds

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### Avatars

Our avatar is an isolated version of the 'O' mark that may be used to represent OptiLingo in the digital sphere, particularly on our official social media platforms.

These avatars should always be used in their original state and never recreated.

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# Colors

## Primary

Our Primary Palette is comprised of two colors that form the foundation of our brand – Peaceful Purple, Ocean Blue and White. These colors are used liberally across all OptiLingo communications.



#1B87FF



#062E64

## Secondary

Our Secondary Palette is a supplemental range of colors that may be used in addition to the four colors in our Primary Palette. These colors are less prominent within our overall brand and should be used sparingly.

Simplicity is a key component of our brand. Limit your use of our secondary colors to the minimum number needed to convey an idea.



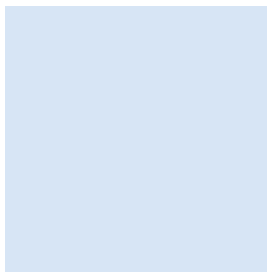
#5676AE  
(body text)



#5C8DFA



#005BC4



#D7E5F5  
(background/divider)



#F6FBFF  
(background)



#F4D052  
(highlight)



#D63D69  
(promo/ error)

# Font Style & Size I

## Font Pairing

Headline/ Title	Hurme Geometric Sans 4 Semibold
Title/ Button Text	Hurme Geometric Sans 4 Regular
Body	Roboto Regular
Body - Highlighted/ Selected	Roboto Bold

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## What makes OptiLingo different?

For years, the language learning “experts” have put eager students through outdated, ineffective methods to teach them languages. They treat language as a subject to study, not a tool to use. When those methods fail, they ruin people’s dreams of learning a new language. Worse of all, they give up believing it’s their fault.

“Our mission is to breathe life into those dreams again.”

Learn More



# Font Style & Size II

## Font Size

### H1

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Hurme Geometric Sans 4 Semibold

Font-size: 72pt

Line-height: 84px

Dreaming of  
learning a  
new language?

### H2

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Hurme Geometric Sans 4 Semibold

Font-size: 52pt

Line-height: 64px

What makes  
OptiLingo different?

### Body

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Roboto Bold (Highlighted)

Roboto Regular

Font-size: 18pt

Line-height: 30px

All too often, most language courses attempt to drill information into your head by **forcing** you to repeat dull, boring exercises. The “methodology” here is the blind hope that endless repetition will somehow help you **eventually** memorize a language...

On the flip side, there are other courses that expose you to a concept once or twice only to **never** show it again. Then it’s up to you to figure out when and how to repeat or review.

### Body - Subtext

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Roboto Regular

Font-size: 21pt

Line-height: 30px

Acquire language **naturally** with interesting, meaningful lessons that don’t leave you frustrated, annoyed, or bored.

# Button & CTA



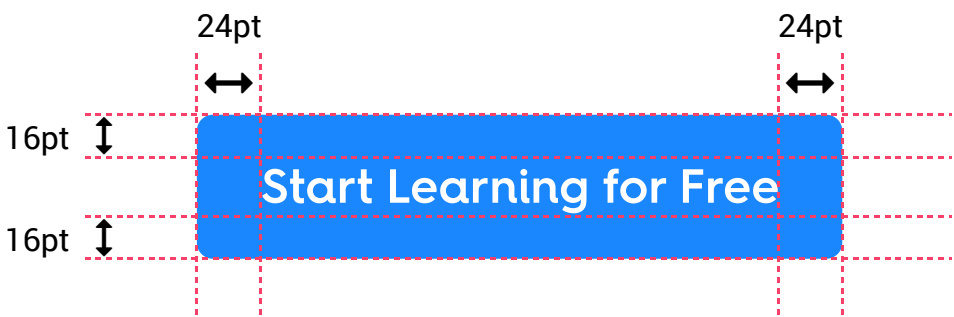
Primary - Solid



Secondary - Outlined



Hover

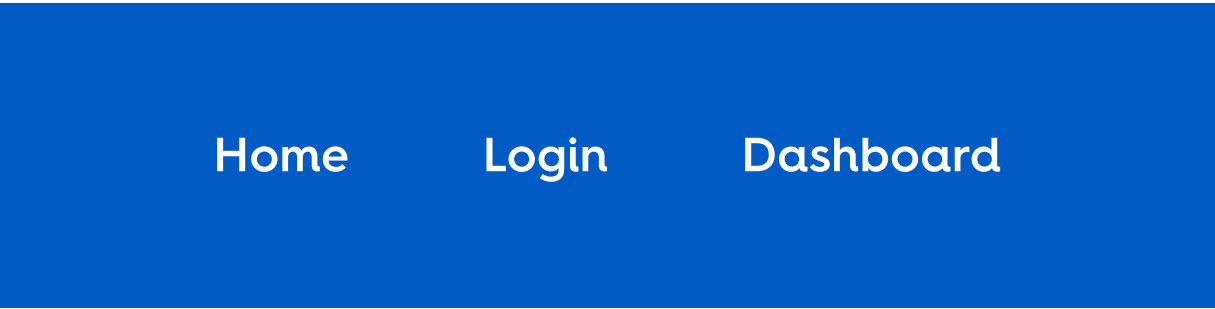


Primary - Solid

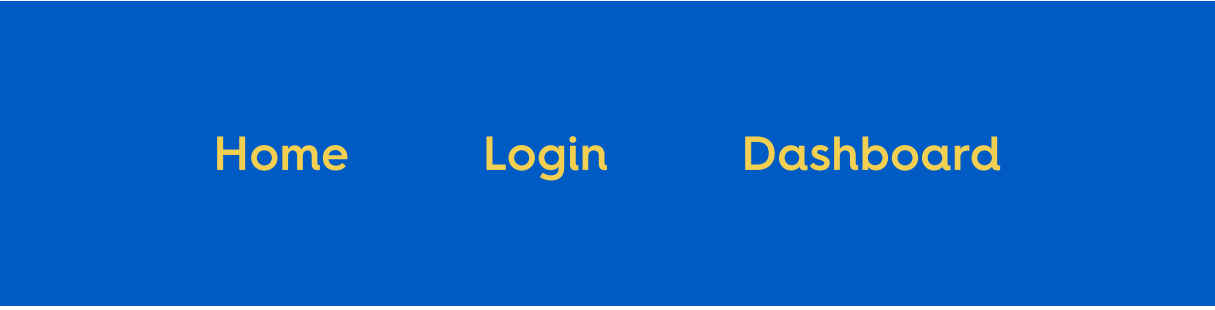
Secondary - Outlined

Specific (for subscription plan)  
This button is specially designed to grab users' attention (bright yellow) and easy to click on (wider width).

## Navigation



Default



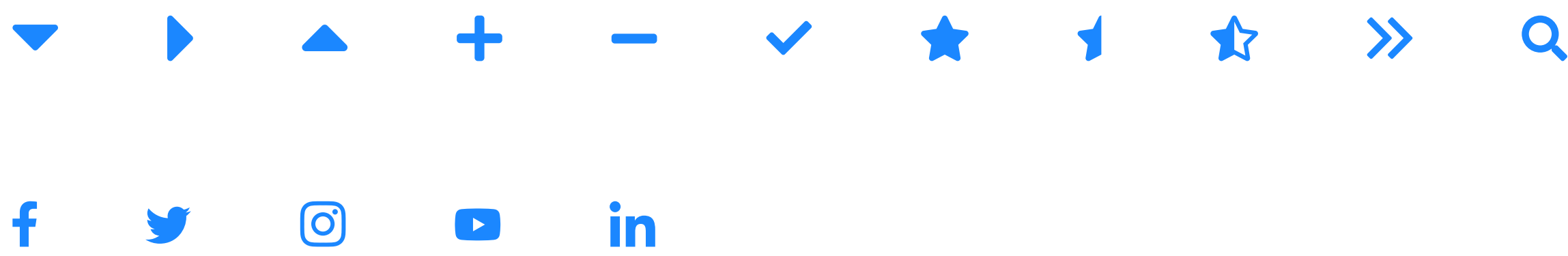
Hover/ Selected

Learn More ▶ Default

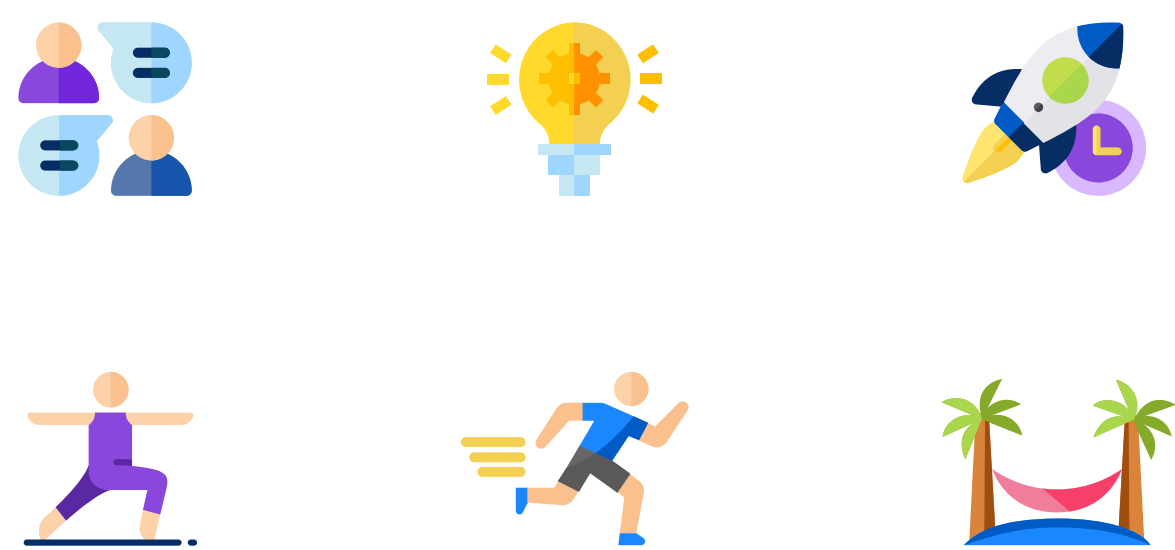
Learn More ▶ Hover

# Icons

## Icons from Font Awesome



## Colored Icons



# Illustration

## Characters & Elements



# Photography I

## Photography in-use checklist:

- Ensure photography is neutral enough to work with the OptiLingo palette
- Use graphic devices for added impact
- Ensure graphics do not obstruct the visual story
- Choose images that add meaning as a visual interpretation of the content.

## Overview

### Staging/Gesture

The people in our photography should seem engaged and at ease. We avoid pictures that feel forced or staged in any way. All subjects should seem like they are being true to who they really are — not acting or posing. We seek out images with casual positioning that feels spontaneous, like a snapshot. We highlight the human touch —even in inanimate objects.

The setting should be uncomplicated and clean without feeling too barren or stark. It should provide subtle context without distracting from the story being told in the photo.

As a general rule, all subjects depicted in our photography should appear to be unaware of the camera's presence. Two exceptions to this rule are customer and employee portraits, which we will address later in this section.

# Photography II

## Composition & Lighting

### On-Brand:

Bright  
Spontaneous  
Natural  
Genuine  
Open  
Fun



Bright, natural, open



Spontaneous, fun



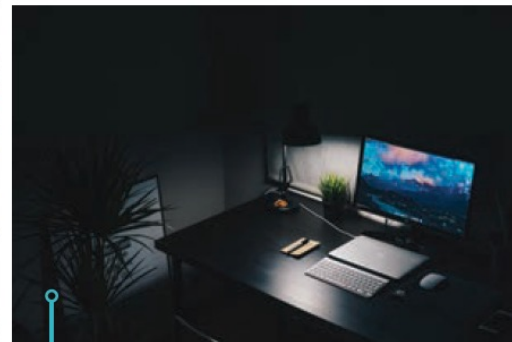
Genuine, open

### Off-Brand:

Dark  
Filtered  
Cluttered  
Artificial  
Staged  
Busy



Staged, artificial, studio lighting



Dark, staged



Cluttered, busy

## Composition

Seek out photographs with uncomplicated backgrounds and, for the most part, light, neutral colors. Plenty of negative space keeps the focus on the subject and allows space for OptiLingo's brand elements.

Pops of color can appear in detail, but we avoid bright fields of color so the OptiLingo brand colors can shine. Compositions should be simple and clean with a clear focal point to direct the viewer's attention.

## Lighting

Our photography uses natural, unfiltered lighting from a diffused source that shows a range of highlights, mid-tones and shadows. This gives our photos a warm, authentic atmosphere that feels open, airy and comfortable. We avoid all lighting that appears colored or digitally manipulated.