



BRAND KIT

Complete Brand Guidelines

Version 1.0 • February 2026

Introduction & Guidelines

The OptMsg brand is more than just a name. It represents our commitment to giving people control over their inbox through simple, private, and secure opt-in, patent pending, email technology.

Brand Overview

Brand Name

OptMsg (pronounced: *opt-message*)

TRADEMARK & PATENT NOTICE

“OptMsg” is a registered trademark owned by OptMsg LLC. All rights reserved. OptMsg's opt-in router technology is patent pending.

Proper Usage: Always capitalize OptMsg as “OptMsg” — never modify, abbreviate, or alter (do not use: optmsg, Optmsg, opt-msg, OptM, etc.).

Tagline

Your Inbox. Your Rules.

Logo System

Logo Overview

The OptMsg logo consists of an envelope icon shaped like the letter "M" with an integrated checkmark, paired with the wordmark 'OptMsg' set in Figtree.

Logo Symbolism

- **Envelope M shape** - Represents email and messaging
- **Checkmark** - Symbolizes approval and opt-in control
- **Integration** - Checkmark flows into envelope showing opt-in is built-in

Logo Variations

OptMsg has five primary logo configurations, each available in three color treatments.

TAGLINE TYPOGRAPHY

The tagline **"Your Inbox. Your Rules."** is set in **Noto Sans** font. This applies to all logo variations that include the tagline.

1. M Only (Icon Mark)

Aspect Ratio: 1:1 (Square)

Use Cases: App icons, favicons, social media avatars, small UI elements



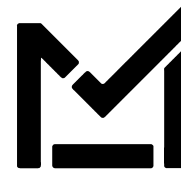
**BLUE M + ORANGE
CHECKMARK**

White / Transparent
backgrounds



**WHITE M + ORANGE
CHECKMARK**

Blue Gradient / Dark /
Transparent



**BLACK M + BLACK
CHECKMARK**

Transparent (B&W use cases)

2. OptMsg Only (Wordmark)

Aspect Ratio: ~14:1 (Horizontal)

Use Cases: Text-only contexts, loading states, simplified headers

**BLUE & ORANGE
WORDMARK**

White / Transparent
backgrounds

**WHITE & ORANGE
WORDMARK**

Blue Gradient / Dark /
Transparent

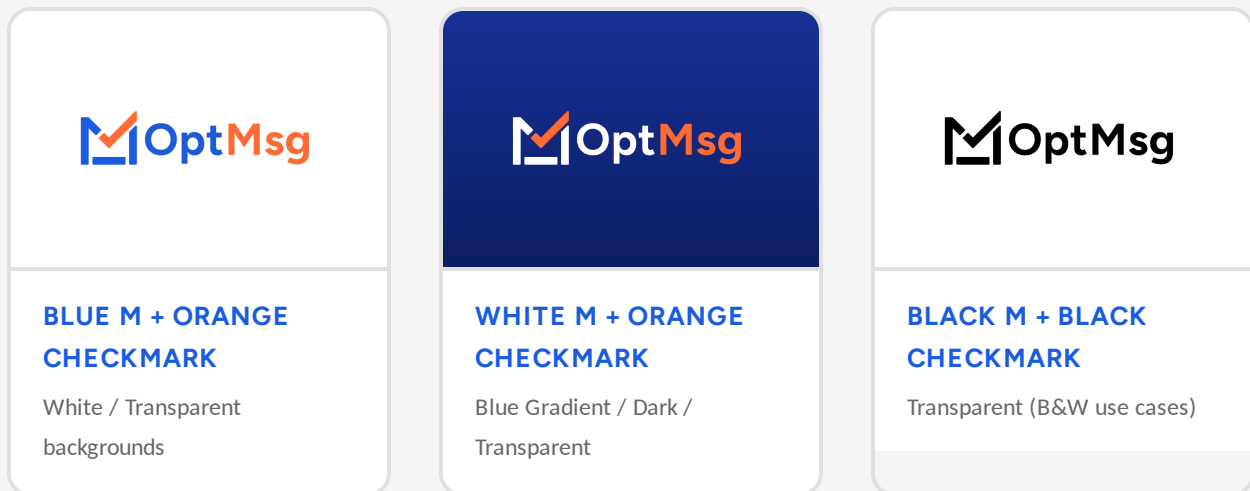
BLACK WORDMARK

Transparent (B&W use cases)

3. M with OptMsg to the Right (Horizontal Primary)

Aspect Ratio: ~3:1

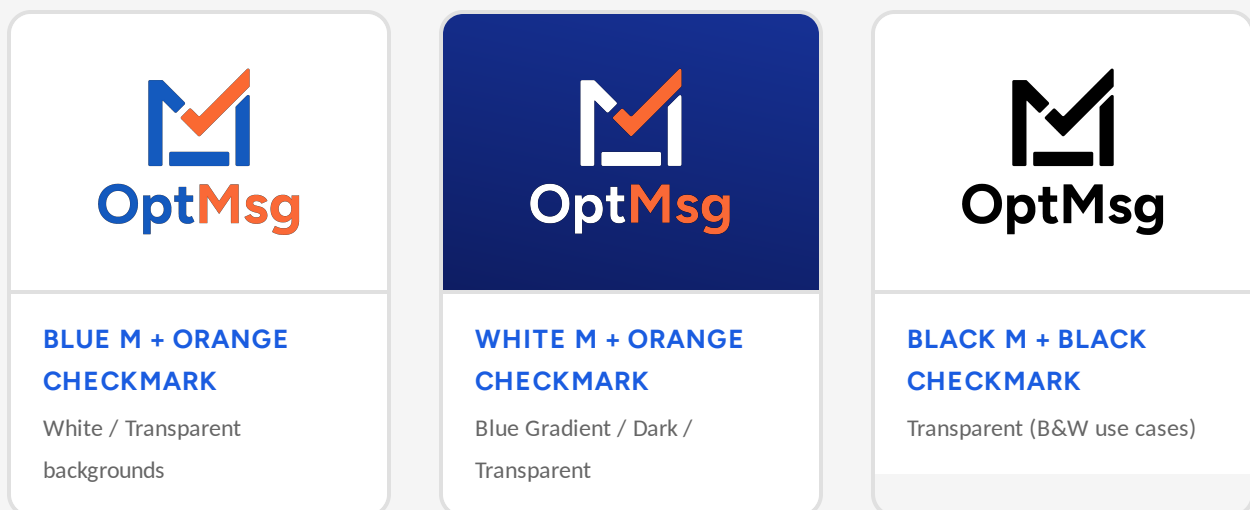
Use Cases: Website headers, email signatures, horizontal layouts, letterheads



4. M with OptMsg on the Bottom (Vertical Stacked)

Aspect Ratio: ~1:1

Use Cases: Vertical layouts, narrow sidebars, mobile headers, badges, merchandise

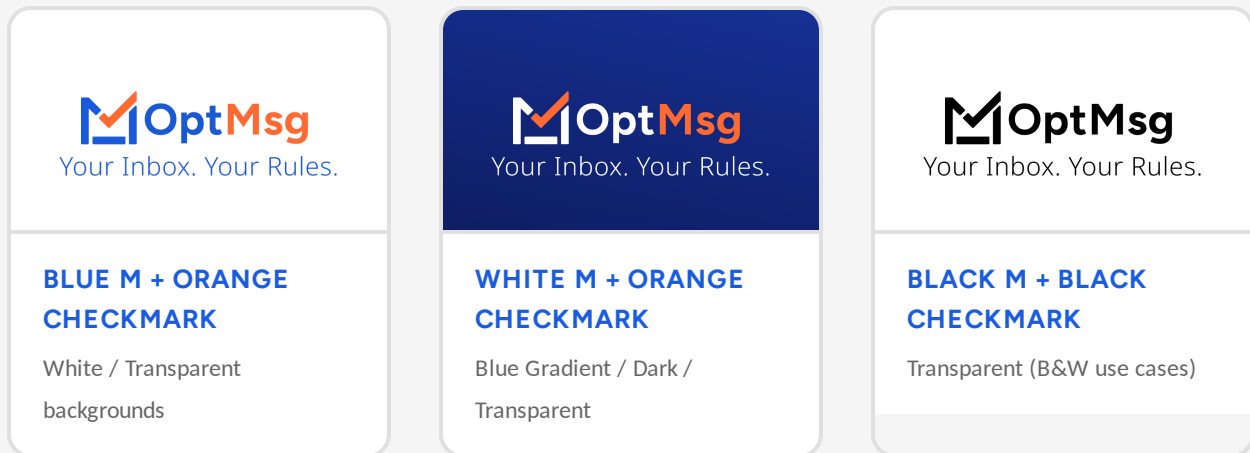


5. M with OptMsg and Tagline on the Bottom (Vertical Lockup)

Aspect Ratio: ~3:1

Use Cases: Social media banners, hero sections, posters, marketing materials

Tagline Font: Noto Sans



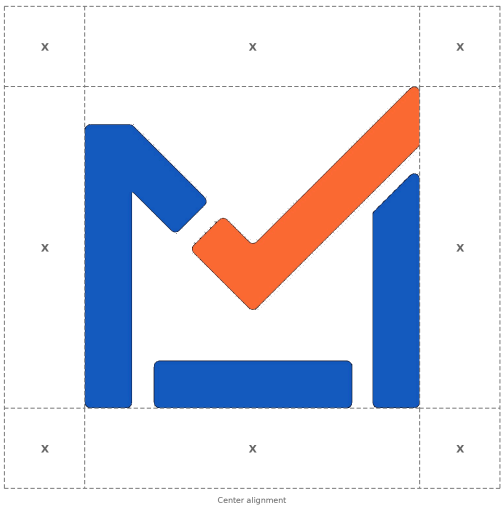
Color Variations Summary

- **Blue M (#1A5CE0) with Orange Checkmark (#F2571F)** — Use on white or transparent backgrounds
- **White M with Orange Checkmark** — Use on Blue Gradient, flat Blue (#1A5CE0), and transparent backgrounds
- **Black M and Black Checkmark** — Use on transparent backgrounds for B&W use cases (single-color print, embossing, etc.)

Clear Space Requirements (Safe Area)

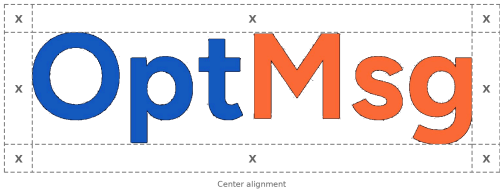
Clear Space Rule: Always keep a minimum breathing room around the logo equal to the height of the "M" icon on all sides. No text, images, or borders should enter this protected zone.

Examples



ICON MARK

Clear space example using X = checkmark height.



WORDMARK

Clear space example for OptMsg wordmark.



VERTICAL STACKED

Clear space example for stacked configuration.



HORIZONTAL LOCKUP

Clear space example for horizontal logo.



HORIZONTAL + TAGLINE

Clear space example for lockup with tagline.

Safe Area Rules

- Can text touch the logo? NO
- Can borders touch the logo? NO
- Clear space applies even at minimum sizes

Logo Don'ts

- **Never distort** – Don't stretch or change aspect ratio
- **Never recolor** – Use only approved color combinations
- **Never rotate** – Logo should always be level and upright
- **Never add effects** – No shadows, glows, bevels
- **Never recreate** – Always use official logo files; don't redraw

Color Palette

Official Brand Colors

ORANGE

Orange (Secondary)

HEX: #F2571F
RGB: 242, 87, 31
CMYK: 0, 64, 87, 5

Checkmark, CTAs, accents

BLUE FLAT

Blue Flat (Accent)

HEX: #1A5CE0
RGB: 26, 92, 224
CMYK: 88, 59, 0, 12

M logo, UI elements, links

Blue Gradient (WordPress Background)

GRADIENT

Blue Gradient

Start: #163195 (RGB: 22, 49, 149)
End: #0E1D63 (RGB: 14, 29, 99)
Linear, Angle: 12 degrees

Website backgrounds, hero sections, headers

Supporting Colors

WHITE

White

HEX: #FFFFFF
RGB: 255, 255, 255

Backgrounds, text on dark

BLACK

Black

HEX: #000000
RGB: 0, 0, 0

B&W applications

LIGHT GRAY

Light Gray

HEX: #F5F5F5
RGB: 245, 245, 245

Subtle backgrounds

DARK GRAY

Dark Gray

HEX: #333333
RGB: 51, 51, 51

Body text

Typography

FONT CLARIFICATION

Manrope may be used in some app/logo instances. Verify which font is used where. Current standard: **Figtree** for headings/logo, **Noto Sans** for body.

Primary Typefaces

Figtree

OptMsg

The quick brown fox jumps over
the lazy dog

Usage: Logo, headlines, titles, headers,
emphasis text

Weights: Regular (400), Medium (500),
SemiBold (600), Bold (700), ExtraBold (800),
Black (900)

Noto Sans

This is body text set in Noto Sans. It's clean, highly legible, and works excellently for longer reading experiences. The font supports extensive character sets and maintains readability across all devices.

Usage: Body copy, UI text, captions,
supporting content, taglines

Weights: Regular (400), Medium (500),
SemiBold (600), Bold (700)

Typography Scale

ELEMENT	TYPEFACE	SIZE	WEIGHT	USAGE
H1	Figtree	36-48pt	Bold (700)	Hero headlines, page titles
H2	Figtree	24-32pt	Bold (700)	Section headlines
H3	Figtree	18-22pt	SemiBold (600)	Subsection headlines
Body	Noto Sans	14-16pt	Regular (400)	Main content
Small	Noto Sans	12-13pt	Regular (400)	Captions, footnotes

Typography Guidelines

- **Line height:** 1.6-1.7x for body, 1.1-1.2x for headings
- **Paragraph spacing:** 16-24px between paragraphs
- **Maximum line length:** 60-80 characters
- **Tagline:** Always use Noto Sans Regular at 75-80% of OptMsg wordmark size