

BRAND KIT

Complete Brand Guidelines

Version 2.1 • November 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.

Purpose of These Guidelines

As a condition to using the OptMsg brand assets ("OptMsg Brand Resources"), you agree to all guidelines and instructions in this document.

General Guidelines

Proper Name Usage

- Always write **OptMsg** with capital "O" and capital "M"
- Never modify, abbreviate, or alter the word "OptMsg"
- OptMsg is a registered trademark owned by OptMsg LLC
- Display "OptMsg" in the same font size as surrounding content

Prohibited Uses

- **DON'T** use in a way that implies partnership without permission
- **DON'T** combine OptMsg with other logos or company names
- **DON'T** use "OptMsg" as a verb
- **DON'T** modify colors, add effects, or distort any logo
- **DON'T** manufacture merchandise without permission

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 Display. 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: ~4:1 (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: ~4:1

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



BLUE M + ORANGE CHECKMARK
White / Transparent backgrounds



WHITE M + ORANGE CHECKMARK
Blue Gradient / Dark / Transparent



BLACK M + BLACK CHECKMARK
Transparent (B&W use cases)

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

Aspect Ratio: ~1:1

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



BLUE M + ORANGE CHECKMARK
White / Transparent backgrounds



WHITE M + ORANGE CHECKMARK
Blue Gradient / Dark / Transparent



BLACK M + BLACK CHECKMARK
Transparent (B&W use cases)

5. Horizontal Logo with Tagline

Aspect Ratio: ~3:1

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

Tagline Font: Noto Sans Display



BLUE M + ORANGE CHECKMARK
White / Transparent backgrounds



WHITE M + ORANGE CHECKMARK
Blue Gradient / Dark / Transparent



BLACK M + BLACK CHECKMARK
Transparent (B&W use cases)

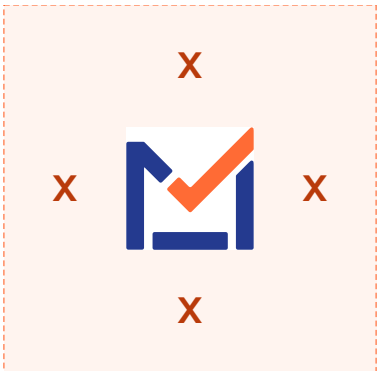
Color Variations Summary

- **Blue M (#243A8F) with Orange Checkmark (#FF6B35)** — Use on white or transparent backgrounds
- **White M with Orange Checkmark** — Use on Blue Gradient, flat Navy (#0E1D63), Brand Blue (#243A8F), 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
X = the height of the M icon.



WORDMARK
X = the height of the wordmark, which has no M.



VERTICAL STACKED
X = the height of the M icon.



HORIZONTAL LOGO
X = the height of the M icon.



HORIZONTAL LOGO WITH TAGLINE
X = the height of the M icon.

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

Blue is primary and orange is the accent, the same roles the OptMsg app and admin console give them.

Primary

Brand Blue

HEX: #243A8F
RGB: 36, 58, 143
CMYK: 75, 59, 0, 44

M on light backgrounds, solid blue

Navy

HEX: #0E1D63
RGB: 14, 29, 99
CMYK: 86, 71, 0, 61

Flat dark backgrounds and headings

Secondary

Link Blue

HEX: #1C5AD6
RGB: 28, 90, 214
CMYK: 87, 58, 0, 16

Secondary blue: links and interface elements on light backgrounds.

Light Blue

HEX: #B3CCFF
RGB: 179, 204, 255
CMYK: 30, 20, 0, 0

Blue on dark backgrounds and soft borders

Accent

Logo Orange

HEX: #FF6B35
RGB: 255, 107, 53
CMYK: 0, 58, 79, 0

Checkmark, graphics, orange text on navy. Never white text on it.

Action Orange

HEX: #D1430D
RGB: 209, 67, 13
CMYK: 0, 68, 94, 18

Buttons with white text, orange text on white

Its hover, and orange text on tints, is #B93A0A.

Blue Gradient (Website Background)



Blue Gradient

Start: #163195 at -48% (RGB: 22, 49, 149) (CMYK: 85, 67, 0, 42)
End: #0E1D63 at 39% (RGB: 14, 29, 99) (CMYK: 86, 71, 0, 61)
Linear, Angle: 12 degrees

Website backgrounds, hero sections, headers

When to Use Which

- **Gradient:** large hero and background areas.
- **Navy:** headings, footers, and small panels behind white logos.
- **Brand Blue:** solid color blocks that should feel energetic.

Supporting Colors

White

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

Backgrounds, text on dark

Black

HEX: #000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100

B&W applications

Ink

HEX: #1B2240
RGB: 27, 34, 64
CMYK: 58, 47, 0, 75

Body text

Muted

HEX: #3D4566
RGB: 61, 69, 102
CMYK: 40, 32, 0, 60

Supporting text

Tint

HEX: #F5F7FF
RGB: 245, 247, 255
CMYK: 4, 3, 0, 0

Subtle backgrounds

Warm Tint

HEX: #FFF4EF
RGB: 255, 244, 239
CMYK: 0, 4, 6, 0

Warm subtle backgrounds

Text on Navy

Softer than white for a second line of text on Navy or the Blue Gradient, such as a kicker or a caption. Never on light backgrounds.

On-Navy Blue

HEX: #E4E8FB
RGB: 228, 232, 251
CMYK: 9, 8, 0, 2

Supporting text on Navy and the gradient

On-Navy Orange

HEX: #FFD2BF
RGB: 255, 210, 191
CMYK: 0, 18, 25, 0

Kicker lines on Navy and the gradient

Status Colors

Only for a sender's state: approved or sent to Trash. Each pair is dark text on its pale background. Never decoration.

Approved Green

HEX: #14642F
RGB: 20, 100, 47
CMYK: 80, 0, 53, 61

An approved sender: text and icons
Its background is #E6F6EC.

Trash Red

HEX: #A11D1D
RGB: 161, 29, 29
CMYK: 0, 82, 82, 37

A sender sent to Trash: text and icons
Its background is #FDEAEA.

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. The tagline uses Noto Sans Display.

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:** Noto Sans Display Regular, as set in the official logo files