The required clear space for the Co-Optima fuel drop is illustrated below. A clear space equal to or greater than 1/4 of the drop is required on all sides surrounding the logo, so it does not compete with other images, graphics, and text. Do not place any elements inside this clear space.

Clear Space

Co-Optimization of Fuels & Engines

Co-Optimization of Fuels & Engines

Co-Optimization of
Fuels & Engines

Co-Optimization of
Fuels & Engines

Co-Optimization of
Fuels & Engines

Co-Optimization of
Fuels & Engines

Logo with Name

Co-Optima Colors

300 C	376 C	144 C	423C
C85 M50 Y0 K0	C53 M0 Y96 K0	C0 M52 Y100 K0	50% K
R0 G101 B189	R122 G184 B0	R233 G131 B0	R147 G149 B152
0065BD	7AB800	E98300	939598

Accent Colors

1797 C	285 C	320 C	110 C
C2 M98 Y85 K7	C90 M48 Y0 K0	C100 M0 Y30 K2	C2 M24 Y100 K7
R192 G57 B43	R32 G131 B202	R44 G154 B161	R212 G183 B0
c0392b	2083ca	2c9aa1	d4b700

Gradient Mixes

C85 M50 Y0 K0	C70 M15 Y0 K0	C53 M0 Y96 K0	C20 M0 Y100 K0	C0 M52 Y100 K0	C0 M19 Y100 K0
R0 G101 B189	R0 G161 B222	R122 G184 B0	R215 G223 B35	R233 G131 B0	R254 G203 B0
0065BD	00A1DE	7AB800	d7e923	E98300	FECB00

Typography is one of the most important elements of design. For the Co-Optima brand, two main font families—Gotham and Calibri—are used in communications to ensure consistency, clarity, and effectiveness. It is critical that these typefaces be maintained on all materials for optimum brand consistency.

Gotham

Primary Typeface

The primary typeface for the Optima brand is Gotham and should be used for headlines, sub-heads, captions, and call-outs.

Gotham Book
abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Book Italic
abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Medium
abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Medium Italic
abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Bold
abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Bold Italic
abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Light
abcdefghijklmnopqrstuvwxyz 1234567890

Calibri

Secondary Typeface

The primary typeface for the Optima brand is Calibri and should be body copy, captions and bullets. Calibri can be used as the Primary and Secondary font when Gotham is not available.

Calibri Regular
abcdefghijklmnopqrstuvwxyz 1234567890

Calibri Italic
abcdefghijklmnopqrstuvwxyz 1234567890

Calibri Bold
abcdefghijklmnopqrstuvwxyz 1234567890

Calibri Bold Italic
abcdefghijklmnopqrstuvwxyz 1234567890

Calibri Light
abcdefghijklmnopqrstuvwxyz 1234567890

Fonts