

The Opal

QUICK BRAND GUIDE



**Contra Luz Opal –
2,290 Carats**

BUTTE, MORROW CO., OREGON

A polished version of its authentic form – this pure opal displays a beautiful spectrum of colors.



The Opal



The Opal



The Opal



The Opal



GEMSTONE

A precious stone surrounded by others, unique on it's own. A distinctive reflection of the letter "O."



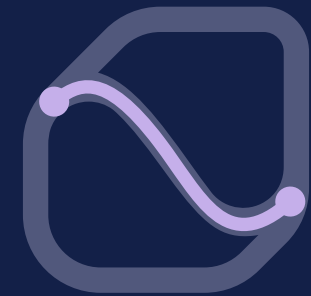
MATRIX

Strong rock contains the crystal opal transparency. A matrix of stunning color within a strong foundation.



BALANCE

Allowance for individualisms blended beautifully in a polished gemstone structure.



CONNECTION

From two points, an essential component of community is the connections we make and maintain.

Typography

WORDMARK TYPEFACE

The Opal Wordmark uses the font Poppins as its base. Slight modifications have been made to the individual characters to create a solid custom wordmark. The Wordmark preferably uses the stacked version to ensure legibility and hierarchy.

WORDMARK

The
Opal

Typography

PRIMARY TYPEFACE

The primary typeface of The Opal is Poppins – a relatively new font as far as geometric sans-serifs go. It is an internationalist's take on the genre. Each letterform is nearly monolinear, with slight optical corrections applied where necessary to maintain an even polished look.

PRIMARY TYPEFACE

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bold

abcdefghijklmn

opqrstuvwxyz

1234567890

Medium

abcdefghijklm

nopqrstuvwxyz

1234567890

Regular

abcdefghijklm

nopqrstuvwxyz

1234567890

Our Logo

LOGO USAGE AND CONSTRUCTION

The width of the logo may be proportionally reduced to no less than 1" wide.

The logo may never be altered in shape, proportion or typography, nor colored in ways other than the approved variations outlined in these guidelines.

MINIMUM CLEAR SPACE

The Opal logo must always be surrounded with an area called the "minimum clear space". This area is defined as the width of the "O" in the "Opal". The entire logo and clear space should be free from text and images.

LOGO CONSTRUCTION



MINIMUM SIZE



MINIMUM CLEAR SPACE



Logo Lockups

PRIMARYS LOCKUP

Depending on format and application either lockup may be used – use best judgement considering spacing and alignment.

ALTERNATES

The Mark may be used independently of the logotype in certain applications, such as on apparel, as a social media profile photo or as a graphic element where the full logo is used elsewhere.

The Wordmark can also be used independently in certain applications, such as signage or apparel.

Do not change the spacing, orientation or alignment of any element within the approved lockups.

HORIZONTAL



STACKED



PRIMARY

MARK



WORDMARK



ALTERNATE

Color

PRIMARY COLOR PALETTE

The Opal primary color palette is made up of three colors that work together to represent our brand on any application.

SECONDARY COLOR PALETTE

The secondary palette completes the opalescent spectrum of colors and compliments the primary colors. In addition, they may be used as accents and highlights in The Opal communications; the secondary colors should be applied as minor accent colors supporting the primary palette.

NEVER:

- Use color as decoration.
- Use secondary colors on their own, without primary colors.
- The Opalescent Gradient should be used sparingly and can be used for print or on-screen.

PRIMARY PALETTE

SAPPHIRE

2768 C

HEX #051D49

CMYK 100 / 91 / 38 / 46

RGB 19 / 31 / 71

AMYTHEST

2645 C

HEX #AD95C7

CMYK 32 / 42 / 0 / 0

RGB 173 / 149 / 199

JADE

571 C

HEX #95D4CB

CMYK 41 / 0 / 24 / 0

RGB 149 / 212 / 203

SECONDARY PALETTE

MORGANITE

2337 C

HEX #FAC0B8

CMYK 0 / 29 / 20 / 0

RGB 75 / 133 / 142

AMBER

148 C

HEX #FECB8B

CMYK 0 / 22 / 50 / 0

RGB 254 / 203 / 139

CITRINE

1205 C

HEX #F8DE8D

CMYK 3 / 10 / 53 / 0

RGB 248 / 222 / 141

PERIODITE

2282 C

HEX #C7DF96

CMYK 24 / 0 / 53 / 0

RGB 299 / 223 / 150

AQUAMARINE

2905 C

HEX #8DC6E7

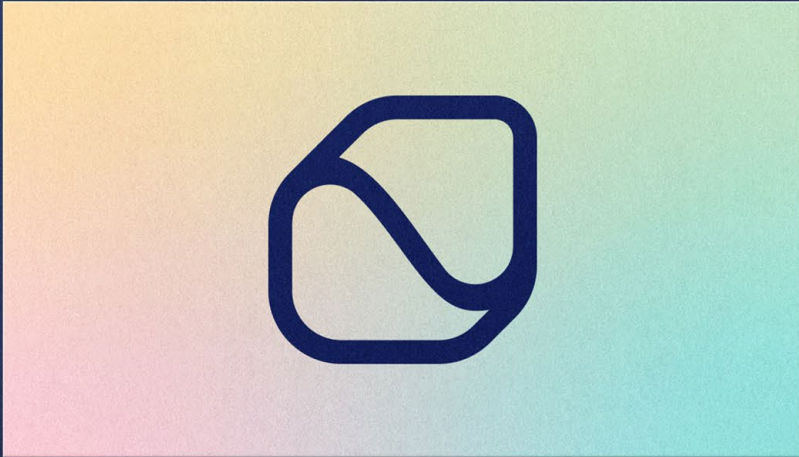
CMYK 42 / 8 / 2 / 0

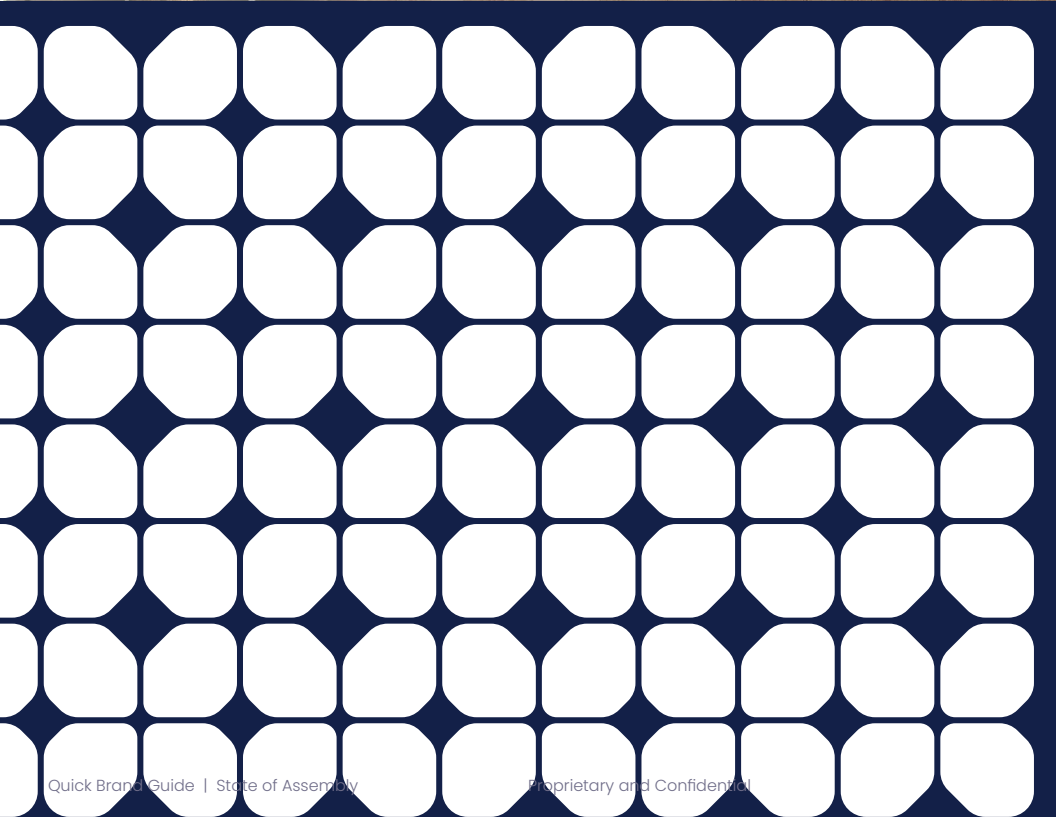
RGB 141 / 198 / 231

OPALESCENT GRADIENT

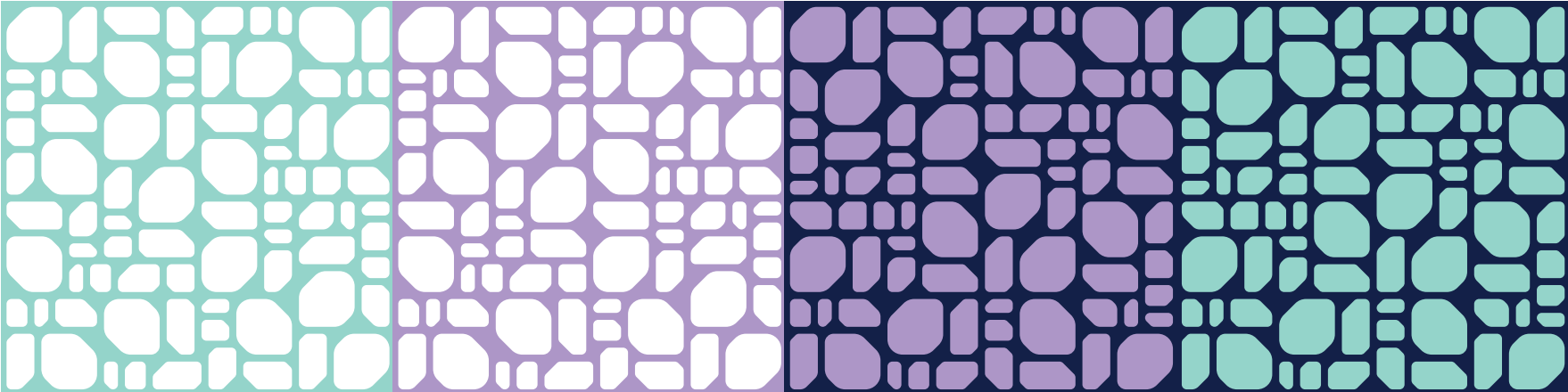
FULL

LIGHT

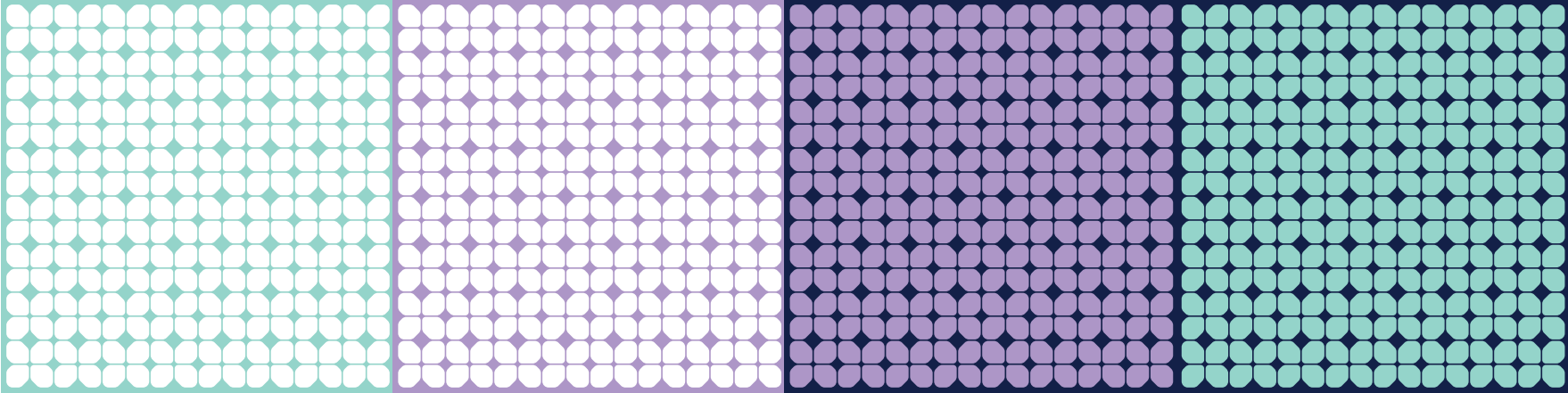




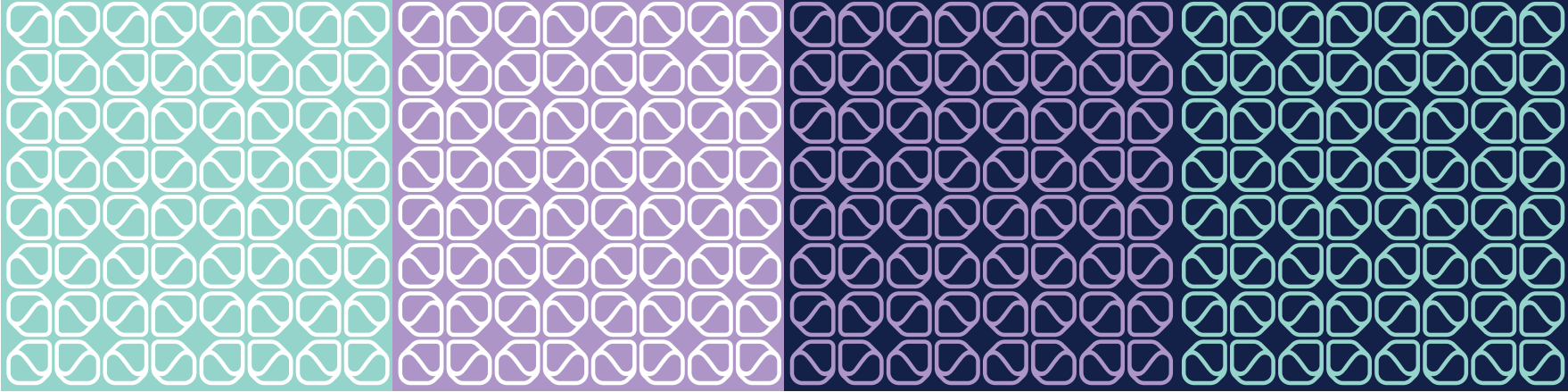
STONEWALL



FULLNESS



FLOWER





The Opal



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