



OptimumSM

STYLE GUIDE



OptimumSM

Way Better





OptimumSM
Way Better

Optimum
Dark Blue

CMYK 98, 70, 46, 37
RGB 0, 60, 83
HEX

Optimum
Yellow

CMYK 100, 57, 9, 52
RGB 255, 204, 6
HEX

PRIMARY

Optimum
Green

CMYK 77, 21, 42, 1
RGB 49, 153, 153
HEX

Optimum
Blue

CMYK 88, 43, 25, 3
RGB 0, 120, 156
HEX

TYPOGRAPHY

Avenir Std

AVENIR STD 35 LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

AVENIR STD 45 BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

AVENIR STD 55 ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

AVENIR STD 65 MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

AVENIR STD 85 HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

AVENIR STD 95 BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

**MATTHEW
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Services**



Optimum

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