Brand Playbook

July 2025

How to use this brand playbook

The Opus brand playbook outlines the core principles of our design framework and marketing communication practices. Use this resource to understand how to represent our brand consistently and effectively across all touchpoints and platforms.

This playbook provides an overview of Opus visual identity, with details on usage along with examples.

Who is this for?
Everyone at Opus and external collaborators who create or communicate on behalf of our brand.

If you're a designer, use this guide to align visuals, layouts, and assets with our brand identity and ensure a cohesive look across all platforms.

If you're a marketer, reference these guidelines to craft campaigns and content that reflect our brand voice and meet compliance standards.

If you're an agency partner, follow these principles to deliver work as the Opus brand team would, collaborating with your Opus point of contact to maintain brand consistency.

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Contents

1 Logo

2 Color

3 Fonts & Typography

4 Imagery

5 Iconography

6 Brand in action

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Logo

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Opus Technologies logo

The Opus logo is the cornerstone of our visual identity. It's the most visible element of our brand and must always be used consistently to build recognition and trust. Designed for clarity and adaptability, our logo ensures legibility across digital and print applications.

Always apply the logo according to the specified guidelines to maintain a strong and unified brand presence in all communications.

Do not attempt to modify, redraw, or recreate the logo. Always use the approved master files.



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Logo types

Primary logo

This is our default logo and should be used in most cases.

Text: Opus Blue

Underline beneath "O": Opus Orange



Secondary logo

Use this variation when placing the logo on dark backgrounds such as Opus Blue or Opus Prussian.

Text: White

Underline beneath "O": Opus Orange



Note: Only use on brand-approved dark backgrounds.

Tertiary logo

This all-white version is reserved for special cases where the logo appears over imagery or non-brand dark colors.

Text + Underline: White



Note: Only use when Primary and Secondary logos don't provide sufficient contrast.

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Logo – clear space

To ensure the legibility and visibility of our logo a surrounding area of clear space must be maintained. This area must remain free from surface edges, typography, imagery, and other graphic elements.

Clear space



To protect visual integrity, maintain a minimum clear space around the logo equal to the width of the "O" on all four sides.

Note: Never crowd the logo with text, images, or design elements.

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Logo – size guidelines

To maintain consistency and legibility across all mediums, always use the Opus logo at or above the specified minimum sizes.

Logo when it is prominent

Use it for cover page, social media posts, Carousels, Videos



Print applications
Minimum width: 88 mm (8.8 cm)

Digital applications
Minimum width: 250 px

Logo on subsequent inner pages

Use it for – Presentation footer,



Print applications
Minimum width: 27 mm (2.7 cm)

Digital applications
Minimum width: 78 px

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Logo – partnership usage

When incorporating partnership logos, it's essential to adhere to clear space guidelines. Ensure that there is a minimum distance between the two logos, equivalent to the height of 2 "O“.

The height of the partner's logo should match the height of Opus Logo.

If the partner's logo includes a graphic element, base the height measurement on the characters rather than the graphic itself, ensuring it matches the height of the Opus logo.

Do not stretch, resize, or alter logos in any way. Always preserve proportions.





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Logo – what not to do

The logo must never be redrawn, edited, or modified in any way. To protect its integrity, avoid these common mistakes:



Don't
change the logo color



Don't
stretch, distort, or skew the logo



Don't
rotate or tilt the logo



Don't
place the logo inside shapes or colored blocks



Don't
redraw or recreate the logo



Don't
use the logo over busy or distracting backgrounds



Don't
apply effects like shadows, gradients, or outlines



Don't
create custom partner or customer lockups

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Colors

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Color palette

Primary

Opus Blue

HEX	#16529E
RGB	22, 82, 158
CMYK	86, 48,0, 38

Opus Orange

HEX	#F6A81C
RGB	246 / 168 / 28
CMYK	0 / 32 / 89 / 4

Highlight

Opus Orange

HEX	#F6A81C
RGB	246 / 168 / 28
CMYK	0 / 32 / 89 / 4

Text color

Grey (Text)

HEX	#3C3C3C
RGB	60, 60, 60
CMYK	0 / 0 / 0 / 76

Secondary

Opus Space

HEX	#062752
RGB	6 / 39 / 82
CMYK	93 / 52 / 0 / 68

Opus Cloud

HEX	#C2D2DB
RGB	194 / 210 / 219
CMYK	11 / 4 / 0 / 14

Opus Sky

HEX	#60B2FF
RGB	96 / 178 / 255
CMYK	62 / 30 / 0 / 0

Opus Haze

HEX	#F0F3F6
RGB	240 / 243 / 246
CMYK	2 / 1 / 0 / 4

Opus Grey

HEX	#5D687E
RGB	93 / 104 / 126
CMYK	26 / 17 / 0 / 51

Opus Dawn

HEX	#FFF4D9
RGB	255 / 244 / 217
CMYK	0 / 4 / 15 / 0

Gradient

Opus Space + Opus Blue + Opus Orange

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Color – what not to do

The examples on the right highlight common mistakes to avoid when applying brand colors:



Don't
use colors outside of the approved Opus palette



Don't
make Opus Orange the dominant color



Don't
make Opus Sky the dominant color



Don't
use clashing color combinations that create visual strain



Don't
apply gradients other than the approved combinations



Don't
overuse color in a way that overwhelms the design

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Typography

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Typography – presentations and documents

Font

Arial

Weights

Regular / **Bold**

Uppercase/lowercase

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Special characters/numbers

?><”:}{+_?!@#$%&*;:’”

1234567890

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Typography – social media and website

Font Inter

Weights

Light / Regular / **Medium** / **Semibold** / **Bold** / **Extra Bold**

Uppercase/lowercase

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Special characters/numbers

?><":}{+_?!@#$%&*;:'"
1234567890

Download Inter font →

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Imagery

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Imagery – overview

Strategic use of imagery ensures consistency and distinct brand value. It connects the content better with the audience and provides purpose.

The image can be colored or black and white. Image selection should focus on three categories – people, technology, and abstract. It should reflect modernity, positivity, futuristic, human, or feel-good emotional aspects.

People





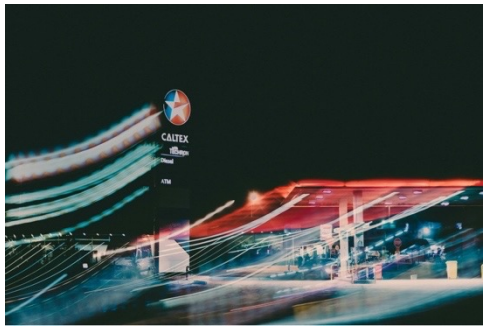
Technology





Abstract



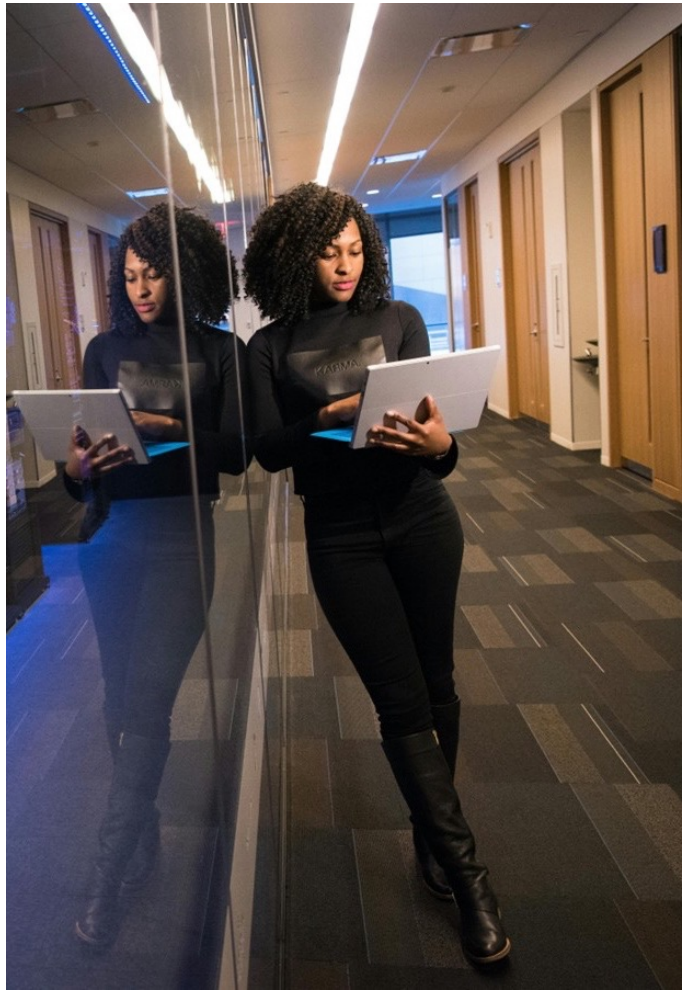


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Imagery – people

The photograph must be natural, with people not posing and looking directly into the camera.

The selection should be diverse, including people of different ages, genders, and nationalities.





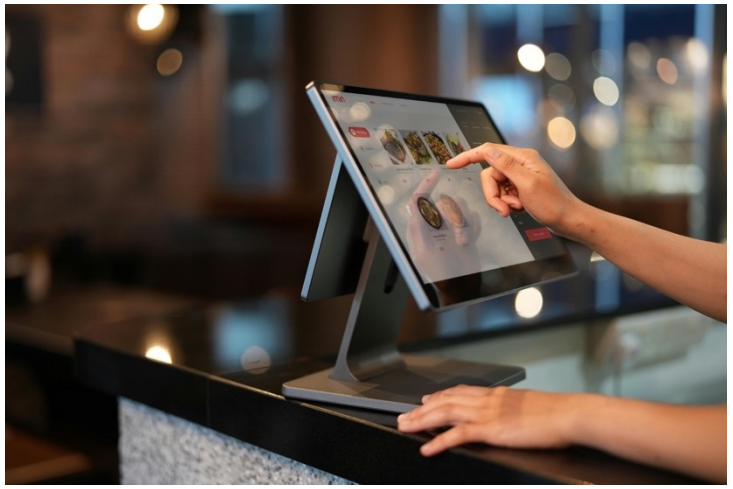


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Imagery – technology

Technology photos should establish a connection with the audience and support the content.



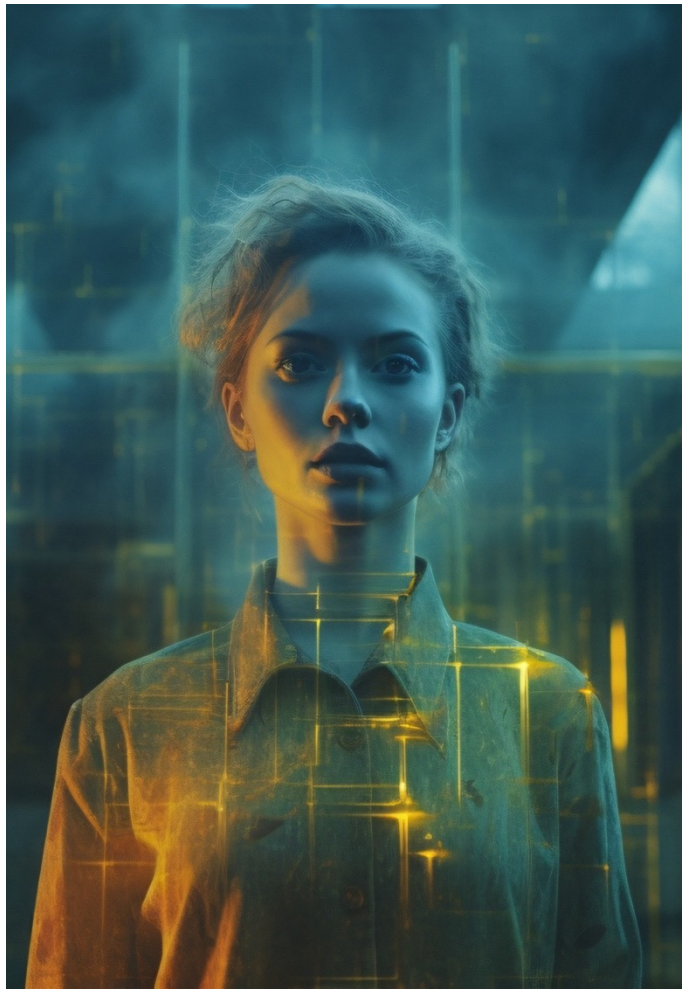




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Imagery – abstract

The abstract photos can be modern architecture, pattern, or nature.







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Imagery – what not to do

Do not use any photo without a license or permission from the owner

Avoid using busy photos where the subject is hard to define

Avoid photos reflecting sad emotions, negativity, and loss, unless such situations occur in the content

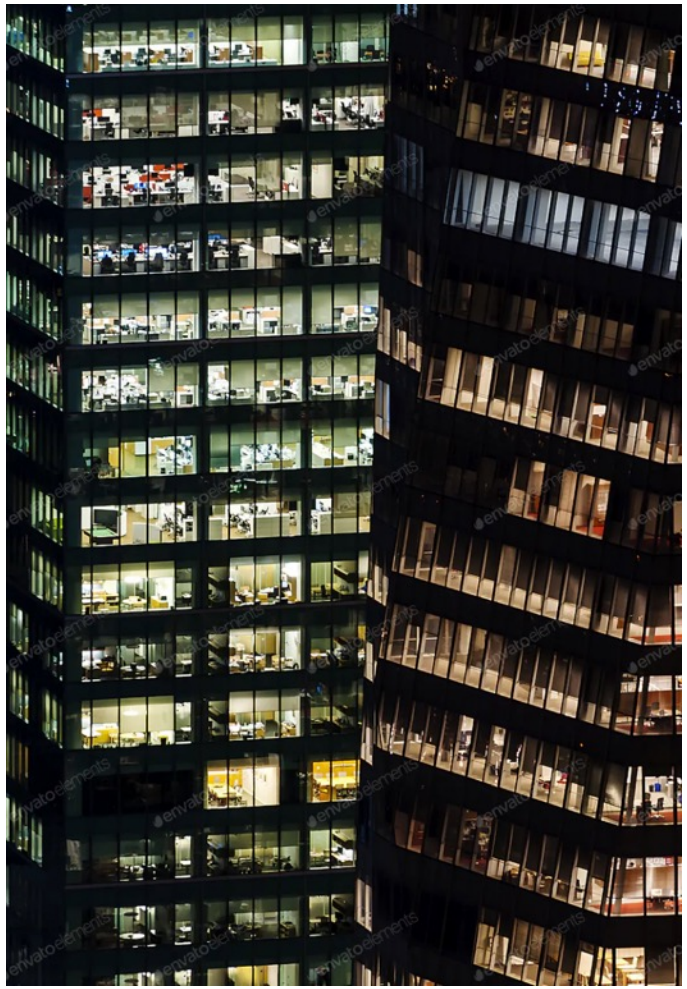
Do not use clichéd photos or photos altered with graphic technology

Do not use imagery which is offensive / sensitive in business context - religious, political, controversial, derogatory, negative / dark

Do not use low quality imagery

Do not use any clipart, comical image, memes or any other such casual image.

Do not stretch or resize imagery









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Iconography

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Iconography – Opus Orange (1/2)

Banking	
Payments	
People	
Ideas	
Innovation	
Growth	
De-growth	
Consulting	
Delivery	
Agile / Iterative delivery	

Security	
Compliance	
Data and Analytics	
Performance	
Asset	
Mind-set	
Skill-set	
Tool-set	
Company / enterprise	
Leadership / team	

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Iconography – Opus Orange (2/2)

Global presence



Cloud Enablement



Modernization



Transformation



Platform engineering



Trusted



Client success / impact



Partnership / collaboration



Cost



Risk



Business Process & Strategy
(Business Continuity, Scalability, Optimization, Cost Efficiency)



Technology & Software Development
(DevOps, AI/ML, Cloud Computing, Blockchain)



Cybersecurity & Data Protection
(Data Protection, Threat Detection, Encryption)



Customer-Centric Focus
(Customer Journey, Client Relationships, Customer Support)



Product & Service Innovation
(Product Launch, Service Design, Innovation Hub)



Project Management & Execution
(Project Milestones, Risk Mitigation, Change Management)



Performance Metrics & KPIs
(Key Performance Indicators (KPIs), Performance Analytics)



Vendor Management & Outsourcing
(Vendor Collaboration, Outsourcing)



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Iconography – Opus Blue (1/2)

Banking	
Payments	
People	
Ideas	
Innovation	
Growth	
De-growth	
Consulting	
Delivery	
Agile / Iterative delivery	

Security	
Compliance	
Data and Analytics	
Performance	
Asset	
Mind-set	
Skill-set	
Tool-set	
Company / enterprise	
Leadership / team	

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Iconography – Opus Blue (2/2)

Global presence



Cloud Enablement



Modernization



Transformation



Platform engineering



Trusted



Client success / impact



Partnership / collaboration



Cost



Risk



Business Process & Strategy
(Business Continuity, Scalability, Optimization, Cost Efficiency)



Technology & Software Development
(DevOps, AI/ML, Cloud Computing, Blockchain)



Cybersecurity & Data Protection
(Data Protection, Threat Detection, Encryption)



Customer-Centric Focus
(Customer Journey, Client Relationships, Customer Support)



Product & Service Innovation
(Product Launch, Service Design, Innovation Hub)



Project Management & Execution
(Project Milestones, Risk Mitigation, Change Management)



Performance Metrics & KPIs
(Key Performance Indicators (KPIs), Performance Analytics)



Vendor Management & Outsourcing
(Vendor Collaboration, Outsourcing)



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Brand in action

Presentations

Documents

Social media

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Presentations

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PowerPoint theme colours

Primary, secondary, and highlight colours

Primary

Opus Blue | Opus Orange | Text Grey

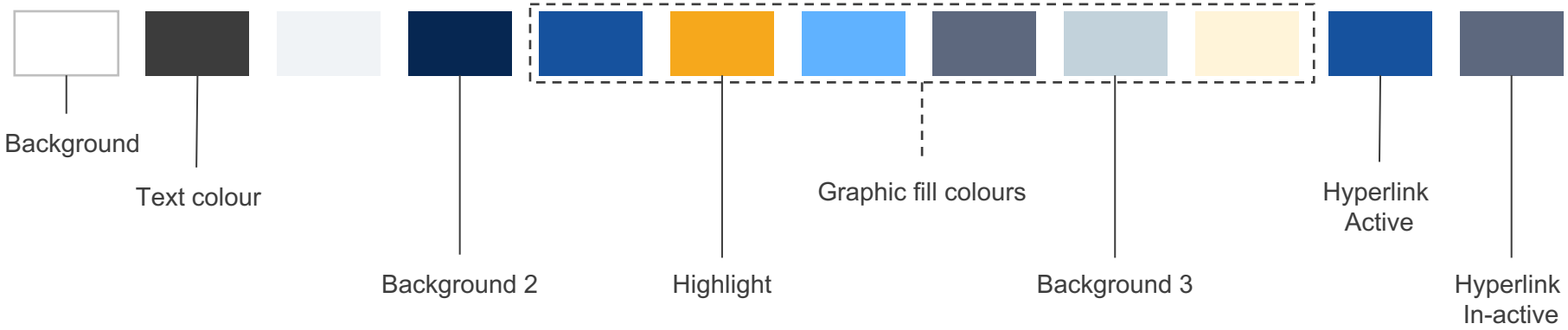
Highlight

Opus Orange

Secondary

Opus Space | Opus Sky | Opus Grey | Opus Cloud | Opus Haze | Opus Dawn

PowerPoint default colors sequence

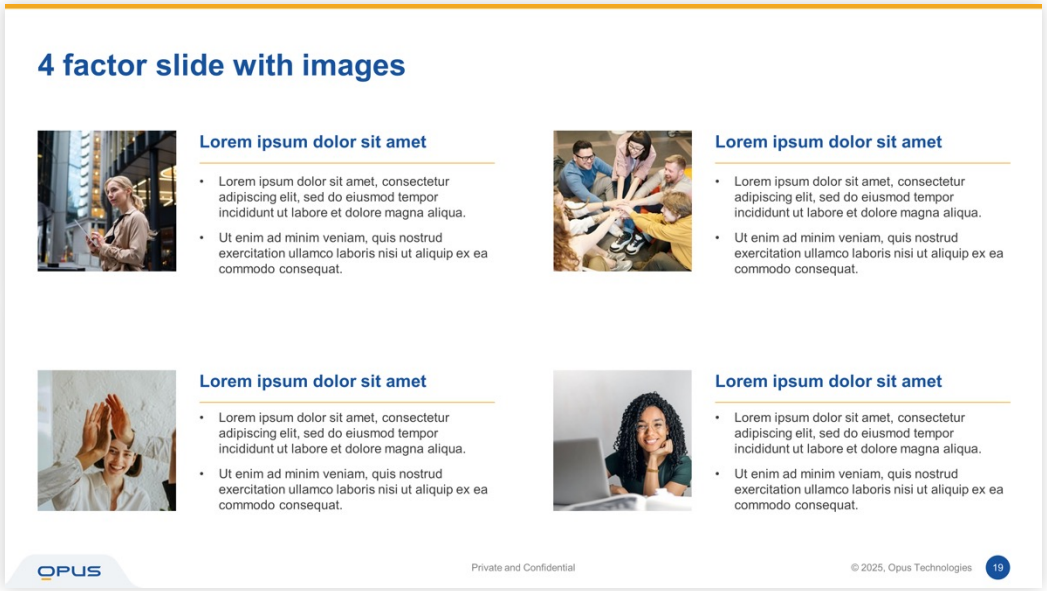


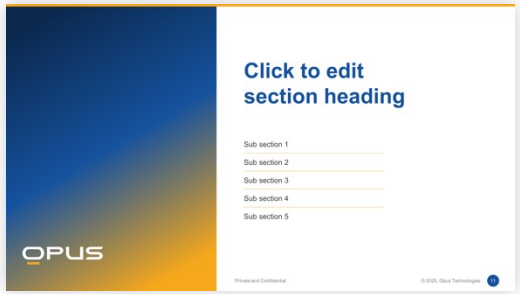
© 2025, Opus Technologies

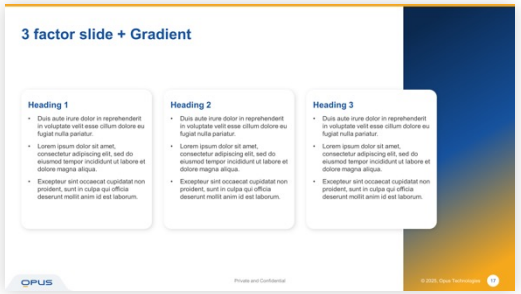
PowerPoint template

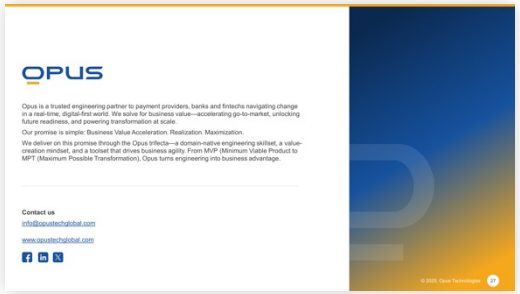








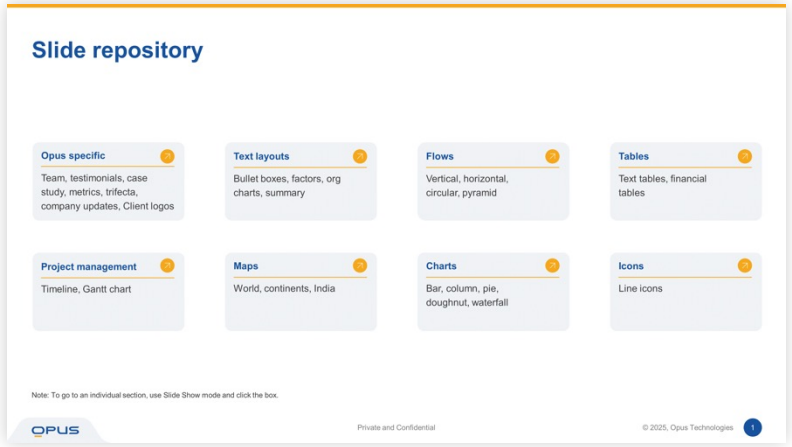


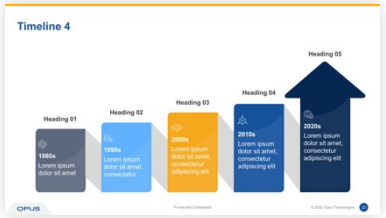


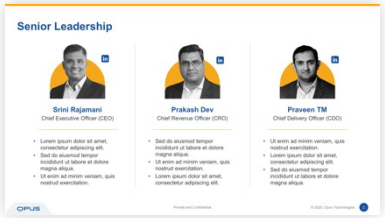
- Always start preparing your presentation using the **Opus PowerPoint template**.
- Use fonts and colors set up in the template theme.
- **Do not** alter the cover page design, except for changing the image.

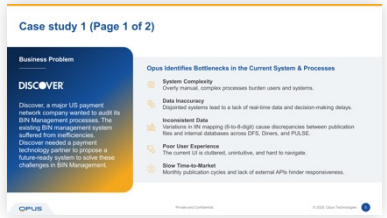
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Slide library

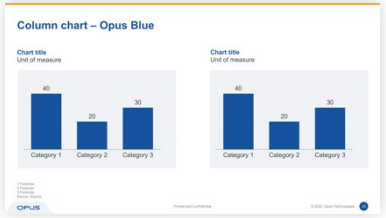


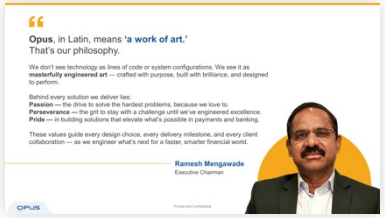










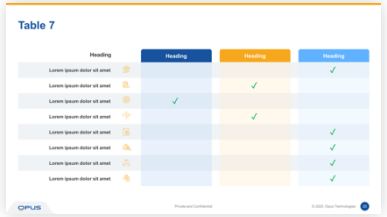


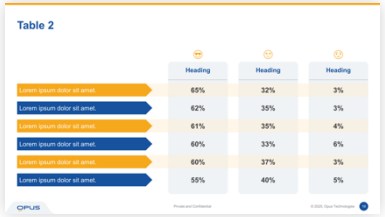




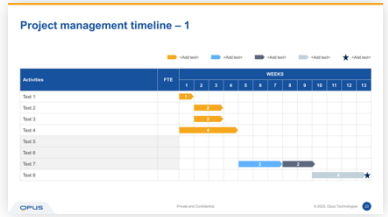


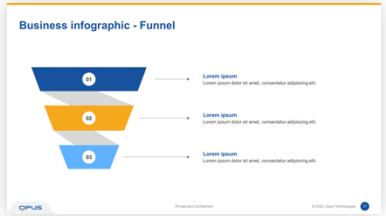


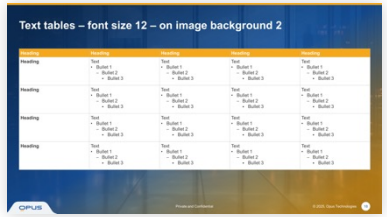




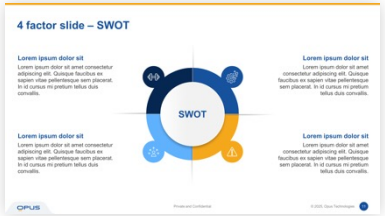


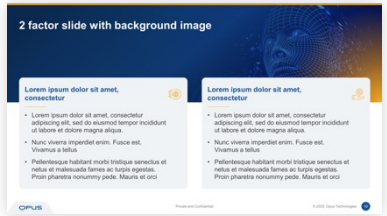


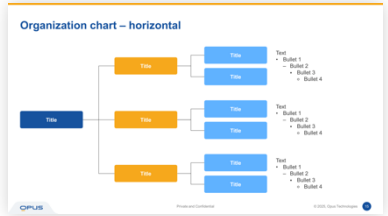












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Color philosophy – chart samples

Chart title – column
Unit of measurement

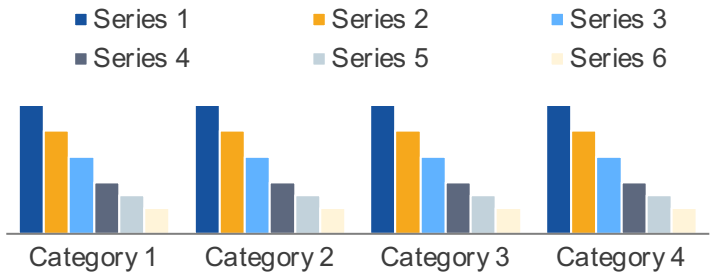


Chart title – bar
Unit of measurement

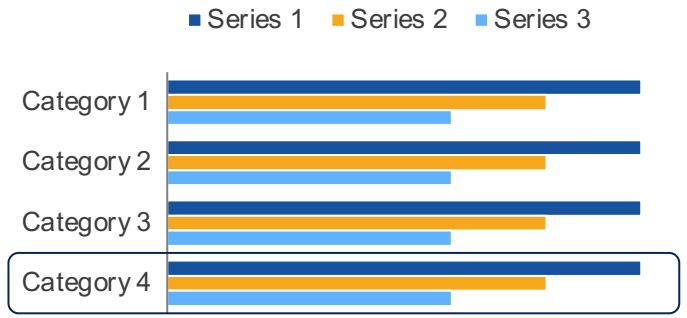


Chart title – pie
Unit of measurement

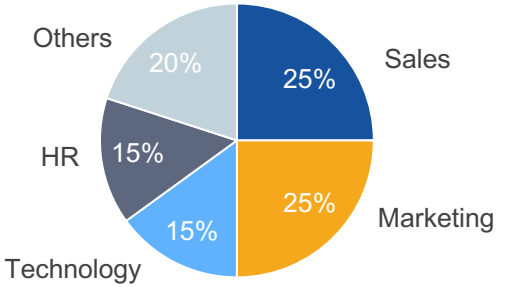


Chart title – doughnut
Unit of measurement

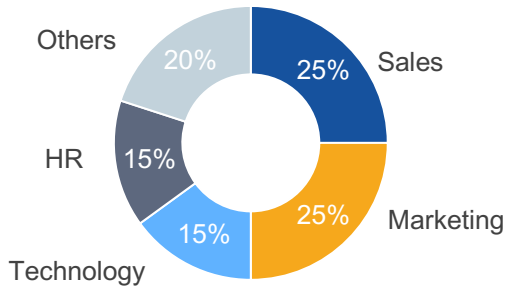


Chart title – line
Unit of measurement

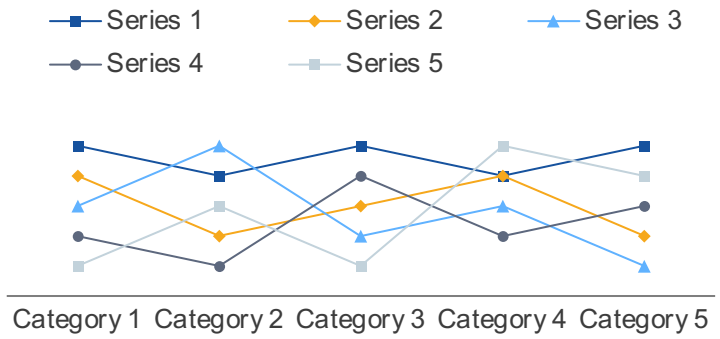
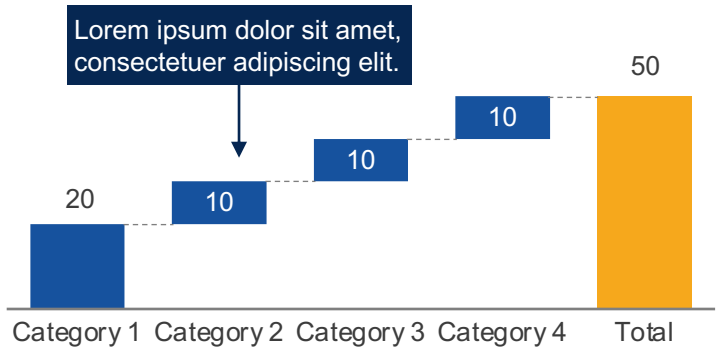


Chart title – area
Unit of measurement

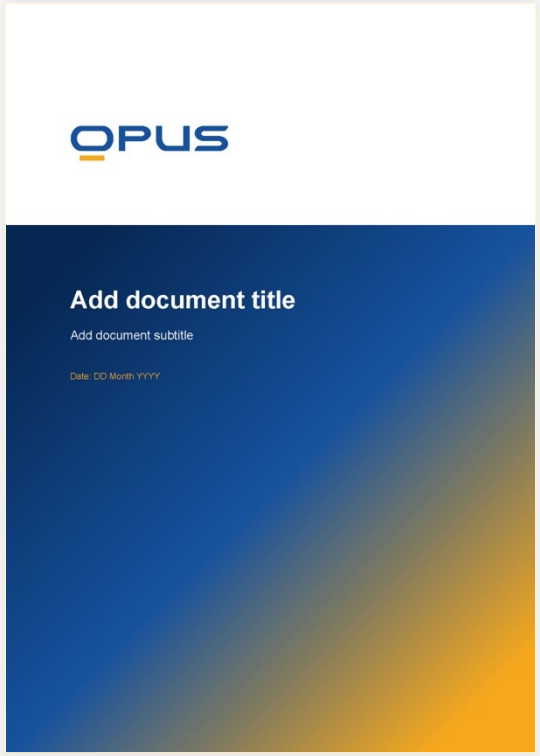


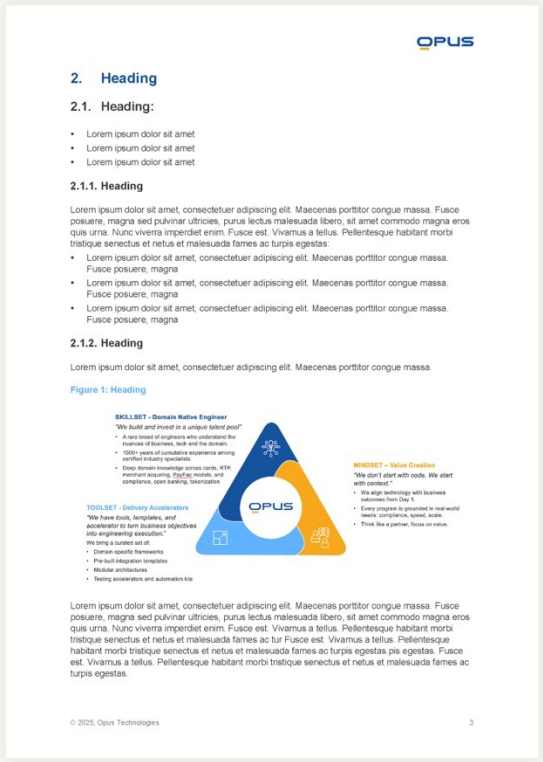
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Documents

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Documents – Word (page 1 of 3)





Title
Arial (Headings)
Font Size, 28
Text color - Opus Blue

Document title

Date
Arial
Font Size, 10
Text color – Opus Orange

June 2025

Heading 1
Arial (Bold)
Font Size, 16
Text color – Opus Blue

2. Three decades of experience

Heading 2
Arial (Bold)
Font Size, 14
Text color – Opus Space

2.1. Our solution for Client consists of the following elements:

Heading 3
Arial (Bold)
Font Size, 12
Text color – Opus Sky

2.1.1. Expertise in payments and fintech

Heading 4
Arial (Body) Bold
Font Size 11
Text color - Opus Blue

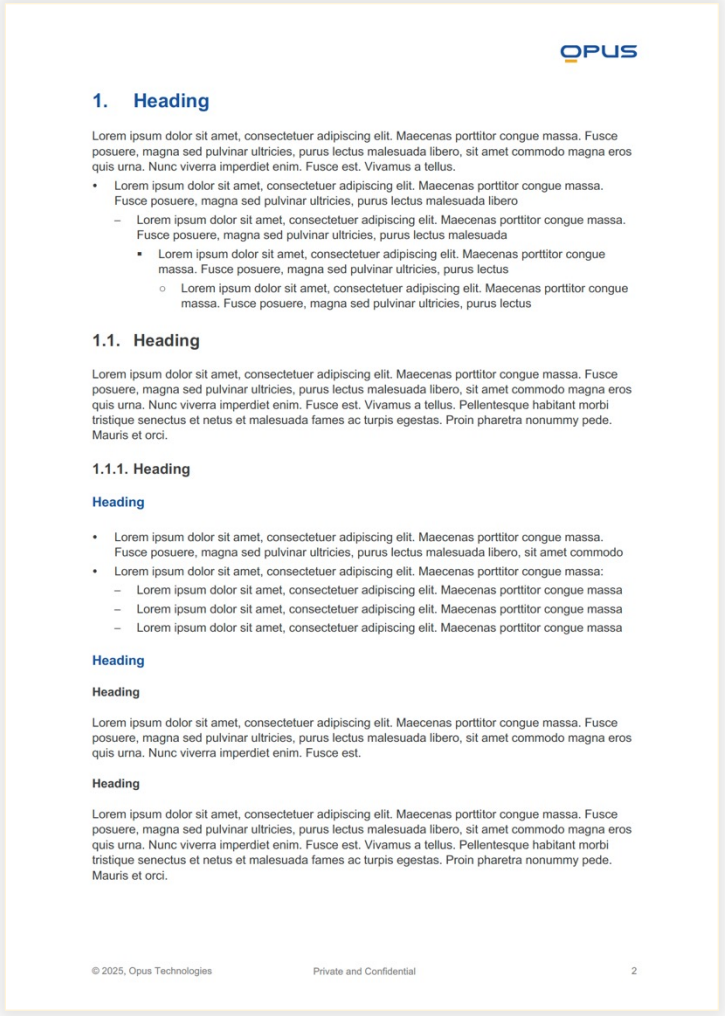
Why Opus

Normal body text
Arial (Bold)
Font Size 10
Text color - Text Grey

Opus Technologies is a global leader in financial technology solutions, specializing in delivering outcome-driven payment strategies.

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Documents – Word (page 2 of 3)



1. Heading

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna. Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus.

- Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero
  - Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada
    - Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus
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Bullet Heading
Arial (Headings) Bold
Font Size 11
Text color - Opus Blue

First level bullet text
Arial (Bold), Font Size, 10
Text color - Text Grey
Bullet style, Filled circle bullet
Line spacing Before 3
Indentation –0.65
Bullet font – Normal text, character code - 2022

Second level bullet text
Arial (Body), Font Size 10
Text color – Text Grey
Line Spacing Before 1
Indentation – 1.3, 0.65
Bullet font – Arial, character code - 2013

Third level bullet text
Arial (Body), Font Size 10
Text color – Text Grey
Line Spacing Before 1
Indentation – 1.95, 0.65
Bullet font – Normal text, character code – 25AA

Fourth level bullet text
Arial (Body), Font Size 10
Text color – Text Grey
Line Spacing Before 1
Indentation – 2.6, 0.65
Bullet font – Arial, character code - 25CB

Our Value Proposition

- Delivery Location
- Delivery Team and Structure
- FTE Calculations
- Implementation Plan
- Service Level Management
- Technology Solution

– Proven Track Record and Understanding of the North American Insurance market
– Structured transition approach to ensure we get it right the first time
– A predictable contractual framework

▪ Structured transition approach to ensure we get it right the first time
▪ Commitment to move to transaction pricing from year three onwards
▪ A predictable contractual framework

○ Structured transition approach to ensure we get it right the first time
○ Commitment to move to transaction pricing from year three onwards

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Documents – Word (page 3 of 3)

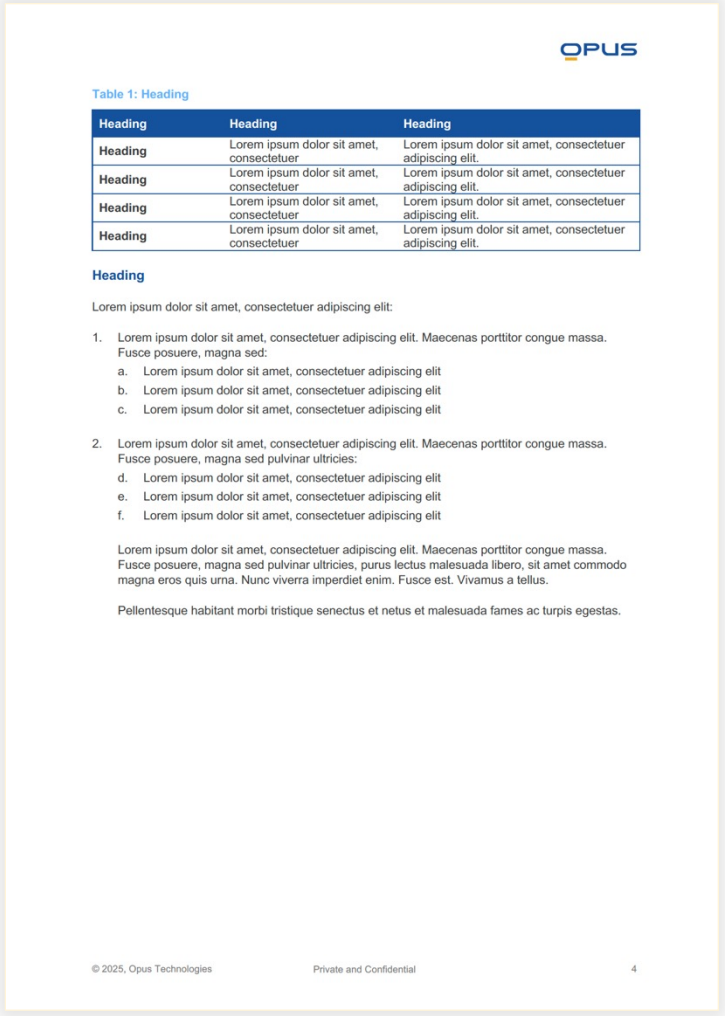


Table 1: Heading

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Number level Bullet
Arial (Body)
Font Size 10
Text color – Text Grey
Line Spacing 1
Indentation – 0.75, 0.75

1. The company's offerings span a wide range of services, including real-time payments, card issuance and management, digital commerce, and core banking solutions.
2. Opus is committed to continuous innovation, leveraging advanced technologies like cloud computing, data analytics, and artificial intelligence to drive digital transformation in the financial services industry.

Second Number level Bullet
Arial (Body)
Font Size 10
Text color - Text Grey
Line Spacing before 1
Indentation 1.5, 0.75

1. The company's offerings span a wide range of services, including
   a. Real-time payments,
   b. Card issuance and management,
   c. Digital commerce, and
   d. Core banking solutions.

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Social media

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Social media posts samples











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Opus is a trusted engineering partner to payment providers, banks and fintechs navigating change in a real-time, digital-first world. We solve for business value—accelerating go-to-market, unlocking future readiness, and powering transformation at scale.

Our promise is simple: Business Value Acceleration. Realization. Maximization.

We deliver on this promise through the Opus trifecta—a domain-native engineering skillset, a value-creation mindset, and a toolset that drives business agility. From MVP (Minimum Viable Product to MPT (Maximum Possible Transformation), Opus turns engineering into business advantage.

Contact us

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www.opustechglobal.com

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