Introduction

A uniform appearance and communication is important to underline the professionalism of a globally active company like TOPTICA.

The guidelines presented here are supposed to achieve a consistent visual appearance worldwide. This affects every piece that is officially released by TOPTICA.

This design manual defines the general corporate design of TOPTICA. It helps to simplify the interaction between different departments within the company, especially if international subsidiaries are involved.

Any official piece that can be related to TOPTICA has to follow the rules of the design manual.

Whenever the TOPTICA logo is used in a certain context, it should only be used as described in this manual.
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Logo

There are two main versions of our logo available. Choose the right logo depending on the space available. Both versions are available as negative and positive variants.

Ideally, a white or black background is used for TOPTICA marketing communication materials.

Always maintain a safe space of at least 1.25 x around the logo with x = height of T.
Logo Variants

If no 4-color print is possible, a black and white, a 2-color version, or even a 1-color version can be used.

The figurative and wordmark may be used where its not indicated to use both pictures and text.

Always maintain a safe space of 1.25 x around the logo with x = height of T.
Colors

Black and red are our main colors.

There is a set of secondary greys and reds as well as a blue tone which should be used sparingly so not to compete with TOPTICA red – for example in information graphics and tables.

White plays a vital role in the color palette too and in many ways is as equally important as black. Sometimes there is a need for a lighter, brighter and more open look to a communication.
Typography

The brand typeface is Neue Haas Unica. The font family Arial is used as a fallback solution.

For Japanese characters we use Yu Gothic and for Chinese characters Microsoft YaHei UI.
General Nomenclature

The company name TOPTICA always appears in capital letters. It is not correct to write TOPTICA in lower case.

There are two different ways to display data ranges (e.g. wavelength coverage) in marketing materials, depending whether they are continuous or have gaps:
- If the full range is covered by one laser without gaps, i.e. all wavelengths within this range are covered, a hyphen should be used as separator: “-“.

- If the customer can select from a range, then two dots should be used: “..”.

The first letter of each word in headlines should appear in capital letters. Filler words appear in lower case.

In a list, only the first letter of the first word should appear in upper case.

There is always a blank space between numbers and units. I.e. 520 nm

F & E / R & D: There is 1/8 blank space between letters