



# Identity Guidelines

**Imagine a world** where centralization no longer stifles human progress. A new era of trust, shared prosperity and boundless creative potential.

**That's Optimism.** A digital frontier for open collaboration, innovation and collective achievement.

# OPTIMISM

EMPOWER BUILDERS TO CREATE AN INTERNET  
THAT BENEFITS ALL, OWNED BY ALL.



# 01.2

## Optimism Symbol

Our symbol—a monogram inscribed in a fresh, red circle—is the core brand identity element in our visual system. A concise representation of community and aspiration, its letters lean toward progress. As we deepen our relationships and strengthen our web3 presence, this symbol will become a powerful entry point to a world-building, world-changing brand experience.



# 01.3

## Optimism Wordmark

Frequently paired with the symbol in communications, our wordmark is an open-spaced treatment of the Rubik typeface. The same Italic Bold weight of the wordmark is reflected in the symbol monogram, linking the two elements together.

What could be more optimistic than an openness and inclination toward the future?

***OPTIMISM***

# 01.4

## Optimism Versions

Paired with a dynamic visual system, our logo assets keep things simple. We've got three one-color (and two two-color) versions for the symbol and two for the wordmark. Any version can sit on solid backgrounds, graphics or images—as long as there's enough contrast to read the OP monogram or 'Optimism.' All versions of these assets are [here](#).



***OPTIMISM***

***OPTIMISM***

***OPTIMISM***

***OPTIMISM***

# 01.5

## Optimism Symbol as icon

In crypto storage wallets, our Optimism symbol becomes a token icon planet orbited by an OP Mainnet moon—in the form of a smaller circle (or square) network icon. The sample lockups below show a typical arrangement, but we've also produced additional asset versions just in case a platform or two wants to get funky.

### OPTIMISM CORE ID TOKEN ICON ASSETS



ACTUAL SIZES: 24 X 24 AND 48 X 48

### OP MAINNET NETWORK ICON ASSETS



### SAMPLE LOCKUPS



NOT ACTUAL SIZES (REPRESENTATION ONLY)

### NO-NO ICONS



ALL ICONS ABOVE ARE DISPLAYED AT SIZE. NOTE: EACH PLATFORM HAS ITS OWN QUIRKS. ROUNDED CORNERS AND BORDER TREATMENTS MAY VARY, SO USE THE SQUARE VERSION AND LET THE PLATFORM SORT ALL THAT.

### NO-NO LOCKUPS



NOT ACTUAL SIZES (REPRESENTATION ONLY)

9:39

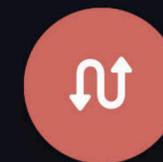


alwaysunny.eth

\$3,103.37



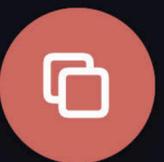
Buy



Swap



Send



Copy



Ethereum

0.863 ETH

\$2,653.13

- 1.25%



Ethereum

0.0746 ETH

\$229.61

- 1.25%



Optimism

39.547 OP

\$67.01

- 2.60%



USD Coin

\$40.01

# 01.6

## Optimism Misuse: Symbol

We spent a bunch of time exploring, refining and finalizing our logo assets—both symbol and wordmark. So please treat them respectfully, by avoiding everything you see on this page and the next. Same goes for the other color versions of these assets.



DON'T STRETCH, SQUASH, SKEW, DISTORT OR OTHERWISE MAIM THE SYMBOL. IN ANY WAY.



DON'T OUTLINE THE SYMBOL. THERE ARE LINEAR OBJECTS TO PLAY WITH ELSEWHERE IN THE SYSTEM.



DON'T ADD EFFECTS LIKE DROP SHADOWS, 3D EXTRUSIONS, LENS FLARES OR OTHER NONSENSE TO THE SYMBOL.



DON'T ROTATE THE SYMBOL EXCEPT TO 90° CCW. NOT 45°. NOT EVEN 91°. WE GOTTA BE ABLE TO READ THOSE LETTERS.



DON'T POP OR LOCK ANYTHING UP WITH THE SYMBOL. IT WANTS TO DANCE FREESTYLE.



DON'T CROP THE SYMBOL OFF ANY EDGE OF THE LAYOUT. FOR NOW, IN-FRAME IS OUR FRAMEWORK.



DON'T RECOLOR THE CIRCLE, THE LETTERS OR THE SPARKLES. THE BACKGROUND IS WHERE THE ACTION HAPPENS.



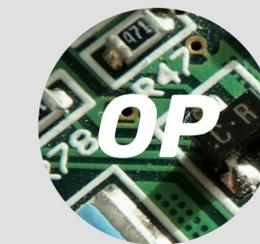
DON'T PLACE THE SYMBOL OVER VISUALLY DENSE IMAGERY OR GRAPHICS WITHOUT SUFFICIENT CONTRAST. SAY NO TO CAMO.



DON'T REDRAW ANY PART OF THE SYMBOL. NOT THE CIRCLE NOR THE LEANIN' LETTERS.



DON'T BLEND ANOTHER COLOR INTO THE CORE RED. IT'S PRETTY, DON'T GET US WRONG, BUT IT'S A NO-NO.



DON'T MASK IMAGES OR GRAPHICS INTO THE SYMBOL. IT'S A BETTER DOOR THAN A WINDOW.



DON'T USE THE ELEMENTS OF THE SYMBOL APART FROM EACH OTHER. 'AS IS' IS THE WAY TO GO.

# 01.7

## Optimism Misuse: Wordmark

Our wordmark may seem simple. But that's by design. Please use it as designed, and avoid the misuses we've foreseen on this page. While we've mainly shown the black color version below, the same no-nos apply to the white color version.



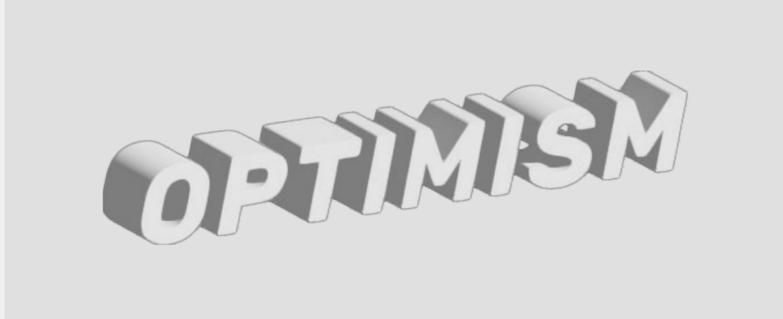
**OPTIMISM**

DON'T STRETCH, SQUASH, SKEW, DISTORT OR OTHERWISE DISFIGURE THE WORDMARK. IT'S ALREADY GONE THROUGH A LOT.



**OPTIMISM**

DON'T OUTLINE THE WORDMARK. SEE HOW TIMID IT FEELS NOW? OPTIMISM SHOULD FEEL SPACIOUS AND CONFIDENT.



**OPTIMISM**

DON'T ADD EFFECTS LIKE DROP SHADOWS, 3D EXTRUSIONS, BEVELS OR OTHER FRILLS TO THE WORDMARK.



**OPTIMISM**

DON'T ROTATE THE WORDMARK EXCEPT TO 90° CCW. AND DON'T EVEN DO THAT SO MUCH—ONLY TO FIT INTO SKINNY SPACES.



**OP OPTIMISM**

DON'T CREATE A SYMBOL-WORDMARK LOCKUP. AT THE RISK OF REPEATING OURSELVES, DON'T CREATE A SYMBOL-WORDMARK LOCKUP.



**OPTIMISM**

DON'T CROP THE WORDMARK OFF ANY EDGE OF THE LAYOUT. WE'RE NOT 'UPTIMISM.'



**OPTIMISM**

DON'T USE THE WORDMARK IN CORE RED, OR ANY OTHER COLOR EXCEPT BLACK OR WHITE. NO GRADIENTS, EITHER.



**OPTIMISM**

DON'T PLACE THE WORDMARK OVER VISUALLY DENSE IMAGERY OR GRAPHICS WITHOUT SUFFICIENT CONTRAST. WHERE'D IT GO?



**OPTIMISM**

DON'T REDRAW ANY PART OF THE WORDMARK. YOU DON'T EVEN WANNA KNOW HOW MUCH STUFF WE TRIED OUT.



**OPTIMISM**  
**DEV**

DON'T CREATE SUBDIVISIONS, DEPARTMENTS OR OTHER ENTITY LOCKUPS. THIS WORDMARK WORKS ALONE.



**OPTI**  
**MISM**

DON'T BREAK THE WORDMARK INTO TWO LINES. WE WANT A READ-THROUGH, NOT A WRAPAROUND.



**OPTIMISM**

DON'T JUST TYPE 'OPTIMISM' OUT IN SOME FONT (EXCEPT IN BODY COPY, OF COURSE). USE THE ART, LUKE.

**With a name like Optimism, it's no surprise that we play well with others. But to keep thriving, all relationships need healthy boundaries. So we've set a few o' those, including ones for our brand assets.**

**First up...no logo lockups. That means our symbol and wordmark—the logo—work together but don't live together.**

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→

Logo assets in proximity have many benefits over lockups.

They...

1.

**Support versatility and creative play within communications**

2.

**Can shift proportionally to emphasize certain symbol or wordmark roles**

3.

**Adapt to different settings to meet specific marketing and brand goals**

4.

**Have a lighter, more modern presence on a screen panel or printed page**

# 01.9

## Optimism Proximity

While lockups are preset identity assets, proximity assets are issued separately as symbols or wordmarks. When they appear together in layouts, it's up to designers to define their roles, scales and proportions. Sure, that means more room for error. But here's why we've opted to give you a wider range of freedom.

YEAH

**OPTIMISM**

OP

In the spirit of empowerment and elbow room, we've set a course for design that allows communicators to play with possibility and mold meaning. Distancing our logo assets provides the freedom to:

- Lead eyeballs precisely across a layout
- Counterbalance open space
- Provide multiple anchor points for content
- Adjust message pacing and make info more digestible
- Cater asset roles to specific comms needs

NAH

OP

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Much as we honor ye olde logo lockups, Optimism is taking a fresh approach to identity design. But not frivolously. We're shaping modern, leading, web3 comms. Plus, for us a lockup wouldn't really work:

- There are too many repetitive elements:
  - OP and Optimism
  - Circle and O
  - Two sets of sparkles
- Font differences in the symbol and wordmark may confuse the audience up close
- Lockups represent central authority—and that's way off-brand

# 01.10

**Optimism**  
**Proportions: Default**

We don't play favorites, so there's no 'primary' way to display our logo assets in proximity. But when you're in a pinch and need to produce a layout quickly, there's a default proportional relationship that balances the symbol and wordmark equally.

DEFAULT



x

***OPTIMISM***

4x

# 01.11

## Optimism Proportions: Scaling

Our logo assets are designed to maintain their visual integrity at both large and small scales. There's no upper size limit, but make sure all elements can be seen and understood when small. Check out the (actual) minimum size for reference below. We can't be having an uncertain symbol and illegible wordmark now, can we?

MINIMUM SIZE



32PX

***OPTIMISM***



***OPTIMISM***



***OPTIMISM***

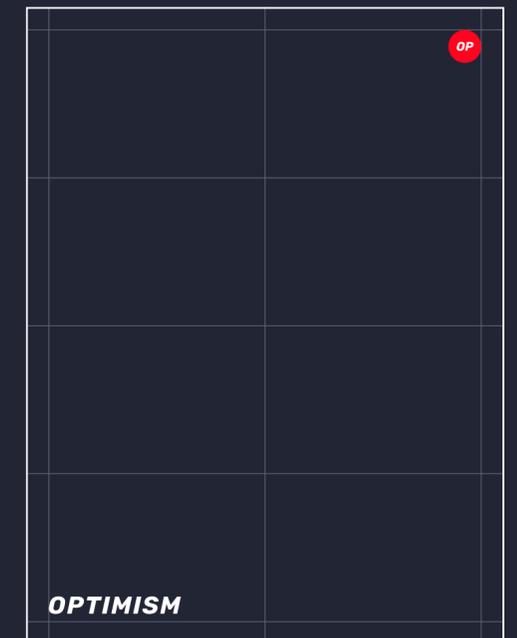
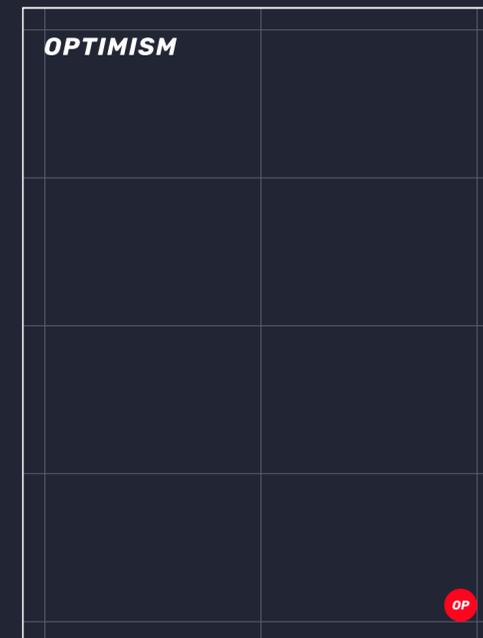
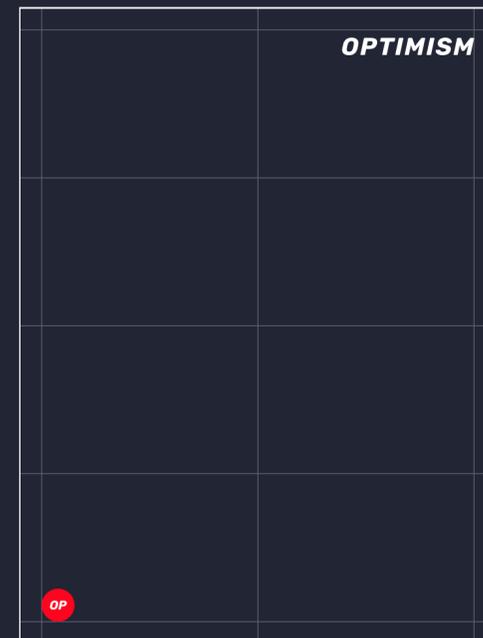
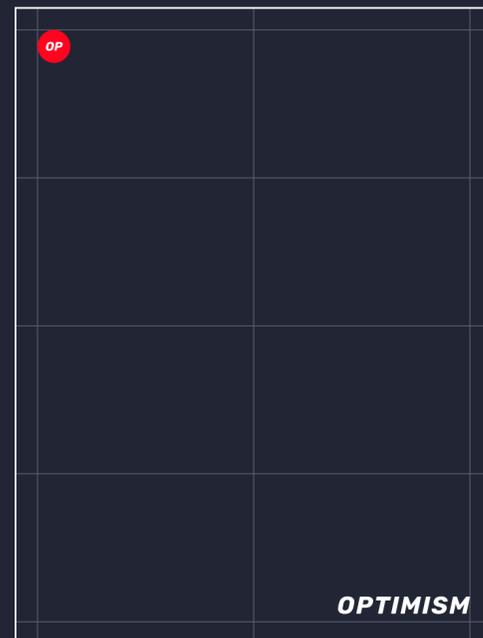
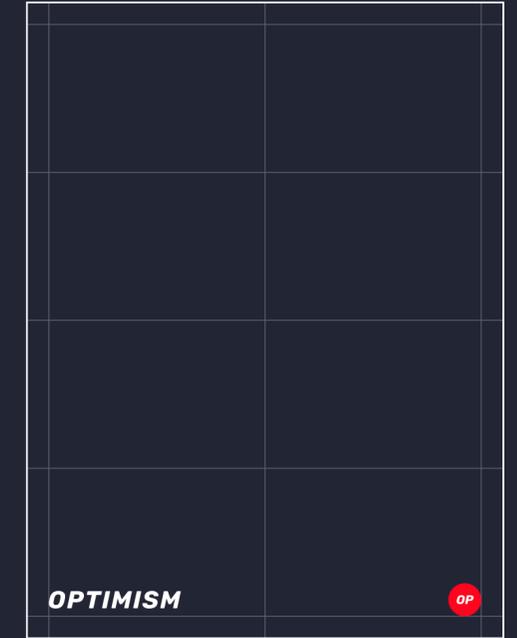
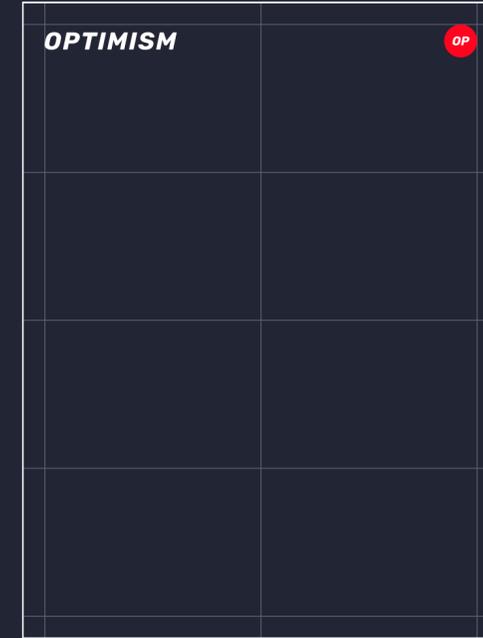
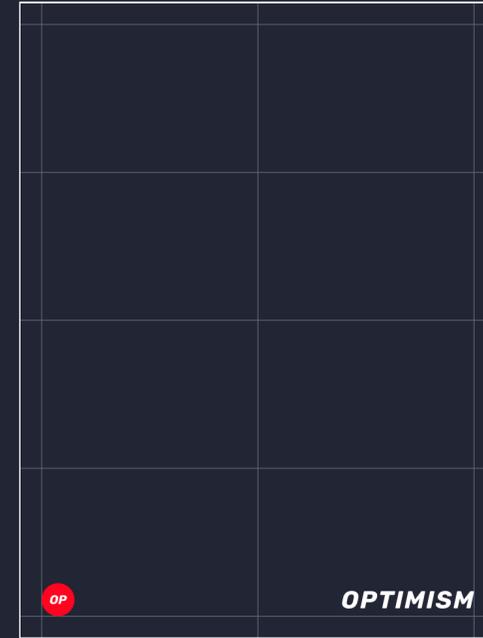
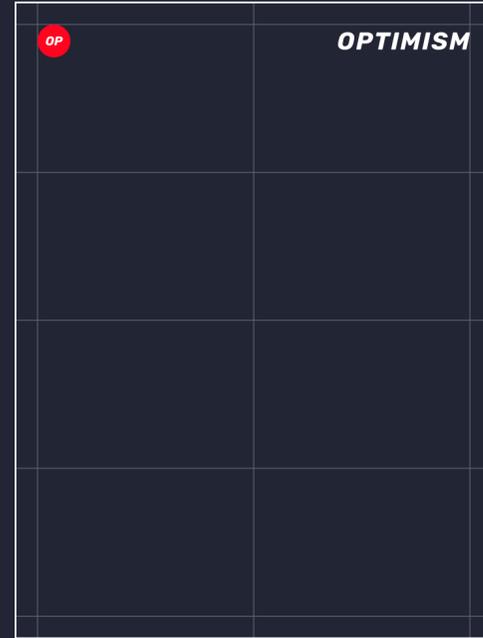
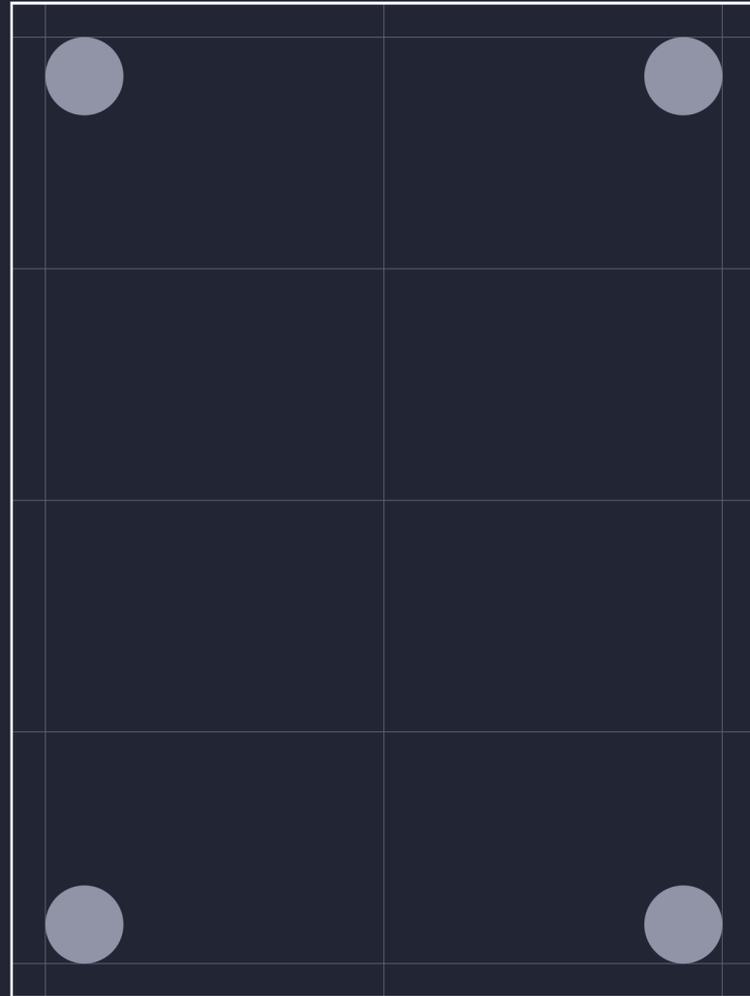


***OPTIMISM***

# 01.12

## Optimism Placement: Corners

In this open source era of the web, we're much more flexible than your average brand. For those moments where layout decisions are overwhelming, here are some lofi samples of proximity logo placements. No matter where you decide to place the assets, always consider the audience, communication goals and tone.



# 01.13

## Optimism Placement: Mid-page

Not only do we cover all corners, we even allow for—gasp!—mid-page placements. Anything but vertical centering goes, as long as placement integrates with design intent. Note: When the symbol and wordmark sit across from each other, they maintain their horizontal alignment.

