

# (optional.is)

## MEDIA GUIDE

### ABOUT

Formed in 02010, (optional.is) is a small privately owned company based in Reykjavik, Iceland. It is loosely made-up of several people who work on various future thinking projects.

We specialise in creating simplifying complex datasets and dashboards for companies like QuizUp and PwC.

### TEXT LOGO

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(optional.is)

(optional.is)

The logo is a modified version of Futura. The letter-L is shortened, the full-stop is raised from the baseline. The parentheses are also adjusted.

It is available as a web-font containing just these characters.

### BASELINE

When using the logo inline with other text, be sure that the baseline of the logo text is the same as the surrounding characters.

#### Correct:

The company (optional.is) is based in Iceland

#### Incorrect:

The company (optional.is) is based in Iceland

### PADDING

There needs to be enough padding around the entire logo to give it enough room to “breathe”. The minimum amount of space is one x-height vertically and 66% horizontally.



#### Correct

(optional.is)

(optional.is)

#### Incorrect

(optional.is)

(optional.is)

### (optional.is) NAME

The official, registered name of the company is **Optional Slf.**, but it is commonly written as **(optional.is)** including the parenthesis and the "dot" "i" "s" all in lowercase letters. It is pronounced “Optional dot eye ess”. This is to remind people that the domain is not a standard .com, .org or .net, but instead an Icelandic domain and company.

### WEBSITE & URLS

There is no need to include the www in our web address.  
<http://optional.is>

For more information, links, photos and logo files visit:  
<http://optional.is/mediakit>

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The logo is usually only used in one-color, black or white. The highest contrast between the logo and background is the color to choose.

If you need to use a white logo on a light colored background, it can be used with a drop shadow or border.

Rarely do we use the logo not in black or white, but to be avoid unless there is a good reason.

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