

(optional.is)

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.

(optional.is) NAME

The official, registered name of the company is **Optional Sif.**, 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>

TEXT LOGO

(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.

(optional.is)

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

(optional.is)

(optional.is)

(optional.is)

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.

(optional.is)

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

(optional.is)

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

(optional.is) (optional.is)

(optional.is) (optional.is)

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)

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21° 56' 29.13" W