



Brand Guidelines

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Thank You!

Your help in maintaining a consistent look and voice for the OptiTrack brand is vital to our success. Thank you for communicating our brand in a professional manner.

Questions?

For questions regarding brand and logo usage, please contact **marketing@optitrack.com**

Trademark Guidelines

OptiTrack logos, illustrations, photographs, videos, and designs, including but not limited to those listed in the OptiTrack Brand Guidelines, may only be used as expressly licensed by OptiTrack.

The following is a non-exhaustive list of trademarks owned OptiTrack. Their use is subject to these guidelines. To the extent a name, icon, or other brand asset does not appear in the list below, this does not constitute a waiver of any intellectual property rights that OptiTrack and/or its subsidiaries may have established in them anywhere in the world.

NaturalPoint
TrackIR
OptiTrack
Put Your Head in The Game
Capture Your Vision

Any use of OptiTrack logos and brands must comply with the Brand Guidelines and these Trademark Guidelines, or other mutually agreed licensing agreement with OptiTrack. Third parties, including licensees, may never claim ownership rights in NaturalPoint's logos and brands in any manner, including without limitation as a trademark, service mark, company name or designation, domain name, social media profile/handle, or in any other manner.

OptiTrack expressly reserves the right in its sole discretion to terminate, revoke, modify, or otherwise change permission to use its logos and brands at any time and expressly reserves the right to object to any use or misuse of its logos and brands in any territory.

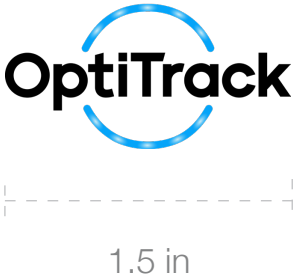
Without a license, everything about your product (including product name, developer name, program name, app name, logo, description, screenshots, and other app collateral) must be unique to you and free of OptiTrack's logo and trademarks. The only exception is that you may truthfully state whether your product is compatible or interoperable with a OptiTrack product or service within the text description about your



Spacing & Size



White Space: Maintaining space between the logo and other graphic elements such as type, images, other logos, etc. ensures the logo appears unobstructed and distinctly separate from any other graphic



Minimum Size: Displaying the logo too small can limit the logo's legibility. To ensure legibility, the logo may not appear smaller than 1.5 inches wide.



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Acceptable Use



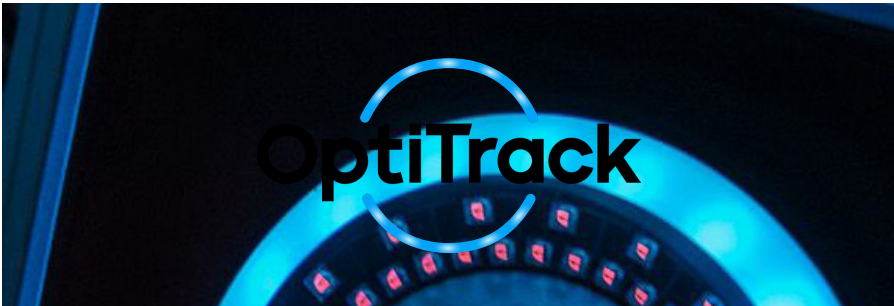
Color. This is the preferred use of the OptiTrack logo.

Black & White. Use sparingly, such as when the logo is required to be printed or reproduced in black or white.

Wordmark. Use sparingly, such as when space is limited or where the blue ring is unable to be used.



Unacceptable Use



Stretch & Rotate. Do not stretch or rotate the logo.

Color & Contrast. Do not place the logo on backgrounds with poor contrast in color or change the color of the logo.

Stroke & Ommision. Do not outline logo or omit any of the elements logo such as parts of the blue ring.



Colors

RGB
R:66 G:182 B:90

CMYK
C:64 M:9 Y:1 K:0

#41B6E6

RGB
R:122 G:125 B:133

CMYK
C:55 M:45 Y:39 K:7

#7A7D85

RGB
R:244 G:244 B:247

CMYK
C:3 M:2 Y:1 K:0

#F4F3F7

RGB
29 29 22

CMYK
69 63 71 78

#1D1D1D



Typography

Heading

Haas Grot Disp
Weight - Black

Creator of Optical Tracking Solutions

Paragraph

Haas Grot Text
Weight - Light

We are dedicated to shaping a future where every movement matters, every interaction is elevated, and every experience is immersive. Our motion tracking solutions are trusted across diverse industries – ranging from entertainment and sports to healthcare and research. At OptiTrack, we're more than a provider—we're a partner, delivering the guidance needed to push the limits of innovation and enable success for customers worldwide.

