

BRAND GUIDELINES

OTIIMA

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THE ART OF OBSERVATION.



**DESIGN IS THE SILENT LANGUAGE OF OUR BRAND, AND THE FIRST POINT OF CONTACT PEOPLE HAVE WITH US. IT GOES BEYOND THE LOGO; IT IS THE COMPLETE EXPERIENCE CUSTOMERS HAVE WHEN THEY INTERACT WITH OTIIMA.**

**POWERFUL BRANDS STAND OUT BY CREATING EMOTIONAL CONNECTIONS, SKILLFULLY CONVEYED THROUGH SIMPLE AND MEMORABLE DESIGN.**

**A BRAND'S IDENTITY BECOMES A PROMISE - A COMMITMENT FULFILLED IN EVERY VISUAL DETAIL THAT REPRESENTS ALL THE EXPERIENCES WE OFFER OUR CUSTOMERS.**

#### **EVOLUTION IN CONTINUITY**

As we transition from Ecosteel to OTIIMA Industries, we are taking the opportunity to redefine our visual identity. This evolution is not just a name change but a reflection of our growth and forward-thinking approach. Our new identity extends to our commercial brand, OTIIMA - Much More Than a Window, capturing the essence of our expanded vision and commitment to innovation.

#### **A TIMELESS LEGACY**

Our philosophy is to drive meaningful change through evolution and, when necessary, disruption. This approach helps us solidify a new phase and lay the foundation for a lasting legacy. OTIIMA Industries' refreshed identity embodies this belief, representing a thoughtful blend of tradition and modernity. It signifies our commitment to excellence and sets the stage for a future where we continue to lead with vision and purpose.

Our goal is to create an identity that transcends physical boundaries, positioning itself in a space that resists ephemeral trends and remains relevant and distinctive in an ever-changing world.





# O1. CORPORATIVE IDENTITY

## THE LEGACY

The OTIIMA brand has long been established in the world of architectural excellence. We carefully considered the brand's visual and iconic impact as part of this rebranding process. To achieve this, we reimagined the square not as a boundary but as a building block. This approach allowed us to integrate it innovatively into the typographic design while honoring the brand's history and heritage.

The square is dynamic and versatile—sometimes filling the letter, adding solidity and substance, and sometimes appearing hollow, evoking a sense of openness and expansion. This new design communicates freedom, creativity, and limitless potential through a contemporary and bold brand.

Our goal is to create an identity that transcends physical boundaries, positioning itself in a space that transcends fleeting trends and remains relevant and distinctive in an ever-changing world.

## 01.1 LOGOTYPE

The OTIIMA identity features a logotype in which the isolated “O” is the logo mark. It has a unique personality, with proportions and spacing carefully designed to achieve optical balance.

It is a high-contrast brand that can be used universally and consistently across different physical and digital media.



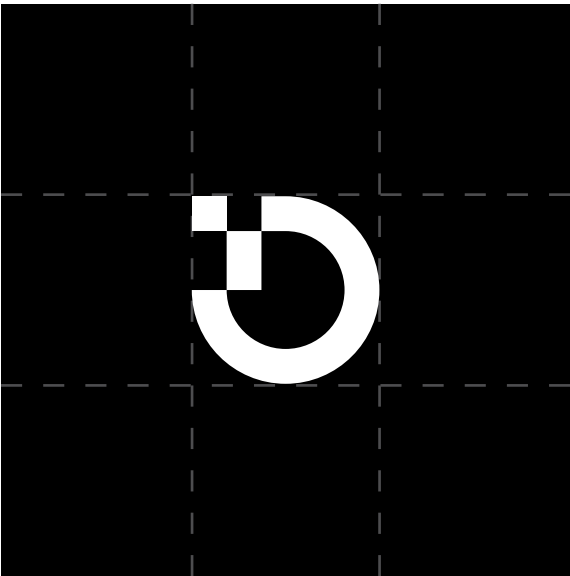
**Main Version** - Reverse Logo



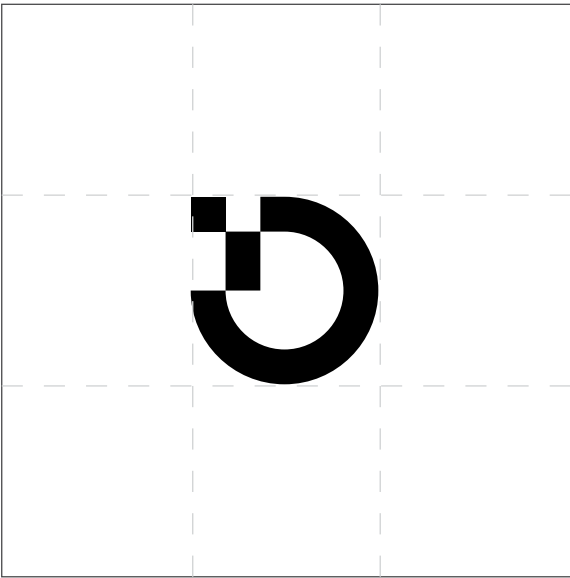
**Main Version** - Standard Logo

01.2 LOGO MARK

The “O” logo mark stands out for its unique strength, with the square as a focal point that can expand like a window.



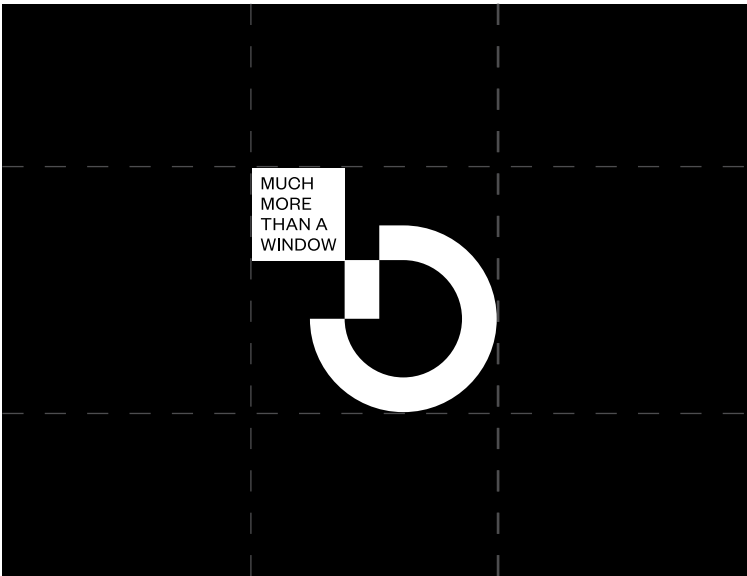
Main Version - Reverse Logo Mark



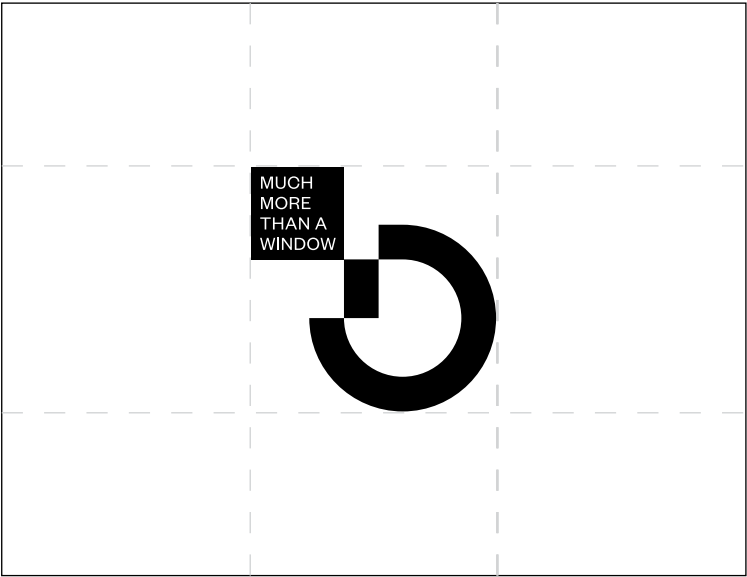
Main Version - Standard Logo Mark

This expansion reflects a direct connection to the functionality and versatility, symbolizing the ability to open new horizons and provide dynamic, forward-looking solutions.

This is a special version of the logo mark that includes the brand's signature. The size of the signature is half the height of the "O."



**Main Version** - Reverse Logo Mark with Signature



**Main Version** - Standard Logo Mark with Signature



01.3 IDENTITY BEHAVIORS

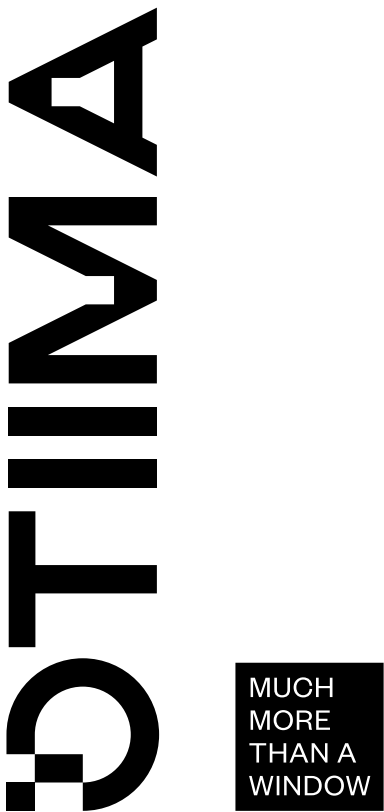
In addition to the main version, there are four versions of the OTIIMA identity and a logo mark.

Version (A), as well as versions (B) and (C), have variations in the signature's right and left alignment.

The Identity Behaviors apply to all versions.



Version (A)

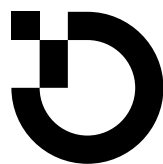


Version (C)

# DTIIMA

MUCH  
MORE  
THAN A  
WINDOW

Version (B)



Logo Mark

#### 01.4 IDENTITY BEHAVIORS WITH ENDORSEMENT

These examples show how the brand should appear with endorsements from countries where the company has offices. The guidelines in this manual must be followed and should not be applied in any other manner, dimension, or typography.

**OTIIMA** USA

**Example (1)** - OTIIMA USA

**OTIIMA** ISRAEL

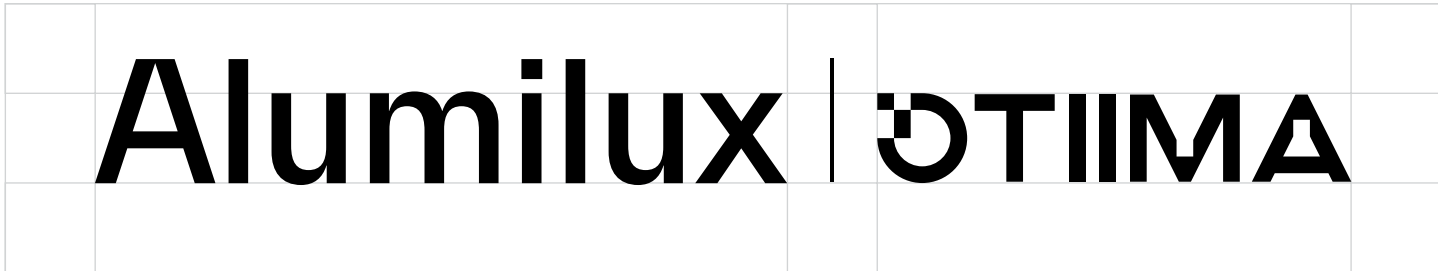
**Example (2)** - OTIIMA Israel

**OTIIMA** EURASIA

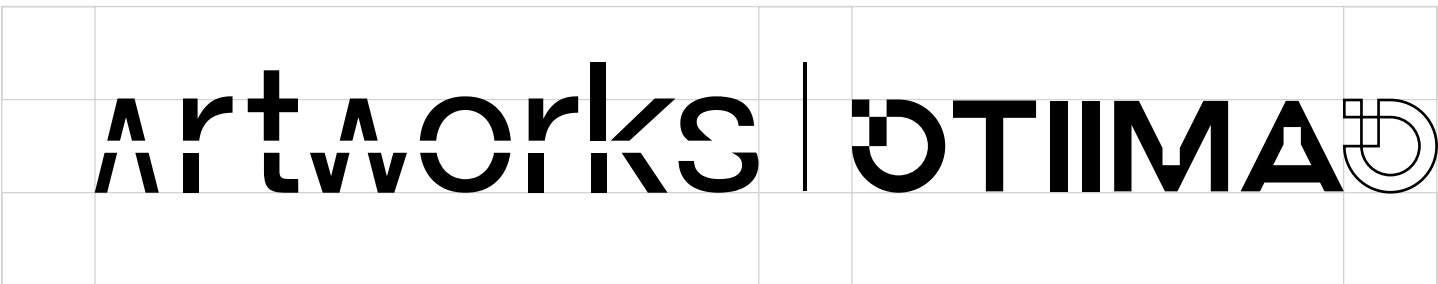
**Example (3)** - OTIIMA Eurasia

01.5 IDENTITY BEHAVIOR WITH OTHER TRADEMARKS

The examples provided show how OTIIMA should be proportionally represented in relation to other brands, ensuring a balanced and compatible relationship.



Example (1) - Alumilux & OTIIMA



Example (2) - Artworks & OTIIMA

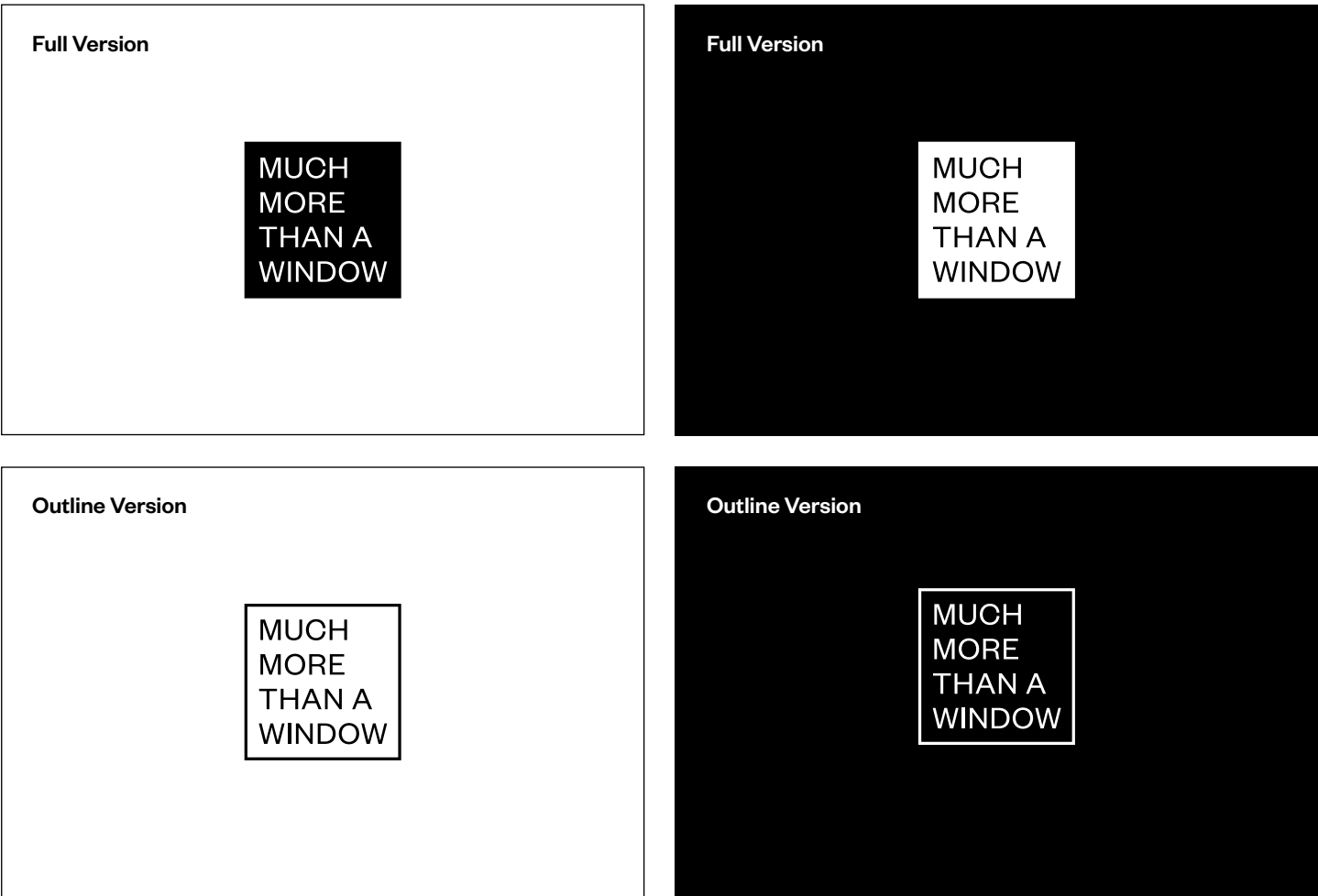
01.6 SIGNATURES AND BEHAVIORS

Signature: “Much More Than a Window”

In the process, we strategically decided to keep the “Much More Than a Window” tagline within the box, reaffirming our commitment to excellence and innovation that pushes the boundaries. We switched to a more contemporary typeface and chose uppercase letters to achieve bolder visibility in any application.

This choice underscores our vision to go beyond the obvious and provide bold and inspiring solutions to the most demanding architectural challenges. The square continues to symbolize identity, but also serves as a bridge to the established legacy.

There are both full and outline versions of the signature.





Identity

Logo Mark

TIIMA



Behavior between the brand and signature

TIIMA

MUCH  
MORE  
THAN A  
WINDOW

TIIMA

MUCH  
MORE  
THAN A  
WINDOW

TIIMA

MUCH  
MORE  
THAN A  
WINDOW



**TIIMA** USA

**TIIMA** ISRAEL

# Alumilux | ΑΛΟΥΜΙΝΙΑ

artworks | ԾԻՄԱ



**Example (3)** - Artworks & OTIIMA



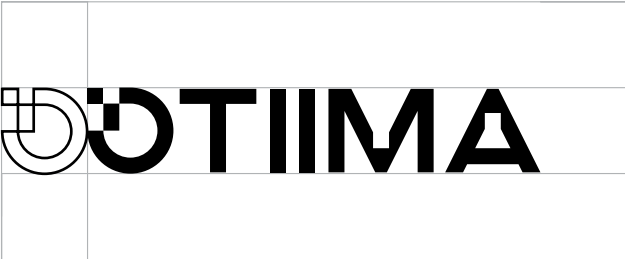
**Example (4)** - Artworks & OTIIMA

01.7 PROTECTION AREA

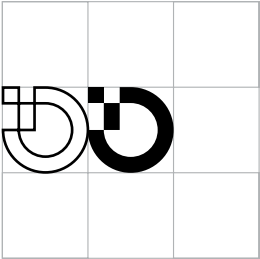
The OTIIMA logotype, signature, and logo mark must have a minimum of clear space. This space isolates the logotype and signature from competing graphic and photographic elements.

As shown in the example, this space corresponds to the height of the letter “O”.

Main Version



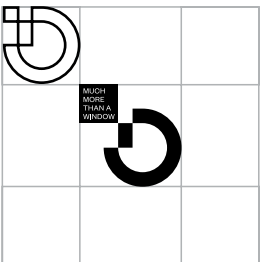
Logo Mark



Version with endorsement

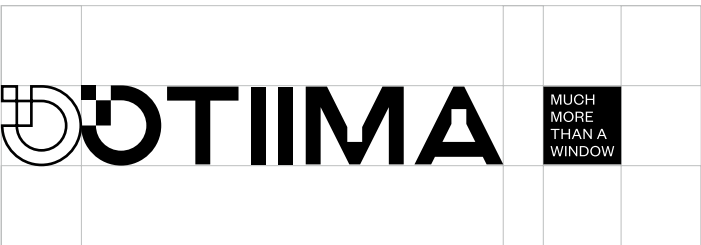


Logo Mark with signature

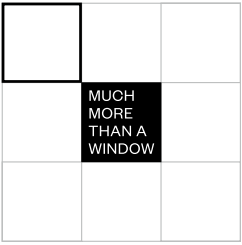


For the signature, as shown in the example, this space is equal to the height or width of the square.

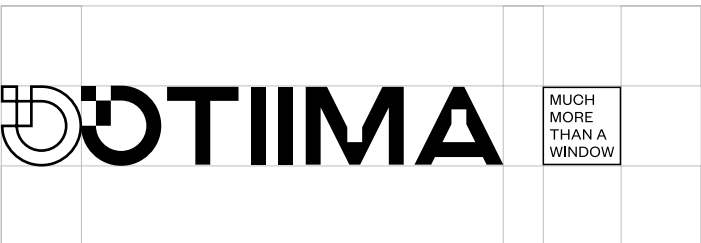
Version A | With Full Signature



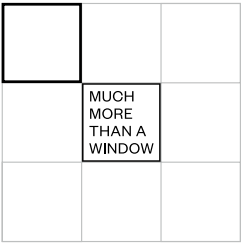
Full Signature



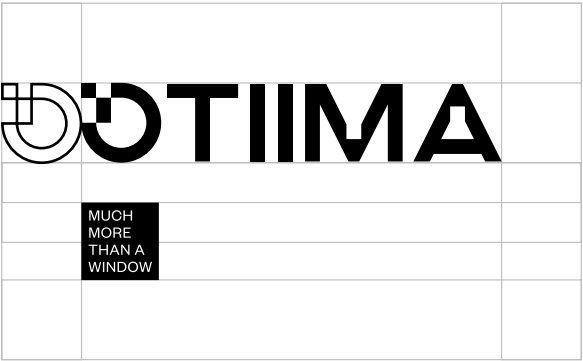
Version A | With Outline Signature



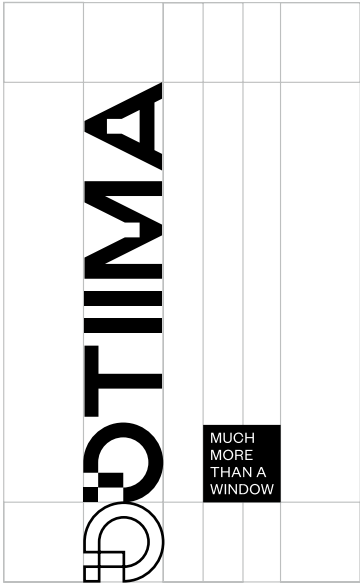
Outline Signature



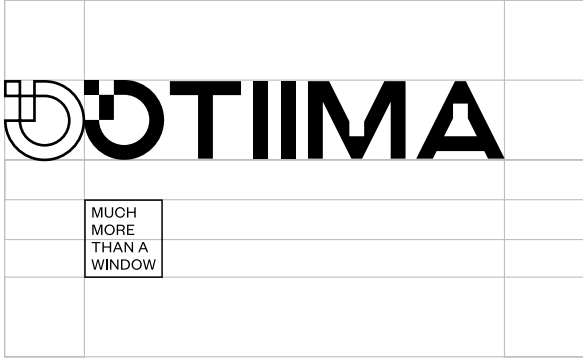
Version B | With Full Signature



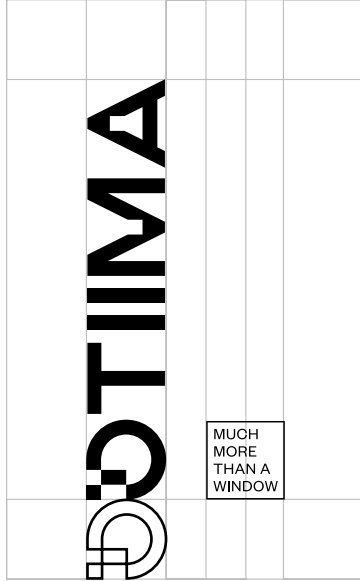
Version C | With Full Signature



Version B | With Outline Signature



Version C | With Outline Signature





01.8 MINIMUM DIMENSIONS

The logotype and its logo mark retain their visual impact over a wide range of sizes and versions. However, they lose legibility and impact if reproduced at a scale that is too small.

The logotype, symbol, or signature in printed materials must never be smaller than the dimensions specified in this manual.

Main Version



Logo Mark



Logo Mark with signature



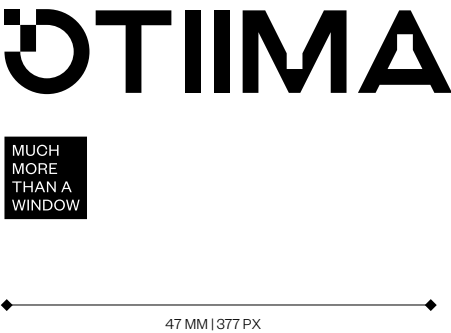
Full Signature



Version A | With Full Signature



Version B | With Full Signature



Version C | With Full Signature



**Note:**  
In the endorsed version, the country's name should be written in capital letters using the Founders Grotesk font in 70 pt size.

Version With Endorsment



Outline Signature

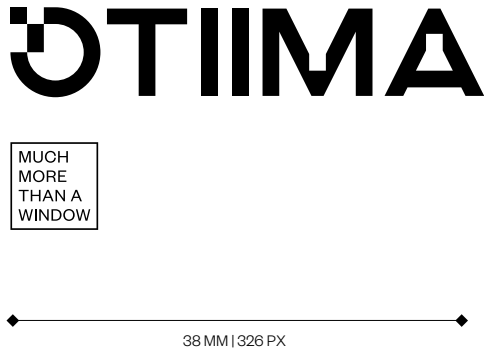


70 MM | 60 PX

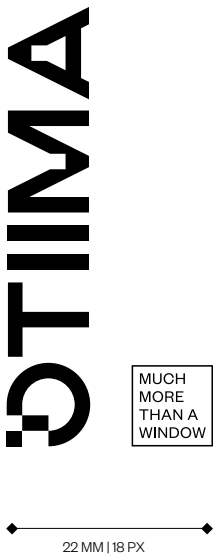
Version A | With Outline Signature



Version B | With Outline Signature

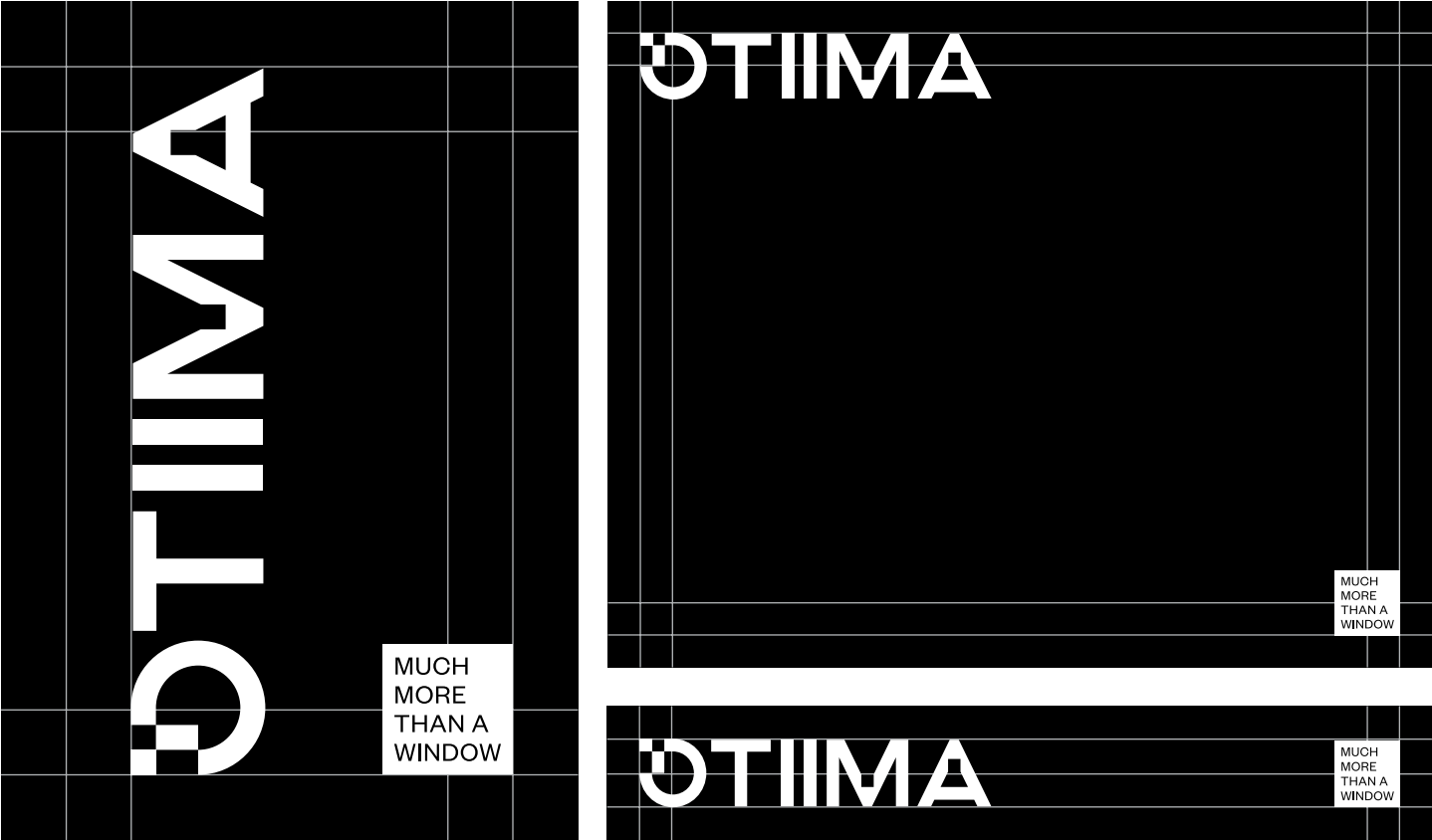


Version C | With Outline Signature



01.9 ALIGNMENTS

These are examples of the range of the logotype with the signature. It does not always have to be fixed and can vary according to the layout, following the rules presented.



01.10 PROHIBITIONS

The OTIIMA logotype is expressive and dynamic, but it also has certain limitations and prohibitions.

**Note:** Rules apply to both the primary and secondary versions.



**Prohibition A** | Applications not specified in the brand's color scheme.



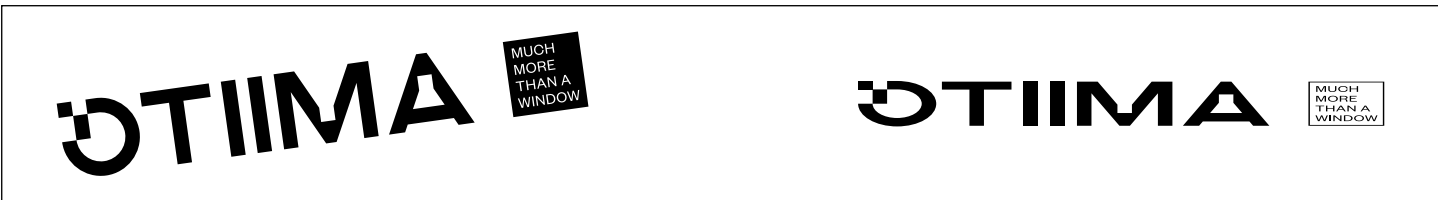
**Prohibition B** | Alteration of the brand's typography or signature.



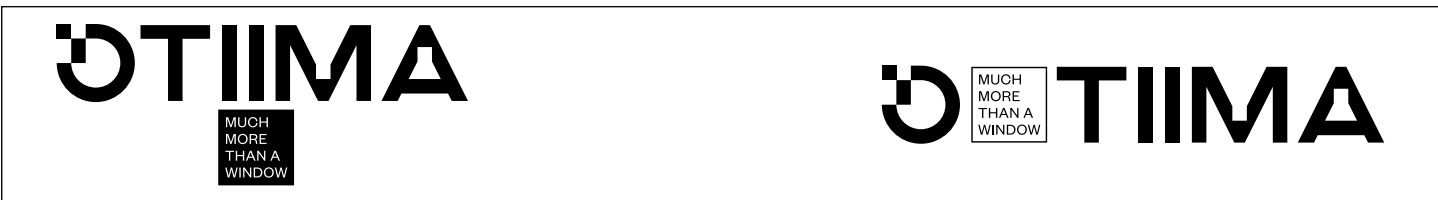
**Prohibition C** | Reduction or enlargement of elements outside the guidelines of this manual.



**Prohibition D** | Omission of logo elements. Merging/combining logo elements. Or adding other elements.



**Prohibition E** | Distortion, deformation, tilting, or rotation of logo elements.



**Prohibition F** | Alteration of the relative positions of the elements.

01.11 COLOR PALETTE

Abstract simplicity

To maintain a timeless feel, we have retained black and white. This iconic combination reflects the sophistication and simplicity at the core of this timeless identity. By keeping this color palette, we reaffirm our commitment to tradition while embracing innovation and continuous evolution.



X  
RGB 255 255 255  
#ffffff



PANTONE BLACK C  
RGB 0 0 0  
#000000

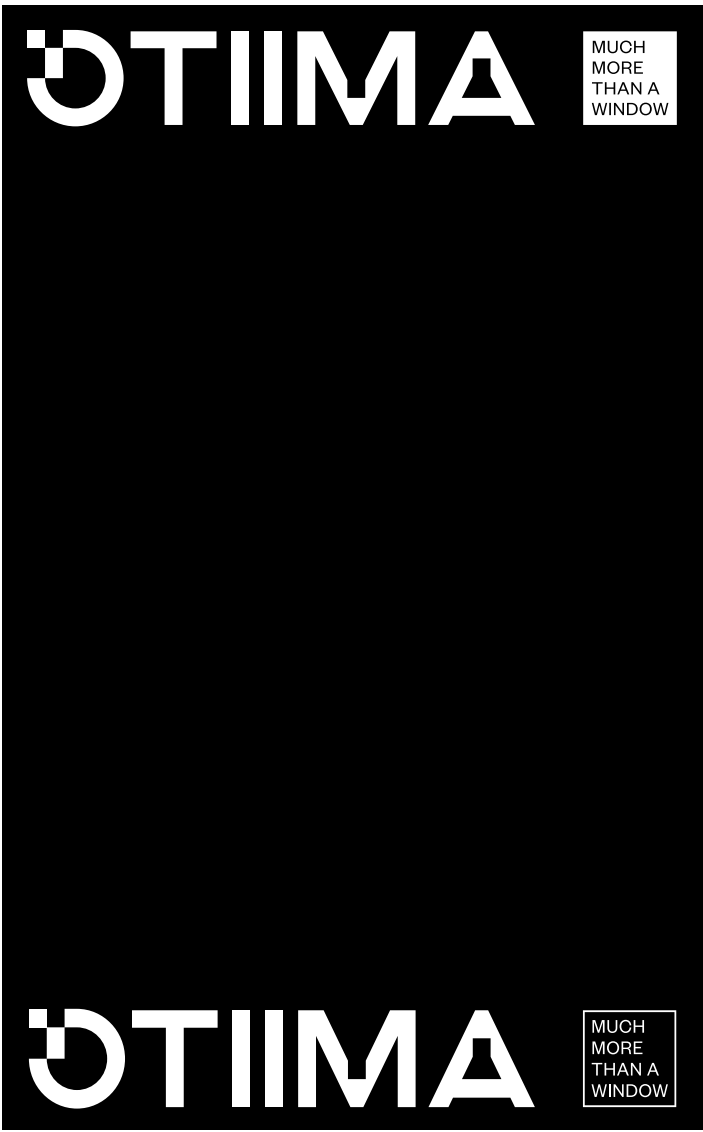
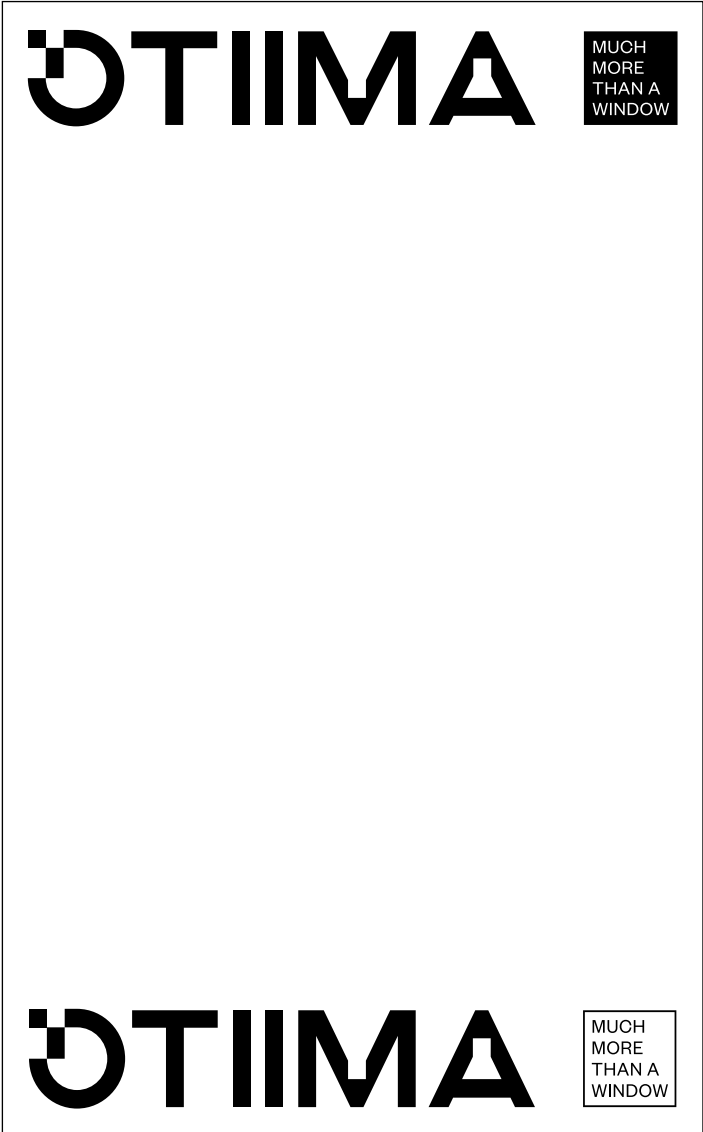
The careful selection of the color palette for this project plays a crucial role in defining the visual identity and effective communication.

OTIIMA is **BLACK** and **WHITE** because it must remain understated, elegant and contemporary.



01.12 APPLICATIONS ON NEGATIVE/POSITIVE BACKGROUNDS

The OTIIMA logotype is designed exclusively in high contrast and should always be used in this manner in both print and digital media.



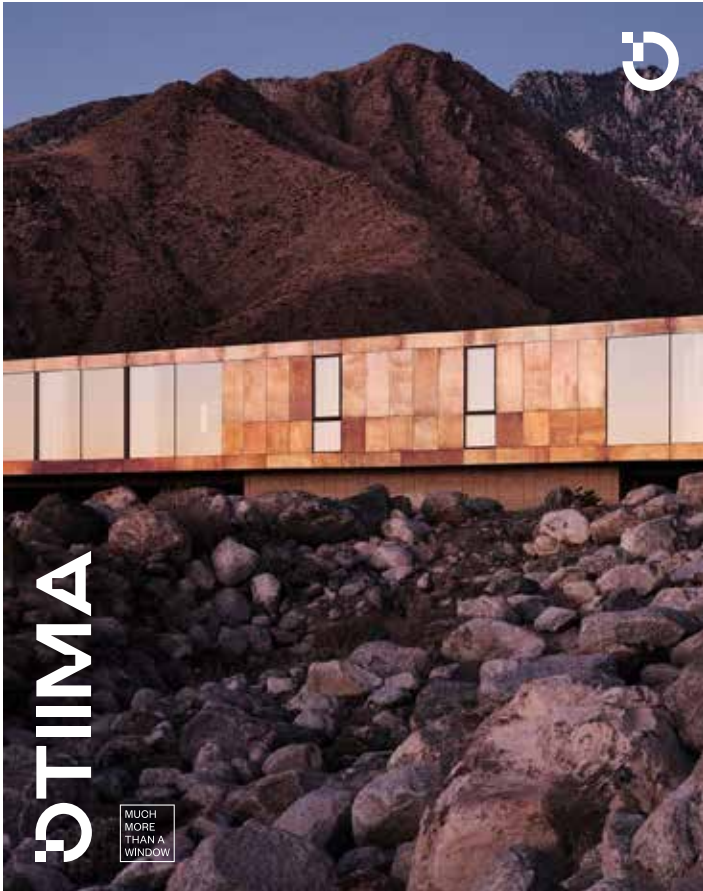
01.13 APPLICATIONS ON UNOFFICIAL COLOR BACKGROUNDS

When applying the brand mark to unofficial color backgrounds, follow the color scheme shown on this page. These rules apply equally to all versions and elements of the brand mark.



01.14 APPLICATIONS ON PHOTOGRAPHIC BACKGROUNDS

Using the logotype on photographic backgrounds should be avoided when there is insufficient contrast for legibility. If its application is necessary, it should be done in such a way as to prioritize readability.



## 01.15 OFFICIAL TYPOGRAPHY

The Founders Grotesk type family is used throughout the identity communication, offering a unique and elegant character with contrasting features that reinforce the message.

### **FOUNDERS GROTESK**

LIGHT

REGULAR

**MEDIUM**

FOUNDERS GROTESK IS A CONTEMPORARY AMALGAMATION OF CLASSIC GROTESKS. MILLAR & RICHARD'S EARLY 20TH CENTURY GROTESQUE SERIES PROVIDED RUDIMENTARY GEOMETRY, SERPENTINE CURVES, AND THE NARROW BUT WELCOME APERTURE OF CERTAIN FORMS. FURTHER DETAILS WERE INSPIRED BY H. W. CASLON'S DORIC SERIES FROM THE SAME ERA. THESE DETAILS ARE COUPLED WITH TIGHT SPACING STRATEGIES FROM HELVETICA'S HALBFETT (MEDIUM) HEADLINE-SIZED METAL CUTS FROM THE LATE 1950S. FOUNDERS GROTESK IS NOT INTENDED AS A STRICT REVIVAL, IT RESOLVES THE BEST DETAILS FROM THE LAST CENTURY INTO A LARGE FAMILY DESIGNED FOR MODERN TYPOGRAPHY.

#### **Download font:**

<https://klim.co.nz/retail-fonts/founders-grotesk/>

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!.@£\$%/#€

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!.@£\$%/#€

Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890?!.@£\$%/#€**

Light

The world's most  
prestigious windows.

Regular

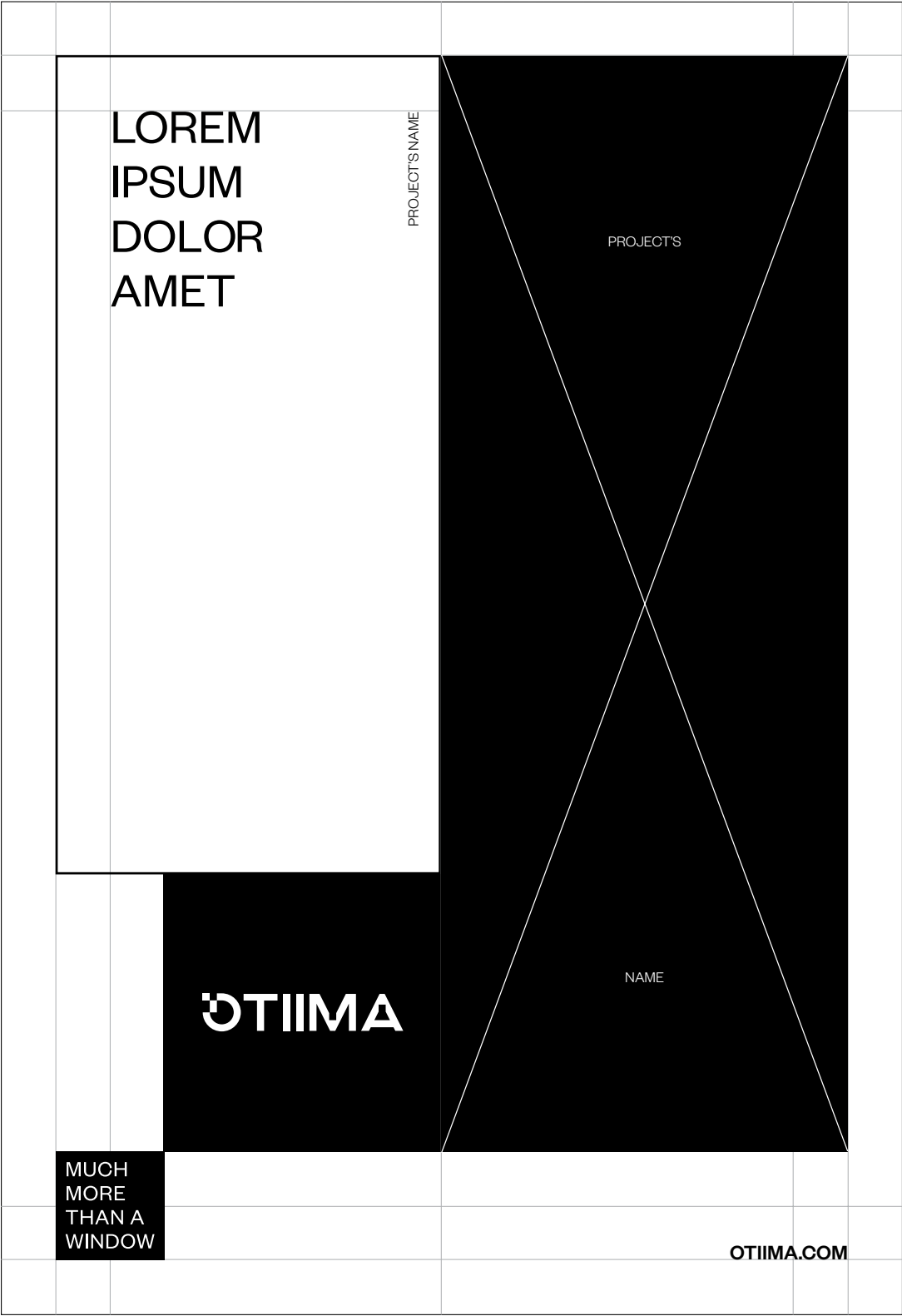
MUCH  
MORE  
THAN A  
WINDOW

Medium

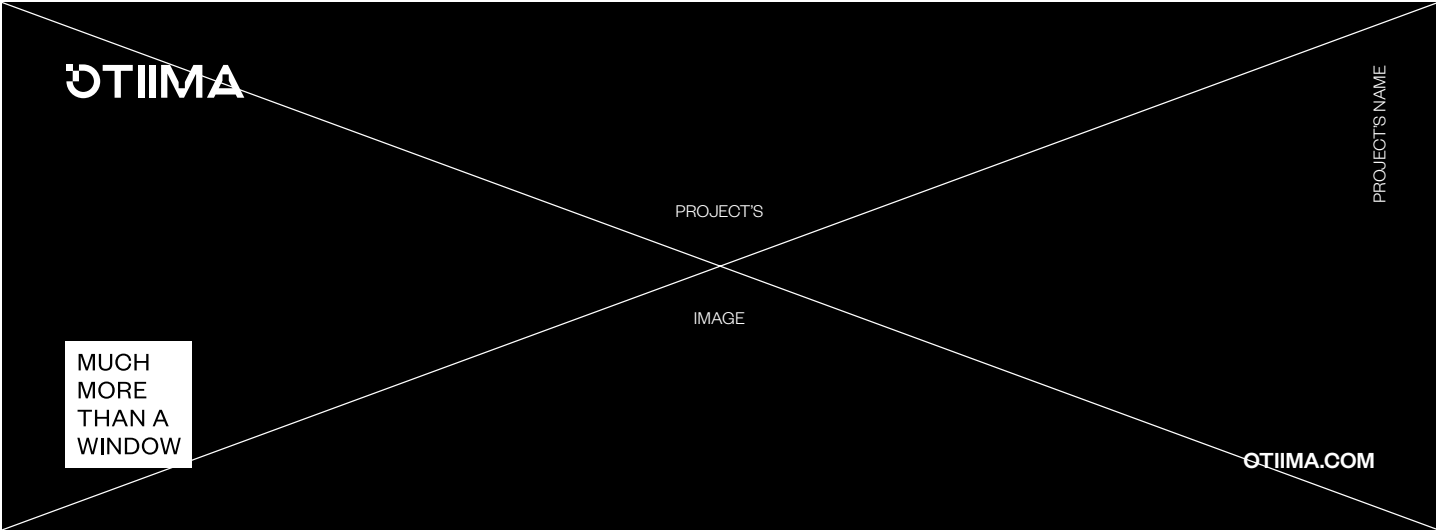
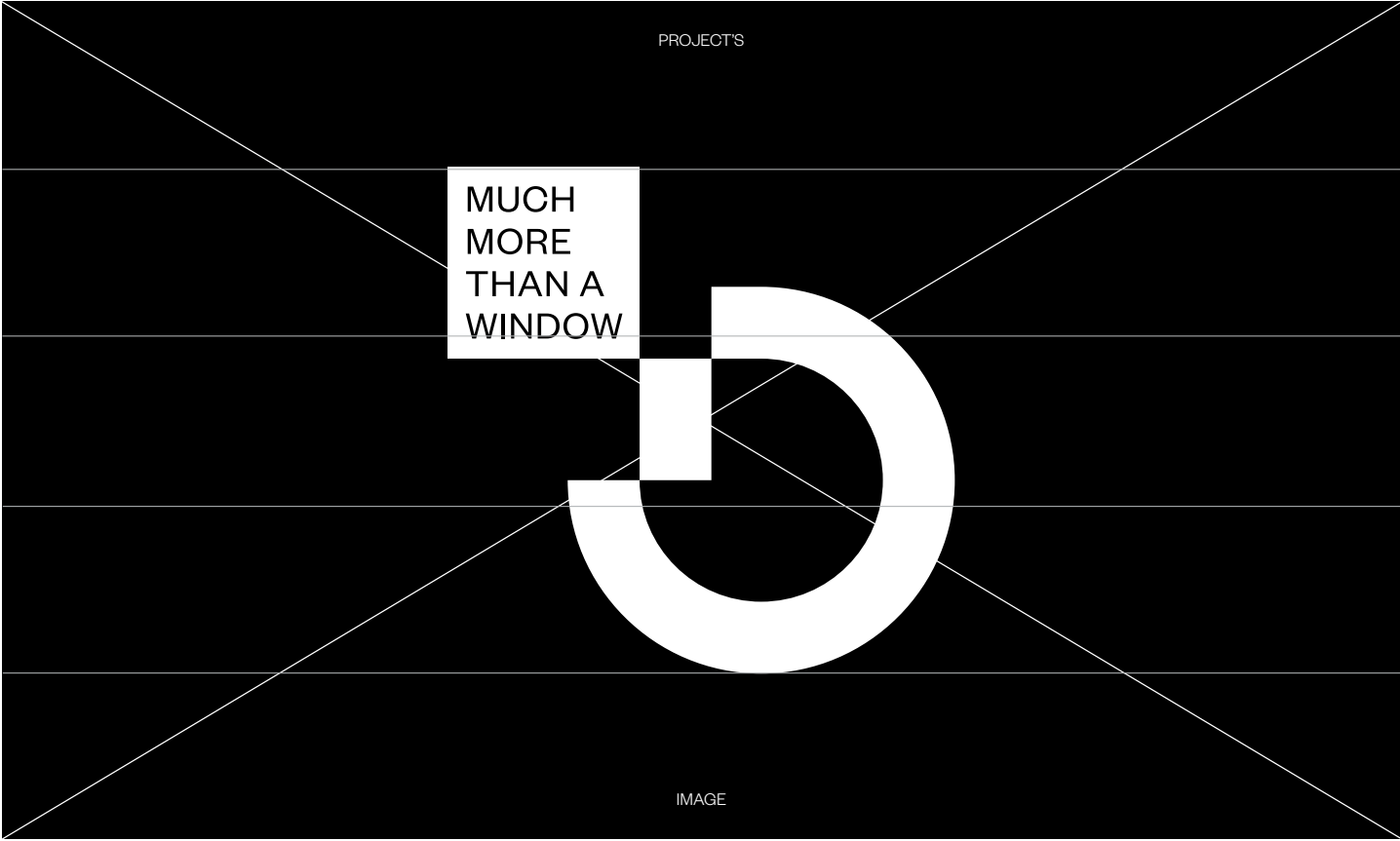
**OTIIMA.COM**

01.16 GRIDS AND LAYOUTS

These are examples of how the typeface is applied to layouts. It is important to maintain visual consistency and carefully position elements aesthetically.







## 01.17 APPLICATIONS

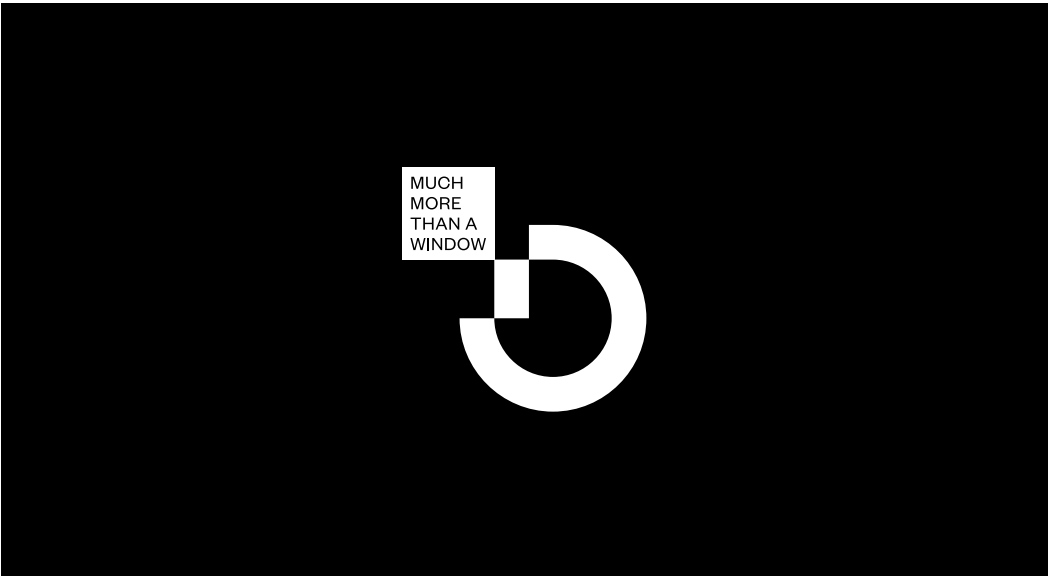
These are examples of applying the brand to layouts. It is important to maintain visual consistency and carefully position elements aesthetically.



**The Square as an Expanding Form**

Using the square as a window for creative expansion is a fresh and engaging approach to visual design. It serves not just as a frame for images, but also as a guide for creating clean, structured layouts that open up endless minimalist and aesthetic possibilities.

This method not only builds a strong foundation for visual composition, but also inspires creativity by allowing for elegant and cohesive designs. By working with this technique, you can create visuals that go beyond simple graphics to deliver a more sophisticated and impactful experience.





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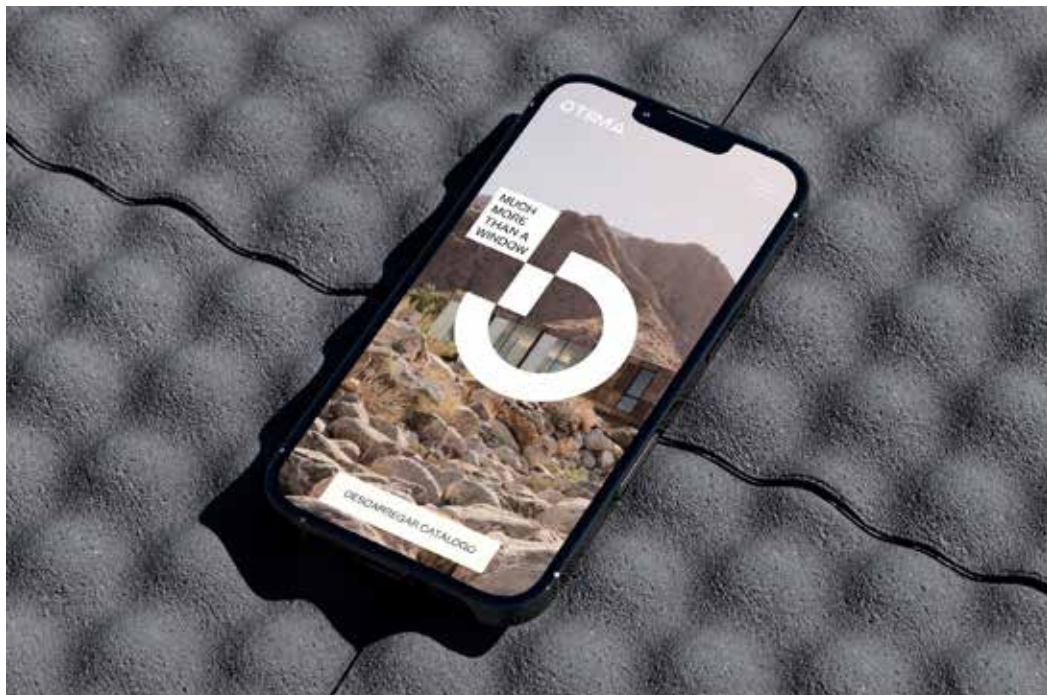


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# **O2. GUIDELINES FOR DISTRIBUTORS WEBSITES AND SOCIAL MEDIA**

## **1. INTRODUCTION**

This communication establishes clear guidelines for all distributors and partners' collaborators, including OTIIMA USA, ALUMILUX, BY, OTIIMA ISRAEL, and other independent distributors, regarding the presentation of their websites. This standardization aims to ensure a uniform, consistent, and recognizable visual identity for how local subsidiaries present the OTIIMA brand.

## **2. SCOPE OF APPLICATION**

This policy applies to all distributors operating in the markets associated with the mentioned brands, including, but not limited to, distributors located in the United States, Europe and other markets where OTIIMA is present.

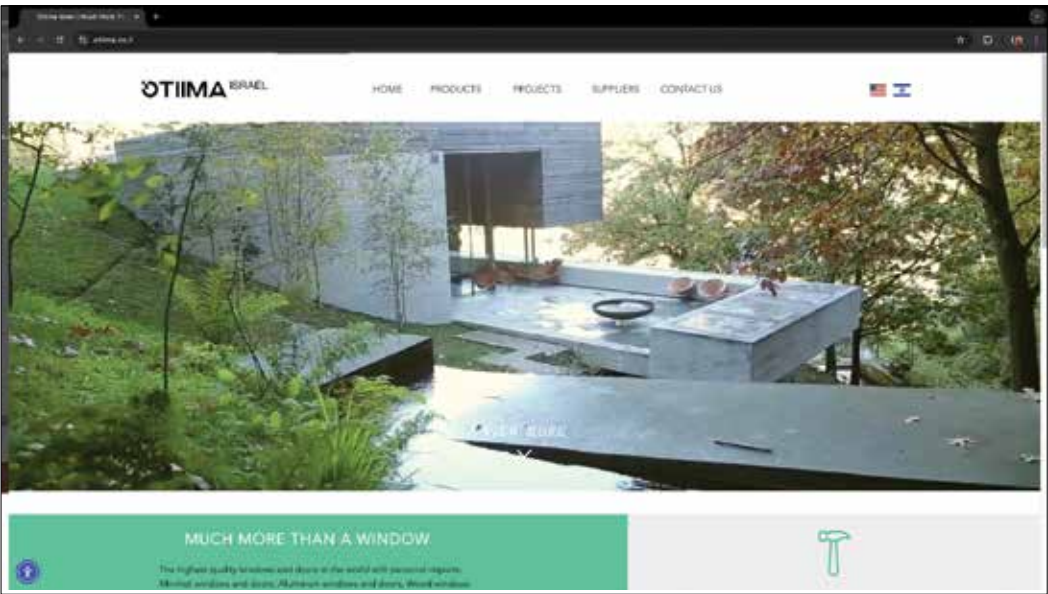
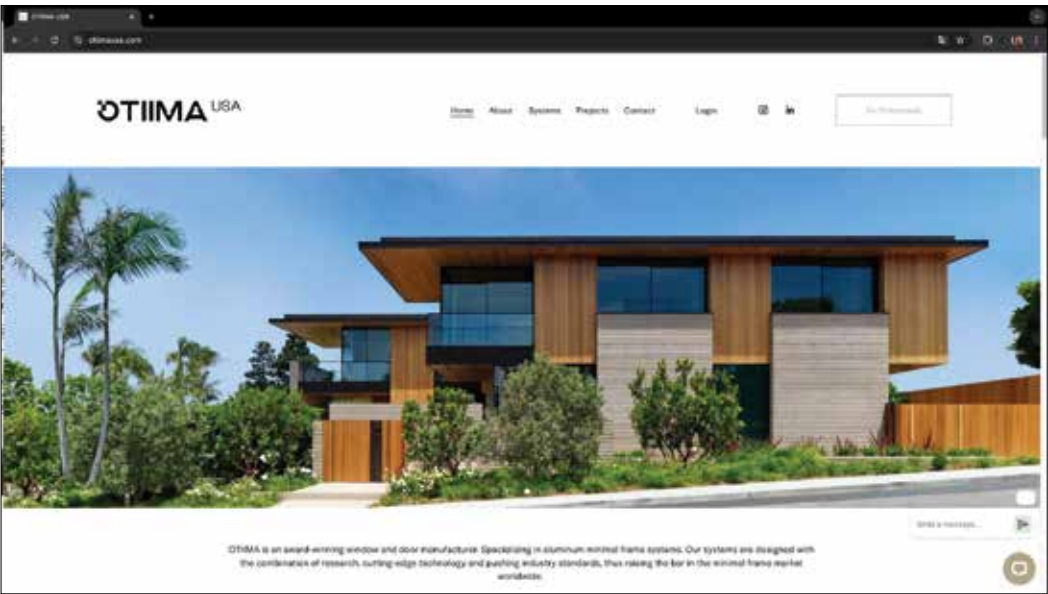
3. WEB PAGE GUIDELINES

3.1 Prohibition on Reproducing Official Pages

No distributor is allowed to reproduce, in whole or in part, the official page of OTIIMA, nor the official pages of OTIIMA USA, ALUMILUX, BY, OTIIMA ISRAEL, or any other referenced country.

3.2 Affiliate Partner Presentation

Partners with the OTIIMA designation in their name must only specify the country as the representation mentioned above in chapter (O1.4)—identity behavior with endorsement.



Partners with a different designation in their name may maintain the nomenclature but must adjust their identity to the OTIIMA brand conditions mentioned in chapter O1. In addition, they must adapt to the Chapter O1.5 (identity behavior with other brands).



Partners must mention their company name and indicate that they are official partners of OTIIMA. For example, “Official Partner OTIIMA USA | OTIIMA,” “Official Partner ALUMILUX | OTIIMA,” “Official Partner BY | OTIIMA,” and “Official Partner OTIIMA ISRAEL | OTIIMA.” This information should be displayed prominently, preferably in the footer or in the “About” section, to ensure visitors can quickly identify the company as an official partner of OTIIMA.

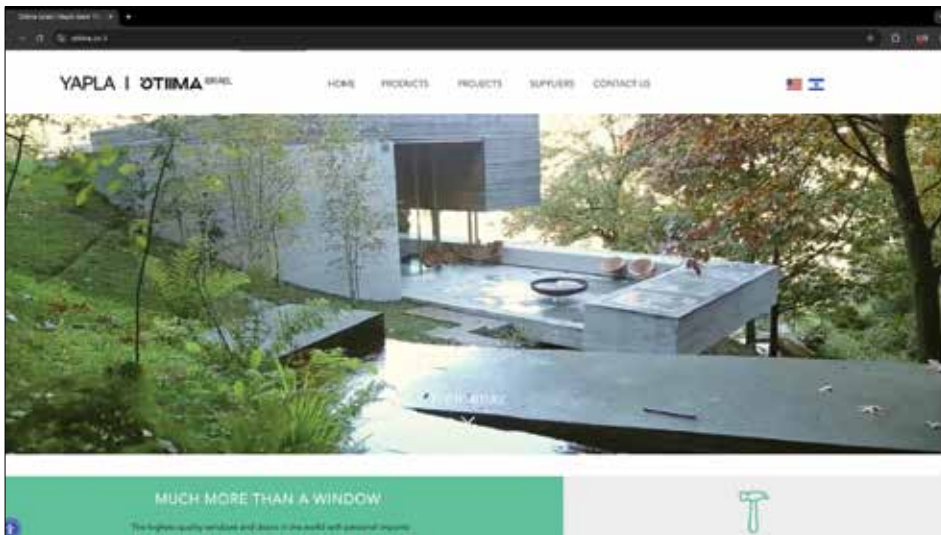
### 3.3 Distributors' Own Identity

The distributors' websites may represent their respective companies and use the OTIIMA logo as an official distributor, provided they follow the guidelines established here. When creating these pages, distributors should follow the branding guidelines set by OTIIMA to ensure alignment with the brand's visual identity.

### 3.4 Presentation of the Affiliate Distributor of the Partners

The distributors of the official partners must mention their company and indicate that they are official distributors of the OTIIMA partner.

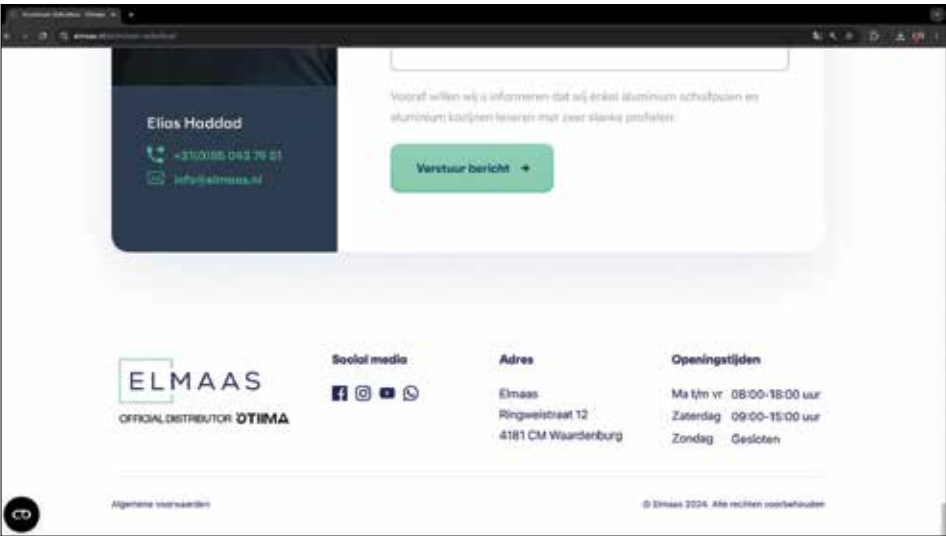
For example: "Miami Windows | OTIIMA USA," "Barcelona Perfiles | ALUMILUX", "Creative Windows | BY "YAPLA | OTIIMA ISRAEL. This information must be displayed prominently, and in addition, in the footer or the "About" section, it must ensure that visitors can quickly identify the company as an official distributor of the OTIIMA partner. As follows: Official Distributor: OTIIMA USA | Official OTIIMA Distributor: ALUMILUX | OTIIMA



3.5 Presentation of the OTIIMA Affiliate Distributor

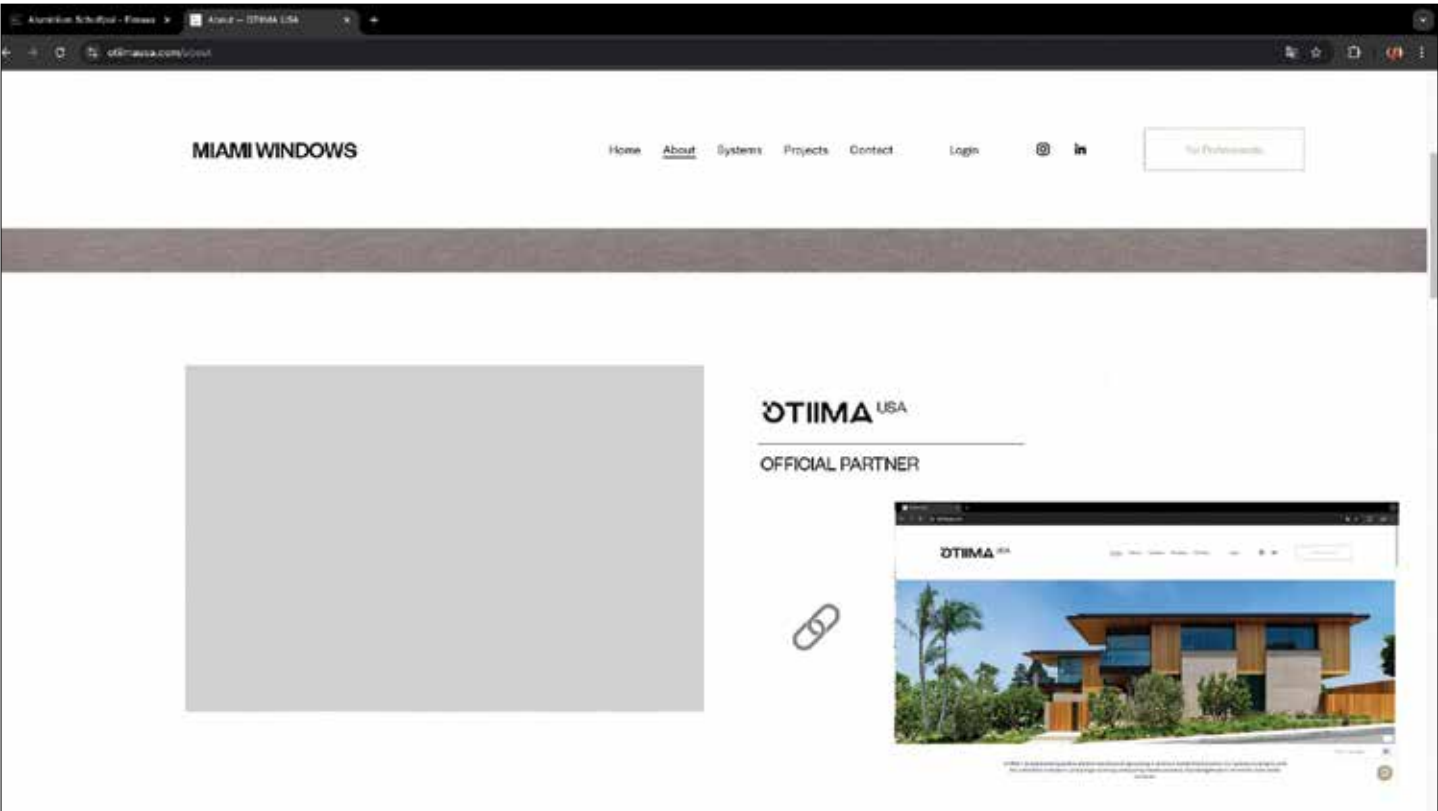
Distributors directly affiliated with OTIIMA must mention the name of their company and indicate that they are official distributors of OTIIMA. For example: "Viewpoint - Official Distributor OTIIMA," ELMAAS - Official Distributor OTIIMA,"

This information must be displayed prominently, preferably in the footer or in the "About" section, to ensure that visitors can quickly identify the distributor as an official sole distributor of OTIIMA.



3.6 Use of Logo and Hyperlink

Distributors of OTIIMA USA, ALUMILUX, BY, OTIIMA ISRAEL, etc., must use the official logos of their respective partners, with a hyperlink directing to their official websites. The logo should be prominently displayed, with enough space around it to avoid visual clutter, and should be located at the top or bottom of the page in a size that fits the website's overall design.

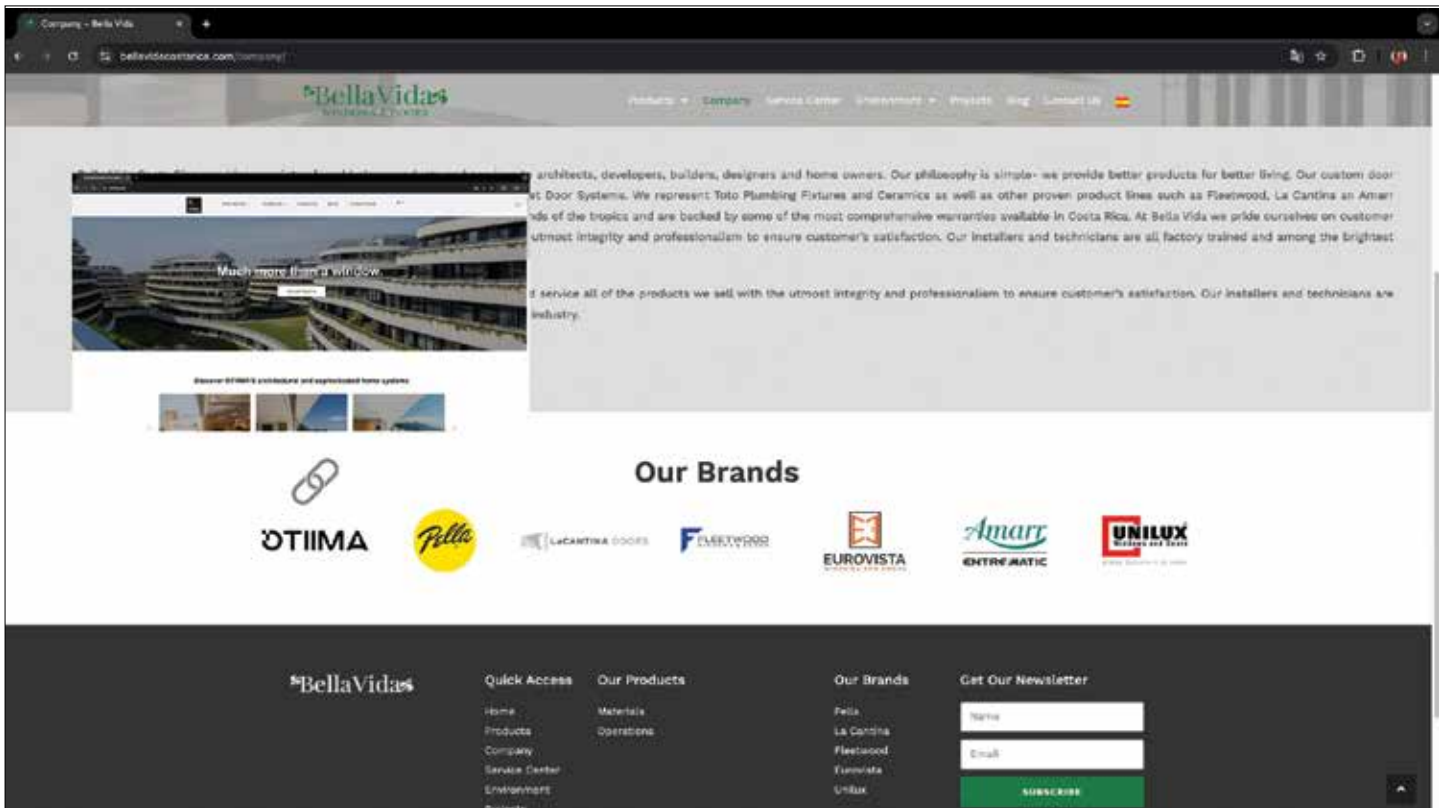




### 3.7 Use of Logo and Hyperlink by Affiliate Distributors of OTIIMA

Direct distributors of OTIIMA are authorized to use the official OTIIMA logo on their websites as long as it is accompanied by a hyperlink that leads directly to the official OTIIMA website.

ELMAAS - Official Distributor OTIIMA,” (hyperlink to [www.otiima.com](http://www.otiima.com))



### 3.8 Description of OTIIMA on the Partners and Exclusive Distributors website

All texts, images, technical drawings and commercial and merchandising materials produced about OTIIMA must be previously approved by OTIIMA's Marketing department. This includes the "About" text, which describes the partner or distributor's relationship with OTIIMA. Partners will implement these guidelines and coordinate with their respective distributors.

### 3.9 Catalog Production Policy

Partners wishing to produce their catalogs in addition to the official OTIIMA catalog may do so as long as the content and use of the OTIIMA brand follow the above mentioned rules. The graphic production must include photographs with acquired copyright, and the content and graphic design must be approved by the OTIIMA Marketing department.

## 4. SOCIAL MEDIA GUIDELINES

As a representative of our brand, your social media presence plays a critical role in maintaining and enhancing OTIIMA's reputation. By following these guidelines, you can ensure that all content shared on your channels is consistent with our brand values and visual identity and effectively communicates our message to your target audience. This guide outlines the key principles to follow in your posts to help you showcase OTIIMA's innovative, minimalist and sophisticated solutions in architecture and design.

### 1. VISUAL GUIDELINES

- **Logo Usage:** Ensure that the OTIIMA logo is present in your images, but keep it discreet and clean. The logo should complement the visual, not overpower it.

- **Visual Aesthetics:** Opt for a minimalist and inspirational feed that matches OTIIMA's style. Use clear, well-composed photos free from distracting elements. Photos from construction sites should not be posted on the main feed, as they do not align with the elegant and minimalist aesthetic we strive to maintain. These can be shared in stories, but please ensure that all quality and safety standards are being followed. Avoid posting any photos that display significant safety violations or errors, as this could damage the brand's image.

### 2. INSPIRATIONAL AND EDUCATIONAL CONTENT

- **Inspiration:** Share content that inspires, such as completed projects or architectural details that highlight the integration of OTIIMA systems.

- **Storytelling:** Use captions to tell the story behind each project and how OTIIMA achieves the impossible with highly customized and sophisticated solutions.

- **Educational Content:** Create educational Instagram stories with information about minimalist windows, frame technology, and technological innovations. Please do not post images or videos that expose OTIIMA product's technical aspects.

### 3. CONNECTION WITH ARCHITECTURE

- Showcase the application of OTIIMA solutions in reference architectural projects.
- Highlight collaborations with architects, real estate promoters, and construction companies to reinforce credibility and OTIIMA's focus on the luxury segment.

### 4. TARGET AUDIENCE

- Direct your content towards architects, real estate promoters, and construction companies.
- Demonstrate how OTIIMA solutions meet the needs of this audience, offering minimalist design and high-performance technical systems.

### 5. CAREFUL LANGUAGE

- Use a formal yet accessible and engaging language. Avoid overly technical jargon and focus on words that convey innovation, elegance, and sophistication.
- Maintain consistency with OTIIMA's brand tone to convey trust and expertise.



## 6. PHOTO SEQUENCE

- The order of photos should follow this sequence: building exterior + window details.
- Whenever possible, prioritize large-scale projects demonstrating OTIIMA's ability to handle challenging and customized projects.

## 7. USE OF HASHTAGS

- Use hashtags related to window systems, minimalism, architecture, and engineering.
- **Examples:** #architecture #minimalistarchitecture #otiimawindows #muchmorethanawindow

## 8. MESSAGE TO CONVEY

- **Mission:** OTIIMA achieves the impossible, creating highly personalized solutions for different projects.
- **Values:** Minimalism, sophistication, innovation, and customization.
- **Objective:** Showcase OTIIMA's adaptability to different projects and excellence in execution.

## 9. CONSISTENCY AND REGULARITY

- Post consistently, at least three times per week, ensuring the content is varied and relevant.
- Keep content consistent across Instagram and Facebook, sharing the same posts on both platforms.

## 10. CONTENT RENEWAL AND TESTING

- Regularly review the type of content published and experiment with new formats to measure audience response.
- Analyze performance metrics to adjust the strategy as needed.

## 11. ULTIMATE GOAL

- **Engagement:** Increase interaction with the audience by encouraging comments, shares, and direct messages.
- **Follower Growth:** Attract more followers aligned with the target audience, strengthening OTIIMA's social media presence.

## 12. SEO AND ACCESSIBILITY

- Use alt text for images to improve SEO and accessibility.
- Provide detailed and relevant descriptions, highlighting key elements and how they relate to the brand.

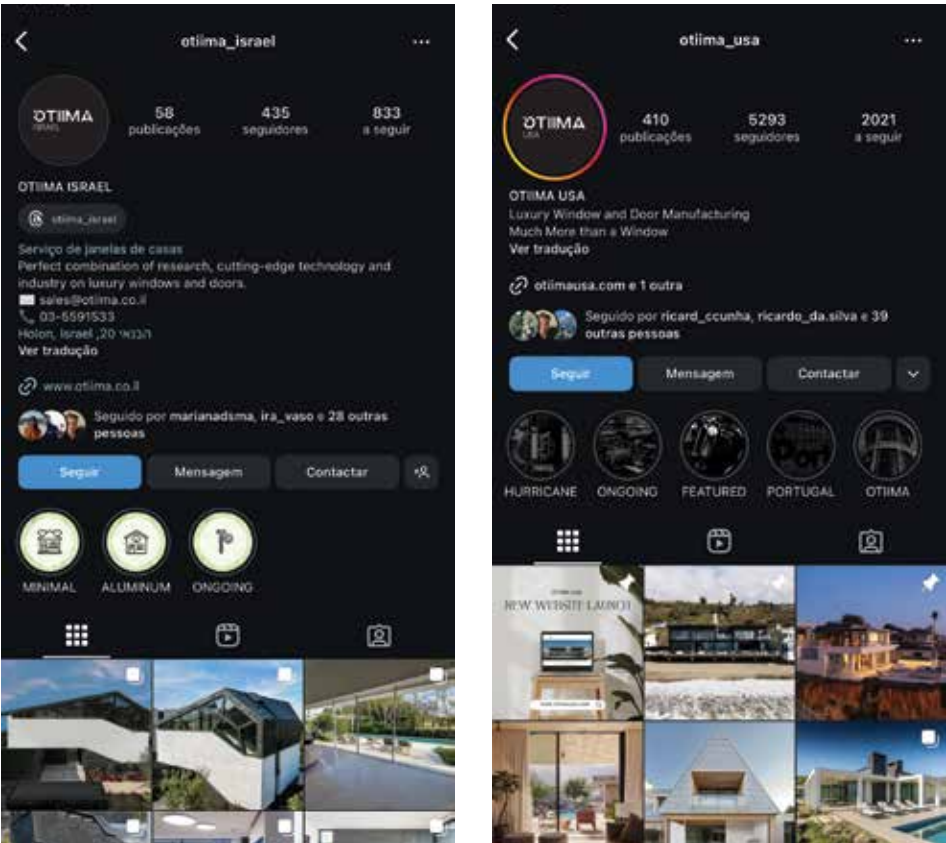
To maintain consistency, partners are recommended to format their usernames and names as follows:

Username: @otiima\_country

Name: OTIIMA COUNTRY by COMPANY’S NAME

This logo and accompanying description should be consistently employed across the partner’s social media profiles. While both black and white versions are acceptable, we recommend the black version for its superior contrast against the predominantly white backgrounds on most social media platforms.

Should you require assistance obtaining your country-specific logo, please do not hesitate to contact us.



## **5. PURPOSE OF STANDARDIZATION**

This standardization ensures a uniform and professional presentation of the OTIIMA brand and its subsidiaries, and reinforce brand identity, facilitating customer recognition, and directing traffic to the official websites.

Centralizing traffic on official websites is crucial to improving customer conversion rates and ensuring they access accurate and up-to-date information directly from the source.

## **6. COMPLIANCE AND IMPLEMENTATION**

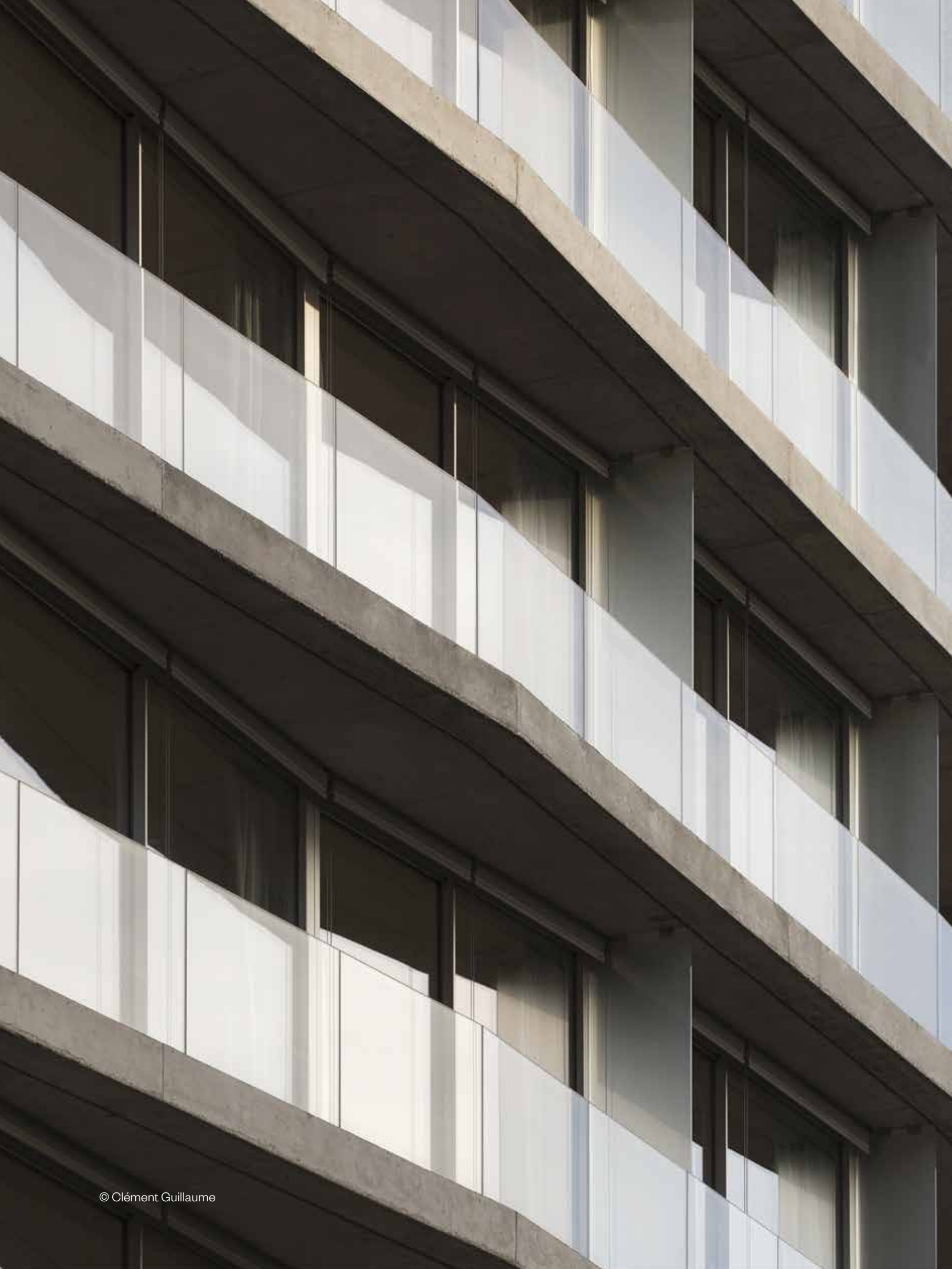
All distributors must adjust their websites according to these guidelines by December 5th, the day of the worldwide launch of the rebranding operation that will be coordinated between all. Failure to comply with these guidelines may result in corrective actions by OTIIMA, including contractual sanctions. Such sanctions may range from formal warnings to suspending the right to use the brand in marketing campaigns.

OTIIMA will monitor distributors' websites through periodic audits to ensure ongoing compliance. Any non-compliance will be directly communicated to the responsible parties for resolution.

## **7. FINAL CONSIDERATIONS**

Distributors should contact OTIIMA's Marketing department for questions or clarification. We appreciate everyone's understanding and cooperation in implementing this new policy, which aims to prevent the proliferation of websites that do not accurately represent OTIIMA and its affiliates, centralize OTIIMA's online presence, and avoid misuse, unauthorized reproduction, and piracy.

The Marketing department can assist with compliance, offering technical and creative support to ensure that websites align with these guidelines.



## **O3. GUIDELINES FOR CAPTURING AND DISTRIBUTING OTIIMA PROJECT IMAGERY**

OTIIMA is a company specializing in minimalist windows, committed to excellence in designing and producing cutting-edge architectural solutions. To ensure the quality and originality of our projects, we have implemented a photography acquisition and distribution program. This manual aims to guide OTIIMA's team and its distributors on the procedures and benefits of obtaining and sharing architectural photographs.

By following this manual, we ensure a consistent presentation of the OTIIMA brand across all channels, guaranteeing that our projects are visually appealing and professionally showcased. Additionally, the manual optimizes internal processes, making the management and distribution of images more accessible.



## O3.1 OBJECTIVES

### Accurate Documentation:

- Capture high-quality images of completed projects for archiving and documentation purposes.
- Document and promote architectural projects that use OTIIMA's minimalist windows.
- Integrate photographic documentation into OTIIMA's digital workflow, using efficient storage and sharing systems.

### Efficient Promotion:

- Promote projects through marketing and communication channels, highlighting the sophistication and functionality of our solutions.
- Facilitate the sharing of relevant photographs with distributors worldwide.

### Brand Enhancement:

- Strengthen OTIIMA's brand image in the market by showcasing the aesthetic and technical superiority of our systems.
- Ensure the visual consistency of the photographs used in catalogs, websites, social media, and other communication platforms.



## O3.2 GUIDELINES

### O3.2.1 Photography

Photography plays a pivotal role in our communication strategy and is an integral aspect of our brand identity. Our photographic style embodies the essence of who we are and the nature of our work, characterized by simplicity, confidence, elegance, and contemporaneity.

**Confident:** Our photographs should exude professionalism and possess high-resolution quality. They should capture the essence of our system with clarity, focusing on the forefront.

**Elegant:** We aim for an aesthetic of elegance and simplicity in our imagery that entails clean backgrounds and well-balanced lighting, accentuating details and enhancing the overall visual appeal.

**Contemporary:** Our goal is to convey windows that seamlessly integrate with modern architecture, elevating minimalism to its fullest expression. Our photographs should align with the architectural trends of today.

When our images are published, each image must be accurately identified and credited, including the name of the company, the project name, the architect, and the photographer. This practice ensures due recognition and respect for all contributors to our visual storytelling.



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### O3.2.2 Video

In addition to images, videos hold a vital role in our communication strategy. Our video style draws inspiration from minimalism, sophistication, and a touch of rebellion, reflecting a profound connection with architecture.

**Introductory and Closing Screens:** In promotional videos, event highlights, and content for social media, it's crucial to maintain a clear distinction between the introductory and closing screens. All videos should conclude with the OTIIMA logo set against a black background.

**Logo Placement:** When incorporating our logo into videos, it is imperative to exclusively use the latest high-resolution logos provided by the Marketing Team. For video editing purposes, position the OTIIMA logo at the center of the bottom of the frame, avoiding the use of watermarks.

**Transitions/Effects:** Transitions and effects in videos emphasize key elements, convey the passage of time, and set the desired mood. However, it is advisable to restraint when employing heavy or unconventional effects.

Acceptable transitions include the following:

**1. Clean Cut:** This is a straightforward primary cut without additional effects. It is suitable for transitioning between images or videos.

**2. Fade to Black/White:** This transition is best used for moving between video segments and titles or credits. It should be applied at the beginning and end of each video for a polished finish.

**Music:** The choice of background music should align with the video's mood, content, and style. The theme must remain instrumental, with exceptions considered on a case-by-case basis.

**Audio:** Whenever possible, strive to avoid locations with distracting background noise. If sound effects are integrated, ensuring they maintain a clean and professional quality.

**Video quality:** All videos created for OTIIMA should be recorded at a minimum resolution of 1080p in HD quality and subsequently exported at this resolution. A reduction to 720p should only be considered when it is necessary.

**Distribution:** Videos produced should be accessible to a broad audience by being published on platforms like Youtube/Vimeo and shared across various social networks and our website.

**Note:** These guidelines are adaptable to accommodate the specific requirements of different platforms while maintaining our brand's visual and auditory standards.



## **O3.3 PROCEDURES**

### **O3.3.1 PHOTOGRAPH ACQUISITION**

#### **Project Selection**

- Identify completed and relevant projects using minimalist systems that best represent OTIIMA's philosophy.
- Prioritize locations with the highest potential for visual and architectural impact.
- Evaluate the project's importance in terms of innovation, design, market impact, and availability for photography, respecting any contractual or client privacy restrictions.

#### **Photographer Hiring**

- Select photographers specializing in architecture with a proven portfolio.
- Ensure that the photographers understand OTIIMA's essence and identify the company's needs.
- Conduct a detailed briefing with the photographers to ensure all technical details of the minimalist windows are captured.
- Negotiate a service agreement that includes usage rights and distribution of the photographs.

### **O3.3.2 PHOTO SESSIONS**

#### **Photo Session Planning**

- Coordinate dates and times to ensure the best natural or controlled lighting conditions for the project's photography.
- Plan the session in coordination with the project's owners and other involved parties (distributors, architects, contractors, etc.).
- Ensure the photographs capture the technical, aesthetic, and functional details of OTIIMA's minimalist windows.
- Prepare the project locations for the session, ensuring they are ready and in perfect condition for the shoot.

#### **Photo Session Execution**

- Supervise the session to ensure all relevant areas and details are photographed, checking for optimal lighting and composition.
- Gather immediate feedback from photographers to make adjustments during the session, if necessary, to ensure the images meet OTIIMA's standards.

### **O3.3.3. RIGHTS AND USE OF PHOTOGRAPHS**

#### **Copyrights**

- Ensure that OTIIMA holds the copyright for the photographs acquired.
- Specify in the contract the usage rights for catalogs, websites, social media, distributor sharing, and other relevant media.
- Any use outside the specified channels must be pre-approved in writing.

## Usage

### Image Curation

- Select the photographs that best represent the quality and design of the projects, ensuring they align with OTIIMA's visual identity.
- Edit the images using professional tools, standardizing colors, lighting, and composition to ensure visual consistency.

### Internal Distribution

- Share the photographs with the marketing team.
- Make the images available in the company's internal library for employees to access.
- Maintain a well-organized and accessible digital archive with all acquired photographs for future reference and use.

### External Distribution

- Publish the photographs on OTIIMA's official website and social media channels.
- Submit to specialized magazines, architecture blogs, and other relevant media outlets.
- Share with our partners and distributors.
- Use the photographs in OTIIMA catalogs, company newsletters, the website, social media, and any other approved communication channels.



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### **O3.4 SHARING WITH DISTRIBUTORS**

#### **O3.4.1. Sharing Criteria**

- Evaluate the relevance of the project for the distributor's market, in collaboration with the marketing team.
- Consider the distributor's financial contribution to the acquisition of the photographs, depending on the project's relevance and market impact.

#### **O3.4.2. Sharing Process**

- Establish a sharing agreement that includes usage rights and distributor obligations, ensuring copyright protection and brand integrity.
- Provide access to relevant photographs through a secure digital platform (e.g., Google Drive or a corporate solution), with controlled access to ensure security and organization.

### **O3.5. FINANCIAL PARTICIPATION**

- Define a percentage of financial participation for distributors based on the project's importance and market.
- Agree on the financial contribution before acquiring the photographs and formalizing it in a contract, ensuring all parties benefit from the distribution of images.

#### **Benefits for All Parties**

##### **Corporate Image Improvement**

- Consistent display of the quality and sophisticated design of OTIIMA's products across all communication channels.

##### **Increased Visibility**

- Greater exposure in target markets, attracting new customers and business partners.

##### **Structured Documentation**

- A well-organized and accessible archive of project images, facilitating future reference and use in various campaigns and initiatives.

#### **Benefits for Distributors**

- Access to high-quality photographic material for local promotion.
- Enhanced brand image and credibility by associating with high-profile projects and promoting OTIIMA in different markets.
- Cost savings.
- Unified Visual Communications.



## O4. SAMPLE ORDERING PROCEDURE

To support architects, builders, partners, distributors and end users, OTIIMA offers a portfolio of solutions and working tools. These tools not only facilitate the technical understanding of our systems, but also guarantee that every detail of the product is presented with the precision and quality that define our brand. They have been carefully designed to ensure that everyone involved in the specification and decision-making process can explore the features, finishes and functionalities of our solutions in a tangible way, promoting more effective dialogue and an integrated experience in each project. These tools include:



#### **CORNER SAMPLES**

Series 38, for the Plus, Drain, Fusion and Vision systems.

#### **COLOR SAMPLES - "THE ARCHITECT'S TOOLSET | POWDER-COATED FINISHES"**

Complete set or up to 3 individual plates (16 powder-coated colors, labeled and engraved).

#### **COLOR SAMPLES - "THE ARCHITECT'S TOOLSET | ANODIZED FINISHES"**

Set of 6 anodized plates, adequately labeled and engraved.

All requests must be made through the sales representative responsible for the requesting market. Samples will be shipped within 1-2 business days, subject to availability.

#### **Information required:**

Name of distributor or partner

Type of sample(s) requested

Related Project/Distributor/Architect

Delivery address

The OTIIMA Marketing Department is committed to maintaining a stock of samples, even if production is not immediate. We ask for your understanding regarding possible delays due to the restructuring of the production process. Out-of-stock samples may take between 45 and 60 days to produce.





#### **O4.1 CORNER SAMPLES**

We offer the following types:

- **38 PLUS**
- **38 DRAIN**
- **38 FUSION**
- **38 VISION**

Other types will be considered special requests and will follow the standard procedure, with the technical department estimating the production lead time. Series 54 is no longer produced as corner samples. All samples are produced and powder-coated in the color OT02A—graphite. Two or three plates of the desired color will be provided for other colors. The current finish is Valchromat Gray (19mm thick), which gives the sample lightness.

##### **Corner Sample Boxes**

The shipping boxes have been discontinued and replaced with more economical and convenient boxes with a shipping time of 1 week, subject to availability. For larger productions, the lead time can be up to 70 days.

O4.2 COLOR SAMPLES

Powder-Coated Samples

The Marketing Department maintains a permanent stock of powder-coated colors to meet the needs of partners and distributors. The color kit contains 16 plates with the following colors available:

- OT01: Rust
- OT02A: Graphite
- OT04A: Sand
- OT06: Cedar
- OT07: Bronze
- OT08A: Gold
- OT09: Red Cedar
- OT10A: Breeze
- OT11: Rich Sand
- OT13A: Royal Brown
- OT14: Charcoal
- OT15: Desert Sand
- OT16: Gold
- OT19A: Noir
- OT21A: Black

Orders of more than 50 samples will be considered projects, and the production lead time will depend on factors such as the availability of external engraving, factory capacity, and suppliers. Lead times can vary from 45 to 70 business days.







### Anodized Samples

An external partner supplies anodized samples, which are therefore not the same as the previous references. The production, previously done in profiles, is now done in sets of fan plates, following the same format as the powder-coated samples. The current set includes the following colors.

OTIIMA Natural  
OTIIMA Light Bronze  
OTIIMA Champagne  
OTIIMA Medium Bronze  
OTIIMA Dark Bronze  
OTIIMA Black

For quantities greater than 50 samples, the production lead time may take up to 90 business days.

**Please note:** Whenever possible, you should modify specifications and offer powder-coated finishes.

### Color Sample Boxes

The boxes are handmade, covered with Inspira Nero Mistero 120g paper, and finished with a black spot varnish. Each box includes a tracing paper with color descriptions and serves as protection for the fan screw. For anodized samples, they can be added to the powder-coated fan set to create a complete collection. The boxes can be customized with or without the base foam as needed.



## O5. THE DISTRIBUTOR'S TOOLBOOK

### O5.1 WHAT IS AN OTIIMA DISTRIBUTOR

OTIIMA is committed to establishing strong, mutually beneficial partnerships with distributors worldwide. This document outlines the different types of official OTIIMA distributors and explains the application process.

An OTIIMA distributor is a reputable entity that collaborates with OTIIMA to promote, distribute, or incorporate our minimalist window systems and facades into their projects or offerings. We select distributors based on specific criteria that ensure a successful and long-term partnership.

## **O5.2 TYPOLOGY OF OTIIMA DISTRIBUTOR**

### **Distributor / Reseller**

These entities officially distribute and resell OTIIMA products in designated regions or markets. They play a vital role in expanding OTIIMAs reach and customer base.

### **Installers**

OTIIMA also collaborates with qualified installers who guarantee the proper installation of our window systems and promote OTIIMA in their projects.

For information on becoming an OTIIMA distributor, please refer to the dedicated section within this Distributor Toolkit. This section details the application process, selection criteria, and the benefits of partnering with OTIIMA.

## **O5.3 PROPOSED TIMELINE**

This guide outlines the selection process for becoming an OTIIMA distributor and the following ongoing collaboration. In the following pages, you can consult a clear overview of the steps involved in becoming an OTIIMA distributor. You will find the outlines of the critical phases, from initial inquiry to continuous collaboration, ensuring a smooth and efficient process for OTIIMA and potential distributors.

PHASE 1: Initial Inquiry & Qualification

PHASE 2: Application & Detailed Evaluation

PHASE 3: Selection & Negotiation

PHASE 4: Onboarding & Training

PHASE 5: Ongoing Monitoring & Collaboration

### **OTIIMA'S Ideal Distributor**

OTIIMA seeks established and reputable companies that share its commitment to quality, innovation, and customer satisfaction. Here's what we look for:

#### **Industry Experience**

A minimum of five years in relevant fields, such as architecture, window installation, construction, or building materials.

#### **Financial Stability**

Sound financial position with the ability to invest in market /business expansion and marketing.

#### **Market Knowledge**

Strong understanding of your assigned territory and target market segments.

#### **Infrastructure**

Established distribution network with adequate warehousing and logistics capabilities.

#### **Sales & Marketing**

Experienced sales team and effective marketing strategies for reaching target customers.

**Commitment**

Willingness to invest in marketing, sales objectives, and training related to OTIIMA systems.

**Alignment with Values**

Shared commitment to quality, innovation, ethical practices, and customer satisfaction.

**O5.4 BENEFITS OF BECOMING AN OTIIMA DISTRIBUTOR****Distribute a Renowned Brand**

Become a partner with a leading brand in innovative and customizable window systems.

**Comprehensive Support**

Receive technical support, ongoing training on OTIIMA solutions, and access to marketing materials.

**Dedicated Account Management**

Work closely with a dedicated OTIIMA representative for continuous support and collaboration.

**Growth Potential**

Expand your business and reach new customers within your territory.



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## O5.5 THE SELECTION PROCESS

### Phase 1: Initial Inquiry & Qualification (1-2 weeks)

- Potential distributors submit an inquiry form or contact the OTIIMA Sales Team.
- OTIIMA conducts a brief call to gather details and answer questions.
- Based on the call, OTIIMA decides whether to proceed.

### Phase 2: Application & Detailed Evaluation (2-4 weeks)

- Qualified distributors submit a comprehensive application form.
- OTIIMA reviews the application, financial statements, references, and other documents.
- In-depth interviews and a potential site visit are conducted.
- OTIIMA evaluates the distributor against defined criteria and assigns scores.

### Phase 3: Selection & Negotiation (1-2 weeks)

- Shortlisted distributors are selected based on evaluation scores and overall fit.
- Negotiations cover territory, sales targets, pricing, marketing support, and contractual agreements.
- OTIIMA selects the most suitable distributor.

### Phase 4: Onboarding & Training (2-4 weeks)

- A formal distributor agreement is signed.
- OTIIMA conducts a comprehensive onboarding program covering product knowledge, sales training, marketing tools, and brand guidelines.
- Initial sales objective is established.
- An optional test campaign may be conducted.

### Phase 5: Continuous Monitoring & Collaboration

- OTIIMA monitors the distributor's performance through reports and meetings.
- Ongoing support is provided through marketing materials, training, and communication channels.
- Regular feedback and adjustments are made to ensure a successful partnership.



## **O5.6 BUILDING A STRONG PARTNERSHIP**

Once selected, a strong and collaborative relationship is essential for mutual success. Here's what you can expect:

### **Continuous Support**

OTIIMA provides ongoing support through marketing materials, training, and communication channels.

### **Joint Marketing Initiatives**

Collaborate with OTIIMA on marketing activities to promote OTIIMA systems in your territory.

### **Regular Performance Reviews**

Regularly assess performance, identify areas for improvement, and work together to achieve shared goals.

### **Open Communication**

Maintain open communication channels to ensure a smooth and successful partnership.

By understanding the selection process and support offered, you can determine whether becoming an OTIIMA distributor aligns with your company's goals.

### **Additional Resources**

This guide is a starting point. Additional resources, such as a detailed scoring rubric and document review workflow, can be provided upon request.

We look forward to partnering with qualified distributors who share our vision for exceptional architectural experiences through innovative window systems.



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## O5.7 CHECKLIST FOR OTIIMA DISTRIBUTOR APPLICATION REVIEW

### Application

- Company Information (complete and accurate)
- Key personnel details (experience and qualifications)
- References (contact information and verification)
- Territory of interest (aligned with OTIIMA requirements)

### Financial Statements

- Audited financials for the past three years (available, recent, and reliable)
- Key financial ratios (profitability, liquidity, solvency)
- Creditworthiness (score or report)

### Marketing & Sales Materials

- Past marketing campaigns/Case Studies (samples and effectiveness)
- Sales team structure and capabilities
- Existing customer base and relationships
- Understanding of OTIIMA target market

### Infrastructure & Resources

- Warehouse locations and capacity (if applicable)
- Logistics capabilities and partnerships
- Technology adoption and digital platform usage
- Team size and structure for sales, marketing, and service

### Alignment with OTIIMA

- Quality assurance and customer service practices
- Commitment to innovation and new technologies
- Ethical business practices and compliance
- Brand understanding and adherence to guidelines

Each criterion can be assigned a score (e.g., 1-5) based on its importance and the applicant's fulfillment. You can also assign weightage to different categories based on their priority.



## **05.8 ONBOARDING PROGRAM**

### **01 Welcome to OTIIMA HQ**

As a future distributor you will be invited to visit our HQ where you can have an in-depth presentation of the OTIIMA Team and understand our company culture.

### **02 Product Knowledge Immersion**

Through interactive sessions and hands-on training, you'll gain in-depth knowledge of system features, benefits, technical specifications, and various customization options.

### **03 Sales & Marketing Training**

We'll equip you with the tools and strategies to sell and market OTIIMA solutions in your territory effectively.

### **04 Installation Service**

You will have on-site and practical installation training with one of our specialized installation team members. This training will provide you or your team an excellent opportunity to remove any doubts regarding our systems.

### **05 Brand Guidelines & Compliance**

You'll receive a thorough overview of OTIIMA's brand guidelines, ensuring consistent brand messaging and representation across all marketing and communication channels.

### **06 Digital Tools & Resources**

We'll provide access to a comprehensive suite of digital tools and resources designed to empower your success: sales tools, marketing materials, technical sheets.



MUCH  
MORE  
THAN A  
WINDOW