OpportuNet©

Brand Guidelines

OpportuNet - Brand Guidelines

Version 1.0 By Nacer Eddine

Brand Overview

Welcome to OpportuNet, a professional community dedicated to empowering talents and helping them achieve their career aspirations. At OpportuNet, we understand that success is not just about seizing opportunities, but about building the strong connections that make a difference. We believe that a powerful professional network is the foundation for a happy and fulfilling career. That’s why we offer a comprehensive approach to professional growth that includes strategic networking, specialized masterclasses, and curated opportunities tailored to each member's unique path and ambitious goals.

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Brand Introduction

Background Story

Brand Purpose

Brand Vision

Brand Mission

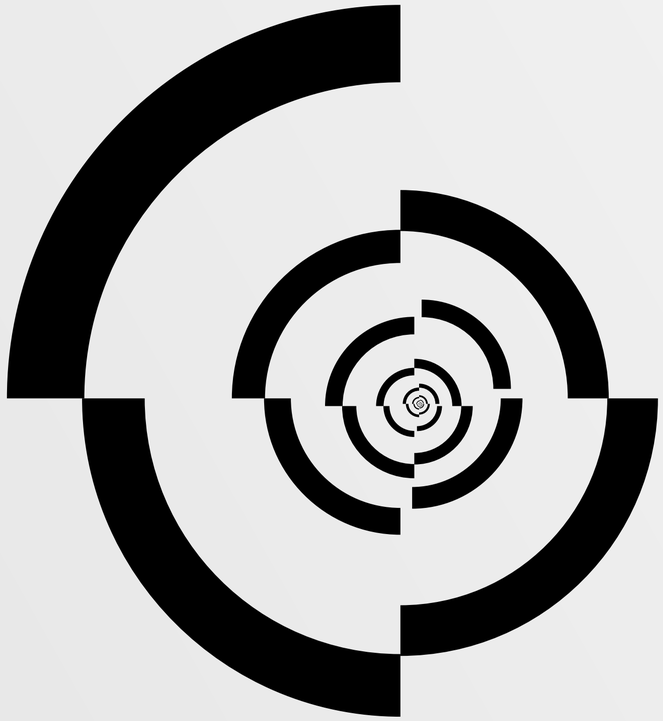
Brand Values

Brand Positioning

Brand Personality

Brand Voice

Brand Message



The Genesis of OpportuNet

As the founder, I recognized that while talent is everywhere, the right connections are often missing. I saw a gap between potential and opportunity that required more than just luck - it required a structured, professional ecosystem.

This inspired the creation of OpportuNet. My vision was to build a brand that offers a mathematically precise approach to networking - engineered with the balance of the Golden Ratio to ensure every connection is meaningful. We moved beyond traditional platforms to create a community that prioritizes growth and professional well-being.

Today, our team combines strategic networking with a member-centered approach. We aren't just a platform; we are the catalyst designed to help you navigate your unique path with precision.

Brand Purpose

At OpportuNet, we believe that every professional deserves to reach their full potential through meaningful and structured connections. We exist to empower individuals to achieve their career goals and enhance their professional well-being through a calculated, member-centered approach to networking and growth.

Brand Vision

Our vision is to become the leading professional ecosystem that inspires and supports individuals in their pursuit of a more connected, impactful, and fulfilling career. We aim to set the global standard for professional growth by harmonizing human potential with strategic opportunities through a balanced and engineered approach to networking.

Brand Mission

Our mission is to provide high-quality professional development and strategic networking opportunities that are tailored to the unique trajectory of each member. We strive to engineer a supportive and elite community that empowers and motivates our members to unlock their full potential and achieve their career aspirations through balanced and purposeful connections.

Brand Values

Member-Centricity: We place our members at the core of our ecosystem, ensuring their career aspirations and growth are the primary architects of our services.

Precision & Personalization: Just as our identity is built on the mathematical harmony of the Golden Ratio, we tailor every connection and resource to suit the unique professional trajectory of each member.

Excellence: We are committed to delivering the highest caliber of professional resources, leveraging industry-leading insights and elite networking standards.

Synergetic Community: We believe in fostering a sophisticated and supportive network where the intersection of diverse talents creates a powerful ripple effect of opportunity.

Visionary Innovation: We continuously explore engineered solutions and modern methodologies - reflected in our clean, tech-inspired typography - to redefine the future of professional networking.

Brand Positioning

For ambitious professionals and talents who seek to elevate their career trajectory, OpportuNet is the engineered and strategic ecosystem for professional growth. We believe that networking is not just about making contacts, but about fostering balanced, high-impact connections that lead to a fulfilling and purposeful career.

Brand Personality

OpportuNet’s personality is a strategic blend: 60% The Sage and 40% The Connector (The Everyman/ Networker).

The Sage (60%):

- **Primary Personality:** Wise, Analytical, and Precise.
- **Traits:** Knowledgeable, visionary, disciplined, accurate, and guiding.
- **Why it fits:** This reflects the Golden Ratio foundation of your design. It shows that OpportuNet isn't just "supportive” - it is calculated. It uses wisdom and structural harmony to guide members toward the right opportunities. It focuses on clarity, truth, and professional mastery.

Brand Personality

OpportuNet’s personality is a strategic blend: 60% The Sage and 40% The Connector (The Everyman/ Networker).

The Connector (40%):

- **Primary Personality:** Collaborative and Relatable.
- **Traits:** Welcoming, networking-oriented, inclusive, reliable, and authentic.
- **Why it fits:** This represents the overlapping circles in your logo. While the "Sage" provides the structure, the "Connector" provides the community. This personality ensures the brand remains accessible and emphasizes that every member is a vital link in the professional chain.

Brand Voice

Brand Voice & Tone:

- **Calculated yet Inspiring:** Because of the Golden Ratio, the voice should sound like it has a plan. Use words like "Engineered," "Calculated," "Harmony," and "Trajectory."
- **Tech-Forward & Modern:** Matching your Google Sans and IBM Plex Sans typography, the tone should be clean, minimal, and sophisticated.
- **Empowering:** Instead of "nurturing" (which is for fitness), OpportuNet is “Empowering” - it gives members the tools and the network to build their own success.

Brand Voice Usage

- The Welcome: "Welcome to OpportuNet. We are here to engineer your professional trajectory and align your potential with elite opportunities."
- Personalization: "Our strategic networking is calculated to match your unique professional DNA, ensuring every connection follows a purposeful pattern of success."
- Support: "Precision is vital in a shifting landscape. OpportuNet provides the structural foundation and expert guidance necessary to secure your path."
- Innovation: "Experience a new standard of evolution. OpportuNet utilizes a visionary ecosystem to transform your ambitions into a sustainable professional legacy."

Don’ts

- Don't crack jokes,
- Don't use slag,
- Don't be washy in words.
- Don't use passive words.

Brand Message

At OpportuNet, we are dedicated to engineering your professional growth and expanding your strategic network. Our curated opportunities and expert guidance are mathematically tailored to your unique ambitions, ensuring you maximize every connection. Whether you are an established leader or an emerging talent, we provide the structural foundation to secure your success at every stage of your journey.

Brand Messaging Pillars

- **Engineered Growth:** At OpportuNet, we understand that every professional trajectory is unique. We provide curated career strategies and strategic networking tailored to your specific ambitions and professional DNA. With OpportuNet, you can expect a growth experience engineered for maximum efficiency, helping you reach your milestones with mathematical precision.

- **Synergetic Community:** We believe that professional success is built on more than just skills - it is built on a foundation of high-impact connections. OpportuNet fosters an elite and inclusive ecosystem where like-minded leaders and talents intersect. Here, you connect with a network that shares your drive, creating a ripple effect of opportunity and mutual advancement.

- **Visionary Innovation:** At OpportuNet, we are redefining the architecture of professional networking. Our innovative methodologies and data-driven programs are designed to challenge the status quo and inspire visionary leadership. With OpportuNet, you can expect a modern, tech-forward approach that keeps you at the forefront of your industry, ensuring your professional legacy is both sustainable and impactful.

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Logo

Brand Mark

Logo Usage

Logo Don'ts

Exclusion Zone

Primary Logo

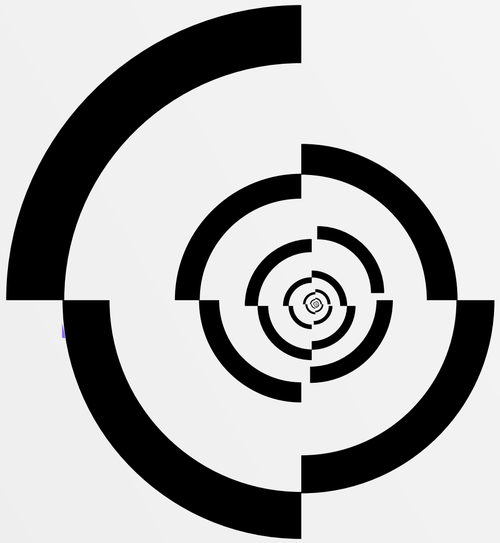
The primary logo is the main visual representation of the OpportuNet brand and serves as the definitive symbol of our professional ecosystem. It should be used in most instances to ensure brand recognition and authority.

To maintain the integrity of the Golden Ratio and the precision of its geometric construction, the primary logo must always be used in its original form without any modifications or distortions.



Brand Logo Mark

The Brand Logo Mark is a streamlined version of the primary logo, designed for high-impact recognition when space is limited or the full wordmark is not required. It serves as the core visual anchor for the OpportuNet identity.



The mark is a geometric masterpiece that symbolizes:

- Strategic Intersections: The overlapping circles represent the dynamic meeting point of talent and opportunity.
- The Golden Ratio: Its construction reflects mathematical harmony, symbolizing a balanced and engineered approach to professional growth.
- Infinite Connectivity: The interlocking loops signify the strength of a professional network and the continuous flow of information and opportunity.
- Synergy: The alignment of the circles represents the perfect balance between individual potential and market needs.

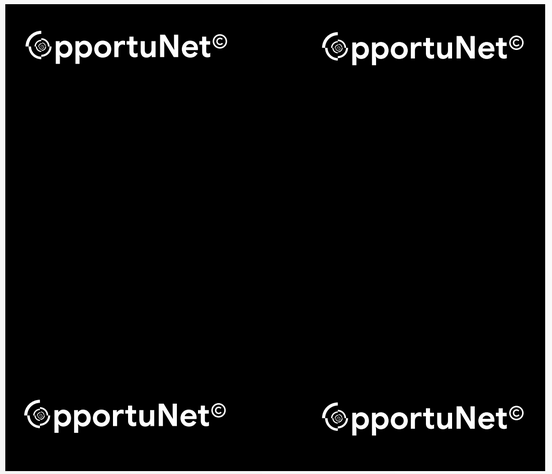
The OpportuNet logo must maintain a minimum height of 40 pixels for digital platforms and 15mm for print to ensure the precision of the geometric circles remains visible and legible.

The primary logo should exclusively utilize the official brand colors to maintain the professional and tech-forward identity established in the 2025 Recap.

The placement of the OpportuNet logo across various materials should follow these standardized guidelines







Exclusive Zone

The exclusive zone refers to the clear space around the logo that must be kept free of any other design elements, text, or imagery to ensure maximum impact and visibility.

The exclusion zone for OpportuNet is defined by the variable x on each side of the logo, as illustrated in the technical specifications. This "safe zone" ensures that the mathematical harmony of the Golden Ratio design remains unobstructed and professional in any application.



Logo Don'ts

To maintain the structural integrity and mathematical precision of the OpportuNet brand, the logo must never be altered or distorted. This section illustrates specific actions to avoid to ensure the visual impact of the Golden Ratio design remains consistent across all platforms.

Don't change the logo color, don't shrink the logo, don't change the position.







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Color

Color Palette

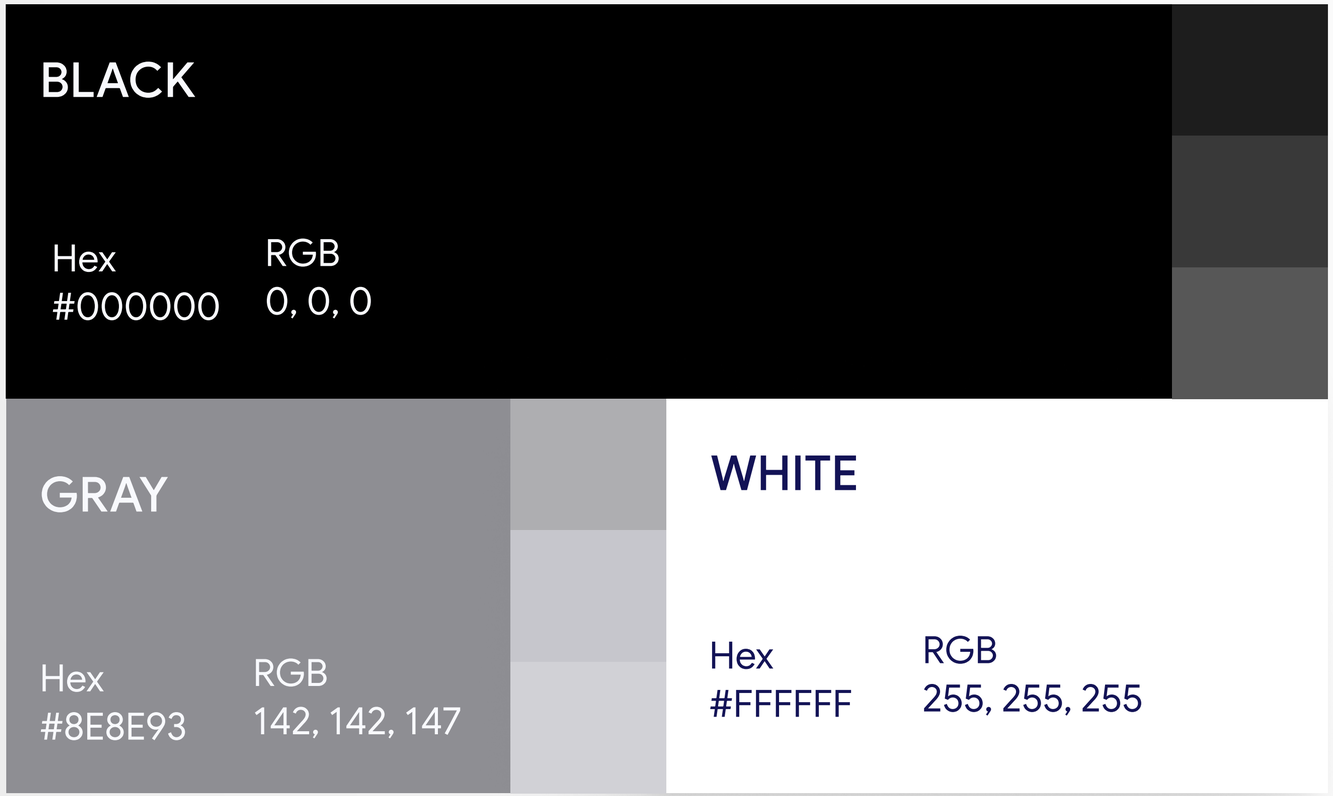
Color Balance

Color Don'ts

Color Palette

The OpportuNet color palette is designed to reflect a sophisticated, tech-forward, and engineered professional ecosystem. It utilizes a minimalist, high-contrast scheme to ensure clarity and professional authority across all digital and physical touchpoints.

Primary Colors

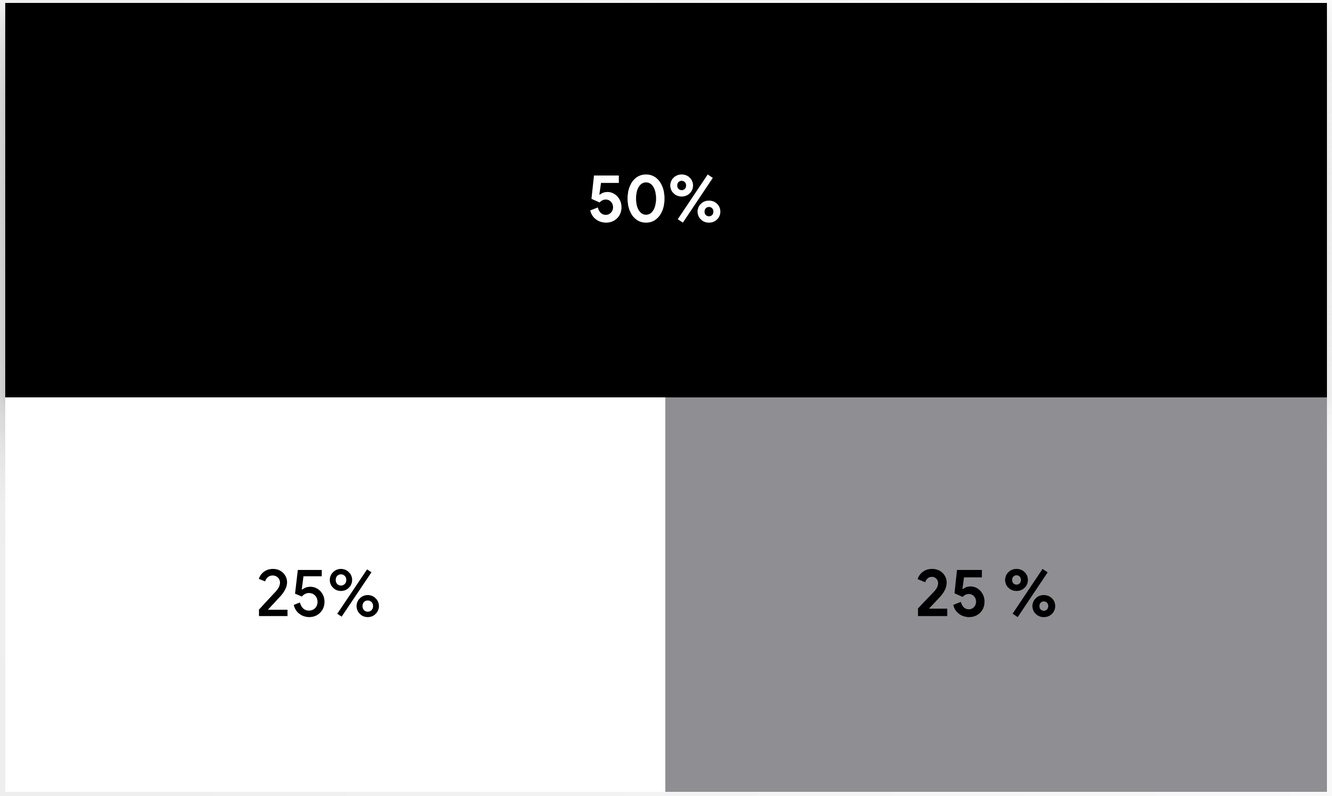


Color Balance

This section provides definitive guidelines on utilizing brand colors to maintain a harmonious and consistent visual identity across all platforms. These variations demonstrate how to achieve balanced, professional designs that align with the OpportuNet aesthetic.

To ensure a balanced distribution across all brand touchpoints, utilize the primary palette in the following proportions:

- 50% Black: Predominant use for core structural elements and high-contrast backgrounds (Hex: #000000).
- 25% White: Used for primary background space and negative-space logo applications (Hex: #FFFFFF).
- 25% Gray: Applied to secondary accents, technical details, and subtle UI elements (Hex: #8E8E93).



Color Don'ts

This section provides definitive guidelines on how the OpportuNet brand colors should not be used. Adhering to these rules is essential to avoid visual inconsistencies, ensure accessibility, and maintain the brand's engineered integrity.

Don't change the brand color, Don't use other colors for background,





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Typography

- Typography Style
- Font Sizes
- Font Spacing

Typography

This section provides guidelines on the use of fonts in the OpportuNet brand.

The chosen fonts align with the brand's personality are easy to read in various contexts.

Google Sans

Google Sans Regular

AaBbCc123456

Google Sans Medium

AaBbCc123456

Font Sizes

This section provides guidelines on how to use font sizes consistently throughout the OpportuNet brand.

It also shows recommended sizes for different types of materials, such as printed materials, websites, and social media.

Feed videos: 16px – 24px.
Stories: 20px – 32px.
IGTV: 20px – 32px.
A4 Print: 12-point type
A4 Print: 14-point type
Mobile screen: 12-16pt
Tablet: 15-19pt
Desktop: 16-20pt

Google Sans

Google Sans

Google Sans

Google Sans

Font Spacing

This section provides guidelines on how to use letter spacing, line spacing, and paragraph spacing consistently throughout the OpportuNet brand.

Line Height:150%-200%

Letter Spacing: 0.12-1.5 times the font size

Paragraph Spacing: 1.5 times the font size

Google Sans

Google Sans

Google Sans

Google Sans

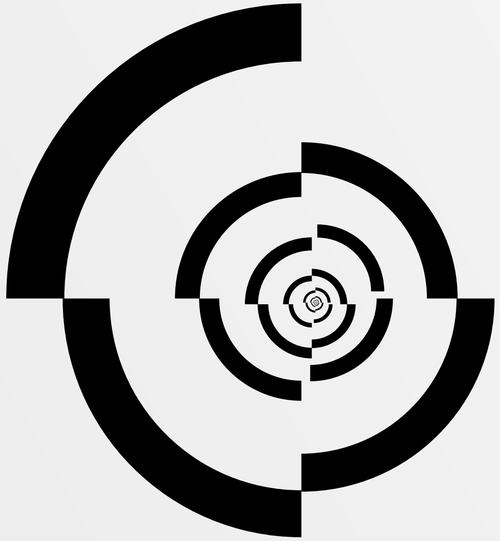
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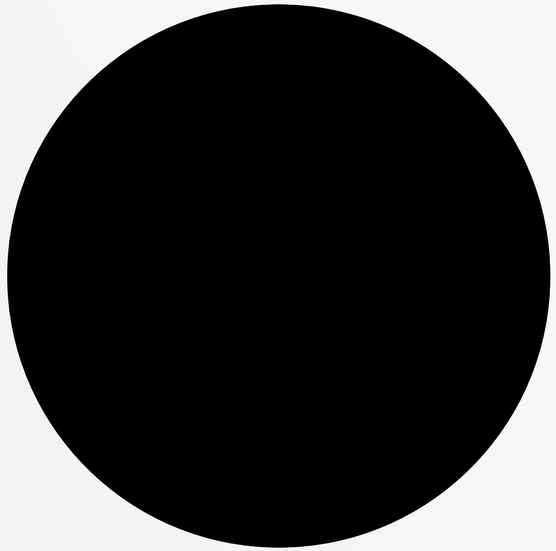
Shapes

Shapes

This section displays the shape also known as the graphic element of OpportuNet's brand identity. This element is derived from the initial letter.

The graphical elements help to create a creative visual across all the touchpoints.





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Icons

Icons

This Section shows the icons for OpportuNet brand visual identity. These icons are used for app design, website design and Deck presentation.

Google Icons



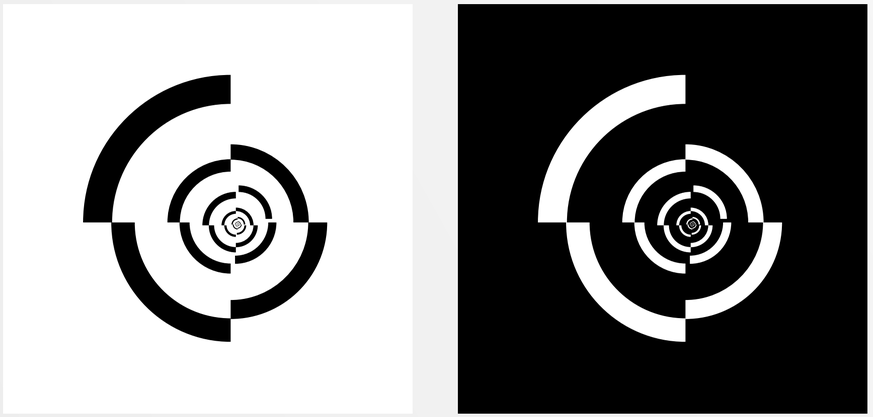
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Social Media

- Social Media Icon
- Social Media Design

Social Media Icon

This provides guidelines on the use of the OpportuNet icon or logo on social media platforms.



The OpportuNet brand mark only as the icon of the social media platform, and the primary logo for the cover pages.

Social Media Design

This provides guidelines on the overall design of OpportuNet's social media profiles.



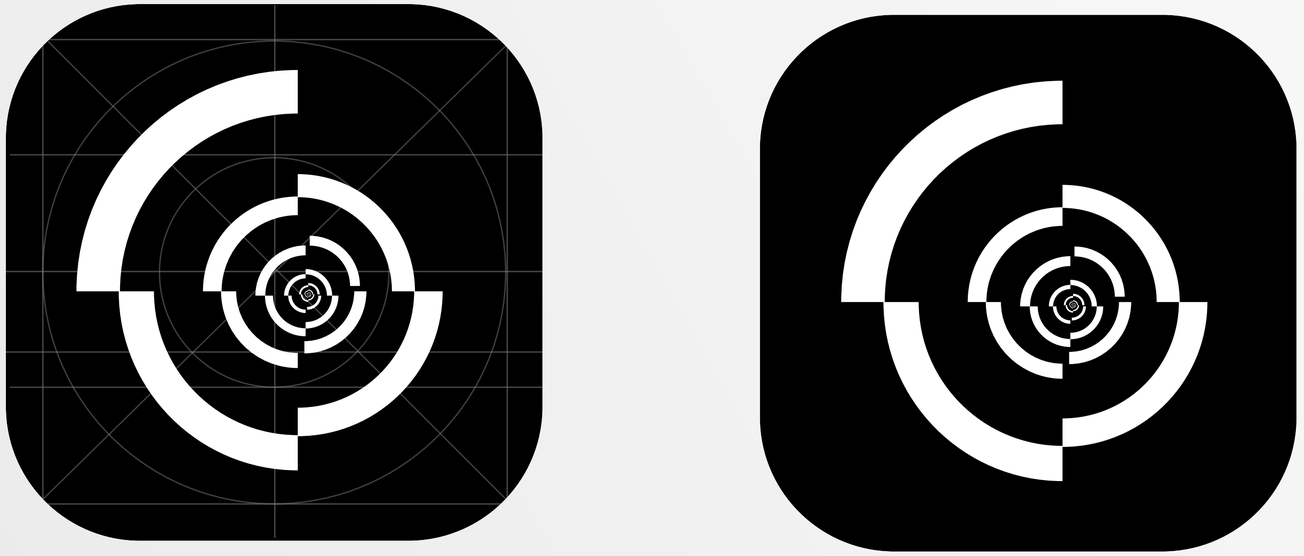


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App Icon

App Icon & Grid

This provides guidelines on the overall design of OpportuNet on App Icon & Grid



OpportuNet App Icon & Grid

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Thank You