



OptimumSM

STYLE GUIDE



OptimumSM

Way Better





Optimum
Dark Blue

CMYK 98, 70, 46, 37
RGB 0, 60, 83
HEX

Optimum
Yellow

CMYK 100, 57, 9, 52
RGB 255, 204, 6
HEX

PRIMARY

Optimum
Green

CMYK 77, 21, 42, 1
RGB 49, 153, 153
HEX

Optimum
Blue

CMYK 88, 43, 25, 3
RGB 0, 120, 156
HEX

TYPOGRAPHY

Avenir Std

AVENIR STD 35 LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

AVENIR STD 45 BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

AVENIR STD 55 ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

AVENIR STD 65 MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

AVENIR STD 85 HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

AVENIR STD 95 BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

**MATTHEW
FINKELSTEIN**

Optimum Building, LLC
5700 Harper Dr. NE
Albuquerque, NM 87109
(505) 226-0170
matt@optimumabq.com





Matt Finkelstein | matt@optimumabq.com | (505) 226-0170



5700 Harper Dr. NE, Albuquerque, NM 87109 | (505) 226-0170 | matt@optimumabq.com
Coworking | Private Offices | Meetings & Events



WE'D
LIKE
TO
TREAT
YOU
TO A
**TEST
DRIVE.**

Redeem between
8/1/19 and 12/15/19
to receive **\$100**
toward Optimum
Services



Optimum

LEASING NOW FOR FALL 2019

Imagine discovering
a place you've always
wanted to find, but
never thought you
could experience.

The Optimum Building is your
business solution. A new place for
you and your team to find success in
Albuquerque. A space that fosters
energy and engagement so you can
be your best, most productive self.
It's all right here for you.



Discover how Optimum will change your
worklife for the better, way better.



5700 Harper Dr. NE, Albuquerque, NM 87109 | (505) 226-0170 | info@optimumabq.com
[Coworking](#) | [Private Offices](#) | [Meetings & Events](#)

