



Optima Communications Kit Catalogue

UK&I | Dec 2025

Introduction

This kit has been designed so you can promote the use of Optima to your staff, encouraging readers to find out more from their rostering team.

Assets

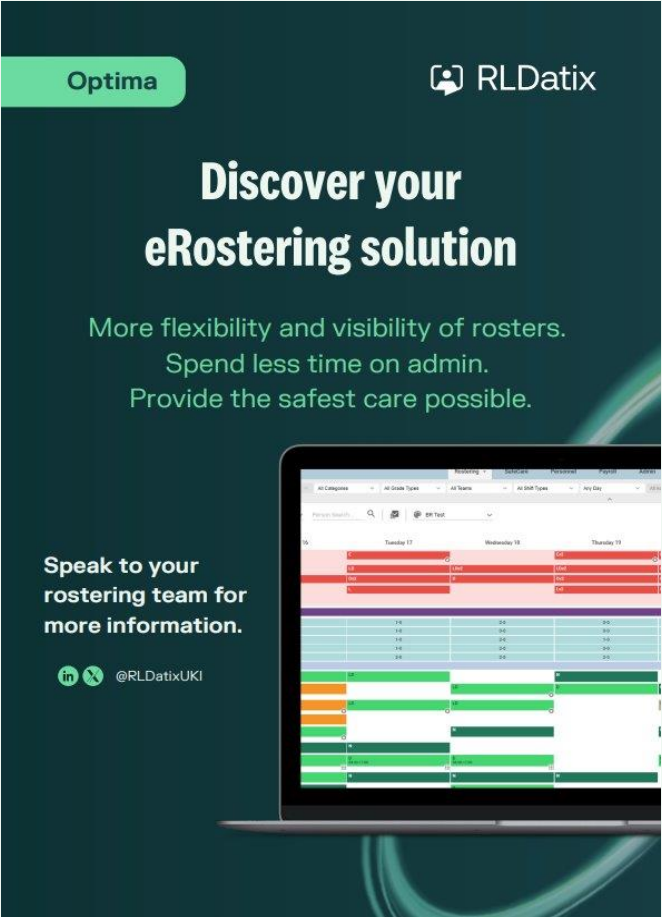
- A4 Poster
- Banner
- Email Signature
- Screensaver/Digital Screen
- Desktop Icon

Communication Kit

Print Item: A4 Poster

- Printable poster with key headline messaging.
- For placement in common staff areas/near workstations where people may log into Optima.

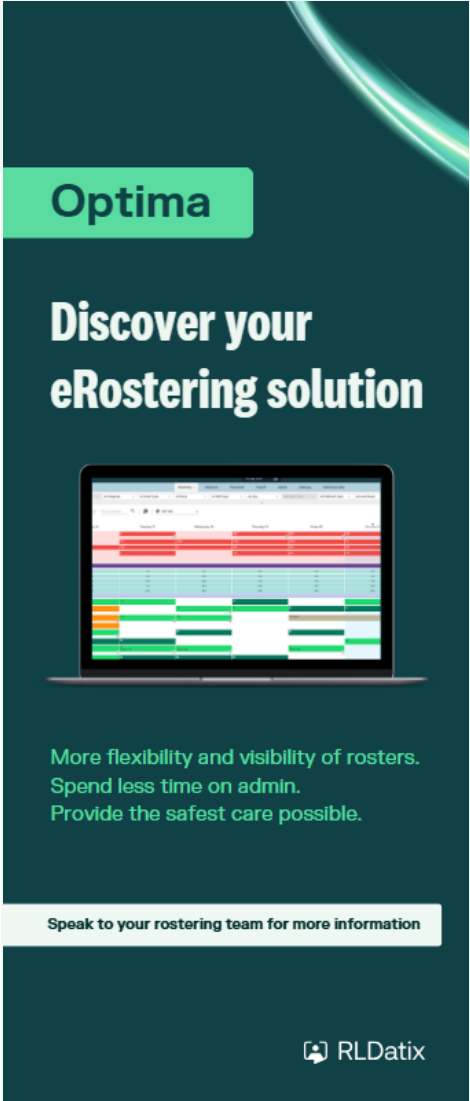
Supplied Format	A4, PDF
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Print Item: Banner

- Printable banner with simple headline message.
- For placement in common staff areas/near workstations where people may log into Optima.

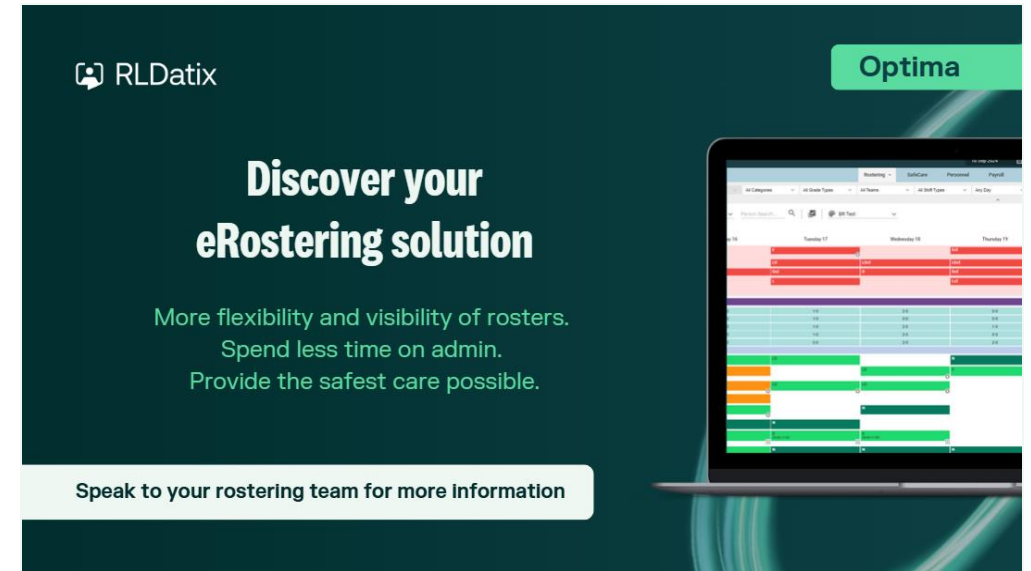
Supplied Format	PDF
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Digital Item: Digital Screen

- Landscape digital screen that you can use as a screensaver or on rotational digital screens.
- Simple headline message of introduction to Optima.

Supplied Format	16:9 ratio, JPEG
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Digital Item: Email Signature

- Image that can be added to the bottom of email signatures.
- Includes a ‘find out more’ message so you can link to an internal intranet page for additional info, or to your Optima URL.

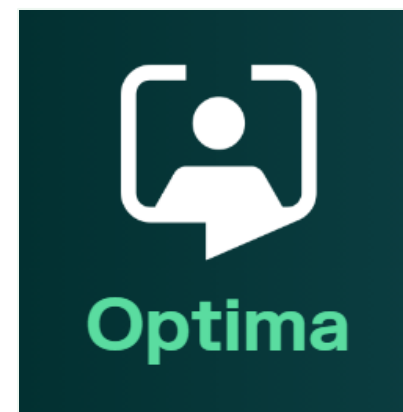
Supplied Format	JPEG
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Digital Item: Desktop Icon

- Optima symbol that can be used as a desktop icon, or any small button links to Allocate Optima.
- Available in Teal and White

Supplied Format	PNG
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If you have any questions or feedback these assets,
please contact: comms-vault@rldatix.com