Introduction

These guidelines are here to help you bring Ostratto's vision to life. Inside, you'll find essentials on our brand strategy, visual identity and tone of voice. Offering tools to ensure every message, design, and interaction embodies Ostratto's unique character. Let's keep our brand consistent and true across everything we create.

Contents

At Ostratto we make your work, less work.

Wondering how to say our name? It's pronounced '*Oss-strah-toe*'.

Now you're saying it like a pro!

At our core

We are proud to be a part of all of our customers businesses, integrating ourselves as trusted advisors and measuring our success on their success. To do this successfully we stand on three key pillars...

Strategy

An organisation-level tactical approach designed around the customer, not around the businesses 'usual' operation structure.

Solution

A software stack that (at its most basic) works for the customer and makes work, well, less work. This could also include an addition to existing solutions.
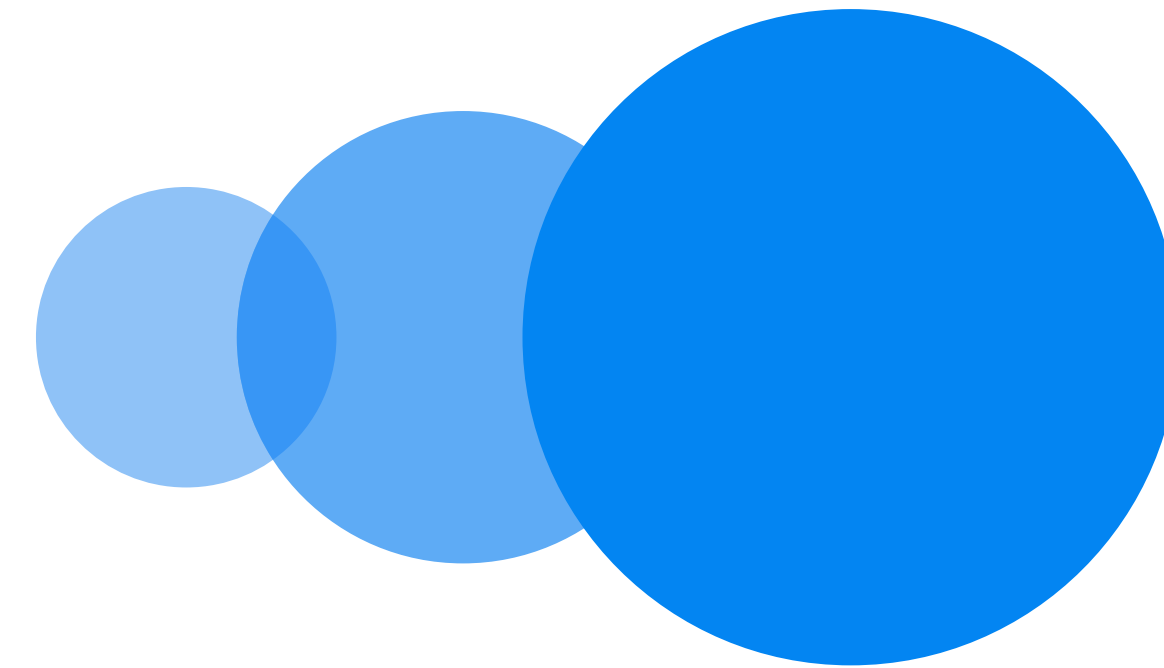
Support

Professionals supporting the solution that has been implemented. A team being available for when the inevitable may happen.

Logo Usage

Logo

The logotype is our most important asset. The logotype consist of our symbol and wordmark. The logotype should always be treated with respect and placed prominently in communication and on products.

Logo Variables

The logotype is available in two versions, one is the vertical (stacked) logo — which is the primary version — and the other is the horizontal logo.

1. Primary Logo (vertical)
2. Secondary Logo (horizontal)
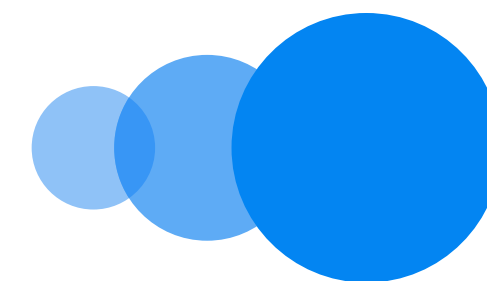3. Logo mark

1.

Ostratto

2.

Ostratto

3.

Logo Variables

Our logotype is available in black and white (positive and negative). The white logotype on Ostratto Brand Blue is our primary application.

White logotype on Ostratto Brand Blue

Black logotype on white

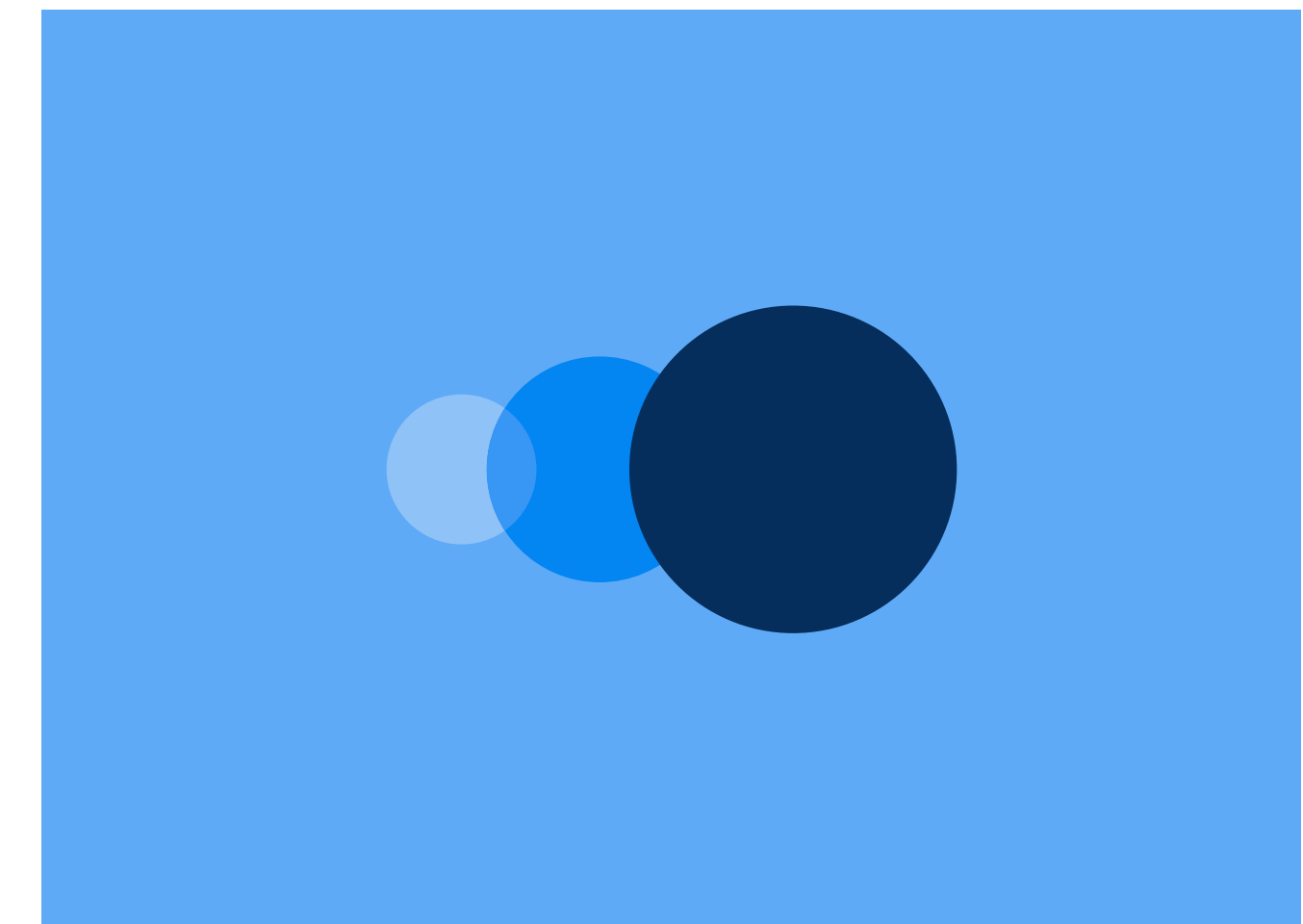

White logotype on black

Logo Alternatives

The Ostratto logo alternative is only to be used for specific purposes, for example internal documents. But this is to be specified by the internal management team.

Main Logo

Alternative horizontal

Alternative mark only

Safezone

The clear space around the logotype is the middle circle size of the Ostratto mark.

Logo on image

Ostratto logos on imagery should be applied for maximum clarity and consistency. Use the logo on light and dark imagery as specified to maintain contrast and visibility across all visuals.

A. For use on light imagery.

B. For use on dark imagery.

A.

B.

Ostratto

Ostratto

Incorrect usage

- Do not change the logo to an unspecified colour or combination of colours.

- Do not scale, stretch, or resize the logo disproportionately.

- Do not use the logo in any orientation other than horizontal.

- Do not attempt to recreate the logo.

- Do not use the logo as a repeated pattern.

- Do not apply graphical elements, such as drop shadow or glow.

- Do not alter the composition of the logo.

- Do not use the logo colour on a background without proper contrast.

Co-brand & Partnerships

For the co-branding & partnership logos, the minimum clear space on all sides of the logo should be the height of the lowercase o in Ostratto. This includes the space between the two logos divided by a 1.5pt black line in the middle dividing the two logos.

The Partner logo should be the height of the larger blue circle in the Ostratto mark.

15

Brand Colours

Primary Colours

Colour is highly communicative and plays an important role within our identity. A range of curated colours is available to communicate across a wide range of tones. Consistency in approach to colour is essential.

Our primary colour should mainly be used for backgrounds, colour fields, and other graphic elements, including brochure covers, page dividers, promotional folders, and more.

Ostratto Ink

#161515
R - 121 G - 121 B - 121
C - 77 M - 69 Y - 61 K - 86

Ostratto Ice White

#e8f3fc
R - 232 G - 243 B - 252
C - 11 M - 2 Y - 0 K - 0

Ostratto Dark Blue

#042e5b
R - 4 G - 46 B - 91
C - 100 M - 84 Y - 38 K - 29

Secondary Colours

Colour is highly communicative and plays an important role within our identity. A range of curated colours is available to communicate across a wide range of tones. Consistency in approach to colour is essential.

Our secondary colours should mainly be used for highlighting, colour fields, and other graphic elements, including marketing materials and social media assets.

Ostratto Horizon

#0085f2
R - 0 G - 133 B - 242
C - 79 M - 46 Y - 0 K - 0

Ostratto Blue Sky

#5faaf6
R - 95 G - 170 B - 246
C - 56 M - 24 Y - 0 K - 0

Ostratto Frost Blue

#8ec3f8
R - 142 G - 195 B - 248
C - 40 M - 13 Y - 0 K - 0

Ostratto Gradient

Our brand gradient is a key visual tool, adding depth and dimension to our identity. It is designed to be versatile and impactful, while remaining consistent across applications. This gradient can be used as a backdrop for digital and print materials, adding visual interest to backgrounds, overlays, and key graphic elements.

Use the gradient thoughtfully to enhance the brand's presence and maintain cohesion across all touch points.

Typography
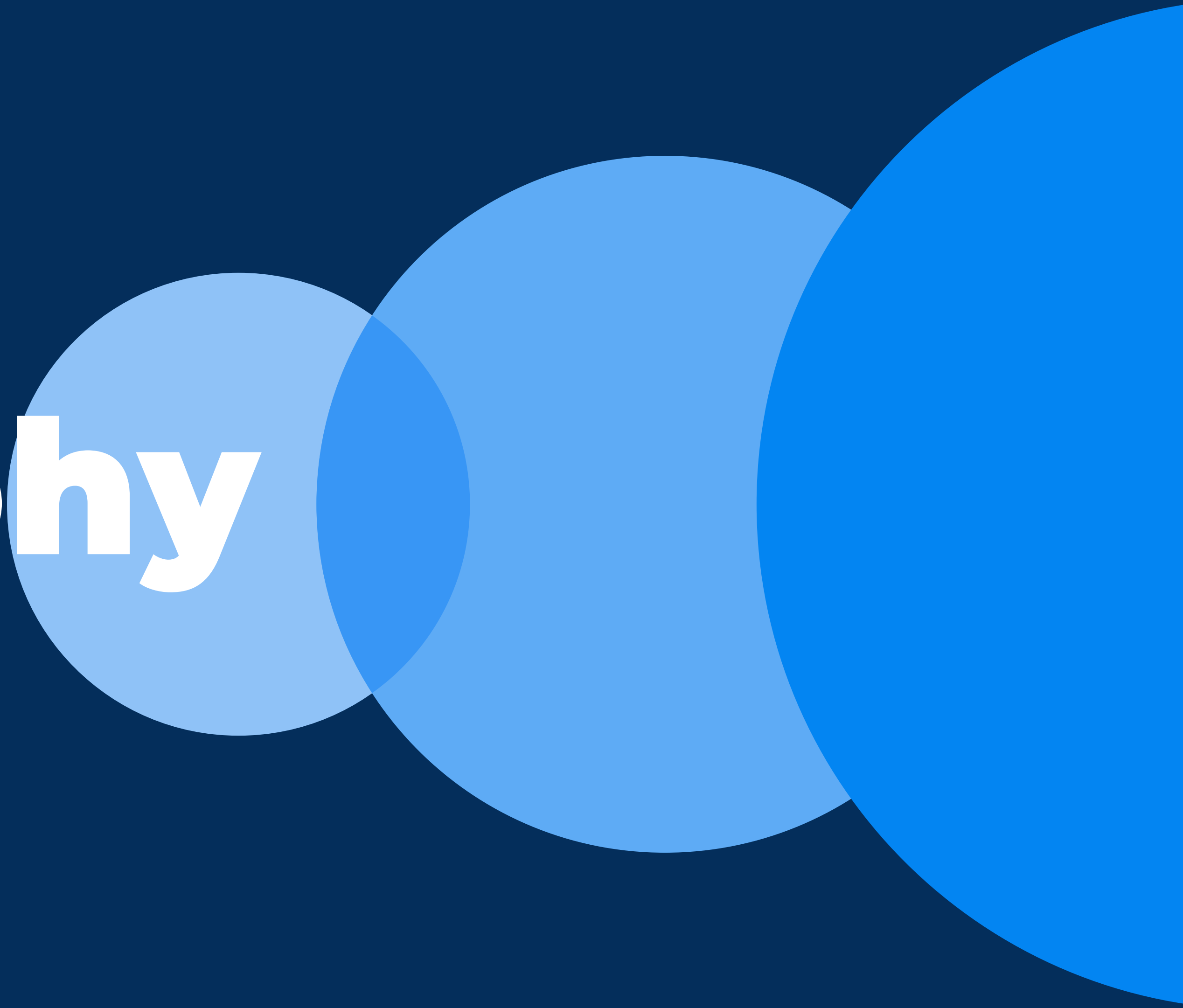
Primary Typography

Our primary typeface is Montserrat. It is available on Adobe Fonts with an Adobe Creative Cloud subscription and also available via Google Fonts.

As our primary typeface, it should be used on all internal materials. Black and Light weights should be use for External use i.e. marketing material etc.

Montserrat

AaBbCcDdEeFfGgHhIiJjK
kLlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz

1234567890
!&@#£$%*()&?;:.,

Light   Regular   **Semi-Bold**   **Bold**   **Black**

Aa

Secondary Typography

Our secondary typeface is Open Sans. It is available on Adobe Fonts with an Adobe Creative Cloud subscription and also available via Google Fonts.

As our secondary typeface, it should be mainly for body copy rather than headers.

Open Sans

AaBbCcDdEeFfGgHhIiJjK kLlMmNnOoPpQqRrSsTtUu VvWwXxYyZz

1234567890
!&@#£$%*()&?;:.,

Light   Regular   **Bold**

Aa

Typesetting

1. **Headings:** Montserrat: Black, Leading: Auto Tracking: 0 (Default)

2. **Sub-Heading or emphasised text:** Montserrat: Bold, Leading: Auto Tracking: 0 (Default)

3. **Paragraph Header:** Open Sans: Bold, Leading: Auto Tracking: 0 (Default)

4. **Body Copy:** Open Sans: Regular, Leading: Auto Tracking: 0 (Default)

Line spacing: the use of automatic line spacing is recommended in all cases.

Make Your Work, Less Work.

We provide best-in-class, cost effective technical solutions that you and your business can rely on. We call it *smart business*.

About us

Founded in 2019, we have established ourselves as a forward-thinking technical consultancy both locally in the South West and further afield nationally and internationally. We work with businesses from a wide range of sectors from leisure through to manufacturing. We are quite proud to be a part of all of our customers businesses, integrating ourselves as trusted advisors and measuring our success on their success. We call this "customer success" and it's our proven model. Learn more.

We put a huge amount of effort into recruiting bright, inquisitive people and train most of our team from scratch. As a result, we have a close-knit team who work well together and are naturally passionate about creating exceptional outcomes for our clients.

Our experience and dynamic team stands at the ready to help you navigate your technology journey. Our diverse, talent pool of technologists, cloud architects, change management specialists, engineers, and project managers come from every background, but we're united by the drive to deliver - every step of the way.

1. # Main Heading

2. **AaQuam volupta saectur, ne la est, seque nimincturi te ipiet porrovi taturia spedisciae volupta dolorepel et aribus dictinihilic te que volo eum voluptatur sapit atet ati.**

3. **Paragraph Header**

4. Orepel et aribus dictinihilic te que volo eum voluptatur sapit atet ati.Utatiantiusda doloris escid ut mo in nonsero escipsam repudi ommoloreius accus et aut voluptat.

Aboreptatem. Adipsam usapici enimintet reped maionectat.

Beat iusdae vel earcia cus re, ulpa aut laccuptasin cum eatiore ctendi od unt, ut dolupta temperum quos resse int et aut plignis de moditaquam eum iliquunt.

Uptat faces vide cus et, nonseque lique moloria quam sita nosandamus pro ium facererum rerfernat.

Ur, volorep tiorrum et fugit omnimentiur, ut estiasim qui con nisint oditaquam harchil istiam fugia duciis dolorum, omniasp iendio. Tur?

Nam nones et iligend ellabor epernat aut latquod quis vollatiatia con pelest, optatet odit volupicae moloreh entio. Muscien ihiciis esequam usciditectem quatur aris earcit liti sequi te nullabo restium quaspic tendae aut et quiandae parciet esequas

Combining Typography Weights

Print Assets

Our typeface offers five weights: Light, Regular, Semi-Bold, Bold, and Black. Clear hierarchy ensures readability and highlights key messages. Use variations in position, weight, size, capitalisation, and colour to establish this.

If Montserrat is unavailable, use Open Sans. For stronger contrast, use Open Sans Regular for body copy instead of Montserrat Regular, as shown earlier.

This is an example structure for an A4 print format. This is only meant to be a guide, and if sizing needs to change, it is up to the discretion of the people creating the document to use reasonable judgement to increase or reduce scale, depending on the length of the copy or size of the document. If the document is smaller, the formatting should reduce in scale accordingly.

As a note, I would recommend that body copy shouldn't be any smaller than 7pt for legibility.

Montserrat Black
Montserrat Bold
Montserrat Semi-Bold
Montserrat Regular
Montserrat Light

Montserrat Black
50pt

This is a Headline

Montserrat Bold
36pt

Place a Title Here

Montserrat Semi-Bold
18pt

A paragraph header or body copy pull-out section

Montserrat Regular
12pt

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Open Sans Regular
12pt

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Montserrat Light
36pt

Pulled out sections e.g. quotes

Combining Typography Weights

Digital Assets

Our typeface offers five weights: Light, Regular, Semi-Bold, Bold, and Black. Clear hierarchy ensures readability and highlights key messages. Use variations in position, weight, size, capitalisation, and colour to establish this.

If Montserrat is unavailable, use Open Sans. For stronger contrast, use Open Sans Regular for body copy instead of Montserrat Regular, as shown earlier.

This is an example structure for an 1080x1920 digital format. This is only meant to be a guide, and if sizing needs to change, it is up to the discretion of the people creating the document to use reasonable judgement to increase or reduce scale, depending on the length of the copy or size of the document. If the document is smaller, the formatting should reduce in scale accordingly.

As a note, I would recommend that body copy shouldn't be any smaller than 7pt for legibility.

FAMILY WEIGHTS

Montserrat Black
Montserrat Bold
Montserrat Semi-Bold
Montserrat Regular
Montserrat Light

Montserrat Black
90pt

This is a Headline

Montserrat Bold
52pt

Place a Title Here

Montserrat Semi-Bold
24pt

A paragraph header or body copy pull-out section

Montserrat Regular
14pt

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Open Sans Regular
14pt

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Montserrat Light
42pt

Pulled out sections e.g. quotes

Layout Variations

Grids are essential for maintaining structure and balanced proportions in Ostratto layouts. The following guidelines apply to all communication materials.

Margins

Use equal margins on all sides where possible. For printed double-page spreads, allow extra space in the middle for readability. Tight margins are part of the Ostratto brand identity, but slightly larger margins may be used for in-house printed documents like stationery. On digital interfaces, apply equal margins to the left and right sides only, with no margins at the top or bottom.

Columns & Gutters

Define a consistent number of columns for each layout. Twelve columns are a versatile starting point, divisible by 2, 3, or 4. Adjust column numbers to suit the format. A 5.5mm gutter works well for A4 documents, but wider gutters may be needed for digital layouts to ensure readability, such as in presentations or social media materials.
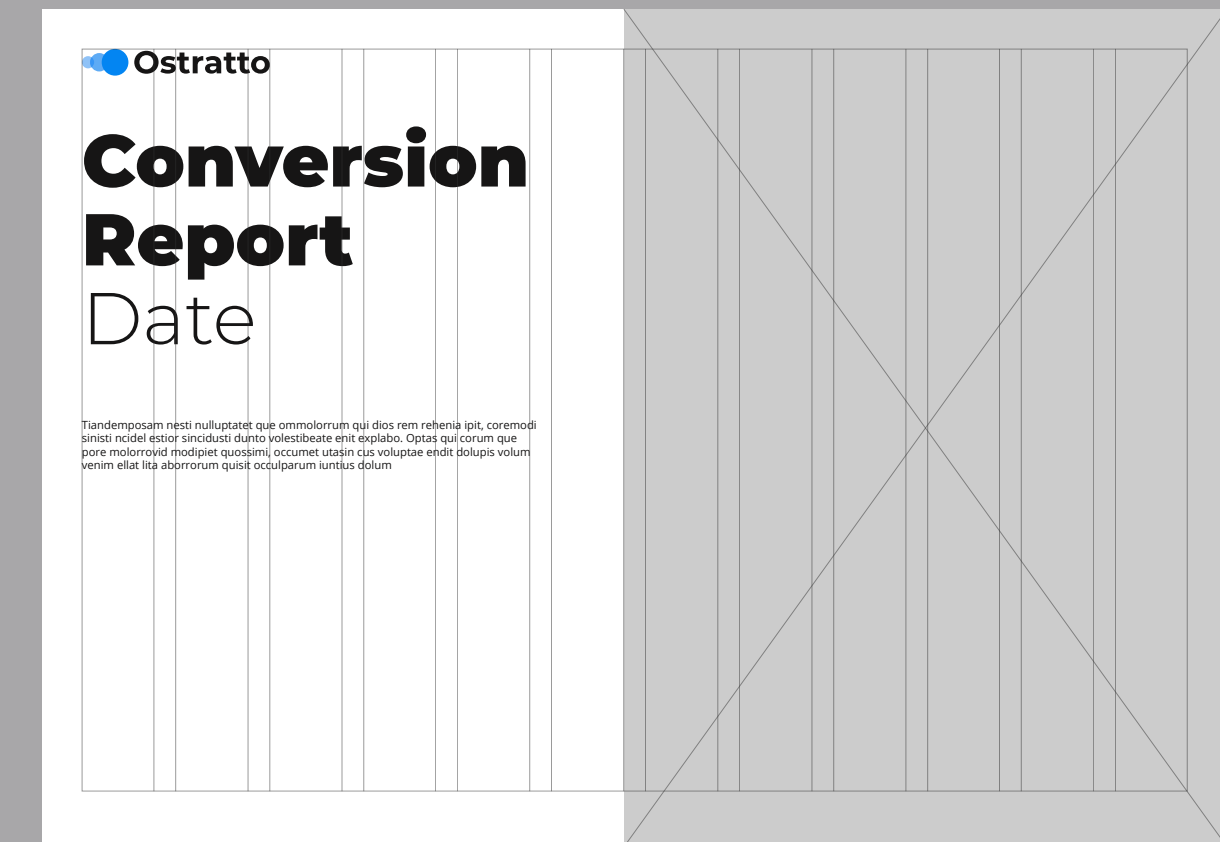
**A4 PORTRAIT
210 X 297 MM**

12 COLUMN GRID

7 MM MARGINS

5.5 MM GUTTERS

Ostratto

Client Name
Report

Tiandemposam nesti nullupatatet que ommolorum qui dios rem rehenia igit, coremodi sinisti ncidel estor sinciduisti durrio volestibeate einit explatio. Optas qui corum que pore molorrovid modipiet quossimi, accumet utasin cus voluptae endit dolupis volum venim ellat lita aborrorum quisst occulparum iuntius dolum

Ostratto

Conversion Report
Date

Tiandemposam nesti nullupatatet que ommolorum qui dios rem rehenia igit, coremodi sinisti ncidel estor sinciduisti durrio volestibeate einit explatio. Optas qui corum que pore molorrovid modipiet quossimi, accumet utasin cus voluptae endit dolupis volum venim ellat lita aborrorum quisst occulparum iuntius dolum
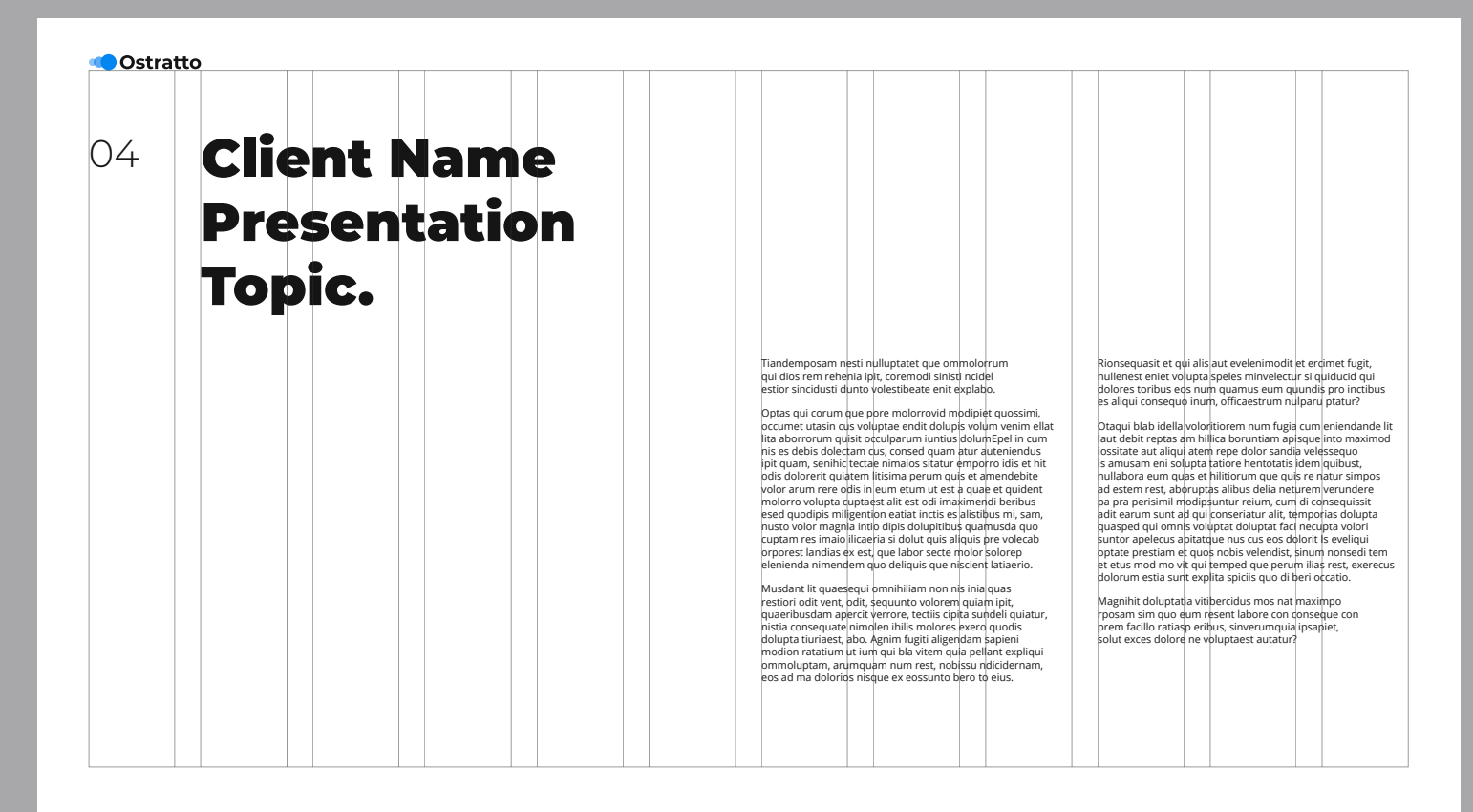
**A4 Landscape
297 x 210 MM**

12 COLUMN GRID

7 MM MARGINS

5.5 MM GUTTERS

**Digital Presentation
1080x1920px**

12 COLUMN GRID

35 px MARGINS

35 px GUTTERS

**Social Post
1080x1080px**

4 COLUMN GRID

70 px MARGINS

70 px GUTTERS

Ostratto

5 ways to improve
IT integration

Ostratto

04

Client Name
Presentation
Topic.

Layout Variations

(Colour Library and Photography applied)

**A4 PORTRAIT
210 X 297 MM**

12 COLUMN GRID

7 MM MARGINS

5.5 MM GUTTERS

Client Name
Report

Tiandemposam nesti nulluptatet que ommolorrum qui dios rem rehenia ipit, coremodi sinisti nicidel estior sincidusti dunto volestibeate enit explabo. Optas qui corum que pore molorrovid modipiet quossimi, occumet utasin cus voluptae endit dolupis volum venim ellat lita aborrorum quist occulparum iuntius dolum

**A4 Landscape
297 x 210 MM**

12 COLUMN GRID

7 MM MARGINS

5.5 MM GUTTERS

**Conversion
Report**
Date

Tiandemposam nesti nullupatet que ommolorrum qui dios rem rehenia ipit, coremodi sinisti nicidel estior sincidusti dunto volestibeate enit explabo. Optas qui corum que pore molorrovid modipiet quossimi, occumet utasin cus voluptae endit dolupis volum venim ellat lita aborrorum quist occulparum iuntius dolum

**Digital Presentation
1080x1920px**

12 COLUMN GRID

35 px MARGINS

35 px GUTTERS

**Social Post
1080x1080px**

4 COLUMN GRID

70 px MARGINS

70 px GUTTERS

Ostratto

5 ways to improve
IT integration

Ostratto

04 **Client Name
Presentation**
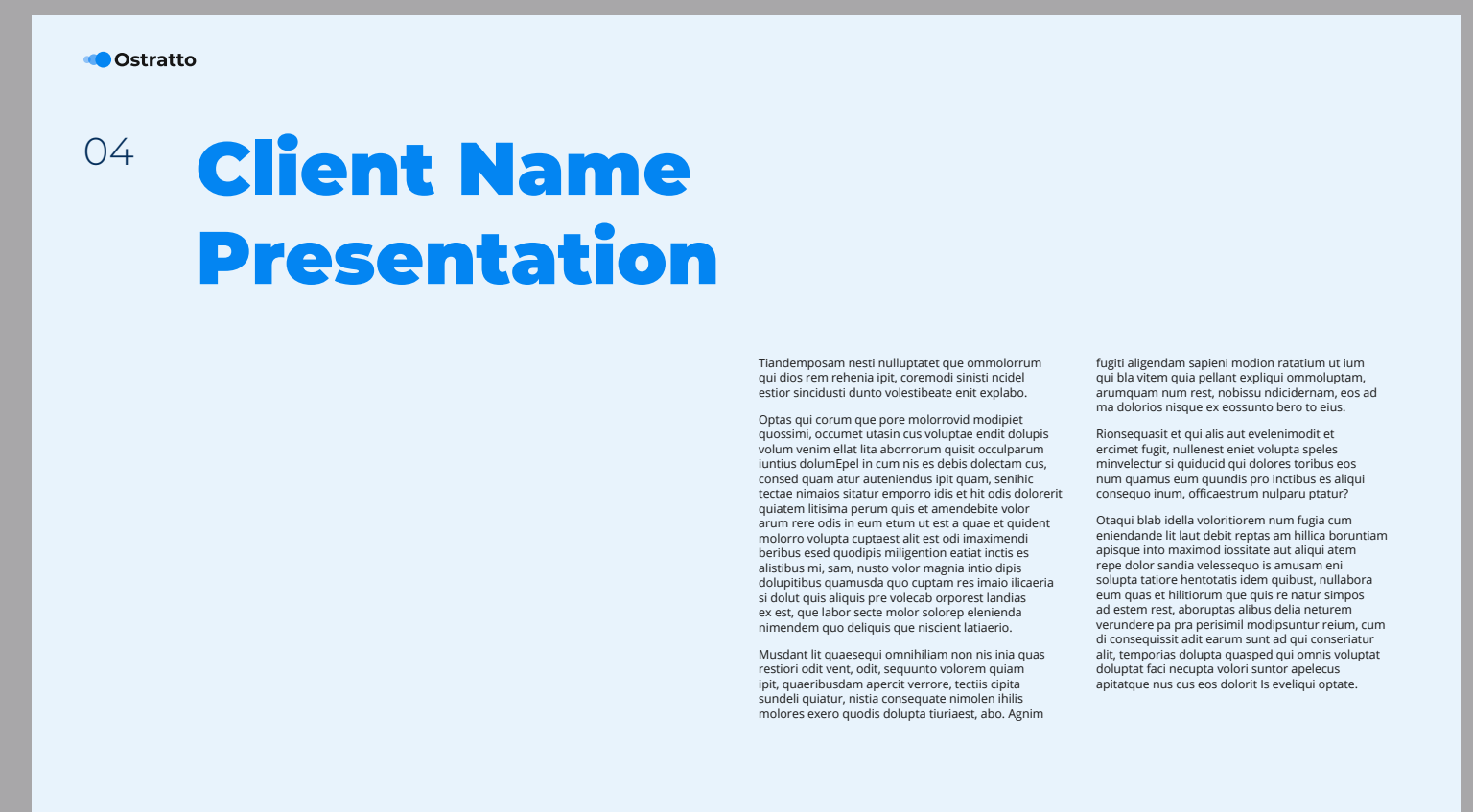
Iconography

Iconography

Our set of icons have been created to be used throughout the brand to give personality and include a graphic element to increase visual appeal.

The primary icons are featured to the right with more secondary coloured options to work on different background featured on the next pages.
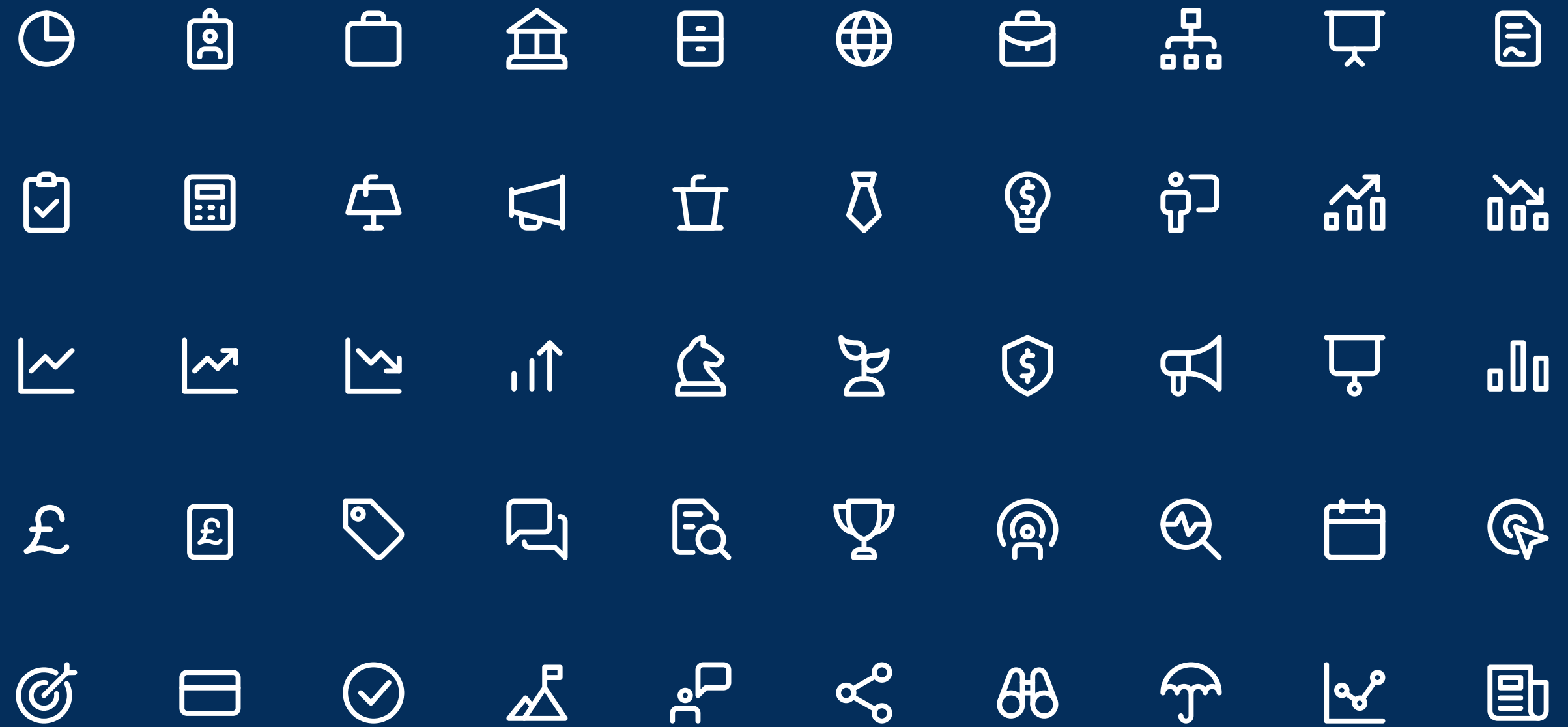
Iconography

Secondary icons are to be used when the primary icons can't be used due to contrast issues.
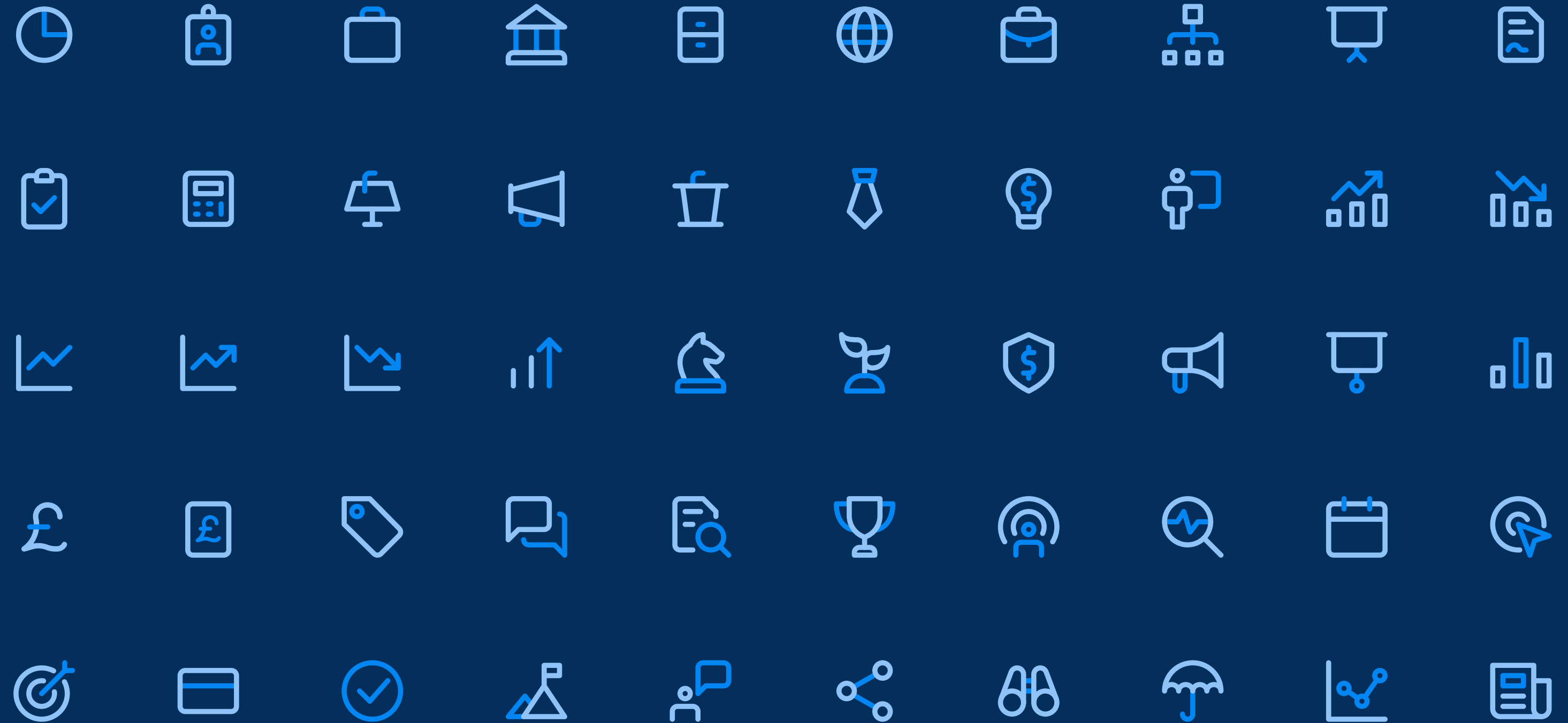
Iconography

Secondary icons are to be used when the primary icons can't be used due to contrast issues.

Tone of Voice

When our tone of voice is both distinctive and consistent, our customers and stakeholders come to recognise it as the Ostratto voice. Our voice helps them get to know us by communicating who we are and what we stand for, setting us apart from our competitors. A consistent tone of voice strengthens our customers' connection to the brand, helping them feel as though they understand and trust us.

Trustworthy and honest

We tell it like it is, and we're approachable. Our opinions and statements are trustworthy because we back them up with our experience and knowledge. We have integrity. This means we don't oversell or make promises we can't keep; we stick to the facts. We are transparent and informative.

Professional

We speak the same language as our audience: our stakeholders, customers, and partners. We use terminology that is familiar within our industry. We are credible and emphasise our experience, but we are never uptight or arrogant. We address challenges, but we don't communicate in a threatening or dramatic way. We are straightforward and helpful.

Customer-centric

With customers, we are approachable and use layman's terms when appropriate. However, there is always substance and impact in what we say. As experts, we strive to make our complex field of expertise as understandable and accessible as possible for our customers and stakeholders. We understand our customers' pain points and address their needs in our communication.

Ostratto is

- Positive without being naive
- Confident but not arrogant
- 'Matter-of-fact' not alarmist or threatening
- Knowledgeable but not elitist
- Concise not wordy
- Direct not vague
- Relaxed but not casual
- Responsible but not boring
- Informative, not poetic
- Engaging, not provocative – start conversations, don't end them!

General Writing Guides

- Use plain English
- Use UK English across all markets for consistency
- Use the active voice
- Be clear, direct, concise
- Use gender-neutral language
- Avoid formal language, industry jargon and clichés
- Avoid colloquial expressions
- Structure your content clearly
- Use informative headings
- Use only necessary abbreviations
- Avoid acronyms
- Avoid exclamation points if possible. Let your enthusiasm speak through your words.

- Avoid expressions that are too specific to your own culture
- Use a personal approach: communicate directly with your readers. When you write to the reader, use "you."
- Show, don't tell
- Always remember Ostratto trust position: focus on expressing our values and building trust
- Stick to Ostratto verbal personality and trust positioning – don't simply repeat what our competitors are saying

Crafting Effective AI Prompts for the Ostratto Tone

1. Be Clear and Specific

- Define Your Intent: Start by specifying the goal of your prompt. Whether it's to create customer communication, generate social media content, or brainstorm ideas, a clear purpose will help any AI platform deliver more relevant results.
- Provide Context: Briefly explain the background or scenario. AI's performs best when it understands the broader context. For example, mention your audience (e.g., customers, stakeholders) and any relevant brand details.

2. Incorporate Brand Tone and Values

- Specify Ostratto's Brand Voice: Indicate that you want a response that is "approachable, honest, and trustworthy." Highlight our values, such as being transparent, supportive, and fact-based, to help the AI generate content aligned with Ostratto's voice.
- Set Expectations for Style: Request a tone that is friendly yet knowledgeable, avoids overselling, and emphasises clarity. For instance, say "Use simple, conversational language that's easy to understand" to encourage approachable, accessible language.

3. Structure Prompts for Specificity and Clarity

- Direct Instructions: Clearly state what you want AI to do. Instead of asking, "Can you help with customer communications?" try "Write a brief message to customers that explains a product feature in a straightforward, non-technical way."
- Specify Desired Length or Format: To control length, indicate a word count, like "Provide a 100-word explanation." If you need a specific format, such as bullet points or a short paragraph, make that clear in the prompt.

4. Incorporate Empathy and Customer Focus

- Use Customer-Centric Language: Ask the AI to "emphasise empathy by acknowledging customer needs or challenges." This helps align responses with Ostratto's value of understanding and addressing customer pain points.
- Focus on Solution-Oriented Content: Direct the AI to provide practical, helpful solutions. For example, say, "Frame the response to highlight how this service benefits the customer directly."

5. Guide AI on Structure and Language

- Request Plain Language: Specify that you want "layman's terms" or "non-technical language" when explaining complex concepts, but ask for substance to keep the message impactful.
- Suggest Positive Framing: AI's responds well to prompts that focus on positive language. For example, "Frame the benefits of this feature in a positive, accessible way without exaggerating."

6. Include Brand-Specific Language

- Use Familiar Terminology: If there are terms or phrases common within the industry that Ostratto customers would recognise, include them in the prompt. Specify, for instance, "Use industry-standard terms where appropriate but avoid jargon."
- Request Consistency: For ongoing projects, remind AI's to "match the tone and style of previous responses" to maintain a unified brand voice across communications.

7. Test and Refine

- Experiment with Variations: If you don't get the right tone or content the first time, adjust the prompt slightly and try again. AI content generation often improves with small adjustments to phrasing or additional details.
- Provide Feedback on Outputs: Directly guide AI's by saying, "Make this more approachable" or "Focus on making the message more concise." You can also ask it to rephrase content to better align with Ostratto's values.

Examples of Effective Prompts for the Ostratto Tone

- Do: "Write an approachable, trustworthy product description that explains the benefits in clear language, helping customers understand and feel confident in the product."
- Don't: "Write an impressive sales pitch that shows why we're the best option in the industry."

By following these steps, you can consistently get responses from AI services that align with Ostratto's tone, making it easy to create content that feels authentic, approachable, and aligned with the brand.

Application

Posts

Sample application for social media communications, these layouts and designs can also be used for promotional, digital or print materials including newspaper and magazine advertisement or promotional materials like notepads and calenders.

Email Footers

Sample application for email footers. Bringing in the new gradient and logo refreshes the current footer making it more prominent. There are horizontal and portrait version included for example.
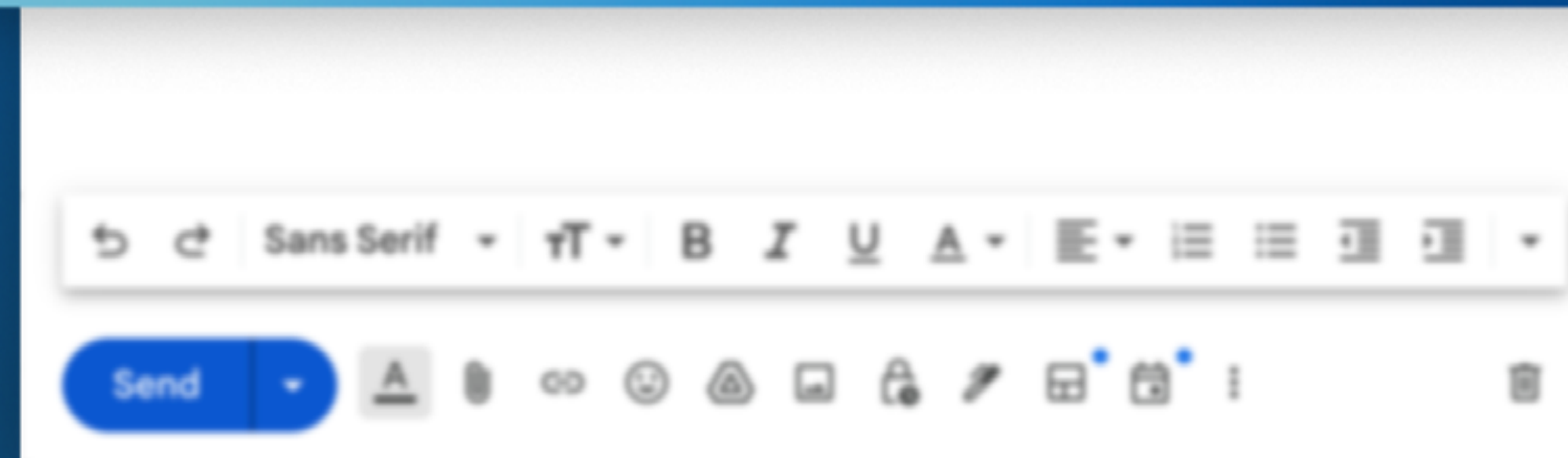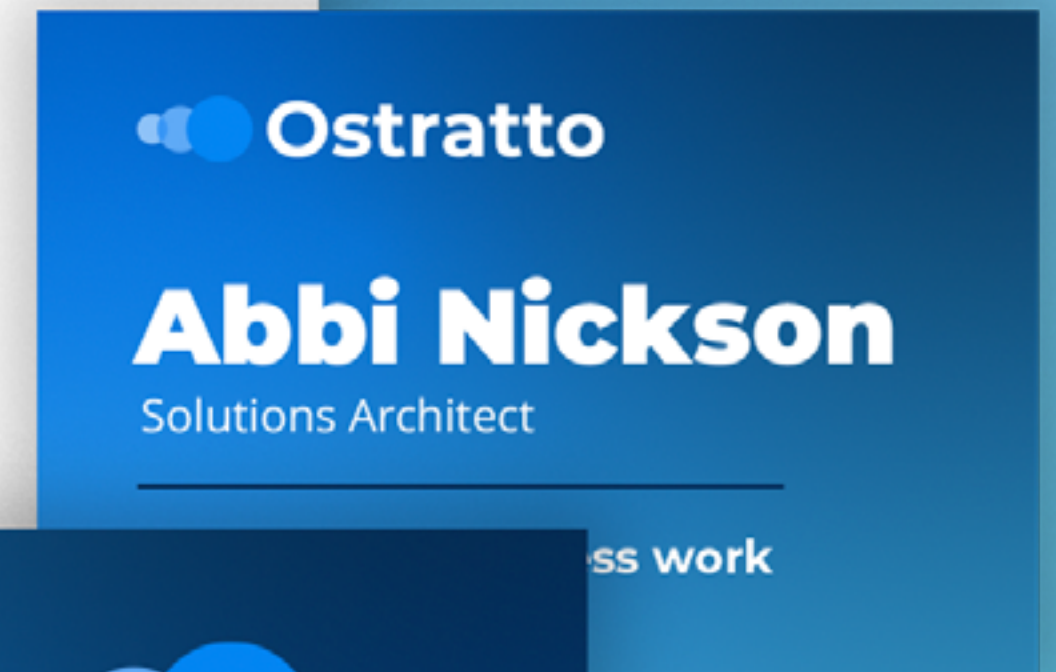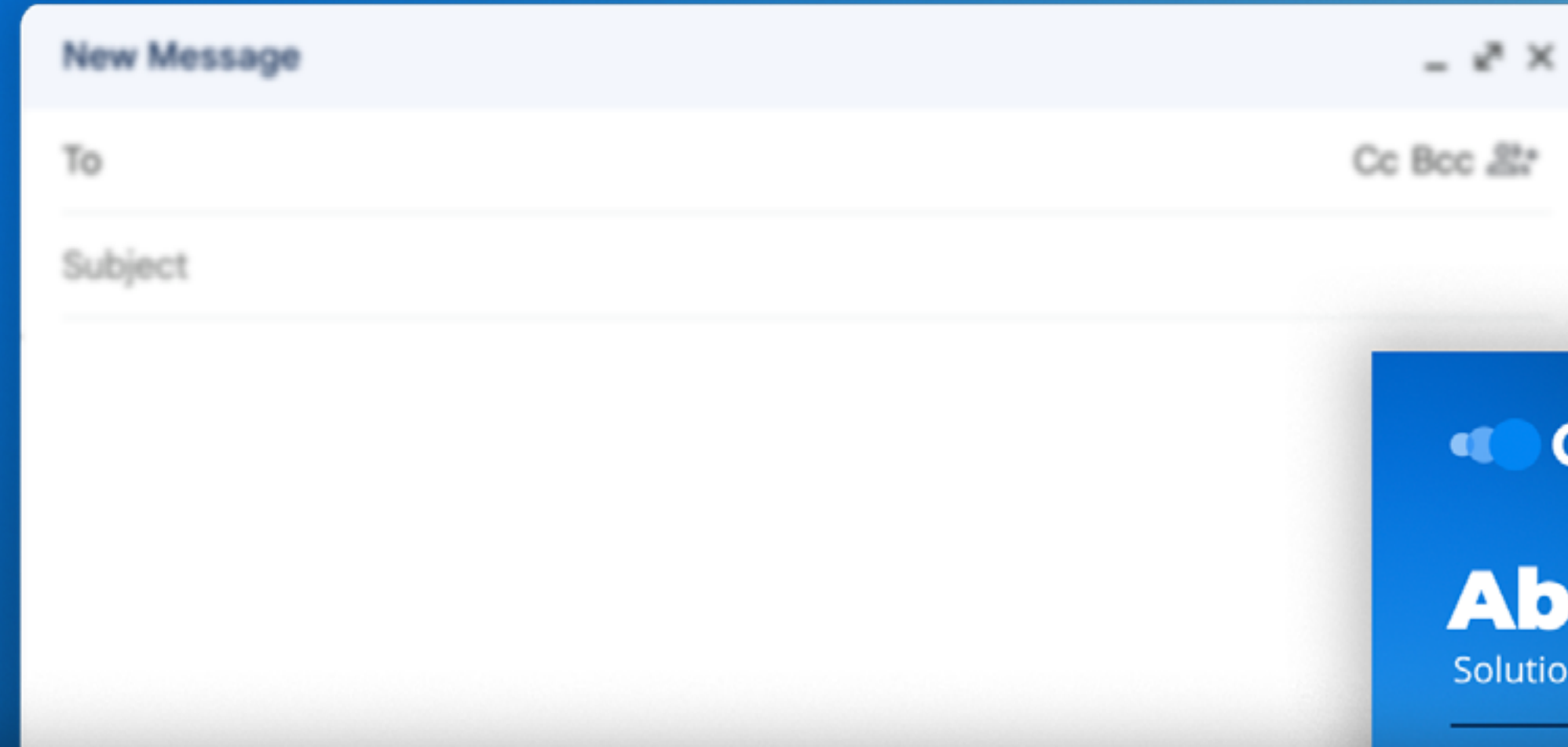
Stationery

The Ostratto Letterhead, Envelope, Business
card and writing design.

ID Card

The Ostratto ID card design.