



# Brand Guidelines

The OTAVA® name should always be capitalized, everywhere. A registration mark (®) should always be visible the first time the name is used on each page or material.

## Copy & Voice

### Defining our brand identity.

Inspired by our brand promise, ‘People and Technology Empowering Possibility,’ we have developed a set of principles to inform our visual and verbal identity.

Just like it reads, we are people first, technology second. This may seem backward, considering we are a cloud technology company, but our human-based approach is what sets us apart from the competition and influences everything we do.

### Tone of voice:

Writing in the technology space doesn’t have to be verbose or prosaic. Our voice should come across as informal yet informative. We are approachable, conversational, knowledgeable, and trustworthy, with just a hint of quirkiness. In other words, we’re human.

Take our campaign headline line, for example. Where we could have said, “**We handle the cloud so you can focus on your business.**” We instead say, “**We do the cloud, so you can do you.**”

While both lines communicate the same message, one takes on a more colloquial and relatable tone than the other. We are people talking to people, and we never want to lose that authentic connection. It’s always encouraged to add color and personality, but never at the expense of word count or creating more work for the reader. Less is more, even when it comes to the fun stuff.

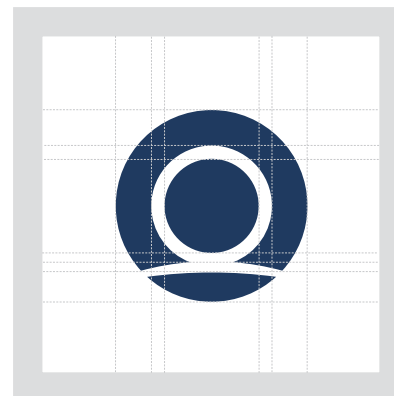
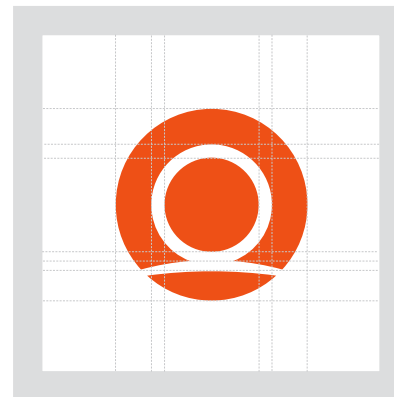


## Brand Logos

Wordmark Lockup



Iconmark



The OTAVA logo is the cornerstone of our brand. It helps clients understand what we do, who we are, and what we value. Our main logo, with the “Secure & Compliant Multi-Cloud Solutions” descriptor is our default logo. The version without the descriptor should be used only if the logo size or placement makes the line difficult to read. Our bug logos can be used when space or layout constraints won’t allow for the practical use of the full logo. They can also be utilized as an accent across multiple pieces to bring consistency. Choose a color that will complement or artistically offset the material you are designing.

Registration mark (®) should always be visible with our logo.

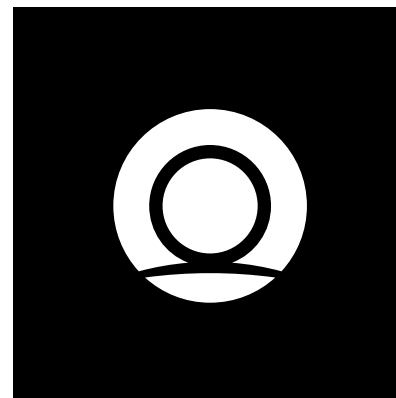
## Brand Mark Usage

High contrast allows our logo to have visual impact and command attention in any given design. To achieve this, use the two-color logo on light backgrounds and the white version of the logo on dark backgrounds.

Light Background



Dark Background



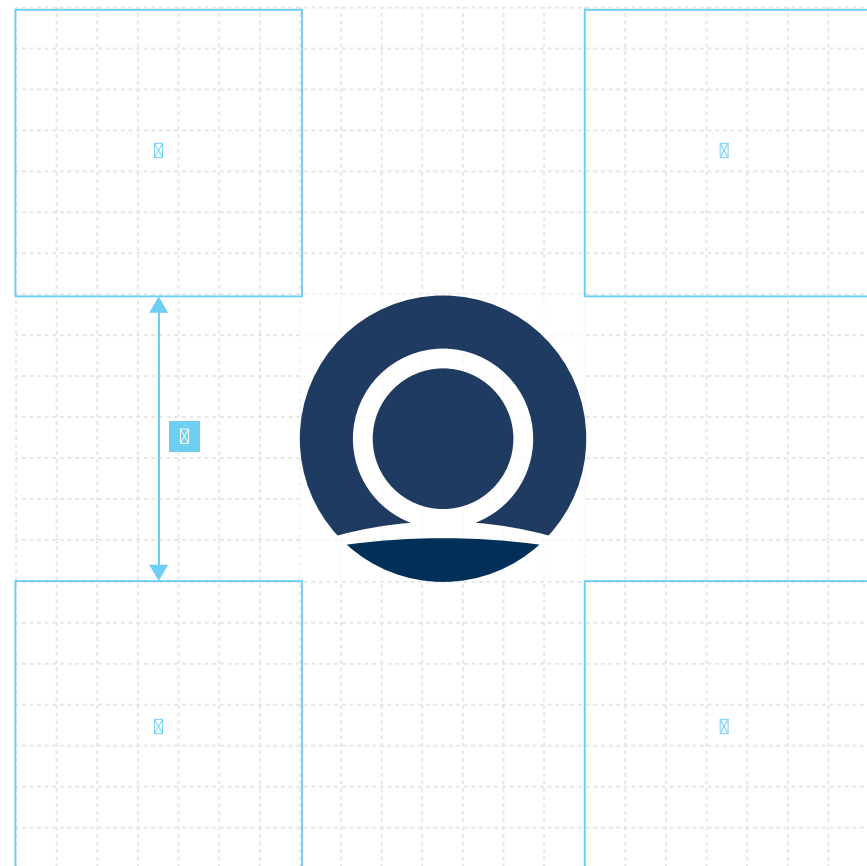
Whenever you use the logo, it should be surrounded by clear space to ensure its visibility and impact. No text or graphic elements should invade this zone. In graphic design, negative space will never go out of style. When important elements are given ample space, the viewer's attention is drawn to them. Proper use of negative space makes designs look polished and easily digestible.



To calculate the safe area, take the height of the logo and divide it in half.

**[Safe area= Height/2]**

## Brand Marks Exclusion Zone



## Brand Word Mark

### Usage Do Nots



There are a few design rules you should follow when using the logo. You should never rotate, stretch, skew, or add any unnecessary text or elements to the logo. For example, avoid the outdated logo with “Expect Exceptional” underneath it. After all, we have a reputation to maintain.

## Brand Icon Mark Usage Do Nots



There are a few design rules you should follow when using the brand icon mark. You should never rotate, stretch, skew, or add any unnecessary text or elements to the logo. For example, avoid using non-brand colors for it.

## Color Palette

Empower Blue	OTAVA Orange	Sky Blue	Black	White
Pantone <b>P 295</b>	Pantone <b>P 7597</b>	Pantone <b>P 0821C</b>		
CMYK <b>96 / 81 / 37 / 26</b>	CMYK <b>0 / 85 / 100 / 4</b>	CMYK <b>54 / 4 / 8 / 0</b>	CMYK <b>00 / 00 / 00 / 00</b>	CMYK <b>00 / 00 / 00 / 00</b>
RGB <b>31 / 58 / 96</b>	RGB <b>238 / 80 / 22</b>	RGB <b>106 / 196 / 223</b>	RGB <b>0 / 0 / 0</b>	RGB <b>255 / 255 / 255</b>
HEX <b>#1f3a60</b>	HEX <b>#ee5016</b>	HEX <b>#6ac4df</b>	HEX <b>#000000</b>	HEX <b>#ffffff</b>

This is the OTAVA color palette chosen from the Pantone Matching System. 295 CP (blue) is our primary color, which can be used in type, backgrounds, or color blocks. 10399 C (black) should be used mostly as the primary color for type. 7597 CP (orange) and Sky Blue 0821 C are reserved as highlight colors and should be used in smaller doses. Use “Color Usage Recommendation ratio” for guidance.





[Download Font](#)

# Montserrat

AaBbCc123

## Secondary Font

# Source Sans Pro AaBbCc123

Source Sans Pro is a typeface inspired by the forms of the American Type Founders' Gothics by Morris Fuller Benton, such as News Gothic, Lightline Gothic, and Franklin Gothic, modified with both a larger x-height and character width and more humanist-influenced italic forms.

[Download Font](#)

### Source Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ÀÁÂÃÄÅÆÉÊËÌÍÎÏÐÒÓÔÕÖØÙÚÛÜÝ  
abcdefghijklmnopqrstuvwxyz  
áâãäåæéêëìíîïðóôõöøéúûüý  
;...!?'\*#\ (){}[]--\_,"'""\$€£+-=%@&||  
1234567890

### Source Sans Pro ExtraLight Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ÀÁÂÃÄÅÆÉÊËÌÍÎÏÐÒÓÔÕÖØÙÚÛÜÝ  
abcdefghijklmnopqrstuvwxyz  
áâãäåæéêëìíîïðóôõöøéúûüý  
;...!?'\*#\ (){}[]--\_,"'""\$€£+-=%@&||  
1234567890

### Source Sans Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ÀÁÂÃÄÅÆÉÊËÌÍÎÏÐÒÓÔÕÖØÙÚÛÜÝ  
abcdefghijklmnopqrstuvwxyz  
áâãäåæéêëìíîïðóôõöøéúûüý  
;...!?'\*#\ (){}[]--\_,"'""\$€£+-=%@&||  
1234567890

### Source Sans Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ÀÁÂÃÄÅÆÉÊËÌÍÎÏÐÒÓÔÕÖØÙÚÛÜÝ  
abcdefghijklmnopqrstuvwxyz  
áâãäåæéêëìíîïðóôõöøéúûüý  
;...!?'\*#\ (){}[]--\_,"'""\$€£+-=%@&||  
1234567890

### Source Sans Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ÀÁÂÃÄÅÆÉÊËÌÍÎÏÐÒÓÔÕÖØÙÚÛÜÝ  
abcdefghijklmnopqrstuvwxyz  
áâãäåæéêëìíîïðóôõöøéúûüý  
;...!?'\*#\ (){}[]--\_,"'""\$€£+-=%@&||  
1234567890

### Source Sans Pro Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ÀÁÂÃÄÅÆÉÊËÌÍÎÏÐÒÓÔÕÖØÙÚÛÜÝ  
abcdefghijklmnopqrstuvwxyz  
áâãäåæéêëìíîïðóôõöøéúûüý  
;...!?'\*#\ (){}[]--\_,"'""\$€£+-=%@&||  
1234567890

## Hierarchy Example

### **Montserrat Bold for titles**

Font size: 30pt  
Leading: 34pt  
Kerning: Optical  
Tracking: 0

### **Montserrat Semibold for headings**

Font size: 24pt  
Leading: 27pt  
Kerning: Optical  
Tracking: 0

### **Source Sans Pro for paragraphs**

Font size: min 9pt  
Leading: 14pt  
Kerning: Optical  
Tracking: 0

# We are people empowering possibilities.

## All of your systems in one place

At OTAVA, we bring people and technology together to deliver tailored cloud solutions. Our experts simplify the complex and creatively solve problems with a human touch to help you achieve your business goals.

## Imagery

### Direction: People

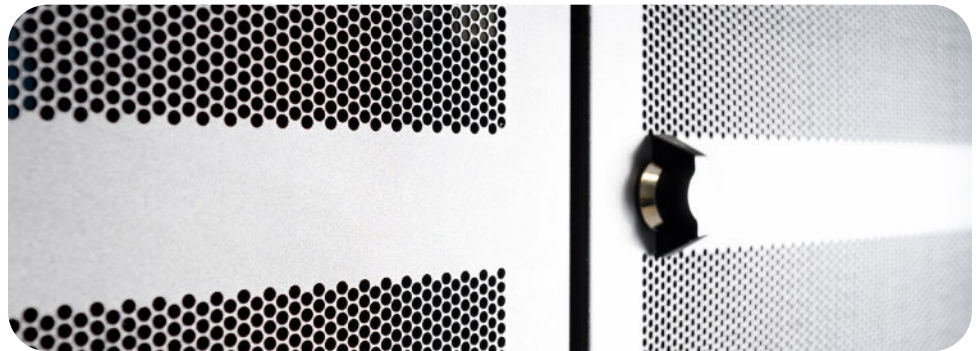
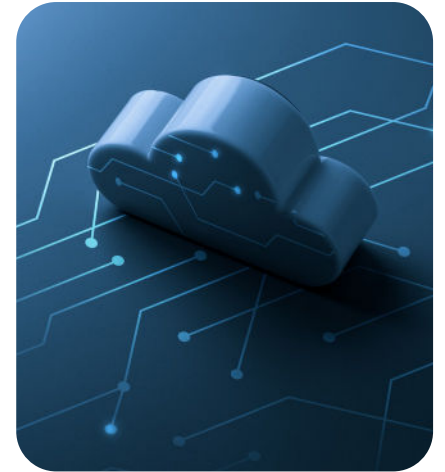
The style of our imagery helps to visualize our brand voice and add a stronger emotional connection to our audience. Photography containing people creates even more personality and relatability. We look to feature modern and stylish professionals, as we always want to avoid looking too formal or corporate.



## Imagery

### Direction: Technology

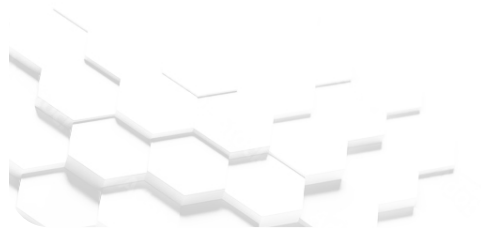
Data centers are our main focus when it comes to tech photography. We recommend choosing imagery that features the OTAVA blue tones, grays, and whites in order to represent a modern and minimalistic look. Try to avoid dark or shadowy imagery that contains too much black.



## Imagery

### Direction: Abstract

Abstract imagery is used to create more dynamic backgrounds and banners. It also helps to give more depth while maintaining a modern and minimalistic feel. We recommend leaning toward designs that contain 80-90% white tones with around 10% gray tones.



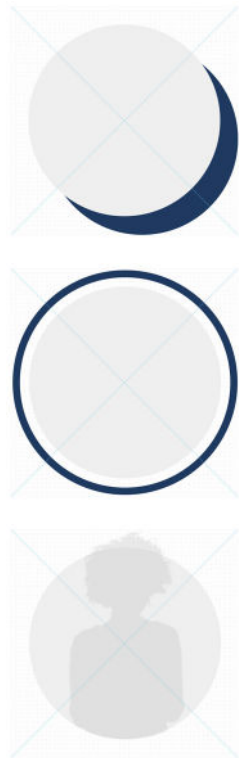
These should be used as full bleed images and not within image containers creating a backdrop for data fields, informational graphics, or icon+images combos.



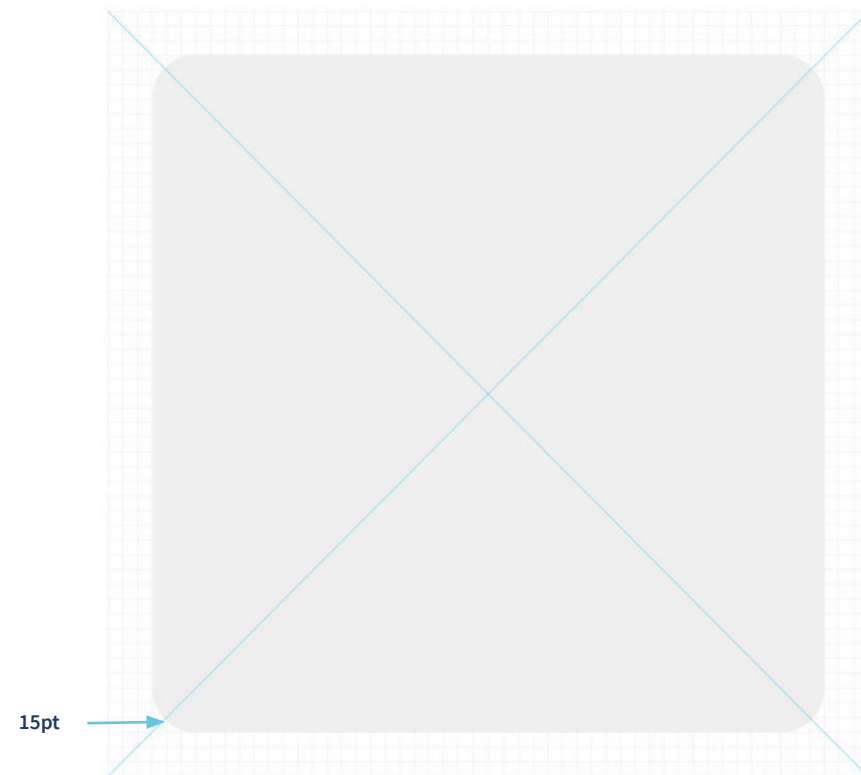


## Imagery Rules

All people and technology images should be in a container shape, whether a circle with a shadow or ring around it or a rectangle with 15pt radius corners.



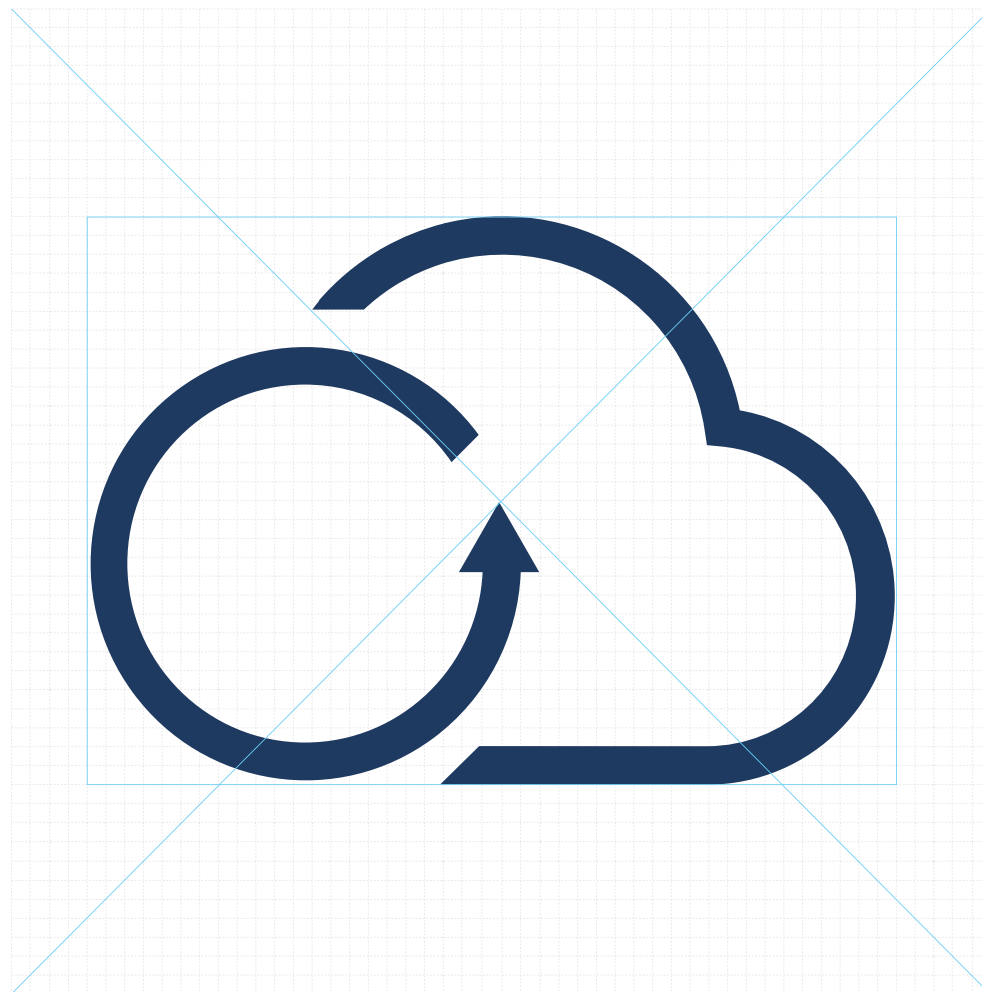
A third variant can be used with a silhouetted person within a brand color circle. Some element of the person must be breaking the border of the circle.



Our icons have consistent size and volume standards to ensure consistency at any scale across all applications.

[Download Icon Template](#)

## Imagery **Icon Architecture**





This is a sample of brand icons that support across brand, products, and services. A full library can be accessed below.

Access Icon Library

Imagery  
Icons

Core Values/  
Culture Icons



People First



Act with Integrity



Be Authentic



Culture of Service



We Win Together

Product Icons



Multi-Cloud Infrastructure



Business Resiliency



Intelligence & Insight



Managed Public Cloud



Virtual Desktop Infrastructure

Engage  
& Learn



All Resources



News



Case Studies



Blogs



Whitepapers

Industry  
Icons



Financial Services



Insurance



Healthcare



SaaS



Manufacturing

Misc. Web  
Icons



Location



Career



Team Biography



Testimonials



Technology Partners

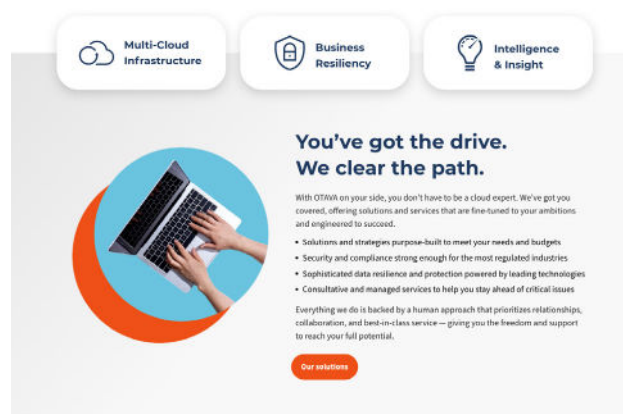
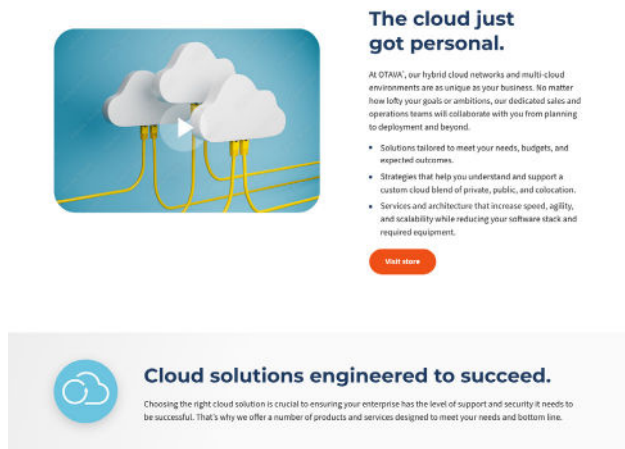
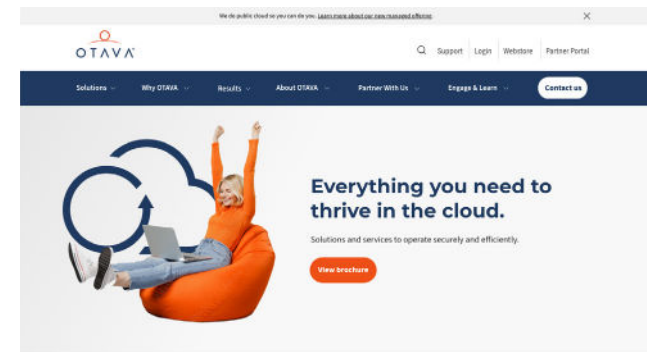
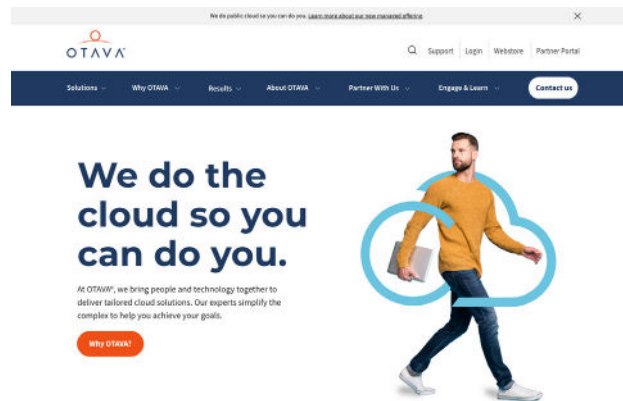
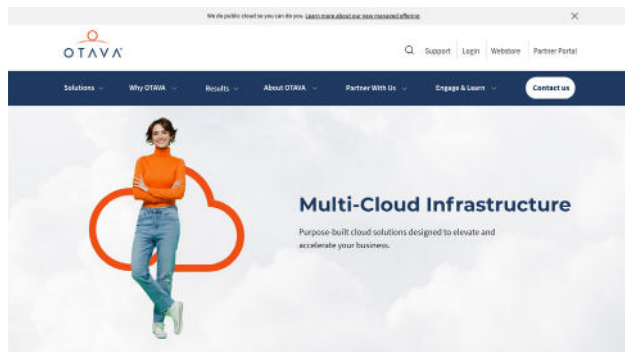
## Use Case **Icons + Imagery**

Our pairing of tech icons and human imagery helps to represent our brand promise of People and Technology Empowering Possibility across all of our web pages and marketing materials.



Individual icons can be used with multiple images if needed. A contrast brand color should be used with people to provide a pop of color within the final design.

## Use Case Applications



### Solutions & Services

### Automation only takes you so far.

We don't believe in "one-size-fits-all" cloud solutions set on autopilot. That's why we offer a customized, human approach to technology so your business can thrive in the cloud.

## Use Case Applications




### OTAVA® Managed Azure

Turn ideas into solutions faster with personalized Azure Cloud

OTAVA Managed Azure is your gateway to all of the possibilities cloud technology has to offer. Our ever-expanding set of services enables you to build, deploy, and manage applications – in the cloud, on-premise, and at the edge – using the tools and frameworks of your choice. OTAVA will manage and maintain your infrastructure, which means no big investment in personnel and hardware for you. Pair that with our world-class support team, available 24x7x365, and you're ready to unlock all the potential that Azure Cloud has to offer.

#### What makes OTAVA managed Azure different?

- Leverage all of the benefits of a hyperscaler, while enjoying the expert advice and support offered by OTAVA.
- OTAVA can place your workloads in the cloud that works best for your business – be it public, private, or hybrid.
- World-Class support, available 24x7x365, with executive level escalation paths.
- Transparent Statement of Work (SOW) and product architecture, with solutions deployed by a dedicated project management team.

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#### OTAVA managed Azure benefits

- Cost management**  
Predictive costs and valuable insights for cost management provide visibility to current spend, and forecasting capabilities help power strategic decisions.
- Regulatory compliance**  
A comprehensive cloud structure built with compliance and security standards top-of-mind.
- Support**  
Real, human support from OTAVA's world-class experts available anytime you need it.
- Scalability**  
Easily and cost-effectively scale up and down to respond to the fluctuations of market demand. Grow your cloud environment as your business grows.
- Agile app delivery**  
Quickly develop, deploy, and manage your enterprise, mobile, web, and IoT apps anywhere with your choice of tools, languages, or framework. With more than 100 end-to-end services, you can deliver apps and services faster and reduce your time to market.
- Availability**  
You'll have increased security and privacy with data protection through Azure Backup and Disaster Recovery, as well as access to more comprehensive compliance coverage ensuring the safety and privacy of your apps and data.

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#### CASE STUDY

### new markets Managed Azure

#### azure ortunities icking


#### The solution

With TCT's environments securely hosted in OTAVA's data centers, the compliance certification requirements of its current customers were fully met. However, the ability to cover even more certifications would open up many new opportunities for TCT. OTAVA and TCT met to discuss a new strategy and OTAVA proposed migrating all of TCT's existing environments to an Azure cloud environment, with the hosting environment fully managed by OTAVA. The migration to OTAVA Managed Azure would allow TCT to gain the benefits of the cloud platform, including CMMC and FedRAMP certifications. Additionally, TCT would be able to take advantage of the backing of OTAVA's infrastructure management, various security services, and support services.

#### The results

The collaborative, thorough, and smooth migration of TCT's hosting environment from OTAVA data centers to the OTAVA Managed Azure solution occurred within one weekend. Now TCT's entire platform and hundreds of clients are on OTAVA Managed Azure platform. Thanks to the OTAVA Managed Azure solution, TCT now has the additional compliance certification capabilities that are highly valuable to many current and future clients.

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## 6 critical reasons for Microsoft 365 backup

The case for why organizations need to protect Microsoft 365 data

### People Empowering Possibility.

OTAVA

Otava Sales Deck

October 10, 2022



If you have any questions or comments regarding our brand guidelines, please contact **[marketing@otava.com](mailto:marketing@otava.com)**.

825 Victors Way, Suite 200  
Ann Arbor, MI 48108