OTAVA®

SECURE & COMPLIANT MULTI-CLOUD SOLUTIONS

Brand Guidelines

OTAVA.COM

JANUARY 2024

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.

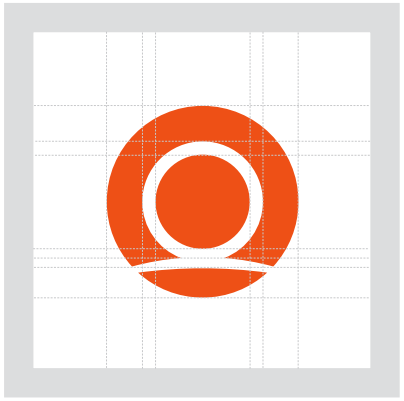
Take our campaign headline line, for example. Where we could have said, **"We handle the cloud so you can focus on your business."** We instead say, **"We do the cloud, so you can do you."**

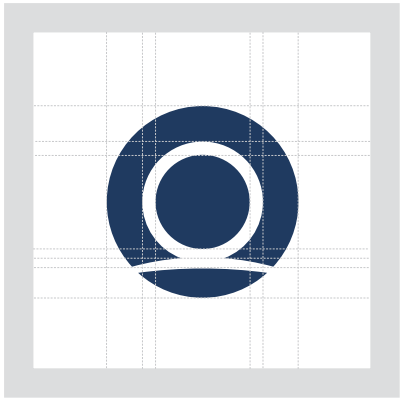
While both lines communicate the same message, one takes on a more colloquial and relatable tone than the other. We are people talking to people, and we never want to lose that authentic connection. It's always encouraged to add color and personality, but never at the expense of word count or creating 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 onli 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 consisteny. Choose a color that will complement or artistically offset the material you are designing.

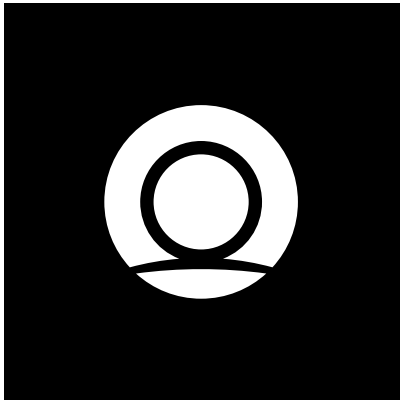
Registration mark (®) should always be visible with our logo.

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

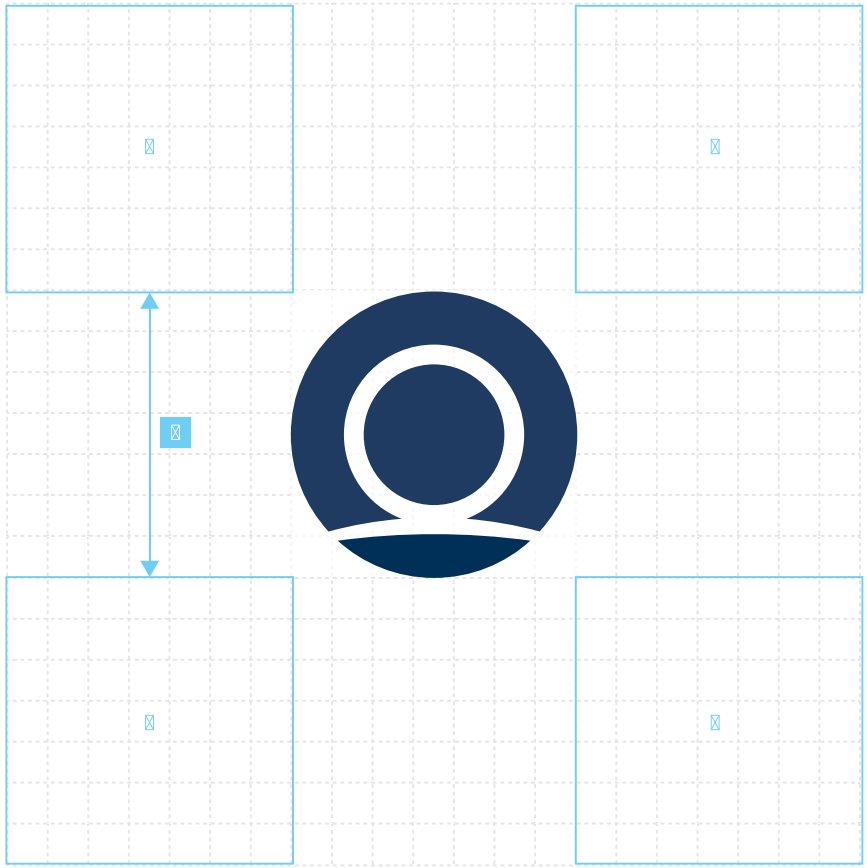


Whenever you use the logo, it should be surrounded by clear space to ensure its visibility and impact. No text or graphic elements should invade this zone. In graphic design, negative space will never go out of style. When important elements are given ample space, the viewer's attention is drawn to them.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

Pantone **P 295**
CMYK **96 / 81 / 37 / 26**
RGB **31 / 58 / 96**
HEX **#1f3a60**

OTAVA Orange

Pantone **P 7597**
CMYK **0 / 85 / 100 / 4**
RGB **238 / 80 / 22**
HEX **#ee5016**

Sky Blue

Pantone **P 0821C**
CMYK **54 / 4 / 8 / 0**
RGB **106 / 196 / 223**
HEX **#6ac4df**

Black

CMYK **00 / 00 / 00 / 00**
RGB **0 / 0 / 0**
HEX **#000000**

White

CMYK **00 / 00 / 00 / 00**
RGB **255 / 255 / 255**
HEX **#ffffff**

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.

Color Usage Recommendation (Approximate Ratio)

Primary
Font

The old posters and signs in the traditional Montserrat neighborhood of Buenos Aires inspired this typeface, designed to rescue the beauty of urban typography that emerged in the first half of the twentieth century. Montserrat is a Google font, which is free and universally accepted across the web, making it a great choice for projects from non-design teams.

Download Font

Montserrat

AaBbCc123

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÁÂÄÀÅÆÉÊËÈÍÎÏÌÓÔÖÒØEÚÛÜÙUŸ
abcdefghijklmnopqrstuvwxyz
áâäàåæéêëèíîïìóôöòøeúûüùuÿ
:;...!?·*#\ (){}[]--–„"”‘’'"$€£+−=%@&|¦
1234567890

Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÁÂÄÀÅÆÉÊËÈÍÎÏÌÓÔÖÒØEÚÛÜÙUŸ
abcdefghijklmnopqrstuvwxyz
áâäàåæéêëèíîïìóôöòøeúûüùuÿ
:;...!?·*#\ (){}[]--–„"”‘’'"$€£+−=%@&|¦
1234567890

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÁÂÄÀÅÆÉÊËÈÍÎÏÌÓÔÖÒØEÚÛÜÙUŸ
abcdefghijklmnopqrstuvwxyz
áâäàåæéêëèíîïìóôöòøeúûüùuÿ
:;...!?·*#\ (){}[]--–„"”‘’'"$€£+−=%@&|¦
1234567890

Secondary
Font

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
AaBbCc123

Source Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÁÂÄÀÅÆÉÊËÈÍÎÌÓÔÖÒØEÚÛÜÙUŸ
abcdefghijklmnopqrstuvwxyz
áâäàåæéêëèíîìóôöòøeúûüùuÿ
:;...!?•*#\ (){}[]--–_,„“”‘’'"$€£+−=%@&|¦
1234567890

Source Sans Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÁÂÄÀÅÆÉÊËÈÍÎÌÓÔÖÒØEÚÛÜÙUŸ
abcdefghijklmnopqrstuvwxyz
áâäàåæéêëèíîìóôöòøeúûüùuÿ
:;...!?•*#\ (){}[]--–_,„“”‘’'"$€£+−=%@&|¦
1234567890

Source Sans Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÁÂÄÀÅÆÉÊËÈÍÎÌÓÔÖÒØEÚÛÜÙUŸ
abcdefghijklmnopqrstuvwxyz
áâäàåæéêëèíîìóôöòøeúûüùuÿ
:;...!?•*#\ (){}[]--–_,„“”‘’'"$€£+−=%@&|¦
1234567890

Source Sans Pro ExtraLight Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÁÂÄÀÅÆÉÊËÈÍÎÌÓÔÖÒØEÚÛÜÙUŸ
abcdefghijklmnopqrstuvwxyz
áâäàåæéêëèíîìóôöòøeúûüùuÿ
:;...!?•#\ (){}[]--–_,„“”‘’'"$€£+−=%@&|¦*
1234567890

Source Sans Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÁÂÄÀÅÆÉÊËÈÍÎÌÓÔÖÒØEÚÛÜÙUŸ
abcdefghijklmnopqrstuvwxyz
áâäàåæéêëèíîìóôöòøeúûüùuÿ
:;...!?•#\ (){}[]--–_,„“”‘’'"$€£+−=%@&|¦*
1234567890

Source Sans Pro Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÁÂÄÀÅÆÉÊËÈÍÎÌÓÔÖÒØEÚÛÜÙUŸ
abcdefghijklmnopqrstuvwxyz
áâäàåæéêëèíîìóôöòøeúûüùuÿ
:;...!?•*#\ (){}[]--–_,„“”‘’'"$€£+−=%@&|¦
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

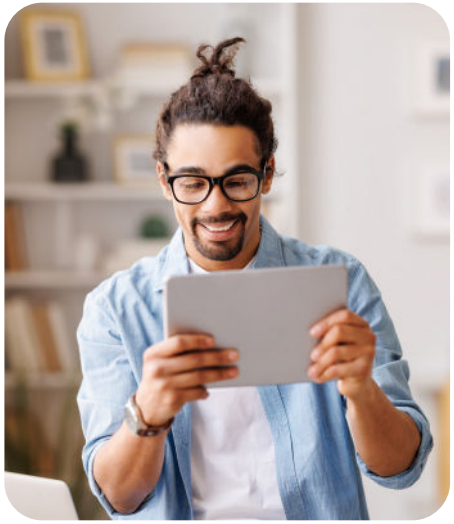
We are people empowering possibilities.

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.

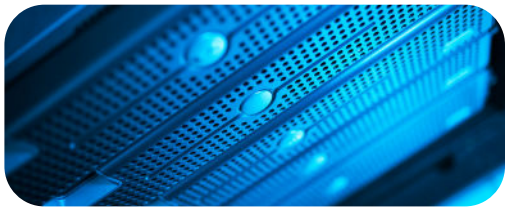
Imagery
Direction: People

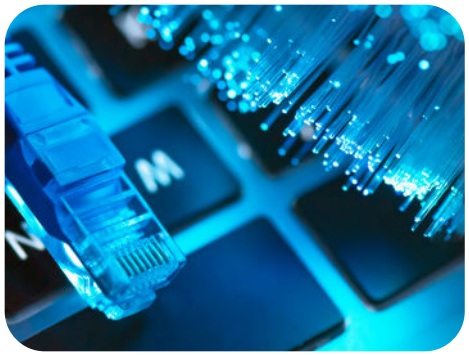
The style of our imagery helps to visualize our brand voice and add a stronger emotional connection to our audience. Photography containing people creates even more personality and relatability. We look to feature modern and stylish professionals, as we always want to avoid looking too formal or corporate.

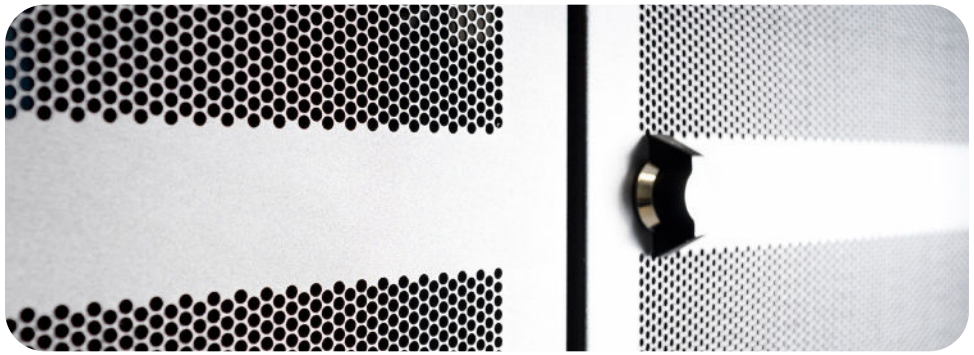


Imagery
Direction: Technology

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.







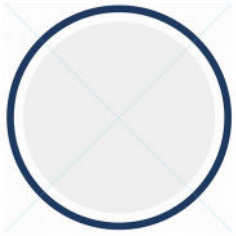
Imagery
Direction: Abstract

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.

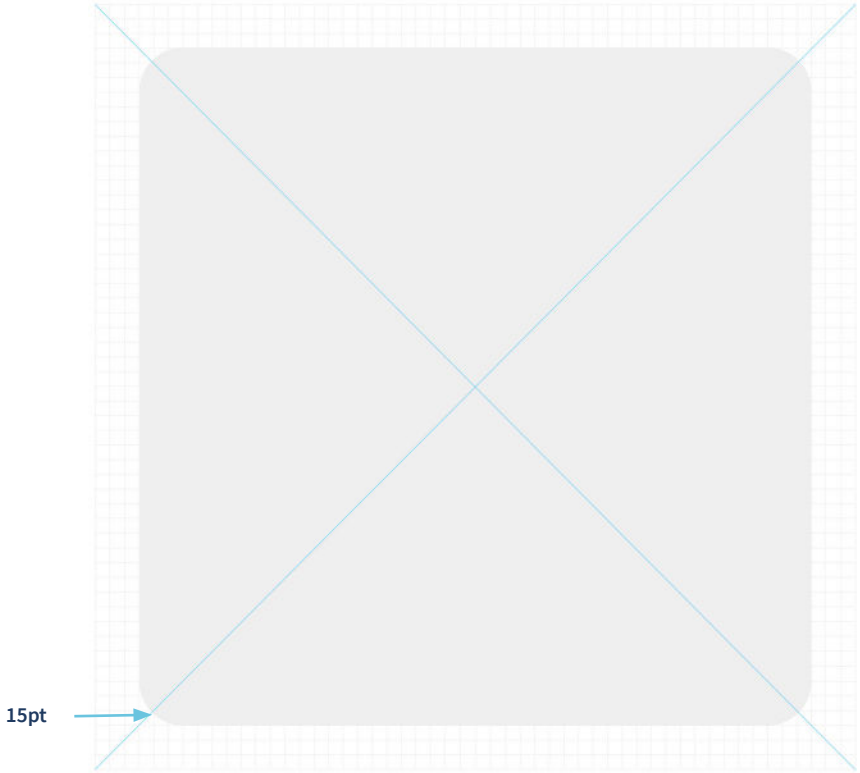
These should be used as full bleed images and not within image containers creating a backdrop for data fields, informational graphics, or icon+images combos.

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.



Imagery
Icon Architecture

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

Download Icon Template

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 Intergity

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

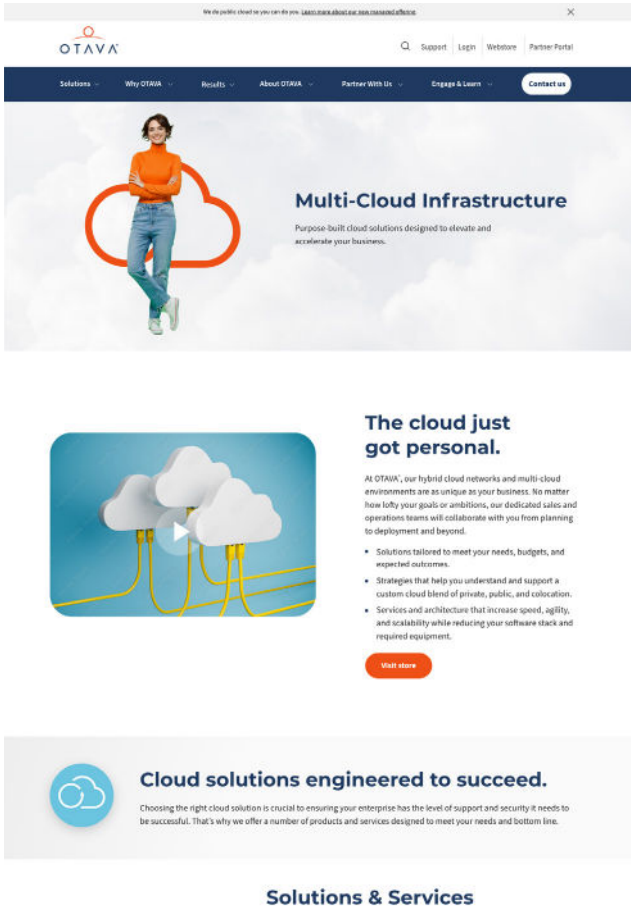
Technology Partners

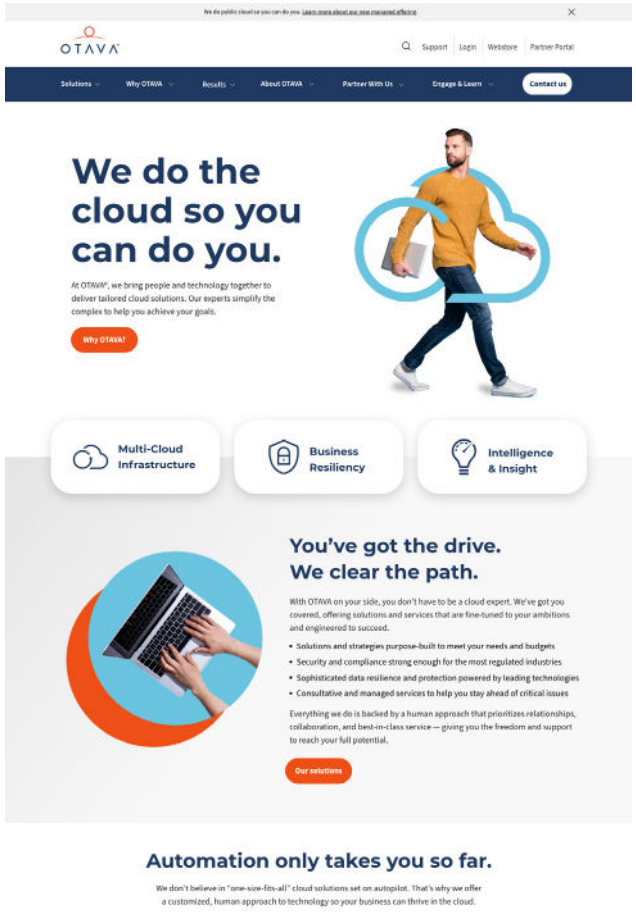
Use Case
Icons + Imagery

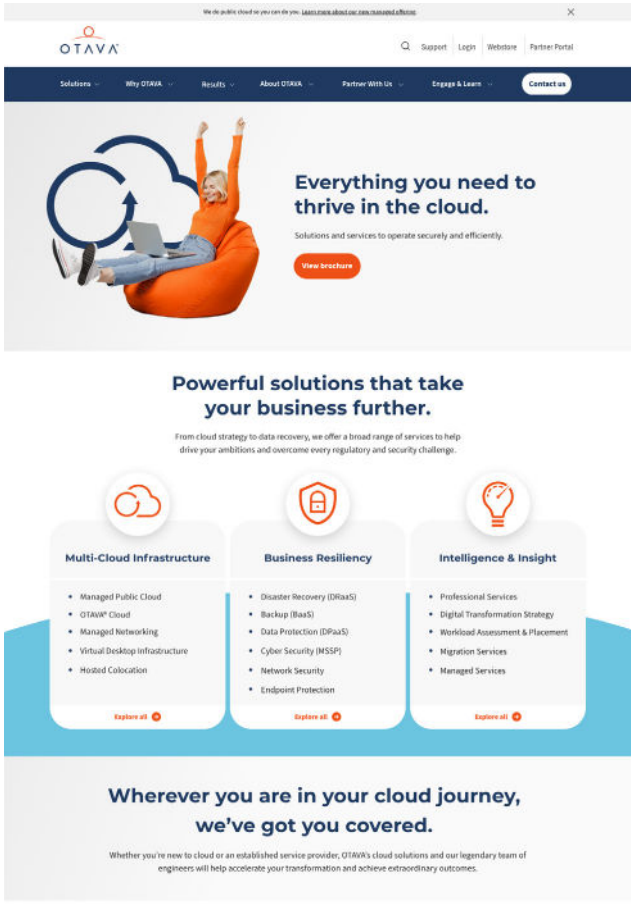
Our pairing of tech icons and human imagery helps to represent our brand promise of People and Technology Empowering Possibility across all of our web pages and marketing materials.

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.

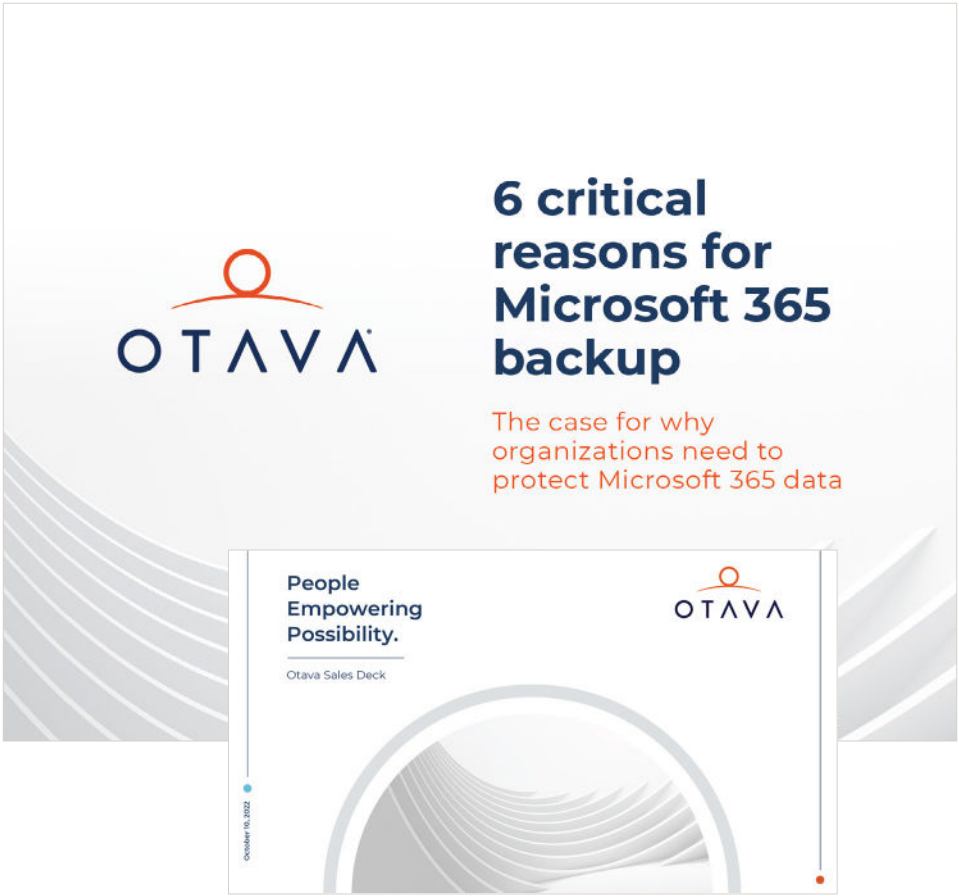
Use Case
Applications







Use Case
Applications



OTAVA®

SECURE & COMPLIANT MULTI-CLOUD SOLUTIONS

If you have any questions or comments regarding our brand guidelines, please contact **marketing@otava.com**.

825 Victors Way, Suite 200
Ann Arbor, MI 48108