



OUR BRAND



**WHO
ARE WE?**

BRAND STORY

Brand Platform

Purpose Why we exist

We seek problems worth solving

Position Our defining point of difference

Fine craftsmanship in technology development

Promise Our most important value proposition

Turn goals and needs into refined software solutions

Pillars Key messages

Take pride in your work.

If it's worth doing, it's worth doing right.

Create partnerships, not clients.

Have ownership over your fate.

Personality What our brand feels like

Sophisticated

Simplifying

Efficient

Knowledgeable

Personal

Confident

Individualistic

Impressive

MISSION. VISION. VALUES.

Mission Our purpose manifest in the world
Empower others with the freedom to focus on their strengths

Vision What we want to be
An ecosystem of growth and success

Values What we believe and how we will behave
Over-Communicate
Succeed together, fail together.
Trust creates autonomy
Stay lean, stay driven.
Only take deals that create real value.
The right fit is worth finding, and keeping.
Don't shy away from tough conversations.
Continuously learn and iterate.

Personality What our brand feels like

Agile	Candid	Driven
Innovative	Inspiring	Stable
Dependable	Talented	Trustworthy
Versatile		

COMPANY DESCRIPTION

Tagline: Simplify Growth

Elevator Pitch: Spoken

Openside Studios is a tech incubator and development firm. We build passion projects, and apply that same passion to our client's solutions.

About Openside Studios: Written

25 Word: Openside Studios is a tech incubator and development firm. We build our passion projects, and apply that same passion to creating software that simplifies sales.

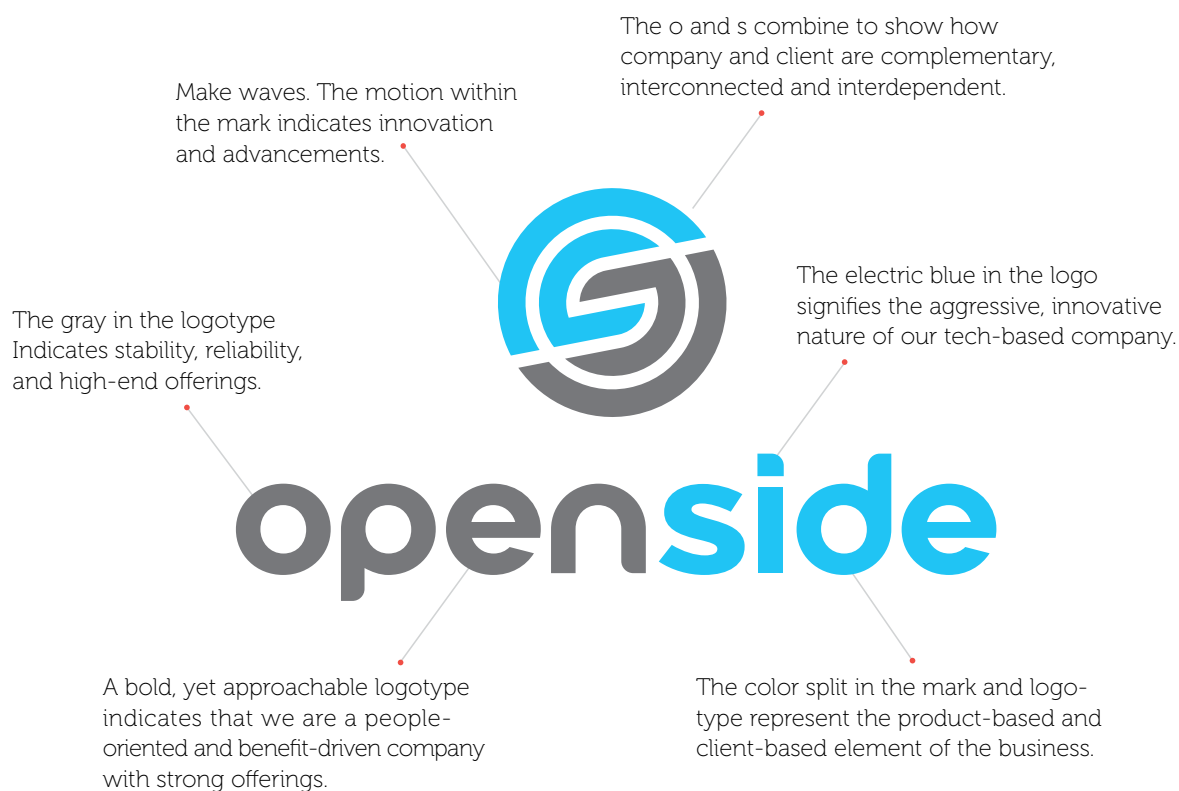
50 Word: Openside Studios is a tech incubator and development firm. We build our passion projects, and apply that same passion to developing software solutions for mid-sized businesses. We simplify growth by tailoring custom tools to the needs and goals of your organization, to ensure your marketing and sales processes are software-optimized.

75 Word: Openside Studios is a tech incubator and development firm. We build our passion projects, and apply that same passion to creating software solutions for mid-sized businesses. We simplify growth by tailoring custom tools to the needs of your organization, to ensure your marketing and sales processes are software-optimized. We believe that community is the key to innovation, and our clients become our collaborative partners. Proven growth solutions let you focus on what you do best.

100 Word: Openside Studios is a tech incubator and development firm. We build our passion projects, and apply that same passion to creating software solutions for mid-sized businesses. We simplify growth by tailoring custom tools to the needs of your organization, to ensure your marketing and sales processes are software-optimized. When your sales funnel is optimized, you get more leads, warmer prospects, faster closes, and less waste. We understand constant iteration and refinement create perfection. We believe that community is the key to innovation, and our clients become our collaborative partners. Proven growth solutions let you focus on what you do best.

**HOW
DO
WE
LOOK?**

WHAT'S IN A LOGO?



OFFICIAL OPENSIDE LOGOS



OFFICIAL OPENSIDE LOGOS

The Openside logo should always be used as provided. No portion of the mark should be altered, or distorted in any way – do not add text, use and other font, change or swap colors, the color, or stretch the type or the mark horizontally or vertically. Both the stacked and horizontal versions of the logo are acceptable.



OPENSIDE WAVE MARK

The Openside wave mark is available for a variety of creative uses (including company merchandising—polo shirts, hats, mugs...). The mark can only be used on printed materials (i.e. mailers, advertisements...) if the name of the company appears on the same page, either in the headline or body copy. The mark cannot be used on the internet by itself. The mark should only use the corporate colors. No portion of the mark should be altered, or distorted in any way.



LOGO COLOR PALLETS



CORPORATE LOGO COLORS

The official Openside logo should appear in Electric Blue (PMS 2995) and Stable Gray (PMS 424) or the web and process color equivalent.



BLACK, WHITE & REVERSED LOGOS

Although the official blue and gray option is preferred over any other variation, some applications will require another version of the Openside logo.

Specially-made all-black, reversed and all-white versions of the logo have been created for circumstances when the logo appears on a one-color document, or when the logo will be placed over a color or image with similar tonal quality (to the blue or gray).



LOGO "DO NOTS"



DO NOT use other colors.



DO NOT stretch or skew the logo



DO NOT modify the colors within the logo



DO NOT scale part of the logo. Use the logo "as is."



DO NOT match the mark with a different logotype. Use the logo as is.



DO NOT swap the official color locations within the logo.



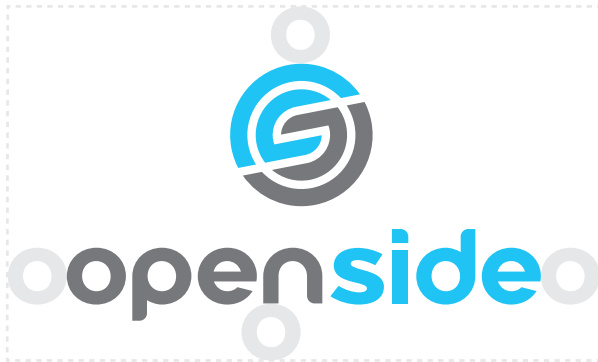
DO NOT rotate the mark



DO NOT swap mark location.



LOGO SPACING



LOGO SPACING

The optimal white space around the official logo can be calculated using the width of two arrows of the directional mark – equally spaced around the logo (as shown). No other graphic elements should penetrate this space.



WAVE MARK SPACING

The optimal white space around the wave mark is equal to the space from the outer edge to the center of the mark. No other graphic elements should penetrate this space.

LOGO SIZING PREFERENCES



MAXIMUM SIZE

Although the Openside logo can appear much larger on signage and trade show banners, when the logo appears on smaller collateral (ex. 8.5 x 11 data sheets or brochures), the Openside logo should be used more as a signature for the company rather than the key artwork. The maximum size can be used when the company name/logo is the most important subject on the page.



PREFERRED SIZE

The preferred size has been established to give importance to the Openside logo without overpowering the message presented on the collateral in which the logo appears.



MINIMUM SIZE

A minimum logo size has also been established to maintain legibility and company importance on a page. The minimum size applies to all marketing materials.

COMPANY COLOR PALLET

ELECTRIC BLUE

pms 2995
c 65 m 0 y 0 k 0
r 32 g 196 b 244
hex 20C4F4

PRIMARY COLORS

The corporate Openside logo should appear in Electric Blue and Stable Gray. Generally, these colors should be used on all of Openside's marketing materials. For best brand recognition, use the blue throughout all collateral.

WEB SOFT BLACK

pms 424
c 0 m 0 y 0 k 65
r 24 g 24 b 24
hex 171718

SEA FOAM GREEN

c 63 m 0 y 27 k 0
r 77 g 194 b 196
hex 4DC2C3

LIGHT GRAY

pms 421
c 0 m 0 y 0 k 20
r 209 g 211 b 212
hex D1D3D4

SECONDARY COLOR

Two additional colors have been selected to compliment the primary color pallet. Because of its neutrality, the Light Gray can be used in large blocks, smaller sections, within artwork, in lines or in. The Attention Red should be used much more sparingly—and only to call attention to those areas in which it is used. Red can be used in icons, diagrams.

ATTENTION RED

pms 179
c 0 m 85 y 75 k 0
r 240 g 78 b 69
hex F04E45

Black can also be used sparingly. Body copy text should be 100% black (hex: 000000), while headers and subheads will usually be 90% black (hex: 414042) or another tone of gray. Red should rarely be used in copy.

TYPHOGRAPHY IN ACTION

Roboto Mono Light

Roboto Condensed Bold

Lato Light Italic

01 Title

It is a clean, modern, legible for both print and web work. It conveys a casual sophistication that contrasts and complements Lato.

Lato Medium Italic

“ It is a clean, modern, legible for both print and web work. It conveys a casual sophistication that contrasts and complements Lato.”

HEADER 1-SECTION INTRO

HEADER 2

Lato is a primary text font of Openside. It is a clean, modern, legible for both print and web work. It conveys a casual sophistication that contrasts and complements Lato.

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Lato is a primary text font of Openside. It is a clean, modern, legible for **both print** and web work. It conveys a casual sophistication that contrasts and complements Lato.

C.S. Lewis

Roboto Mono Bold

Roboto Condensed Bold

Lato Regular

PHOTOGRAPHY



PHOTOGRAPHY

Photography is a helpful way to communicate abstract concepts or benefits of Openside offerings and products. Photography must be interesting and can feature people, graphics and metaphorical imagery. Full-color, black and white and duotone images are all acceptable.



ICONS & SYMBOLS



Play video/tutorial



Document(s)



Knowledge base



Settings



Mobile or phone



Images/photos



Phone call



Fix/repair



Search



Dashboard



Menu



Costs/pay



Return to top



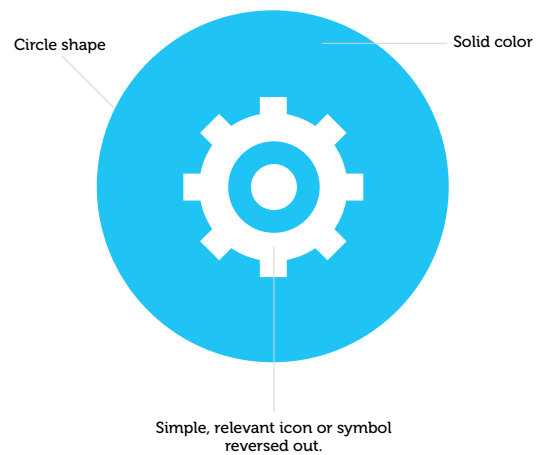
Email



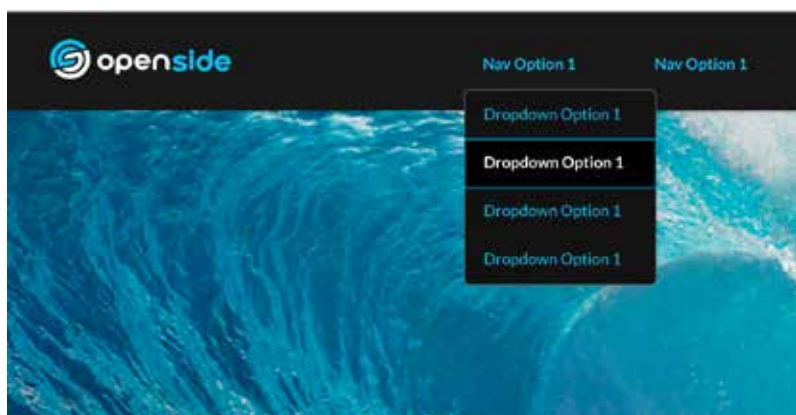
Move down

SYMBOLISM

Icons and diagrams should be used whenever possible. As new products or offerings are introduced, more icons will be created. The icons should use colors from the Openside company color pallet including white and black. All icons need to be bold and heavy

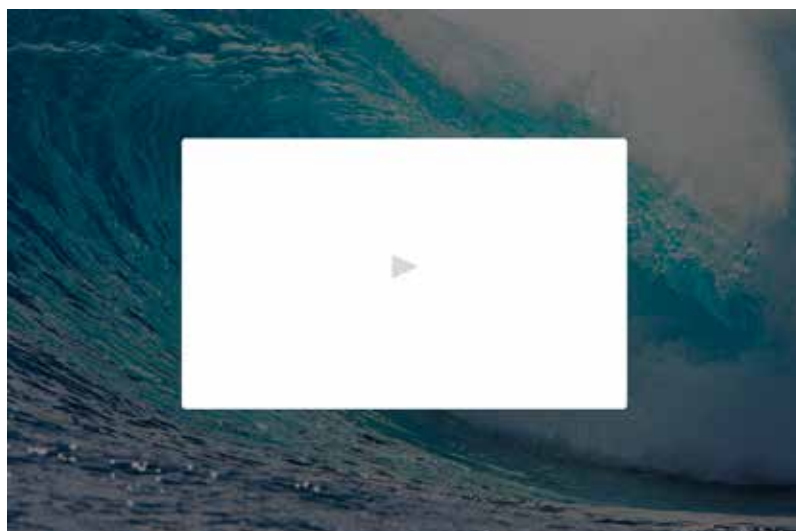
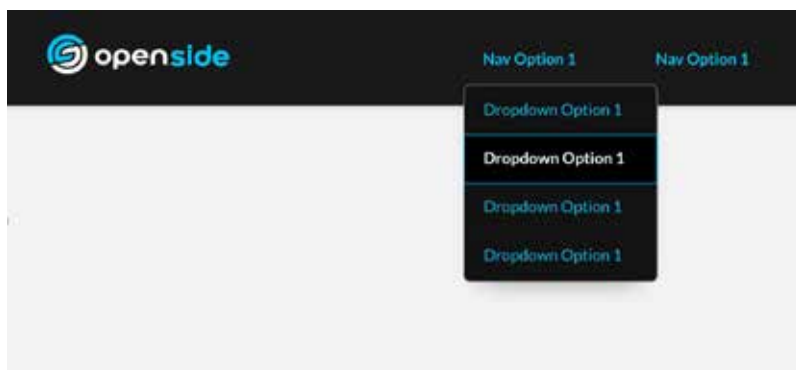


LAYERS & SHADOWS

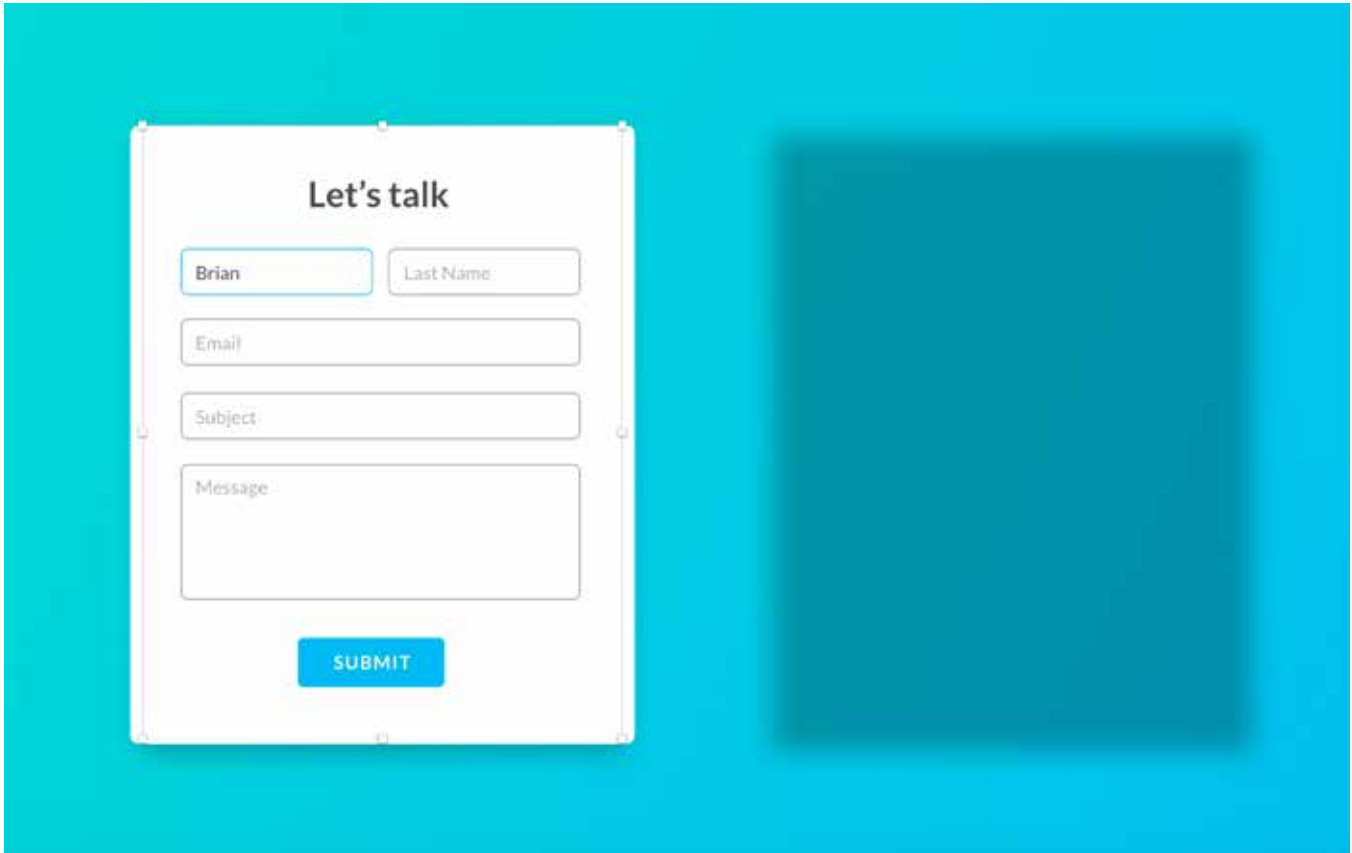


CONTENT LAYERING

Intuitiveness, content access and legibility are paramount in information distribution and communication. Although a flat design is preferred in most cases, there will be times when content will need to be layered—especially with interactive projects. In these cases, subtle shadows can help separate the top layer from an under layer (ex. navigation bar in a site). Depending on the tone of the underlayer, shadows will range from an opacity of 10-20% on light underlayers to 30-60% on darker underlayers. Shadows can range from 5 to 30 pixels from the edge of the visual element (more pixels for darker underlayers).



LAYERS & SHADOWS



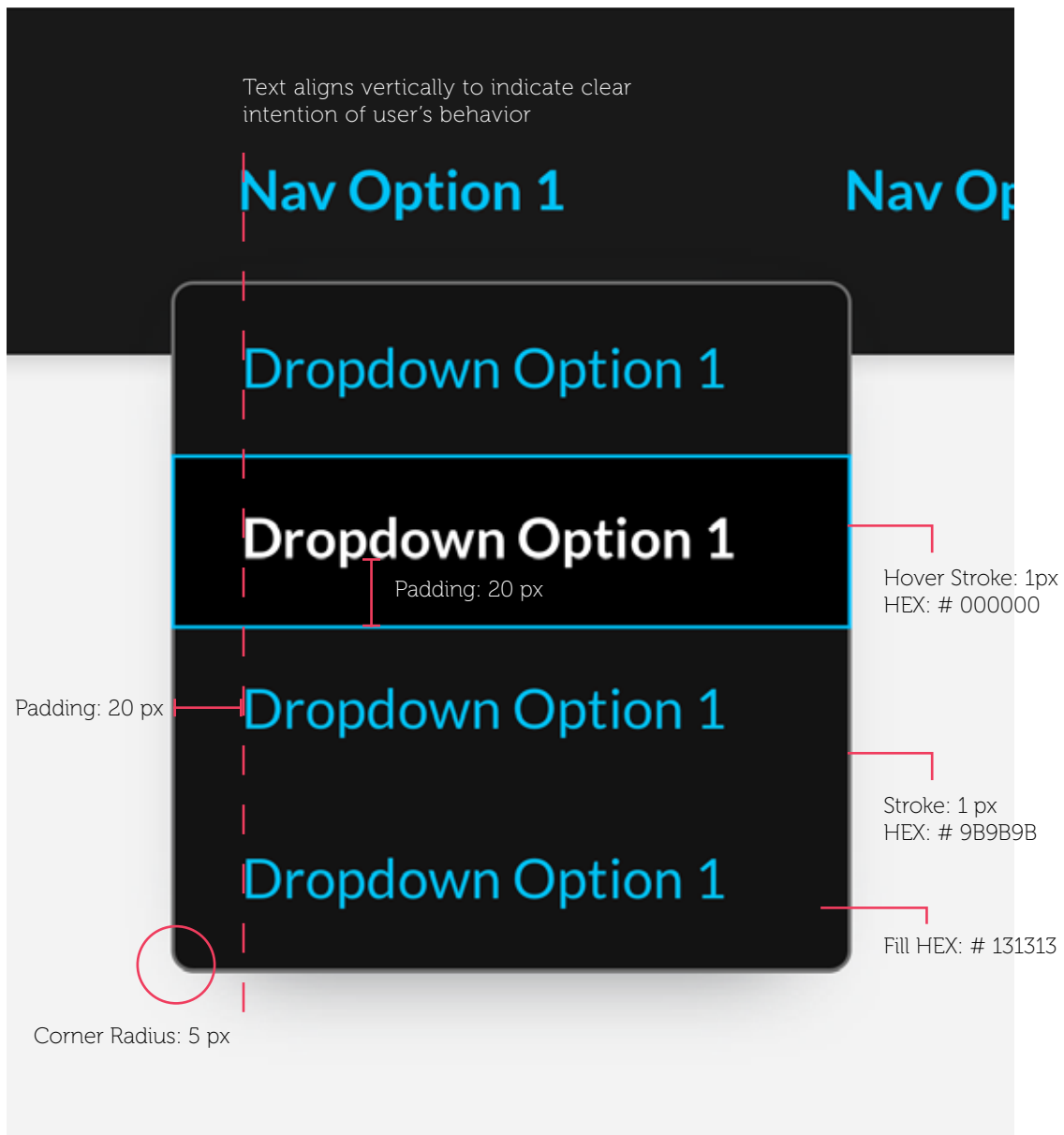
The selected rectangle on the left is the shadow that sits behind the white box. As you can see, it does not conform to the exact shape of the box. This gives the box a more natural-looking shadow.

To the right is the shadow itself and the specifications for the shadow below that sits behind the white rectangle.

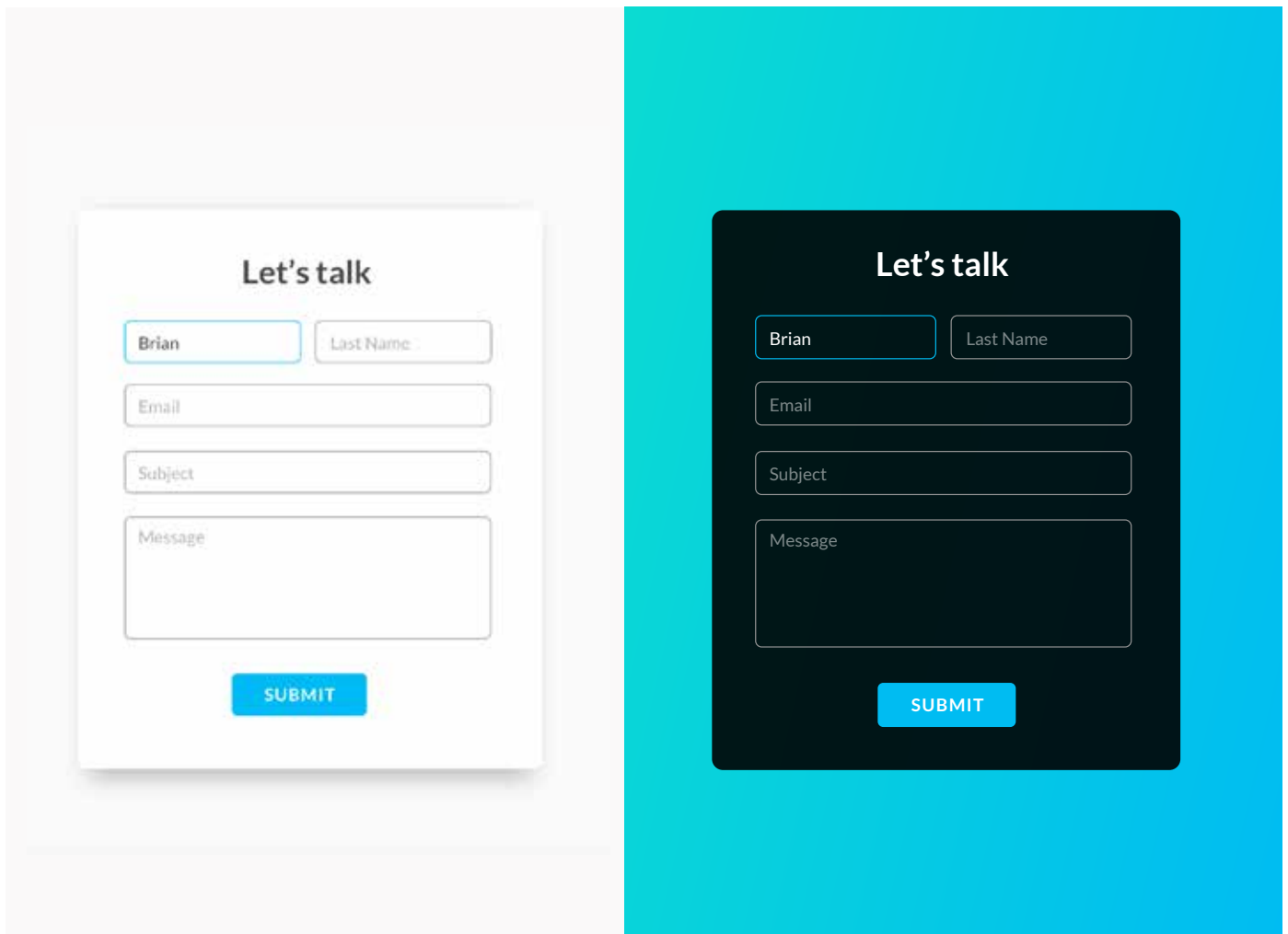
<input checked="" type="checkbox"/>		0	10	22	0
	Color	X	Y	Blur	Spread

000000	0	0	0	27
Hex	R	G	B	A

LAYERS & SHADOWS



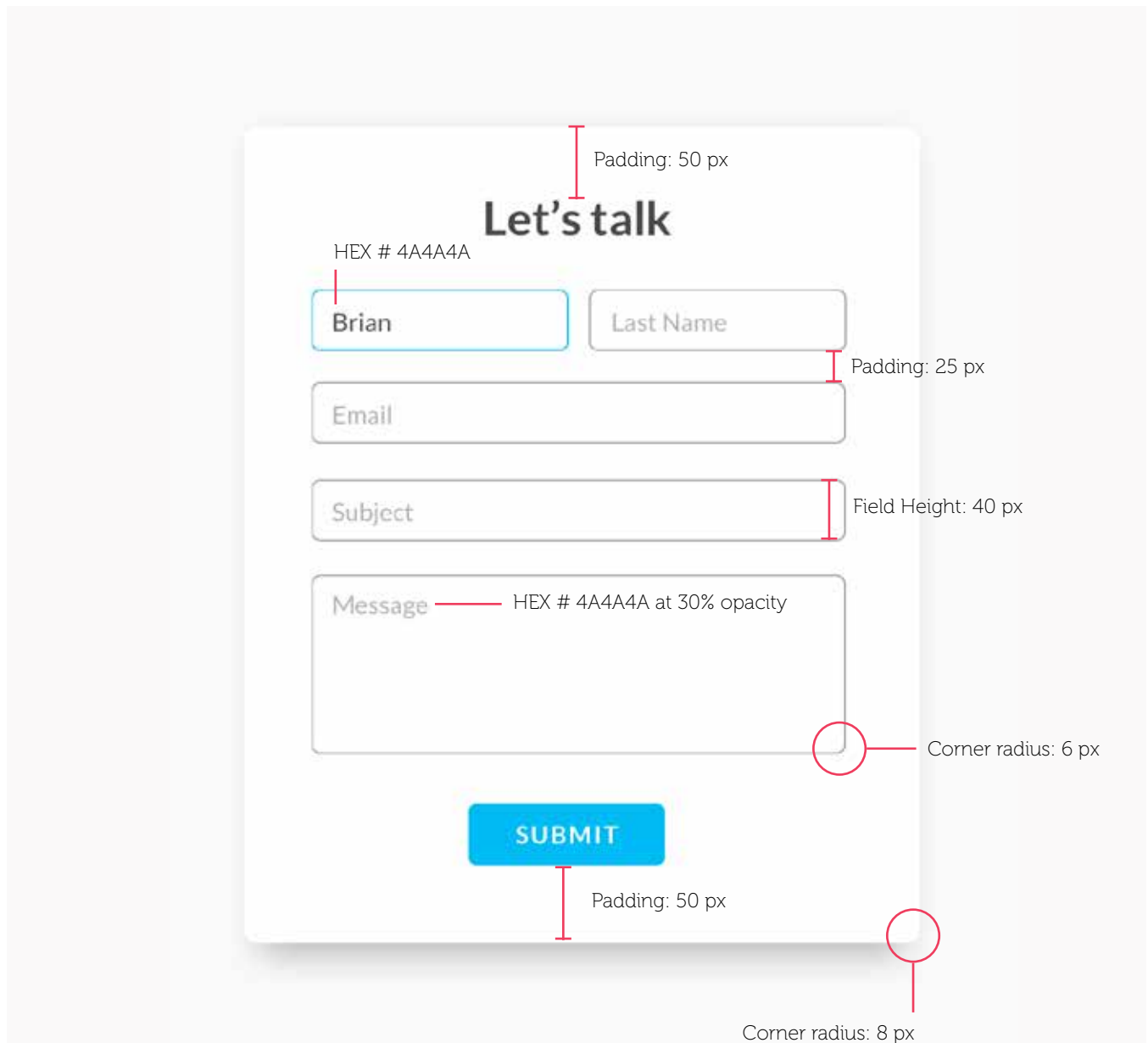
ONLINE FORMS



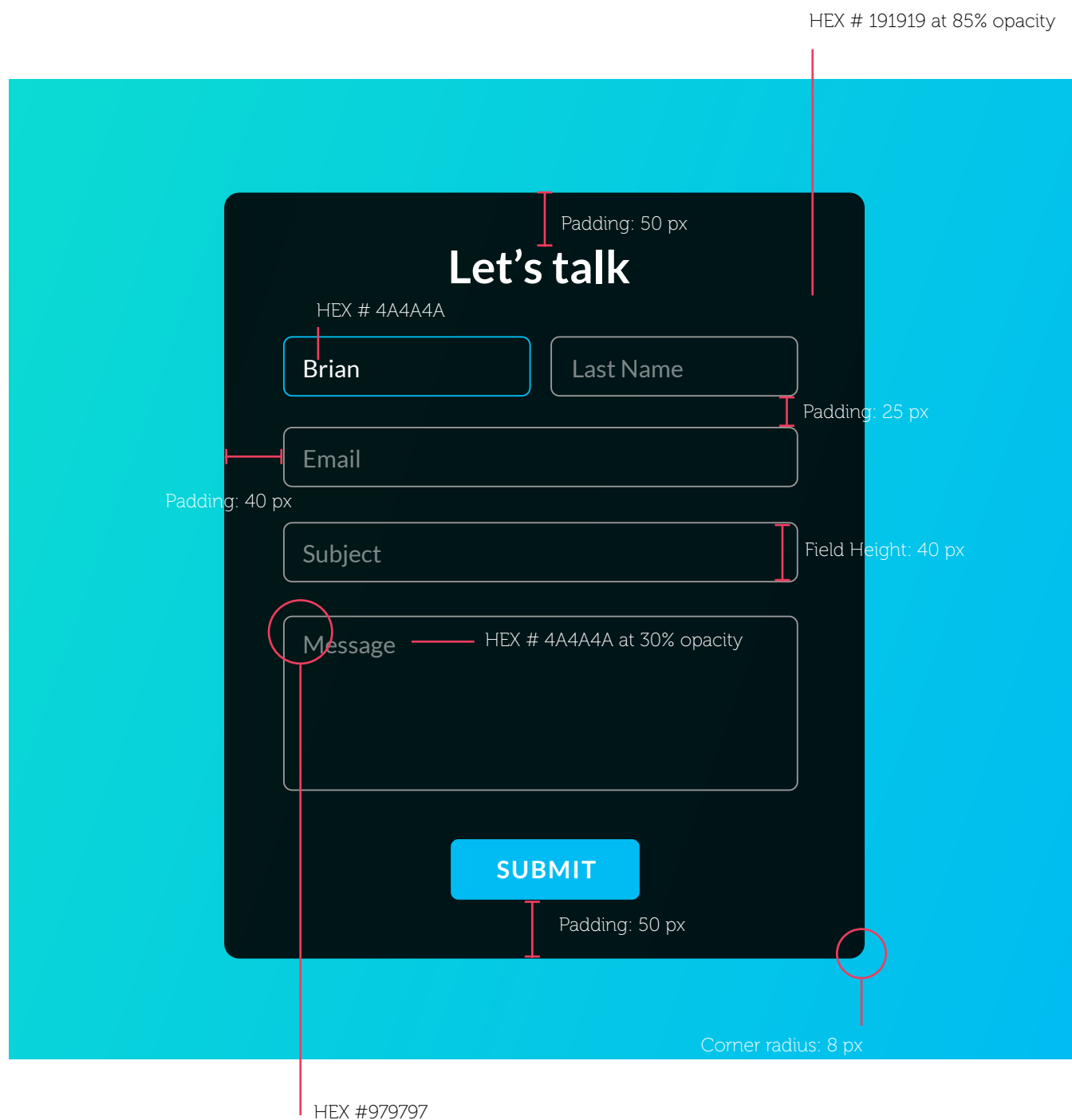
LEAD GENERATION FORMS

Getting information from users is necessary in many instances. For this reason, a form must be easy find and use – for both web-based monitors and mobile screens.

ONLINE FORMS



ONLINE FORMS



BUTTONS

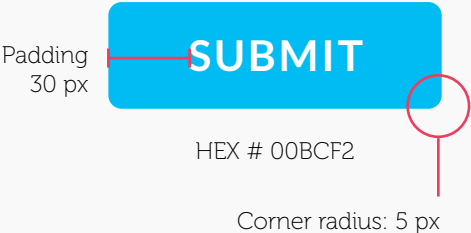
ACTION BUTTONS

The call-to-action is a vital element of any company website. For this reason, buttons must be visible, intuitive and consistent throughout. To help with constancy, sample buttons have been created. When buttons are used on a lighter background, hover state becomes a more saturated blue to validate the user's behavior. On dark backgrounds, the button hover goes from stroked to fill.

On background
HEX # FAFafa

On background
HEX # 191919

DEFAULT STATE

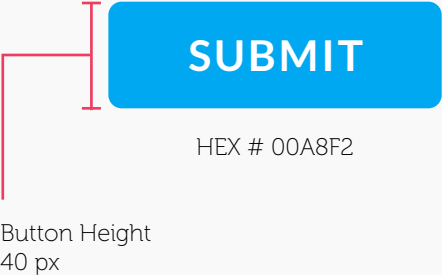


Padding
30 px

HEX # 00BCF2

Corner radius: 5 px

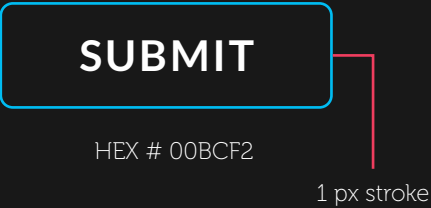
HOVER STATE



Button Height
40 px

HEX # 00A8F2


DEFAULT STATE



HEX # 00BCF2

1 px stroke

HOVER STATE



HEX # 00BCF2

**NOW
YOU
KNOW.**

