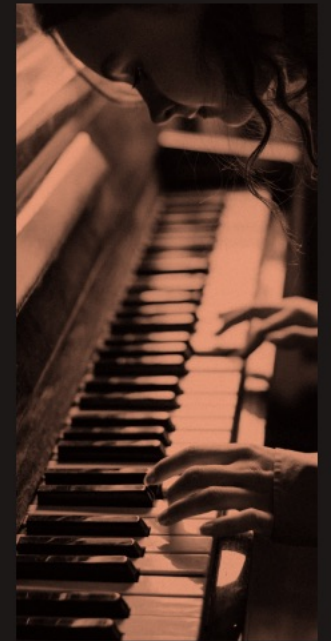


OSTINATO



BRAND GUIDELINES



CONTENTS

01	BRAND OVERVIEW
02	TONE & MESSAGING
03	LOGO
04	COLOUR
05	TYPOGRAPHY
06	ICONS
07	IMAGERY
08	APPLICATIONS



01

BRAND OVERVIEW



THE MISSION

Ostinato's is to help music learners of any circumstance feel encouraged, supported and motivated on they musical journeys.

THE VISION

Our vision at Ostinato is to show the world the true value of music and to make it a consistent & persistent part of people's lives, even in small increments.

THE NAME

'Ostinato' is a musical term for a short melodic phrase, recurring often throughout a composition. The Ostinato brand reflects this by striving to achieve our vision.

OUR VALUES

At Ostinato we care a lot about:

- **ACCESSIBILITY & INCLUSIVITY**
- **CULTIVATING MUSICAL PASSION**
- **LIFELONG LEARNING**
- **FUN & FULFILMENT**
- **CULTURE & CREATIVITY**
- **ADVENTURE & DISCOVERY**



A person is playing a bass guitar. The image is heavily stylized with a teal/cyan color overlay. The person's left arm, adorned with a large, intricate tattoo, is visible on the left side of the frame. The bass guitar is a light-colored, possibly white or cream, with a dark pickguard. The person's right hand is positioned on the strings near the bridge. The background is dark and indistinct.

02

TONE & MESSAGING

TONE OF VOICE

The tone of voice with which we communicate is of upmost importance in reflecting our values. Our communications should strive to be:

CHEERFUL **EMPATHETIC** **CONSTRUCTIVE**

ENCOURAGING **FRIENDLY** **ENTHUSIASTIC**

ENERGETIC **CONFIDENT** **INCLUSIVE** **WARM**

MOTIVATIONAL **REASSURING** **SUPPORTIVE**

STRAIGHTFORWARD **WITTY** **RELATABLE**

A close-up photograph of a person's hands playing a clarinet. The person is wearing a dark jacket and a watch with a light-colored face and a dark strap. The image is overlaid with a semi-transparent purple filter. The clarinet is silver and black, and the person's fingers are positioned on the keys.

MESSAGING

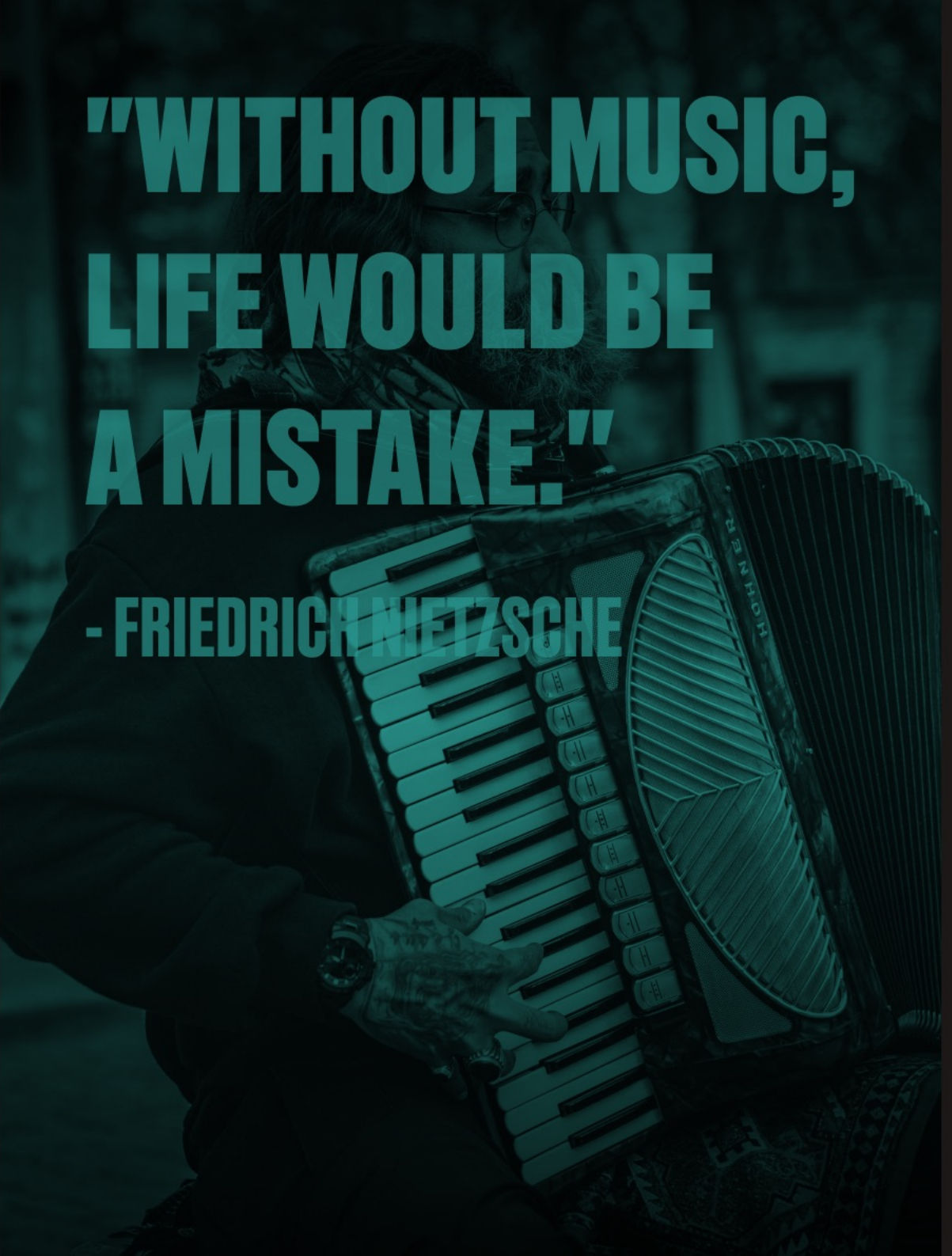
Our primary goal with messaging is to encourage learners and get them excited about music. To achieve this, we use phrases that express our tone of voice, often incorporating witty musical references. Here are some examples:

- **Tune up!**
- **Take it up an Octave!**
- **Unleash your inner maestro.**
- **Let's make life more musical.**
- **Bach to Basics: Even the greats had to start somewhere.**
- **Just a few more practice sessions, and you'll be pitch-perfect!**
- **Each time you practice brings you one step closer to becoming a virtuoso.**

INSPIRING QUOTES

To help inspire people to get learning music, we like to quote words of musical wisdom from a wide range of influential voices from contemporary pop stars to ancient philosophers. This variety of voices reflects the diversity and inclusivity of our brand.

These quotes primarily appear in interval periods within the app but may also appear in our advertising.

A person with a beard and glasses is playing an accordion. The image is overlaid with a teal color scheme. The quote is written in large, bold, white capital letters.

**"WITHOUT MUSIC,
LIFE WOULD BE
A MISTAKE."**

- FRIEDRICH NIETZSCHE



03

LOGO

THE LOGO

The Ostinato brand logo is a wordmark featuring the Recent Grotesk typeface, enhanced with tilted counters in the 'O's to mimic semibreve notes, creating a subtle yet impactful reference to music.

OSTINATO



04

COLOUR

PRIMARY COLOURS

Our primary colours are Opus White and Nocturne black. These colours serve as a strong and impactful, musically reminiscent base for our brand identity.

Opus White

#FCFAFA

R244 G240 B240

C1 M2 Y2 K2

Nocturne Black

#1B1818

R15 G13 B18

C74 M69 Y61 K84

SECONDARY COLOURS

Our colourful secondary palette brings extra impact and energy to our brand identity. These colours reflect the enthusiasm for music learning that we wish to share with the world. These colours are primarily used for imagery and ui elements.

Pink

#F883CB
R230 G135 B183
C5 M59 Y0 K0

Orange

#F8A883
R248 G169 B130
C0 M40 Y49 K0

Brass

#F1C570
R242 G195 B111
C5 M23 Y66 K0

Green

#BDD36C
R189 G211 B106
C29 M2 Y75 K0

Teal

#6AC8C1
R108 G200 B194
C55 M0 Y28 K0

Purple

#C180C6
R189 G129 B184
C25 M57 Y0 K0

A close-up, artistic photograph of a hand holding a violin bow. The image is heavily shadowed, with a strong purple/magenta color cast. The hand is positioned in the upper right, gripping the bow. The bow's hair is visible, and the body of the violin is partially seen on the left. The overall mood is dramatic and focused.

05

TYPOGRAPHY

TYPEFACES

We use typography to further express the unique personality of Ostinato. Our typefaces are 'Recent Grotesk,' which conveys the brand's punk quality, and 'Larken,' which adds a touch of classical musicality.

Aa

RECENT GROTESK

Recent Grotesk is primarily used for headings and larger sub-headings. Medium, Bold and Black font weights may be used depending on what suits best.

Aa

LARKEN

Larken is primarily used for body copy and smaller sub-headings. The Regular font weight should be used for body copy, but other weights may be utilised as necessary..



06

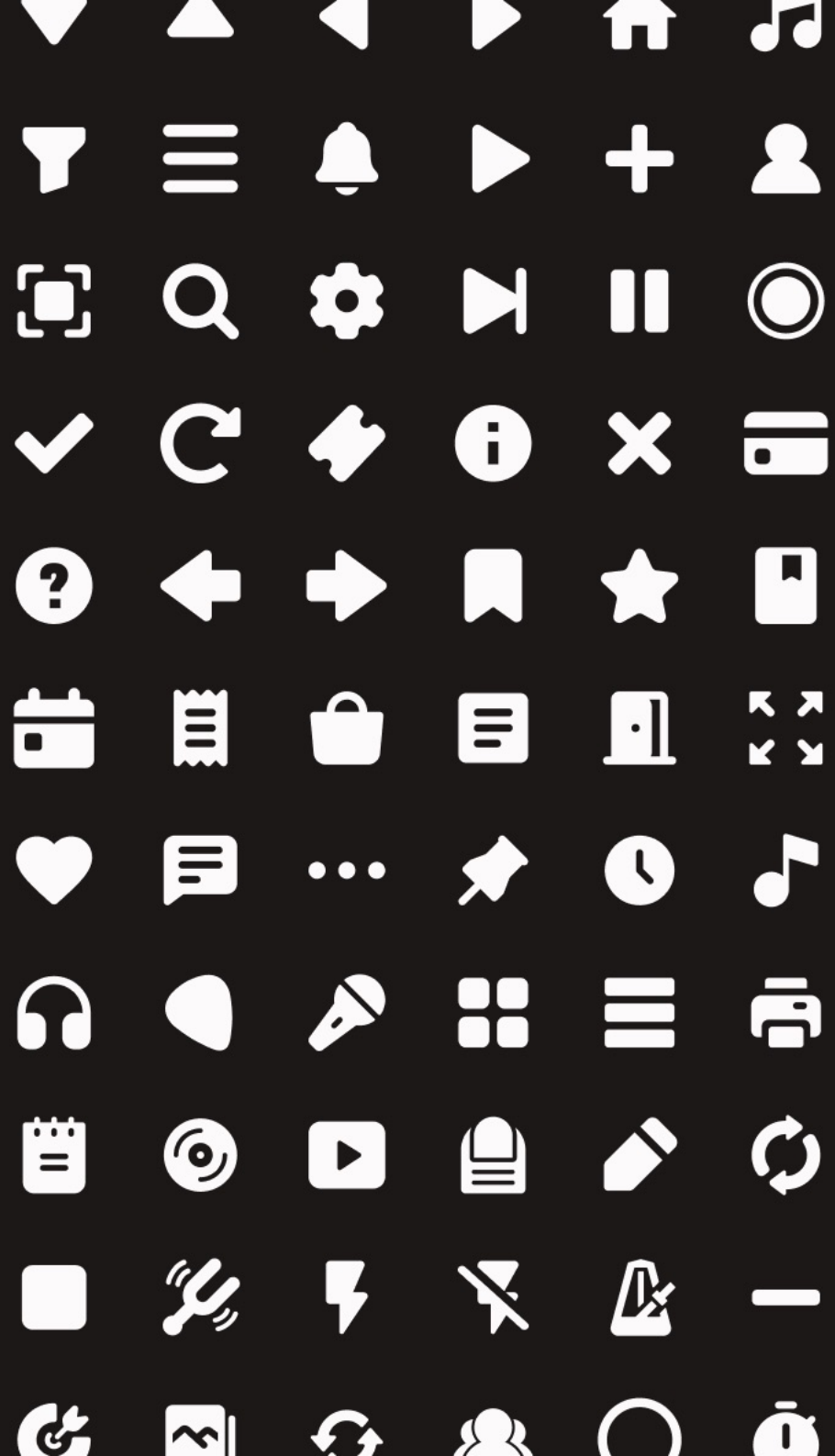
ICONS

ICONS

Consistency in icon usage plays a huge role in maintaining a cohesive visual identity across the Ostinato app.

For smaller use cases, we use filled icons. This ensures they are easily recognisable and maintain visual clarity at reduced sizes. These are typically used in menus, buttons and other compact UI elements.

For larger use cases, we opt for an outline icons. The outline style provides a cleaner and less dense appearance, making it easier to convey detail without being too overwhelming. These are usually employed in more prominent places such as banners, cards and large buttons.





07

IMAGERY

IMAGERY

The Ostinato brand is easily recognisable through our distinct use of imagery. We showcase the power of music with photographs of real-life musicians and learners, highlighting the dynamism and passion that music brings to their lives. Our photos receive a colour overlay treatment using our vibrant secondary palette, creating a cohesive and memorable visual experience.



A close-up, low-angle shot of a hand holding a violin bow, positioned over the strings of a violin. The lighting is warm and dramatic, highlighting the texture of the wood and the tension of the strings. The background is dark, making the hand and bow the central focus.

08

APPLICATIONS

APPLICATIONS

The following examples illustrate how the Ostinato brand can be applied across various means of advertising, merchandise, and media. These serve as helpful guidelines for future applications.

