

OSTINATO



BRAND GUIDELINES



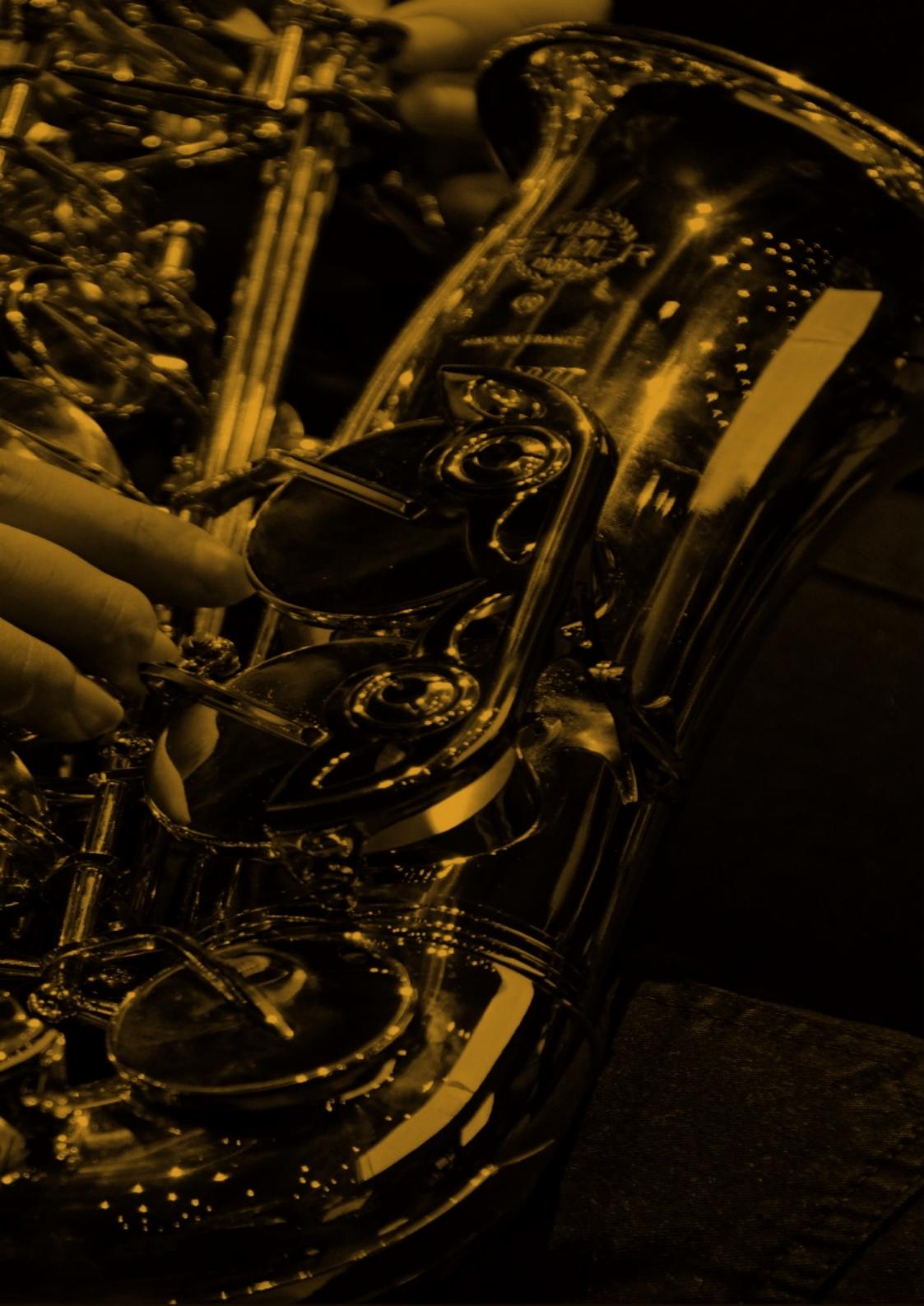
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01

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.

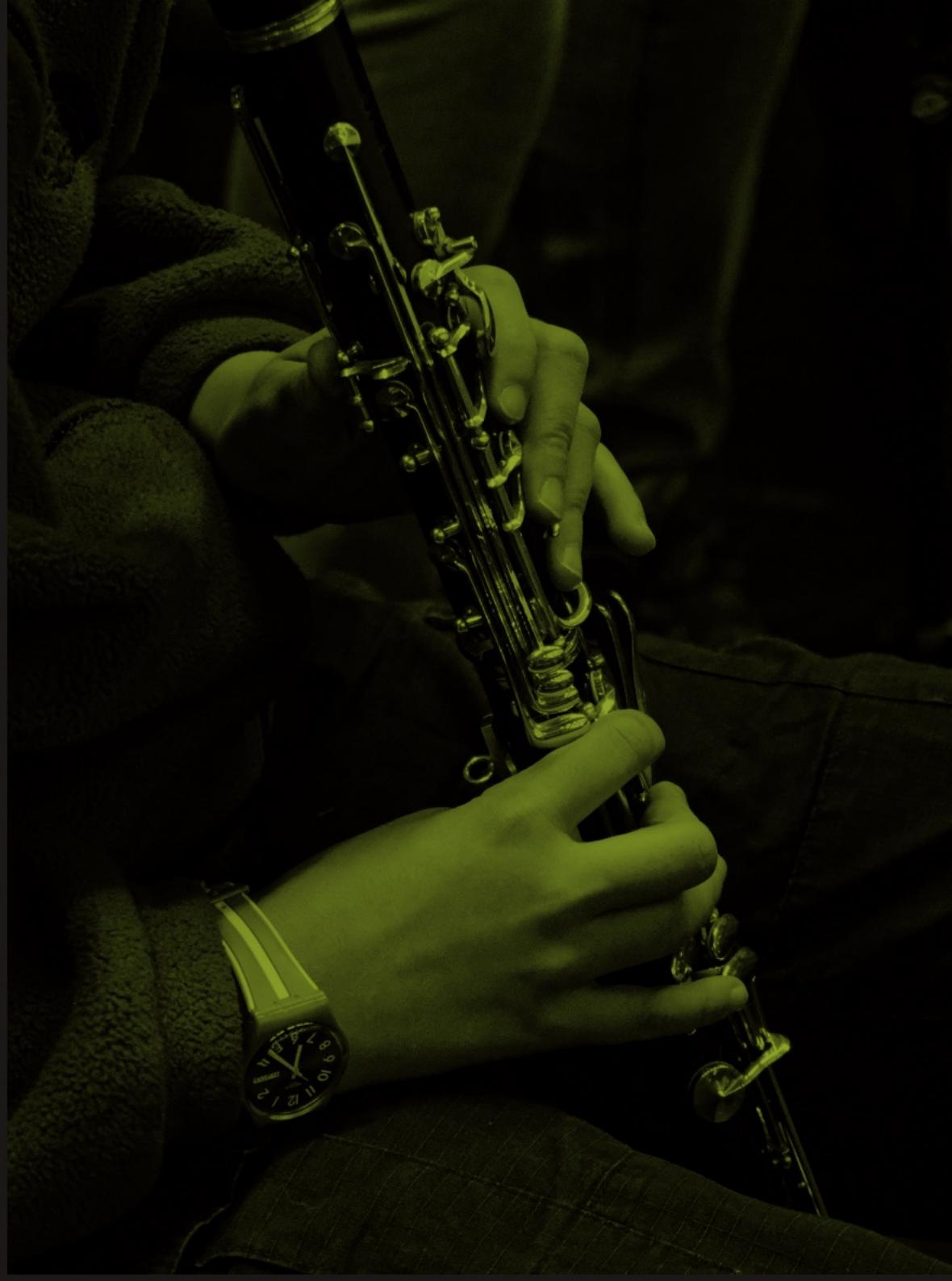
THE NAME

'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 close-up, low-angle shot of a person's hands playing a light-colored electric bass guitar. The person is wearing a dark t-shirt with a visible dragon bracelet on their left wrist. The background is dark and out of focus, showing some foliage.

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



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.**

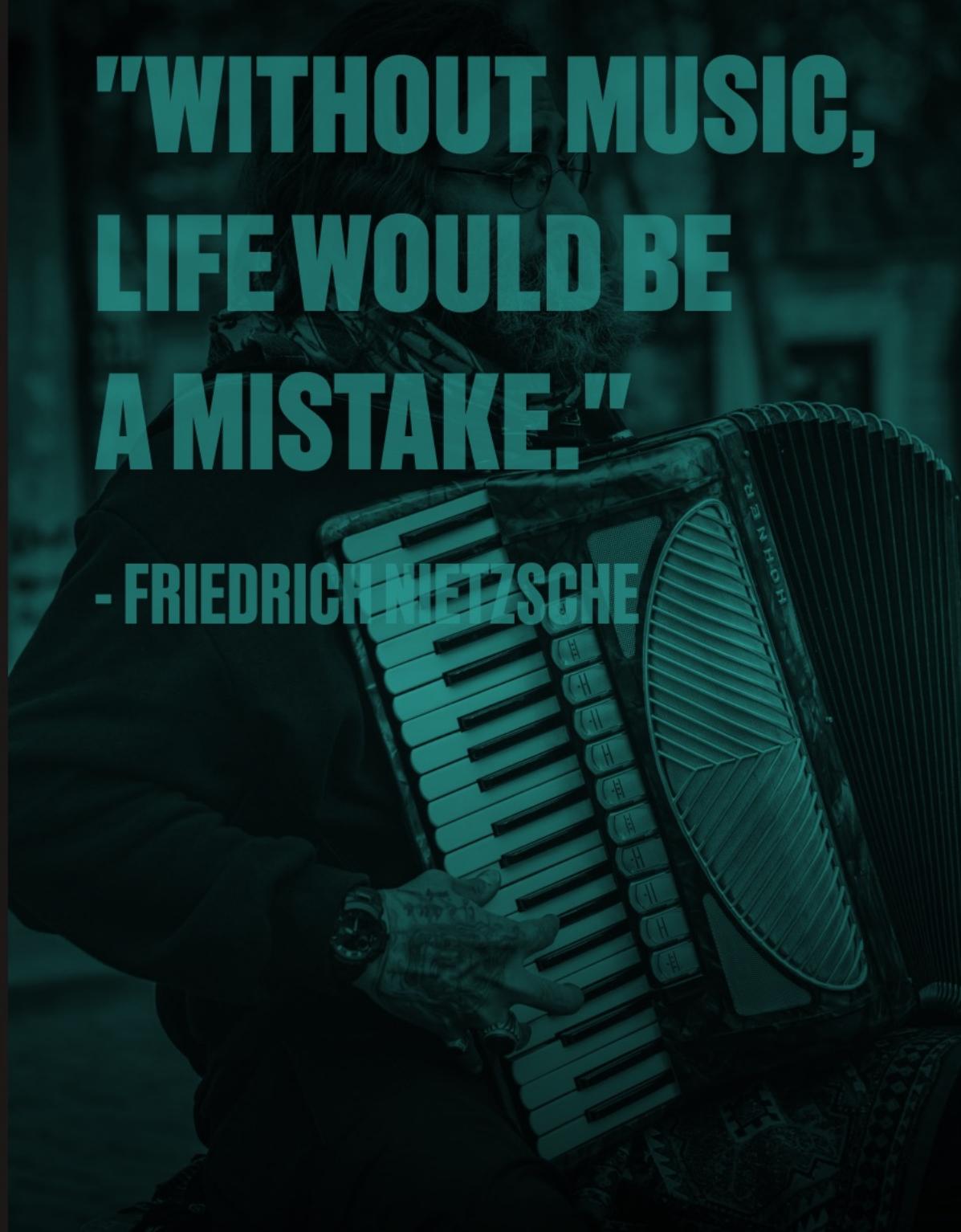
INSPIRING QUOTES

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.

**"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

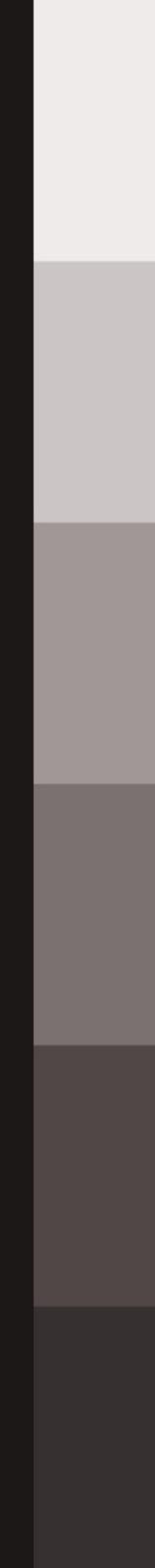


04

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

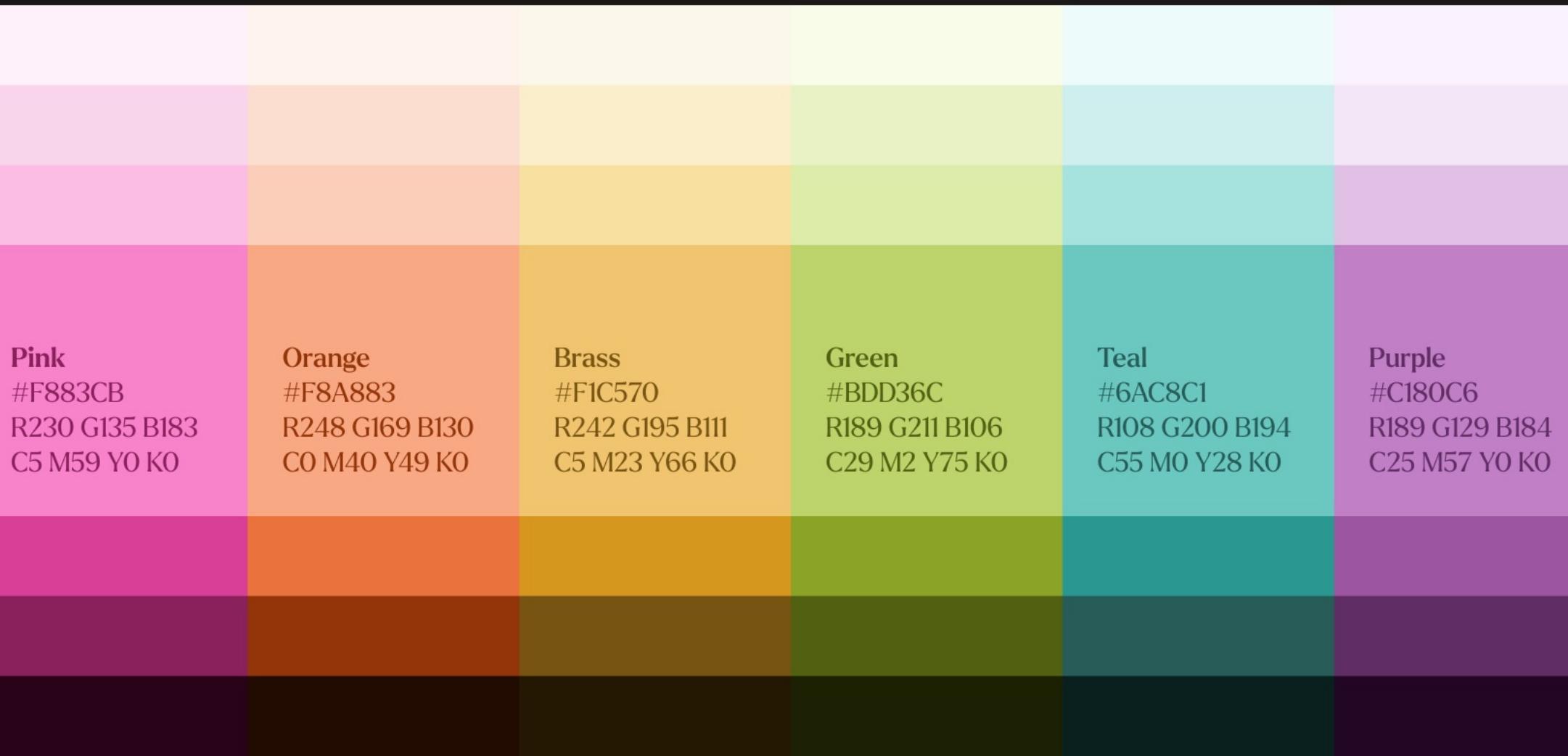
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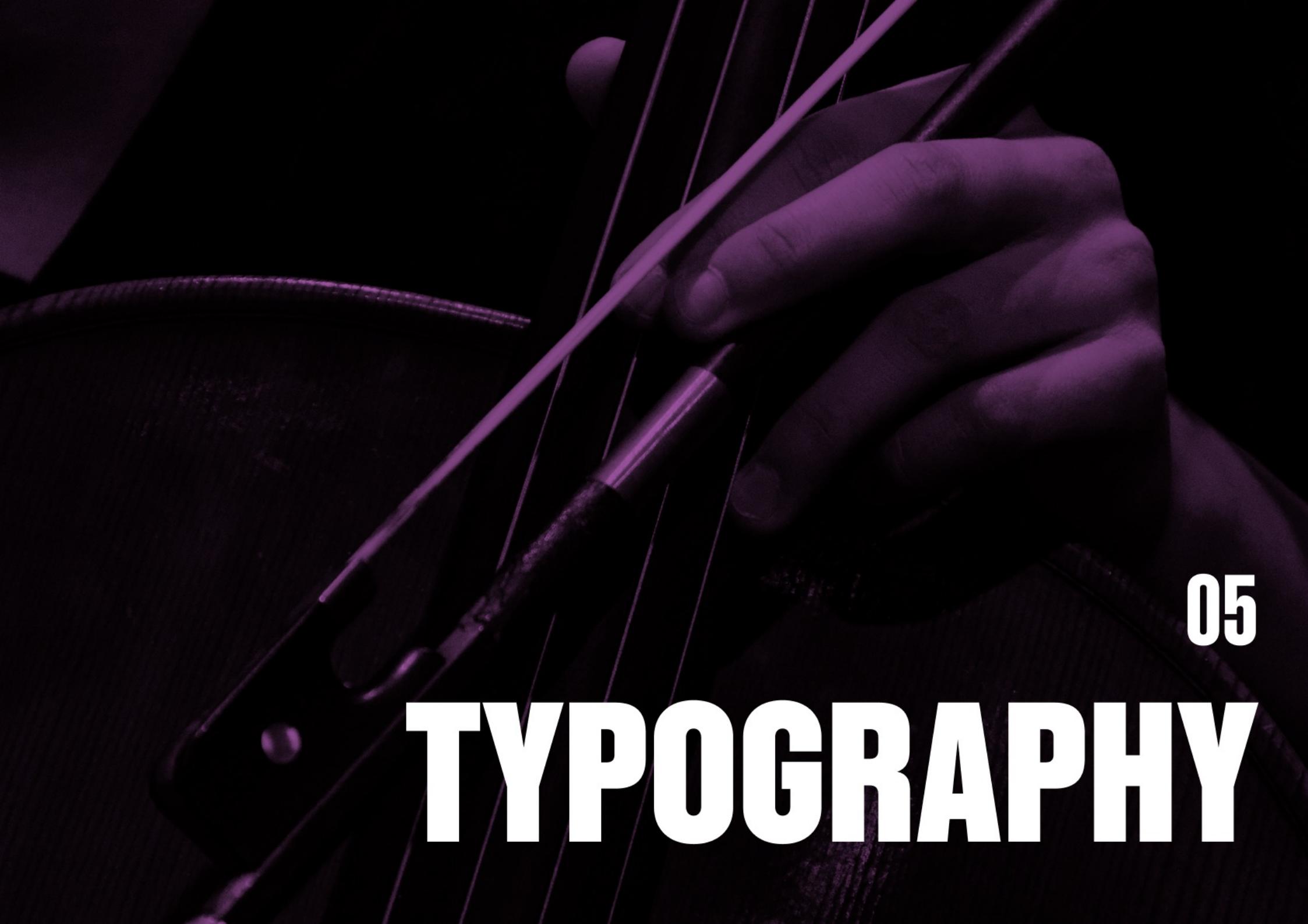
R15 G13 B18

C74 M69 Y61 K84

SECONDARY COLOURS

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





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

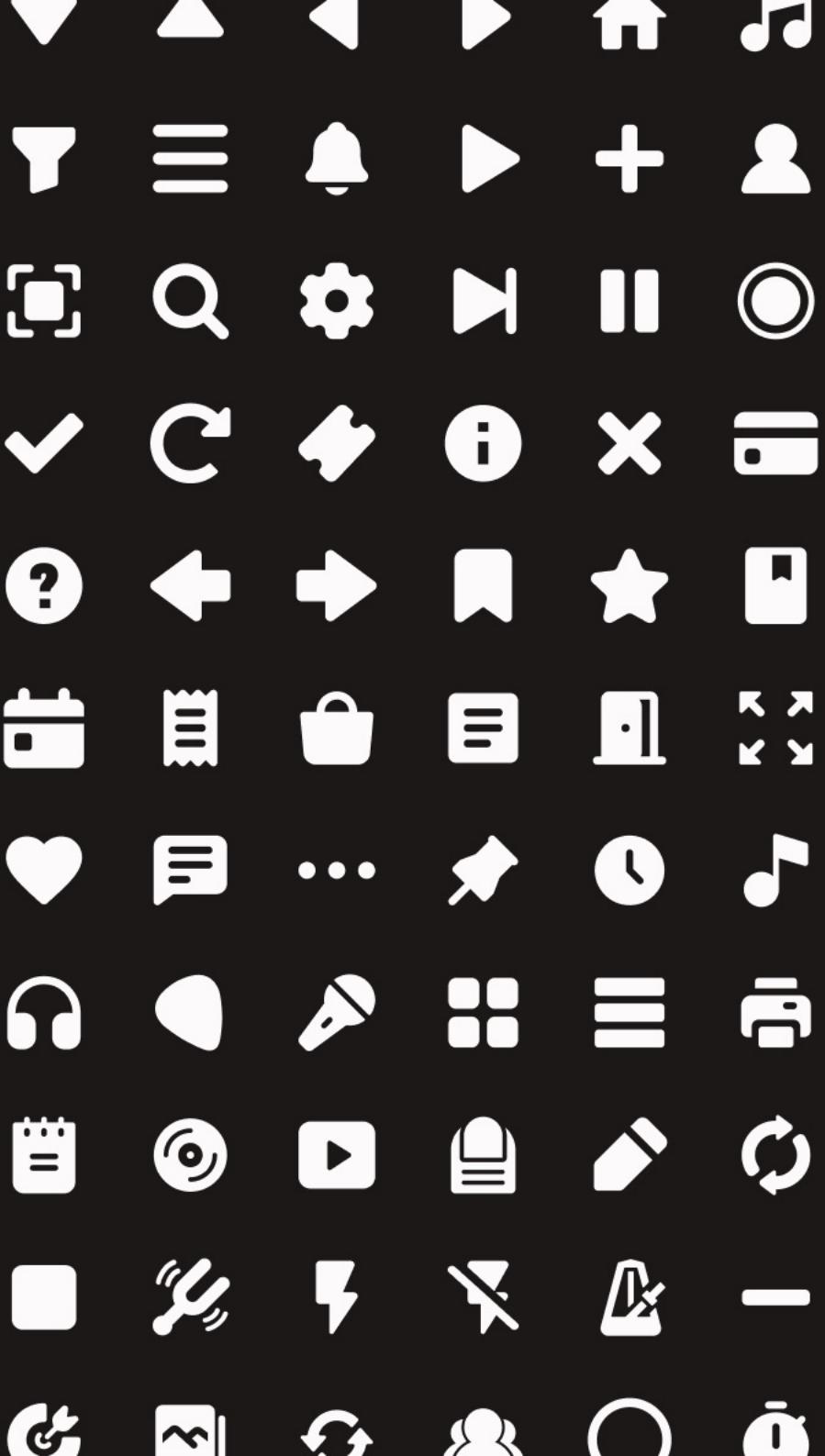
ICONS

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 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.





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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.

