

On the Ground
PRODUCTIONS

WHERE COMPLEXITY BECOMES CLARITY

Brand Book

Guidelines & visual identity

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01 Who we are

On The Ground Productions is a UK creative studio that makes sense of the complex.

We get under the skin of your concepts, business models and the intricate processes most people never see, distil what truly matters, then bring it to life through film, design, photography and AI, so the people who matter don't just see what you do, they understand it.

POSITIONING

From big ideas
to broad
understanding.

Our promise, in a line: boots on the ground,
close to the work, translating complexity into
clarity.

02 Mission, vision & values

MISSION

Make the complex clear.

We turn complicated ideas, technologies and business models into stories a wide audience can grasp and trust.

VISION

Clarity as standard.

A world where the most important ideas are also the clearest, and the organisations behind them are properly understood.

VALUES

Clarity

We simplify without dumbing down.

Craft

Every frame, word and pixel is considered.

Curiosity

We ask until we truly understand.

Truth

Real people, real stories, no gloss.

On the ground

Close to the work, wherever it is.

03 Positioning & audience

We sit between strategy and craft: a studio that understands the subject deeply, then makes it land.

For ambitious organisations working on genuinely complex things, On The Ground Productions is the creative partner that turns that complexity into clear, compelling stories, because we do the thinking first and the making second.

WHO WE WORK WITH

Web3 & blockchain

Telecommunications

Emerging technology

Social impact

Startups to established brands

04 Voice & tone

How we sound: clear, human and confident, never loud or jargon-heavy.

Clear over clever

Say the useful thing plainly. If a sentence needs re-reading, cut it.

Human, not corporate

Write like a thoughtful person talking, not a press release.

Confident, quiet

We don't shout. Assurance comes from clarity, not volume.

Plain British English

UK spelling. No jargon. Short sentences. Active voice.

DO

"We make the complex clear."

Use commas, not long dashes.

Lead with the benefit to the reader.

DON'T

"We leverage synergistic solutions."

Use em or en dashes.

Pile on adjectives or hype.

05 Logo



Primary wordmark (on light)



Reversed (on ink / imagery)

The primary logo is the full wordmark. Use the reversed version on dark backgrounds and photography. Maintain clear space of at least the cap-height of the word "Ground" on all sides. Minimum width 120px on screen / 30mm in print. The OTG monogram (see favicon) may be used where space is tight.

06 Logo misuse

Keep the logo consistent. Don't:



Stretch, squash or distort it



Recolour it outside the palette



Rotate or tilt it



Add shadows, glows or outlines



Place it on busy or low-contrast backgrounds



Alter the spacing or typeface



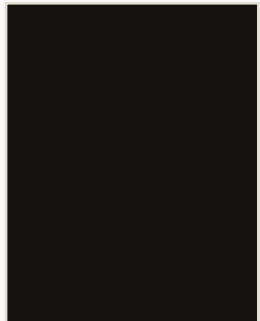
Recreate or typeset it yourself



Box it in when clear space allows

07 Colour

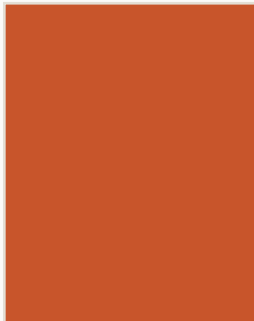
A warm, editorial palette: near-black ink, a single terracotta accent, and soft creams.



Ink

#14130F
RGB 20 19 15
CMYK 0 5 25 92

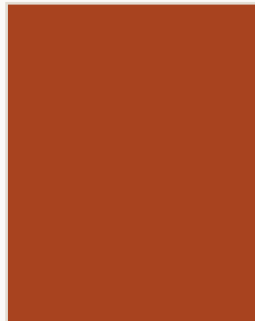
Primary. Text, dark sections, reversed logo.



Terracotta

#C8552B
RGB 200 85 43
CMYK 0 58 78 22

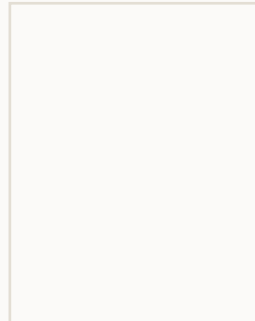
Accent. Highlights, buttons, key marks.



Terracotta deep

#A8431F
RGB 168 67 31
CMYK 0 60 82 34

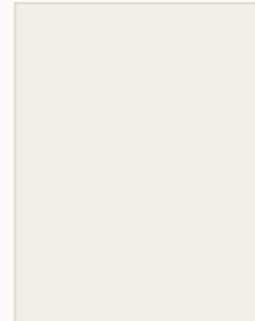
Links & hover, small accent text.



Cream

#FBFAF8
RGB 251 250 248
CMYK 0 0 1 2

Primary background.



Sand

#F2EFE9
RGB 242 239 233
CMYK 0 1 4 5

Alternate / panel background.



Soft ink

#4A4740
RGB 74 71 64
CMYK 0 4 14 71

Secondary body text.



Line

#E3DED4
RGB 227 222 212
CMYK 0 2 7 11

Borders, rules, dividers.

08 Typography

Two families: a refined serif for display, a clean sans for everything else.

Aa

DISPLAY / HEADINGS

Source Serif 4

Weight 500, tight tracking. Used for headlines and statements. (Georgia is an acceptable system fallback.)

Aa

TEXT / UI

Inter

Weights 400/500/600. Body copy, navigation, labels. Eyebrows are Inter, uppercase, letter-spacing 0.22em.

From big ideas to broad understanding.

Body text is set in Inter at a comfortable 17px with 1.65 line-height for easy reading.

09 Photography & imagery

Documentary honesty: real people, real places, natural light.

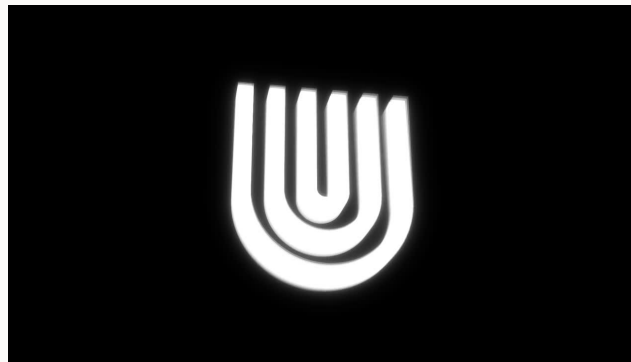
Our photography spans portraits, music, travel, lifestyle, fashion and behind-the-scenes. Favour strong single subjects, genuine moments and available light. Keep grading natural, no heavy filters. On the website, teasers may carry a subtle desaturation that resolves to full colour on hover. Always use high-resolution files.



10 Graphics & motion

Clean editorial layouts, generous space, restrained motion.

Design work is calm and confident: strong type, plenty of white space, and tactile 3D or brand renders where they earn their place. Motion is used sparingly, gentle page fades and soft reveals, never distracting. The feeling should be premium and considered, never busy.



11 What we do

Most projects draw on several of these disciplines at once, brought together under one roof.

01

Graphics & Design

Branding, motion and identity that make complex ideas clear.

02

Film

Cinematic storytelling that builds trust and connection.

03

Photography

Portraits, events and brand imagery shot with real craft.

04

AI Filmmaking

AI-generated film and adverts that turn imagination into reality.

CLIENTS & PARTNERS

Trusted by brands building what's next.



13 Applications

The identity in the wild.

Website

onthegroundproductions.com — clean editorial layout, cream & ink, terracotta accents.

Social

Instagram @onthegroundproductions · YouTube @otgprodsLtd

Film & titles

Reversed logo, Source Serif titling, restrained lower-thirds.

Documents & decks

Cream backgrounds, generous margins, one accent colour.

Let's tell your story.

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