



# Oscar Gines

Your End-to-End  
Advertsing Partner

# ART DIRECTION



This comprehensive resource outlines the best practices and standards for communicating Oscar Gines' brand creative direction, art direction, video production, multimedia content, and website design. Rooted in urban culture, the brand balances business values and cultural relevance.

I celebrate diversity, transparency, and forward-thinking while maintaining discipline and methodological rigor. This guide will help you navigate the brand's visual and tonal language across all media, ensuring consistency in an adaptive, community-focused approach. Use it to create content that resonates with authenticity, supports our values, and pushes creative boundaries.

I am a commercial art professional with over 15 years of experience in the multimedia and branding field, having collaborated with many of the world's top-performing brands.

Originally from humble beginnings in Middletown, New York, I began my commercial art career in 2008.

Along the way, I have built a reputation for trust and a sense of comfort with my clients, thanks to my jovial and witty personality. My background includes working with a diverse clientele, and I bring a strong sense of discipline and leadership, honed during my time in military-adjacent programs.

# & MULTIMEDIA

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# Methodology

# Design



My graphic design expertise extends across all mediums, ensuring your message makes a powerful impact whether displayed digitally or in print. We handle a wide array of digital formats, such as dynamic digital signage, executive presentation chart decks, infographics and impactful billboards, ensuring your brand presence is strong and cohesive across all platforms.

Additionally, my capabilities include designing for print and signage, covering everything from brochures and flyers to large-scale banners and custom signage. No matter the format, our team is equipped to deliver high-quality designs that are tailored to meet the specific needs of your project, ensuring your message is not only seen, but remembered. My comprehensive design solutions bridge the gap between digital and physical advertising spaces.

## **Discovery**

- Understand the end-user/client needs and goals.
- Define the purpose and mission of your product
- Understand why this service is important and unique
- What an end-user's appropriate response to your product should be
- Understand the format and specifications of your graphic design project

## **Proposal**

- General review, iteration and approval cycles

## **Delivery/Production**

- Production of your final deliverable may include preparation and actual production time.  
(Times may vary based on the format of your project)

# Define Success



**What factors would indicate a successful execution?**

Justification

Statement of Work (SOW)  
Deliverables needed

# Identity/Brand

I specialize in crafting distinct identity design services tailored to your needs, and in line with industry/technology trend. With 15+ years of expertise in branding, I'm dedicated to creating compelling brands that not only resonate with your audience, but also build substantial equity in your product. I understand the importance of a cohesive product name/identity system and am committed to delivering a final product that meets your needs and establishes a strong, recognizable presence



## Discovery

I can host a brand-building workshops to identify and inform the creative direction of your project).

Our goal will be to identify:

End-user's/your needs and goals.

Define the purpose and mission of your product

Understand why this service is important and unique

What should an end-user's response to your product should be

Define the end-user's habits and preferences

Mitigate pain points in your service to establish an appropriate identity

Conduct name studies to identify an appropriate name for your product



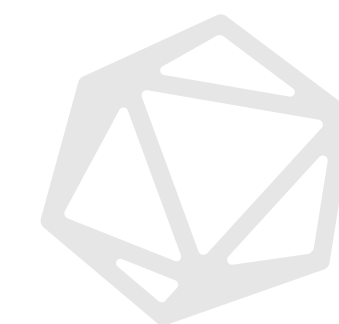
## Proposal

I'll then come up with an individually tailored proposal that fit your needs. Based on this proposal, you and your stakeholders will determine if any modifications need to be made. (To be determined collaboratively)



## Delivery

I am an artisan in the field and will provide you with a suite of files and specifications to meet the needs of various brand applications. In some instance, I will provide you with additional style guidance to ensure consistent and appropriate use of your identity system.



# Video Production

I will guide you through every step of the video production process, from initial script development to the final polished product. I'll collaborate closely with you to develop a compelling script, ensuring your message is clear and impactful. Then bring your vision to life with high-fidelity 3D and motion graphics, enhancing the visual appeal of your project. Throughout the process, I'll provide detailed storyboards for review by you and your stakeholders, ensuring alignment and satisfaction before moving forward. My comprehensive services also include expert editing and audio production, ensuring that every aspect of your video is crafted to the highest standards. Trust me to deliver a final production that not only meets, but exceeds your expectations. Making a lasting impression on your audience.

## Script

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This is the most-important part of moving forward with any video production project. I'll help establish a strong message and story that can appropriately communicate your product's values and goals. Implementing strong copywriting, I'll guide you through crafting that messaging that will ultimately give life to your video. A standard motivational speaking model will sometimes help you ideate on the finer points you'd like to communicate such as, making the intended behavior of your end-user clear, outlining why an end-user should consider using your product/service, how to engage with your product's service providers, making clear the personal impact and benefits your product will have on an end-user, and a concise call-to-action.

## Storyboard

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Once your script has been approved by all relevant stakeholders, I'll design a low-fidelity storyboard outlining the visual language that will be used in your video. This activity will give you and your stakeholders a better idea of what the final product will look like without the onerous investment of production time. Ideally, this storyboard will inform you and your stakeholders whether or not the video is moving in the right direction before production begins.

## Review

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Video production can be rather time-intensive. In the interest of efficiency and mitigating duplicative effort, your script and storyboard must be reviewed and approved by all relevant stakeholders before moving into the production phase.

## Production

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Lights, Camera, Action!

My team of expert video producers will meticulously craft your video using industry-standard production tools. I'll then demo the production cut of the video and give you and your stakeholders the opportunity to make minor last-minute refinements.

Once approved, I'll handle uploading your video to delivery systems such as YouTube, Vimeo, and more. You will also be provided with the final video files to archive and use where you feel appropriate.



# Web Experience

Web Design &



User Experience



I pride myself on delivering cutting-edge user experience (UX) and web design services that embody agility and speed. With over 15 years of experience, I understand the digital landscape is constantly evolving, and my approach is designed to adapt swiftly to these changes. I'll ensure that your website not only looks visually stunning but, also offers an intuitive user experience that aligns with the latest compliance standards. Collaborative spirit means I work hand-in-hand with web development teams to craft custom solutions. Alternatively, I can also provide you a standard website for those projects that need greater control and sustainment of content. Whether a standard, or a bespoke build, I'm equipped to elevate your online presence with designs that captivate and convert.

# Web (Discovery)

Web Design &



User Experience



We can collaborate with research teams to identify insight-based decisions on how your content should be composed)

Understand the end-user/client needs and goals

Define the purpose and mission of your product

Understand why this service is important and unique

What an end-user's appropriate response to your product should be

Define the end-user's habits and preferences

Mitigate pain points in your service

Define timeline and expectations

Identify the URL of your website and facilitate the allocation of your online space

# Web (Foundation)

Web Design &



User Experience



### Sitemap

In this phase of our engagement, we outline a complete architecture of your future website and how the pages will work in concert. Visually, this sitemap will resemble a flowchart.

### Wireframe

In this phase of our engagement, we will develop a low-fidelity blueprint of your web page's structure and flow of content. This activity gives you a better understanding of what the final form will look like, without the investment of time and development. This phase is crucial, approval by stakeholders is necessary before proceeding to mitigate rework and impact on scope and timeline.

### Visual Design

In this phase, we solidify the overall aesthetic of your website. Which is directly influenced by your brand/identity. We present visual style language, key visuals, detailed color schemes, button styles, typefaces, spacing and general composition.

# Web (Production)

Web Design &



User Experience



## Development

### For Bespoke Builds:

This phase will involve the development team executing the vision established in our wireframes. The development team will present a test website for your review and approval. You will also have an opportunity to communicate what content will need consistent customization. The developer teams can offer options to build an additional Content Management System (CMS) to ensure you can make incremental adjustments to keep your website current. Once approved, the development team will schedule a production sprint to execute the release of your new website.

### For Standard Builds:

The process is agile by nature, I will make sure your site is functional and embodies the spirit of our collaborative wireframe experience

## Sustainment

### For Bespoke Builds:

The developer team will walk you through how to use the (CMS), as specified, and grant you access to a dashboard that puts you in control of your content. (In some instances\*, our web design/development teams can facilitate making edits to your content. Our development teams can also facilitate giving you access to a metric-gathering tools to get real-time data on how your website is performing

### For Standard Builds:

Our design team will also be able to grant you access to gather real-time metrics for you website's performance. Maintaining the content on your website will be crucial to keeping it current. We can collaboratively identify if you will need specialized support or self-service empowerment. For self-service support, we will offer to train you and your stakeholders on how to maintain your website content. It is always a good idea to designate a Sustainment Point of Contact (POC) who will be tasked with regular maintenance. Once identified, we will walk you through a 1-hour training workshop to empower you and your team for future success.

(For graphic design support, please contact us and we will be able to provide sporadic support)

# THE BRAND

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# Colors

Cypress Blk  
#000000  
cmyk 0 0 0 100

White  
#FFFFFF  
cmyk 0 0 0 0

RX Magenta  
#d21696  
cmyk 16 97 0 0

FL Citrus  
#FA740F  
cmyk 0 53 92 2

PRpl  
#560472  
cmyk 11 43 0 5

NY Navy  
#0C2340  
cmyk 100 60 0 56

Off-White  
#F2F2F2  
cmyk 0 0 0 5

Runaway Red  
#FF1F00  
cmyk 0 88 100 0

Defense Blu  
#00306E  
cmyk 43 24 0 57 zzzz

Sunshine Ylw  
#FFD100  
cmyk 0 18 100 0

CF Leather  
#38190A  
cmyk 0 12 18 78

NY Blu  
#BDDEF4  
cmyk 22 9 0 4

Grad Blu  
#4877FC  
cmyk 71 53 0 1

# Typography

**Avenir** Adrian Frutiger

**Aa Bb Cc Dd Ee Ff Gg**

**Hh Ii Jj Kk Ll Mm Nn**

**Oo Pp Qq Rr Ss Tt Uu**

**Vv Ww Xx Yy Zz**

**0 1 2 3 4 5 6 7 8 9**

Avenir Adrian Frutiger

Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

# Typography

**GINES**

Original Typeface

semi-serif, freestyle, quirky, craft

Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu

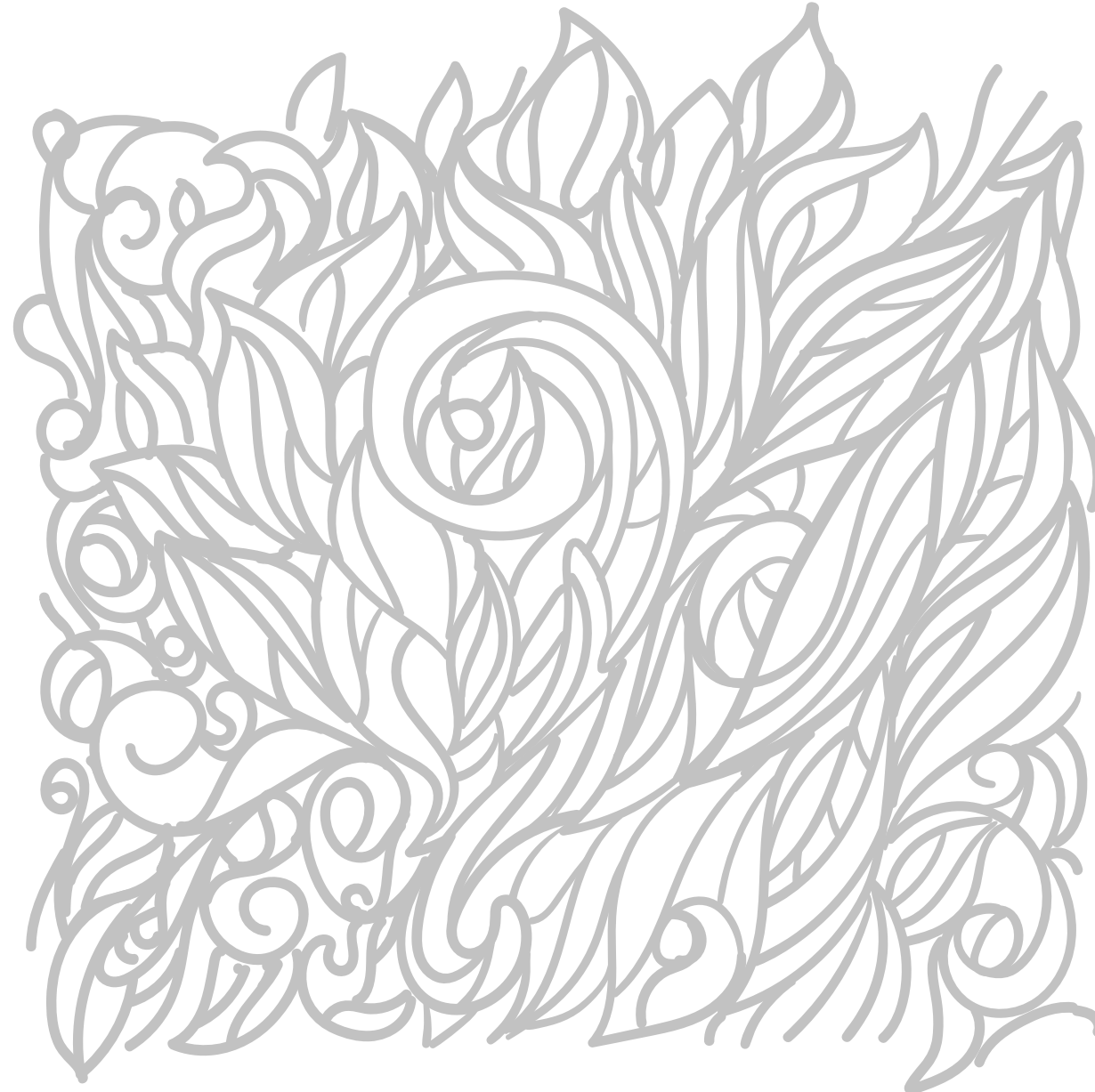
Vv Ww Xx Yy Zz



# Textures



Bedrock Texture

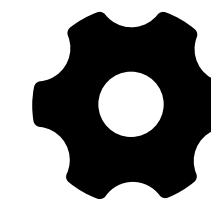


Heavyweight Ornamental



Prismic Light Overlays

# Iconography



LOGOMARK  
LOGOMARK  
LOGOMARK

01

Light Background Thin Stacked - (For minimalist, light-colored areas with more-portrait orientation)



©

Oscar  
Gines

# 02

Dark Background Thin Stacked - (For darker, visually-bustling areas with more-portrait orientation)



©

# Oscar Gines

# 03

Dark Background Thin Horizontal - (For darker, minimalist areas with more-landscape orientation)



04

Dark Background Thin Horizontal (White) (For darker, minimalist areas with balanced orientation)



Oscar Gines

# 05

Dark Background Bold Horizontal - (For darker, visually-bustling areas with more-landscape orientation)

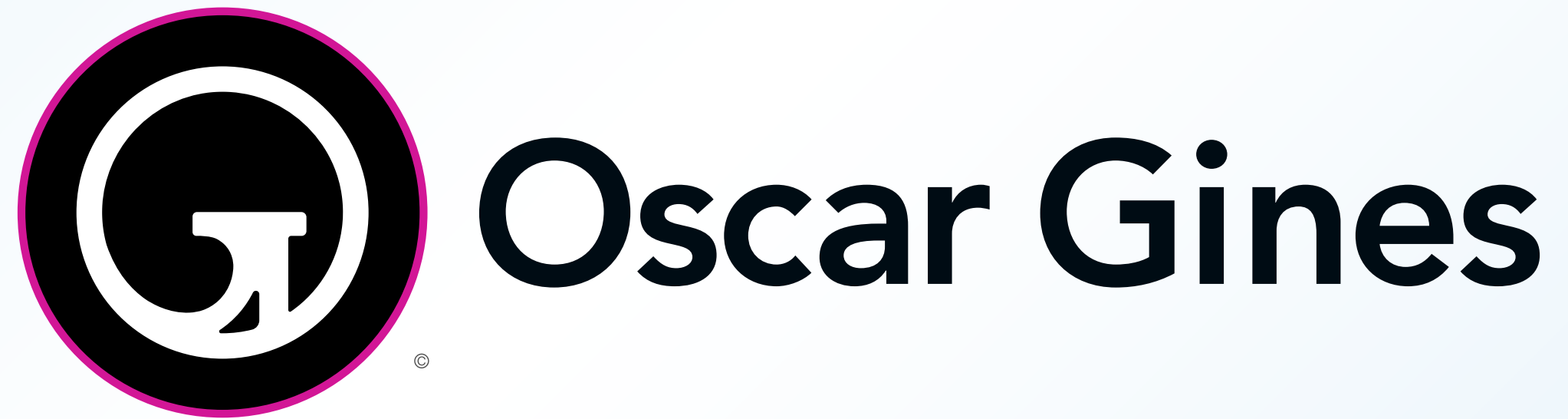


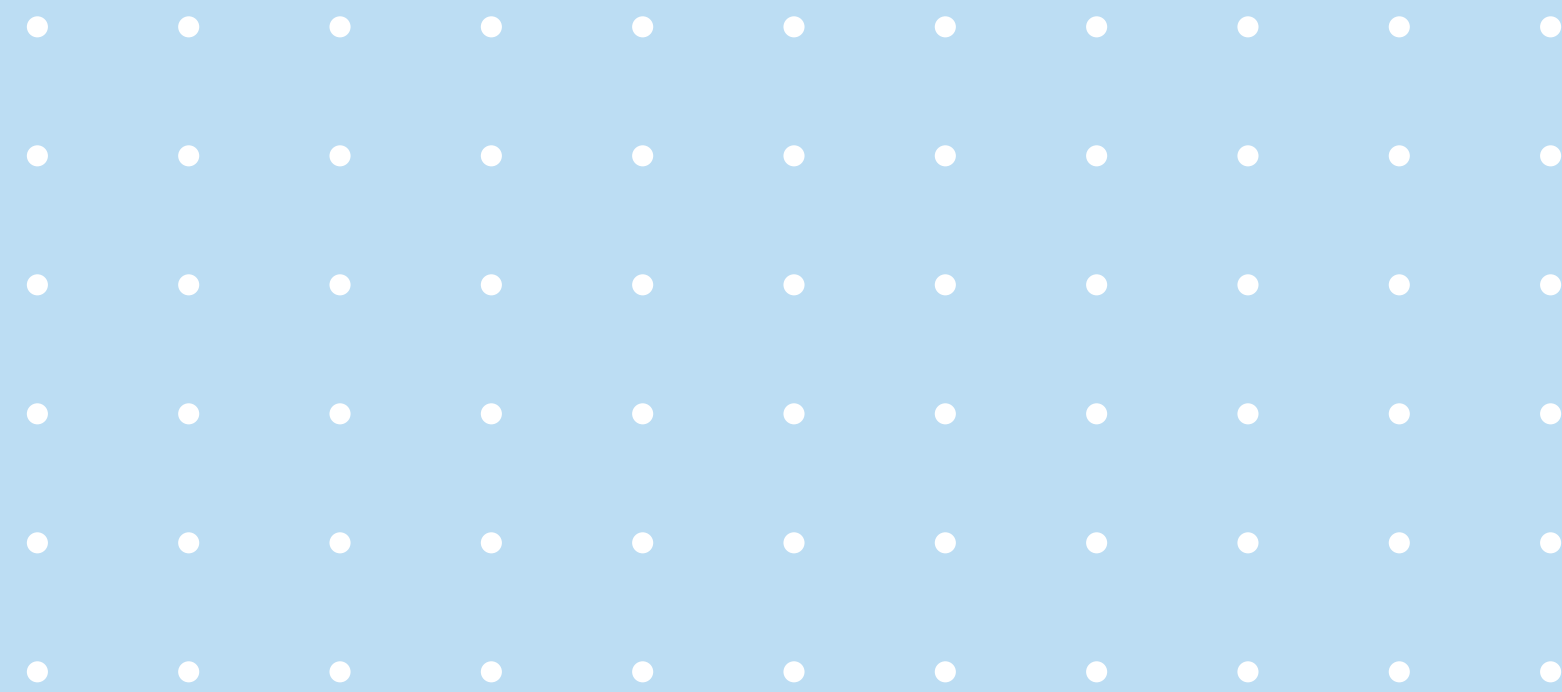
# Oscar Gines



# 06

Light Background Bold Horizontal - (A visually-dense version for light-colored, minimalist areas with more-landscape orientation)



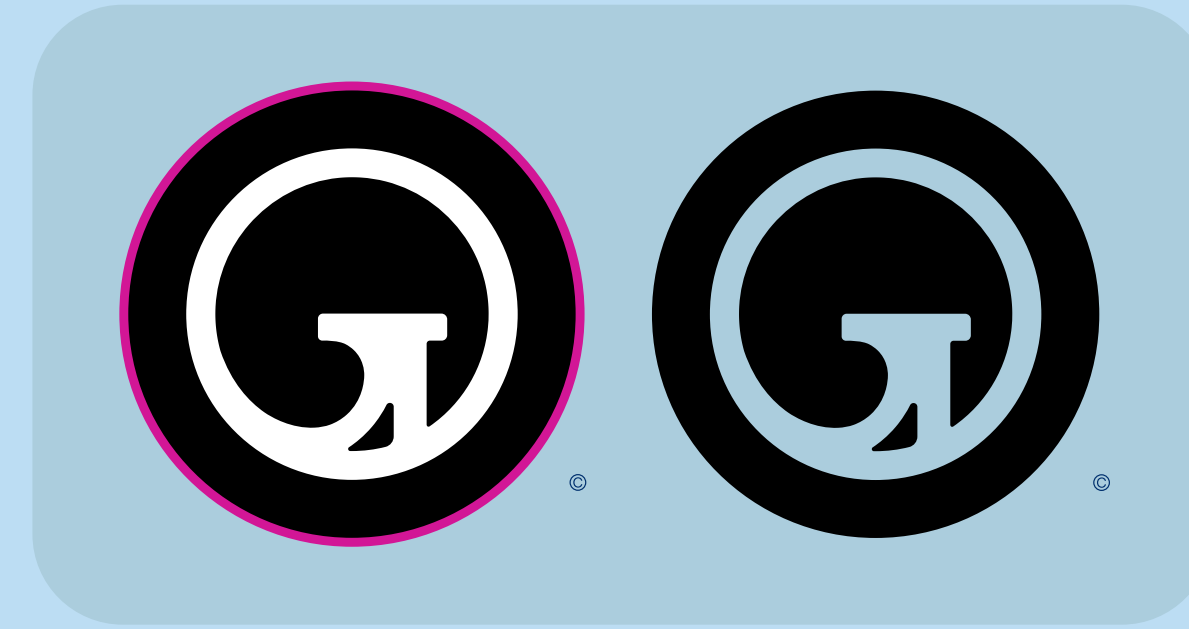


### App/Watchface



For application on smart watches and markets such as the "App Store" and "Google Play Store."

### Diminutive Marks



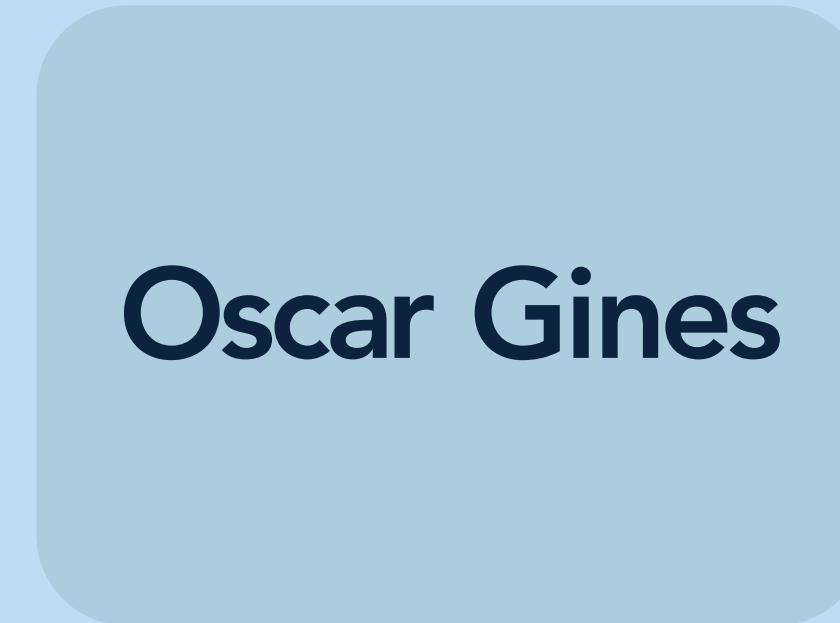
For application on small formats in which visual real-estate is limited

### Outline Mark



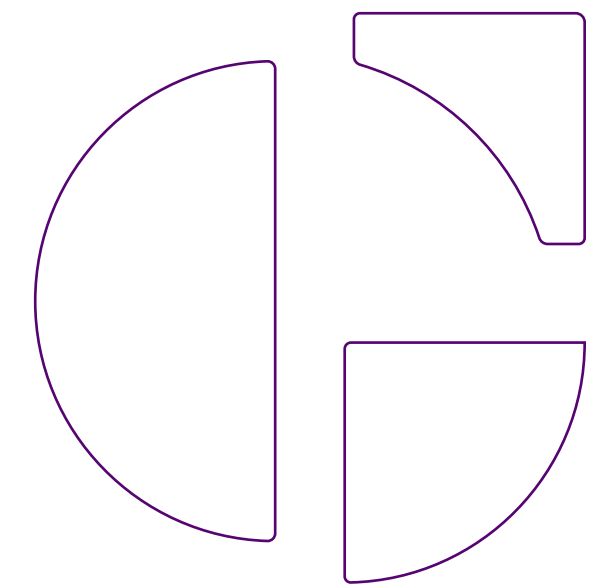
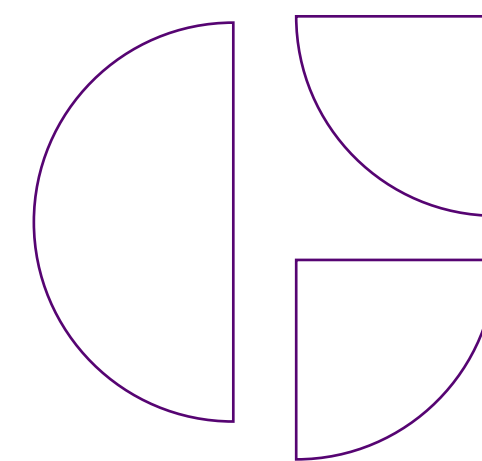
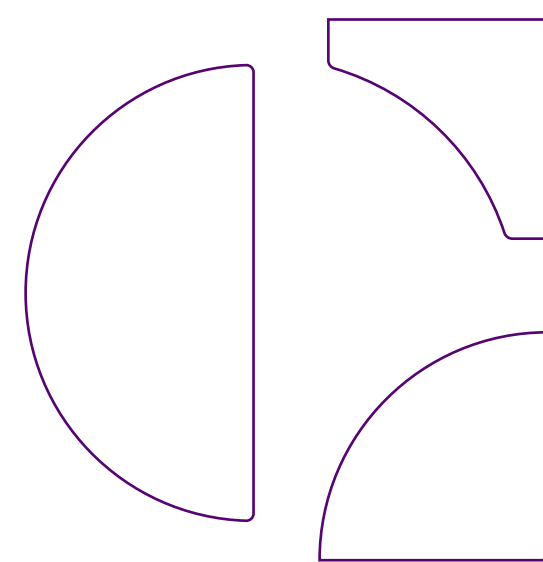
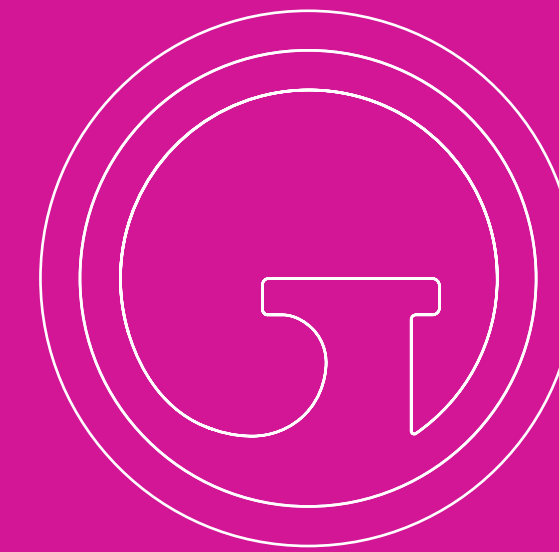
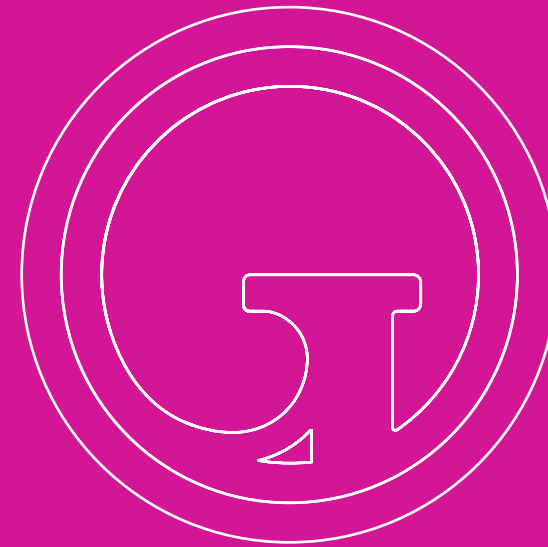
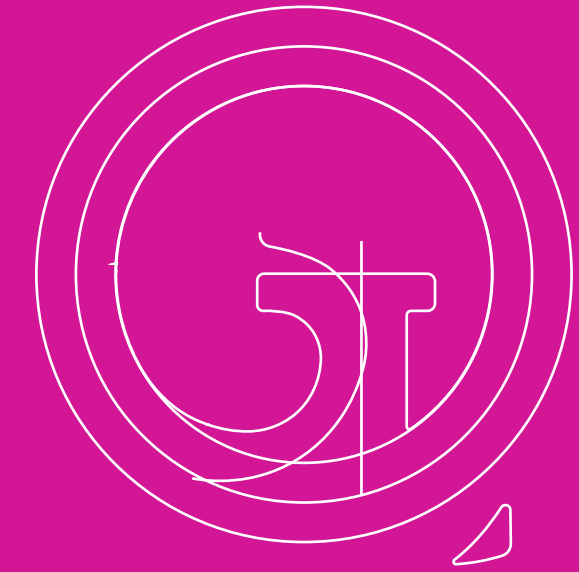
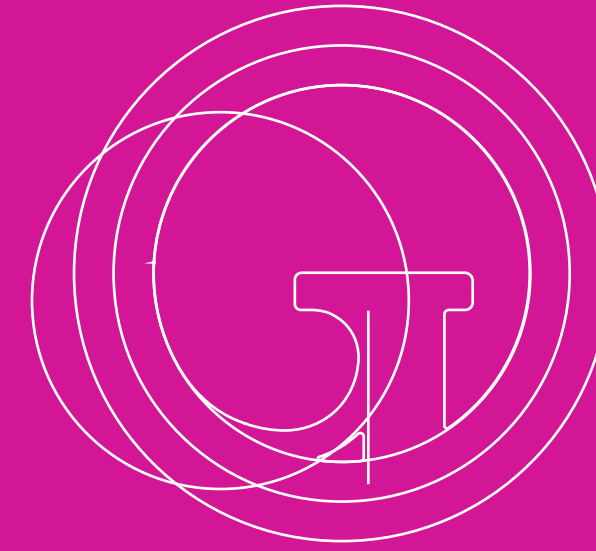
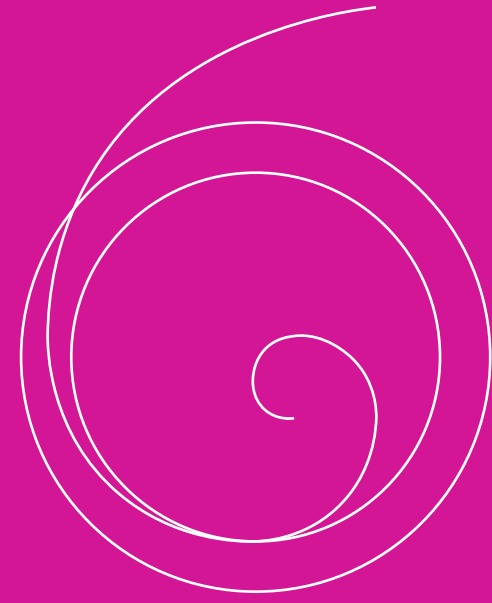
For applications where minimalism is most important

### Word Mark



For applications in text where imagery is not appropriate

# Ideation



# voice & tone





## Tailoring Our Communications: A Vibe Check on Our Values

At the core of our brand is a commitment to communication that's as diverse as our OG's —that's what we call our ride-or-die supporters, subscribers, and partners. We're all about creating a dialogue that's not just inclusive and respectful, but also innovative. Our approach mixes the authenticity of urban culture with the timelessness of classical influences, resulting in a unique voice that's both culturally relevant and professionally grounded.

We keep it 100 with honesty and transparency, holding ourselves accountable while staying flexible in this ever-changing landscape. Our comms celebrate the W's, foster mutual support among OGs, and embrace scientific rigor and objectivity. By sticking to these principles, we aim to build trust, encourage innovation, and create a space where diverse perspectives aren't just welcomed, but actively sought after.

This guide is our roadmap for crafting messages that hit different with our values, making sure every interaction reflects the best of who we are and aspire to be, and strengthens our connection with our OG community.



# Values

## Inclusive and Respectful

All communications should be respectful and inclusive. Create guidelines for community interaction that reflect this value. Set up channels for all OGs to drop their ideas and feedback. Regularly showcase and implement the best suggestions.

- Welcome diverse perspectives
- Use language that's accessible to all OGs
- Respect for all, regardless of background

## Innovative and Trending

Communications to OGs should emphasize the desire and drive to stay competitive and align with industry-standard trends. Whether it's design or tech, staying on top of the game is key to a successful business.

- Incorporate current design trends and technologies
- Stay updated on industry developments



## Honest and Transparent

Keep it real about your processes, decisions, and even L's. Share both W's and challenges with your community and build trust.

- Communicate openly about processes and decisions
- Own up to mistakes and share learnings
- Honesty and integrity



## Accountable, Disciplined and Reliable

Set clear expectations for all OGs and hold yourself accountable to deliver on promises. Encourage others to do the same within the community. My time in military-adjacent programs instilled a strong sense of leadership by example and discipline

- Set clear expectations and take ownership
- Take responsibility for outcomes
- Accountability (personal and collective)



## **Adaptable and Forward-Thinking**

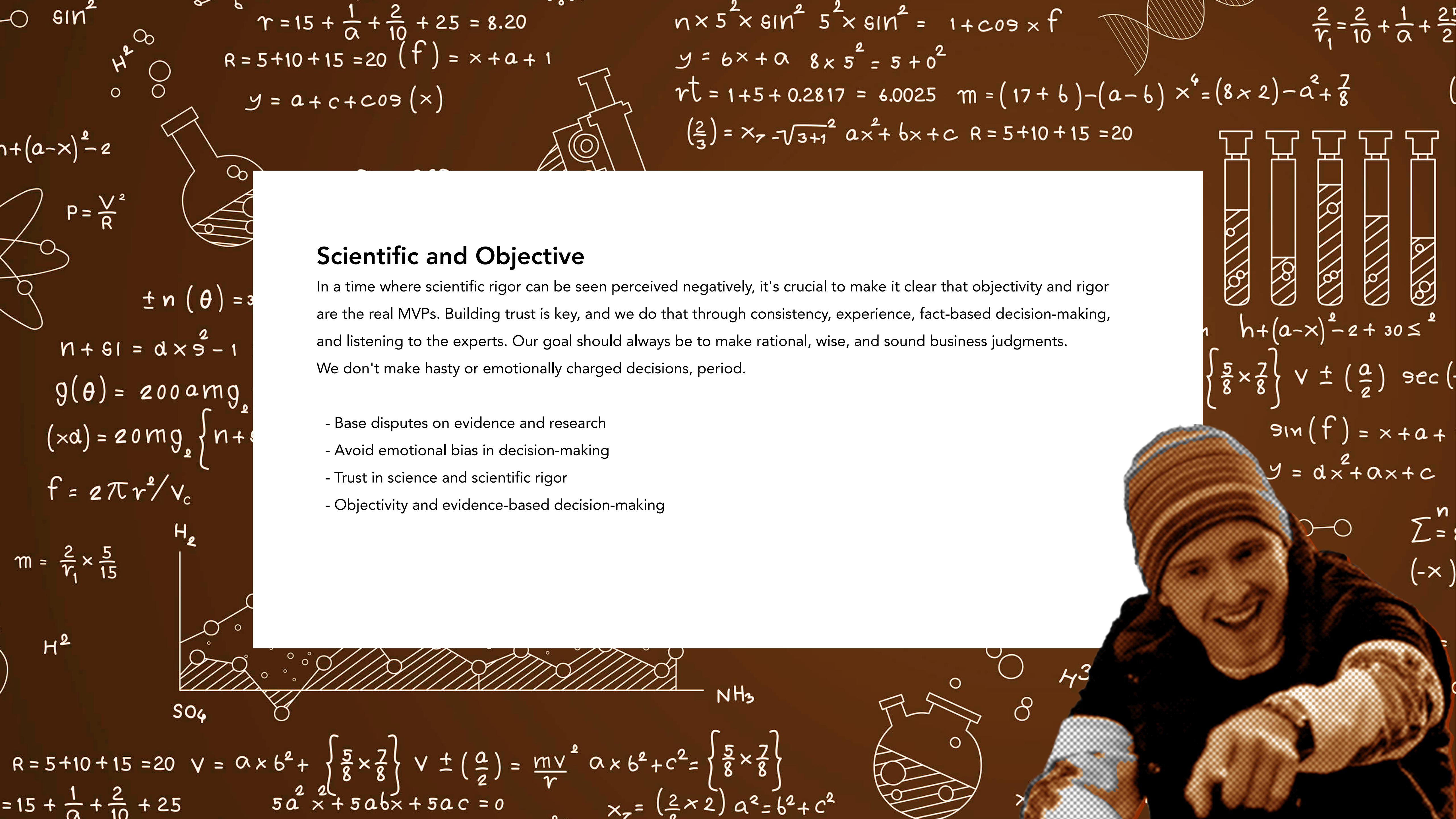
Regularly level up our offerings, content, and systems to reflect industry changes and community needs.

- Embrace and discuss change positively
- Encourage innovative ideas from all OGs
- Openness to new ideas
- Embracing change

## Celebratory and Supportive

Implement a recognition system where OGs can hype each other up for achievements. Regularly feature success stories across all your platforms.

- Regularly acknowledge achievements
- Foster a culture of mutual support
- Celebrating others' achievements



**Scientific and Objective**

In a time where scientific rigor can be seen perceived negatively, it's crucial to make it clear that objectivity and rigor are the real MVPs. Building trust is key, and we do that through consistency, experience, fact-based decision-making, and listening to the experts. Our goal should always be to make rational, wise, and sound business judgments.

We don't make hasty or emotionally charged decisions, period.

- Base disputes on evidence and research
- Avoid emotional bias in decision-making
- Trust in science and scientific rigor
- Objectivity and evidence-based decision-making

$$r = 15 + \frac{1}{a} + \frac{2}{10} + 25 = 8.20$$

$$R = 5 + 10 + 15 = 20 \quad (f) = x + a + 1$$

$$y = a + c + \cos(x)$$

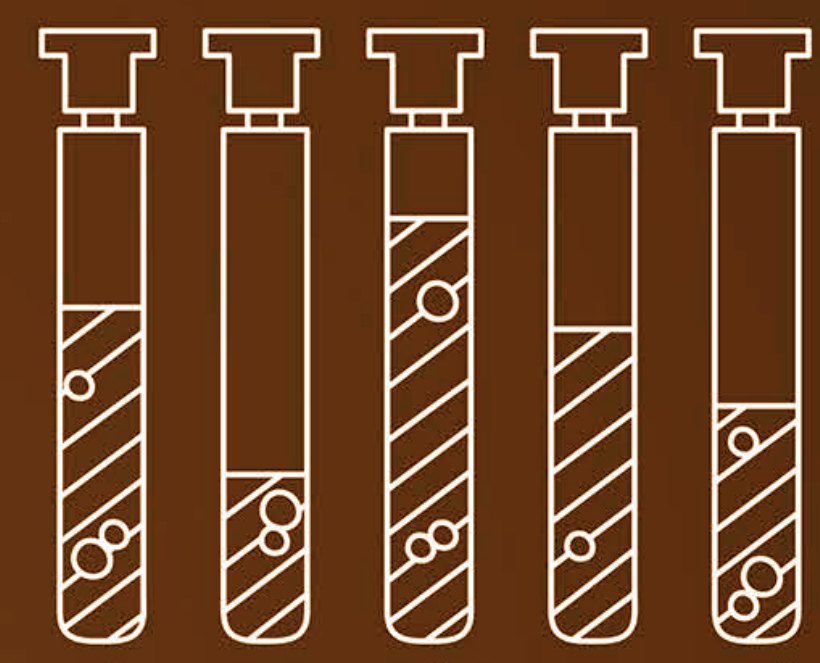
$$n \times 5^2 \times \sin^2 \quad 5^2 \times \sin^2 = 1 + \cos \times f$$

$$y = 6x + a \quad 8 \times 5^2 = 5 + 0^2$$

$$rt = 1 + 5 + 0.2817 = 6.0025 \quad m = (17 + b) - (a - b) \quad x^4 = (8 \times 2) - a^2 + \frac{7}{8}$$

$$\left(\frac{2}{3}\right) = x_7 - \sqrt{3+1}^2 \quad ax^2 + bx + c \quad R = 5 + 10 + 15 = 20$$

$$\frac{2}{r_1} = \frac{2}{10} + \frac{1}{a} + \frac{2}{2}$$



$$h + (a-x)^2 - 2 + 30 \leq^2$$

$$\left\{ \frac{5}{8} \times \frac{7}{8} \right\} v \pm \left( \frac{a}{2} \right) \sec$$

$$\sin(f) = x + a +$$

$$y = dx^2 + ax + c$$

$$h + (a-x)^2 - 2$$

$$P = \frac{V}{R}^2$$

$$\pm n(\theta) = 3$$

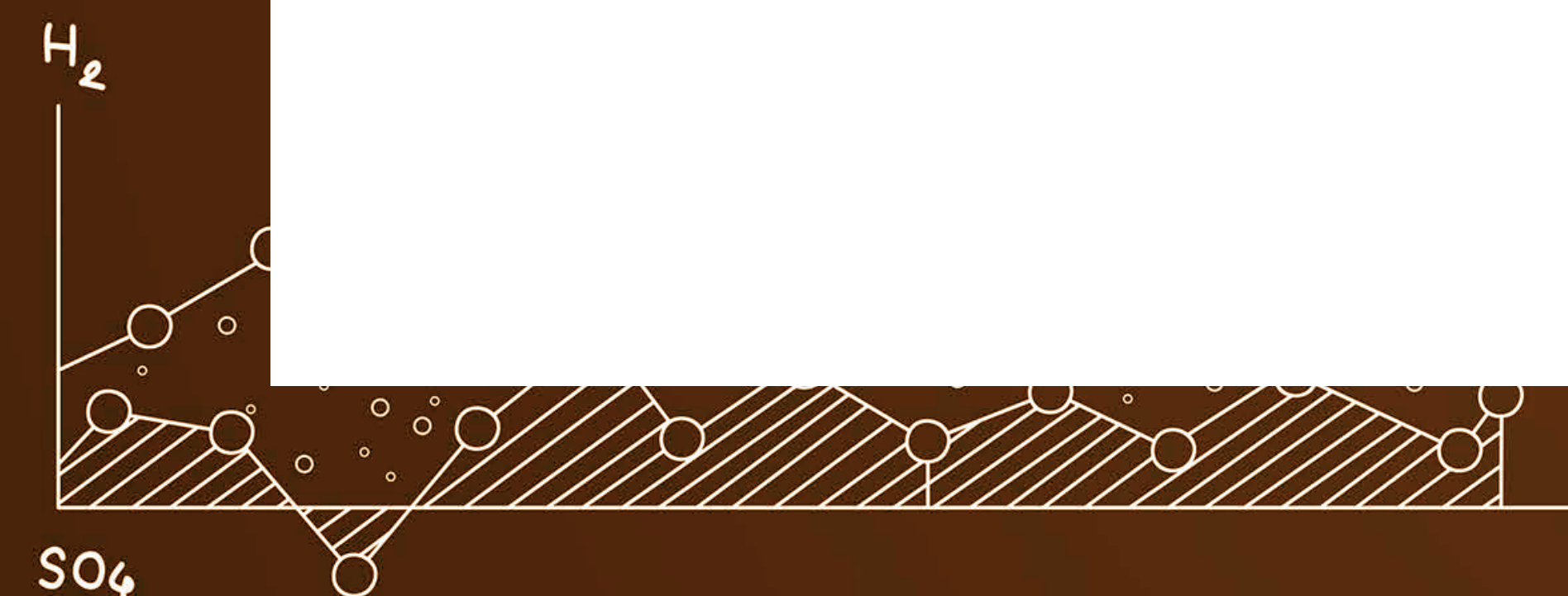
$$n + 91 = dx^2 - 1$$

$$g(\theta) = 200amg_2$$

$$(xd) = 20mg_2 \left\{ n + \right.$$

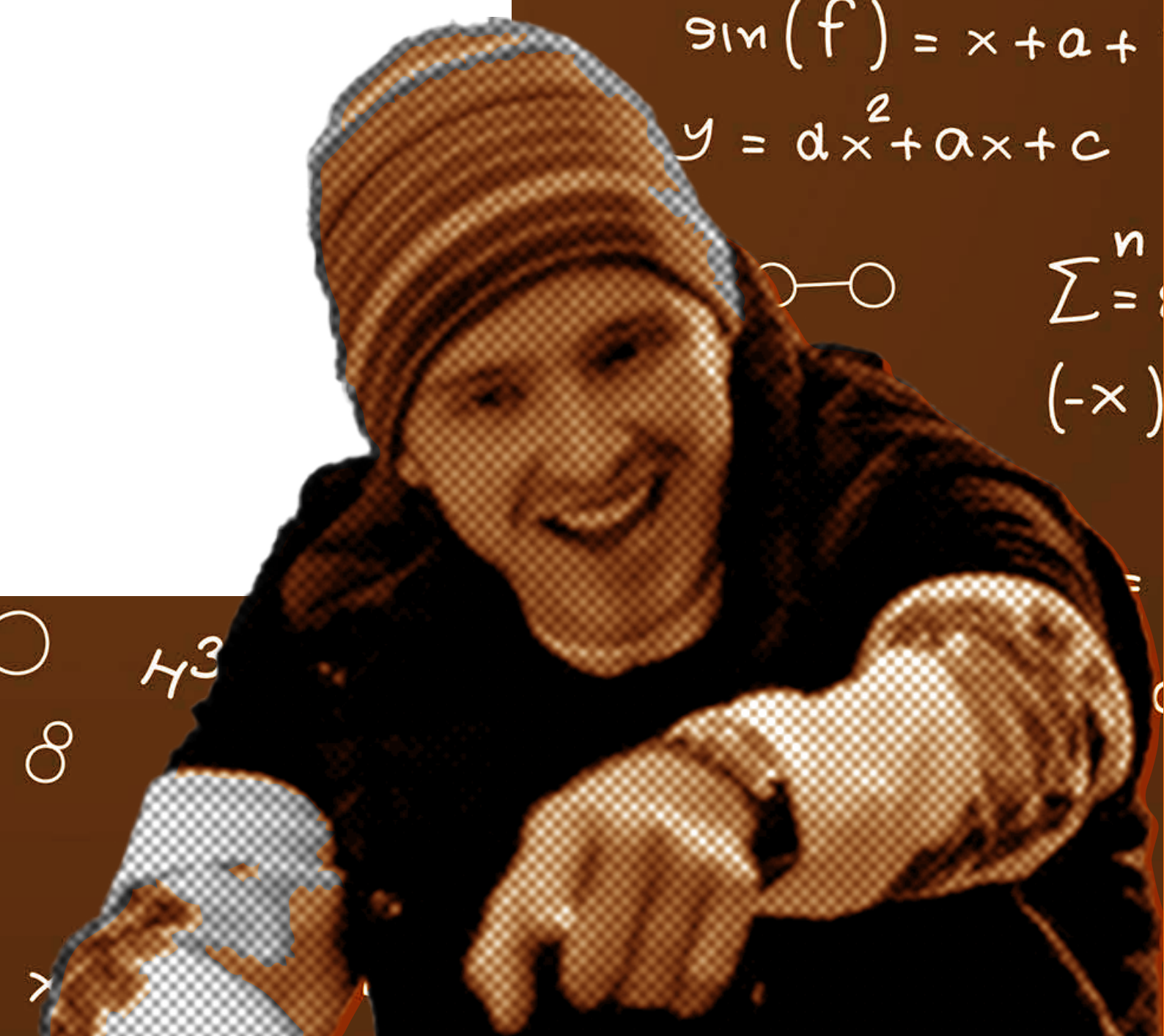
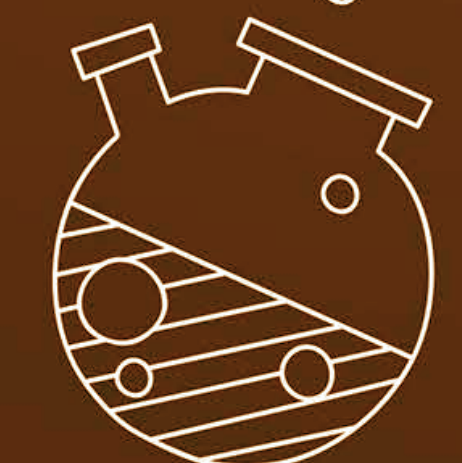
$$f = 2\pi r^2 / v_c$$

$$m = \frac{2}{r_1} \times \frac{5}{15}$$



$$R = 5 + 10 + 15 = 20 \quad v = a \times b^2 + \left\{ \frac{5}{8} \times \frac{7}{8} \right\} v \pm \left( \frac{a}{2} \right) = \frac{mv^2}{r} \quad a \times b^2 + c^2 = \left\{ \frac{5}{8} \times \frac{7}{8} \right\}$$

$$= 15 + \frac{1}{a} + \frac{2}{10} + 25 \quad 5a^2x^2 + 5abx + 5ac = 0 \quad x_7 = \left( \frac{2}{2} \times 2 \right) a^2 = b^2 + c^2$$



## Culturally Relevant

Urban has been our jam for years, and we're not about to hide that fact. We bring our authentic selves to work and let our OGs get a sense of who we really are. Our love for Classical music blends with our urban flavor to give us a grounded, contemporary, yet competent work culture.

- Blend urban vernacular with professional language
- Reference both contemporary and classical influences



## Voice and Tone Expectations for Outgoing Communications

I believe in **leading by example**. My approach to communication and leadership is rooted in a set of personal values that shape our brand's voice and culture. I strive to be dynamic and resourceful, always seeking innovative solutions to challenges we face.

Our tone should strike a balance between formal and casual, leaning towards a **friendly and approachable** voice while maintaining professionalism. This approach helps create a sense of personality and friendliness without compromising our authority or expertise.

**Self-discipline and organization** are key to my work ethic, ensuring consistency and reliability in our interactions with all. I value collaboration and aim to make a meaningful impact, recognizing that our collective efforts drive our success.

To ensure consistency across all communications, we should develop a comprehensive tone of voice guide that outlines specific language use, grammar conventions, and punctuation preferences.

**Introspection and self-awareness** guide my decision-making, allowing for continuous growth and improvement. I maintain a growth mindset, embracing opportunities to learn and evolve. My mellow disposition and quiet humor contribute to an approachable atmosphere, balancing professionalism with authenticity.

By adhering to these principles and consistently applying our unique tone of voice, we aim to create a **strong emotional connection** with our community. This approach not only reflects our values but also has the potential to significantly impact our brand perception and, ultimately, our success in the market.

## Handling Sensitive Topics

- Be forthcoming, disclose early and often and never compromise yourself with lies.
  - Remain objective and fact-based
  - Avoid conspiracy theories or unsubstantiated claims
  - Acknowledge different viewpoints respectfully
  - Value substance over style, while style is our game, the form should always follow function.
- I won't be swayed by jargon and pretty language and am always focused on value and benefits.

## Our OG Community: The Heart of Our Journey

From humble beginnings to where we stand today, the path has been both challenging and rewarding. As someone who spent much of my life as a loner, I find myself profoundly grateful for the vibrant community that now surrounds us. Each supporter, subscriber, and partner—our OGs, Double OGs, and Triple OGs—has played an integral role in shaping our journey and success.

Our **OG community** is more than just a fan base; it's a family that has grown organically, bound by shared passions and mutual respect. This section outlines how we communicate with each tier of our OG family, ensuring that every interaction is tailored, meaningful, and reflective of the deep appreciation we hold for each member.

Our general fan base, affectionately known as OGs, forms the bedrock of our community. These are the individuals who vibe with our message and support our vision. Our communication with OGs is casual yet respectful, focusing on building a sense of belonging and encouraging active engagement. We provide regular content updates, maintain public community forums, and offer opportunities for feedback, always striving to make each OG feel valued and heard.



## Double OGs: Our Dedicated Subscribers

**Double OGs** represent a deeper level of commitment to our community. These subscribers have chosen to invest more of themselves in our journey, and we reciprocate with more personalized, insider-focused communication.

Double OGs enjoy exclusive content, early announcements, and special access to monthly Q&A sessions or live streams.

Our tone with Double OGs is more intimate, emphasizing the exclusive benefits and deeper involvement they experience as part of our inner circle.

## Triple OGs: Our Esteemed Partners

**Triple OGs** are the pinnacle of our community—our most dedicated supporters and partners. The relationship with Triple OGs is highly personalized and collaborative, stressing mutual growth and shared successes. We offer one-on-one mentoring, behind-the-scenes access to our creative process, collaboration opportunities, and VIP experiences.

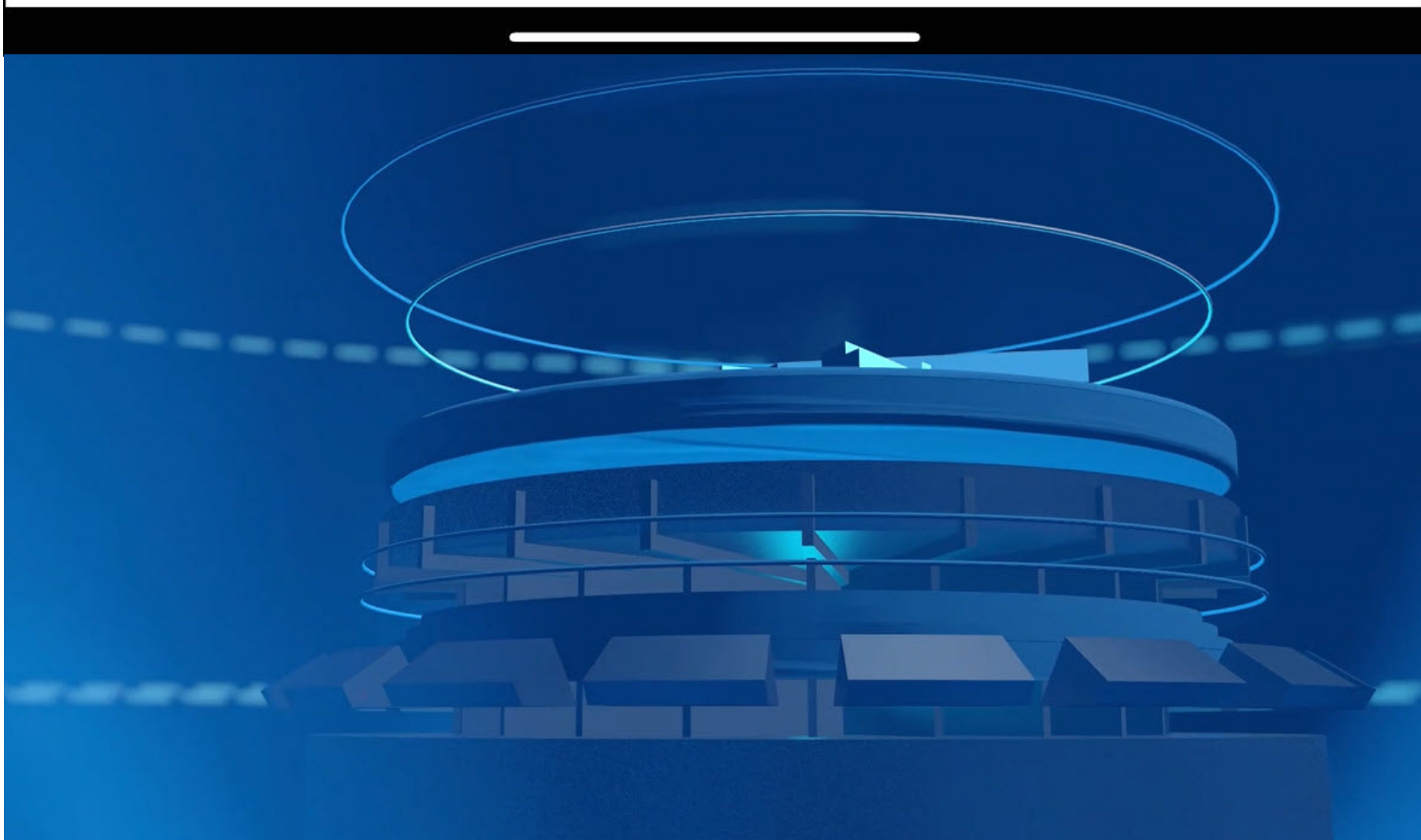
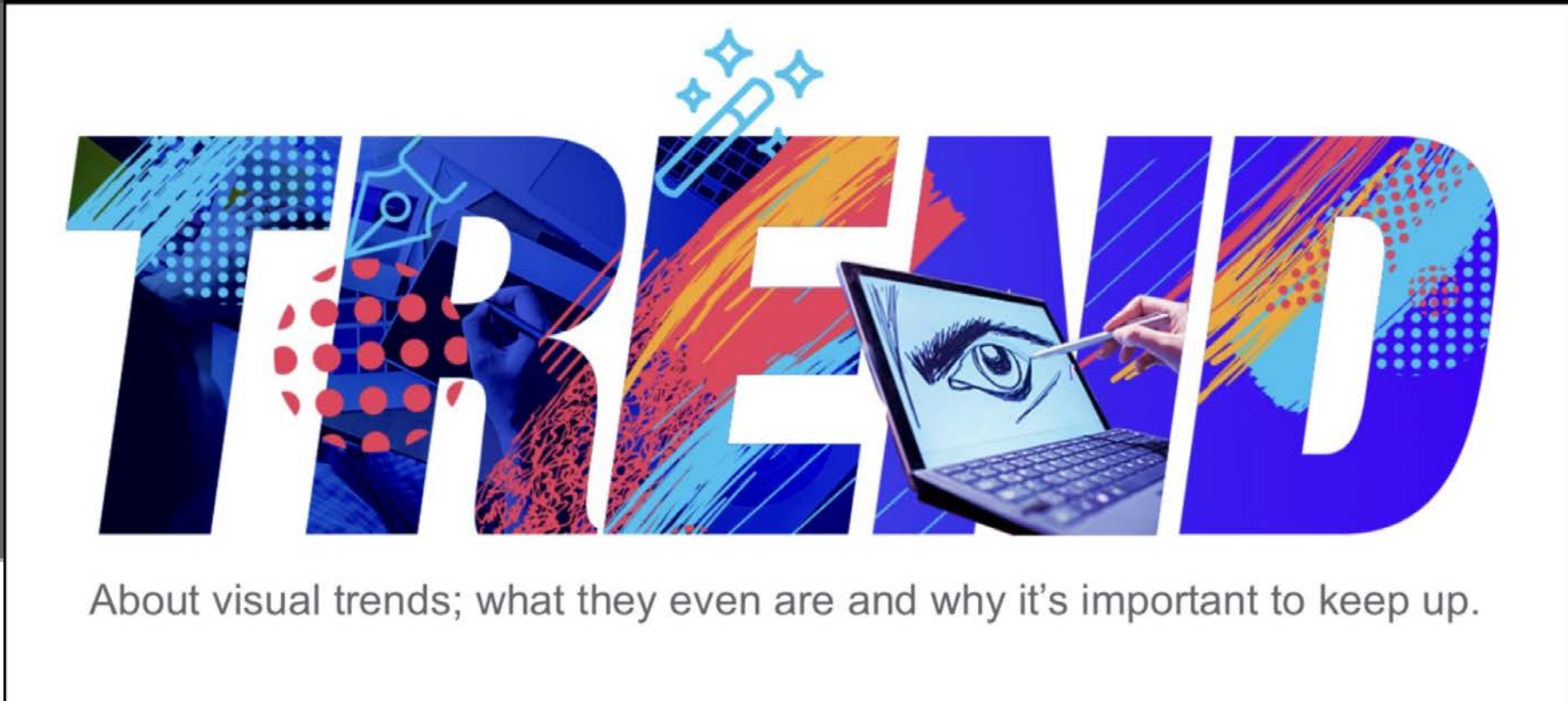
Our communication with Triple OGs reflects the highest level of trust and partnership.

As we detail the specific approaches for each tier, remember that at the core of all our interactions is a profound sense of gratitude. From the casual OG to the most involved Triple OG, each member of our community has contributed to transforming a solitary journey into a collective adventure. It is with great humility and appreciation that we present these guidelines for nurturing and growing these invaluable relationships.



# Clientele



















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Produced for promotional use,  
Stock imagery: Getty Images

## **Contact**

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863.332.3140

[AdsByOG.com](http://AdsByOG.com)

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