



# BRAND BOOK

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# OSS ENTERPRISES INC

Sometimes we need someone to give us a hand when we have an emergency or when we have to solve a problem in the spaces we live in, and it is necessary that whomever aids us gives us confidence and peace of mind.

Hello! my name is Osman Corrales, I am a general contractor with 11 years of experience in the construction industry. My experience was as a project manager and currently hold the position of CEO for OSS Enterprises inc.

OSS Enterprises inc, is a company that seeks to bring you peace of mind by helping you face the challenges that arise in construction, renovation and repairs for the infrastructure of public, private and commercial spaces. Through our general contracting services we offer solutions for the trades of: carpentry, electrical, plumbing, flooring, painting or any other trade that may be required for your spaces.

With our general contracting services you can rest assured that your space is in the hands of experts, who will provide excellent quality service at a fair price, as we make responsible use of materials and each of the steps that follow to carry out the project until we have fulfilled our mission.

So for any work required you can count on us, call us to give you a hand.





# BRAND HISTORY

OSS Enterprises Inc, is a company created by Osman Corrales, who from a very young age was influenced by his family who worked in the construction and repair industry, thus he gained 11 years of experience in the industry. After having received all the learning from the family business one day he came up with the idea of creating his own company to take on new challenges, thus OSS Enterprises Inc. began in the year 2023, a company that seeks to provide general solutions in renovation and construction of different works and projects both large and small.





# SERVICES

Oss is a company that provides general contractor services for requirements such as:

**PAINTING:** We paint and repair your spaces, filling them with life and color with our painting services in which we take care of restoring walls if necessary and choose paint and plaster products that will give you the most durability and quality.

**CARPENTRY:** We have specialized carpenters, who handle many different types of wood, and we will use the one that best suits your project while taking care of every detail.

**ELECTRICITY:** We install new electrical lines or repair existing ones, and fix different types of electrical issues that may occur in buildings or homes.

**FLOORING:** We look for the best solutions for your space, whether it is vct, lvt installation or carpet installation and we develop the project step by step to give you a satisfactory final result.

**PLUMBING:** We help you with your plumbing projects from scratch or with repairs to the current system by carefully analyzing the plans of the structure to give you a solution to the problem that is found.



# TARGET



## **PUBLIC SECTOR**

The public sector are governmental entities that make contracts through bidding processes, which must comply with specific requirements and national and district regulations, so for this public it is very important that companies comply with all the rules, are reliable, have their permits in order, demonstrate experience and efficiency, adapt to the budget, meet the agreed times and operating standards.

Their needs may be repairs and renovations of public buildings such as offices, schools, universities, parks.

## **PRIVATE SECTOR COMPANIES**

The private sector companies are corporations that carry out any economic activity and may require repairs in offices, commercial premises, warehouses or any infrastructure that needs it, complying with the legislations that govern them, they may have a limited budget.

## **THE PRIVATE SECTOR PEOPLE**

These are people with repair needs for their homes or for homes they rent out, most of which may be smaller projects. The time of delay of the service is something very important for them since it can cause a high discomfort in their daily life and the budget is also very important for them.

In general for all OSS Enterprises Inc audiences the time and budget variables are very important, the size of the project and the size of the budget can vary.



# BRAND PERSONALITY

OSS Enterprises Inc is a common hero, who is ready to save you from trouble whenever you need him, with tenacity to overcome the challenges he faces, achieve his goals and not give up until he has accomplished his mission.



## VALU PROPOSITION

Our mission is to provide you with peace of mind by helping you meet the challenges that arise in the construction, renovation and repair of spaces.

**VALUES:** Integrity, honesty, innovation, respect, commitment, quality.



# BRAND IDENTITY MANUAL

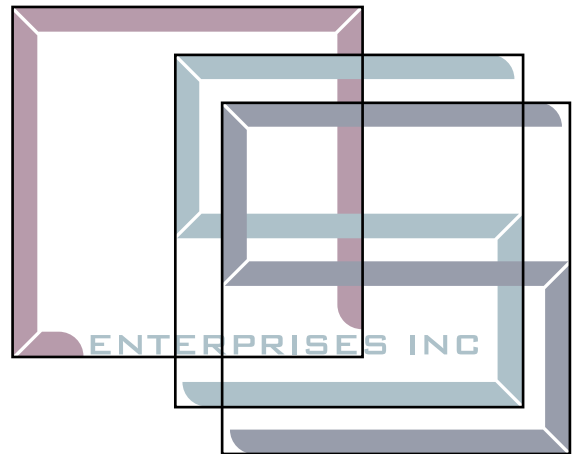




# LOGO



## LOGO ANATOMY



The logo of oss enterprises inc consists of a monogram of the letters o s s created with a style inspired by the use of geometric elements such as: squares and rectangles, straight lines and marked angles, thus generating three letters that can fit as blocks, with which we want to represent the medium of construction and repairs, but giving them softness in the terminations of the blocks to make it more friendly, for this we also use a range of serious but cheerful colors.

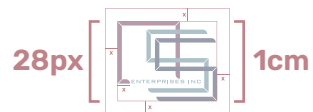


## PROTECTION AREA



The protection area of the logo is the distance in which the logo must be with respect to other elements and this is equal to the size of x which in this case is the bottom line of the O.

## MINIMUM LOGO SIZE

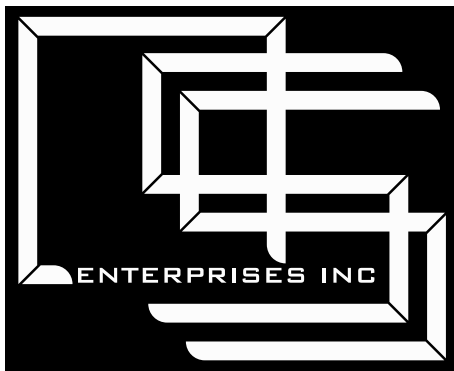
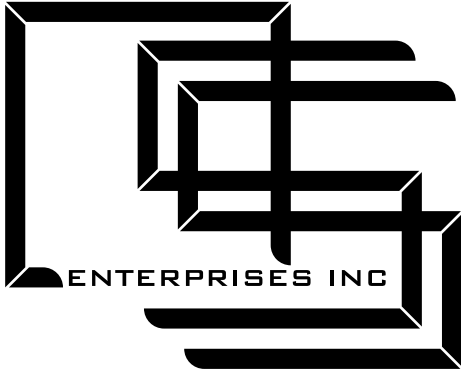


To ensure brand legibility the minimum size for the oss enterprises inc logo is 1 cm high for print or 28px for digital, as indicated in the image.



## OTHER WAYS TO USE THE LOGO

The other options for using the logo are black, white or grayscale.



# FONTS

## LOGO TYPOGRAPHY

BANK GOTHIC MEDIUM BT

## TYPOGRAPHY FOR HEADINGS AND PARAGRAPHS

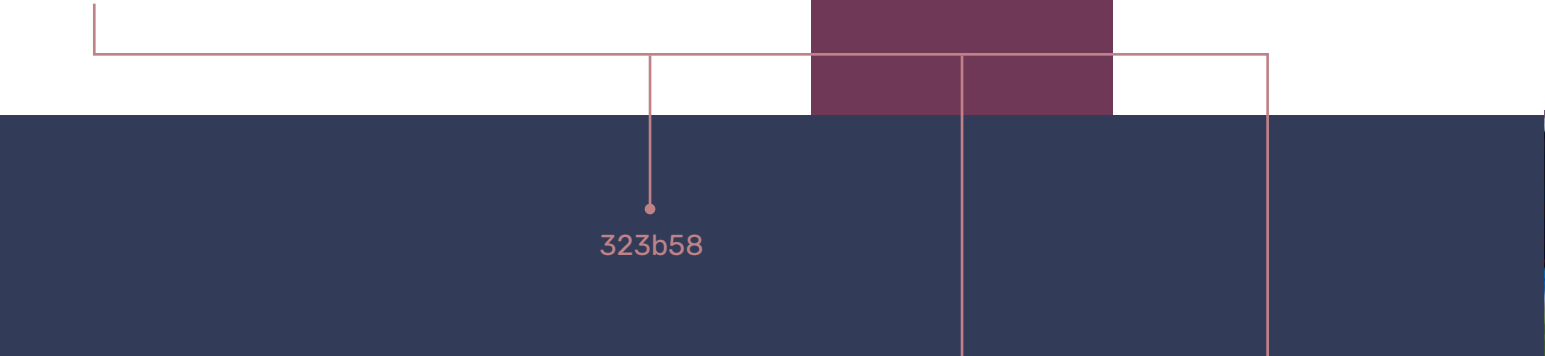
RUBIK Family	<i>RUBIK Family</i>
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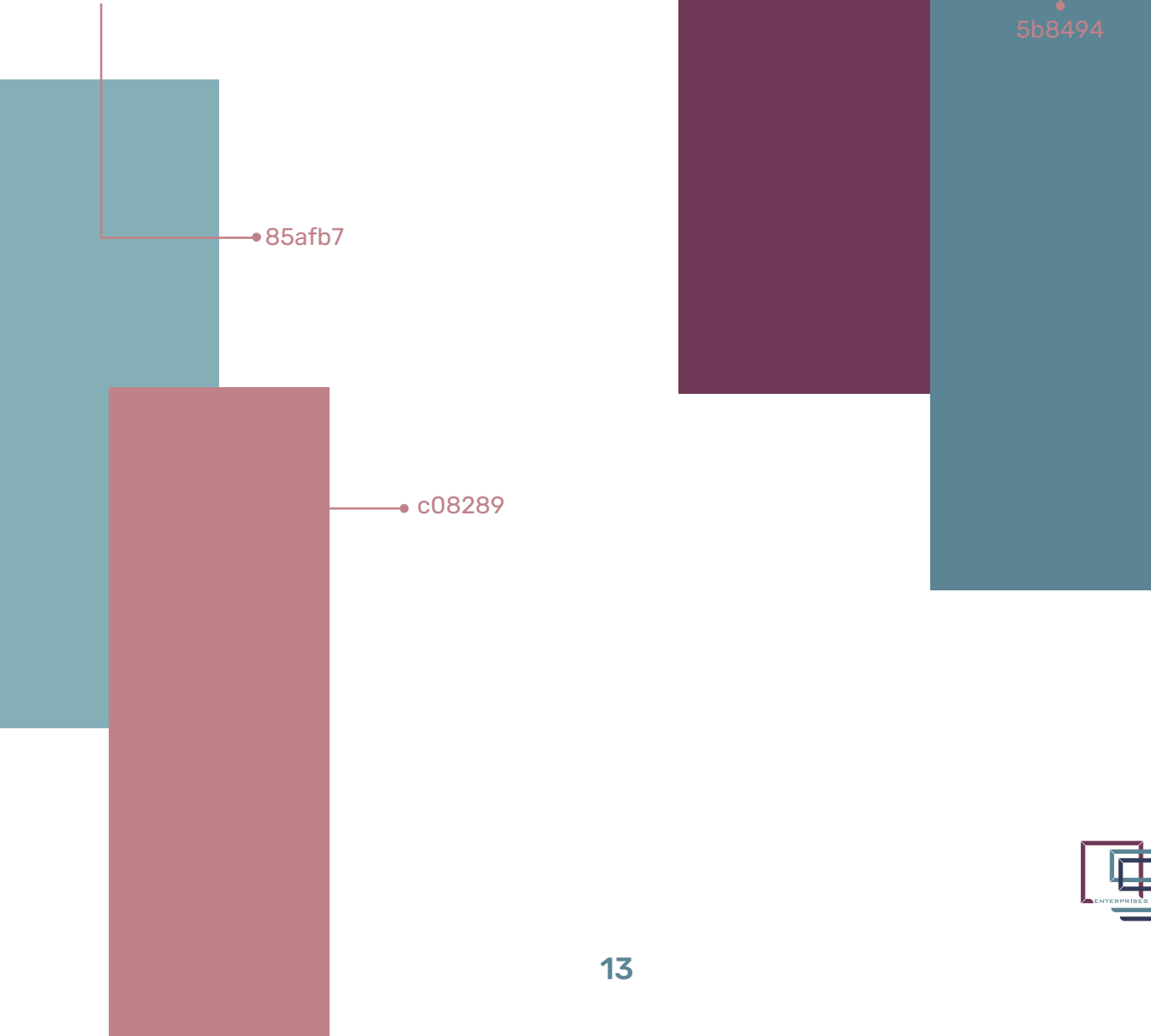


# COLORS

## MAIN COLORS



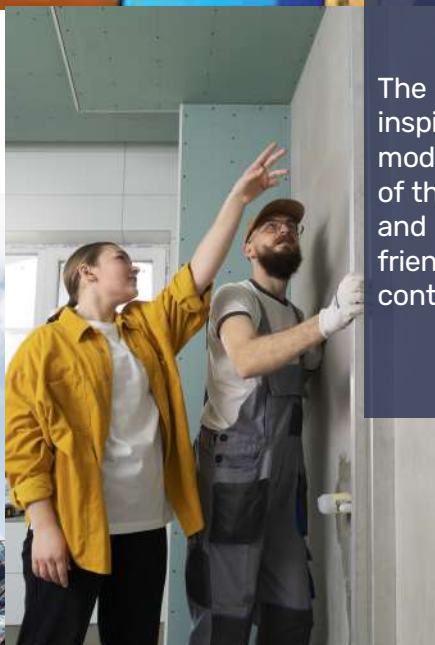
## SECONDARY COLORS



# GRAPHIC STYLE



The graphic style of the OSS Enterprises Inc brand is inspired the use of simple geometric shapes, lines and modules, to represent the strength, firmness and security of the construction industry and contractors. The colors and typography give softness to the brand to show its friendliness. In the photography we seek to show our contractors always heroic and helping our clients.



SLOGAN

Always here to help!







**OSMAN CORRALES**  
(CEO OSS ENTERPRISES INC)  
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