



## Brand Identity: Otelo

Otelo is an ombudsman service for public communication providers and their customers.

### Challenge:

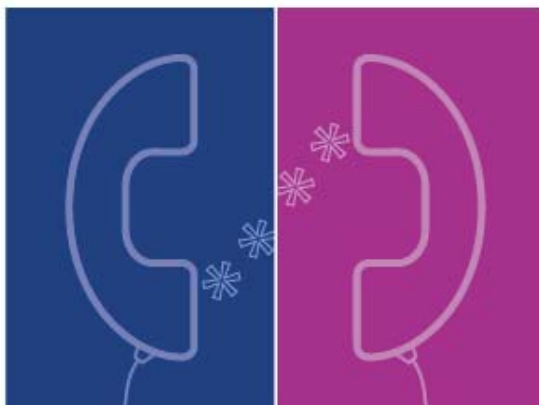
We were commissioned to provide a name and brand identity to reflect the aims and objectives of a new government body. It needed to effectively establish and promote a new telecommunications ombudsman service amongst public communications providers (PSPs) and their customers.

### Solution:

We worked to a tight timescale and budget to create the concise name Otelo and iconic brand identity, which together clearly communicate the nature of the organisation, as a telecommunications Ombudsman, to all target audiences. In addition to the creation of the brand identity, we also designed and developed a fully functional website promoting Otelo's services through accessible content.

#### Our work:

The Otelo logo features the word "otelo" in a lowercase, sans-serif font. The letter 'o' is stylized with a circular graphic element that resembles a telephone handset or a signal icon. The logo is presented with a reflection effect below it.



#### Client benefits:

- A brand that was symbolic of its role as a governing body and telecommunications ombudsman
- Created a presence and authority within the telecommunications industry
- A branded and fully functioning website that gives PSP's and their customers information in a digestible and accessible way

#### Testimonial:

"The team is friendly and professional. I am pleased to say that Otelo has a close working relationship with Forepoint which is achieving some excellent results."

*Otelo*

#### Contact us:

For more information about our brand identity work and other areas of communication expertise, don't hesitate to get in touch:

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