OSTRANDER THORSBY

TRIAL & BUSINESS LAW · TAMPA

IDENTITY SYSTEM · 1.0

Structure first.
Then the argument.

THE OSTRANDER THORSBY IDENTITY SYSTEM / TRIAL & BUSINESS LAW, TAMPA / NOVEMBER 2026



Plain answers, *built to hold.*

Ostrander Thorsby is a downtown Tampa trial firm for business disputes and commercial real estate. It is small on purpose, so the partner who takes the first call is the one who reads the file and stands up in court. The brand gives that seriousness a calm, precise and modern voice.

For owners and operators of Tampa Bay companies, developers, contractors and associations, and the in-house counsel who hire outside trial lawyers. They have read the contract three times. They want a straight answer and a number.

I

Structure first

Every matter is a structure of documents, dates and duties. Show the structure before the argument: a real grid, a real hierarchy.

II

Plain, then precise

Say it in ordinary words, then give the exact detail: the statute, the step, the fee basis. No adjectives about ourselves.

III

Composure

Calm in a fight. Deep ground, measured type, slow light. Never shout, never hurry, never promise an outcome.

One signature, *set in stone.*

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Use the signature wherever the firm is introduced: the name in EB Garamond Medium capitals, tracked open like lettering cut over a door, with the trade and the city beneath in small spaced sans capitals. No symbol competes with the name. The signature is artwork: never retype it.

Real type, *set with care.*

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NAME

EB Garamond Medium, all capitals, tracking +130. Spacing balanced by eye around the open letters A, R and Y.

DESCRIPTOR

Instrument Sans 600, tracking +300, at 24 percent of the cap height, centered under the name in Brass Deep or Gilt.

CONSTRUCTION

Set with the studio wordmark tool and converted to outlines. No altered letters, no ligatures, no ornament.

THE MONOGRAM

OT in the same EB Garamond, inside one fine circle. Only where the name cannot fit: favicon, app icon, foil on a spine, an envelope flap.

A firm is trusted by its name. The logo is the name, cut cleanly, like lettering over a door.

The right form *for the space.*

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PRIMARY / INK

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PRIMARY / REVERSED ON CORDOVAN

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STACKED



MONOGRAM / FOIL, EMBOSS, SPINE



ICON / FAVICON

Give it room *to stand.*



X = THE CAP HEIGHT OF THE NAME

CLEAR SPACE

Keep at least X on every side of the signature or the mark. Measure from the artwork, not the file canvas.

SCREEN MINIMUMS

Signature with descriptor: 220 px wide. Name alone: 140 px. Monogram: 32 px; below that use the favicon, which drops the circle.



PRINT MINIMUMS

Signature: 45 mm wide. Name alone: 30 mm. Monogram: 9 mm; 14 mm or larger for foil and blind emboss so the serifs hold.

Cordovan, brass *and paper.*

Cordovan

#3A1219 RGB 58 / 18 / 25

The signature ground. Deep, warm, unmistakable.

Ink

#1B1416 RGB 27 / 20 / 22

Text on paper and the darkest panels.

Paper

#F3EEE4 RGB 243 / 238 / 228

The reading ground.

Vellum

#E8DFCF RGB 232 / 223 / 207

Brass

#B48A4E RGB 180 / 138 / 78

Gilt

#E2C89A RGB 226 / 200 / 154

Stone

#6E655B RGB 110 / 101 / 91

Brass is the only thing *that shines.*

OSTRANDER THORSBY

When the deal breaks,
call the lawyers who try cases.

Request a call back (813) 555-0142

02 PRACTICE

Five kinds of case. *Nothing outside them.*

Ink on paper for reading. Brass Deep (#846029) for small accents on paper.

WORKING BALANCE

Roughly half cordovan and ink, half paper and vellum. Brass appears as plate, rule and accent, never as a page ground except the marquee band.

ACCESSIBLE PAIRINGS (WCAG CONTRAST)

Ink on Paper 15.7 · Paper on Cordovan 14.2 · Gilt on Cordovan 10.1 · Cordovan Deep on Brass plate 9.7 · Brass Deep on Paper 4.9 · Stone on Paper 4.9. Brass on Paper is 2.7: rules and ornament only, never text.

The name, *and two working voices.*

Instrument *Serif*

Aa Bb Cc Dd Ee *Ff Gg Rr*
0123456789 § & ¶

Display, headings, numerals and quotations. Upright for statements; italic for the accent clause, set in Gilt on dark grounds and Brass Deep on paper. One weight: hierarchy comes from size.

Instrument Sans

Body copy, interface and forms. 400 for reading, 500 for navigation, 600 for buttons.

LABELS: 600, WIDTH 85%, TRACKED 160
FLA. STAT. CH. 713 · 27°56′ N

Both SIL Open Font License, self-hosted as WOFF2. The wordmark alone is EB Garamond Medium (also SIL OFL), used only as outlined artwork, never as a text face.

Scale *carries the weight.*

DISPLAY / 88 TO 132

When the deal breaks,

HEADING / 48 TO 72

Five kinds of case. *Nothing outside them.*

SUBHEAD / 26 TO 40

A straight answer, early.

BODY / 16 TO 18

About a week after we have the documents, you get a short written assessment: where you stand and the realistic options, including doing nothing.

DETAIL / 11 TO 13

LIENS AND BOND CLAIMS, FLA. STAT. CH. 713 · DELAY AND DEFECT

Direct. Factual. *Unhurried.*

“We do not promise outcomes. Nobody honest can. *We promise to tell you what we think, early, and in writing.*”

The voice of a partner across a table: short sentences, verbs over adjectives, the exact detail when it helps. Florida Bar advertising rules apply in spirit: describe the work and the process, never results, rankings or guarantees.

SAY

“You speak with a partner on the first call.”

Lead with what happens, not with what we are.

SAY

“Hourly, a flat fee, or a blend.”

Name the number or the basis. Money is never vague.

NEVER

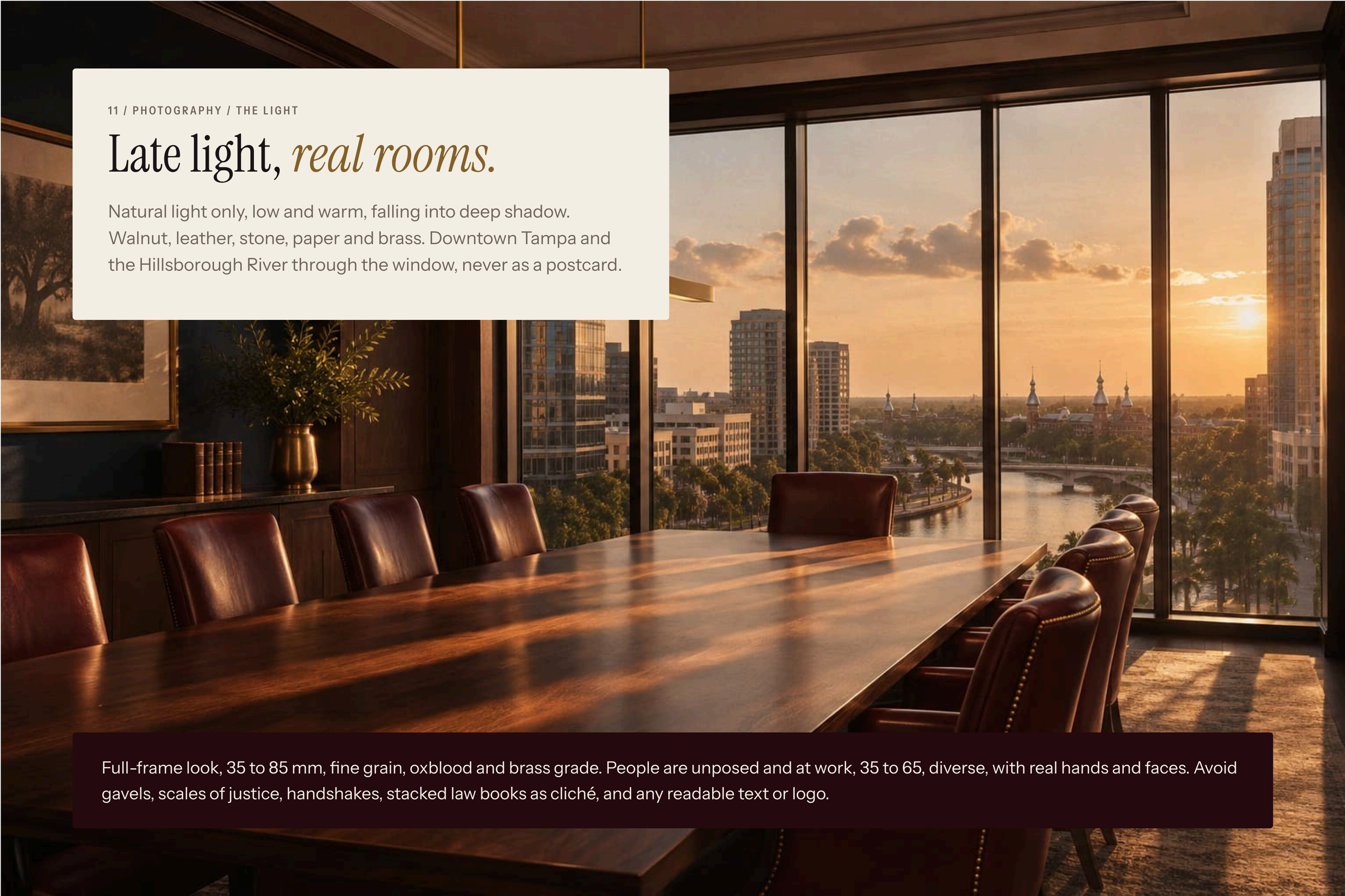
~~“Aggressive, award-winning attorneys.”~~

No superlatives, no claims, no results.

11 / PHOTOGRAPHY / THE LIGHT

Late light, *real rooms.*

Natural light only, low and warm, falling into deep shadow. Walnut, leather, stone, paper and brass. Downtown Tampa and the Hillsborough River through the window, never as a postcard.



Full-frame look, 35 to 85 mm, fine grain, oxblood and brass grade. People are unposed and at work, 35 to 65, diverse, with real hands and faces. Avoid gavels, scales of justice, handshakes, stacked law books as cliché, and any readable text or logo.











Slow light, *no theatre.*

THE BRASS PLATE BUTTON

Request a call back →

Call (813) 555-0142

THE LINTEL RULE

THE MARQUEE BAND

Contracts ◆ *Construction* ◆ *Leases*

ENTRANCE

Hero lines rise 14 px out of a soft blur over 800 ms, 90 ms apart, once. Content is never hidden from a visitor who prefers reduced motion.

LIGHT

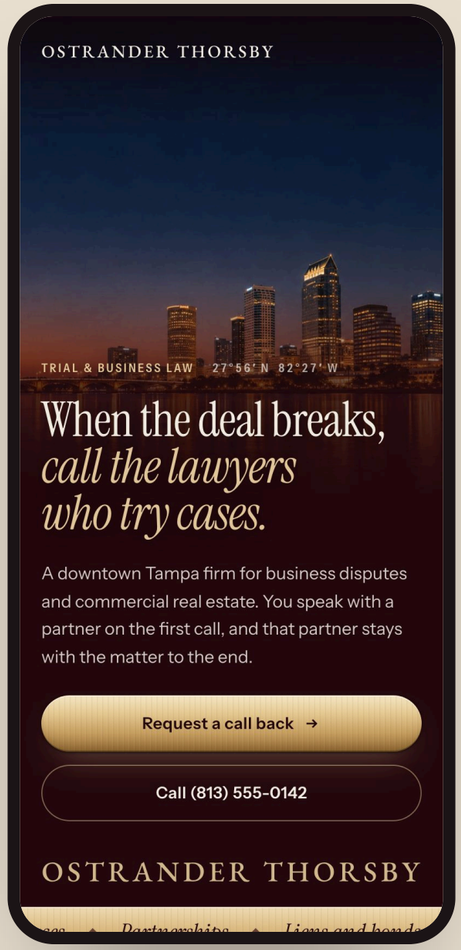
On hover, a sheen crosses the brass plate in 700 ms, like light across a lobby plaque. Photographs drift 2 percent as they pass.

NEVER

No bounce, no parallax stacks, no counters, no autoplay video. The marquee pauses on hover and stops entirely under reduced motion.

The brand, *at work.*





The homepage opens on the river at dusk with the wordmark at monumental scale, then alternates paper, cordovan and ink grounds through ten sections. On a phone the hero is recomposed, not shrunk, and a call bar arrives once the visitor scrolls.



Letters that *sound like us.*

Cotton paper, one small signature at the head and nothing else. The cordovan envelope carries only the OT monogram, blind debossed on the flap.

PRODUCTION STARTING POINT

Letterhead: 100 percent cotton, 32 lb, ink plus one brass PMS. Envelope: dyed-through stock, blind deboss at 18 mm.

GENERATED PHOTOGRAPHY



The file, *handed across.*

Every assessment and every budget goes to the client in this folder: cordovan board, the stacked signature in brushed foil, nothing printed inside but the documents.

PRODUCTION STARTING POINT

Textured board, 350 gsm or heavier. Brushed gold foil with a light deboss, name at 110 mm wide. Approve a foil proof.

GENERATED PHOTOGRAPHY



Brass *by the door.*

The stacked signature engraved in brushed brass on dark stone. The plaque is where the brass plate of the buttons comes from.

PRODUCTION STARTING POINT

Brushed brass, 6 mm, engraved and ink filled, four standoffs. Name at least 300 mm wide. Lacquer against tarnish.

GENERATED PHOTOGRAPHY



Two sides, *one line between.*

The OT monogram in gilt on cordovan on one side, the signature on paper on the other. The painted edge ties them together.

PRODUCTION STARTING POINT

Duplexed cotton, 700 gsm. Gold foil front, letterpress ink back, cordovan edge paint. Name and number set in Instrument Sans.

GENERATED PHOTOGRAPHY



Notes *on the record.*

A cream legal pad at every seat in the boardroom, with the signature small at the top margin. Useful first, branded second.

PRODUCTION STARTING POINT

Legal ruled, 8.5 by 11.75 in, 50 sheets. One color ink head, chipboard back.

GENERATED PHOTOGRAPHY



Structure, *on the shelf.*

Archival boxes in cordovan bookcloth, the OT monogram foiled near the top of each face and a blank label for the matter. The file room looks like the firm thinks.

PRODUCTION STARTING POINT

Acid-free board in bookcloth, gold foil monogram at 30 mm, recessed label. Confirm sizes with the records team.

GENERATED PHOTOGRAPHY

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Keep it level. *Keep it standing.*

Never stretch, rotate, outline or recolor the signature; never retype the name or set it in another face. Gilt or Paper on dark grounds, Ink on light ones. Generated photography shows direction; manufacture from the vector masters and approve a physical proof.

LOGOS

Wordmark, horizontal and stacked signature

OT monogram, favicon and app icon

SVG masters and 2000 px PNG

TYPE AND COLOR

EB Garamond, Instrument Serif and Sans

SIL Open Font License, WOFF2

Seven named colors with pairings

APPLICATIONS

Nine site photographs

Six objects carrying the signature

Prompts and provenance in CREDITS