OPEN VTS • OFFICIAL CREATIVE STANDARD

Creative Graphics Creation Guide

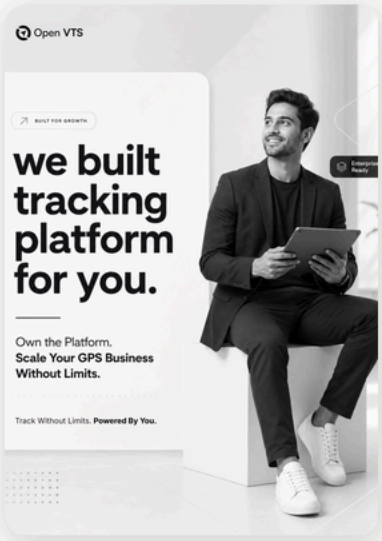
A practical production system for creating premium, distinctive, enterprise-grade Open VTS campaign graphics.

What this guide teaches

Real campaign examples, recurring creative archetypes, visual metaphor thinking and a repeatable production system.









01 **Creative systems**
Statement + Object, Split Contrast, Text-Led, Human Editorial, Human + Panel, Product Hero and Dark Reveal.

02 **Production logic**
Move from message → tension → metaphor → composition → typography → asset → final creative.

03 **Practical standard**
Use this guide to reproduce the craft level of the approved Open VTS creative set.

PRACTICAL EDITION • VERSION 3.1 • 2026
Built from the analysis of 28 approved Open VTS creative graphics.
Track Without Limits. Powered By You.

This guide is a production playbook, not a theory textbook.

Its job is simple: a capable designer should be able to read it, understand the Open VTS creative language, and reproduce the same level of campaign craft without day-to-day art direction.

What this guide governs

- Static campaign creatives, paid/organic social graphics, launch graphics, editorial brand posts, partner campaign art, and high-impact web/social promotional graphics.
- The visual system demonstrated by the supplied 28-piece Open VTS creative set: monochrome art direction, bold hierarchy, metaphor-led imagery, human editorial composition and ownership/control positioning.

Use this guide for

Campaign posters • LinkedIn/social graphics • awareness creatives • product-positioning creatives • brand/editorial graphics • concept-led advertising.

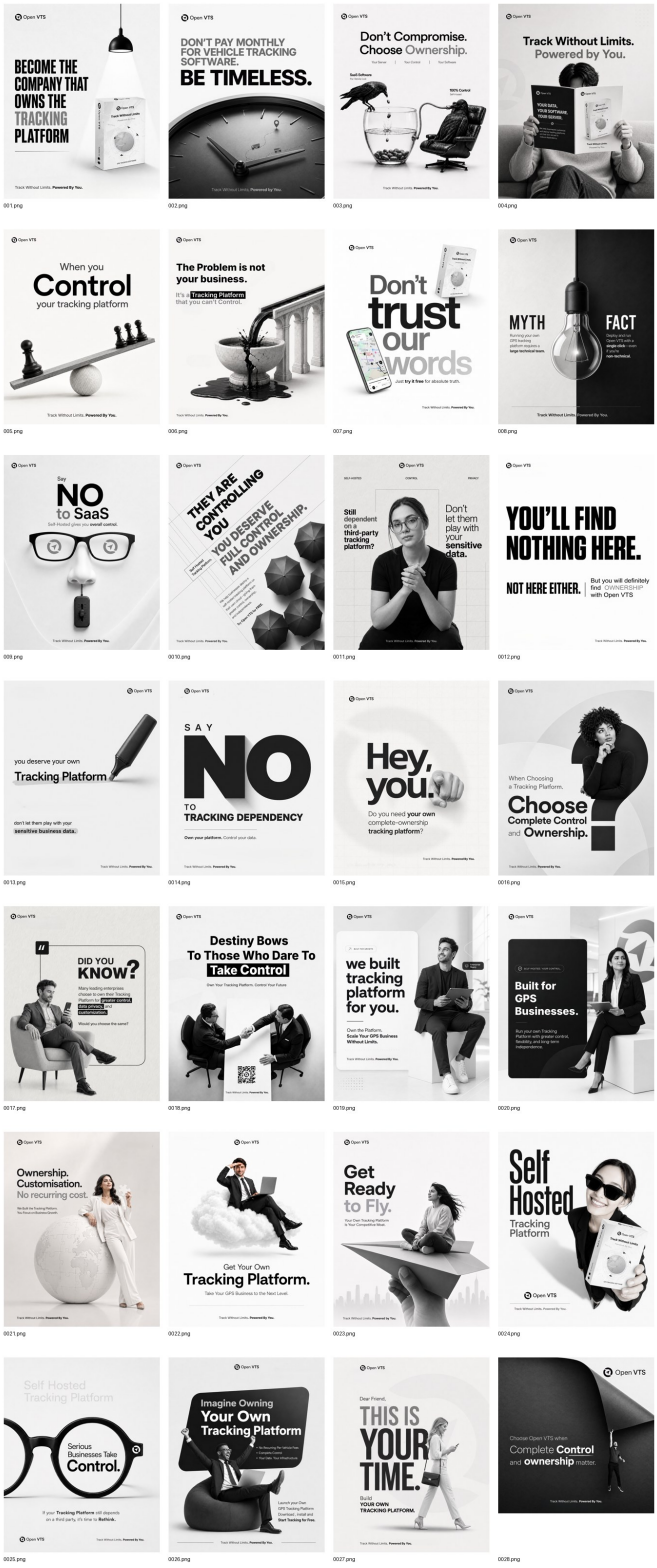
Use other standards for

Product screenshot packs • documentation diagrams • dense report charts • UI design • long-form document layout • technical architecture drawings.

Source-of-truth rule

If this guide conflicts with the official Open VTS Brand Guidelines on the logo, public brand name or core identity, the Brand Guidelines win. This guide translates that identity into creative-graphics execution.

What the 28 supplied creatives actually teach us



The Open VTS creative DNA

Across the set, the strongest work consistently behaves like premium editorial advertising rather than a generic SaaS template.

1 Monochrome first

The set is effectively grayscale; hierarchy comes from value, scale and whitespace, not brand-color decoration.

2 One dominant thought

The viewer is asked to understand one main proposition, not a list of product features.

3 Physical metaphors

Control, dependency, ownership, time, privacy and freedom are translated into objects or situations.

4 Editorial typography

Large type is used as image. Supporting copy is intentionally smaller and calmer.

5 High negative space

Empty space is treated as structure and confidence, not unused canvas.

6 Human aspiration

People appear as decision-makers, operators and owners - not generic smiling stock models.

7 Controlled geometry

Cards, frames, lines, dividers and grids organize the composition without becoming decorative noise.

8 Consistent signature

The Open VTS mark and “Track Without Limits. Powered By You.” close the composition quietly.

The 3-second test

Before discussing grids, type or imagery, make sure the creative communicates in the order a real person will perceive it.

0–0.5 sec

Pattern interrupt

A bold word, unusual metaphor, human pose, sharp contrast or distinctive silhouette earns the first glance.

0.5–1.5 sec

Meaning

The headline and image should combine into one understandable idea.

1.5–3 sec

Brand resolution

The viewer should connect the idea to Open VTS: ownership, control, self-hosting, privacy, freedom or scale.

After 3 sec

Proof / action

Supporting copy, proof bullets or CTA reward deeper attention.

A simple rejection rule

If a person must read the body copy to understand the basic idea, the graphic is not yet strong enough. Fix the headline, the visual metaphor or the relationship between them.

The practical 12-step production workflow

Follow this order. It prevents the most common failure: designing a beautiful layout before the idea is clear.

1. Define the business job: awareness, belief shift, proof, launch, comparison, trust or CTA.
2. Write the one sentence the viewer must understand after three seconds.
3. Find the tension: what does the audience currently tolerate, fear, lose, want or believe?
4. Choose one concept engine: object metaphor, split contrast, text-led, human editorial, human+panel, product hero or dark reveal.
5. Write the hero headline before opening the design tool.
6. Sketch the composition as black, white and gray rectangles - no images yet.
7. Choose/generate the hero visual with deliberate negative space for the copy.
8. Build the typographic hierarchy and fit the headline naturally; do not force line breaks just to fill space.
9. Integrate the visual, crop and shadow so it belongs in the scene.
10. Add support copy/proof only where it strengthens the promise.
11. Add Open VTS signature elements last: logo, tagline, URL/CTA when needed.
12. Export, inspect at phone size, run the QA scorecard and reject weak work.

Start with this one-page creative brief

A good brief reduces design decisions. A weak brief forces the designer to invent the strategy and the art direction at the same time.

Objective	What must this asset achieve?
Audience	Who is seeing it and what do they already believe?
Single message	One sentence only.
Tension	What problem, dependency, fear, friction or aspiration makes the message matter?
Proof	What fact, capability, screenshot, product behavior or approved claim supports it?
Visual metaphor	What single scene/object can make the idea instantly visible?
Primary action	What should the viewer think or do next?
Mandatory assets	Logo, tagline, product screenshot, URL, partner mark, disclaimer.
Channel	4:5 social, square, wide banner, presentation, etc.
Success test	What must remain obvious after three seconds on a phone?

Use psychology to clarify - not to manipulate

The reference set repeatedly uses a small group of attention mechanisms. Use them deliberately and transparently.

Contrast

Make two states visibly different: dependency vs ownership, myth vs fact, dark vs light.

Self-relevance

Direct-address copy (“Hey, you”) or decision-maker imagery can make the viewer mentally enter the scene.

Loss aversion

Dependency, recurring cost or sensitive-data risk can create urgency - but only when the claim is accurate.

Autonomy

Ownership and control are powerful because they map to business agency, not just feature preference.

Curiosity gap

A strange object or unexpected line earns attention when the resolution arrives immediately.

Cognitive fluency

Simple words, few objects and high contrast make the idea feel easier to understand and trust.

Figure-ground

Use light/dark separation and clean silhouettes so the viewer instantly knows what to look at.

Completion

Frames, underlines, dividers and partial reveals can guide the eye toward a resolved statement.

Choose one concept engine before you design

The strongest Open VTS creatives are not random. They repeatedly use seven composition families. Pick one based on the message.

01	**Statement + Object**	A short claim paired with one physical metaphor.
02	**Split Contrast**	Two states or beliefs expressed through one divided composition.
03	**Text-Led / Negative Space**	Type carries the interruption; whitespace becomes part of the idea.
04	**Human Editorial**	A person anchors trust, aspiration or tension while copy behaves like magazine editorial.
05	**Human + Panel**	A structured message card and a human subject share the frame.
06	**Product Hero**	The product/brand object is made tangible and memorable.
07	**Dark Reveal**	A dark surface or reveal creates premium contrast and dramatic focus.

How to turn a message into a visual metaphor

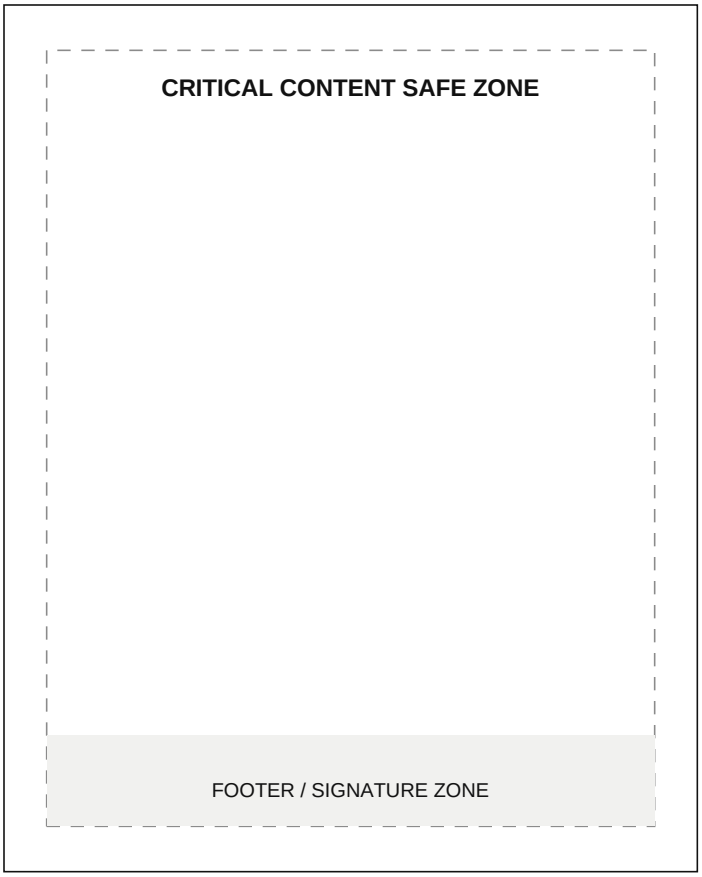
Do not search for “technology image.” Translate the business idea into a physical relationship the eye can understand.

Message	“Control your tracking platform.”
Tension	A business is dependent on something it does not control.
Human truth	Control feels like steering, balancing, holding, owning, unlocking, choosing.
Physical verb	Balance / hold / unlock / steer / separate / reveal.
Object family	Seesaw, chess pieces, key, switch, rope, door, light, clock, box, plane.
Scene	One large chess piece outweighs multiple smaller pieces on a seesaw.
Headline relationship	The word “Control” becomes the dominant typographic anchor above the scene.



Canvas, safe zones and intentional bleed

The previous guide treated the safe area too mechanically. In practice, critical information stays safe while imagery and shapes may bleed to create scale.



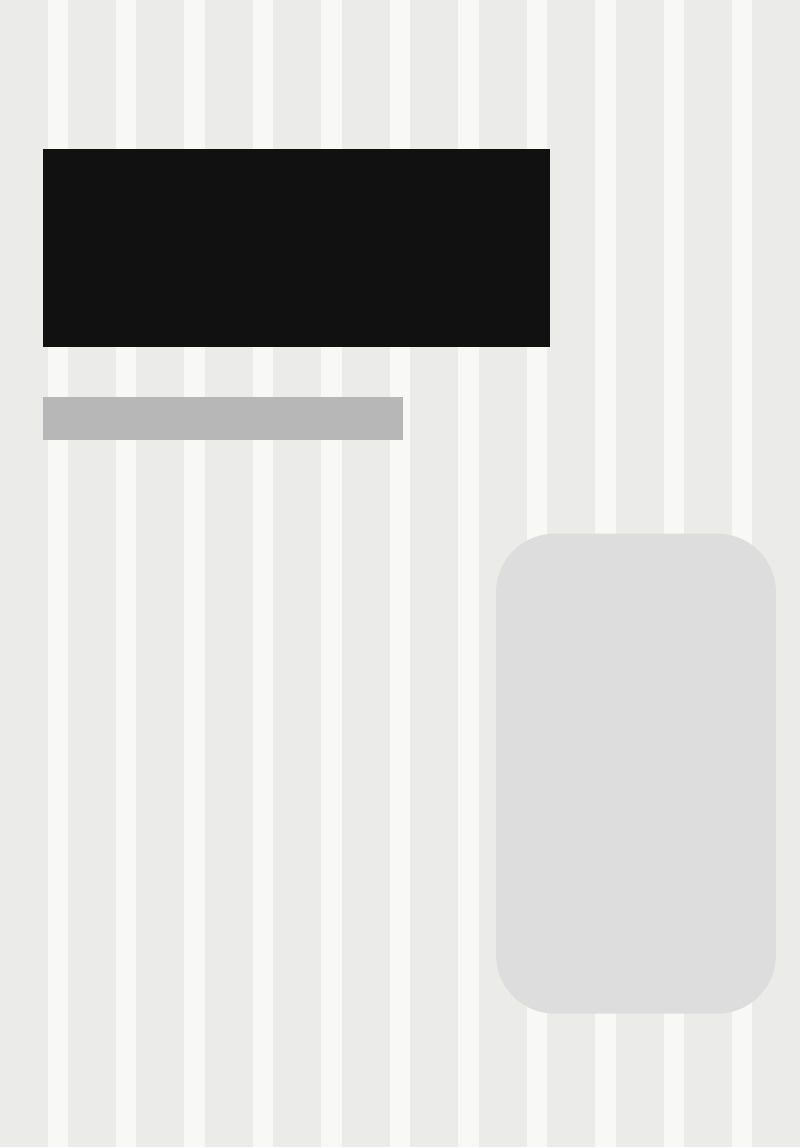
Primary social frame

1080 × 1350 px (4:5)

- Keep logo, hero copy, CTA and legal text at least ~5% from outer edges.
- For 1080 × 1350, use 54 px as the absolute minimum inset; 64–72 px is a safer working default.
- Photography, shadows, abstract shapes and metaphor objects may cross the safe line when the composition needs scale.
- Reserve the bottom 6–10% for brand signature/tagline when the campaign uses one.
- The supplied set confirms 4:5 as the primary format: 27 of 28 examples are 4:5; one is a square adaptation.

Use a grid to make the work feel engineered

Open VTS graphics can be expressive, but alignment should never feel accidental.

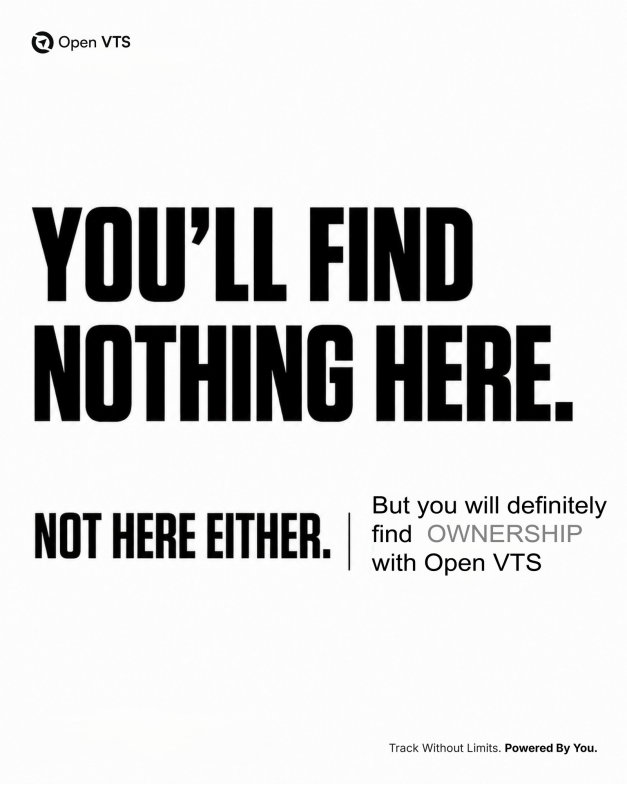


Practical grid defaults

- 12 columns for flexible campaign layout.
- 4:5 artboard: 64 px working margin, 20–28 px gutter.
- Align at least two major elements to the same vertical axis.
- Repeat spacing values instead of eyeballing every gap.
- Use a base spacing family: 8, 16, 24, 32, 48, 64, 96, 128 px.
- A centered layout still needs an invisible grid; symmetry is not an excuse for random spacing.

Whitespace is a premium material

Several of the strongest graphics - especially 012, 013 and 025 - work because empty space is allowed to carry tension.





Use whitespace to

- separate the hero statement from support copy
- create a pause before the resolution
- give a small visual object more importance
- make a bold typographic statement feel intentional rather than crowded

Do not use whitespace to

- hide an unfinished composition
- push everything into one corner without balance
- leave the logo or CTA visually disconnected
- avoid solving line length and hierarchy problems

Build hierarchy with six levers

The viewer should never wonder what to read first.

1	**Scale**	The hero idea should be visibly larger than everything else.
2	**Weight**	Use ExtraBold/Bold selectively; if everything is bold, nothing is.
3	**Position**	Place the hero near the natural entry point: upper-left, center or first third.
4	**Value**	Black/white contrast can create hierarchy without introducing color.
5	**Whitespace**	Space around an element increases perceived importance.
6	**Grouping**	Keep supporting ideas physically together so they read as one unit.

ONE FOCAL POINT.

If headline, model, object, logo and CTA all demand equal attention, redesign the hierarchy.

Typography: keep the brand disciplined, keep the campaign expressive

Type in the reference set behaves like editorial advertising. The system needs a practical rule that respects the brand without flattening the creative impact.

CONTROL

your tracking platform

DISPLAY → SUPPORT → MICROCOPY

Default new work to Inter / Inter Display. Use ExtraBold or Bold for hero copy, Regular/Medium for support, and SemiBold for labels. The large condensed poster-like treatments visible in some approved reference graphics should be treated as campaign-specific art direction - not as permission to introduce arbitrary fonts.

Practical size ladder for 1080 × 1350

Hero statement	**72–132 px**	3–10 words; 1–4 lines
Oversized keyword	**110–180 px**	One word or short interruption
Support line	**30–48 px**	Explain or resolve the idea
Body / proof	**26–36 px**	Keep short; 2–5 lines
Micro label	**18–24 px**	Eyebrow, category, small proof
Footer signature	**22–30 px**	Quiet, readable, never dominant

Copy architecture: design fewer words, not smaller words

The strongest creatives do not compress paragraphs into the canvas. They create a clear verbal stack.

1. Hook / hero	3–10 WORDS	The statement or interruption.
2. Resolution	8–22 WORDS	Clarifies what the hook means.
3. Proof	UP TO 3 BULLETS	Only if the claim needs evidence.
4. Action	1 SHORT CTA	One verb + one outcome.
5. Signature	BRAND LINE	Open VTS logo/tagline closes the frame.

Recommended visible copy budget

Most campaign graphics should stay around 15–45 words total. Educational/fact creatives may go longer, but the hero idea must remain readable without the supporting paragraph.

Monochrome is a hierarchy system, not a filter

The supplied set has extremely low color saturation. That means every composition must work through luminance contrast, silhouette and material difference.

Hero black	#0E0E0E
Deep charcoal	#2B2B2B
Support gray	#666666
Muted emphasis	#A8A8A8
Soft structure	#DEDEDE
Paper/off-white	#F4F4F2

Rules that matter

- Make the hero element the highest-contrast object.
- Keep support copy visibly quieter than hero copy.
- Separate black clothing from dark backgrounds with rim light, edge light or tonal lift.
- Do not solve muddy hierarchy by adding brand colors.
- Keep text/background contrast strong enough for phone viewing.
- Use warm/cool gray shifts only as subtle material control, not as “color coding.”

Texture, surface and background

Many reference graphics use subtle paper, plaster or studio-wall texture. The texture creates tactility without making the work look vintage or noisy.





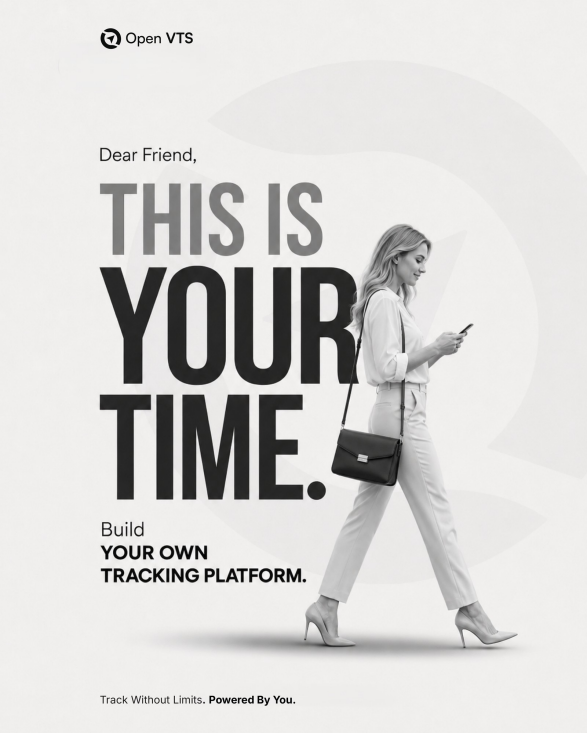
Texture recipe

- Start with a clean off-white, light gray or deep charcoal field.
- Add extremely subtle grain/paper/plaster texture at ~2–6% perceived strength.
- Keep texture scale large enough that it does not become digital noise.
- Do not place heavy texture behind small body copy.
- Use tonal gradients only when they mimic lighting or material depth.

Human imagery: cast for agency, not decoration

Open VTS people should look like operators, owners, decision-makers and builders. Their pose must participate in the composition.





Direct the subject

- Leave negative space on the side where the copy will live.
- Use gaze and body direction to lead into the frame, not out of it.
- Prefer deliberate poses: holding, pointing, walking, thinking, presenting, celebrating, operating.
- Match the emotional state to the claim: confidence, focus, agency, relief, momentum.
- Use clean wardrobe and simple shapes that convert well to monochrome.
- Avoid generic “smiling office team” stock imagery unless the human interaction is the actual story.

Object and 3D metaphors: one object, one meaning

A memorable object is valuable only when it makes the message easier to understand.





Decode	Can a viewer explain the metaphor in one sentence?
Relevance	Does the object connect to control, ownership, dependency, privacy, time, freedom or scale?
Simplicity	Is there one dominant relationship rather than a collage of unrelated symbols?
Material fit	Does the object look premium and believable in monochrome?

Product proof: make software tangible without misrepresenting it

Open VTS can use product screens, product-style brand objects and interface fragments, but each must remain truthful.





Rules

- Use real Open VTS screenshots for factual UI proof. Never fabricate interface features.
- If a symbolic software box is used as campaign art, treat it as a visual metaphor - do not imply a physical boxed product is shipped.
- Keep UI fragments straight-on or only subtly angled; dramatic perspective can reduce credibility.
- Do not let small screenshots become decorative noise. If the interface cannot be read, crop to the feature that proves the claim.
- Claims such as “single click,” pricing, “free,” privacy or recurring-cost statements must be verified against current product/commercial policy before publication.

Frames, cards, dividers and structural geometry

The reference set uses thin outlines, rounded panels and large dark cards to organize information. Every line should have a job.





Use geometry to

- isolate copy from photography
- create an editorial frame
- separate proof from the hero claim
- create a dark/light value block
- guide the eye from one reading zone to another

Avoid

- random corner decorations
- meaningless line fragments
- too many rounded cards
- tech-circuit patterns with no information role
- multiple framing systems in one creative

Depth, shadow and lighting

Premium depth comes from believable light and contact, not from aggressive effects.

01	**Flat layer**	Text, logo, rules and simple vector geometry.
02	**Raised surface**	Card/panel with quiet tonal separation or a soft shadow.
03	**Physical subject**	Human/object with a believable contact shadow or rim separation.
04	**Hero lighting**	A lamp, reveal, window light or spotlight that is part of the story.

Shadow rule

A shadow should explain where an object sits in space. If the viewer notices the shadow before the object, it is probably too strong. Match shadow direction, softness and intensity to the dominant scene lighting.

Logo, tagline and CTA: sign the work, do not compete with it

Across the set, the brand mark is usually quiet and the tagline acts as a closing signature.





Default hierarchy

- Logo: top-left is the default. Center/right placement is allowed only when the composition clearly benefits.
- Logo should be visible but smaller than the hero idea.
- Tagline: use as a quiet footer signature, not as a second headline.
- CTA: include only when the asset has a clear action. One action is better than three.
- Do not place the logo inside imagery generated by AI; add the official logo in layout after the visual is created.

Seven repeatable composition archetypes

Use these as starting systems. Do not copy a single creative repeatedly; vary the story while preserving the visual grammar.

01 Statement + Object

A short claim paired with one physical metaphor.

02 Split Contrast

Two states or beliefs expressed through one divided composition.

03 Text-Led / Negative Space

Type carries the interruption; whitespace becomes part of the idea.

04 Human Editorial

A person anchors trust, aspiration or tension while copy behaves like magazine editorial.

05 Human + Panel

A structured message card and a human subject share the frame.

06 Product Hero

The product/brand object is made tangible and memorable.

07 Dark Reveal

A dark surface or reveal creates premium contrast and dramatic focus.

Statement + Object

A short claim paired with one physical metaphor.





Build recipe

- Write the message as a direct statement.
- Find one object relationship that visualizes the verb or tension.
- Reserve the upper/left zone for the headline.
- Keep support copy extremely short.
- Let the object occupy 35–55% of the frame.

Split Contrast

Two states or beliefs expressed through one divided composition.





Build recipe

- Define the two states in plain language.
- Create one structural split: light/dark, left/right, before/after or myth/fact.
- Use one shared object/axis to connect the halves.
- Keep equivalent labels visually symmetric.
- Make the preferred state resolve the composition.

Text-Led / Negative Space

Type carries the interruption; whitespace becomes part of the idea.





Build recipe

- Start with a headline strong enough to work without an image.
- Use type scale, line breaks and empty space as the composition.
- Add one tiny visual cue only if it strengthens the punchline.
- Do not fill the frame with decoration after the type works.
- Use the support line to resolve ambiguity.

Human Editorial

A person anchors trust, aspiration or tension while copy behaves like magazine editorial.





Build recipe

- Choose a person whose pose carries the emotion.
- Build text as editorial columns/blocks around the subject.
- Use frame lines or labels only to organize, not to decorate.
- Protect face/hands from text collisions.
- Use highlighted words sparingly.

Human + Panel

A structured message card and a human subject share the frame.





Build recipe

- Give the headline a quiet card/panel.
- Place the person partly outside/alongside the panel to create depth.
- Use the human to communicate aspiration or authority.
- Add one small proof badge or micro-label if needed.
- Keep the background lower contrast than the panel.

Product Hero

The product/brand object is made tangible and memorable.





Build recipe

- Make the product/brand object physically prominent.
- Use simple perspective and believable shadow.
- Keep headline and object in a clear two-zone relationship.
- Use a human only if they demonstrate ownership/use.
- Avoid product glamour that obscures what the message means.

Dark Reveal

A dark surface or reveal creates premium contrast and dramatic focus.





Build recipe

- Use dark field as the dominant material.
- Reveal a light layer, edge or opening as the concept.
- Set hero type in high contrast.
- Keep the number of objects very low.
- Use this archetype selectively so it remains distinctive.

Control your tracking platform

Balance metaphor



Read the composition

- Brand signature is present but quiet.
- Hero word is larger than every other element.
- Metaphor occupies the lower half and resolves “control.”
- Tagline closes the frame instead of competing.

Why this is reusable

Why it works: the word “Control” dominates, the seesaw turns control into a physical relationship, and the visual sits low enough that the headline owns the first read.

What to copy

Copy the decision logic - hierarchy, space, visual relationship, tonal control - not the literal scene. The next creative should feel related without becoming a duplicate.

Myth / Fact

Split contrast



Read the composition

- Logo stays on the neutral light area.
- MYTH is isolated in the light half.
- Bulb is the shared visual axis.
- FACT mirrors the left information block.
- Tagline crosses the split, visually tying both halves to the brand.

Why this is reusable

Why it works: the light/dark division is not decorative - it is the argument. The bulb becomes the shared axis, so the viewer compares the two statements without needing a table.

What to copy

Copy the decision logic - hierarchy, space, visual relationship, tonal control - not the literal scene. The next creative should feel related without becoming a duplicate.

Did You Know?

Human editorial



Read the composition

- Logo is detached from the content card.
- Headline creates the first editorial stop.
- Human subject carries trust and attention.
- Keyword highlights create a second scan layer.
- Footer signature remains small and centered.

Why this is reusable

Why it works: the portrait creates credibility and calm, the rounded frame contains the reading zone, and highlighted words create a second-level scan path without using color.

What to copy

Copy the decision logic - hierarchy, space, visual relationship, tonal control - not the literal scene. The next creative should feel related without becoming a duplicate.

We built tracking platform for you

Human + panel



Read the composition

- Logo is quiet and predictable.
- Rounded panel owns the copy zone.
- Human subject communicates confidence and scale.
- Micro proof badge adds enterprise context.
- Tagline sits inside the panel, not floating randomly.

Why this is reusable

Why it works: the left panel protects a large promise, the person adds enterprise aspiration, and the small “Enterprise Ready” chip adds proof without stealing focus.

What to copy

Copy the decision logic - hierarchy, space, visual relationship, tonal control - not the literal scene. The next creative should feel related without becoming a duplicate.

Self Hosted Tracking Platform

Product hero



Read the composition

- Oversized display type creates a magazine-cover interruption.
- Human crop dominates the frame without blocking the headline.
- Product object makes self-hosting tangible.
- Brand mark is repeated lower in the composition as a closing anchor.
- Tagline is quiet and separate.

Why this is reusable

Why it works: magazine-scale type owns the left third, the close human crop creates stopping power, and the product object gives the idea a tangible “I can own this” feeling.

What to copy

Copy the decision logic - hierarchy, space, visual relationship, tonal control - not the literal scene. The next creative should feel related without becoming a duplicate.

Imagine Owning Your Own Tracking Platform

Human + panel



Read the composition

- Top logo keeps orientation.
- Dark panel creates the primary hierarchy zone.
- Human pose dramatizes autonomy and success.
- Proof bullets support the claim.
- CTA sits away from the hero claim and is therefore easier to process.

Why this is reusable

Why it works: the dark panel creates the clearest value block in the frame, the celebratory human pose dramatizes agency, proof bullets support the promise, and the CTA remains visually secondary.

What to copy

Copy the decision logic - hierarchy, space, visual relationship, tonal control - not the literal scene. The next creative should feel related without becoming a duplicate.

Complete control and ownership

Dark reveal



Read the composition

- Logo is moved to the light reveal zone for contrast.
- Message sits in the large dark quiet area.
- Human reveals the surface, literally enacting the concept.
- Tagline closes the bottom edge with strong contrast.

Why this is reusable

Why it works: the page-peel/reveal device becomes the concept, the dark field makes the message feel premium, and the composition was genuinely rebuilt for square rather than cropped from 4:5.

What to copy

Copy the decision logic - hierarchy, space, visual relationship, tonal control - not the literal scene. The next creative should feel related without becoming a duplicate.

Asset creation workflow for AI or 3D-assisted visuals

The reference set uses highly art-directed scenes. If generative tools are used, generate the visual asset - not the finished branded graphic.

1	**Write the visual brief**	Subject + physical action + emotional state + camera + lighting + required negative space.
2	**Generate without text**	No logos, no headlines, no UI, no fake product labels. Leave those to the design tool.
3	**Choose for composition**	Pick the image that leaves the right empty area, has clean hands/objects, and supports the message direction.
4	**Retouch**	Fix anatomy, edges, texture, reflections, floating objects and perspective before layout.
5	**Convert art direction**	Grayscale/near-monochrome, match black/white points, add subtle surface texture and believable contact shadows.
6	**Composite**	Add type, official logo, approved product proof and CTA in Figma/Photoshop/approved production tool.

Prompt skeleton

Editorial monochrome studio photograph of [subject] [action], premium enterprise campaign, clean [white/charcoal] environment, realistic materials, [soft directional / dramatic rim] lighting, [camera angle], strong negative space on the [left/right/top], sophisticated and minimal, no text, no logos, no watermark.

Figma build recipe: from blank frame to finished creative

This is the practical layer order that keeps files clean and makes revisions fast.

01_GUIDES	Frame, safe guides, grid; locked.
02_BACKGROUND	Base tone, texture, structural surfaces.
03_HERO_VISUAL	Human/object/product image, masks, shadows.
04_STRUCTURE	Cards, lines, frames, underlines, dividers.
05_COPY	Hero, support, proof, CTA.
06_BRAND	Official logo, tagline, URL, partner marks.
07_NOTES	Approval notes, claim source, localization notes - hidden before export.

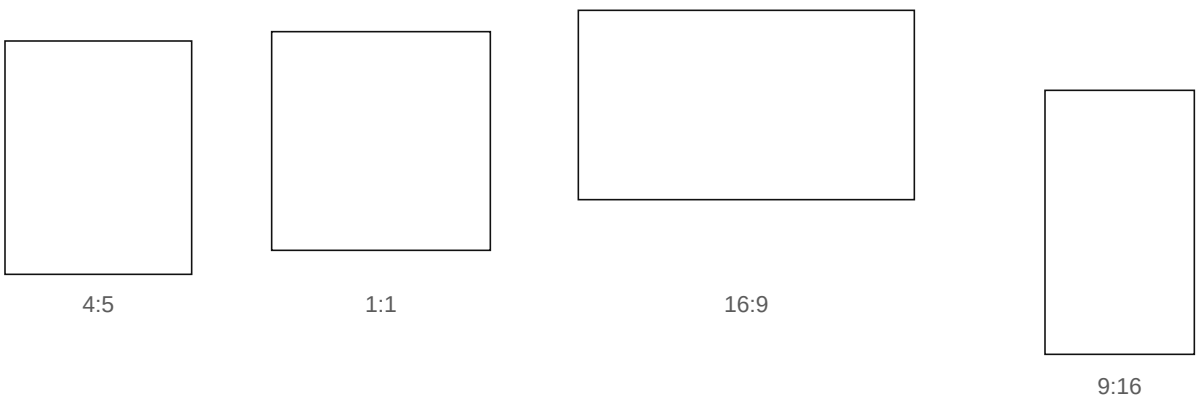
Build in this order

1) guides → 2) headline blocks → 3) placeholder visual block → 4) final visual → 5) support copy → 6) structure → 7) brand signature → 8) final spacing pass. This prevents the visual asset from dictating a weak message hierarchy.

Adapt formats by recomposing, never by squeezing

A good 4:5 creative is not automatically a good square or wide banner. Preserve the idea and hierarchy, then rebuild the spatial relationships.

4:5 PRIMARY	**1080 × 1350**	Best for the full Open VTS campaign system. Supports headline + hero visual + support + signature.
1:1 SQUARE	**1080 × 1080**	Reduce vertical storytelling. Move support closer to the hero; simplify footer. Example 028 shows a genuine square composition.
16:9 WIDE	**1920 × 1080**	Usually shift to a clear text/visual split. Keep copy to one side and avoid tiny centered type.
STORY / VERTICAL	**1080 × 1920**	Expand negative space vertically. Reserve extra top/bottom UI-safe areas and verify current platform overlays before publishing.



Master files, export and naming

The finished export is a brand asset. Keep a clean master and a channel-ready output.

Working frame	**1080 × 1350 logical frame**	Design at final aspect ratio with guides and text at true output proportions.
Library master	**~4× / 4320 × 5400 or higher**	The supplied creative set is already around 4500 × 5625. This is excellent for archival/source distribution.
Social output	**1080 × 1350 PNG/JPEG**	Use the platform-ready size; visually inspect after compression.
Square output	**1080 × 1080**	Recompose from master; do not crop critical type.
Wide output	**1920 × 1080 or campaign requirement**	Recompose using the same visual idea.

Naming standard

OVTS_[Channel]_[Campaign]_[Topic]_[Format]_[Lang]_v###_[YYYYMMDD].ext

Example: OVTS_LI_Ownership_Control_4x5_EN_v003_20260910.png

Keep source and export filenames aligned. Never use “final-final”, “new2” or screenshot-style names in a production asset library.

Tier-1 QA scorecard

Do not approve a creative because it “looks good.” Score the decisions that create the perception.

Message clarity	**20**	Can the core idea be understood in ~3 seconds?
Concept / metaphor	**15**	Is the visual idea relevant, distinctive and easy to decode?
Hierarchy	**15**	Is there one clear entry point and an intentional reading order?
Brand fit	**15**	Does it feel like Open VTS - ownership, control, trust, enterprise restraint?
Craft	**15**	Are crop, retouching, edges, lighting, shadows and spacing polished?
Readability	**10**	Is the text readable at phone size with strong contrast?
Truth / proof	**5**	Are product and commercial claims accurate and supportable?
Export / handoff	**5**	Correct size, naming, no hidden errors, clean source.

Approval threshold

90 / 100

80–89 = revise • below 80 = redesign

Common failure modes and how to fix them

Most weak creatives fail because the strategic and compositional decisions were never made - not because the designer lacked effects.

Looks premium but says nothing	Rewrite the single message before changing the visuals.
Too many objects	Delete until one relationship remains.
Headline and image compete	Choose one hero. Reduce the other by scale, contrast or space.
Monochrome feels muddy	Separate tonal values; do not add color as a rescue.
Human looks like stock	Change pose, crop, gaze or role so the person participates in the idea.
AI visual feels fake	Fix anatomy, perspective, contact shadow, material edges and reflections.
Logo is too large	Treat it as a signature, not the campaign headline.
Random tech decoration	Remove circuits, glows, grids or nodes that do not communicate information.
Too much text	Move explanation to the caption; keep the canvas focused.
Same layout every time	Change archetype, not identity. Consistency is a system, not repetition.

One-page quick reference

After the full guide is learned, this page should be enough for daily production.

MESSAGE	One idea. 3–10 word hero. 15–45 words total.
CONCEPT	Choose one of 7 archetypes. One dominant metaphor/relationship.
CANVAS	4:5 primary. 5–7% safe inset for critical copy/logo. Imagery may bleed.
GRID	12 columns. Repeat spacing: 8 / 16 / 24 / 32 / 48 / 64 / 96 / 128.
TYPE	Inter / Inter Display by default. Hero 72–132 px. Support 30–48 px.
COLOR	Black / white / gray. Hierarchy through value, not accent colors.
IMAGERY	Premium, believable, intentional pose/action, negative space for copy.
DEPTH	Believable lighting and contact shadow. No effect for effect’s sake.
BRAND	Logo quiet. Tagline closes. CTA only when action is required.
EXPORT	Keep high-res library master + channel output. Recompose ratios.
QA	90/100. Auto-reject false claims, wrong logo, unreadable text, bad AI anatomy, real customer data.

Reference set pattern map — 1/5

Every supplied creative is useful as a learning reference. Study the decision pattern, not the literal scene.



001 • Product under light

STATEMENT + OBJECT

Use lighting to turn an abstract promise into a physical hero.



002 • Be timeless

STATEMENT + OBJECT

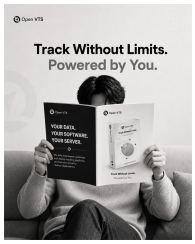
Let one oversized metaphor carry the message; copy stays minimal.



003 • Choose ownership

SPLIT CONTRAST

Build a visual argument with opposing states, not a generic comparison table.



004 • Book / product proof

PRODUCT HERO

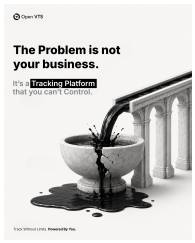
Put the brand object in a believable human context while keeping copy secondary.



005 • Control balance

STATEMENT + OBJECT

Translate “control” into one instantly readable physical relationship.



006 • The problem is control

STATEMENT + OBJECT

Use a broken/unstable metaphor only when the message resolves the tension.

Reference set pattern map — 2/5

Every supplied creative is useful as a learning reference. Study the decision pattern, not the literal scene.



007 • Try it / product + mobile

PRODUCT HERO

Pair bold type with product proof; do not make the UI compete with the headline.



008 • Myth vs fact

SPLIT CONTRAST

Use background value contrast as part of the meaning, not decoration.



009 • Say no to SaaS

HUMAN / SURREAL

A human face can be a pattern interrupt when the prop directly supports the idea.



010 • Ownership newspaper

EDITORIAL COLLAGE

Editorial devices add authority when the composition remains disciplined.



011 • Sensitive data

HUMAN EDITORIAL

Use a centered portrait with copy on both sides only when the face remains the visual anchor.



012 • Nothing here

TEXT-LED

Whitespace can be the punchline; do not fill empty space just because it exists.

Reference set pattern map — 3/5

Every supplied creative is useful as a learning reference. Study the decision pattern, not the literal scene.



013 • Sensitive data pen

STATEMENT + OBJECT

Small visual gestures can feel premium when the copy has a single focal word.



014 • No dependency

TEXT-LED

A one-word interruption can carry the frame when the support line resolves the meaning.



015 • Hey, you

HUMAN / DIRECT ADDRESS

Pointing/gaze creates self-relevance; keep the ask short.



016 • Choose control

HUMAN EDITORIAL

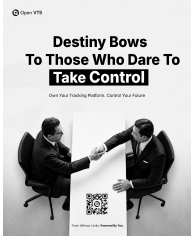
Oversized punctuation can become structure when it reinforces the copy.



017 • Did you know?

HUMAN EDITORIAL

Frame + portrait + highlighted keywords create an editorial fact card.



018 • Destiny bows

HUMAN NARRATIVE

Use human interaction to dramatize agency, then keep the copy grounded.

Reference set pattern map — 4/5

Every supplied creative is useful as a learning reference. Study the decision pattern, not the literal scene.



019 • Built for you

HUMAN + PANEL

Use a large quiet panel to protect headline clarity from a photographic background.



020 • Built for GPS businesses

HUMAN + PANEL

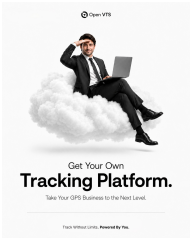
Dark message cards create authority; keep the surrounding scene bright and restrained.



021 • Ownership / customisation

HUMAN EDITORIAL

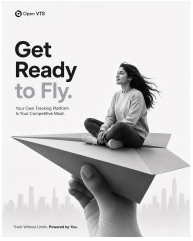
A large symbolic object can support scale and completeness when tonally integrated.



022 • Get your own platform

HUMAN / SURREAL

Surreal imagery works when one simple metaphor communicates freedom or independence.



023 • Ready to fly

HUMAN / SURREAL

Use directional motion to lead the eye toward the promise.

Reference set pattern map — 5/5

Every supplied creative is useful as a learning reference. Study the decision pattern, not the literal scene.



024 • Self hosted

PRODUCT HERO

Magazine-cover scale type + close human/product perspective creates strong stopping power.



025 • Serious businesses take control

STATEMENT + OBJECT

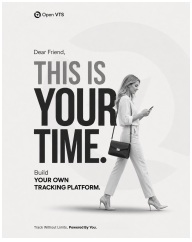
Minimal object crops work when the phrase is sharp and the visual is unmistakable.



026 • Imagine owning

HUMAN + PANEL

A dominant dark panel creates hierarchy; proof bullets and CTA sit below the promise.



027 • This is your time

HUMAN EDITORIAL

Use subject movement to create momentum; keep text aligned to the movement direction.



028 • Complete control

DARK REVEAL

A reveal device can carry the whole concept; square adaptation should be recomposed, not squeezed.

Design for perception.
Build for clarity.

Open VTS creative graphics should feel controlled before they feel decorative - and memorable because the idea is clear, not because the canvas is crowded.



Track Without Limits. Powered By You.