



BRAND MANUAL 2024

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01 LOGOS

MASTER LOGO

Our logo symbolizes the complexities involved in the process of procurement and supply chain.

As a company, we adeptly streamline (Swirl) these complexities into a level of simplicity that assists our clients in achieving their business goals. The typographical treatment represents the boldness and stability of a technology company based on experience and innovation.



MINIMUM LOGO SIZE



01 LOGOS

MASTER LOGO

Maintaining the correct proportions of our logo is vital to ensure our branding keeps a cohesive look globally. As a brand, making sure to keep a consistent visual voice helps us ensure our position as a technology company with a seamless global presence.

CONSTRUCTION



CLEARSPACE



01 LOGOS

THE RULES

Avoiding making any changes to the structure of our logo is vital. Our logo should never be manipulated in any way that compromises the integrity of the brand.

ENSURE CONTRAST



DO NOT ALTER



01 LOGOS

TAGLINE

The tagline underscores how AI-driven intelligence serves as a catalyst for innovation across industries. By leveraging AI capabilities, businesses and organizations can unlock new insights, optimize processes, and create transformative solutions to complex problems.



MINIMUM LOGO SIZE WITH TAGLINE



01 LOGOS

ANCHOR POINTS

Our tagline communicates the integration of strategic planning, cutting-edge software solutions, and efficient managed services as a holistic approach to empower your clients for success.



MINIMUM LOGO SIZE WITH TAGLINE



01 LOGOS

SERVICES

We empower success through strategic excellence, cutting-edge software, and seamless managed services. Our mission is to deliver comprehensive solutions that propel businesses forward. By combining strategic insight, innovative software solutions, and reliable managed services, we aim to optimize efficiency, foster growth, and exceed client expectations.



01 LOGOS

SOFTWARE

Our mission is to provide top-of-the-line software solutions that redefine industry standards.

Committed to pushing technological boundaries, we strive to empower businesses with cutting-edge tools that enhance efficiency, drive productivity, and unlock new possibilities.



01 LOGOS

PLATFORM

Empowering Business Evolution through Advanced Technology Platforms: Our mission is to revolutionize business operations by delivering technology platforms that drive efficiency, innovation, and sustainable growth.



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02 COLORS

FULL PALETTE

Dynamic Elegance in Digital Tones: Our color palette embodies the essence of our technology company, seamlessly blending sophistication with a sense of innovation. Dominated by sleek, modern hues such as [Primary Color], [Secondary Color], and [Accent Color], our branding exudes a timeless quality that resonates with the ever-evolving tech landscape. These carefully curated colors reflect our commitment to cutting-edge solutions, reliability, and a visual identity that stands out in the digital realm. Together, they create a harmonious fusion that symbolizes the seamless integration of technology and aesthetics in everything we do.

PRIMARY

SECONDARY

ACCENT



02 COLORS

PRIMARY PALETTE

Unveiling the Essence of Innovation: Our primary color palette, not only reflect the dynamic nature of technology but also embodies the core values of our company – innovation, reliability, and a forward-thinking mindset.

GEP BLUE

CMYK 92 | 60 | 6 | 0
RGB 4 | 104 | 170
HEX 0468AA

100% BLACK

CMYK 0 | 0 | 0 | 100
RGB 0 | 0 | 0
HEX 000000

FONT COLOR

CMYK 92 | 60 | 6 | 0
RGB 35 | 35 | 35
HEX 232323

02 COLORS

SECONDARY PALETTE

Harmony in Technology: Our secondary color palette reflects the balance and versatility essential in our technological endeavors. These refined hues complement our primary colors, adding depth and sophistication to our visual identity. Together, these secondary colors enrich our brand, embodying the seamless integration of cutting-edge innovation and timeless design principles that define our company.

NAVY BLUE

CMYK 100 | 86 | 34 | 20
RGB 0 | 45 | 104
HEX 002D68

SKY BLUE

CMYK 74 | 26 | 0 | 0
RGB 0 | 158 | 236
HEX 009EEC

ROYAL BLUE

CMYK 82 | 52 | 0 | 0
RGB 0 | 121 | 244
HEX 0079F4

OCEAN BLUE

CMYK 63 | 0 | 3 | 0
RGB 0 | 211 | 255
HEX 00D3FF

02 COLORS

ACCENT PALETTE

Pulse of Innovation: Our accent color palette injects vitality and energy into our technological brand identity.

These vibrant accents serve as punctuation marks, highlighting key elements and embodying the spirit of innovation. Our accent colors elevate our visual language, symbolizing the pulse of progress and the excitement of what's next in the world of technology.

CMYK 61 | 0 | 100 | 0
RGB 107 | 183 | 36
HEX 6BB724

CMYK 0 | 43 | 82 | 0
RGB 255 | 165 | 55
HEX FFA537

CMYK 80 | 12 | 100 | 2
RGB 45 | 151 | 40
HEX 2D9728

CMYK 0 | 67 | 90 | 0
RGB 255 | 109 | 19
HEX FF6D13

CMYK 80 | 28 | 59 | 13
RGB 45 | 127 | 11
HEX 2D7F6F

CMYK 80 | 28 | 59 | 13
RGB 255 | 71 | 59
HEX FF473B

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03 TYPOGRAPHY

OVERVIEW

Typography Redefined for the Digital Era: Our chosen fonts epitomize the essence of our technology company's brand, embodying a perfect blend of modernity, sophistication, and readability. The primary typeface, [Helvetica], exudes sleek elegance with its clean lines and contemporary aesthetic. Complemented by [Futura Medium], a versatile and modern sans-serif font, our typographic choices reflect our commitment to clarity and innovation. Together, these fonts create a cohesive visual identity that not only captures the spirit of our technology-driven solutions but also ensures a seamless and engaging user experience across all communication channels.

MAIN FONT

HELVETICA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789!@#\$%^&*(,.:?)

SECONDARY FONT

FUTURA MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*(,.:?)

INTERNAL FONT

ALL ROUND GOTHIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*(,.:?)

DIGITAL / WEBSITE FONT

ROBOTO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*(,.:?)

03 TYPOGRAPHY

HIERARCHY

Elevating Communication Through Font Hierarchy: In our technology company's branding, we embrace a carefully curated font hierarchy to convey a sense of order, clarity, and visual sophistication. The primary typeface, [Helvetica Bold], takes center stage with its bold and distinctive presence, signifying strength and innovation. Complemented by [Helvetica Regular], a sleek and versatile choice, it ensures readability and consistency across various mediums.

HEADER

**HELVETICA BOLD
IN ALL CAPS**

SUBHEADER

HELVETICA BOLD IN ALL CAPS

BODY COPY

Helvetica regular in sentence case.

03 TYPOGRAPHY

APPLICATION

Crafting a Typography Symphony: Our technology company's visual identity is orchestrated through a quartet of carefully chosen fonts, each playing a unique role in conveying our brand essence. At the forefront is [Helvetica], a bold and modern typeface exuding innovation and strength. Complementing it is [Futura], a versatile and legible companion ensuring clarity in communication across platforms. Together, these fonts create a harmonious typographic ensemble, embodying the diverse facets of our brand – from cutting-edge technology to clear communication and creative expression.



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04 PHOTOGRAPHY

OVERVIEW

Visual Narratives of Innovation: Our technology company's brand is brought to life through a curated collection of photos that capture the spirit of innovation, collaboration, and forward-thinking. Each image tells a story, showcasing the dynamic synergy between technology and human ingenuity. From high-tech workspaces to the intricate details of our products, our photo selection reflects the precision, creativity, and excellence that define our brand. Through a blend of striking visuals, we aim to inspire, connect, and communicate the transformative power of our technological solutions, reinforcing our commitment to shaping the future through cutting-edge innovation.



04 PHOTOGRAPHY

OVERLAYS

Adding color overlays to pictures can significantly enhance their visual impact, creating a striking and dramatic effect..

ORIGINAL



WITH OVERLAY 80%



CMYK X | X | X | X
RGB X | X | X
HEX XXXXXX

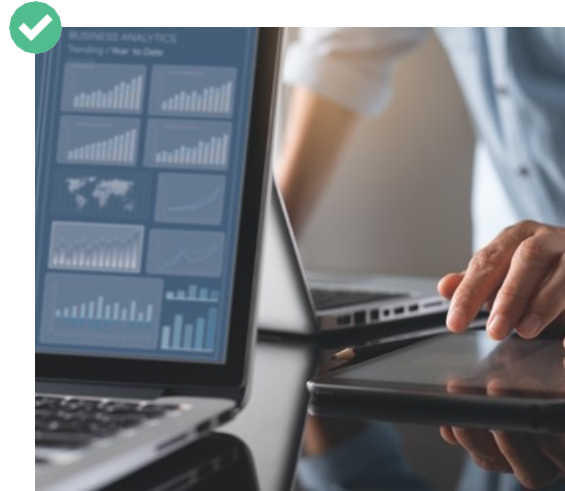
CMYK 92 | 60 | 6 | 0
RGB 4 | 104 | 170
HEX 0468AA

ANGLE: 90°

04 PHOTOGRAPHY

DO'S AND DONT'S

Our guidelines only support images that reflect a realistic work environment. Avoid using images that depict unrealistic sci-fi scenes. Our visual proposition is to promote our business in its natural environment, with real problem-solving and real teamwork.



05 ICONOGRAPHY

OVERVIEW

26

05 ICONOGRAPHY

OVERVIEW

Icons That Speak Innovation: Our technology company's brand is enriched by a distinctive set of iconographies that serve as visual ambassadors of our core values. Each icon, meticulously crafted, encapsulates the essence of innovation, connectivity, and user-centric design. From sleek representations of cutting-edge technology to intuitive symbols that convey our commitment to seamless experiences, our iconography is a language that transcends boundaries. Rooted in simplicity yet powerful in meaning, these icons not only enhance our brand identity but also communicate the transformative potential of our technological solutions in a visually compelling manner.



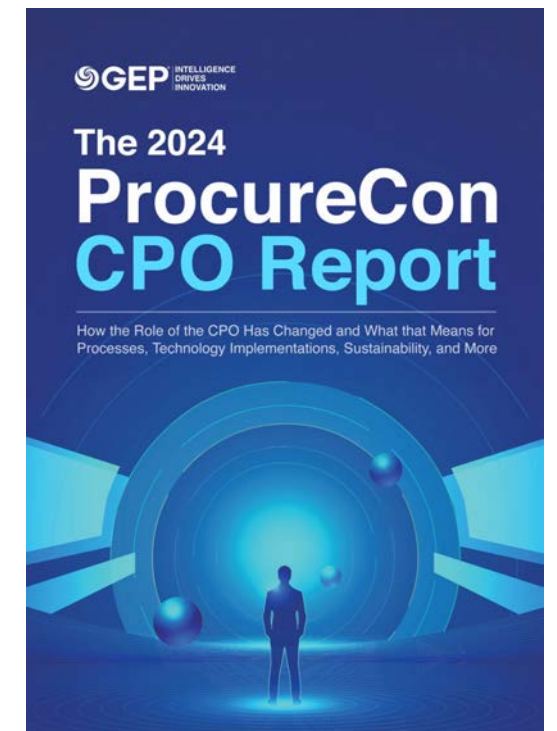
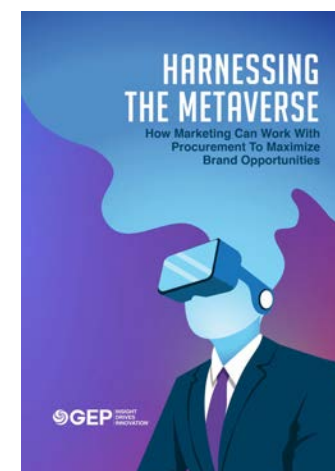
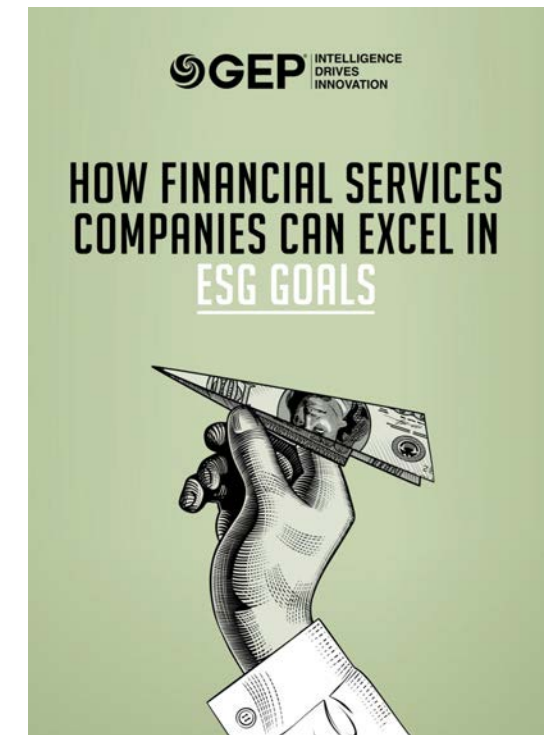
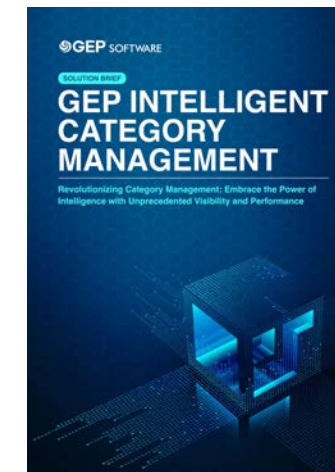
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06 APPLICATION

WHITE PAPERS

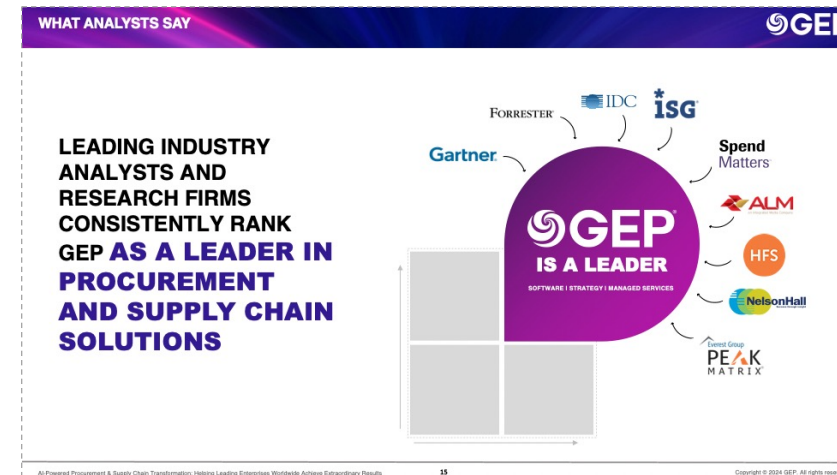
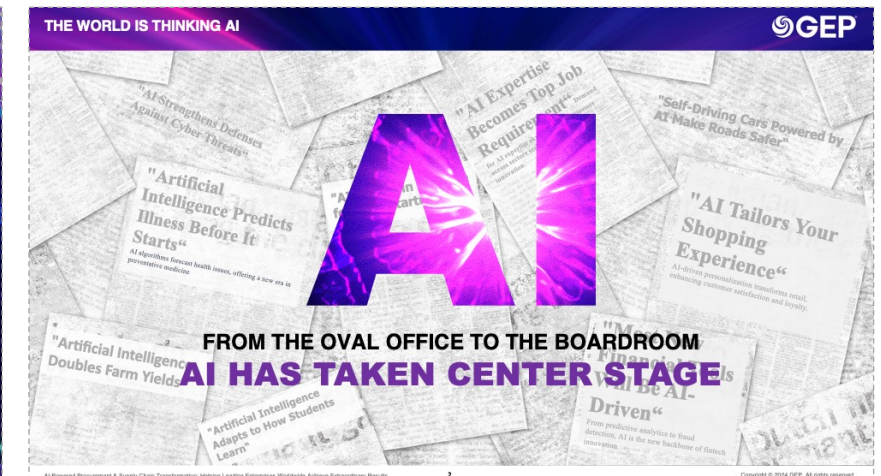
Designing Knowledge Journeys: Our white paper designs transcend the traditional, offering an immersive experience that mirrors the innovation we champion. Meticulously crafted layouts, sleek visuals, and a harmonious blend of text and graphics define our white papers. The design is not just aesthetic; it's a strategic choice to enhance readability, engage the audience, and convey complex concepts with clarity. From captivating cover art to intuitive infographics, every element is purposeful, ensuring our white papers are not only a source of information but also an engaging visual journey. With a commitment to excellence in design, we aim to elevate the impact of our insights and position our technology company at the forefront of industry thought leadership.



06 APPLICATION

PRESENTATIONS

Empowering Presentations with Design Excellence: Our PowerPoint template design reflects the cutting-edge ethos of our technology company. Every slide is a canvas where innovation meets visual appeal, ensuring that our presentations captivate and convey information with impact. The template seamlessly integrates our brand elements, from the sleek color palette to the modern typography, creating a cohesive and professional look. With intuitive layouts and dynamic visuals, our PowerPoint template is not just a tool for communication; it's a representation of our commitment to delivering compelling narratives and showcasing the technological prowess that defines our company.



In conclusion, adhering to our brand guidelines is paramount for fostering a consistent and compelling brand identity. Consistency not only enhances recognition but also builds trust among our audience. By following these guidelines meticulously, we ensure that every touchpoint reflects our values, messaging, and visual identity cohesively. This collective commitment is not just about maintaining a visual standard; it's a strategic investment in building a strong and enduring connection with our audience. Thank you for your dedication to upholding the essence of our brand through the adherence to these guidelines.

