SENSYS TECHNOLOGY GROUP

Branding Guidelines

2020

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Mission Statement

SenSys Technology, **design, install** and **maintain** smart network & business solutions for businesses all over Ireland.

The group comprises of SenSys IT & Networks, SenSys Connect, SenSys Voice, SenSys Web Studio, SenSys Security, SenSys Audio Visual, SenSys Wi-Fi, and SenSys Structured Cabling.

We converge technologies to deliver better integration, functionality and cost advantages for clients.

Our goal is to provide active integrated technology solutions supported and maintained with 'SenSys Care'.

SenSys Group offer business solutions and one point of contact for all business IT, Network, Communications and Business systems, whilst dealing with a specialist divisions. The 2020 brand update reflects the strategic direction of SenSys Technology,with a **focus on innovation,** growth and ensuring each SenSys customer experiences the SenSys difference.

Our main group icon has been realigned to emphasise the strength of our group and our services. It is the solid parent icon for our brand. The colourful child icons represent our innovation and growth. Our typography is consistent throughout our group. The clean fonts represent the group confidence and expertise.

Language

Remember

Consistency and brand is important. When talking about SenSys Technology Group, keep the following in mind.

SenSys is always SenSys,
never sensys

Technology is always Technology,
never technologies

Colours

SenSys Technology Group Colour Overview

SENSYS TECHNOLOGY GROUP

SenSys Technology Family and key colour for each group.

SenSys Technology Colours

Core Colour

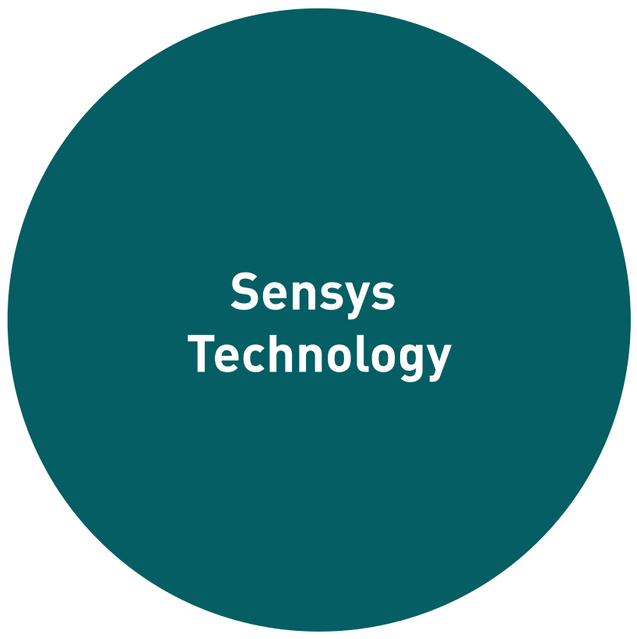
Our colour palette is split into core and secondary colours.

Our core brand colour, teal, is taken from the main logo, while the secondary palette complements our core logo and is used on secondary logos across all of the SenSys groups.

The strong core colours identifies us as SenSys. The teal and dark grey are found within the SenSys Group logo.

The core colour can be used within any branding and should be used to highlight information clearly (text or icon), or to create a statement page, linked directly to the SenSys Technology Group.

The secondary colours were chosen as they work well with the core colour and were selected to reflect our broad personality. To get more of an idea of the secondary colours working together, please look at page 9.



Hex #055E63

RGB 5, 94, 99

CYMK 88, 38, 49, 33

100%

90%

80%

70%

60%

50%

40%

30%

20%

10%

SenSys Technology Colours

Neutral Colours

Neutrals can make our communication clear without competing with other colours. Black and white may be used freely with any of the palette colours.

White is encouraged for background colour for a clean, clear look.

The dark grey can be found within **every SenSys Group** logo and thus is a complimentary colour across all brands.

The dark grey can also be used for information, such as text as it less harsh than black.

Dark Grey		Light Grey	
Hex	#383839	**Hex**	#C7C7C7
RGB	56, 56, 57	**RGB**	199, 199, 199
CYMK	68, 59, 55, 62	**CYMK**	25, 18, 20, 1
100%		100%	
90%		90%	
80%		80%	
70%		70%	
60%		60%	
50%		50%	
40%		40%	
30%		30%	
20%		20%	
10%		10%	

SenSys Group Colours

Secondary Colours

Each secondary colour is attributed to one of the areas within the SenSys Technology Group. (Eg; IT & networks, security, voice etc.) and supports the core brand.

Each secondary colour should only be used with that group.

For example; SenSys security Green **should not** be used on a web page for SenSys voice.

The secondary colour can be used as a full splash to add colour to a page or in small amounts within text such as titles and subtitles. They can be used in icons and relevant illustrations along with brochures and web pages.

It is not to be used on black or grey background.

IT + networks	connect 360	voice
Hex #953D5A	**Hex** #EF522B	**Hex** #7C6D8D
RGB 149, 61, 90	**RGB** 239, 82, 43	**RGB** 124, 109, 141
CYMK 31, 82, 37, 25	**CYMK** 0, 79, 84, 0	**CYMK** 57, 57, 26, 8
100%	100%	100%
90%	90%	90%
80%	80%	80%
70%	70%	70%
60%	60%	60%
50%	50%	50%
40%	40%	40%
30%	30%	30%
20%	20%	20%
10%	10%	10%

SenSys Group Colours

web studio	security	wifi	audio visual	structured cabling
Hex #D6CB00	**Hex** #007909	**Hex** #528FC8	**Hex** #65CE8C	**Hex** #8A378A
RGB 214, 203, 0	**RGB** 0, 121, 9	**RGB** 82, 143, 200	**RGB** 101, 206, 140	**RGB** 138, 55, 138
CYMK 22, 10, 97, 1	**CYMK** 87, 25, 100, 14	**CYMK** 70, 35, 3, 0	**CYMK** 60, 0, 58, 0	**CYMK** 56, 89, 2, 0
100%	100%	100%	100%	100%
90%	90%	90%	90%	90%
80%	80%	80%	80%	80%
70%	70%	70%	70%	70%
60%	60%	60%	60%	60%
50%	50%	50%	50%	50%
40%	40%	40%	40%	40%
30%	30%	30%	30%	30%
20%	20%	20%	20%	20%
10%	10%	10%	10%	10%

SenSys Logos

SenSys Technology Logo

Our logo is our flag.

It represents us.

And when we use it the right way, people can spot us at a glance.

The SenSys Technology Group logo is the Parent of our Family of logos. It is our headliner and the most recognisable. All other logos follow after. This way the powerful icon, name and subtext reinforce the strength of our parent group

We have realigned our icon and reduced the gap in SenSys Technology Group, to symbolise the group coming closer together and being more cohesive.

SenSys Technology Logo Variations

The SenSys Technology logo pictured on top is our primary logo colour.

Please note:
The SenSys Technology logo should only be used on a white background. For any other background, you should use a monochrome logo.

- The black logo should be used on light coloured backgrounds.
- The white logo should be used on dark coloured backgrounds.

SenSys Technology Logo Exclusion Zone

The logos exclusion zone is the length of the ’T’ in technology x2. Consider this invisible box something that can never be entered by anything else (visuals, text).

The SenSys Technology Group logo needs room to breathe without crowding it with other information.

SenSys Group Logos

SenSys Groups

Within the SenSys Technology Group family there are eight separate groups for each area. Each of these groups has its own logo and unique primary colour. These colours do not cross over.

The SenSys Technology Group rectangles are closer together symbolising it is now repositioned as the leader of our group while these are more open.

They follow the same rules as SenSys Technology Group for colour - a mix of colour and dark grey.

The division name is always centered and in lower case apart from 'IT' which is the exception

SENSYS IT & networks

SENSYS connect 360

SENSYS voice

SENSYS web studio

SENSYS security

SENSYS wifi

SENSYS audio visual

SENSYS structured cabling

SenSys Group Logos Exclusion Zone

Following the same rule as the SenSys Technology Group logo, these logos have an exclusion zone is the length of the ’T’ in technology x2. Consider this invisible box something that can never be entered by anything else (visuals, text).

The Group logos need room to breathe without crowding them with other information.

SenSys Group Logos Slim

SenSys Groups Slim

In cases where the normal logo will not fit, a slim single line version of the logo can be used instead. This is our preferred alternative.

In very rare cases, another version can be used for certain logos where space is limited horizontally and vertically.

SenSys Group Logos Slim Exclusion Zone

Following the same rule as the SenSys Technology Group logo, these logos have an exclusion zone is the length of the 'T' in technology x2. Consider this invisible box something that can never be entered by anything else (visuals, text).

The slim alternative version of the logo should only be used when nothing else will fit as it is substantially smaller.

Cheat Sheet

Do's and Don'ts

- **Do** use only approved logo artwork and templates.
- **Do** use the colours (and variants) whenever possible and appropriate.
- **Don't** re-colour logo elements.
- **Don't** change the logo's proportion (eg. skew, stretch or rotate).
- **Don't** tilt the logo.
- **Don't** add drop shadows or other effects.
- **Don't** recreate the logotype or signature by typing it with a font.
- **Don't** place the logo on a background that reduces its legibility.
- **Don't** place the logo on high contrast or vibrant colours.
- **Don't** place the logo on colour tones similar to the logo colours.

Visual examples on next page

Cheat Sheet

Don’t re-colour logo elements

Don’t recreate the logo or signature by typing it with a font

Don’t change the logo’s proportions (eg. Skew, stretch or rotate)

Don’t place the logo on a background that reduces its legibility

Don’t tilt the logo

Don’t place the logo on high contrast or vibrant colours

Don’t add drop shadows or other effects

Don’t place the logo on colour tones similar to the logo colours

Typography

Typography Overview

Typography

Typeface plays an important role in ensuring a **lasting impression of our brand.**

Like the company logo, the SenSys font families are also expressions of the **SenSys brand.** SenSys uses the font families shown to allow for a full range of practical and creative uses and to ensure consistency across all marketing materials.

There are different guidelines for sizing, depending on if the body of text is in a presentation, a document or something else (eg, a brochure).

Various weights can be used to establish a visual hierarchy. Heavier weights should be used sparingly, as should italics, where applicable.

Primary Font

Display Typeface

SenSys Technology Groups uses **DIN Black** for its logo and main identifier. It is **simple, modern, clean & bold.**

It should only be used for display purposes, such as product names, event badges or a header of a powerpoint/word document.

DIN Regular and Light can be used for main bodies of text/paragraphs.

It is not to be used in typical paragraph styling.

Typeface: 'DIN Light'
ABCDEFGHIJKLMNOPQRSUVWXYZ
abcdefghijklmnopqrsuvwxyz
1234567890

Typeface: 'DIN Regular'
ABCDEFGHIJKLMNOPQRSUVWXYZ
abcdefghijklmnopqrsuvwxyz
1234567890

Typeface: 'DIN Bold'
ABCDEFGHIJKLMNOPQRSUVWXYZ
abcdefghijklmnopqrsuvwxyz
1234567890

Typeface: 'DIN Black'
ABCDEFGHIJKLMNOPQRSUVWXYZ
abcdefghijklmnopqrsuvwxyz
1234567890

EXAMPLE HEADING

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

Secondary Font

Alt Typeface

Where it's not possible to use the brands main typeface, **PT Sans** should be employed.

As with DIN, heavier weights should be used on rare occasion, and italics should be used in special cases.

PT Sans can be found at font.google.com

Typeface: ' PT Sans Regular'
ABCDEFGHIJKLMNOPORSUVWXYZ
abcdefghijklmnopqrsuvwxyz
1234567890

Typeface: ' PT Sans Bold'
ABCDEFGHIJKLMNOPQRSUVWXYZ
abcdefghijklmnopqrsuvwxyz
1234567890

EXAMPLE HEADING

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

Website

Website Typeface

SenSys Technology Groups uses **Oswald** and **Lato** for its websites. Oswald is for headings and Lato is used for text.

Typeface: 'Oswald Medium'
ABCDEFGHIJKLMNOPQRSUVWXYZ
abcdefghijklmnopqrsuvwxyz

Typeface: 'Lato Regular'
ABCDEFGHIJKLMNOPQRSUVWXYZ
abcdefghijklmnopqrsuvwxyz

Typeface: 'Oswald Semi Bold'
ABCDEFGHIJKLMNOPQRSUVWXYZ
abcdefghijklmnopqrsuvwxyz

Typeface: 'Lato Italic'
ABCDEFGHIJKLMNOPQRSUVWXYZ
abcdefghijklmnopqrsuvwxyz

Typeface: 'Oswald Bold'
ABCDEFGHIJKLMNOPQRSUVWXYZ
abcdefghijklmnopqrsuvwxyz

Typeface: 'Lato Bold'
ABCDEFGHIJKLMNOPQRSUVWXYZ
abcdefghijklmnopqrsuvwxyz

EXAMPLE HEADING

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

Social Media

Blog Typeface

With the SenSys blog, DIN and Lato are used as the main fonts.

Typeface: ‘ DIN Regular’
ABCDEFGHIJKLMNOPQRSUVWXYZ
abcdefghijklmnopqrsuvwxyz
1234567890

Typeface: ‘ Lato’
ABCDEFGHIJKLMNOPQRSUVWXYZ
abcdefghijklmnopqrsuvwxyz
1234567890

EXAMPLE HEADING DIN

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

EXAMPLE HEADING LATO

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

Imagery + Icons

COMING SOON

Illustrations

COMING SOON

Websites

COMING SOON

Presentations

COMING SOON

Social Media

COMING SOON

Examples

COMING SOON