

Brand Guidelines

Table Of Content

01. Logo

02. Colour Palette

03. Typography

04. Application

01. LOGO

Primary Logo

This is our primary logo, which consists of a stylized typographical treatment of the Senergy Communications Capital name along with our icon.

Our logo must appear using one of the approved formats and should never be modified or altered in any way.



Logo Background

When Blue (#041825 or #131538) or Black is used as the background, the logo is in white and yellow.

When white is used as the background, the logo is in blue.

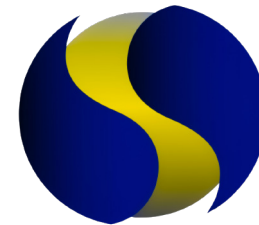


Secondary & Submark

This is our secondary and submark logos. The secondary logo is used in situations where you can't use the full primary logo. Some examples include print documents or marking on graphics.

Your logo submark is a less detailed version of your primary logo. This can be used as a secondary mark similar to a watermark. Some examples include print documents or marking on graphics.

SENERGY
COMMUNICATIONS CAPITAL



Logo Rules

- Do not change the Opacity
- Do not space out of the logo
- Do not add extra copy
- Do not place on an angle
- Do not alter the logo in any way
- Do not change the colour of the logo

Logo Space

There should be sufficient clear space around the logo to let it breathe and prevent it's clarity and visual impact from being obstructed.



02. TYPOGRAPHY

Typography

Our primary font is Montserrat. Our font reflect the tone we use to communicate our business. They are friendly, confident, and clear.

Montserrat

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!".\$%&/=^*`Ç,-;:_)**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!".\$%&/=^*`Ç,-;:_)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!".\$%&/=^*`Ç,-;:_)

Font Hierarchy

This is how the font hierarchy should look.

Headlines - Montserrat Bold

Sub-headlines - Montserrat Medium

Body - Montserrat Regular

Headline

Sub-Headline

Body

03. COLOUR PALETTE

Brand Colours

These are our brand colours. The yellow should only be used as an accent colour and not as the main colour.



BLACK

RGB: 0 / 0 / 0
CMYK: 60 / 60 / 40 / 100
HEX : #000000

NAVY BLUE

RGB: 4 / 24 / 37
CMYK: 88 / 74 / 57 / 72
HEX : #041825

MEDIUM BLUE

RGB: 19 / 21 / 56
CMYK: 97 / 93 / 45 / 57
HEX : #131538

COBALT BLUE

RGB: 35 / 38 / 104
CMYK: 100 / 99 / 29 / 18
HEX : #232668

YELLOW

RGB: 223 / 198 / 35
CMYK: 15 / 17 / 100 / 0
HEX : #DFC623

WHITE

RGB: 252 / 254 / 255
CMYK: 0 / 0 / 0 / 0
HEX : #FDFEFF

04. APPLICATION

Email Signature

Shown is the approved email signature layout.



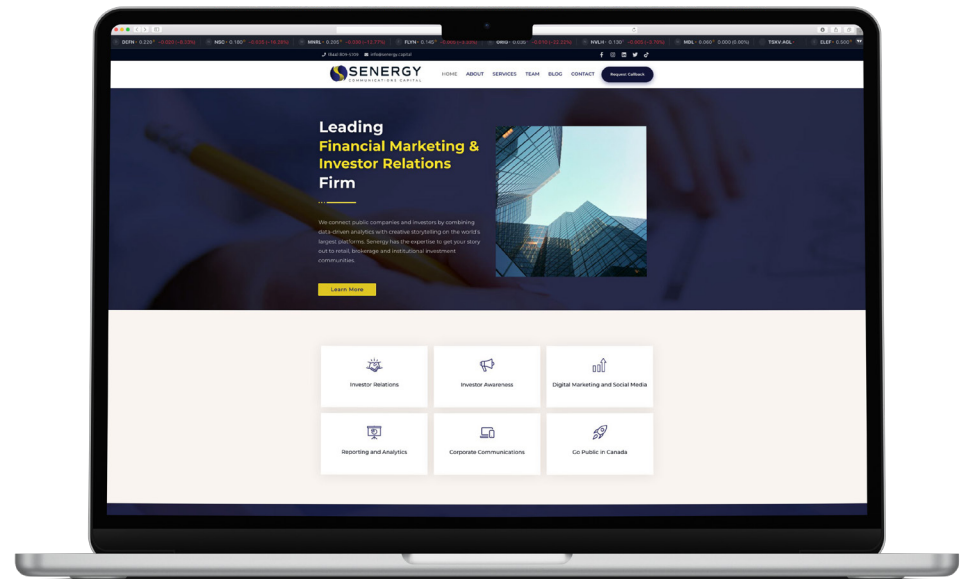
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Web Design

Shown is the approved web design layout.





senergy.capital