

Brand Guidelines

Content Summary

1 Logo

2 Colours

3 Typography

4 Icons

5 Photography

01

Logo

Logo

Signaturit represents the digitalization of the signing on paper, capturing the gesture of an individual's handwriting. To reflect this gesture, the **logo** has subtle traces to the key letters, such as the S, G, and final T.

Our **Logo Mark** is a visual representation of our brand's identity. It consists of the S of the logo, and shouldn't be altered, stretched, or modified in any way.

The brand book provides detailed instructions on **how to use** both elements in different contexts, such as against different backgrounds, at different sizes, and with or without taglines.

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Safe Zone

The Safe Zone section outlines guidelines for the minimum distance that must be maintained between the brand's logo or other design elements and other visual elements, such as text, images, or other graphics. In this case, the safe zone is **the height of the G** of the root logo.



Logos' usage

Our Logo Mark should always be visible and legible, regardless of the background color or image it's placed on.

This section is particularly important to ensure that the logo is presented consistently and in a way that reflects the brand's values and messaging.

If in doubt, please consult with the brand team for advice on the best Logo Mark placement and usage for your specific design needs.

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Logo misuse

Our Logo Mark is a valuable asset of our brand's visual identity, and should always be used in accordance with our guidelines to maintain its integrity and ensure consistency across all materials and platforms. Any unauthorized alteration, modification, or distortion of our Logo Mark is strictly prohibited, as it can compromise our brand's credibility and recognition.

This section is particularly important to ensure that the logo is not used inappropriately or in a way that conflicts with the brand's values and messaging.

If you encounter any unauthorized use or misuse of our Logo Mark, please report it to the brand team immediately.



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02

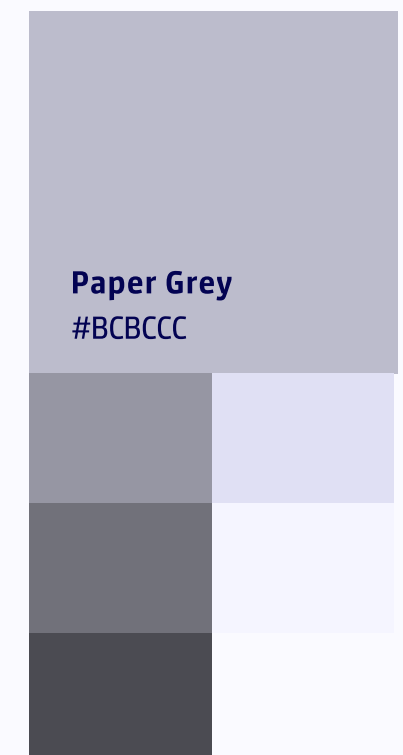
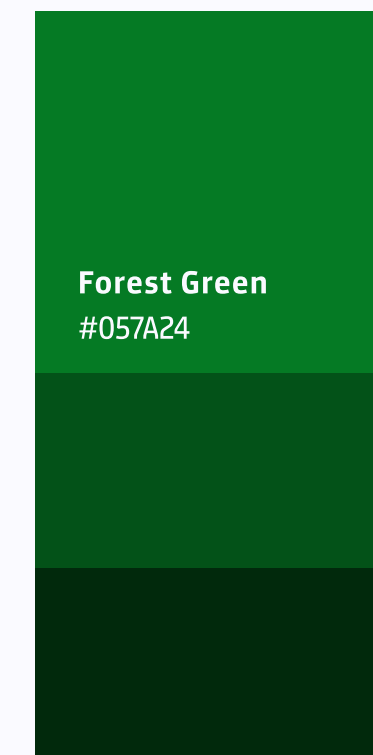
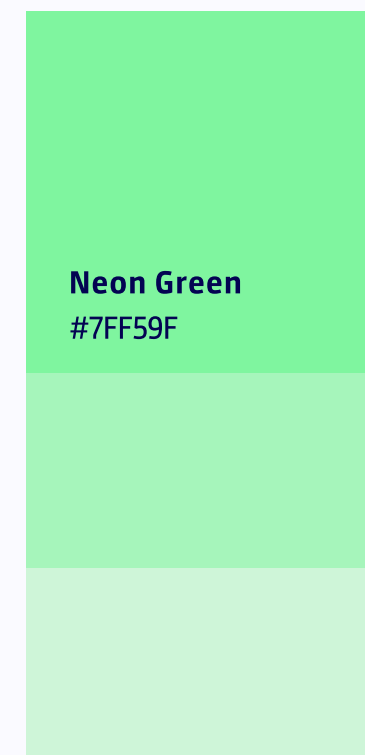
Colours

Colours

The **primary colour** for the brand is the blue colour of the pen ink, which represents the traditional aspect of the signing process, while also signifying trust and professionalism.

To complement the blue colour, the brand has chosen a highlighter green shade as its **secondary colour**. It brings a modern touch to the brand, reflecting Signaturit's innovative approach to the digital signing process.

In keeping with its conscious approach to the environment, we have incorporated a forest green colour into our brand palette. This colour represents the brand's commitment to **sustainability** and **environmental responsibility**.



03

Typography

Typography

The typeface “**Expose**” will be used for visual and design purposes, it’s use is exclusive to the Marketing. This will be used materials like banners, whitepapers, infographics, presentations... etc. Where there’s less quantity of text.

The typeface “**N27**” gives personality to the brand. It will only be used for big headers and numbers.

Aa

Expose | Primary Typeface

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

Aa

N27 | Secondary Typeface

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

04

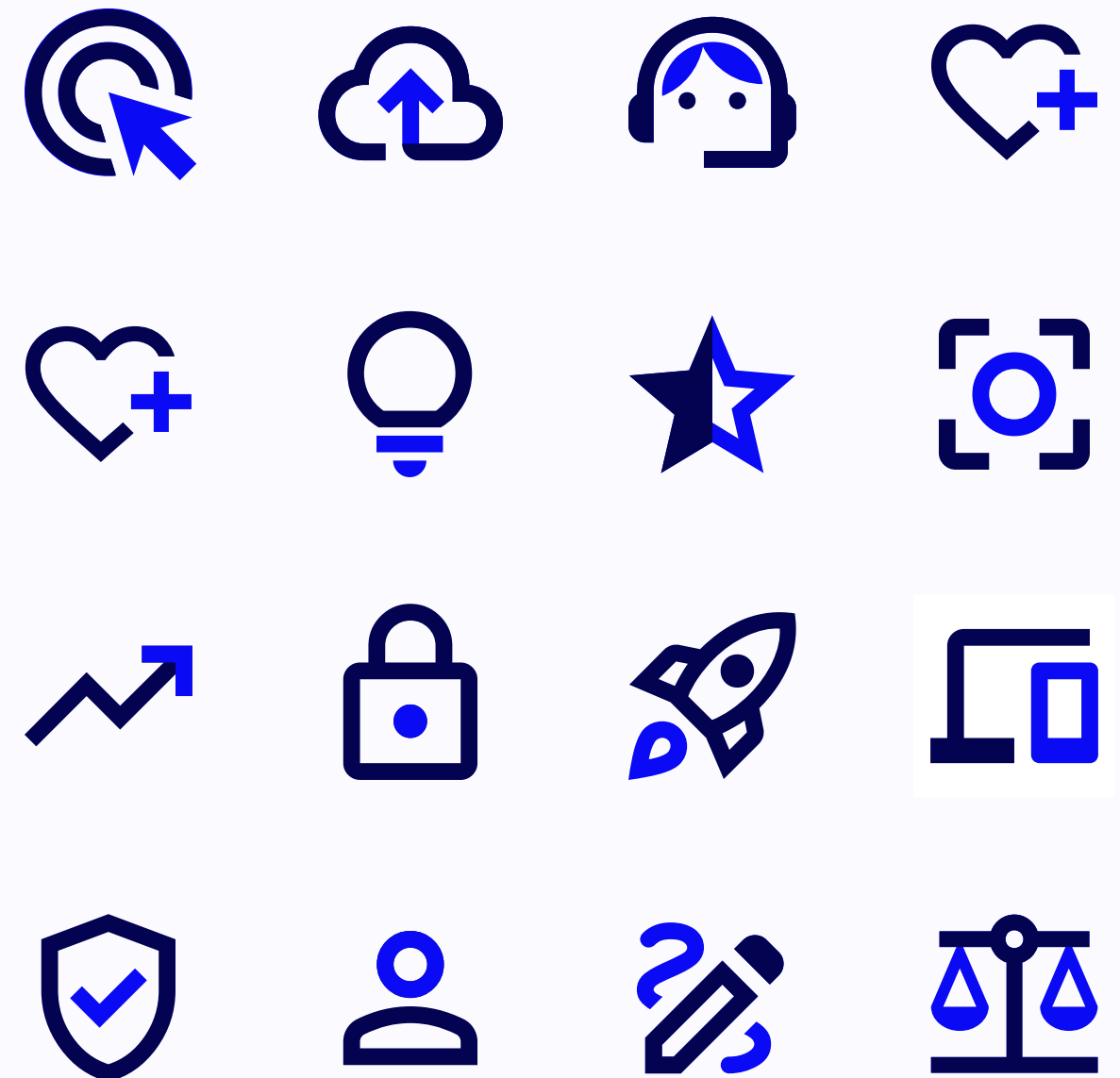
Icons

Icons

Functional icons cannot be used at sizes below **45px** square. This means that they are generally too big to be used for interfaces used on websites, apps and digital tools, as interactive elements, such as buttons, usually appear at sizes below 45px.

They should be used for **presentations, marketing or powerpoint decks**.

Signaturit icons in the platform are the Material Symbols and Icons by Google. For marketing purposes they are edited for 2 colours.



05

Photography

Photography

Photography is a key element in our brand's visual identity, as it captures the essence of who we are and what we stand for. Our photography style is characterized by warm, bright, and natural tones, and should never be altered or manipulated to preserve the authenticity and integrity of our brand.

The brand book provides detailed instructions on how to choose appropriate images for marketing purposes.



There are no filters, there is natural light.

Our tones are warm, bright, and natural. We never use saturations or filters. We avoid photos burnt by the sun, strong flashes of light, or black and white photos that don't convey the vitality we seek.

There are no empty scenes, there are emotional moments.

We avoid images that don't say anything, always looking for scenes that contain interesting moments.

There are no models, there are people.

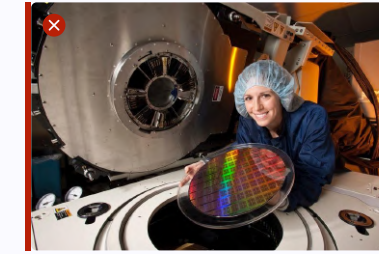
Our protagonists are ordinary people, not models. We want users to easily identify with our stories, so we will show different ages, races, abilities, styles, and complexions. We are inclusive.

There is no melancholy, there is vitality.

We want happy images that convey optimism and strength. We focus our messages on the positive.



Avoid having no center of interest and drawing attention to an empty center



Avoid conflicting focal points and no clear alignments to a grid



Avoid images that are both unrealistic and common



Avoid overly warm, glowing, or "golden hour" photographs



Avoid color washes and grading



Avoid images that have color or image overlays



Avoid cliché images that attempt to loosely represent a concept, failing to portray the real world at work



Avoid images with added glare or elements that have been clearly added via photoshop

Signaturit

Thank you

We appreciate you taking the time to read our brand manual and being a part of this journey with Signaturit. Your attention and engagement mean a lot.

marketing.team@signaturit.com

