Sensedia
Brand DNA

A visual and verbal identity guide

sensedia

Introduction

This guide presents **Sensedia's** identity elements such as logo, typography, basic elements, photographic style, graphism, icons, tone of voice, colors, among others.

In addition, this guide gives application examples to instruct e all those who will communicate on behalf of **Sensedia**. The following guidelines should be followed for any piece of verbal or visual communication, whether external or internal.

These guidelines has been developed so that you can familiarize yourself with and use our identity with consistency, accuracy, trust and purpose - one company, one brand, one voice.

If you have any questions please contact the Marketing team

sensedia

Brand Personality

The **PERSONALITY** of our brand defines who we are, how we do things, the tone and the way we treat each other and our customers.
We must project these personality traits at all points of contact with our customers, partners, employees and suppliers in a consistent and continuous manner.

To do so, we have defined 4 pillars that determine our personality.

WE ARE PARTNERS

WE ARE INNOVATORS
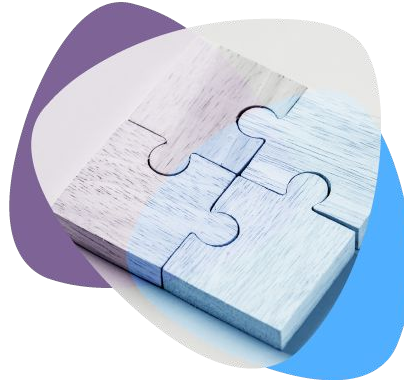
WE ARE HUMAN

WE ARE GLOBAL

Sensedia Brand Pillars

We are a Partner company

A good solution is a shared solution.
We are committed to the success of our customers. Whether it is a company or a Sensedier.

We are an innovative company

If there is a way to improve our customers' experience, we will!
We are always looking for new ways and solutions.

We are a Human company

We deal with real people, with real needs.
We deliver objective and intelligent results, always showing real interest and valuing the exchange.

We are Global

Sensedia is a Global company.
Today our solutions are in the LatAm and EMEA markets, with international recognition from major IT consultancies such as Gartner, Forrester and Kuppingercole. For us, it is a great pride to face from equal to equal great world players.

Sensedia
Brand Essence

What does Sensedia do?
Sensedia delivers successful strategy
of integration.

How Sensedia does?
By understanding the business, applying
best practices and providing products and solutions
that increase the productivity of the teams.

Why does Sensedia do it?
To enable digital business in a
more agile, connected and open world.

Your partner in a connected world

Sensedia Voice Tone

Words are powerful tools for building our brand. That is why it is important that we express ourselves in a unified way, aligned with our personality.

Light without being shallow and disrespectful

Communicate informally, but without abusing slang. Keep a friendly and active tone, showing interest in finding a solution

Do: "Hey, there, what's up? Can we schedule our meeting for tomorrow at 9:00 a.m.?"

Don't: "Hey bro, sup? See how you want for tomorrow and let me know. LOL!"

"Dear Mr.Someone, how are you? I hereby inform you if there is a possibility of holding our meeting in the afternoon."

Smart, without being arrogant

Think about the context of the person who's going to get the message. Is it more technical or more business? Adapt the message to different audiences and situations, always with the intention of solving the problem.

Do: "The solution can go through X, Y and Z. Is that clear? I can explain it again!"

Don't: "Don't worry, we know what we're talking about and that's how it works."
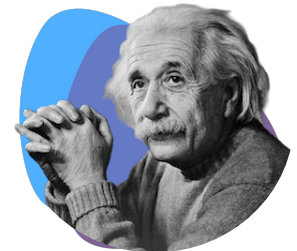
Objective, but not absent

We talk as necessary, without pushing unhelpful solutions. We always want to generate reflection to guide us to the next step with focus on result and understanding.

Do: "Hello SOMEONE, the best person to help you is SOMEONE ELSE, pass me your contact and I'll forward it. That way she can help you better, okay?

**Don't:** "I can't answer that question, get in touch later and talk to SOMEONE"

Human, without falsehoods

Exchange the third person for the singular (Instead of "The Sensedia" use "we" and "the people") and always seem as if you are in an informal conversation with someone you already know.

Do: "We'll analyze the problem here, and we'll give you an answer as soon as possible. All right?"

Do not show false interest and do not promise something you cannot keep.

Don't: "Hello darling, how are you and your family!!!???? Surely we can help you, after all you're our number one customer!"
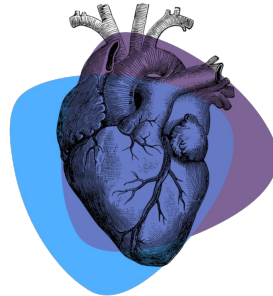
Solid and reliable, without being boring and dull

We sign below and make promises in a transparent way, assertive and proactive. We always show the truth and use arguments well-founded.

Do: "We have the material that will help you understand our solution for your business, when we can schedule a meeting to talk?"

Don't: "I think I can help you, but I don't know if it's the best option, what do you think? We have several options, it's up to you to decide the best one."

Sensedia
Logo Use

The logo is the face of the company, it has great importance because it is a strategic representation of the brand, so we need to make the correct use in order to visualize it easily and clearly, without losing its strong characteristics that make it recognizable.

Main logo - Vertical

Icon

Logo

sensedia

Logotype

Logo 2 - Horizontal

sensedia
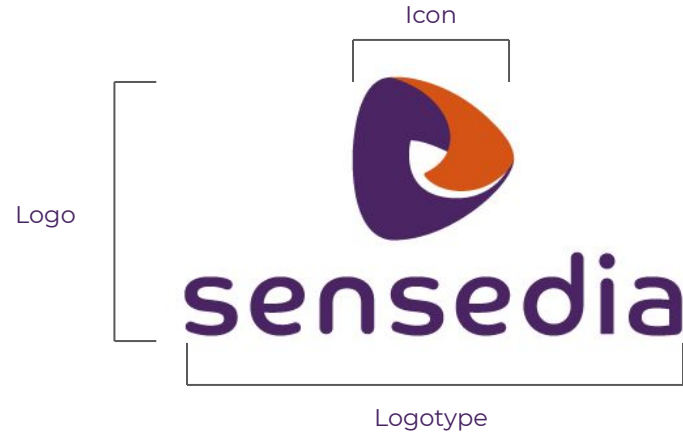
Let the logo breathe!

Respect the logo space!
The minimum free space that must exist between the logo and another element is letter **"n"** of the logo

Breath Margin

Use the internal **"d"** circle as a space between the icon and the logo

Minimum usage size

Digital use: 70 px
Print use: 1" (2.5 cm)

Incorrect uses

ALWAYS maintain integrity
the shapes and colors of the logo.

**Always use the original logos.
You'll find them here:**
https://sensedia.com/brand/

Don't use our old logo

Do not apply drop shadows

Do not stretch
or flatten the logo

Do not apply special effects
or gradient

Do not change the
orientation of the logo

Don't just use
outline

Do not change colors

Do not remove the
symbol

Background

The colored logo can be shown only with the background in white, light gray scale or in simple and clear areas of photographs.
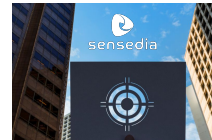
When using colored background use only the negative logo.

Do

Logo colored

Logo negative

Greyscale logo

Don't

Colors

Colors are very important because they are the main responsible for transmitting sensations in our daily lives, so we need to pay attention to their correct use with their respective functions and placed in the right context.

Primary colors are colors by which Sensedia is recognized and help to create a greater distinction in the company. They are: Powerful purple and Brave Orange.

The secondary ones are support colors, It has the role of creating harmony with the primaries. it's them: Royalty purple, Fresh blue, Classy grey and Clear grey.

Tertiary colors are rarely used, only in case of highlights such as buttons, headlines and call to action.

Primary colors and variations

Powerful Purple

#482462

#2b193f

#663980

Brave Orange

#d35210

#c63519

#dd743b

Secondary colors and variations

Royalty Purple

#694583

#71518bff

#663980

Fresh Blue

#00bbfc

#008ed2

#50b0ff

Tertiary colors and variations

Energetic Yellow

#FFA100

#E59100

#FFBD4D

Exciting Red

#d35210

#DC0A0A

#C20909

Smart Green

#00EB78

#00D16B

#00FF82

Grey Scale

Classy Grey

#4c4c4c

#1c1c1c

#666666

Clear Grey

#bbbbbb

#999999

Color combination

Use these tips to create harmonic and smooth combinations for your piece.

We use a maximum of 2 to 3 colors to compose a harmony.

Give preference to the warm colors when highlighting some information.

Primary colors and combinations

Powerful purple

#482462

#d35210

#00bbfcff

Powerful purple

#482462

#d35210

#FFA100

Brave Orange

#d35210

#663980

#50b0ffff

Brave Orange

#d35210

#663980

#00D16B

Royalty Purple

#694583

#71518b

#663980

#2b193f

#c63519

#dd743b

#008ed2ff

#50b0ffff

Classy Grey

#4c4c4c

#1c1c1c

#666666

Clear Grey

#bbbbbb

#999999

Typography

Montserrat:
We use Montserrat for digital materials

Montserrat Light:

ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&*

Montserrat Normal:
Use for plain texts

ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&*

Montserrat Bold:
Use for titles and highlighted texts

**ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&***

Ubuntu:
We use Ubuntu for printed materials and graphic execution

Ubuntu Light:

ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&*

Ubuntu Normal:
Use for plain texts

ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&*

Ubuntu:
Use for titles and highlighted texts

**ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&***

Montserrat:
https://fonts.google.com/specimen/Montserrat

Ubuntu:
https://fonts.google.com/specimen/Ubuntu

Size and Weight

Limit the fonts in your texts to no more than three sizes and weights.

Sizes
We should limit ourselves to using fonts in the following sizes 10, 16, 26, 42.

A B C D

Montserrat Bold:
Use for titles and highlighted texts

ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&*

Montserrat Simple:
Use for plain texts

ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&*

Montserrat Light:

ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&*

Ubuntu:
Use for titles and highlighted texts

ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&*

Ubuntu Simple:
Use for plain texts

ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&*

Ubuntu Light:

ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@\#$%&*

Alignment

Left alignment is the most appropriate.

Right alignment is advised when it is necessary for the part design and central alignment should be avoided.

Don't
Don't justify the texts leaving large holes between words

Ex:
Lorem_ipsum__dolor__sit__amet,___consectetur adipiscing elit.

Don't
Don't leave words of less than 7 characters alone on a line

Ex:
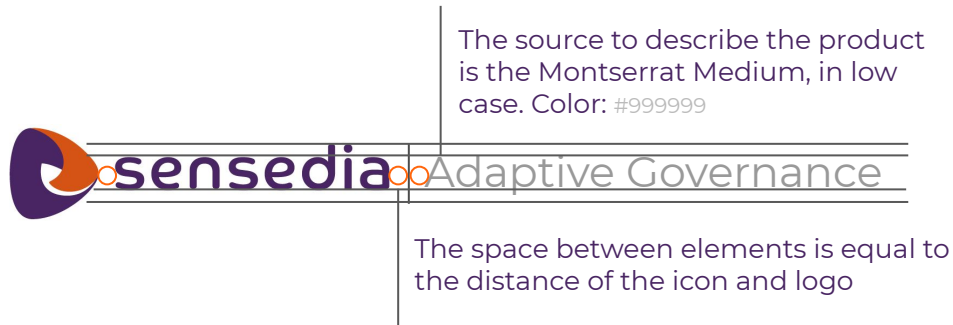Lorem ipsum dolor sit amet, consectetur amet, elit.

Don't
Don't use shadows in texts

Product Visual

To describe Sensedia products use these standards.

Horizontal Application

Vertical application

The source to describe the product is the Montserrat Medium, in low case. Color: #999999

sensedia Adaptive Governance

The space between elements is equal to the distance of the icon and logo

sensedia
API Care

sensedia
Adaptive
Governance

Always keep the central alignment between the **"e"** and **"I"**

If the description is big break in two lines. Never exceed those limits

Examples:

**sensedia** | Open Banking   **sensedia** | API Platform

Photos

Use images that convey the personality of the brand, we try to deliver a human message, innovative and reliable, so whenever possible put a human figure in the composition. If you're going to use a photo of an object, make sure it makes sense with the message we want to communicate.

Colors: Give preference to photos that have our colors in the composition.
You can choose a detail, like a mug, or a picture, or something bigger, like a t-shirt or a landscape.

Dont's

Do not use photos that were obviously posed or taken in a studio with models.

Do not use several colors or saturated colors in the photo, backgrounds with a lot of information or confusing compositions
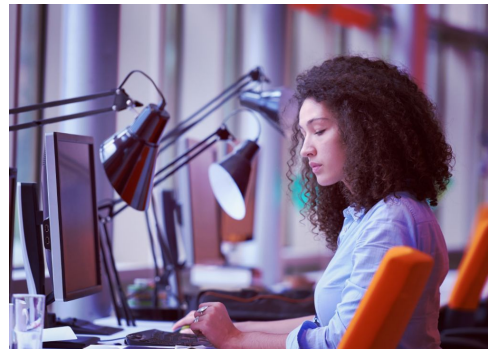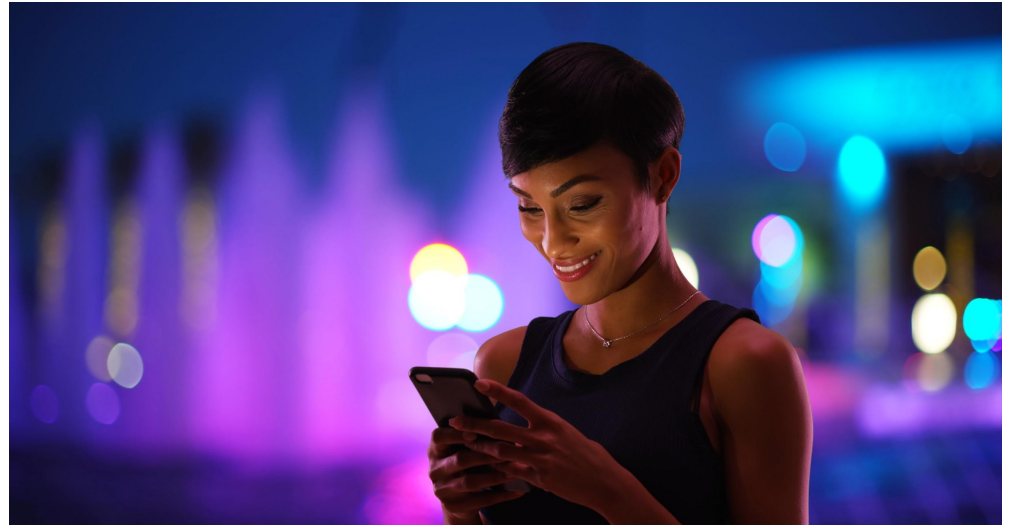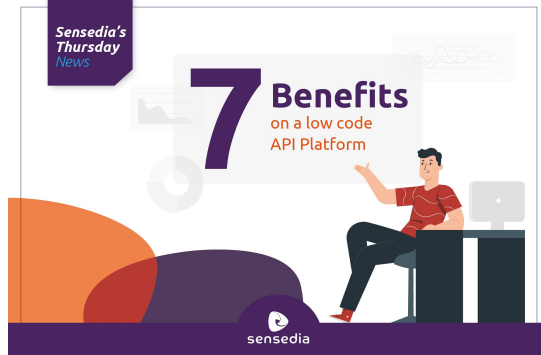
Graphics

Uses

The graphics help to compose a piece consolidating the forms and colors of identity and fixing the logo in memory, it was built from the forms that originated the logo.
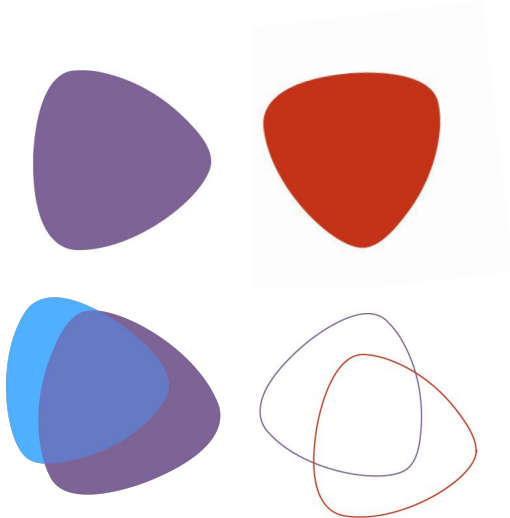
Presentation Template

https://bit.ly/2Jjmr0k

Presentation Guideline

https://bit.ly/2QOoo8Z

Illustration

Under construction

Grids

Under construction

Icons

Under construction

Quick parts

Under construction

It's Fresh and Clean
It's Helpful, Innovative and Brave
It's Sensedia
Great People, Great Challenges

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