

Sensedia Brand DNA

A visual and verbal identity guide

V. 2021



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.

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If you have any questions please contact the Marketing team

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.



Creating connections that transform the World

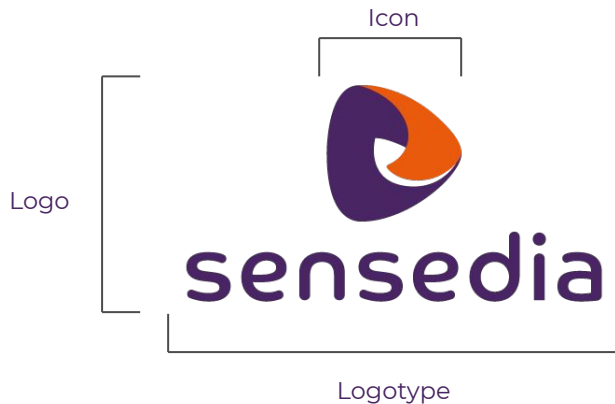
Visual Identity

Learn which are our logo and visual identity guidelines

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



Logo 2 - Horizontal



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



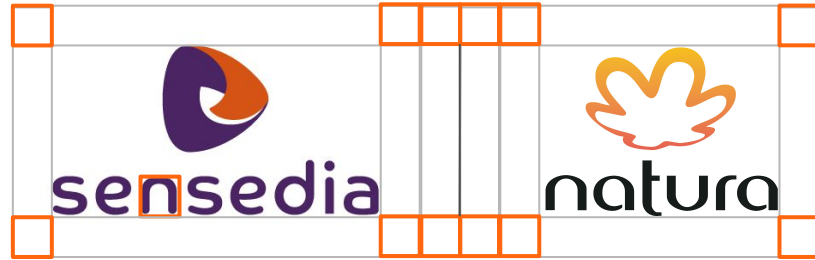
Uso digital: 70 px
Uso para impressão: 1" (2,5 cm)

Partner Lockups

In a connected world, Sensedia will find many partners and clients.

So, when to communicate these connections, follow the guidelines beside.

Remember the Breath Margin



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 apply special effects
or gradient



Do not stretch
or flatten the logo



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.

Don't

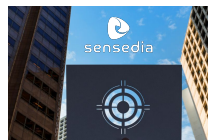


Do

Logo colorido



Logo negativo

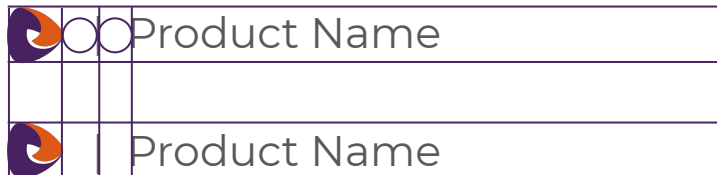


Logo escala de cinza



Visual Product

To describe Sensedia products use these standards.



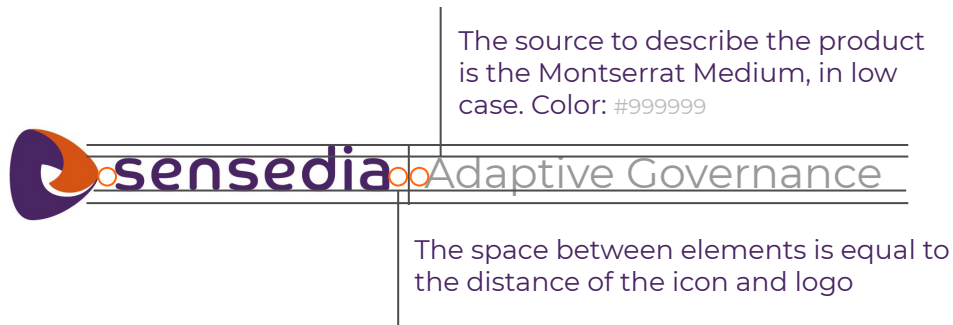
 API and Microservices Roadmap

 | API and Microservices Roadmap

Visual Product

To describe Sensedia products use these standards.

Horizontal Application



Examples:



Vertical application



Always keep the central alignment between the "e" and "l"



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

Colors

Colors

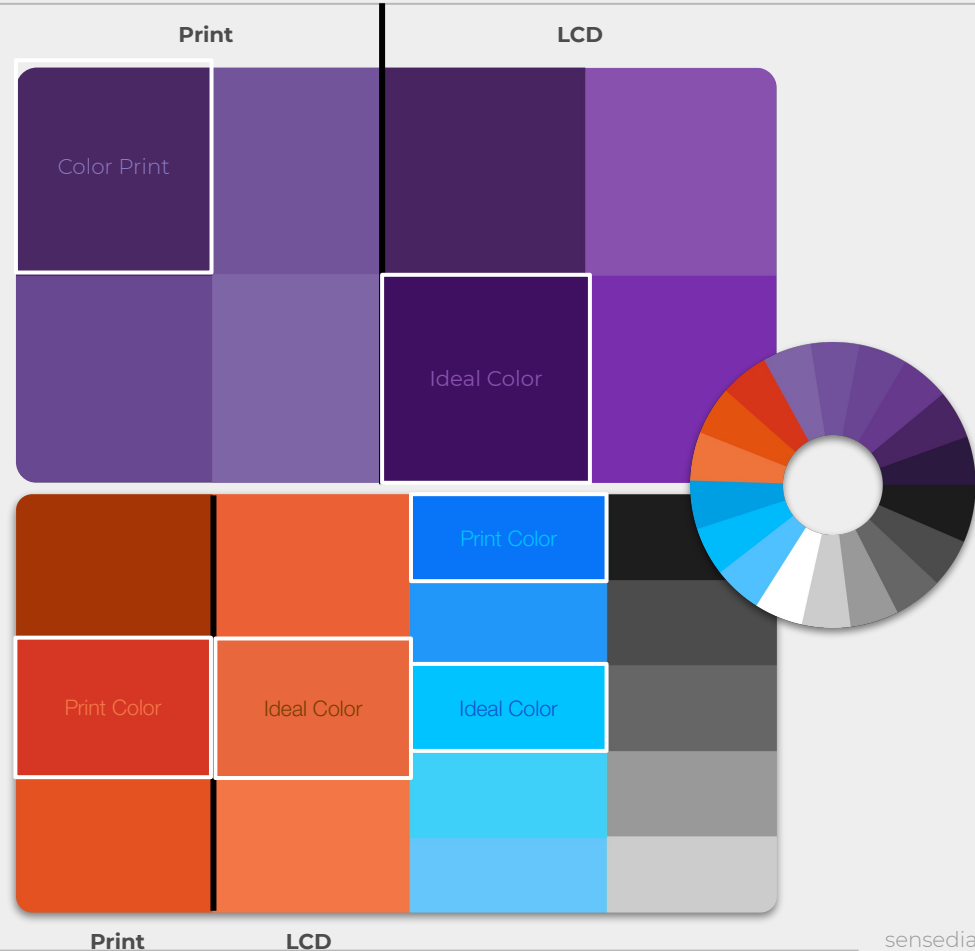
Colors are very important because they are the main responsible for transmitting sensations in our daily lives, so we need to pay attention to their correct use with their respective functions and placed in the right context.

Primary colors are colors by which Sensedia is recognized and help to create a greater distinction in the company. They are: Color Print and Ideal Color

The secondary ones are support colors, It has the role of creating harmony with the primaries.

All color can be match inside the standard: 60/30/30 - that means Most used / adjunct / Detail.

See more in the next page.

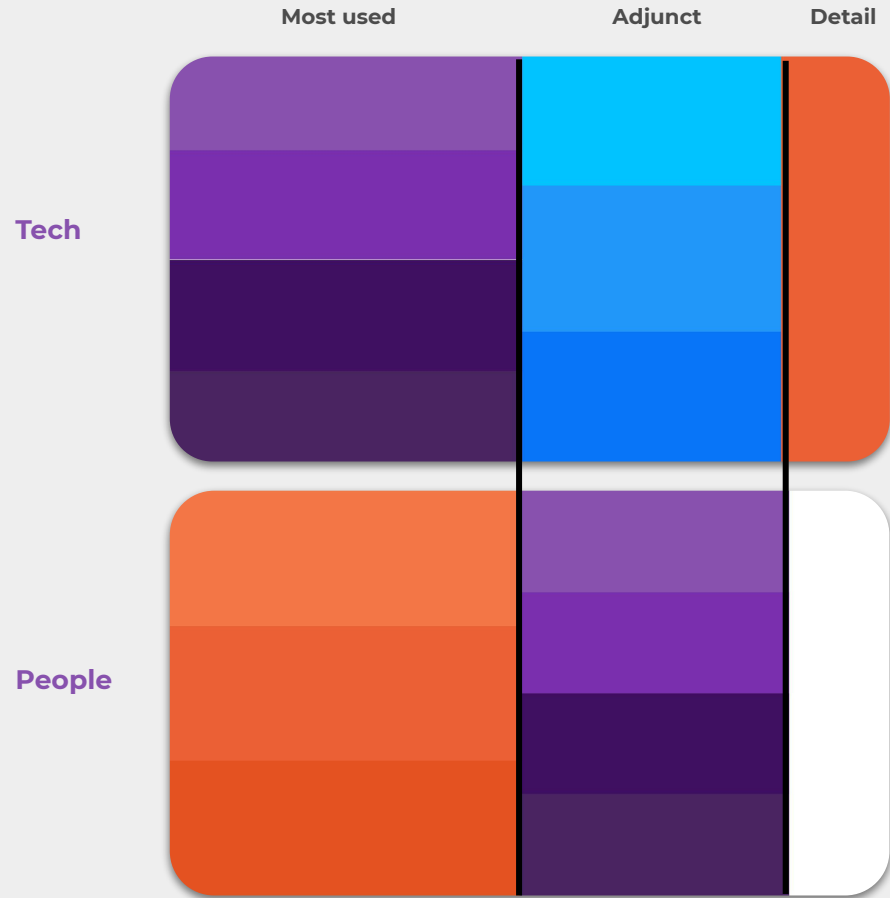


Colors Match

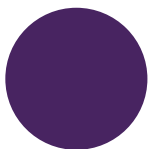
Use these tips to create harmonic and smooth combinations for your piece.

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

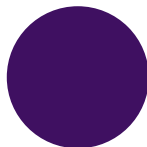
We use two combinations models to pieces of the content rich and tech; and for people & culture.



Main Color Code



Royal Purple
#482461
R: 72 G: 36 B: 37
C: 85% M: 100% Y: 26% K: 19%
PANTONE P 98-15 c



Grape
#3f1061ff
R: 63 G: 16 B: 19
C: 91% M: 100% Y: 19% K: 20%
PANTONE P 97-16 C



Purple light
#8751AD
R: 135 G: 81 B: 173
C: 60% M: 76% Y: 0% K: 0%
PANTONE P 98-6 C



Royal Purple
#792FAD
R: 121 G: 47 B: 137
C: 72% M: 86% Y: 0% K: 0%
PANTONE P 96-7 C

Color Code

secondary



Light Orange
#f27746
R: 242 G: 119 B: 70
C: 0% M: 64% Y: 74% K: 0%



Orange
#eb6034
R: 235 G: 96 B: 52
C: 1% M: 73% Y: 83% K: 0%



LCD Blue
#0874F7
R: 8 G: 116 B: 247
C: 83% M: 55% Y: 0% K: 0%
PANTONE P 109-8 C



Blue light
#00C3FF
R: 0 G: 195 B: 255
C: 66% M: 0% Y: 0% K: 0%
PANTONE P 115-7 C

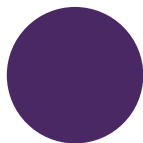


Strong Grey
#c4c4c4
R: 76 G: 76 B: 76
C: 62% M: 53% Y: 41% K: 52%

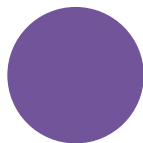


Grey
#4c4c4c
R: 196 G: 196 B: 196
C: 26% M: 19% Y: 20% K: 0%

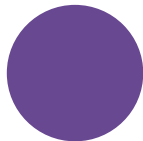
Print Color



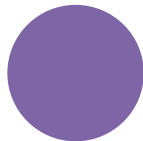
Royal Purple
#492863
R: 73 G: 40 B: 99
C: 84% M: 97% Y: 16% K: 18%
PANTONE P 98-15 C



Purple light
#71549A
R: 133 G: 84 B: 154
C: 91% M: 10% Y: 19% K: 20%
PANTONE P 96-14 C



Grape
#694892
R: 105 G: 172 B: 146
C: 71% M: 79% Y: 5% K: 0%
PANTONE P 96-7 C



Purple basic
#7E65A5
R: 126 G: 101 B: 165
C: 60% M: 65% Y: 4% K: 0%
PANTONE P 96-5 C

Typography

Montserrat

Padrão

Abcdefghijklmnopqrstuvwxyz 0123456789

Abcdefghijklmnopqrstuvwxyz 0123456789

Abcdefghijklmnopqrstuvwxyz 0123456789

Caixa alta

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Roboto Mono

Padrão

Abcdefghijklmnopqrstuvwxyz 0123456789

Abcdefghijklmnopqrstuvwxyz 0123456789

Abcdefghijklmnopqrstuvwxyz 0123456789

Caixa alta

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

/ : ; ' = [] { } \ | / ()

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

Montserrat Normal:

Use para textos corridos

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

Montserrat Light:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

Roboto:

Secondary use

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

Roboto Normal:

Use para textos corridos

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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.

A B C D

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:

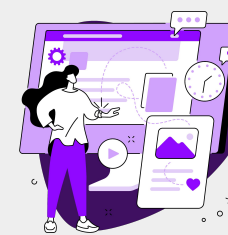
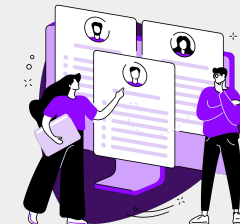
Lorem ipsum dolor sit amet, consectetur amet, elit.

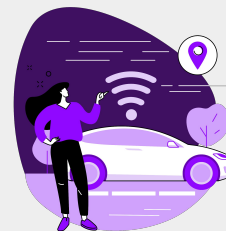
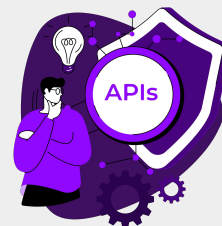
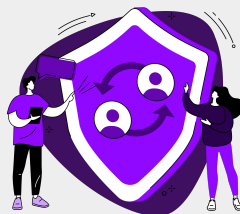
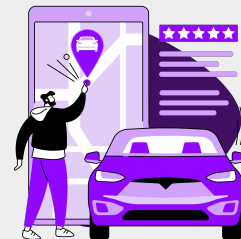
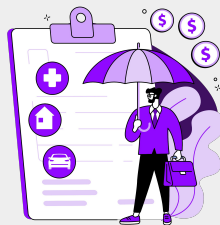
Don't

Don't use shadows in texts

Icons and illustrations

Illustrations





Icons



Smartphone



Sensedia



Objetivo



Bloqueado



Segurança



Desktop



Imagem



Produto



Laptop



Aberto



Monitoramento



Mensagem



Local



Tarefas



Legado



Legado Seguro



Contas



Home



Hardware



Crescimento



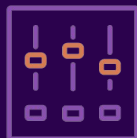
Download



V.2
Light Purple

To see more icon in this color:

[Clique aqui](#)

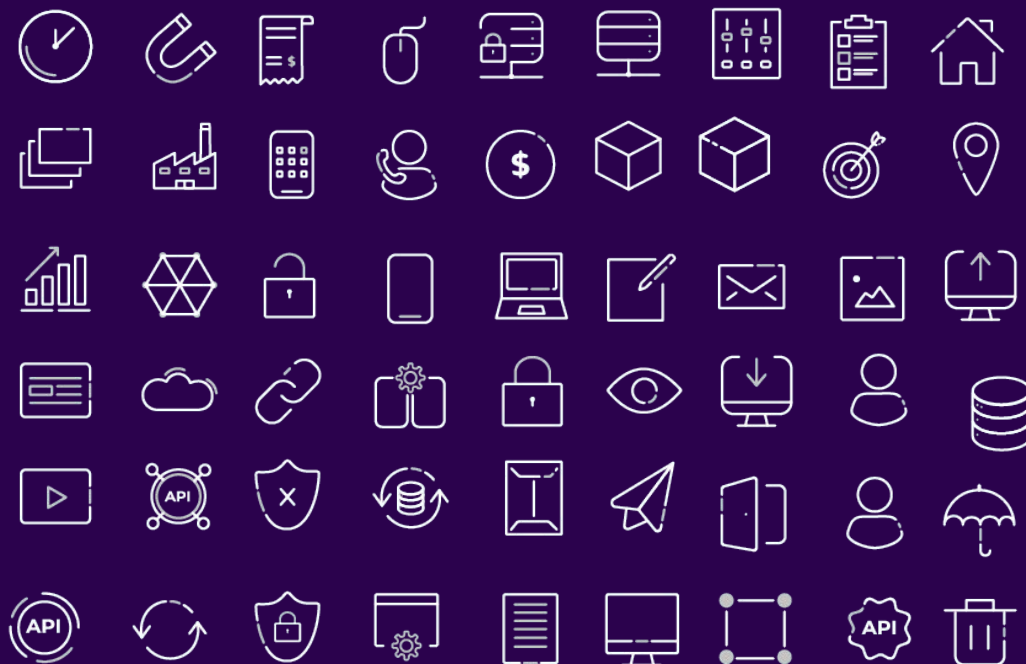




V.3
White

To see more icon in this color:

[Clique aqui](#)





V.4 Dark Purple

To see more icon in this color:

[Clique aqui](#)



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

