



# **System Architecture**

# Brand Guide

Designed by Arne Dörries



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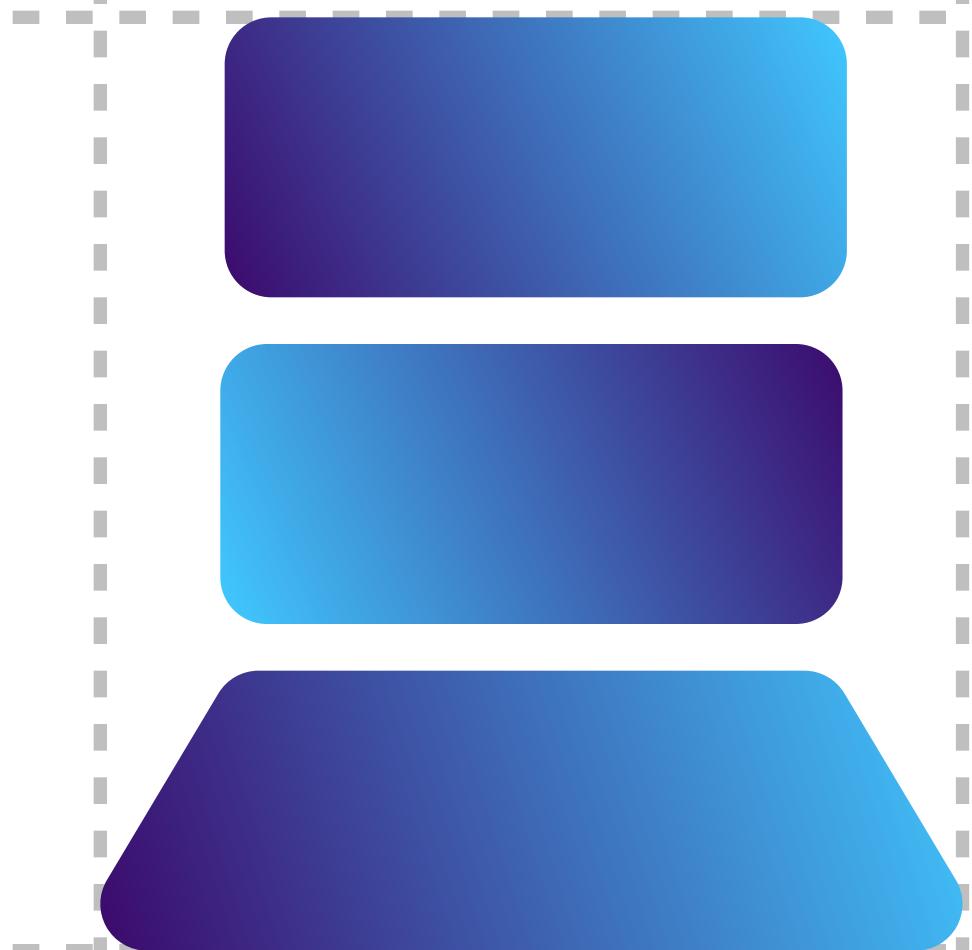
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# Text Logo

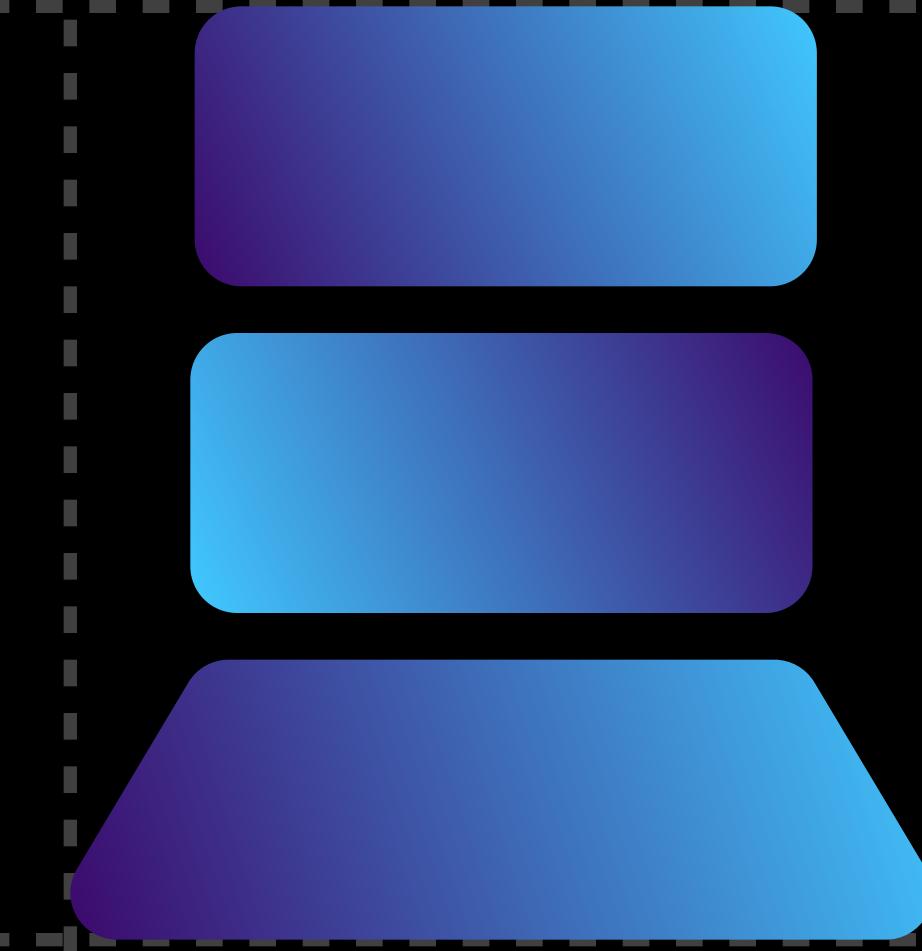


# System Architecture

A bold yet simple logo representing **clarity, stability & professionalism**, displaying System Architecture as a trustworthy partner.

japanese  
**shorai™ sans**  
Heavy 900  
font

# Text Logo



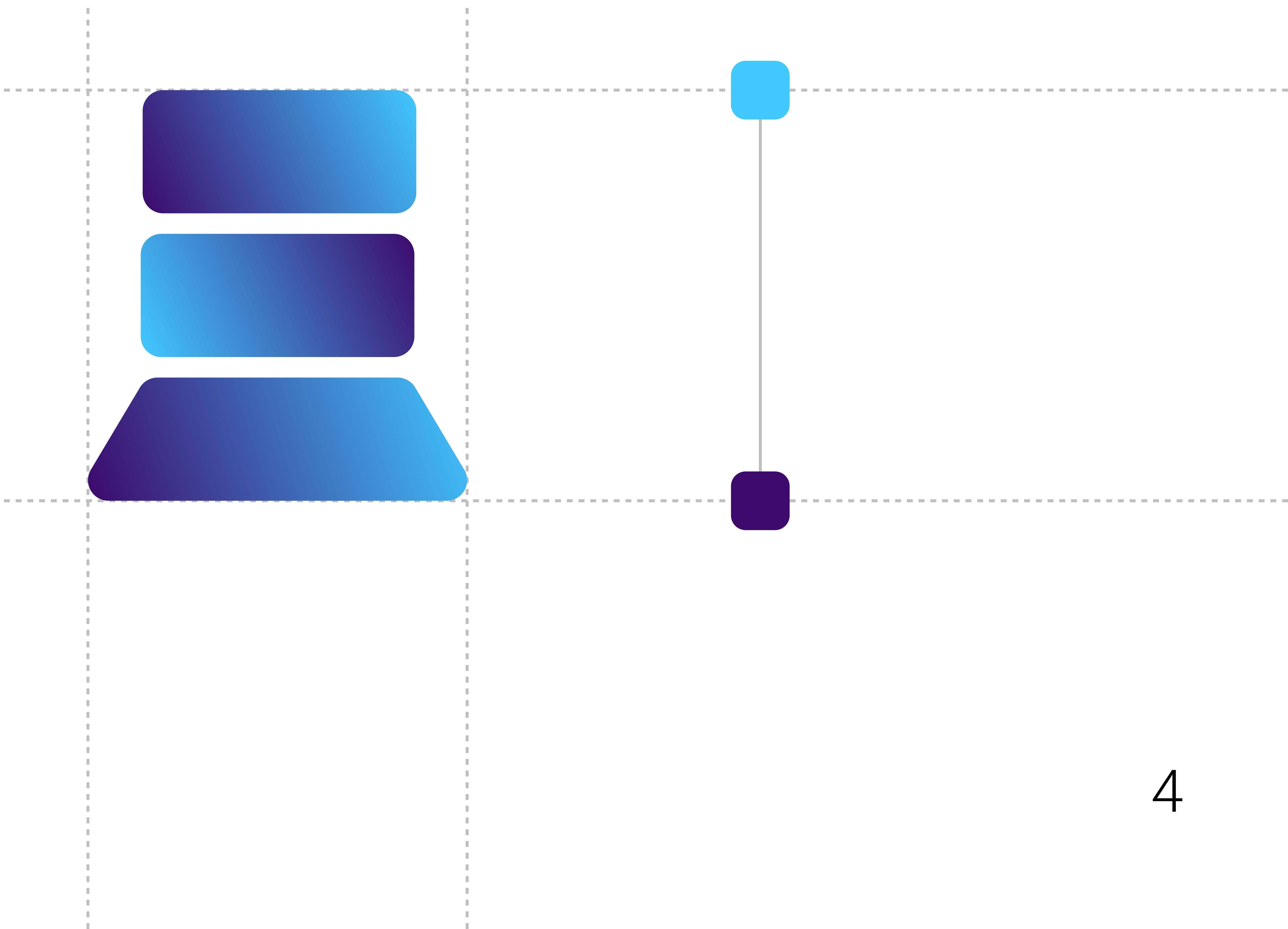
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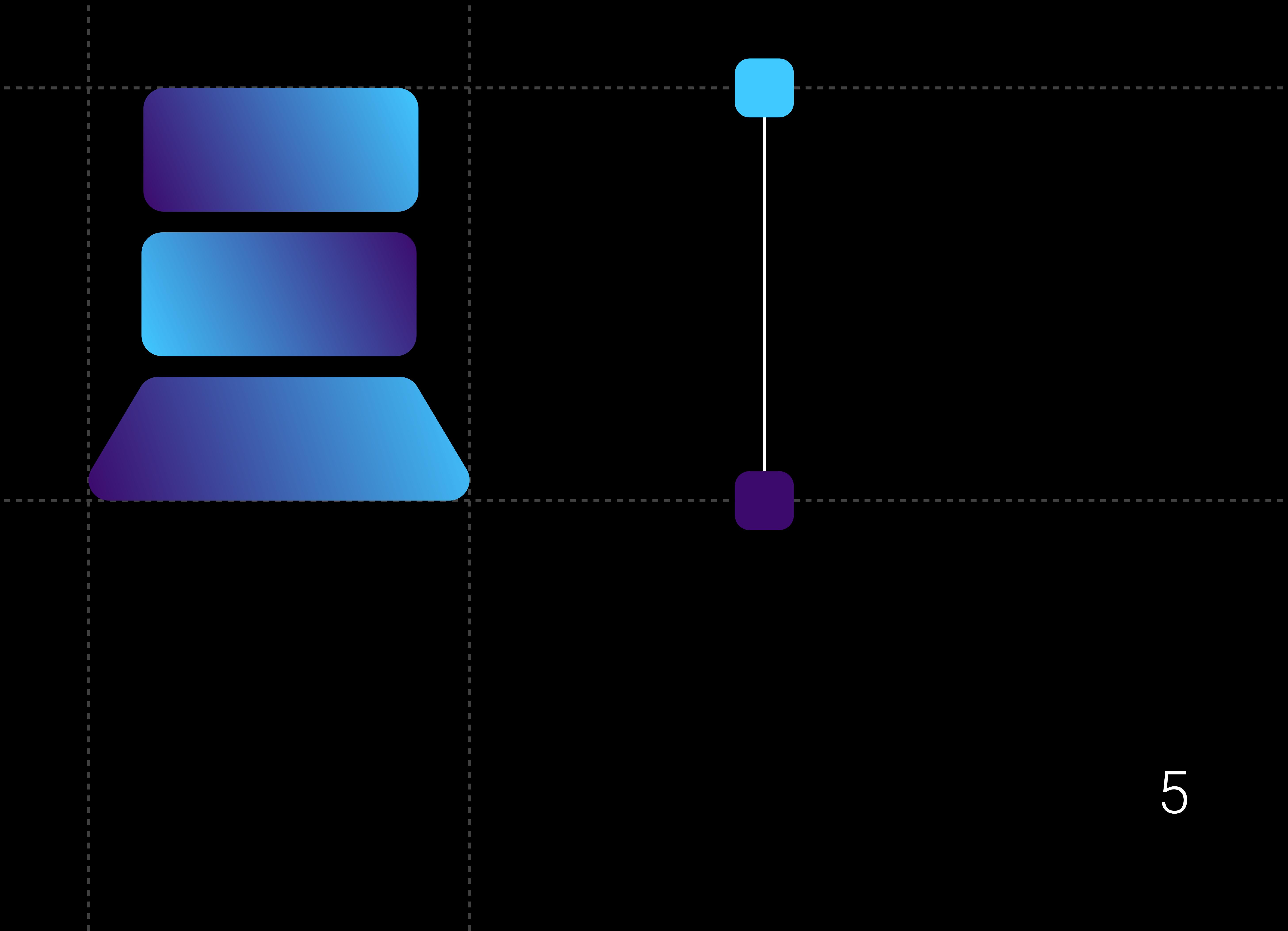
# Icon Logo

The icon logo represents an **abstracted & modernized version of a greek temple**. This links to the core mission of System Architecture to help build businesses with strong foundations through which sustainable growth is enabled.



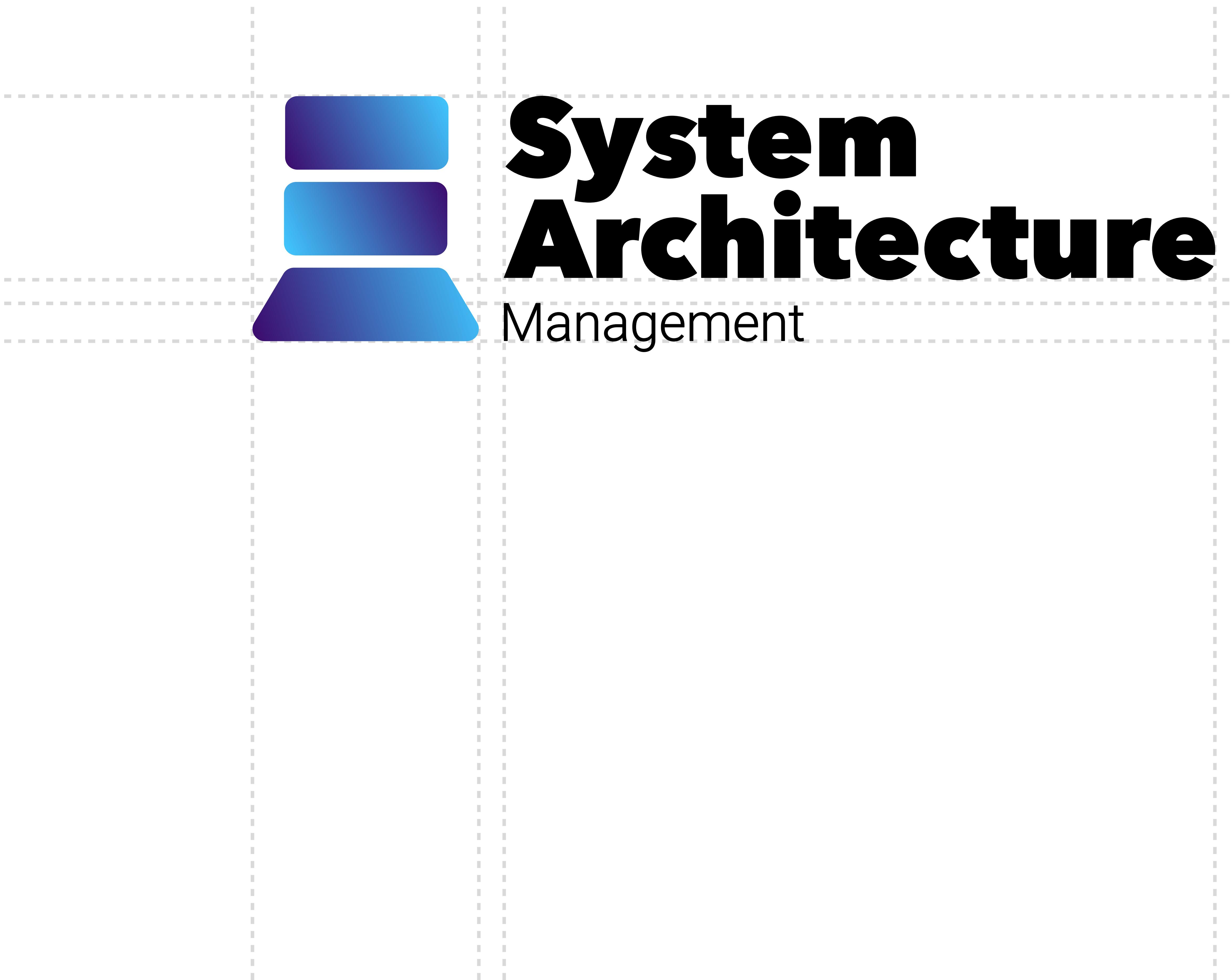
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# Branches

Branches help label & **distinguish** different **areas** or even **projects** of System Architecture by providing a simple way of creating a **dedicated logo** that fits in nicely with the overarching brand of System Architecture.



japanese  
**shorai™ sans**  
Heavy 900  
font

**Roboto**  
Light 300  
font

# Logo Application

Use the **text logo** where there is sufficient space and for **official representation** of the business.  
Use the **icon logo** in small places like favicons or profile pictures.

A4



circle diameter = 2



logo width = 1

# Brand Fonts

Black 900

**for headers & gradient headers**

Light 300

for regular blocks of text

Regular 400

for **lightly bold & *kursive* text** in longer blocks of text

Bold 700

for **extra bold text & *kursive* text** in marketing material

**Roboto**

by Christian Robertson

└ Align left unless visually useful to deviate  
└ 110% line height for headers & 120% for text

# Brand Colors



Blissful Blue



Wonderful White



Groovy Grey



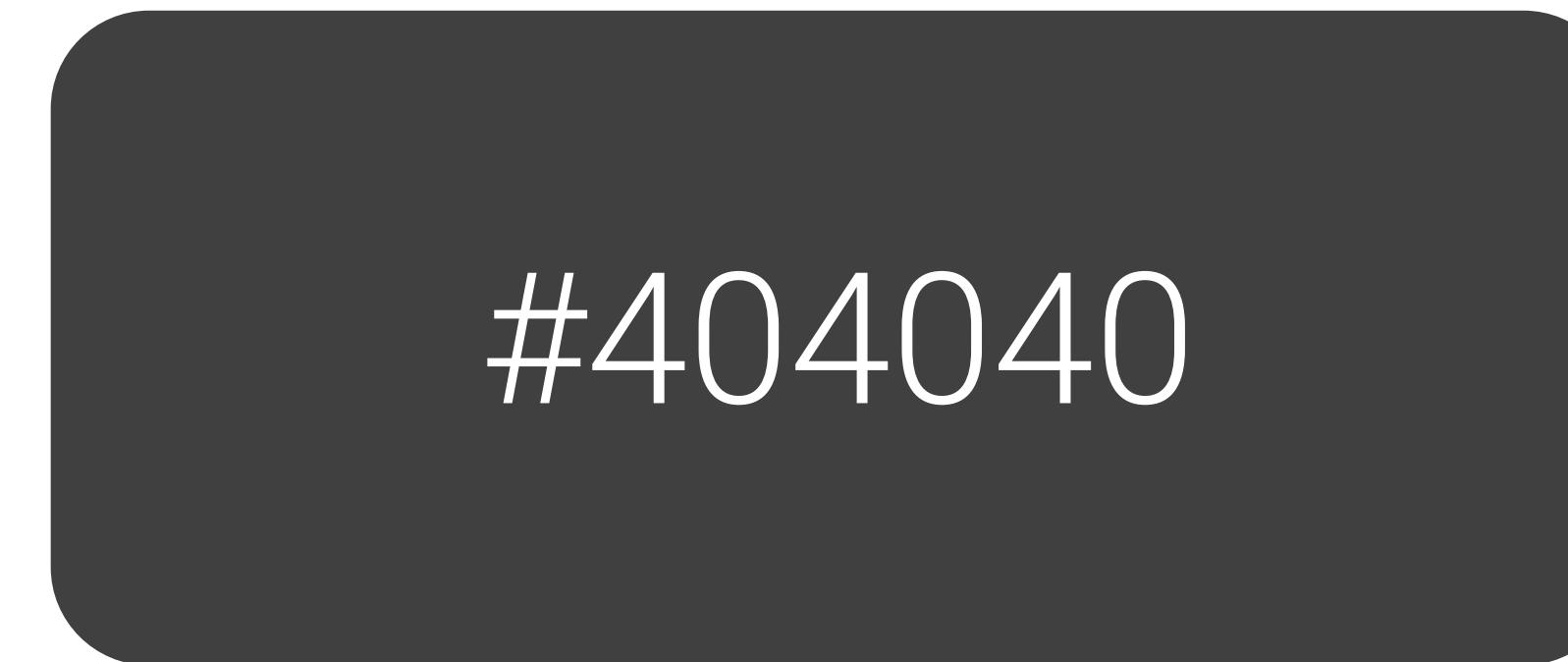
Famous Fade



Proud Purple



Bold Black



Grounded Grey



Formal Fade

A small assertion of colors combining timeless basics with strong main colors for a **minimal yet powerful** brand image, easy to recognise despite its simplicity.

# Brand Colors Application

Avoid using the **main colors** individually where possible and instead use the **gradient versions** of them. Still, do not overuse them.

Famous Fade is meant for application on a white background, Formal fade for application on a black background.

The **supporting colors** are only to be used for **shapes & lines**, Groovy Grey on white backgrounds and Grounded Grey on black ones.



# Shapes

Shapes help make **visual separations** but use only where truly useful.

Use slightly rounded-off **boxes** to highlight short blocks of text. **Lines** can be used for creating tables or graphs but should not be used purely for separation purposes.

Lorem **ipsum dolor** sit amet, consectetur **adipiscing** elit

- lorem **ipsum**
- lorem **ipsum**
- **lorem ipsum**



# Images

For supporting images use architecture themed, colored & high resolution **stock images** from [unsplash.com](https://unsplash.com).

The architecture theme functions as a metaphor for the strong architectures of systems we are building for our clients.

For **images of people**, use colored & high resolution images shot by a **professional photographer**.

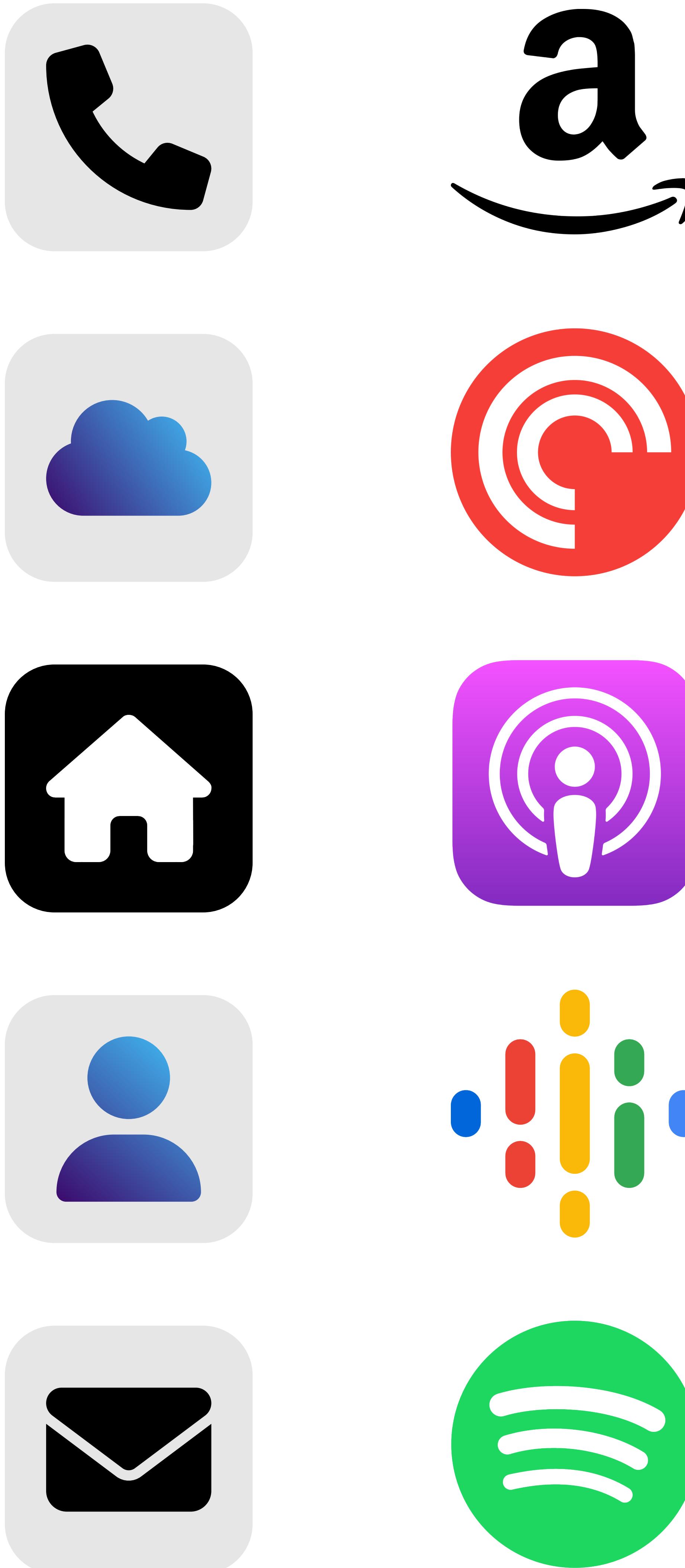


# Icons

For icons use the **free icons** from [fontawesome.com](https://fontawesome.com).

To ensure consistency, make sure you select the **classic style** (rounded-off corners) and then select the **solid style** (filled-out icons). Style them further as shown on the right.

Alternatively and if available, use the highest resolution icons of existing brands wherever useful.



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