



# Brand Guide

Designed by Arne Dörries



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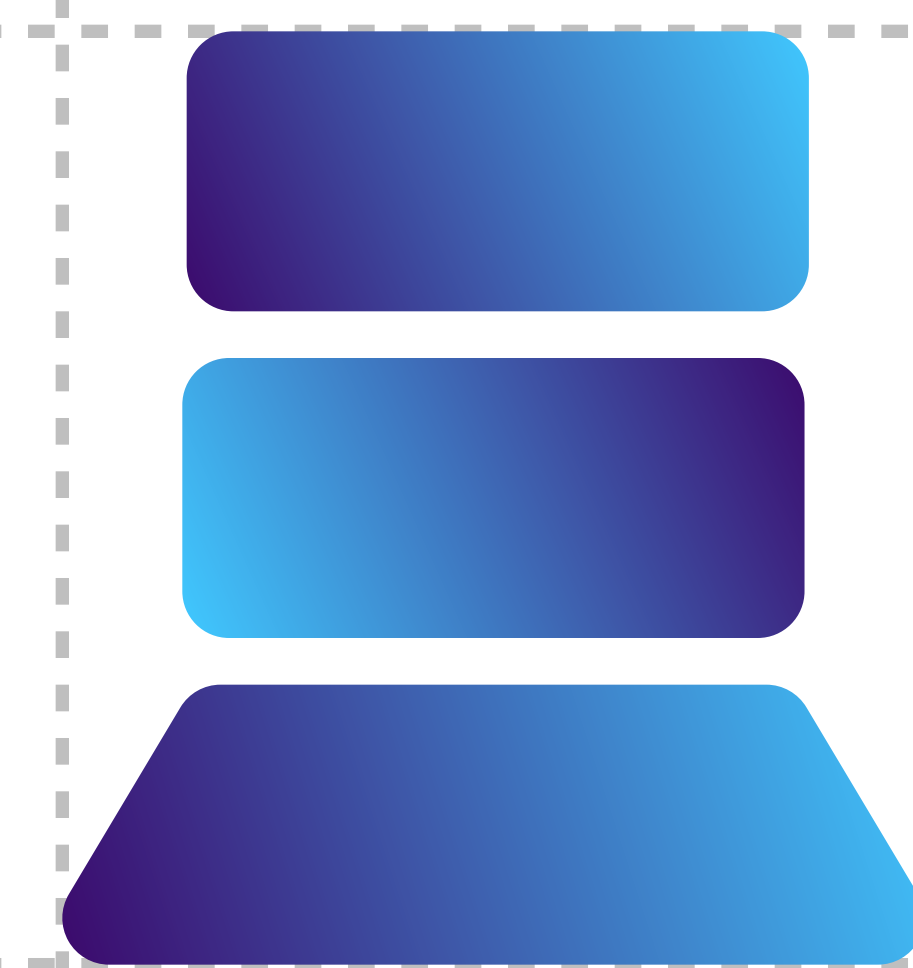
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# Text Logo



**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



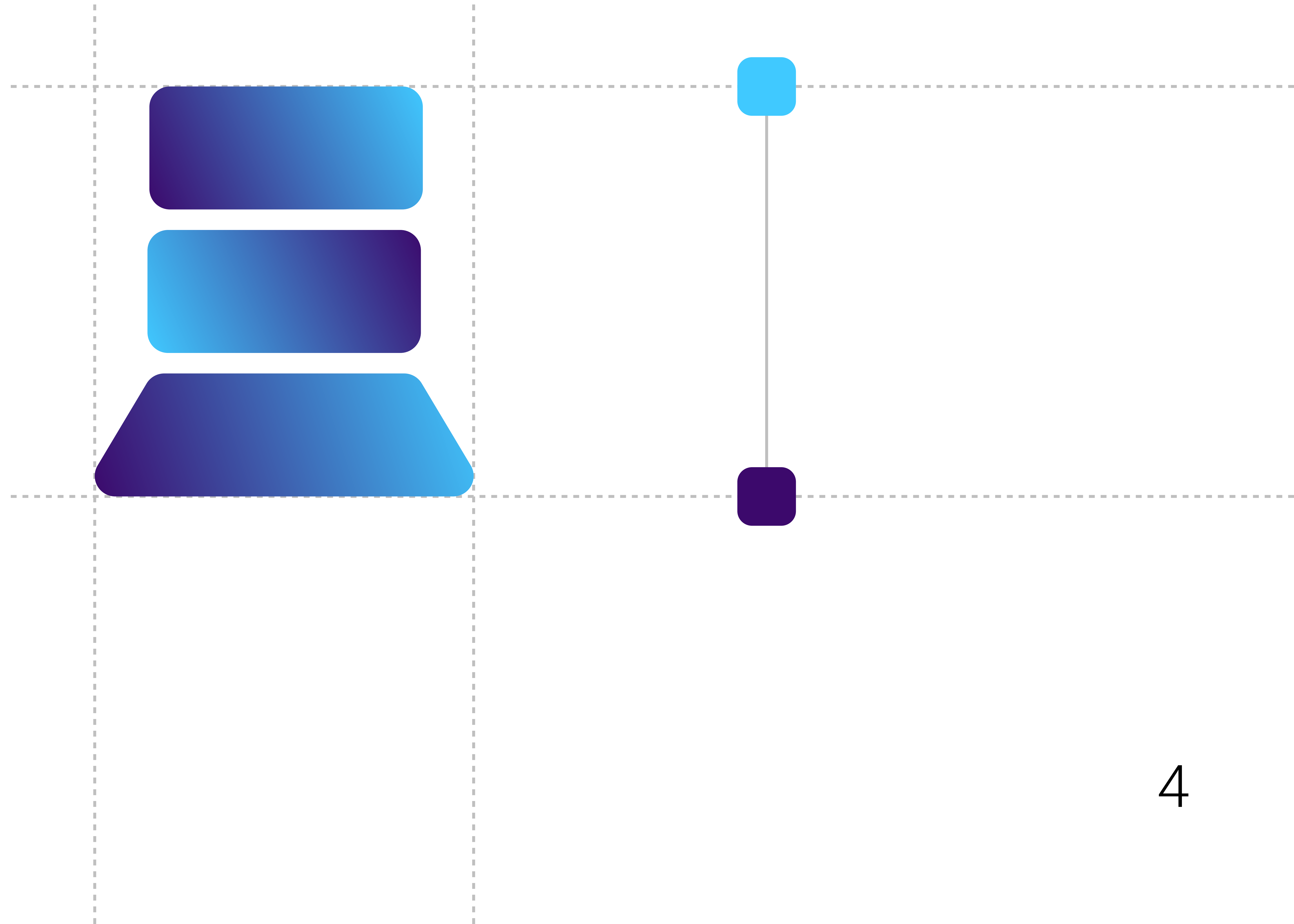
A bold yet simple logo representing **clarity, stability & professionalism**, displaying System Architecture as a trustworthy partner.

japanese  
**shorai™ sans**  
Heavy 900  
font

# Icon Logo

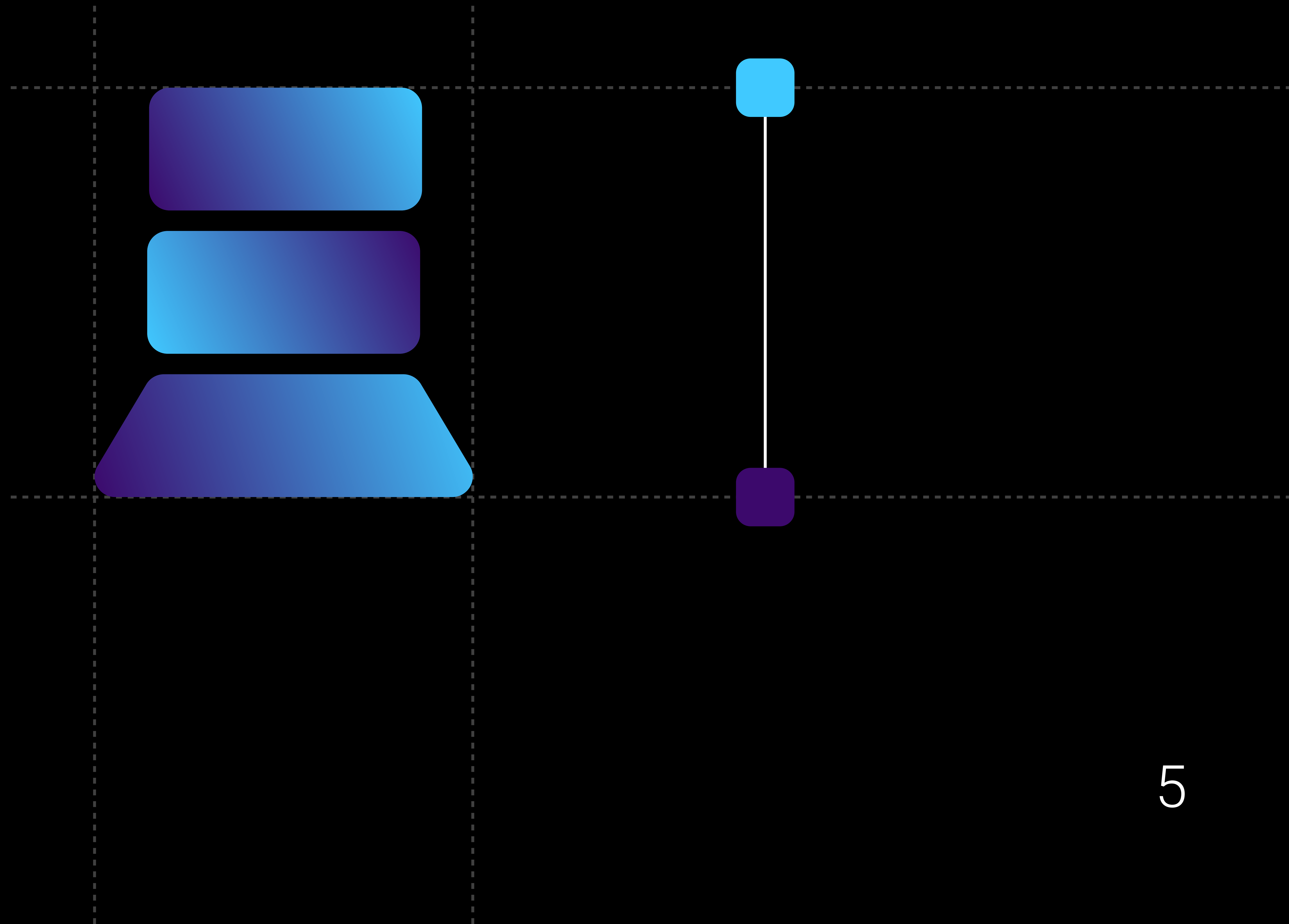
The icon logo represents an **abstracted & modernized version of a greek temple**.

This links to the core mission of System Architecture to help build businesses with strong foundations through which sustainable growth is enabled.



# 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.



# 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.



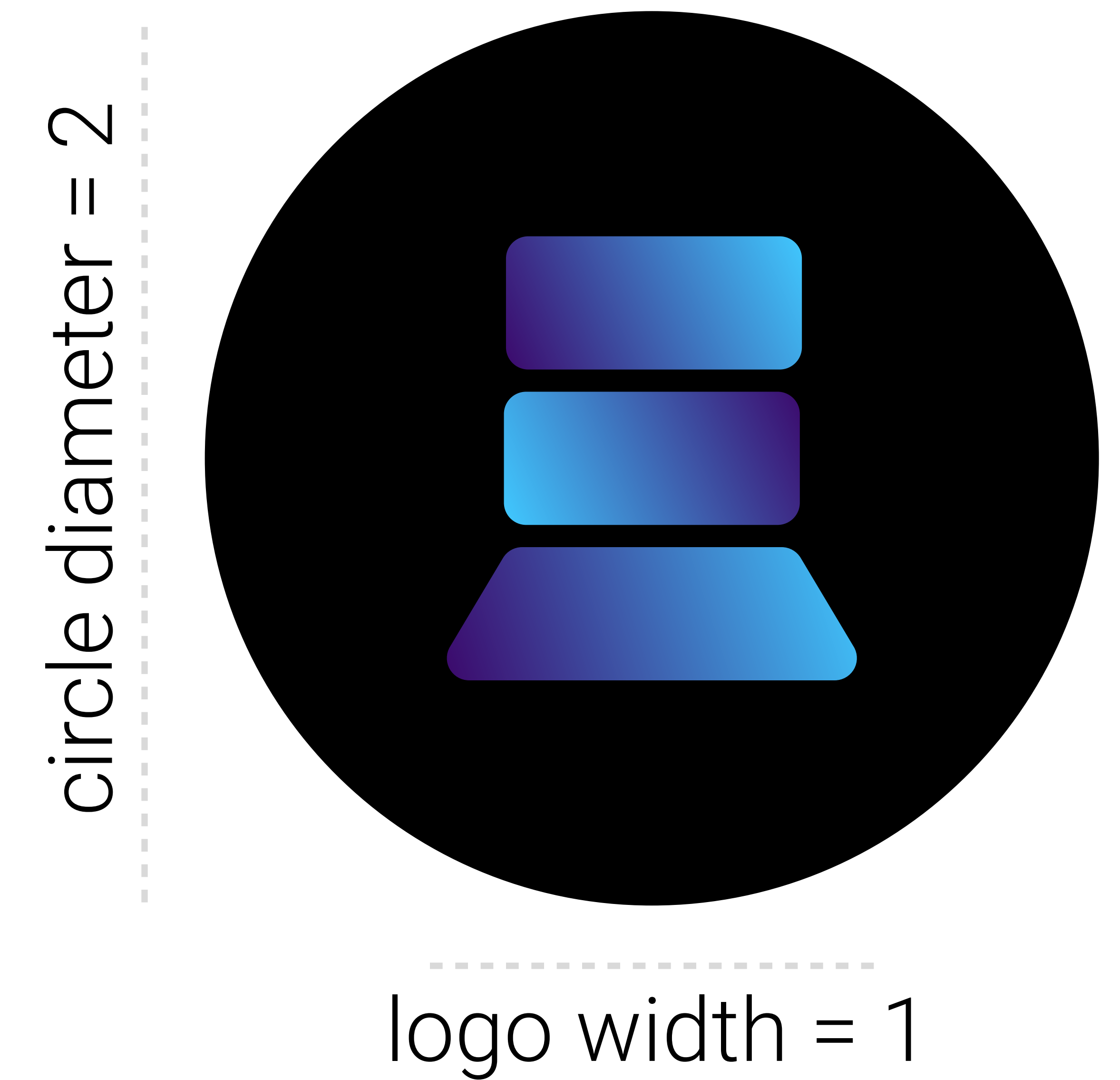
**System  
Architecture**  
Management

japanese  
**shorai™ sans**  
Heavy 900  
font

**Roboto**  
Light 300  
font



# Logo Application



A4

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.



# 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



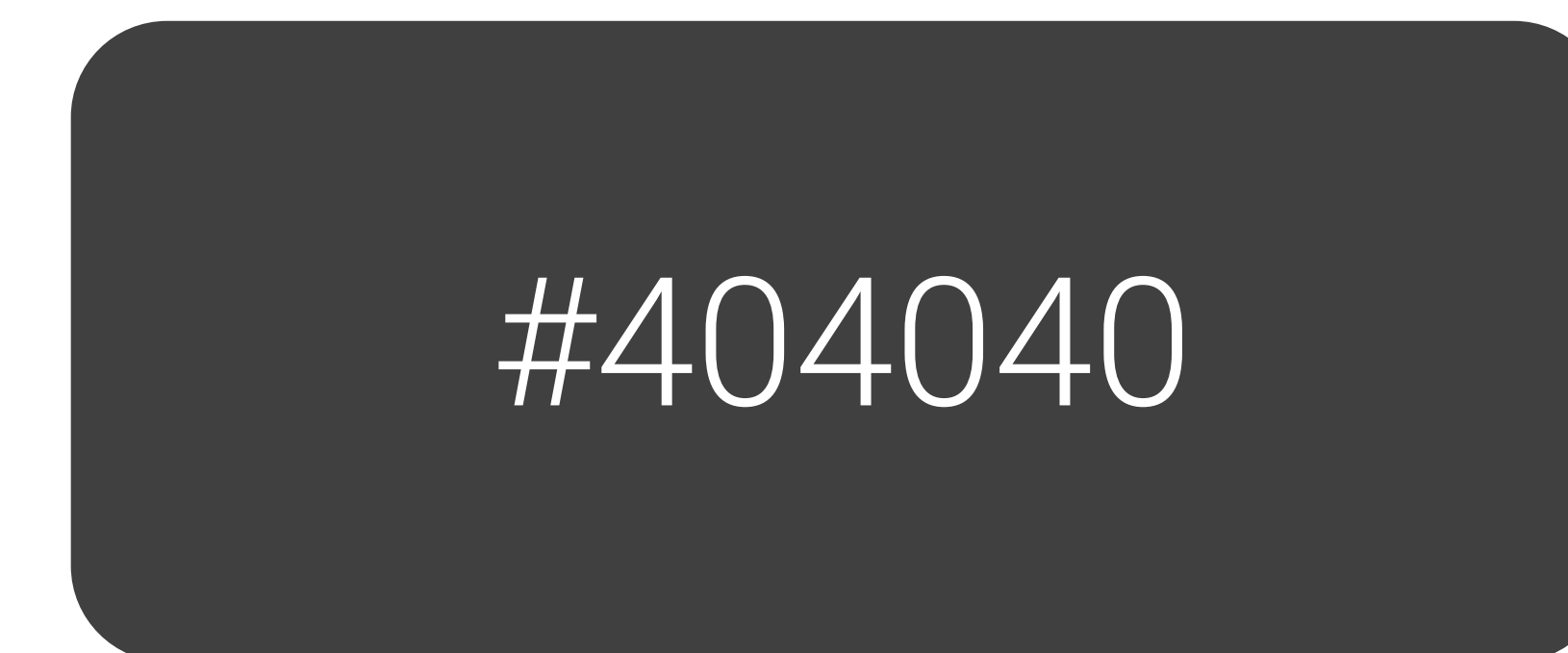
Famous Fade



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

The logo for 'System Architecture' features a stylized icon of three stacked horizontal bars in blue and purple to the left of the text 'System Architecture' in a bold, white, sans-serif font.

**System  
Architecture**



# Images

For supporting images use architecture themed, colored & high resolution **stock images** from ***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**.



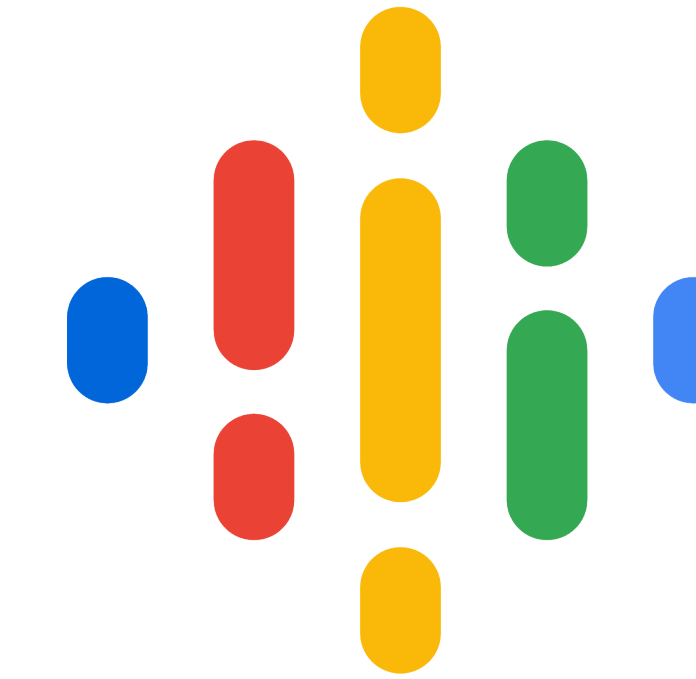
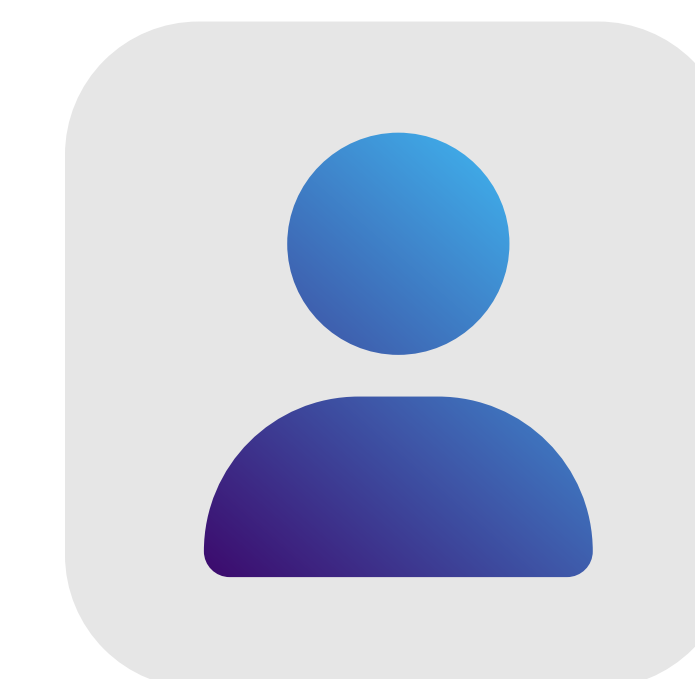
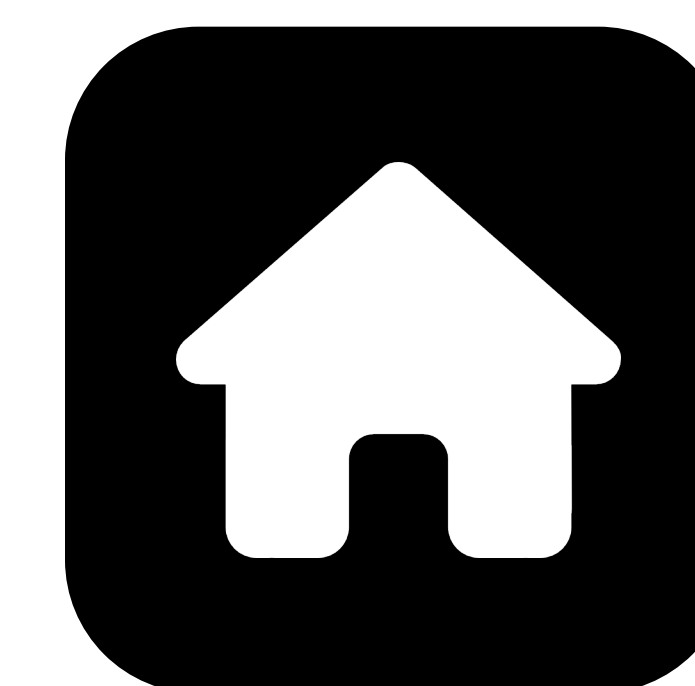


# Icons

For icons use the **free icons** from ***fontawesome.com***.

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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