Inside this document you’ll find the rules and tools to help you use the SysGroup brand effectively.
1.0 Personality
2.0 Marques
3.0 Typography
4.0 Colour
5.0 Look-book
What We Do

We provide strategy, security and service in cloud hosting, managed IT services, and tech consultancy.

As we grow, more services may be added to our portfolio; but in a nutshell -
We give clients peace of mind by ensuring they are using the latest, leading tech’ solutions, backed up by excellent service and support.
Personality Traits

Just like a person, there are multiple traits which make up our personality.

These traits all provide structure and stability for our customers and staff.

**The Caregiver**  
Helpful in our approach, cooperative with our customers and always dependable – we take great pride in our service levels.

**The Creator**  
Developing, acquiring and innovating new technologies is at the heart of our business; we keep ahead of the curve.

**The Ruler**  
We speak as an authority in our field – leading the way in our industry. We like control in what we do – but always with a caring attitude.
This trait seeks the freedom to do things our way, strive for our ideals and seek to foster great relationships.

The Sage

Our experience shows through company maturity.

Strategic solutions are born through our rational processes and we’re serious planners – no surprise when we’re a leading tech company!

We like to do the clever thinking on behalf of our customers and aren’t afraid of being perceived as brainy – it got us where we are today.
Brand Purpose

Our brand purpose is what our clients know us for.

For the vast majority; that means they know with SysGroup they are connected and secure.
2.0 Marques
Lock-up

Our lock-up should be used to represent SysGroup across all brand touch points, from our website to adverts and beyond.

It is made up of two elements, our Node Icon and our wordmarque.

We can use our lock-up in several colour variants, and where required, can also use the assets independently.
Node Icon

Bold and recognisable and, the Node Icon feels both authoritative and dependable, connected and secure.

It reflects the security and peace of mind provided by SysGroup products, as well as the technical expertise and all round service delivered by the SysGroup team.
Wordmarque

Our wordmarque uses the typeface 'Poppins'. Set in title-case to increase readability and gives it a friendly look and feel.

Where appropriate, we can use our wordmarque independent of our node icon.

We should not 'retype' the logo, and instead always use the wordmarque artwork files provided.
Using our Marques:

Safe Area

Each of our marques are supplied with a safe area around the artwork.

This keeps them clear from elements which may obscure them, and ensures they always look their best.

$X = S$

2.0  Marques

Safe Area

The safe area around the marques should always be equal to the width of the letter ‘S’ from our wordmarque.

Node Icon

Wordmarque

Lock-up
Using our Marques: Minimum height

Our lock-up should not be used smaller than 18px high on screen, and 10 mm high in print.
Using our Marques:
Colour variants

We can use our lock-up in two secondary colour variants, as well as a single colour white and grey versions when required.
Using our Marques:
Positioning

Our marque looks its best when used either at the top left or bottom left of a website or document.
Partner Marque

As new product and services are brought into SysGroup, there is a need for a quick visual queue to remind customers that they are a SysGroup company.

Our Partner Marque does this job neatly, sitting under new or existing brands.
Using our Partner Marque

When adding the partner marque to an existing logo, some discretion is required to ensure it sits correctly, and does not dominate the existing logo that it is being added too.
Partner Marque: Examples

In addition to using the Partner Marque, we can products and service brands within SysGroup can adopt our brand colour palette and typefaces to help identify them as part of the company.

*These marques are examples only, and are currently not to be used in replacement of current Netplan and System Professional marques.
3.0 Typography
Typefaces

Poppins is our typeface for use across the group.

A geometric sans-serif; it is both direct and human – with rounded letter-forms and single-stack ‘a’s which make it feel accessible.

Designed by the Indian Type Foundry; Poppins is available to license in weights from Light to Bold from Google Fonts.

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### Poppins Bold

<table>
<thead>
<tr>
<th>Character Set</th>
<th>Font Style</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>Poppins Bold 22pt</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>Poppins Bold 22pt</td>
</tr>
<tr>
<td>12345678910</td>
<td>Poppins Bold 22pt</td>
</tr>
</tbody>
</table>

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### Poppins Regular

<table>
<thead>
<tr>
<th>Character Set</th>
<th>Font Style</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>Poppins Regular 22pt</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>Poppins Regular 22pt</td>
</tr>
<tr>
<td>12345678910</td>
<td>Poppins Regular 22pt</td>
</tr>
</tbody>
</table>

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### Poppins Light

<table>
<thead>
<tr>
<th>Character Set</th>
<th>Font Style</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>Poppins Light 22pt</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>Poppins Light 22pt</td>
</tr>
<tr>
<td>12345678910</td>
<td>Poppins Light 22pt</td>
</tr>
</tbody>
</table>
We can combine the various weights of typeface to create clear visual hierarchies within our marketing materials.

We can maintain a clean look and feel by making establishing clear changes to type (colour, size, weight) and limiting the number of type styles used across a document.

**Poppins Bold**

44 / 48 pt

Use Poppins bold for headlines and key messages.

**Poppins Medium**

24 / 28pt

Use Poppins Medium for subheads and short calls to action.

**Poppins Light**

12pt / 16pt

Use Poppins Light for body copy.

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Nam nimi, inullectiatent, seditaque demvellupi cillant quam.

Et voloritatem simuscilla

porumque quodit,

nobitem essit intur?

Me volorporerit rem que voluptas arum idelignam, ommodigni quam ium harum expel is as ma si diaitiae ctuscietur allandis ma pelestrum reprem doluptiunt est odici as quias sedi
cusanima sequiati rector autet ant.

Adit autet aut et que libusam id magnaturiae re
cornmimo llatur apidest aut quo.
4.0 Colour
Colour

We have a paired back coloured palette; bringing together clean monochrome tones with bold blasts of colour.

Dark Grey
RGB: 64/64/64
CYMK: 66/56/53/57
Hex: #3f3f3f

Light Grey
RGB: 213/202/202
CYMK: 19/15/21/1
Hex: #d4d1c9

Bright Orange
RGB: 255/64/0
CYMK: 0/90/100/0
Hex: #ff4000

Bright Pink
RGB: 255/0/66
CYMK: 0/100/59/0
Hex: #ff0042

Bright Blue
RGB: 0/241/255
CYMK: 70/0/14/0
Hex: #00f1ff

Mid Blue
RGB: 213/202/202
CYMK: 87/28/0/0
Hex: #008ccf

Blue Gradient

Orange Gradient
5.0
Look-book
SysGroup
Brand Toolkit
Edition 1.0

5.0 Look-book
T Shirt
Crafted customer solutions

GET STARTED

PRIVATE CLOUD  VIRTUAL CLOUD  HYBRID CLOUD  PUBLIC CLOUD  CLOUD BACKUP

CONTENT CENTRE MODULE

Smart and effective, at SysGroup we craft.
5.0 Look-book

Identity badges

Megan Jennings
Engineer

Andrew Peterson
Marketing