



Brand Book 2020  
Brand / Assets / Guide

# Brandbook

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## Graphical standards guide

We hereby present the guide with the standards for the application of Saphety's identity. This is a work instrument that includes all rules required for visual identification elements correct usage. This guide originated from the need to define and implement a homogeneous usage logic that would allow the identity's immediate identification. This standards guide must be used to clarify all issues that may arise regarding logotype behaviour, and tries to respond to several issues.

## Construction and proportion rules

- Brand
- Minimum relation with the margins
- Minimum dimensions

# Saphety

## History

### History

Sonaecom, one of reference operators in the Portuguese telecommunications market, created in 2000 a unit of businesses called Trusted Services where it began performing the activities of digital certification and electronic payments, launching a business considered as a complement to the telecommunication business, in particular for corporate clients and SME, that in 2003 took over the commercial brand XCom and that in 2005 gave way to the brand Saphety.

In December 2006, taking into account the importance and particularity that this area was assuming and in a movement of business reorganization by Sonaecom, it was decided to carry out the autonomization of the Saphety unit as independent company and subsumed within the businesses portfolio of Sonaecom - Sistemas de Informação, SGPS, S.A.

At the end of 2008, Saphety incorporated the area of business BizB2B, created in 2000 by the company Digitmarket – Sistemas de Informação, S.A. (Bizdirect), with the aim of leading the electronic commerce between companies in Portugal.

As the result from this operation, the shareholder structure was changed by the entrance of AITEC – Sistemas de

## Saphety

### History

Informação SGPS, S.A. and Banco BPI, S.A. in Saphety's share capital.

Following the growth strategy and the creation of critical ability to generate value, namely for the market in which it operates, Saphety, in August 2010, acquired one economic unit from the company Softlimits, called Mercados Eletrónicos (Electronic Markets), reinforcing the leadership position of Saphety, namely in the market of electronic invoicing.

In order to fulfil the intentions of making Saphety a global company and to better serve its clients in different locations, in 2013 Saphety opened two new branches, one in Brazil - São Paulo (Saphety Brasil Transações Eletrônicas Ltda.) and another in Colombia - Bogotá (Saphety Transacciones Electronicas SAS). In the first case Saphety acquired an economic unit of the company TradeIT Soluções em Tecnologia Ltda., which operates in the market of electronic data exchange.

This network, made out by clients, providers, partners and distributors, makes Saphety an operator of information technology services with a multi-sector approach with a global presence, a goal for most companies in this sector, seen as a risk management factor, that ensures an unique distinctive competence in the market. Currently, its client portfolio has over 7,000 companies and 520,000 users in 38 countries and 4 continents.

# Saphety

Mission and values

## Vision

Strategic focus on the continuous evolution of our platforms, providing innovative solutions to address market needs and to support our customers in the automation and modernization of their business processes.

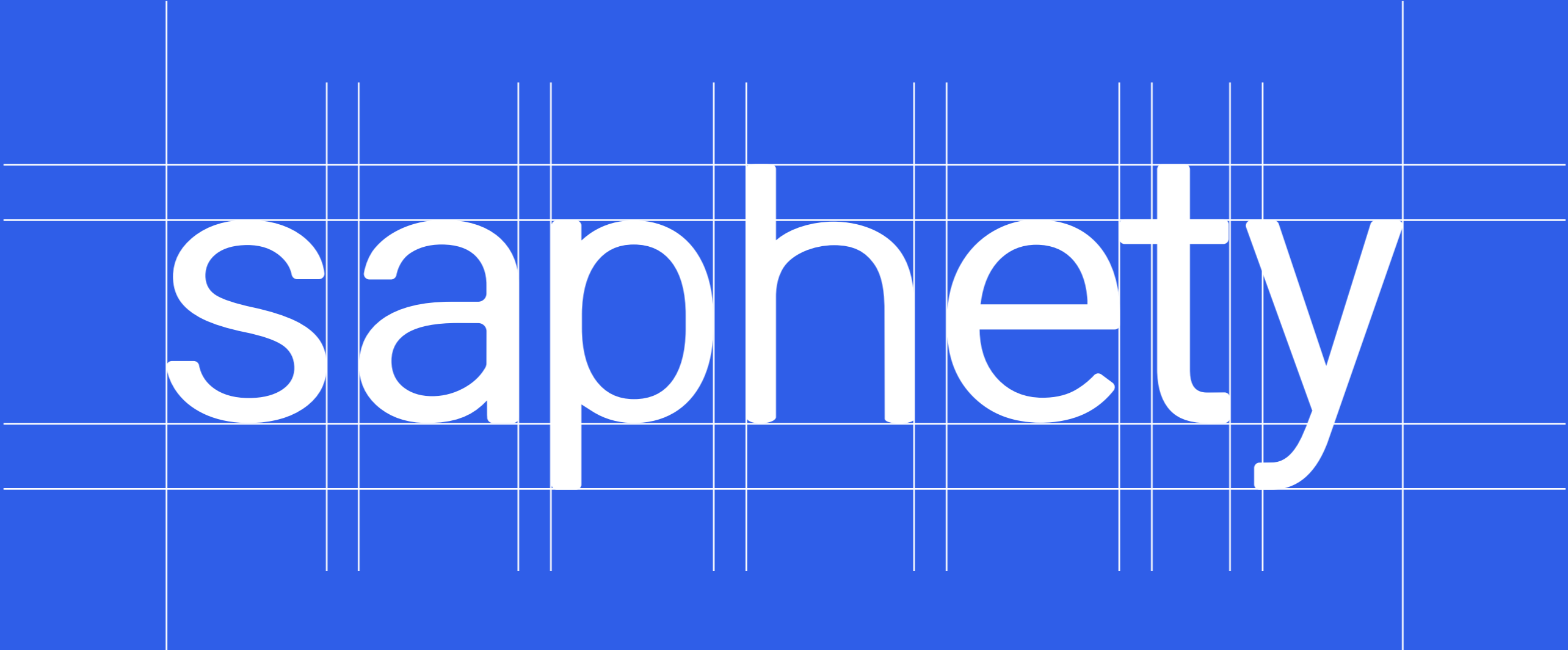
## Mission

Help our customers to continuously improve their business processes by providing top-tier technological solutions that ensure cost reduction, efficiency, innovation and sustainability.

## Values

- Responsibility to protect the legitimate interests of the clients;
- Ethical and equidistant positioning before all intervening parties;
- Innovation as a mean to obtain competitive advantages;
- Creation of favourable conditions for the growth of our collaborators, promoting transparency, honesty and orientation towards results.

Saphety Logo  
Corporate logo



saphety

**Saphety Logo**  
Without signature



saphety

**Saphety Logo**  
With Signature



saphety  
GLOBAL NETWORK SOLUTIONS



saphety



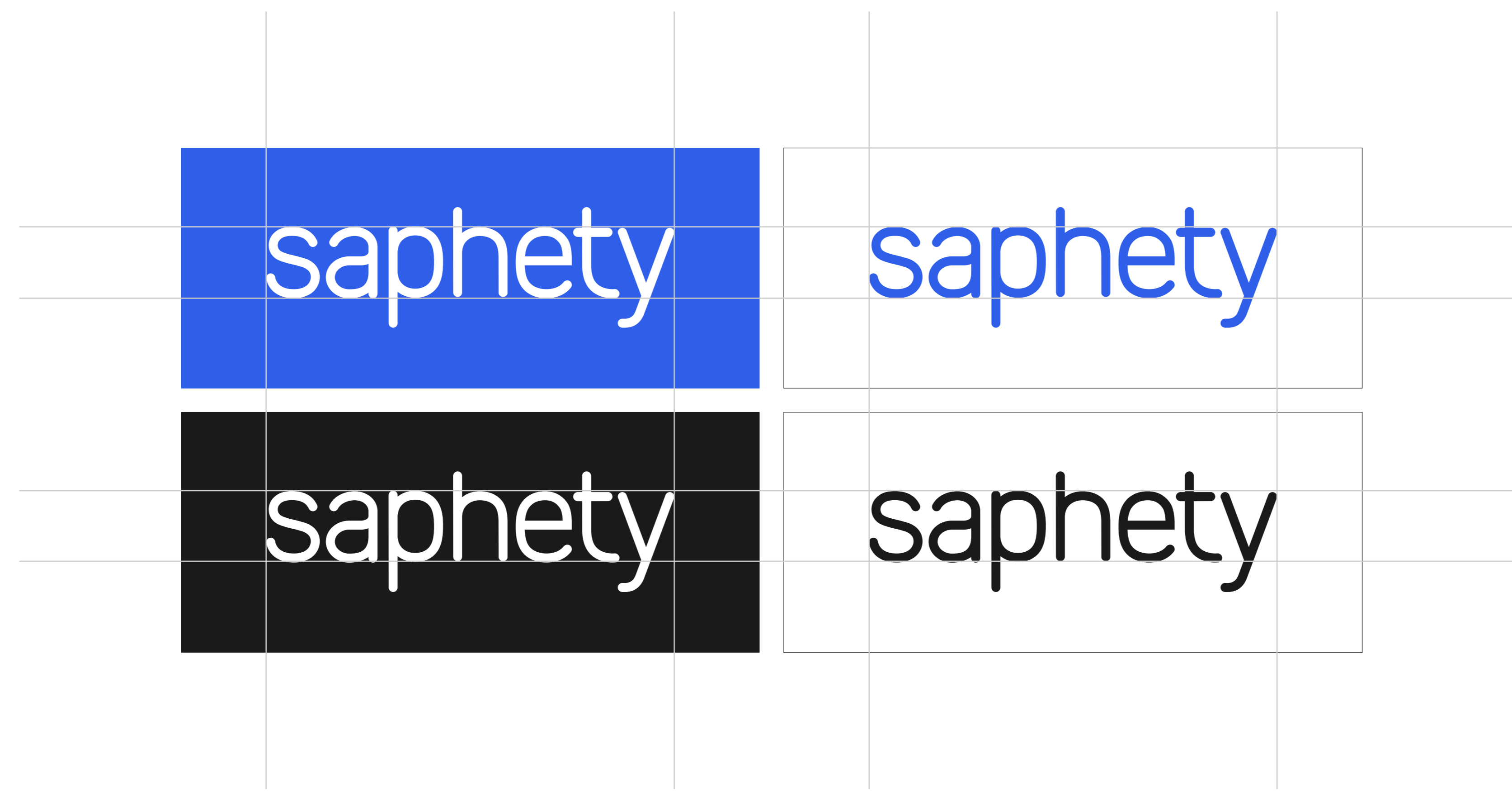
# Saphety Logo

Spacing and margins



# Saphety Logo

Spacing and margins



# Saphety Logo

Color variation (web version)

saphety | R: 47  
G: 94  
B: 232  
#2f5ee8

saphety | R: 255  
G: 255  
B: 255  
#ffffff

saphety

# Saphety Logo

Color variation (print version)

saphety | C: 100%  
M: 91%  
Y: 2%  
K: 1%  
  
PANTONE: 286C

saphety | C: 0%  
M: 0%  
Y: 0%  
K: 0%

saphety

# Saphety Logo

Color variation (monochrome version)

saphety | R: 25  
G: 25  
B: 25  
#191919

saphety | R: 255  
G: 255  
B: 255  
#ffffff

saphety

## Saphety Icon

Color variation (web version)



**R:** 255  
**G:** 255  
**B:** 255  
background: #2f5ee8  
a: 20%



**R:** 47  
**G:** 94  
**B:** 232  
background: #ffffff  
a: 20%

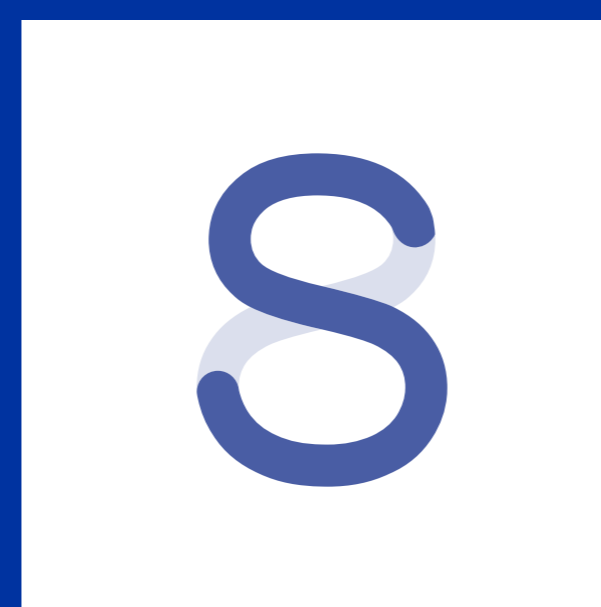
# Saphety Icon

Color variation (print version)



C: 100%  
M: 91%  
Y: 2%  
K: 1%

**PANTONE: 286C**



C: 0%  
M: 0%  
Y: 0%  
K: 0%

## Saphety Icon

Color variation (monochrome version)



R: 255  
G: 255  
B: 255  
#ffffff



R: 25  
G: 25  
B: 25  
#191919



# Saphety Logo

Minimum sizes

Logo (for web)



70px

Logo (for print)



0.7cm

Icon (for web)



125px

Icon (for print)



125px



25px



0.4cm



25px

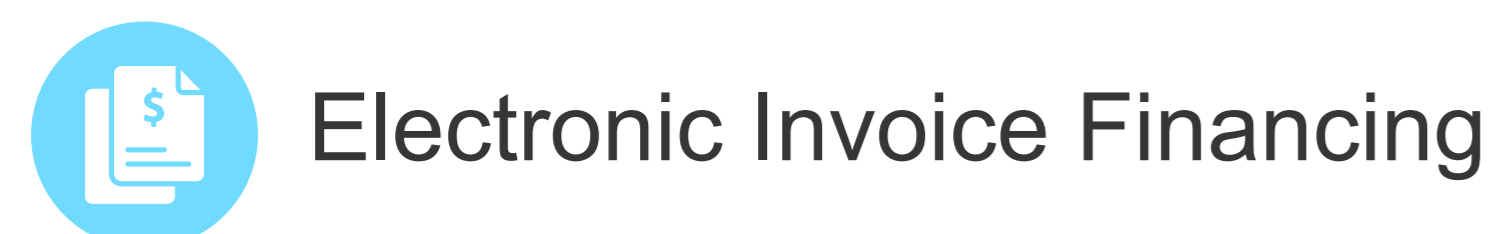
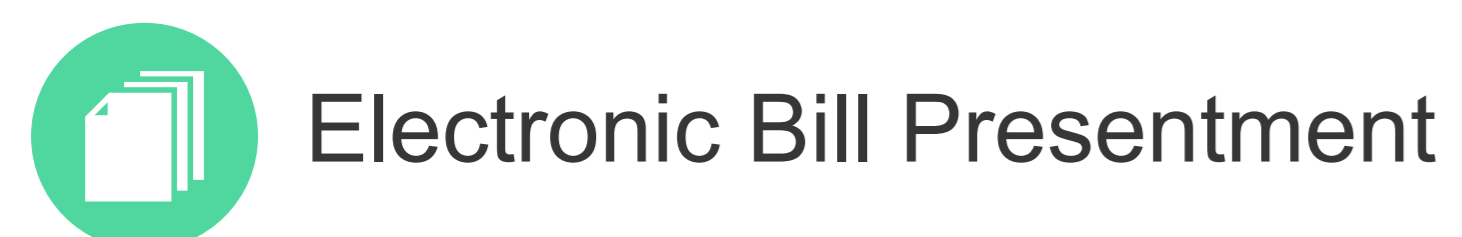


25px

## Solutions

Business units and solutions

### Digital Invoice Solutions



### Other Solutions



flexcash

Icons and logos specifically for corporate communications usage and organizational matters.

# Solutions

Saphety solutions by area (web and print versions)



## EDI & Electronic Invoicing

#e6505a | logo  
#323232 | font: Arial

**C:** 4%      **C:** 74%  
**M:** 84%      **M:** 64%  
**Y:** 59%      **Y:** 59%  
**K:** 0%        **K:** 78%  
**PANTONE: 198c**



## Electronic Bill Presentment

#50d7a0 | logo  
#323232 | font: Arial

**C:** 60%      **C:** 74%  
**M:** 0%        **M:** 64%  
**Y:** 52%      **Y:** 59%  
**K:** 0%        **K:** 78%  
**PANTONE: 3385c**



## Electronic Invoice Financing

#73DCFF | logo  
#323232 | font: Arial

**C:** 40%      **C:** 74%  
**M:** 1%        **M:** 64%  
**Y:** 3%        **Y:** 59%  
**K:** 0%        **K:** 78%  
**PANTONE: 297u**



## Data Synchronization

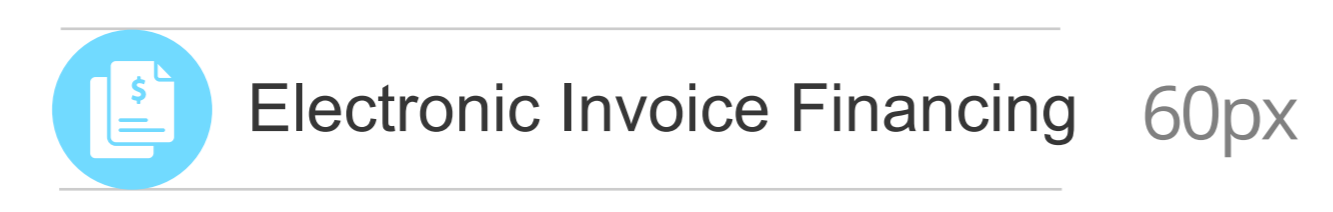
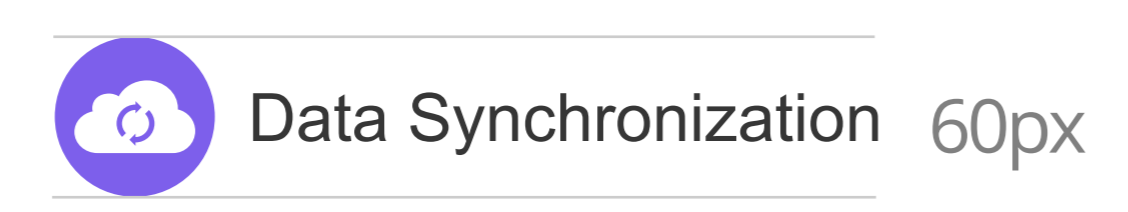
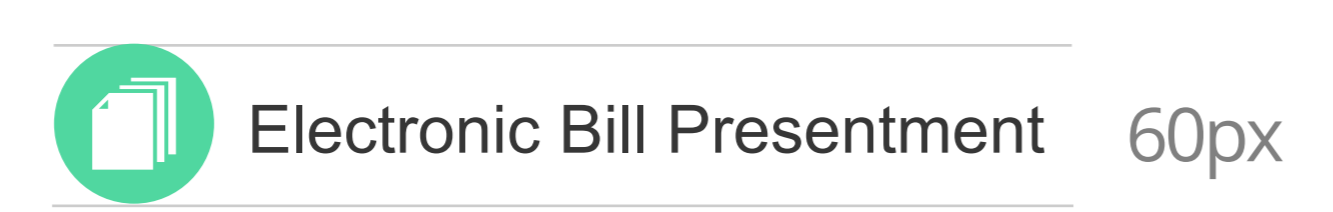
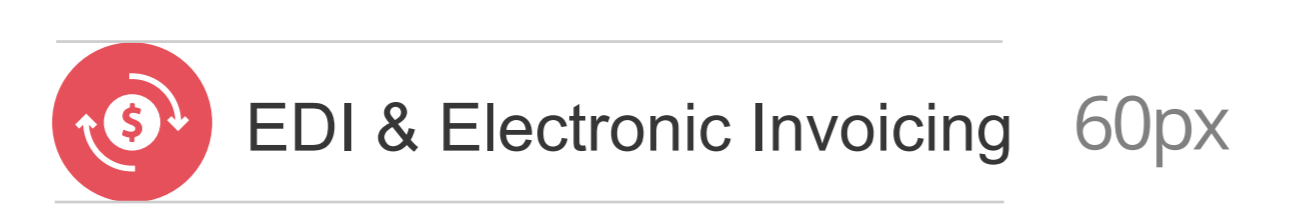
#7d5feb | logo  
#323232 | font: Arial

**C:** 64%      **C:** 74%  
**M:** 68%      **M:** 64%  
**Y:** 0%        **Y:** 59%  
**K:** 0%        **K:** 78%  
**PANTONE: 2725c**

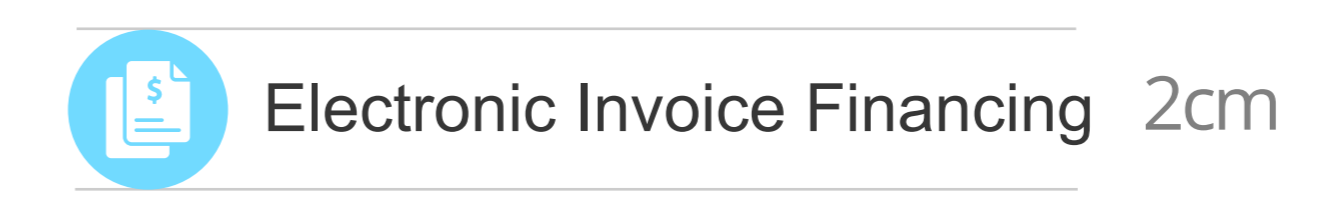
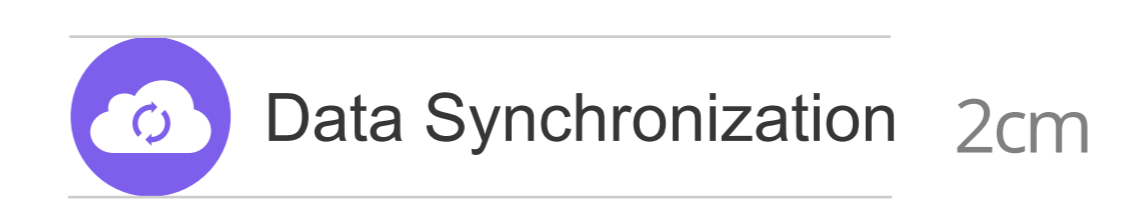
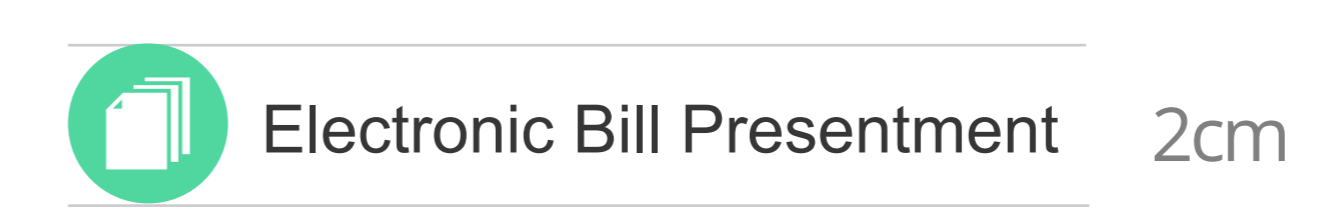
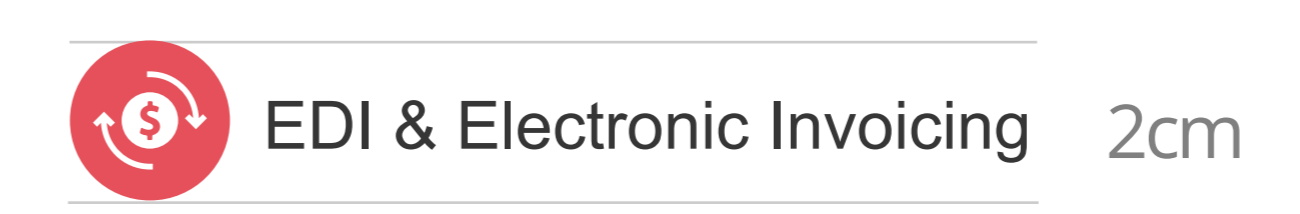
# Solutions

Business units and solutions (minimum size and variations)

## Solution logo (for web)



## Solution logo (for print)



## Saphety Secondary Logo

Type and domain name

**saphety.com**

font: **Roboto Bold**

saphety

# Saphety Secondary Logo

Minimum sizes

Domain name (for web)



Domain name (for print)



# Typography

Corporate typefaces (main heading font)

## // Cabin Regular

0123456789

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## // Cabin Medium

0123456789

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## // Cabin Semi Bold

0123456789

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## // Cabin Bold

0123456789

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

# Typography

Corporate typefaces (main body font)

## // Open Sans Light

0123456789

abcdefghijklmnopqrstwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## // Open Sans Regular

0123456789

abcdefghijklmnopqrstwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## // Open Sans Medium

0123456789

abcdefghijklmnopqrstwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## // Open Sans Bold

0123456789

abcdefghijklmnopqrstwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## // Open Sans Black

0123456789

abcdefghijklmnopqrstwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ



# Typography

Corporate typefaces (auxiliar font)

## // Arial Regular

0123456789

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## // Arial Bold

0123456789

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## // Arial Black

0123456789

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

# Typography

Corporate typefaces (secondary font)

## // Roboto Light

0123456789

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## // Roboto Regular

0123456789

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## // Roboto Medium

0123456789

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## // Roboto Bold

0123456789

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## // Roboto Black

0123456789

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Brand**

Brand rules for written usage

**Company name:**

Saphety

**Company domain:**

saphety.com

**Signature/slogan:**

Global Network Solutions

**Marketing strapline:**

The digital invoice company

**Names of solutions (aggregated to company name):**

SaphetyDoc, SaphetyBill, SaphetySync, Flexcash

**Saphety solutions (written on their own):**

Doc, Bill, Sync, Flexcash

## Social Media

Standards for social media

### Social URLs:

Facebook: facebook.com/saphety

Twitter: twitter.com/saphety

LinkedIn: linkedin.com/company/saphety

YouTube: youtube.com/saphety

Instagram: instagram/saphety

### Social icons for web (correct order):



### Social icons print (correct order):



Social icons may acquire different color schemes.

# saphety

GLOBAL NETWORK SOLUTIONS

## Portugal (HQ)

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Rua Viriato, 13 - 3.º Piso  
1050-233 Lisboa  
Portugal

## Brazil

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Av. Brigadeiro Faria Lima, 1461 -  
Torre Sul - 4.º Andar  
01452-002 São Paulo  
Brasil

## Colombia

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Edificio Strategic 97, Calle 97A  
N.º 9 - 45, Oficina 207,  
110221 Bogotá  
Colombia

 /saphety

 /saphety

 /company/saphety

 /saphety

 /saphety

[saphety.com](https://www.saphety.com)