

A woman with curly hair is smiling and looking at a tablet computer. She is wearing a blue top over a white shirt. The background is a blurred office interior with warm lighting and architectural details.

saphety COLOMBIA

BRAND GUIDELINES

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This manual aims to define a set of rules and recommendations that ensure the correct application of Saphety Colombia brand key elements.

The collaboration of everyone in the fulfillment and application of these standards is essential in order to ensure a coherent and uniform visual identity.

We know we can count on you. Thank you

LOGO

The logo consists of the word "saphety" in a lowercase, rounded, blue sans-serif font. To its right, the word "COLOMBIA" is written in a smaller, uppercase, blue sans-serif font.

The logo, in its main form, is composed by the name **saphety** and the geographic indicator **Colombia**.

The logo must not be redesigned or adapted under any circumstances and must always be reproduced from original artworks.

LOGO - FORMATS

A.

The logo is presented in a horizontal format. The word "saphety" is written in a blue, lowercase, sans-serif font. To its right, the word "COLOMBIA" is written in a smaller, blue, uppercase, sans-serif font.

B.

The logo is presented in a vertical format. The word "saphety" is written in a blue, lowercase, sans-serif font. Below it, the word "COLOMBIA" is written in a smaller, blue, uppercase, sans-serif font.

Two logo formats have been defined:
A. **Horizontal** (main format)
B. **Vertical**

The format that best fits the layout should be used.

LOGO - VERSIONS

saphety COLOMBIA

saphety COLOMBIA

saphety COLOMBIA

saphety COLOMBIA

Four logo versions have been defined:

- Positive blue
- Negative blue
- Black
- White

LOGO - APPLICATION ON BACKGROUNDS



Use the version that offers the biggest possible contrast with the background.

LOGO - CLEAR SPACE



Always maintain clear space around the logo to protect it from distracting graphics or typography.

Use the "s" width and height as a guide for determining the minimum clear space.

LOGO - MISUSES



✘ Deformation (horizontal, vertical or in perspective)



✘ Changing the layout or the elements proportion



✘ Incorrect use of the colors



✘ Application of outlines, frames or visual effects



✘ Elements removal or addition



✘ Incorrect use of the typography

The logo is the main visual representation of the brand and needs to be applied consistently. Changing any part of the logo will compromise consistency and reduce its impact.

These images are examples of the incorrect use of the logo.

ICON

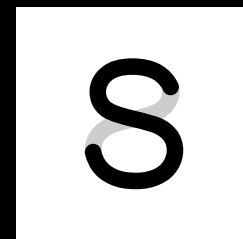


The icon must be used when it is not possible to use the logo (e.g.: Favicon, APP or promotional merchandise).

The icon can never be applied without the background box.

The icon must not be redesigned or adapted under any circumstances and must always be reproduced from original artworks.

ICON - VERSIONS



Four icon versions have been defined:

- Positive blue
- Negative blue
- Black
- White

ICON - APPLICATION ON BACKGROUNDS



Use the version that offers the biggest possible contrast with the background.

ICON - MISUSES



✘ Deformation (horizontal, vertical or in perspective)



✘ Changing the layout or the elements proportion



✘ Incorrect use of the colors



✘ Application of outlines, frames or visual effects



✘ Application of the icon without the background box

The icon is an important visual representation of the brand and needs to be applied consistently. Changing any part of the icon will compromise consistency and reduce its impact.

These images are examples of the incorrect use of the icon.

MINIMUM SIZES

FOR SCREEN

saphety^{COLOMBIA}



180 px

saphety
COLOMBIA



100 px



29 px

FOR PRINTING

saphety^{COLOMBIA}



28 mm

saphety
COLOMBIA



18 mm



5 mm

Avoid compromising the legibility of the logo and icon, do not exceed these minimum sizes.

These limits were calculated taking into account the characteristics of the logo and icon and the typical reproduction media.

DESCRIPTIVE

1 line

the invoice network

2 lines

the invoice
network

There are two formats of the descriptive "the invoice network":
- 1 line
- 2 lines

The descriptive "the invoice network" does not have a fixed position regarding the Saphety Colombia logo.

DESCRIPTIVE

Proportion ratio with the Saphety Colombia logo:



In order to preserve a visual hierarchy between the descriptive and the Saphety Colombia logo, the proportion criteria presented on this page should be followed.

The descriptive must always be written in lowercase Roboto Slab Light.

EXAMPLES



Here are some examples of the application of the Saphety Colombia logo, the descriptive "the invoice network" and the "from SAPHETY" endorsement.

DOMAIN

saphety.co

saphety.co

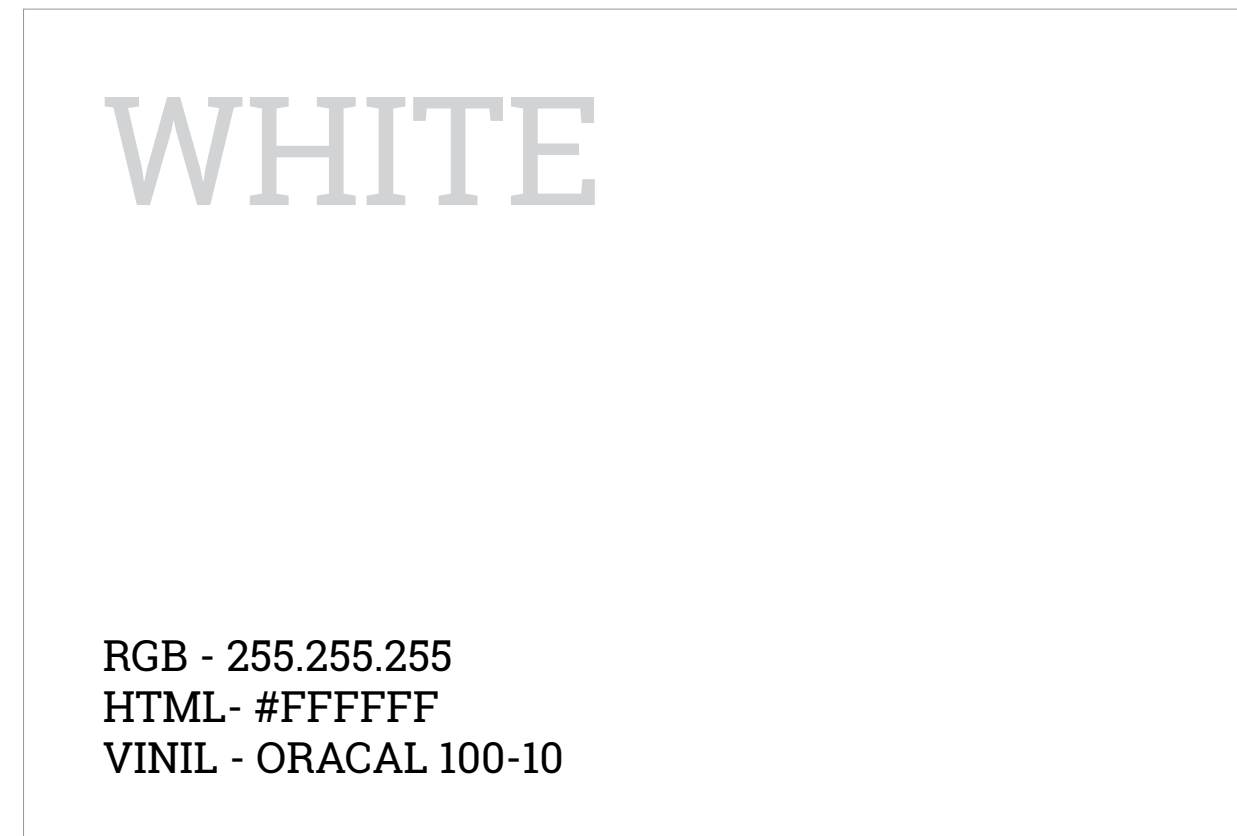
saphety.co

saphety.co

When it is necessary to communicate the domain **saphety.co**, use Roboto Slab Bold in one of the following four color versions:

- Positive blue
- Negative blue
- Black
- White

COLORS



The main colors of the Saphety Colombia brand are:
- **Blue**
- **White**

For any color format that is not included in this manual, use the Pantone color as a reference.

The colors illustrated in this manual are only representative and are not intended to reproduce Pantone color standards or other systems.

TYPOGRAPHY

Roboto Slab

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!&@%#€/()[]{}.,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!&@%#€/()[]{}.,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!&@%#€/()[]{}.,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

The main typography of the Saphety Colombia brand is Roboto Slab.

It is recommended to use its thickness variants to promote hierarchy in communication.

Roboto Slab is a Google font available to be used in printed and digital media.

TYPOGRAPHY (SECONDARY)

Tahoma

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!&@%#€/()[]{}.,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tatio nullam as corper suscipit lobortis nisl ut aliquip exea commodo consequat.

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!&@%#€/()[]{}.,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip exea commodo consequat.

The secondary typography of the Saphety Colombia brand is Tahoma.

Tahoma was chosen for its excellent on-screen readability and for being available on most personal computers.

It is intended to be used in shared documents (e.g.: Microsoft PowerPoint or Microsoft Word).

BRAND TAGLINE

EN

Makes business
life easier.

ES

Facilita la vida
del negocio.

The Saphety Colombia brand tagline is “Makes business life easier.”

Its use is free, with no fixed relation of proportion or location in relation to the logo.

WRITTEN FORM

Name - complete version:

Saphety Colombia - the invoice network

Name - simplified version:

Saphety Colombia

Brand tagline:

Makes business life easier.

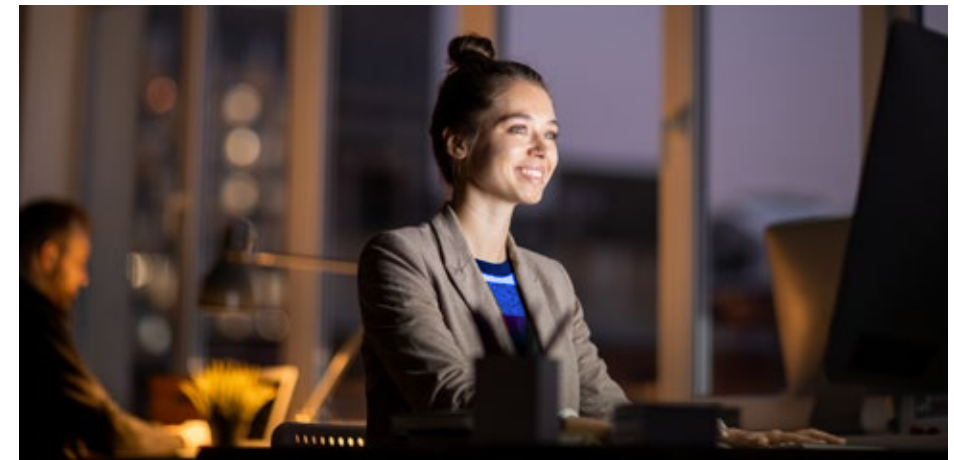
Domain:

saphety.co

In uppercase and lowercase texts, the name, tagline and domain must be composed as shown above.

In uppercase texts, the name, tagline and domain must be composed by capital letters.

PHOTOGRAPHY



The photos used in brand communication must place the emphasis on human faces with a positive and optimistic posture. Testimonials from people in small businesses contexts. It is our service in real life.

The photos must have one or two people aged between 30 and 40 years old.

The photos must have a wide field of view so that it is possible to understand the professional context.

There should be a blue detail in the images. It can be a piece of clothing, an object, an architectural element, etc.

“FROM SAPHETY” ENDORSEMENT



The Saphety Colombia brand communication must use the "from SAPHETY" endorsement.

For more details regarding the endorsement check the Saphety corporate brand manual.

SOCIAL MEDIA

Digital



Print



The Saphety Colombia presence on social media should follow the iconography and order illustrated above.

The color of the icons can be adjusted, as long as it fits the brand colors.

URLs:

Facebook: facebook.com/saphety
Twitter: twitter.com/saphety
LinkedIn: linkedin.com/company/saphety
YouTube: youtube.com/saphety
Instagram: instagram.com/saphety

ASSET FILES

Saphety_Colombia_H_BLUE_POS_RGB.eps

Saphety

Colombia

H
V
I
D

Blue
Black
White

Positive
Negative

RGB
CMYK
PMS

.eps
.jpg
.png

In order to facilitate the filing and searching of the ideal artwork file for each application, a system was used in which the name of each file is created using the codes represented here.

Saphety Colombia

H- Horizontal
V - Vertical
I - Icon
D - Domain

Blue
Black
White

POS - Positive
NEG - Negative

RGB - RGB color system
CMYK - CMYK color system
PMS - Pantone color system

.eps - Vector
.jpg - Image
.png - Image without background

saphety^{COLOMBIA}