serentica

Identity guidebook
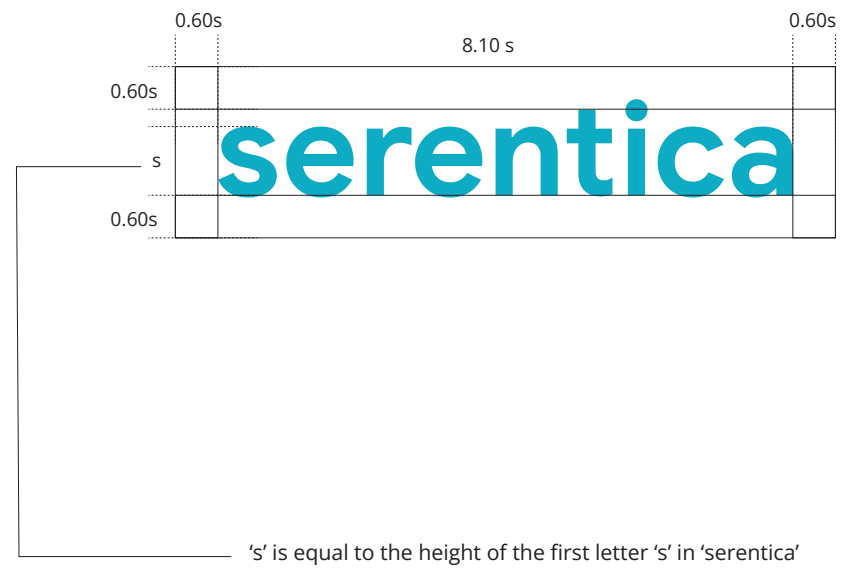
Contents

Identity:

serentica

Ratio of the identity and island space

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No design or text element should appear in this space around the identity (the outlines are indicative of the island space and **should not be reproduced** under any circumstances).

Ratio of the identity and island space

0.60s   0.60s

8.10 s

0.60s

s

serentica

0.60s

's' is equal to the height of the first letter 's' in 'serentica'

Identity: black & white and in reverse

Black and white

In reverse

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Colour guidelines

Primary brand colours

Pantone

Pantone 3115 C

CMYK

C: 75 M: 10 Y: 20 K: 00

RGB

R: 3 G: 169 B: 197

Hex code

#03A9C5

Supplementary colours

C: 100 M: 00 Y: 00 K: 00
R: 0 G: 159 B: 227
Hex code: # 1D1D1B

C: 100 M: 100 Y: 25 K: 15
R: 40 G: 0 B: 113
Hex code: # 2A2076

C: 75 M: 100 Y: 00 K: 00
R: 102 G: 36 B: 131
Hex code: # 662483

C: 55 M: 05 Y: 00 K: 00
R: 115 G: 196 B: 239
Hex code: # 73C4EF

C: 90 M: 45 Y: 00 K: 00
R: 00 G: 117 B: 188
Hex code: # 0075BC

C: 100 M: 75 Y: 10 K: 00
R: 3 G: 73 B: 145
Hex code: # 034991

C: 100 M: 25 Y: 25 K: 00
R: 00 G: 133 B: 172
Hex code: # 0085AC

C: 00 M: 20 Y: 100 K: 00
R: 255 G: 204 B: 01
Hex code: # FFCC00

Here are supplementary colours for backgrounds, graphs, charts and the like, in PowerPoint slides, web and non-web applications (like seminar banners, leaflets, brochures). These colours have been chosen because they are in harmony with the primary brand colours. Shades of these supplementary colours have been displayed next to each supplementary colour: you may use one of the shades as well.

Identity on light backgrounds

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The original identity colours have been retained.

Identity on dark backgrounds

On dark backgrounds use the Serentica identity on a white patch (at least as large as the island space), so it appears clearly.

Size guidelines
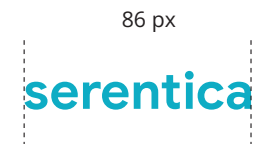
Minimum permissible size: print and digital

Print

30 mm

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The width of the identity must never be less than 30 mm.

Digital

86 px

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The width of the identity must never be less than 86 px.

Typography

The recommended typeface for addresses and names in stationery items, advertising headlines and any other piece of communication is the **Open Sans** family.
Few from the family have been displayed below; you may use the others too, depending upon the nature of the usage.
For example, use Open Sans Bold to highlight text.

Open Sans Regular
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Open Sans Italic
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Open Sans Semibold
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Open Sans SemiBold Italic
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Open Sans Bold
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Open Sans Bold Italic
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Paper recommendations for stationery and collateral

Visiting card
Paper name:
Impressive Absolute White, Natural Evolution, Muken (Preferred)

Ivory Card (only if the above options are not available)
GSM: 300

Letterhead, continuation sheet and envelope
Paper name:
Impressive Absolute White, Natural Evolution, Muken (Preferred)

Alabaster (only if the above options are not available)
GSM: 100, 110, 120

Corporate brochure and folder
Paper name:
Impressive Absolute White, Natural Evolution, Muken (Preferred)

Ivory Card (only if the above options are not available)
GSM:
Cover: 250 GSM, 300 GSM
Inside pages: 150 GSM, 170 GSM

For the paper options mentioned above and any other special requirements, please get in touch with
SONA PAPERS www.sonapapers.com

Digital assets

Email signature

1 → **Name Surname**
2 → Designation
+91 98200 00000

3

4 **serentica**

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Lorem ipsum dolor sit amet, consectetuer
adipiscing elit, sed diam nonummy nibh euismod tincidunt ut
laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim

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6 DISCLAIMER: The information contained in this transmission may be attorney/client privileged and therefore confidential. This information is intended only for the use of the individual or entity named above. If the reader of this message is not the intended recipient, you are hereby notified that any dissemination, distribution, printing or copy of the communication is strictly prohibited. If you receive this transmission in error, or if you are not the individual or entity named above, the receipt of this transmission is not intended to and does not waive any privilege, attorney/client or otherwise. If you have received this communication in error, please notify us by telephone or e-mail.

1 Name: Arial Medium, 12 pix. **2** Designation and contact number: Arial Light, 10 pix. **3** Space between the contact number and the identity: 22 pix. **4** ideantity™ height: 63 pix **5** Space between the ideantity™ and the disclaimer: 22 pix. **6** Disclaimer: Arial Light, 8 pix. **7** Legal name: Arial Bold, 12 pix. **8** Address and contact details: Arial Light, 12 pix.

Misuse

Identity: correct usage

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On white backgrounds

On dark backgrounds (on a white patch)

On light backgrounds

On complex backgrounds (on a white patch)

Identity: incorrect usage

❌

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Do not use incorrect colours for the identity cluster.

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Do not distort the identity cluster.

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Do not use any gradient for the identity.

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lorem ipsum lorem lorem ipsum

Do not allow any text or design element to enter the island space around the identity cluster.

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Do not use typefaces other than those provided in the identity artwork.

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Do not reproduce identity in outline

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Do not place the identity directly on complex backgrounds

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Do not place the identity directly on dark backgrounds

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Do not apply shadow or any other effect to the identity.

No deviation from the guidelines in this guidebook will be permitted.

For the usage of the identity with respect to any item not covered in the guidebook/for clarifications/

for creation of new items where the identity will be used,

please call Mr XXXX, **Lorem ipsum dolor sit amet, consectetuer**

adipiscing elit, sed diam nonummy nibh euismod tincidunt ut, laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim

Created in collaboration with chlorophyll brand & communications consultancy private limited in May 2022