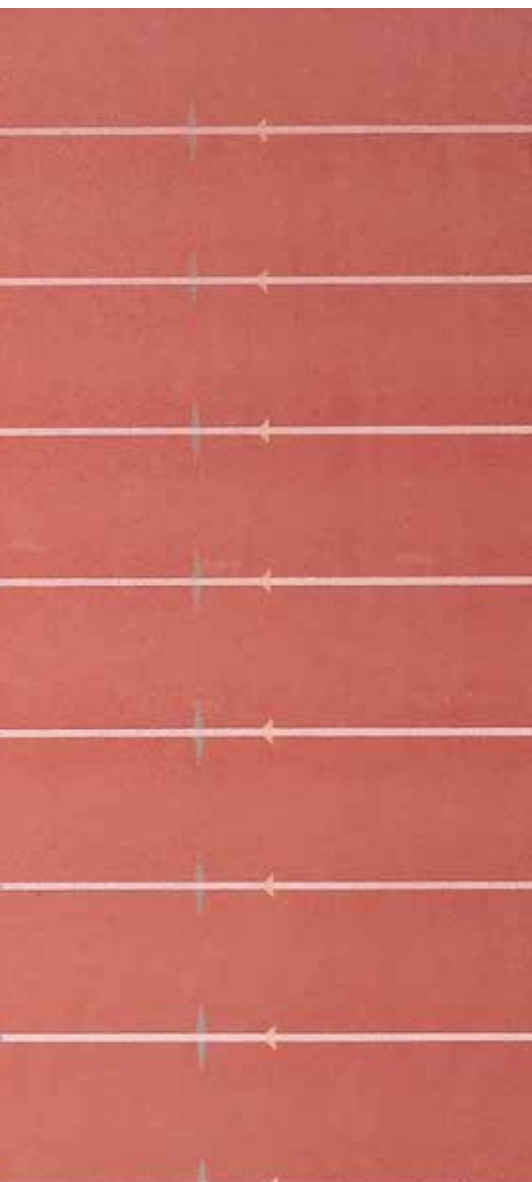# Sofigate's brand book

Sofigate
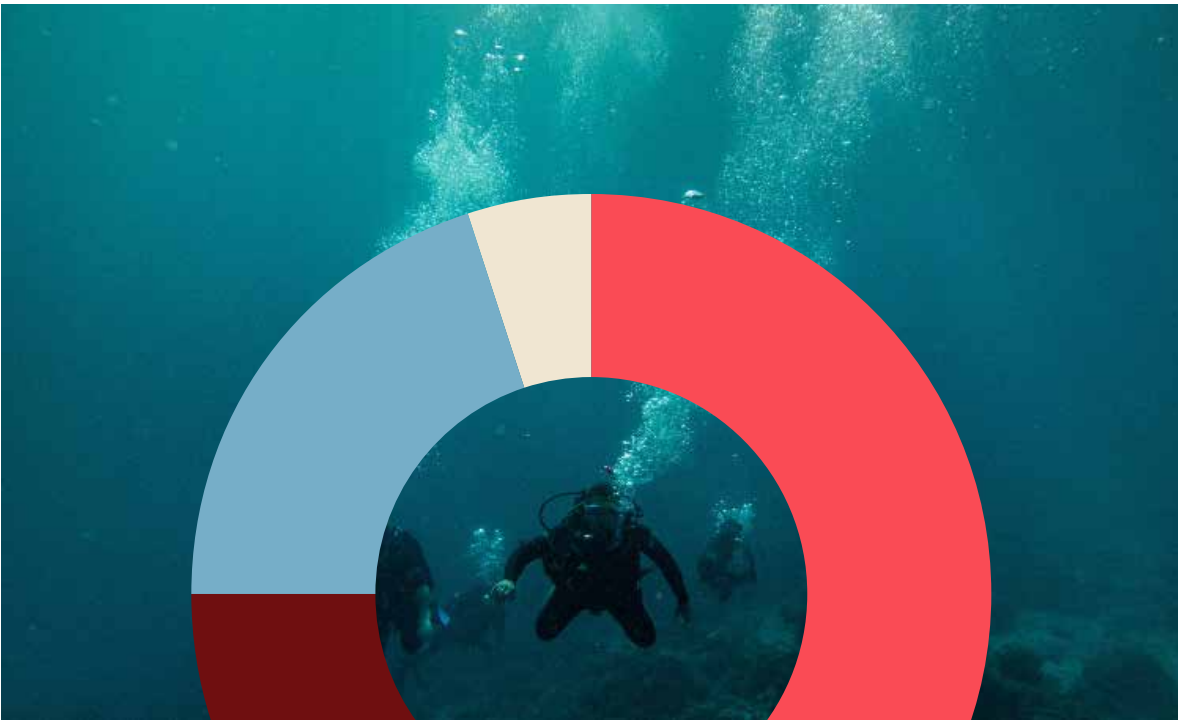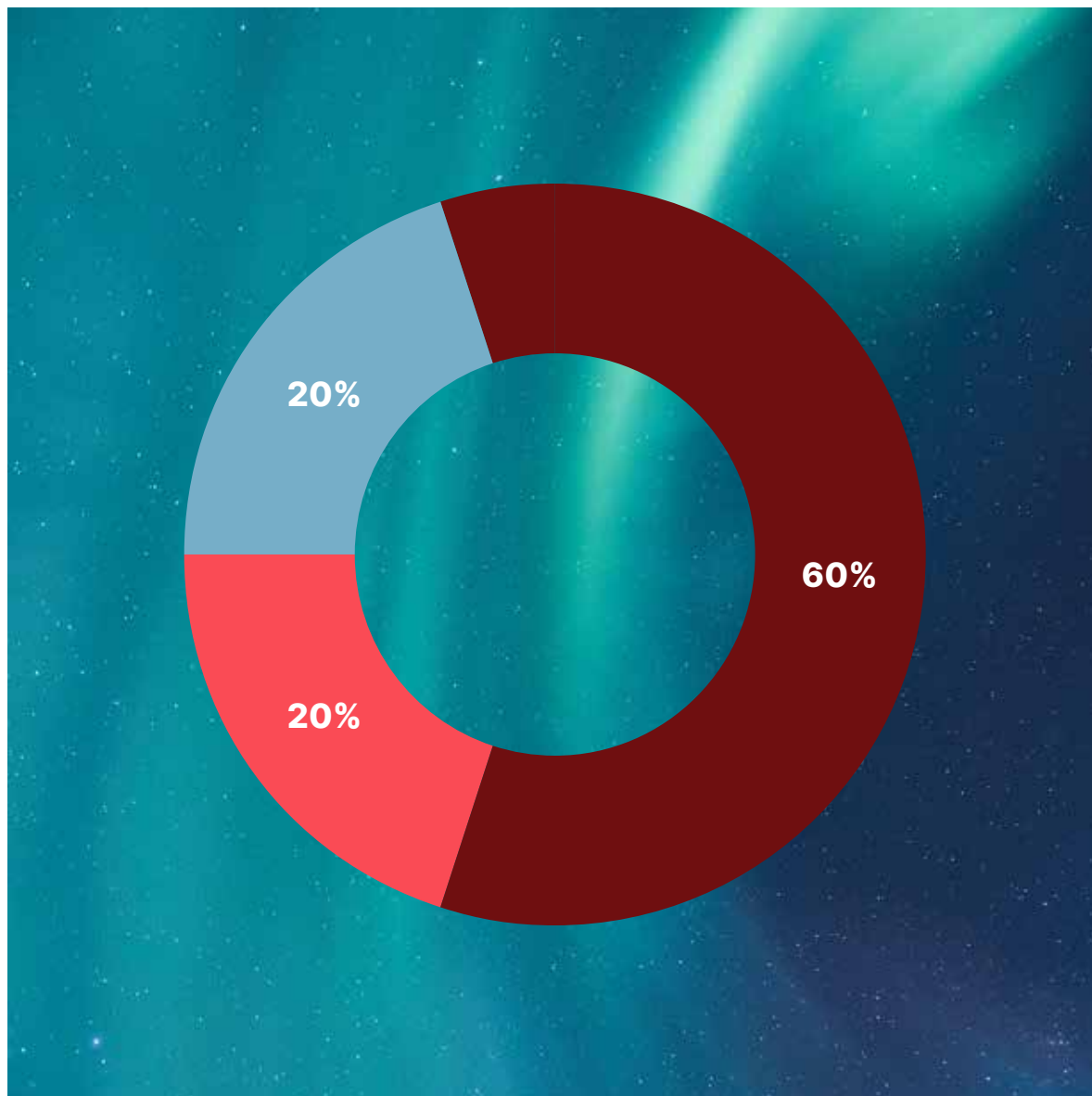
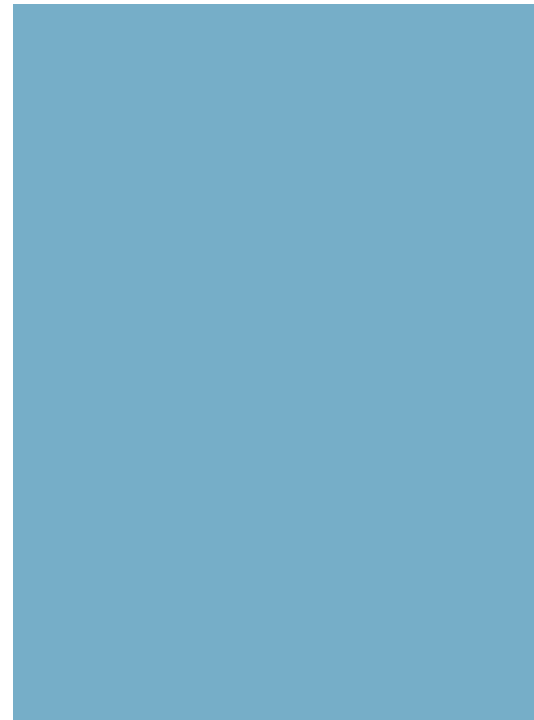# Sofigate

Own your future

We here at Sofigate have always dared to be different.

20%

60%

20%

Business is technology

Hello!

As we at Sofigate are set to grow our business and create a bigger impact on society, having a clear inspiring brand is crucial.

Our brand defines what makes us different, improves our customers' experience, attracts the people we need, and supports our business across the board.

It inspires us to take ownership of the future together.

This brand book is a practical guide for how to create a consistent brand experience among our customers and other stakeholders. It determines the way we look, feel, and sound.

Yes, there are some rules here that should always be followed. But more importantly, we hope this booklet inspires us all to become brand builders in our own way, no matter what role we are in.

Brand is the story told about us when we are not there to hear it.

None of us can control it. All of us can affect it.

Sofigate

Own your future

Sofigate

Content

Sofigate

Sofigate:
Who we are

Sofigate's story

Why?

Business technology holds tremendous promise for life in the 21st century.

We can make work more meaningful and fulfilling. We can let societies and industries grow resilient, prosperous, and sustainable. This is the movement we at Sofigate lead. We create sustainable transformation through business technology.

But for the promise to truly kick in, a new spirit is needed. It is less about tech and more about leadership. It is less about money and more about value. It is about democratizing business technology and letting everyone take ownership of the future.

For us, this means leading digital trans-formation from the perspective of sustainable value and a societal understanding, rather than technology itself. It is about leaving old models and silos behind and entering a new era of collaboration and knowledge sharing.

The time to do it is right now. From closed and heavy-to-implement systems, we move to combining a range of open-source practices and global platforms that are quick to set up, easy to modify and inclusive by nature. While creating technologies is hard and complex work, their utilization should not be.

Not only does this save time, cost, and nerves, but it also lets us get in sync with the accelerating speed of change. But the question is not whether to drive transformation; business is technology, and every organization must rethink its operating model and rebuild its digital core. The question is about how to pace continuous change, how to include people in the process, and how to make sure the change we drive is meaningful.

How?

We at Sofigate have always dared to be different.

For the past two decades we have sustained a startup spirit while working together with our community to create sustainable value. We do this by combining business and technology, and we do this faster than anyone else.

We drive the change our customers need, and this is how we do it:

- We foster a diverse and inclusive community based on our values of dare, care and grow. We enable all our employees to become owners, because the best result is achieved when we all feel ownership of our future together.

- We build long-term partnerships of mutual trust and sustainable business value. The advice we provide strives to set our customers free and help them achieve the best possible outcome, fast.

- We work across and integrate a variety of leading technology platforms, because this lets us always do what is best for our customers, providing speed, ease, efficiency, and freedom.

- We work together with our customers across the public and private sectors as impact on either side will also create value for the other. And because co-operation is what the world needs.

- We co-create with our community and share best practices for combining leadership and managing technology, because this accelerates positive change for everyone in the community.

What?

Business is technology, and technology is about people.

While our focus is on creating sustainable transformation through business technology, we are ultimately in the people business.

This human approach to both the impact we seek and the tools we use has led to happy clients and an NPS score of 93%. It is also what lets us look into the future full of optimism.

We are over 650 trained and certified professionals working across multiple regions in the EU. We help our customers lead and manage transformation, achieve digital leaps, and perfect business automation.

While our business teams are committed to creating customer value, our business streams are making sure we have everything we need to think and go big together. Growth is not just a corporate thing for us – it is personal. There is so much to explore and learn within our community and with our customers that it is inevitable to have some fun.

We do not leave the future to chance. We take ownership of it. You can, too.

Own your future

Sofigate – the business technology company.

Brand promise

How we keep our brand promise: Own your future

A brand is about so much more than bright colours and pictures. In fact, it is up to all of us to deliver on our brand promise: Own your future.

To make Sofigate the best company to work with, we strive to bring this promise to life at every level. That means acting in line with our culture and values - care, dare, and grow.

We are all brand builders.

Sofigate

Our brand promise is visible in our everyday.

Meaning to ourselves

Take ownership of your work as you build the future you desire.

We foster a diverse and inclusive community where everyone should feel at home, respected, and appreciated.

We have a low-hierarchy and an entrepreneurial spirit giving everyone the opportunity to rise and thrive.

We want every Sofigator to have the opportunity to literally own a part of the company.

Meaning to our customers

We combine the best people in the business, globally leading platforms, and leadership to deliver results fast.

We co-design solutions with our customers so that they can take ownership of their future.

Meaning to society

Business technology holds vast promise for people's ways of working and quality of life – allowing them to do what they do best.

The impact we create together with our customers helps societies gain control over societal, environmental, and economic challenges.

We share our best practices on how to combine leadership and technology wherever we go.

We free customers from technological bottlenecks.

We always ask why and push our customers to address the real challenges behind the technical ones.
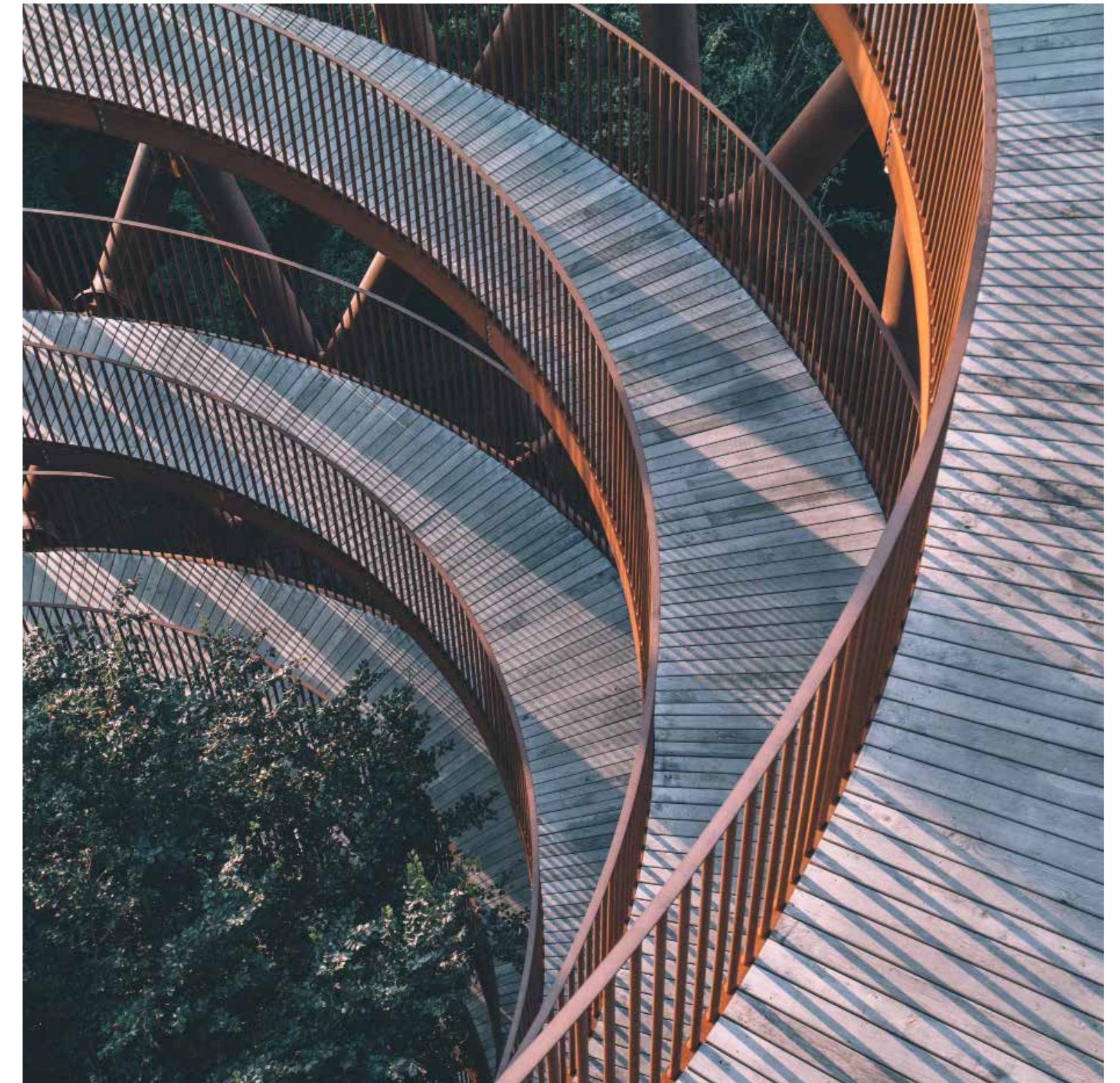
Sofigate

Brand principles

These are our brand principles that guide how we look and feel. In addition to bringing consistency, they also differentiate us from the competition.
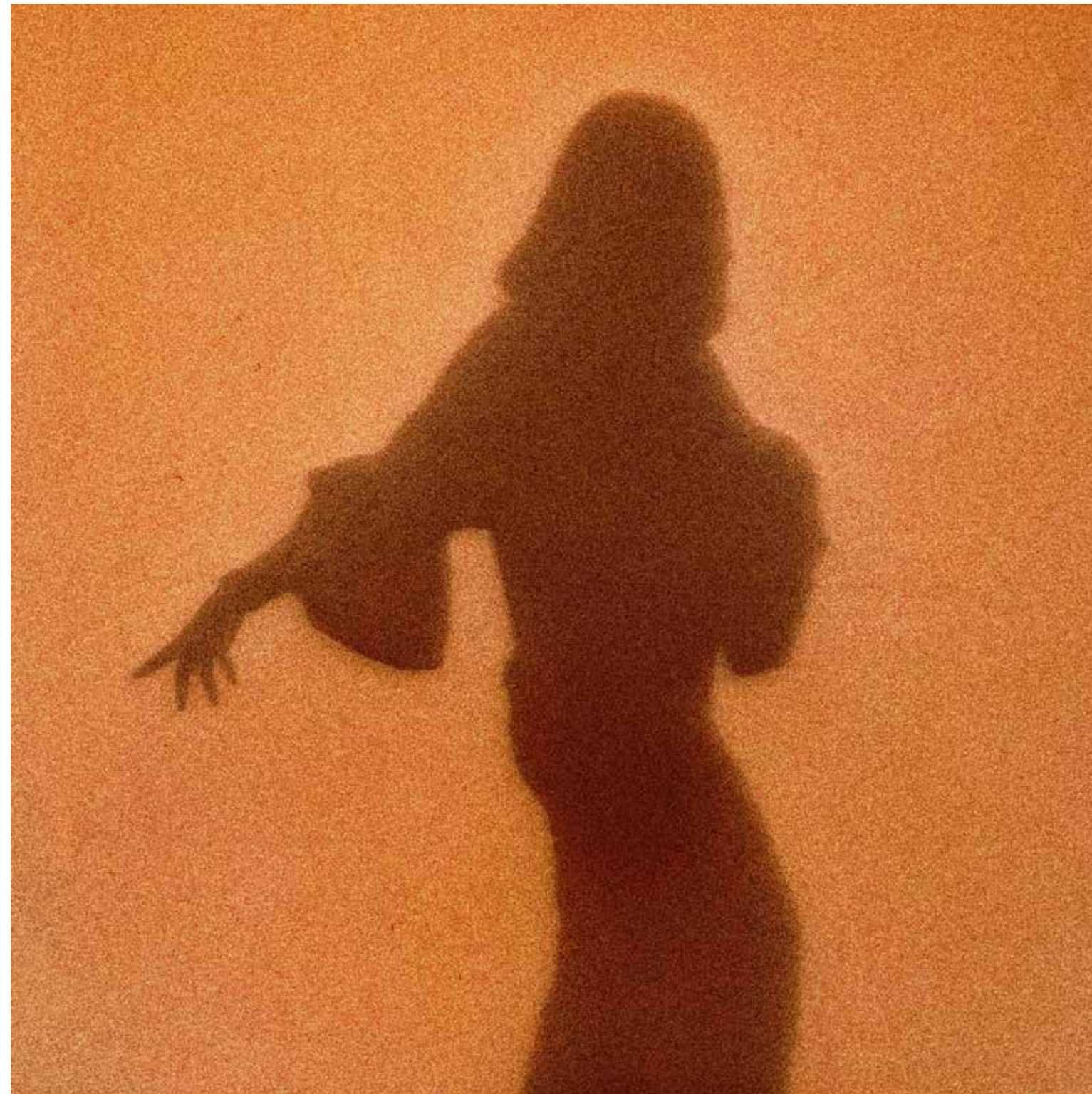
Our purpose and intentions feel:

Fiercely human

Our way of working feels:

Daringly dynamic

Our customers feel:

At ease with the speed of change

Our purpose and intentions feel:

Fiercely human

We put people at the centre of everything.

⟶ Freedom

⟶ We do this together

⟶ Diverse cities meet modern Nordics

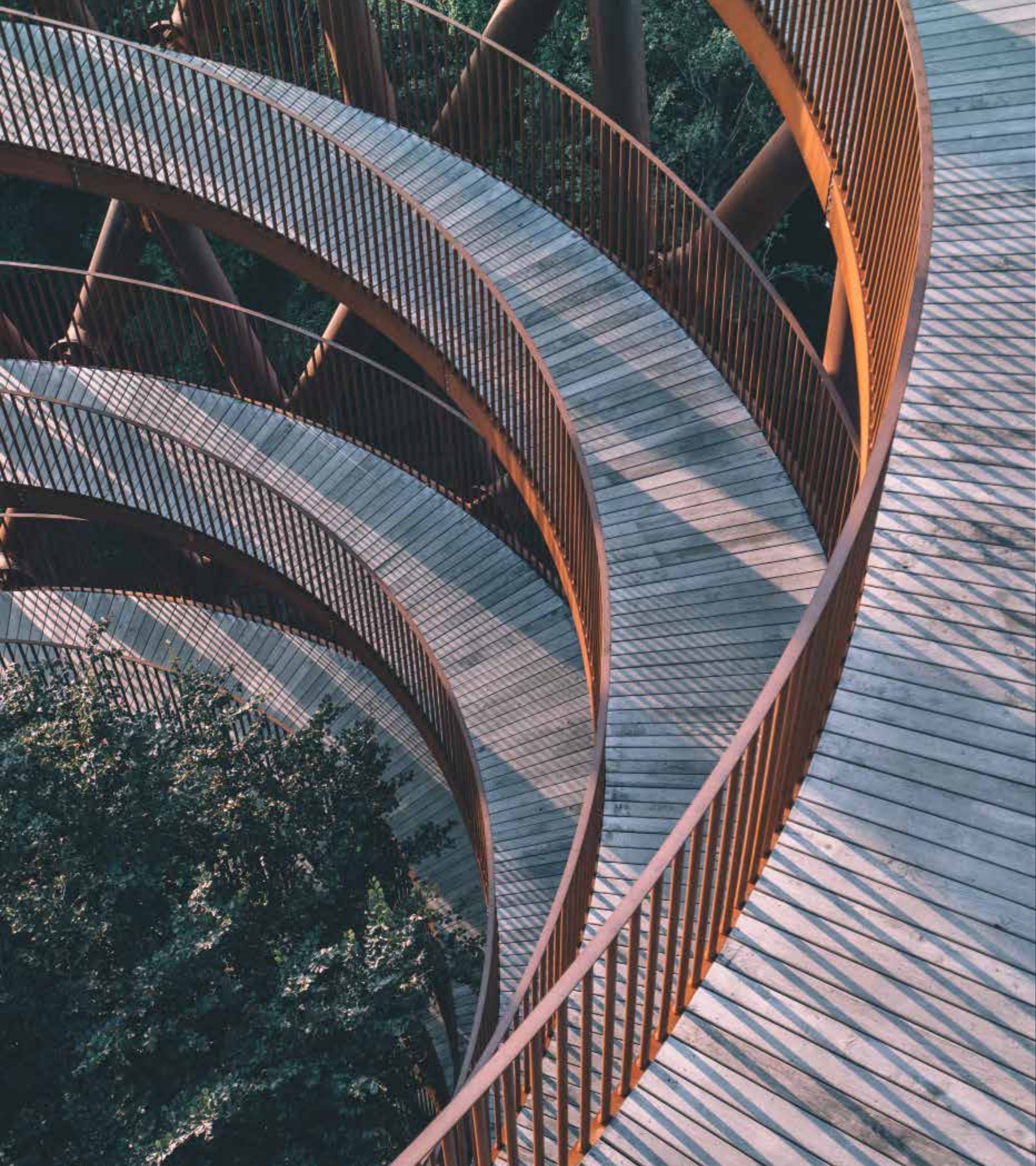Sofigate

Our way of working feels:

Daringly dynamic

We dare to lead, and to always address the real challenges and opportunities.

⟶ Get it done
⟶ Less is more
⟶ Professional

Sofigate

Our customers feel:

At ease with the speed of change

We remove bottlenecks and make our customers frontrunners.

→ Constant adaption and evolution

→ Rhythms that sync

→ Future-oriented

Sofigate

Sofigate's verbal identity

What we say and how we say it is just as important as our looks.

We should strive to sound consistent across the board. That said, situations are different, and people are different. So don't approach this as a list of rules that must be followed but as a guide that helps you sound like Sofigate.

Sofigate

1

Spotlight on value

The fact that we deliver results should always be apparent. That means hitting the nail on its head when it comes to the value our customers get; concrete figures or benefits through simplicity, speed, profit, leads, or transparency.

Sometimes we address the customer directly through "the value you get", but most of the time we talk about ourselves and our customers as one "we/us".

We are **value-driven**, not **tech-heads**.
We are **ambitious**, not **aggressive**
We are **insightful**, not **intimidating**.

2

Show passion

Some may wonder what words like trust, freedom, happiness, or passion have to do with business technology, but we know that the change we drive is created by people for people. We speak about things that matter on a personal or societal level.

We are not self-centered or claim to be the sole solution to society's challenges, but neither do we shy away of stating that, together with our customers, we are a force that shapes society for the better.

We are **passionate**, not **pompous**.
We are **excited**, not **simplistic**.
We are **inviting**, not **indifferent**.

3

No bull – never dull

Let's use simple words and short sentences. Why? Because we simplify complex things for our customers. Concise language shows we are confident – yet never cocky. We avoid jargon. If we must use complex terminology, lets make it relatable first.

We are not "ha-ha-funny", but we can be as smart and insightful as our solutions. We are straightforward and dare to challenge. And while we don't mind controversy, we are always friendly.

We are **competent**, not **complex**.
We are **confident**, not **arrogant**.
We are **crisp and clever**, not **clowns**.

We use British English consistently in our communication at Sofigate.

Sofigate

Sofigate's logo & symbol

Sofigate

Sofigate's logotype

The Sofigate logotype is typeset with lowercase letters in an approachable, modern, and professional typeface. With some custom tweaks and twists, the new logotype displays a delicate balance between soft endings and sharp corners – and a gateway hidden within fi-ligature.
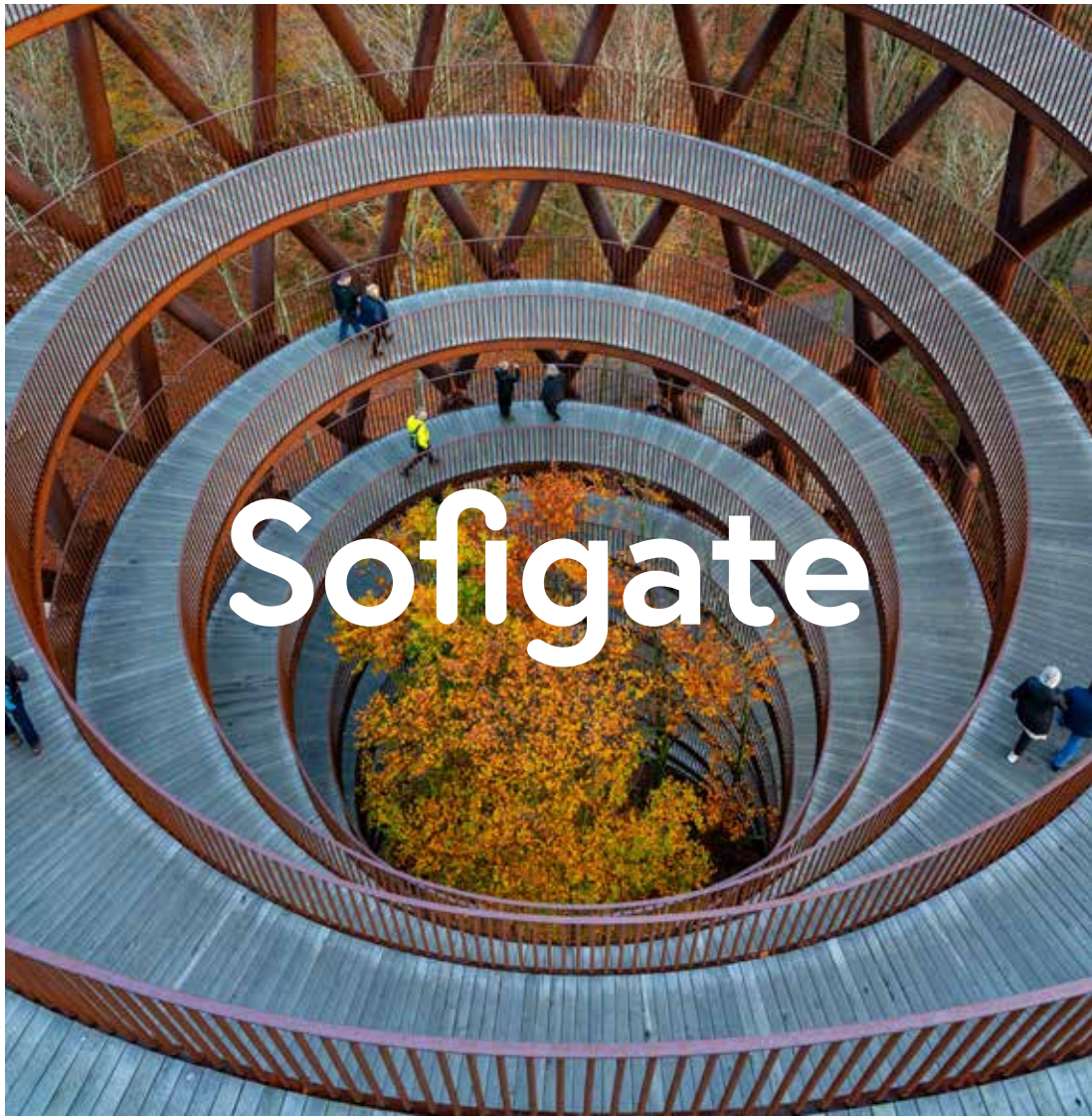
Sofigate

Sofigate Coral Red

Sofigate Sand

White

Black

Colour versions

The logotype comes in four colours, the use of each determined by its visibility on the background. On a light background, prioritize the primary logo colour Coral Red. On a dark background Sand generally works well. Light blue and image backgrounds on the other hand look crisper with white. Otherwise the black and white logotypes are only meant for contexts where colour isn't applicable.

Sofigate

Clear space and minimum size

The integrity of the logotype relies on a clear and legible presentation. To provide the proper setting, it must be surrounded by space that is clear of other elements. Clear space around the logo is equal to the height of the letter O in Sofigate. To ensure readability, the width of the logo must always be at least 70 px for on-screen or 25 mm for print.

Sofigate

Sofigate

Sofigate

1

Sofigate

Sofigate

Sofigate

2

Sofigate

Logo placement

The logo should preferably be placed in the corners of a document. The ideal placement is dependent on document format and other content, but the visibility of the logo should always be prioritized. Central top or bottom placement is secondary.

Sofigate

Gate symbol

The gate symbol is derived from the logotype's fi-ligature and can be used in contexts where the logotype won't fit and where a smaller, simpler marker is needed. However, it should only be used as a secondary option while Sofigate's new brand is still gaining a foothold.

Sofigate

Sofigate ⟶ Sofigate ⟶ Sofigate

Gate animation

The animated logotype grabs the viewer's attention by bringing the gate element in the fi-ligature to life. This subtle effect works well particularly on the website in its native vector (.svg) format. Ready-to-use files of the static logo have been provided in both raster and vector format (.png / .svg / .ai) in all specified colours. The logotype should not be altered in any way.

Sofigate

Sofigate's graphic element

Ways of using the graphic element

The graphic shape of the symbol can be used as a big expressive and abstract element. The clear graphic surfaces are to be used in contexts where images are deemed unnecessary. The graphic element is to be used as an abstraction primarily in conjunction with the logotype to make a clear connection to the core of Sofigate's visual identity.
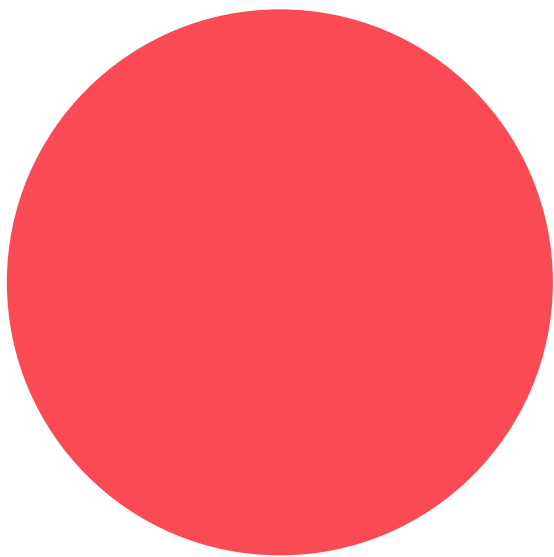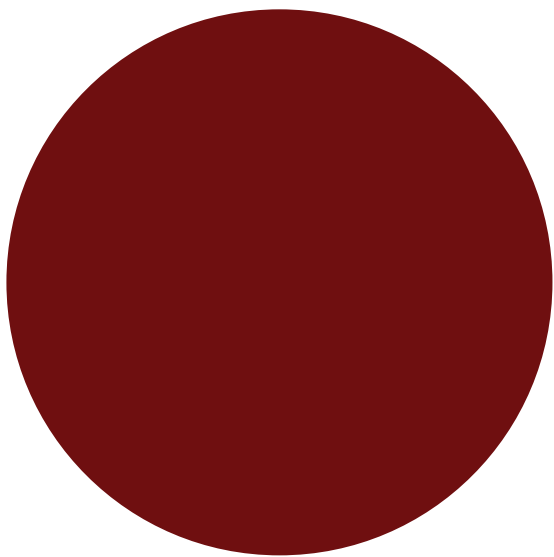
Go big and bold

or even bigger.

Sofigate's colours

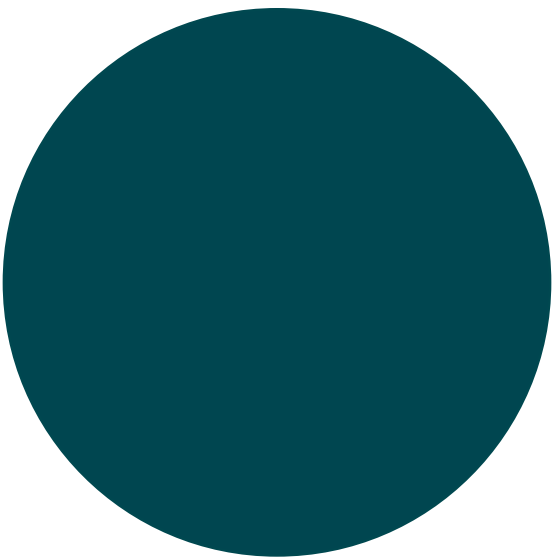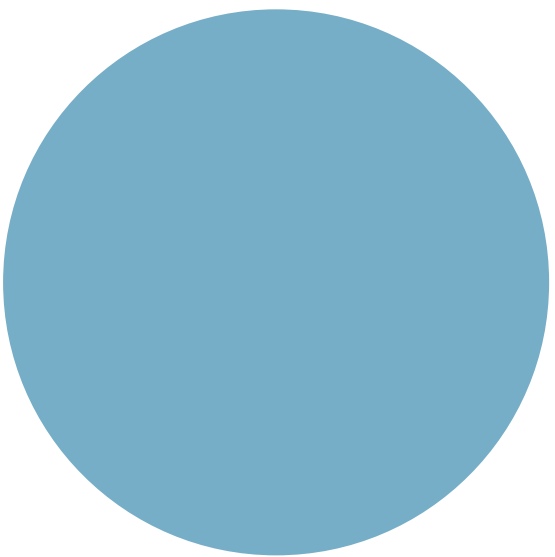# Primary colours

Sofigate Coral Red

Sofigate Burgundy

Sofigate Petrol

Sofigate Sand

Sofigate Sky

Primary palette

Sofigate's primary colour palette consists of a range of warm and cool colours meant for versatile but consistent use. The main accent colour, Sofigate Coral Red, is used to highlight visually. The other colours support it by covering larger surfaces, for example.

Sofigate

100%

#FA4B55

#6F0F10

#004650

#F0E6D2

#76AEC8

80%

#FB6F77

#8C3F40

#336B73

#F3EBDB

#91BED3

60%

#FC9399

#A96F70

#669096

#F6F0E4

#ADCEDE

40%

#FDB7BB

#C59F9F

#99B5B9

#F9F5ED

#C8DFE9
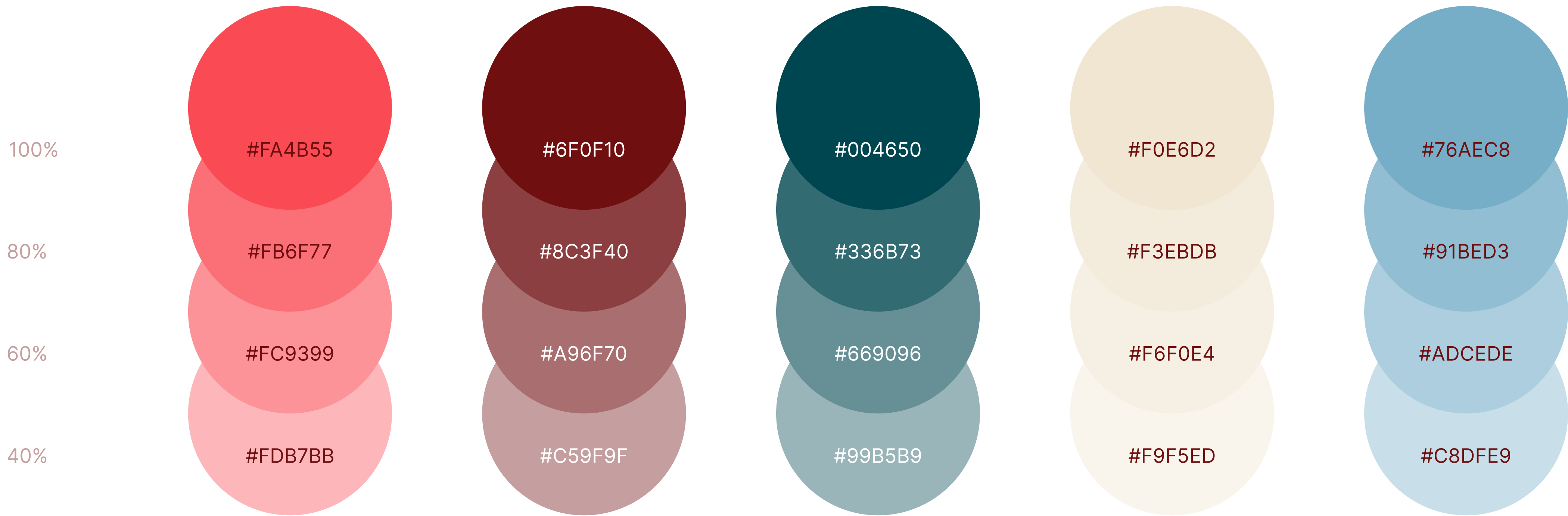
Primary tints

The brand colours are to be used at 100% whenever possible, and as tints only where specifically needed. In digital environments, the HEX colour code for each tint should be used.

Sofigate

R0 G70 B80
C100 M12 Y20 K69

R240 G230 B210
C0 M4 Y13 K6

R250 G75 B85
C0 M80 Y65 K2

R118 G174 B200
C41 M6 Y0 K22

R111 G15 B16
C0 M96 Y86 K56

Don't forget the importance of white space! This lets the layout breathe and creates a distinct Nordic feel.
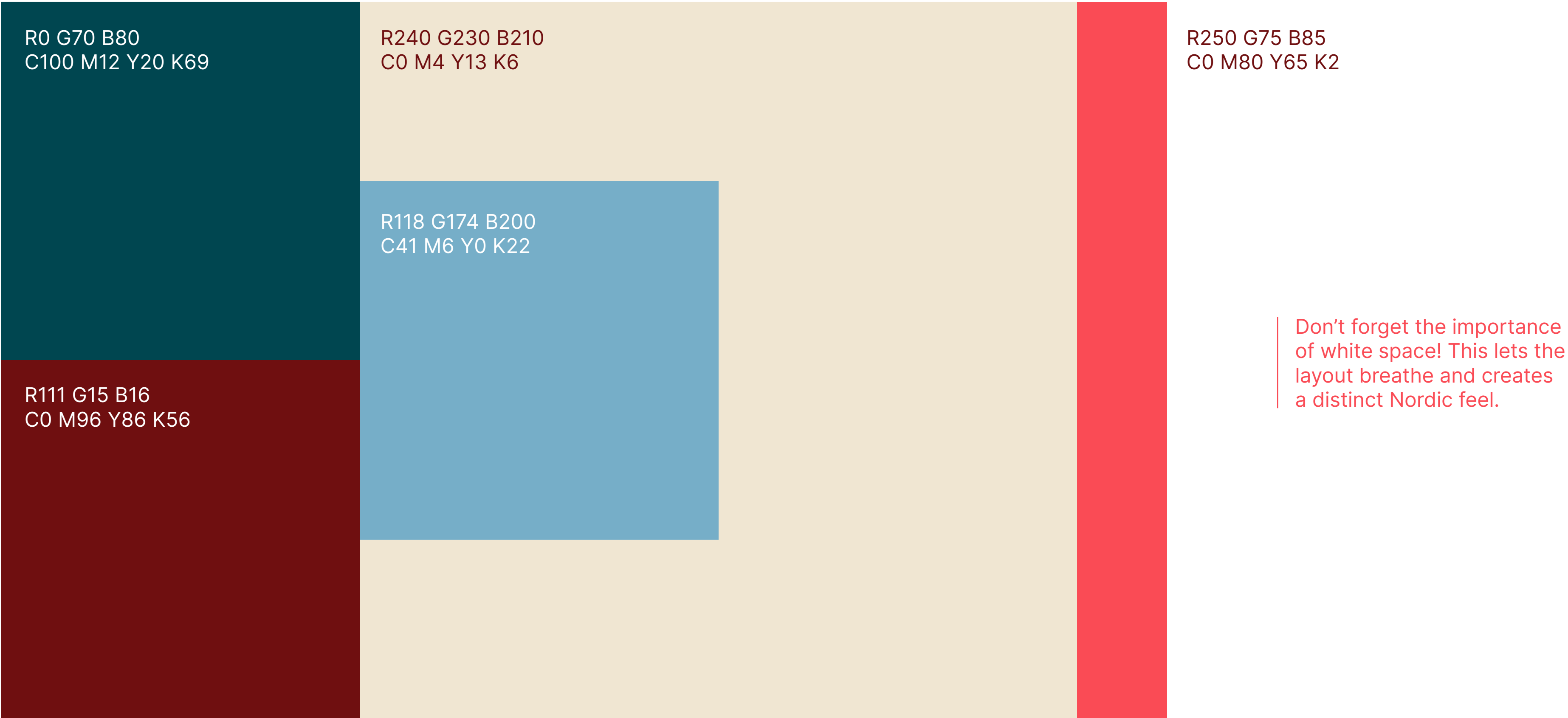
Colour hierarchy

The colour hierarchy is a general guideline to the proportional use of brand colours. However, each context is different and doesn't require the use of all colours at once. For example, Sofigate Sand as a background colour is a great neutral to balance almost any composition. Sofigate Coral Red on the other hand should be used as a considered accent. The other colours fall somewhere in between these two.
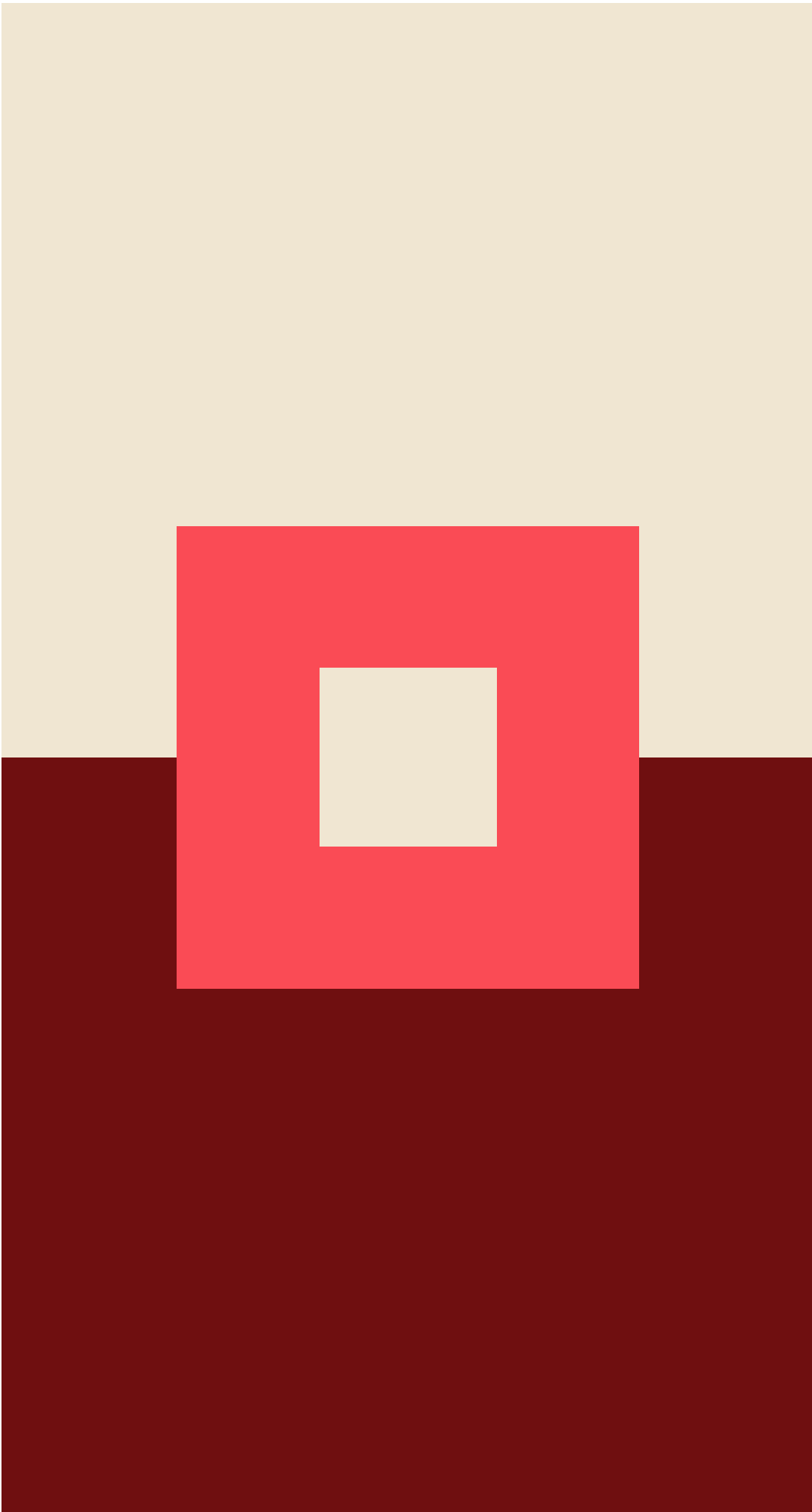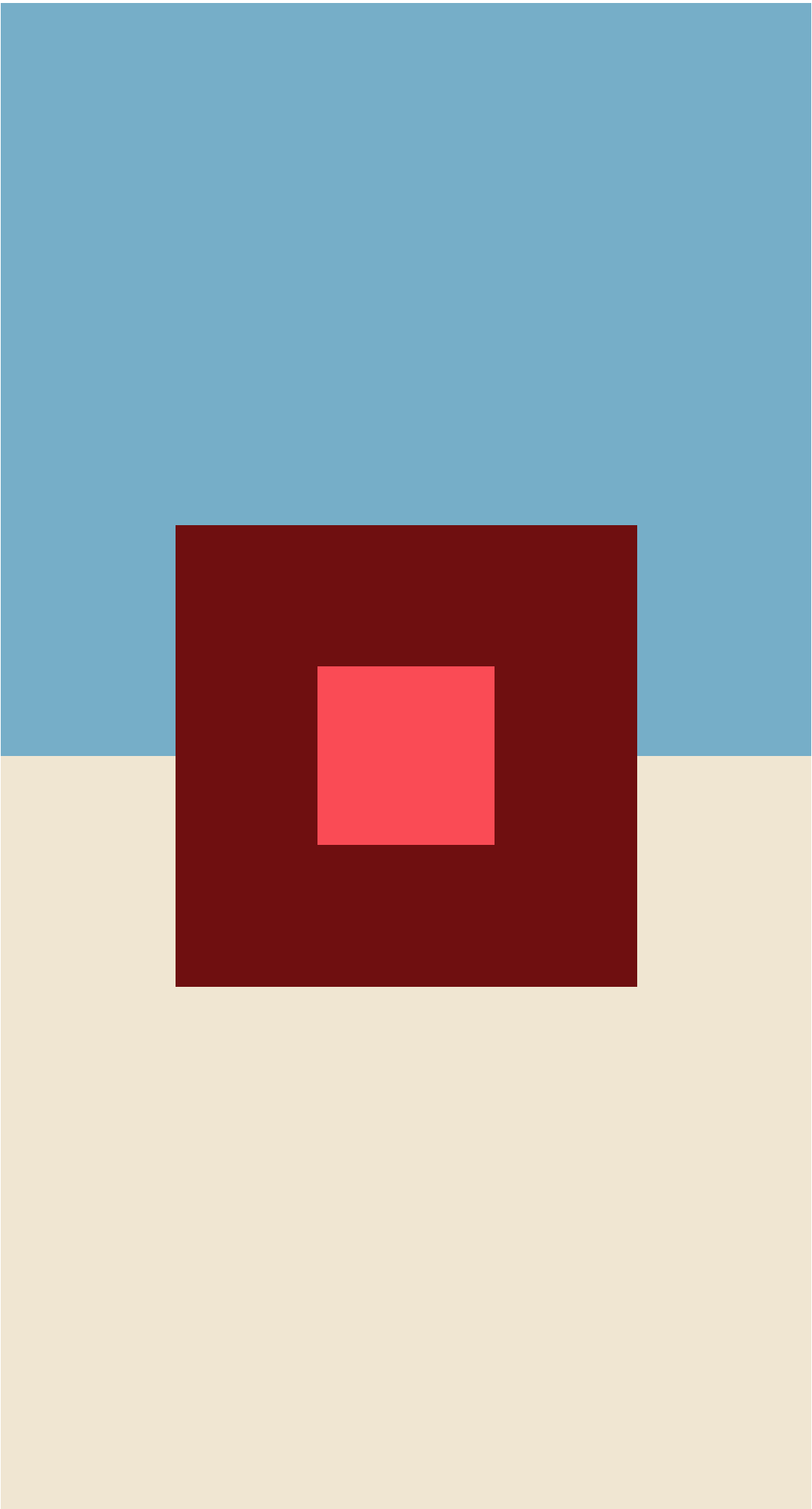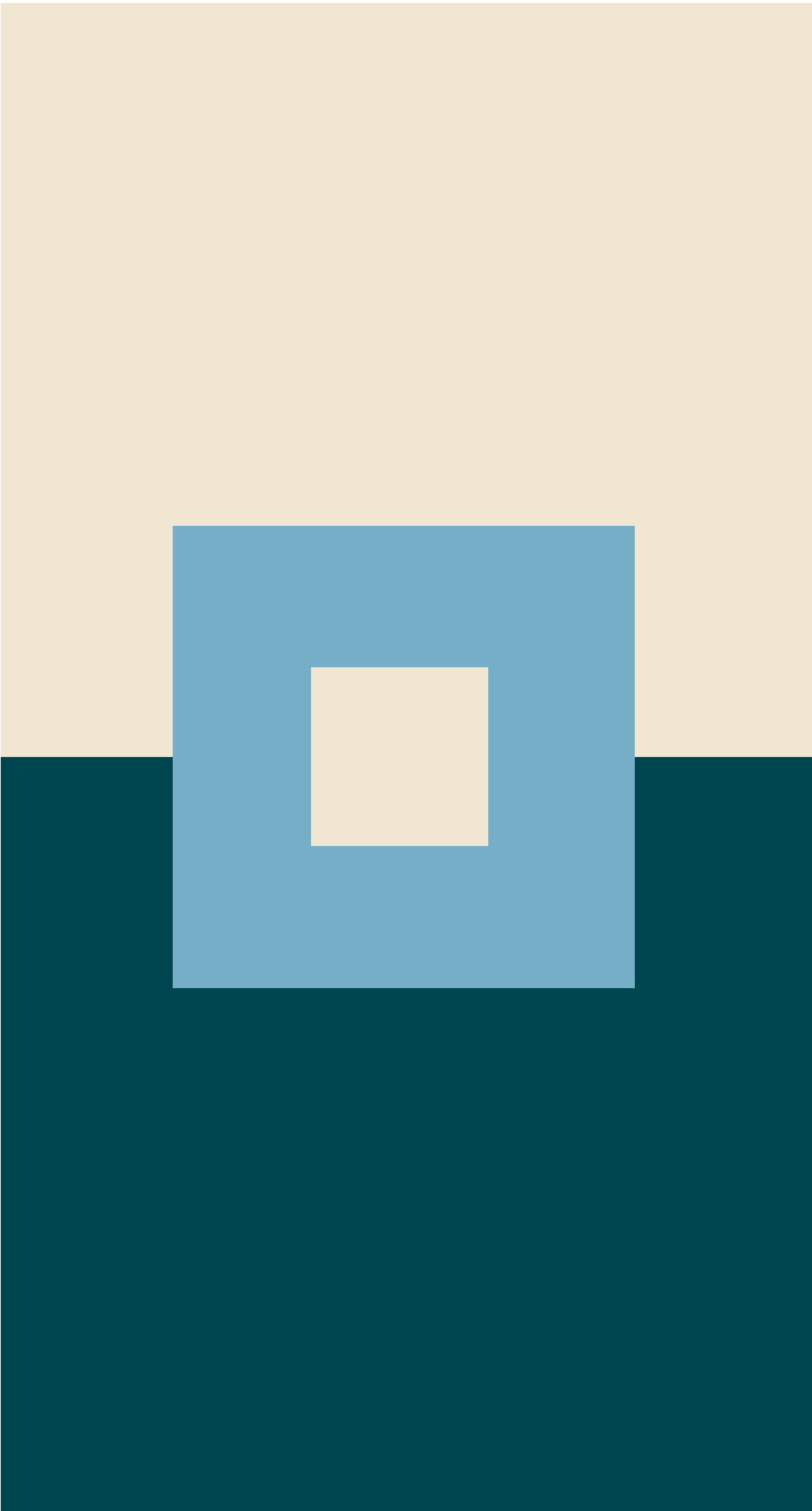
Sofigate

Example of how primary colours can be
combined to create different moods.
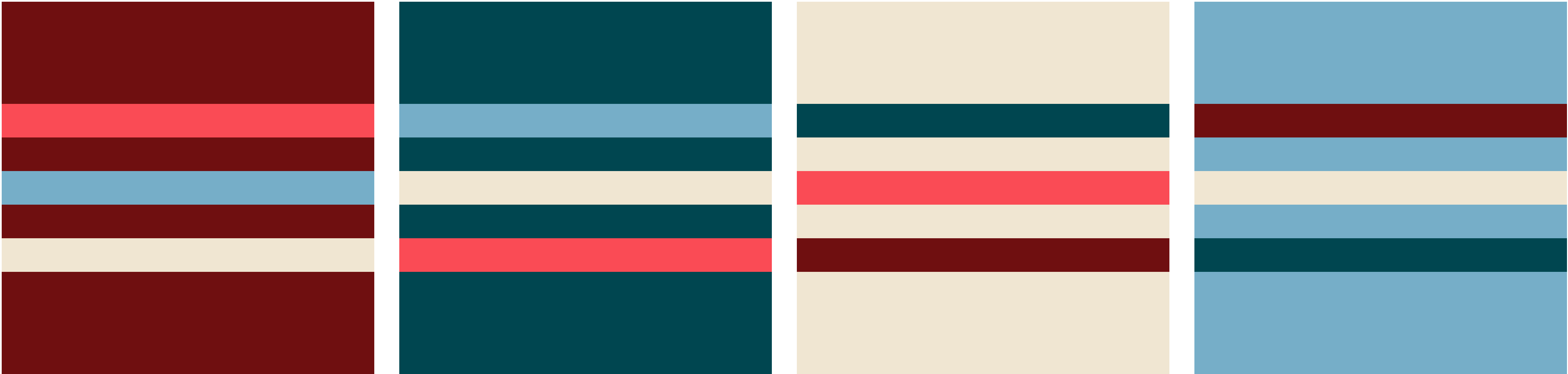
Sofigate

Colour matching

For optimal legibility and balance, aim for colour combinations with high contrast. The examples above are great combinations to use. Sofigate Coral Red, in particular, works best as an accent on top of other colours, but rarely the other way around.

Sofigate
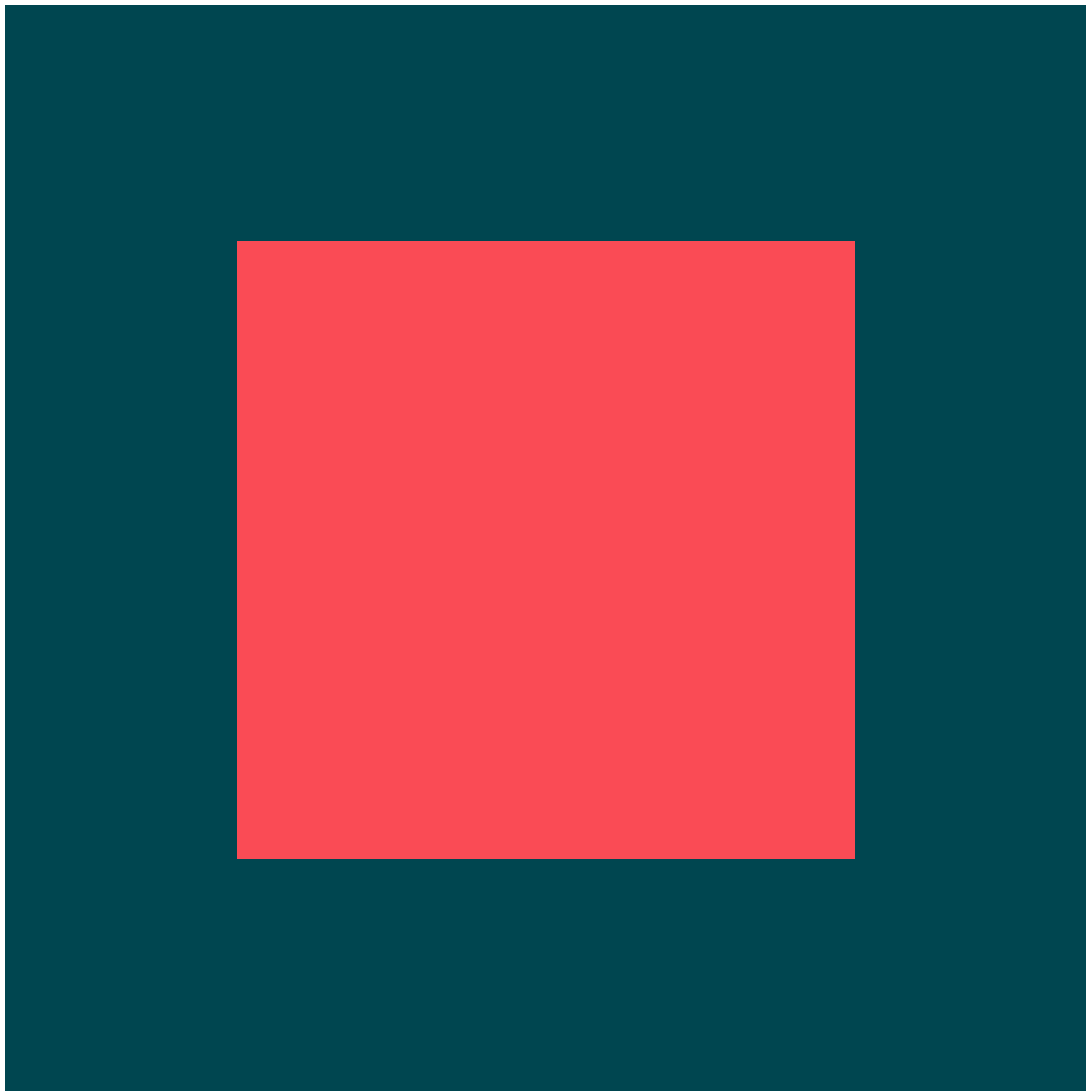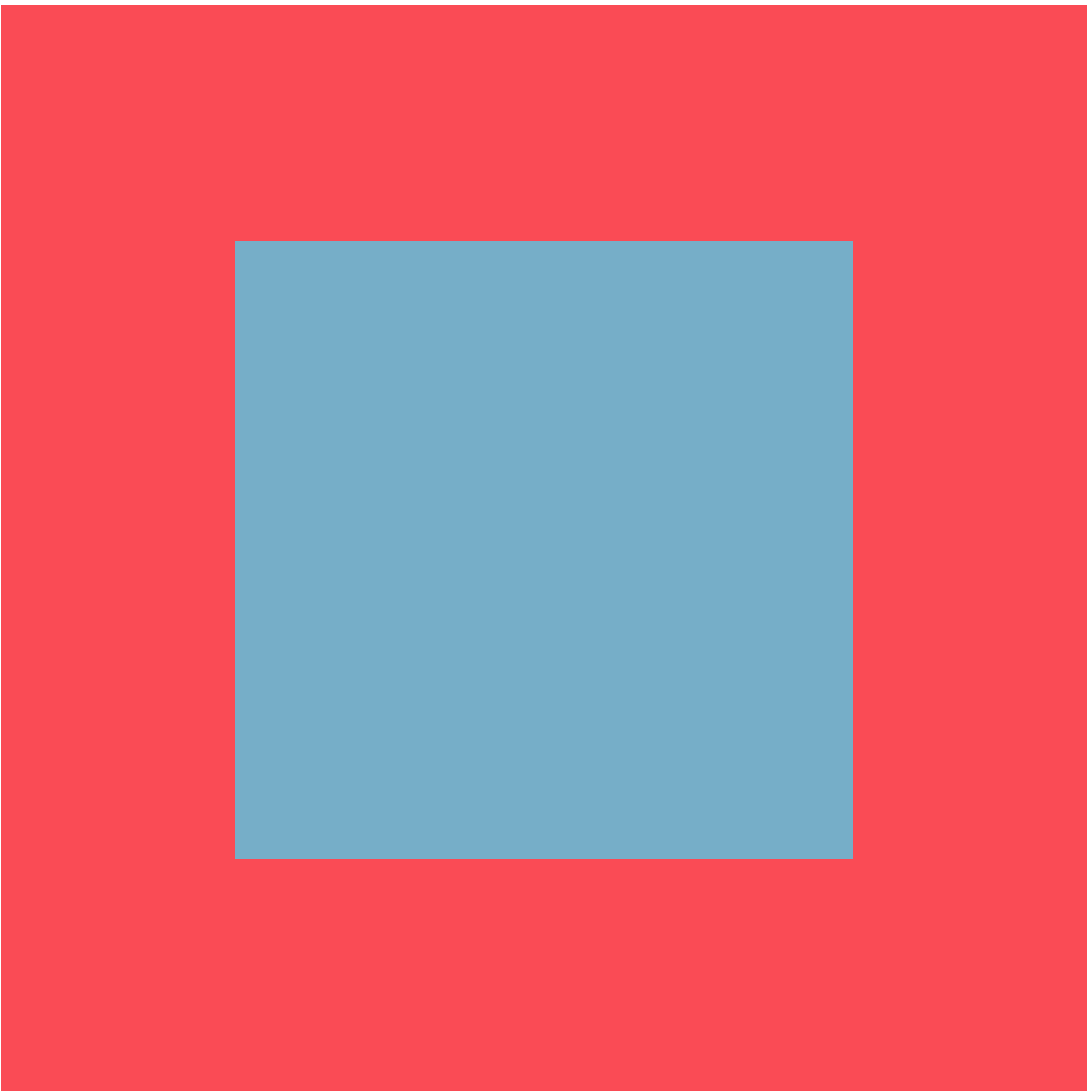
Petrol + Coral Red

Coral Red + Sky
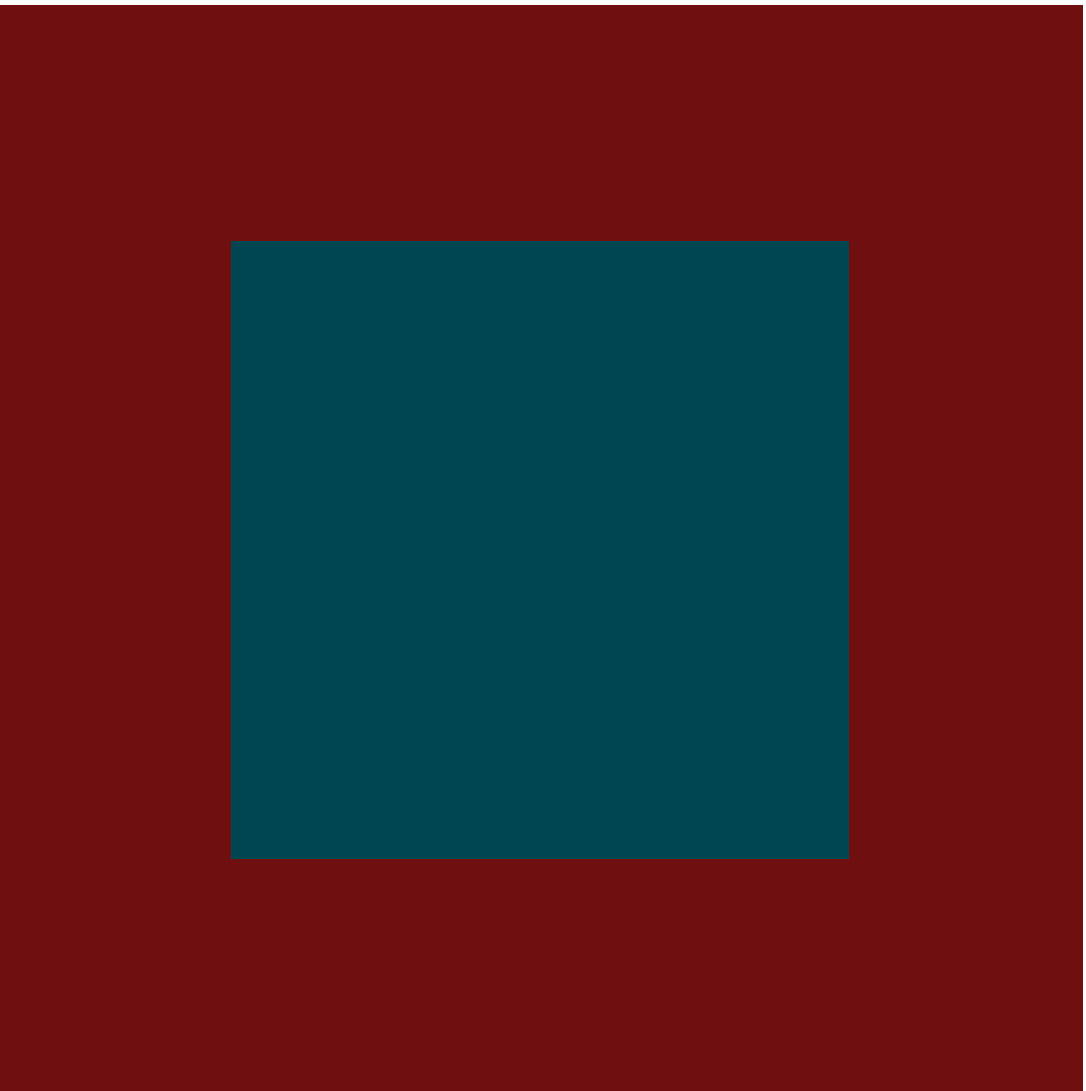
Burgundy + Petrol

Colour mismatching

When combining colours, be careful of the colour combinations above. Some colours are either too low in contrast next to each other or too vibrant to function harmoniously together.

Sofigate
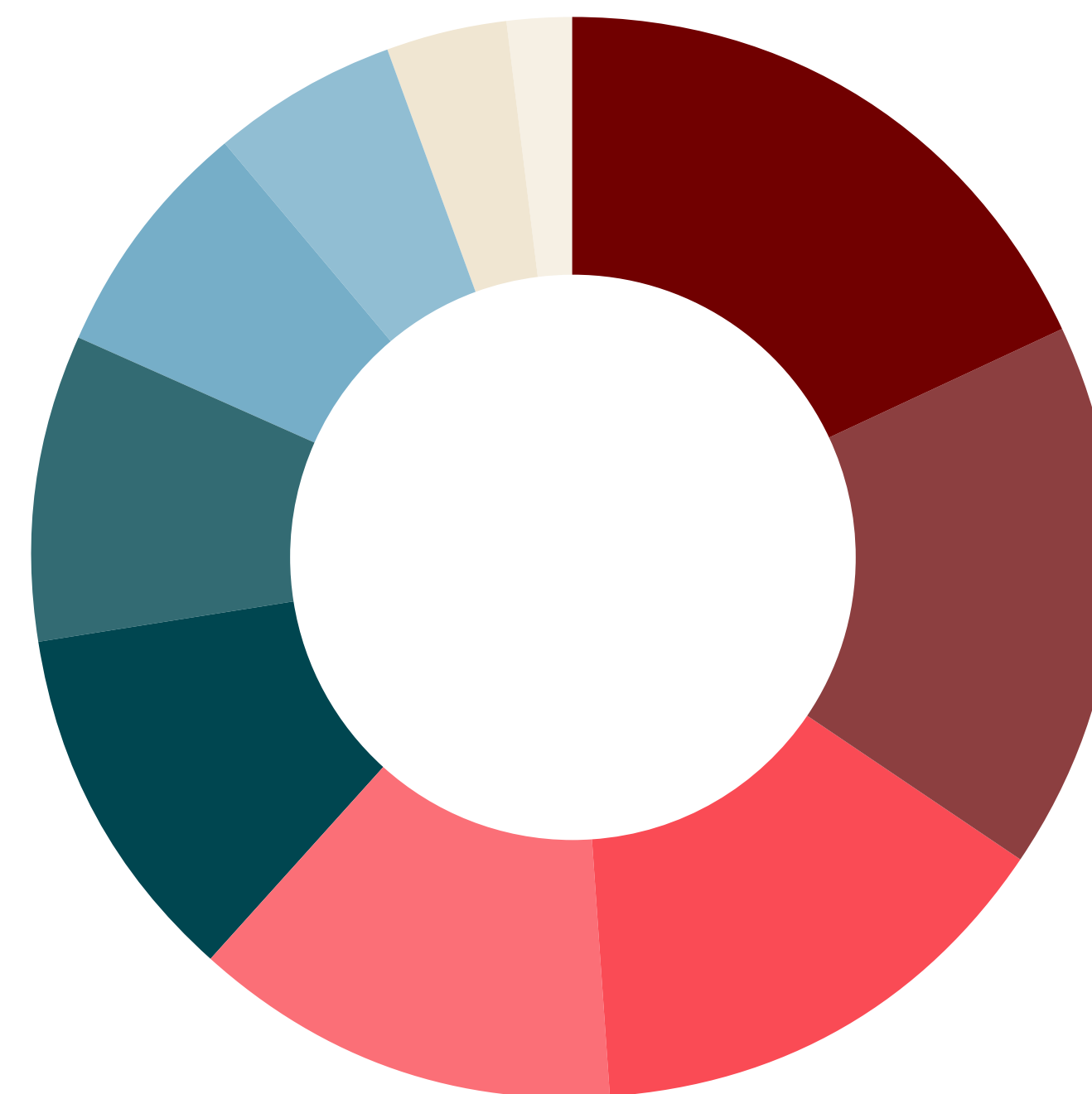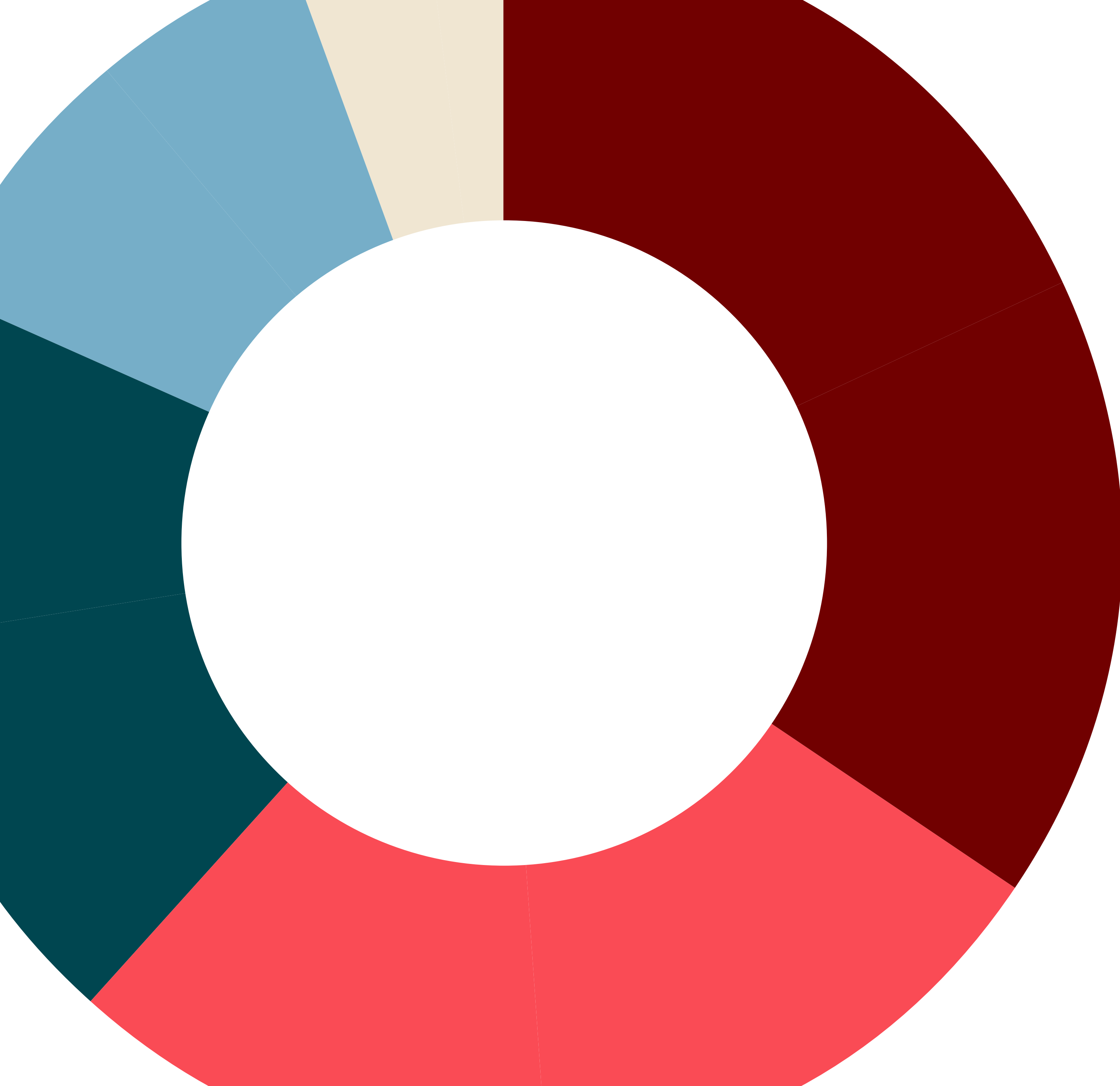
Example of how primary colours can be used in practice – together with their tints where necessary.

Sofigate

Secondary colours

100%

#F9B856 #F98257 #78AD92 #7876A5 #789ECE

80%

#FAC678 #FA9B79 #93BDA8 #9391B7 #93B1D8

60%

#FBD49A #FBB49A #AECEBE #AEADC9 #AEC5E2

40%

#FDE3BB #FDCDBC #C9DED3 #C9C8DB #C9D8EB
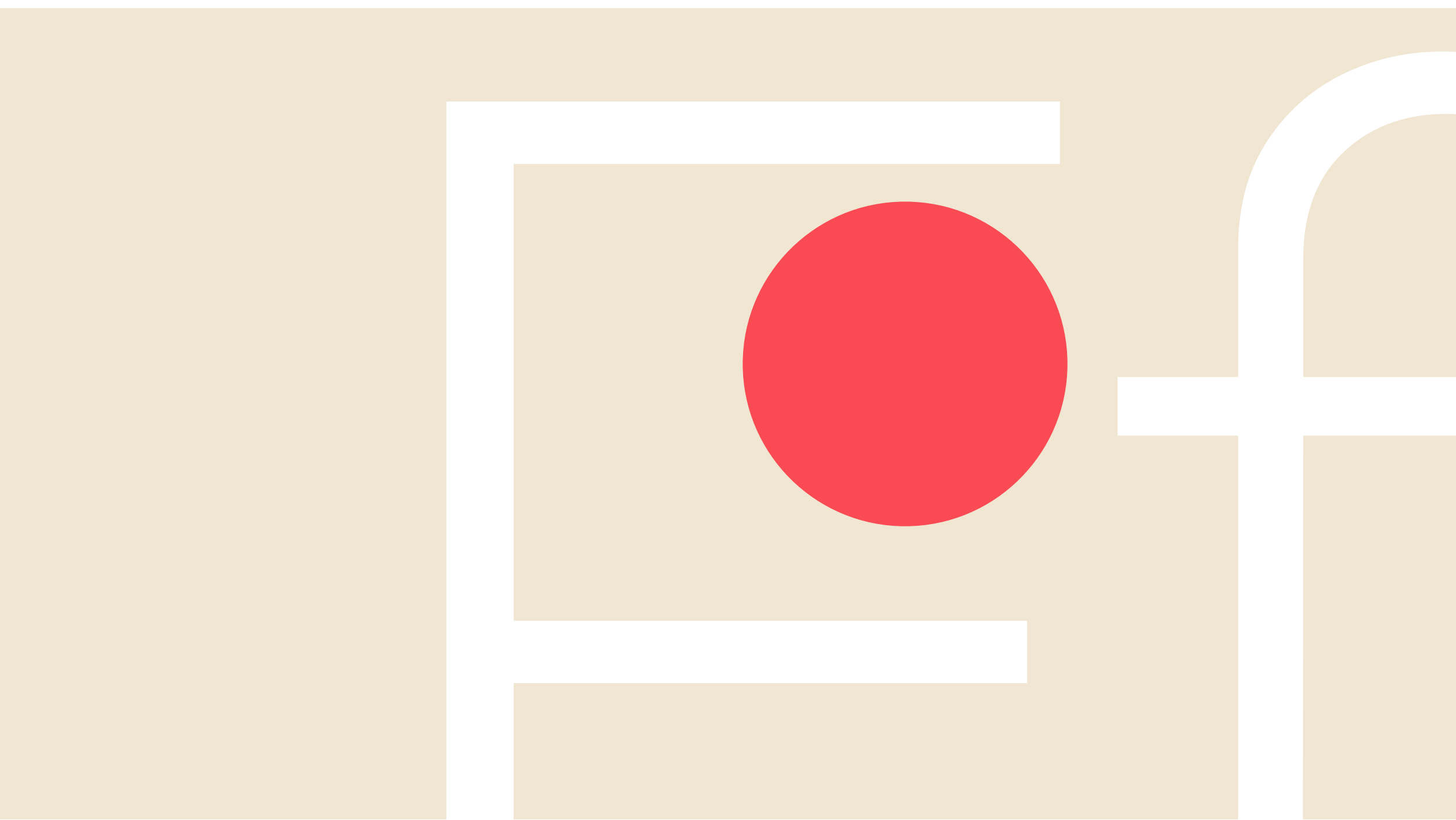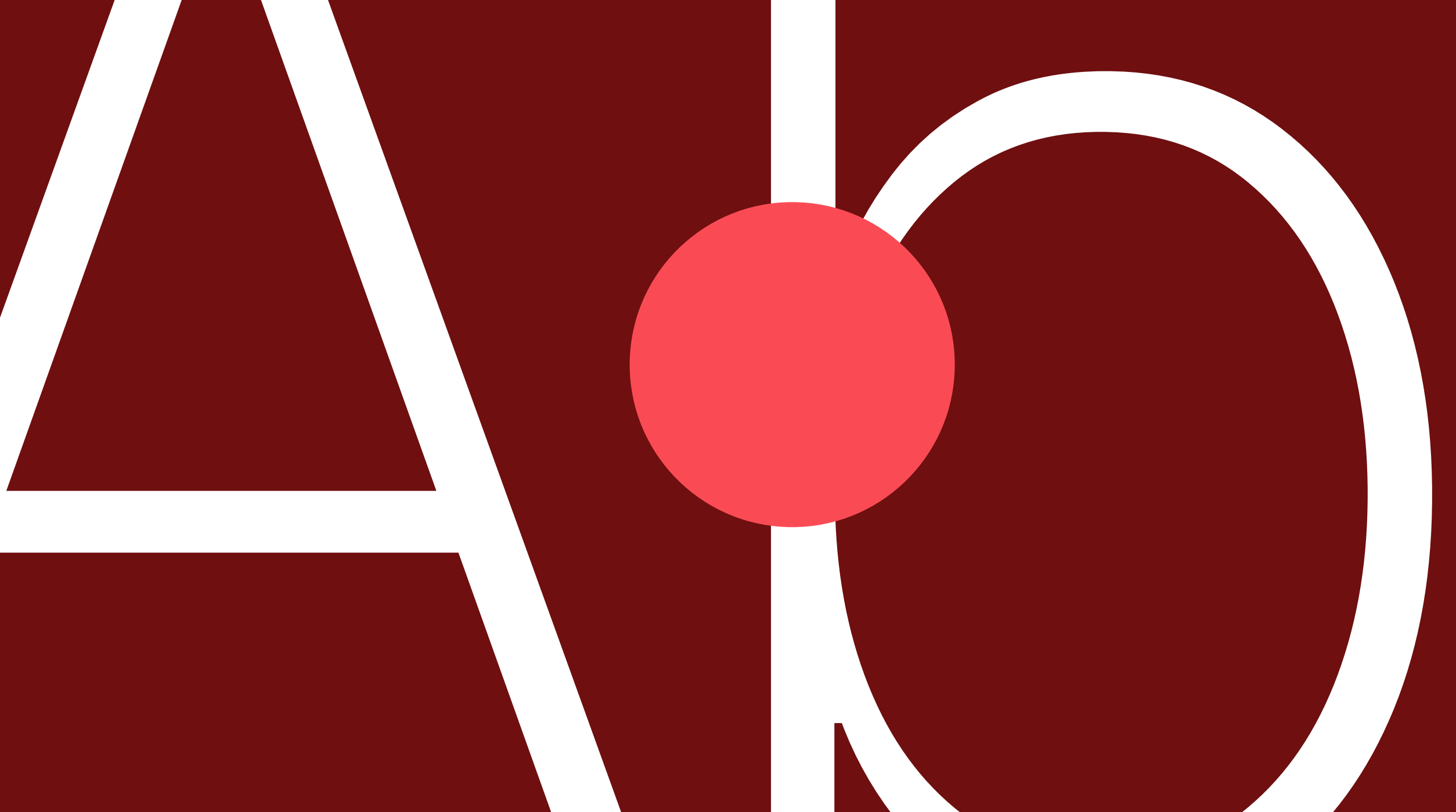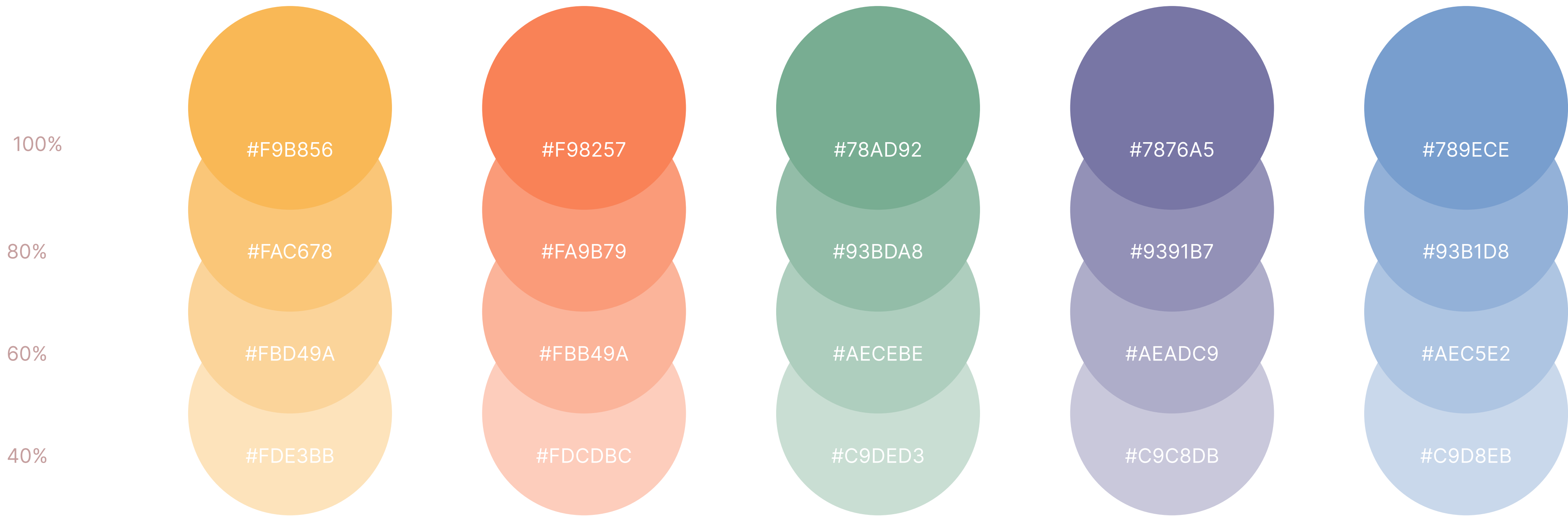
Secondary palette

The secondary colour palette is only meant for use in contexts where there is a need for colour beyond the primary palette.

Sofigate
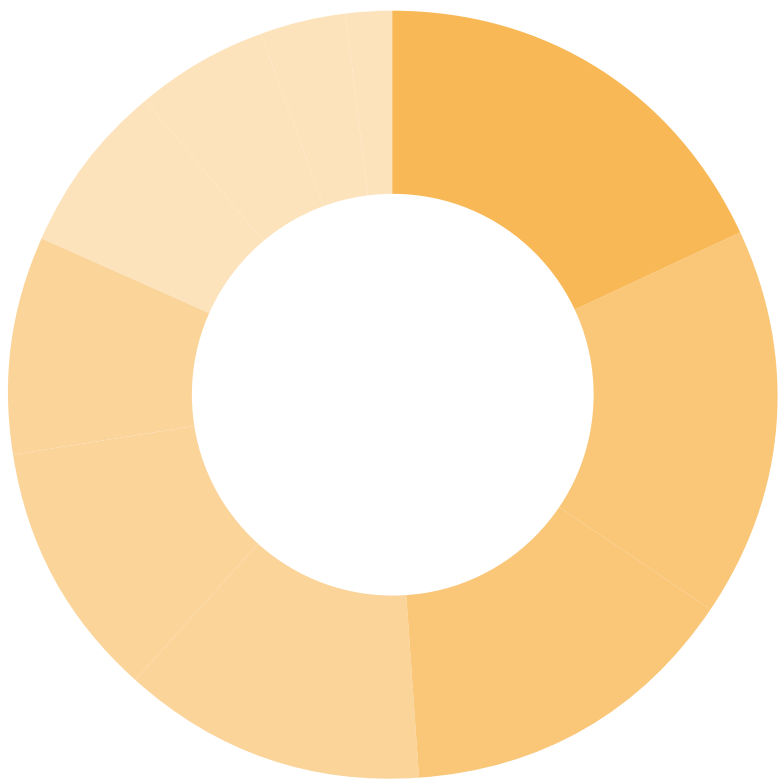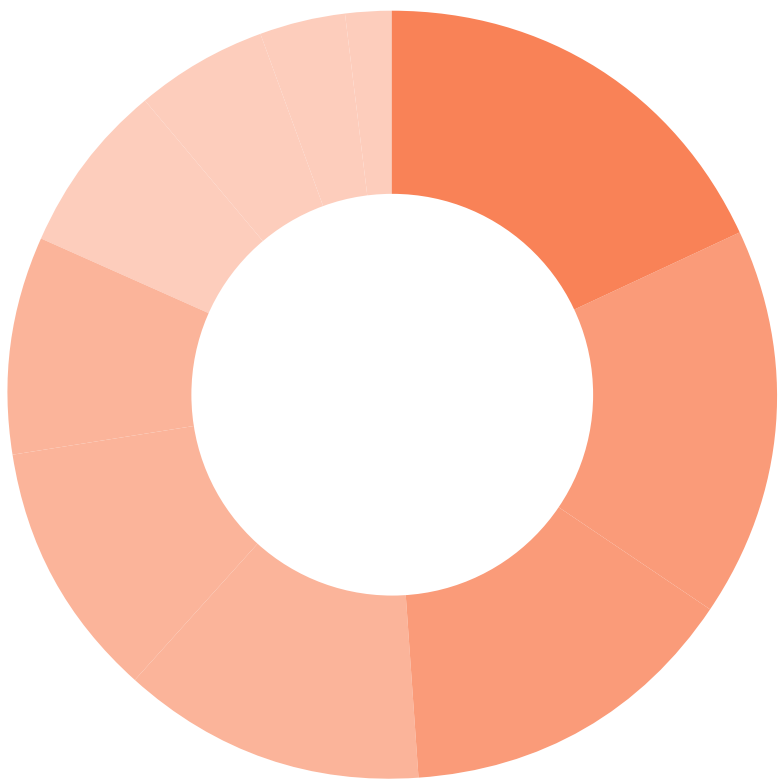
Category 1

Category 2
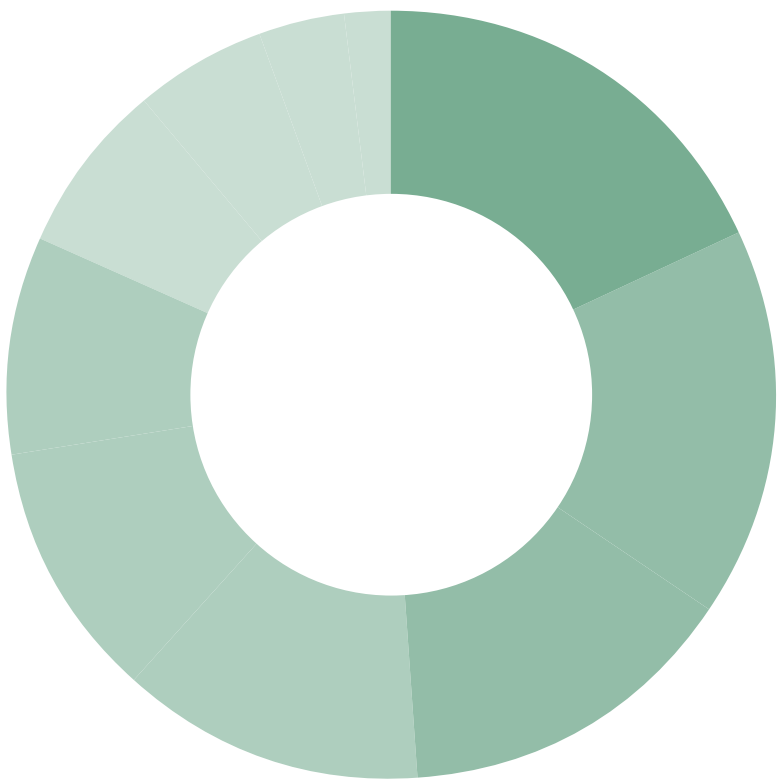
Category 3
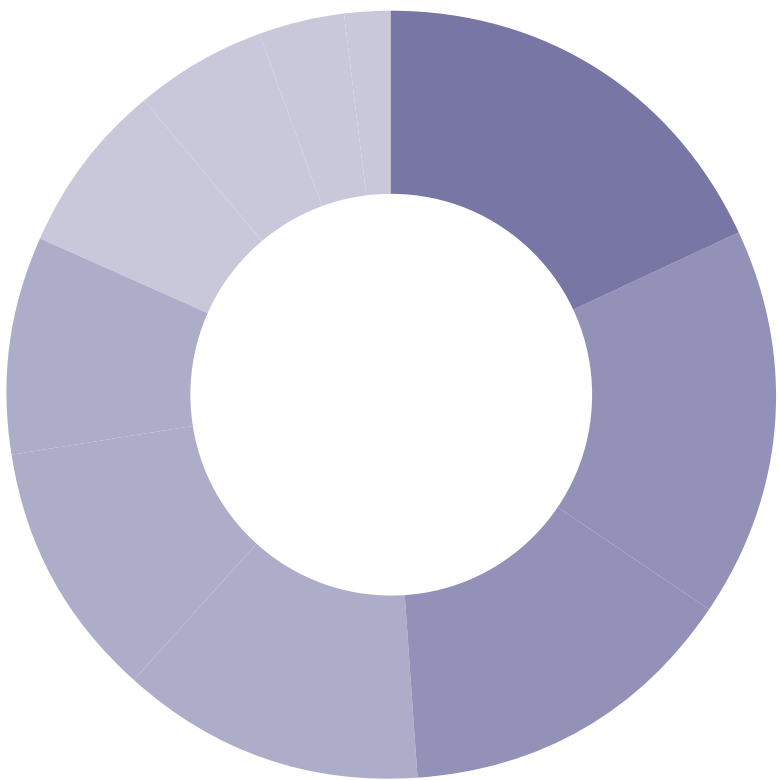
Category 4
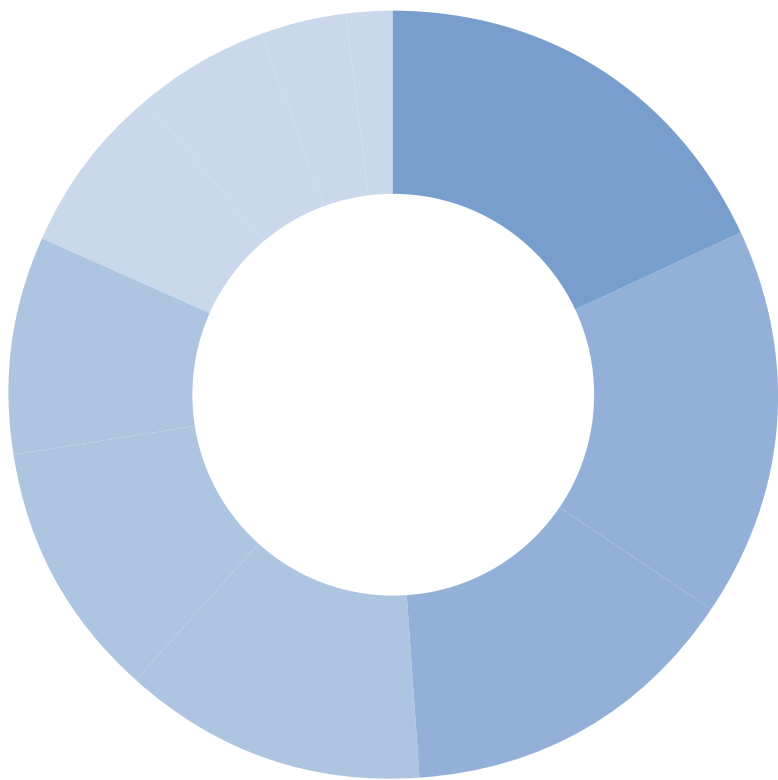
Category 5

Secondary palette

Sometimes the secondary palette will be used exclusively.
Only then should the secondary blue be used, since it is
similar to the blue in the primary palette.

Sofigate

Secondary palette

Sometimes the secondary colours will be used to extend the primary palette for functional reasons. In these cases use the first four secondary colours as extensions to the primary ones.

Sofigate

Sofigate's typography

Hello Inter

Inter, the primary typeface

"Inter is a typeface carefully crafted and designed for computer screens."
– Rasmus Andersson, Designer of Inter

Sofigate

Inter

Inter
Inter
Inter
Inter
Inter
Inter
Inter
Inter
Inter

Inter, the primary typeface

The Inter font family consists of nine weights. Along with their italic counterparts, that's 18 styles altogether. This allows for versatile emphasis and style in textual communication.

Sofigate
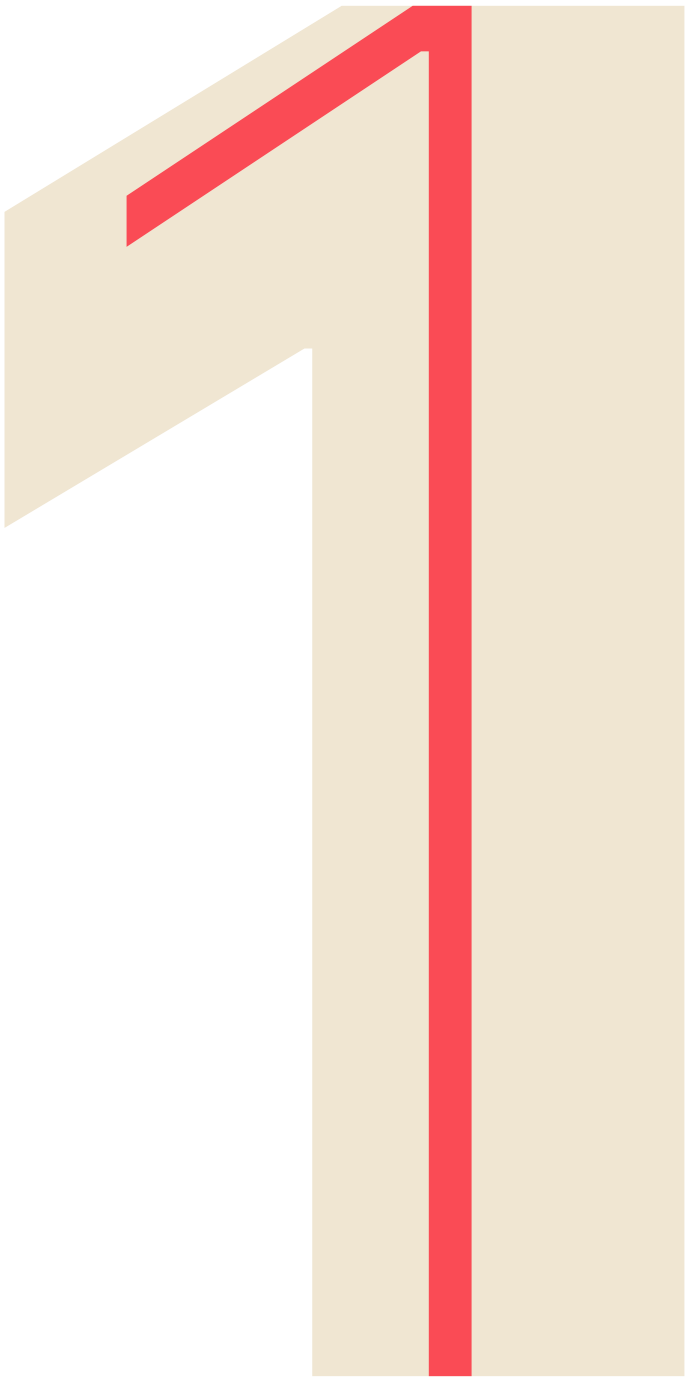
Arial

Arial
Arial

Arial Black

Arial
Black

2

**Arial and Arial Black,
the secondary typeface**

The Arial font family works as a secondary typeface wherever the primary one isn't applicable. It consists of two weights, each with their italic, combined with the separate Arial Black that brings robustness.

Sofigate

Inter

Headline tiandi rem dus molo int pliam versperro.

Whereas this is a leading sentence, maio doloremoles doluptatur arci.

CALL TO ACTION

Now, here is where the body text starts. Et qui autenditiat fuga. Acepelictas do-lum idellibus ex expeliq uatio. Tem dita vid quas eium exeribus voluptium as et perupta taspien dustis asperfe rumquis quia cusandentiis aut velles eum ad utam iur recullabor aspiduc iminullut restium que sim et enector eiuribus abo. Am voluptatur, velit quosam id untium utat fugit, que sam re quatur repe vit aliquiaspide

Arial

Headline tiandi rem dus molo int pliam versperro.

Whereas this is a leading sentence, maio doloremoles doluptatur arci.

CALL TO ACTION

Now, here is where the body text starts. Et qui autenditiat fuga. Acepelictas do-lum idellibus ex expeliq uatio. Tem dita vid quas eium exeribus voluptium as et perupta taspien dustis asperfe rumquis quia cusandentiis aut velles eum ad utam iur recullabor aspiduc iminullut restium que sim et enector eiuribus abo. Am voluptatur, velit quosam id untium utat fugit, que sam re quatur repe vit aliquiaspide

Sofigate

523,6 × 1,618
847,2

323,6 × 1,618
523,6

200 × 1,618
323,6

200,0

16

18

Typographic variation

The typographic variants should be used with care and attention to create an elegant tonality. Further, to obtain dynamic consistency, the size intervals of type should be calculated using a mathematical approach. Use e.g. the Fibonacci sequence with divisions and multiplications of 1,618.

Headline in Inter Black but here also Inter Light.

Leading sentence in Inter Regular, maio doloremoles doluptatur arci.

CALL TO ACTION

Now, here is where Inter Bold body text starts. And the rest of the paragraph in Inter Regular. Acepelictas do-lum idellibus ex expeliq uatio. Tem dita vid quas eium exeribus voluptium as et perupta taspien dustis asperfe rumquis quia cusandentiis aut velles eum ad utam iur recullabor aspiduc iminullut restium que sim et enector eiuribus abo. Am voluptatur, velit quosam id untium utat fugit, que sam re quatur repe vit aliquiaspide

Lorem ipsum dolor sit amet voluptae im *consectetur.*

Smart, bold or both?

Technology is **everybody's business.**

Accentuation

Use colour and weights to create emphasis where needed. By prioritizing contrasting colours and weights, the legibility and accessibility of the message will never be compromised. Using one type of highlight is enough.

This is 80% black.

Black in text

As a general rule, use the colours from the primary palette with the highest contrast to the background to improve legibility in text. In contexts where colour isn't applicable, use a dark grey with an 80% black tint.

Sofigate

\+ Setting text with right justicication and no hyphenation should be the most common paragraph style.

⟶

Is disciis nihitaque vendaestem acimi, offici cusdae dolorpo rporuptam reribus aut hilitis sitati odiorro evendae exerectur aspero expla dolupta epuditatur, officaeptur min ent quuntet lam aut moluptia dolo tem vendesti occusa iliqui anisque porates minis dolore, volorep edicae volo est verovid ea dolum que mo quae peritat dero et por aliquas nis dolendant reium harupta tiurion sequibe atiosaessi dolendi tinveris nat.

✕ Avoid flush set text as it creates irregular word spaces.

⟶

Is disciis nihitaque vendaestem acimi, offici cusdae dolorpo rporuptam reribus aut hilitis sitati odiorro evendae exerectur aspero expla dolupta epuditatur, officaeptur min ent quuntet lam aut moluptia dolo tem vendesti occusa iliqui anisque porates minis dolore, volorep edicae volo est verovid ea dolum que mo quae peritat dero et por aliquas nis dolendant reium harupta tiurion sequibe atiosaessi dolendi tinveris nat.

✕ Ragged left, right justified text is rarely the right choice.

⟶

Is disciis nihitaque vendaestem acimi, offici cusdae dolorpo rporuptam reribus aut hilitis sitati odiorro evendae exerectur aspero expla dolupta epuditatur, officaeptur min ent quuntet lam aut moluptia dolo tem vendesti occusa iliqui anisque porates minis dolore, volorep edicae volo est verovid ea dolum que mo quae peritat dero et por aliquas nis dolendant reium harupta tiurion sequibe atiosaessi dolendi tinveris nat.

✕ Avoid centred paragraph styling.

⟶

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Text justification

Sofigate

Character count	0	20	40	60	80

+   The optimal character count/line for mobile web use is 40, with a fairly loose leading of around 130-150%.   ⟶   Nieturer sperit omnistiis exerestio mi, natatqu atendis enis magnis exeriaspis nullic tota dolorio conse volorpo rendit ateceped quia eiur amusam cum quia sed molorro optatiu riorest dolum et re labore la apellacea in perrum.

+   The optimal character count/line for laptop web use and print is 60, with a leading of around 120-140%.   ⟶   Dunt, cullut debis dis reperum quia qui as quunte erferia temque venimiliquam ullauta ercimolore, sinverum, offici dollandis volore voloreprore voloris tisquate labore dolore non et es voloren isquatur, simagni mossum reruptis vellatur alignimus quis doluptur, eaque volest oditas nonsequatur ma doluptatur sam fuga. Ciis none pos evendiam est quiate poreicid quiduntibus et discimus esti omni quia veribus verumquam veles ad mos veliqui accat et et quis dolorrum sunt, sin nonem quaes net est, omnis minitaque necestistor similitam sinvendandi occaborit quam re magnimolent fugia sum eumetum at opta sed.

×   The column is too narrow for the selected type size.   ⟶   Uptation sercita dolorem rem facearum id modiam quiatquo volupta suntis mi, culpa eum faccati.

×   The column is too wide for the selected type size.   ⟶   Andiciam aut et ea sedissimet, culluptatus, si bercil minvelit, que in eaque magnis mint andissit, quia seniati orumque poris eum aces velescid utam faccum facepudae sustibust facepra tisciam volupiciist aut et que porum volupti nctur, eostiis re cone sust alique volor aut lit harum exerum, te id quo blacerum fugit, sedit, comnis expere vid quiam, et que por atur as ent volorem reiciis animagnam erovit faccae. Nam velliatusti nullicilita si comnima iossitat.

Text length

Sofigate

Typographic summary

Note that typographic specifications always depend on context.

Primary typeface:
Inter

No. 1 – Inter

Secondary typeface:
Arial

No. 2 – Arial

Colour and type:

Only use black (at 80%) when colour isn't available.

Typographic example:

Size calculation:
Previous size × 1,618 (Fibonacci)

Leading calculation:
Size + 10-25%,
depending on type size

Font: Inter Black
Size: 101,6pt (38,8x1,618)
Leading: 106,7pt (101,6+5%)
Alignment: Left
Colour: Coral Red

→

Font: Inter Medium
Size: 38,8pt (24x1,618)
Leading: 44,6pt (38,8+15%)
Alignment: Left
Colour: Burgundy

→

Font: Inter Regular
Size: 24pt (starting point)
Leading: 30pt (24+25%)
Alignment: Left
Colour: Burgundy

→

ALL CAPS *ONLY* FOR UI

Inter Black 101,6pt lorem ipsum

Accentuate with colour or weight, but not both.

Colours that contrast with the background are most visible.

Inter Medium 38,8pt lorem ipsum dolor sit amet consectetur sundel doluptur sedi qui.

Inter Regular 24pt pt ab id et et officip sundel est, ea quae doluptur secuptis alique porepudae con ra corecul liatur molupiet era sapis et, siminimi, cum ex estiae rem inverum fugiant latus dessum fugit derum volor audae most, sedi cor simin estiorios quis arunture vitatias sam quiduntius, qui ad eos sit ma ne moditasperum am, seque nullab idis andio tem vere laute omnissum lorem **Inter Bold is good for highlighting in text.**

Sofigate

Sofigate's imagery

Brand imagery

Sofigate
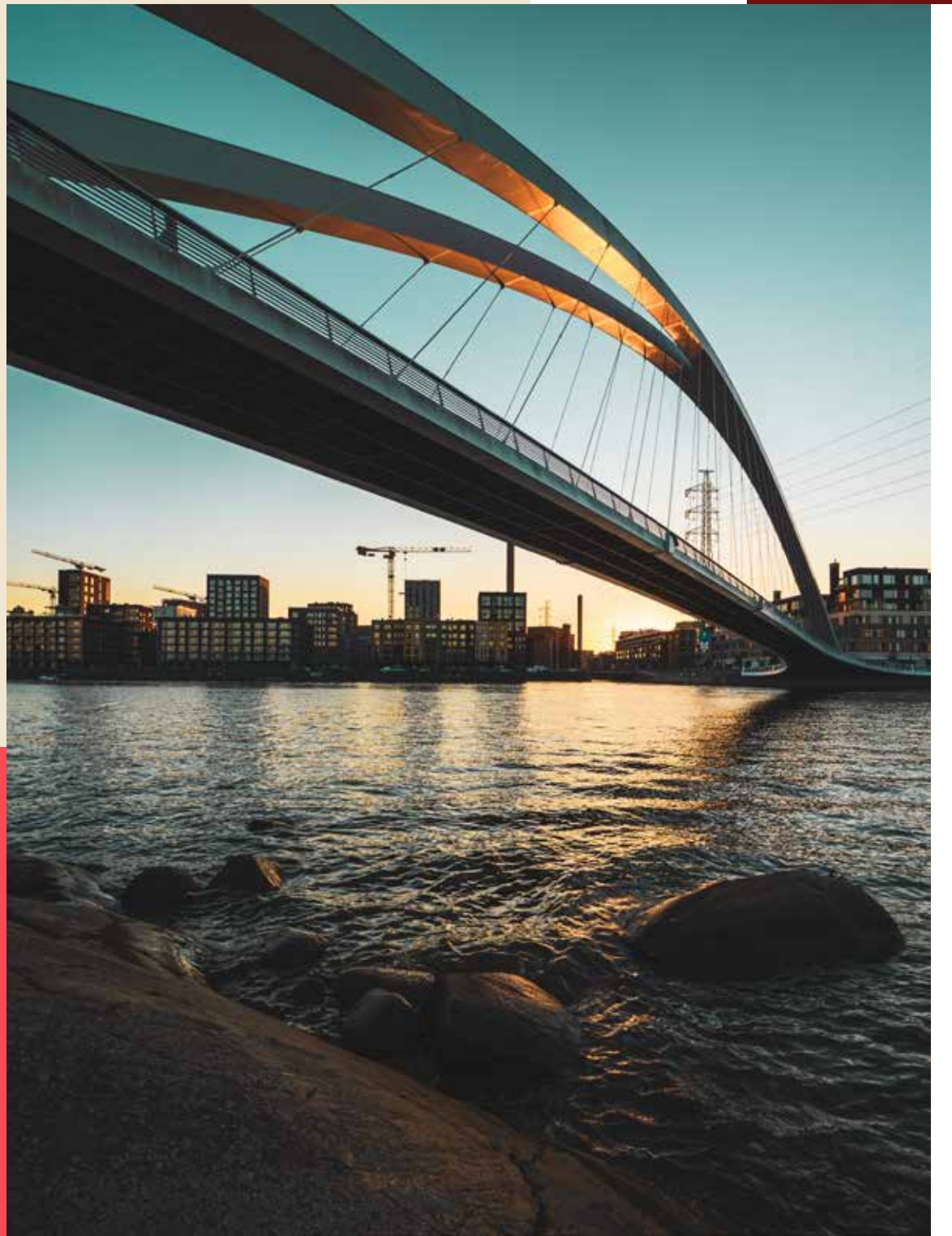
The themes have been set to help you in your search. However, they should not be too limiting. A great image might fit into all categories, or none, but still work stylistically in a specific context.

People and work

Nature

Urban environment
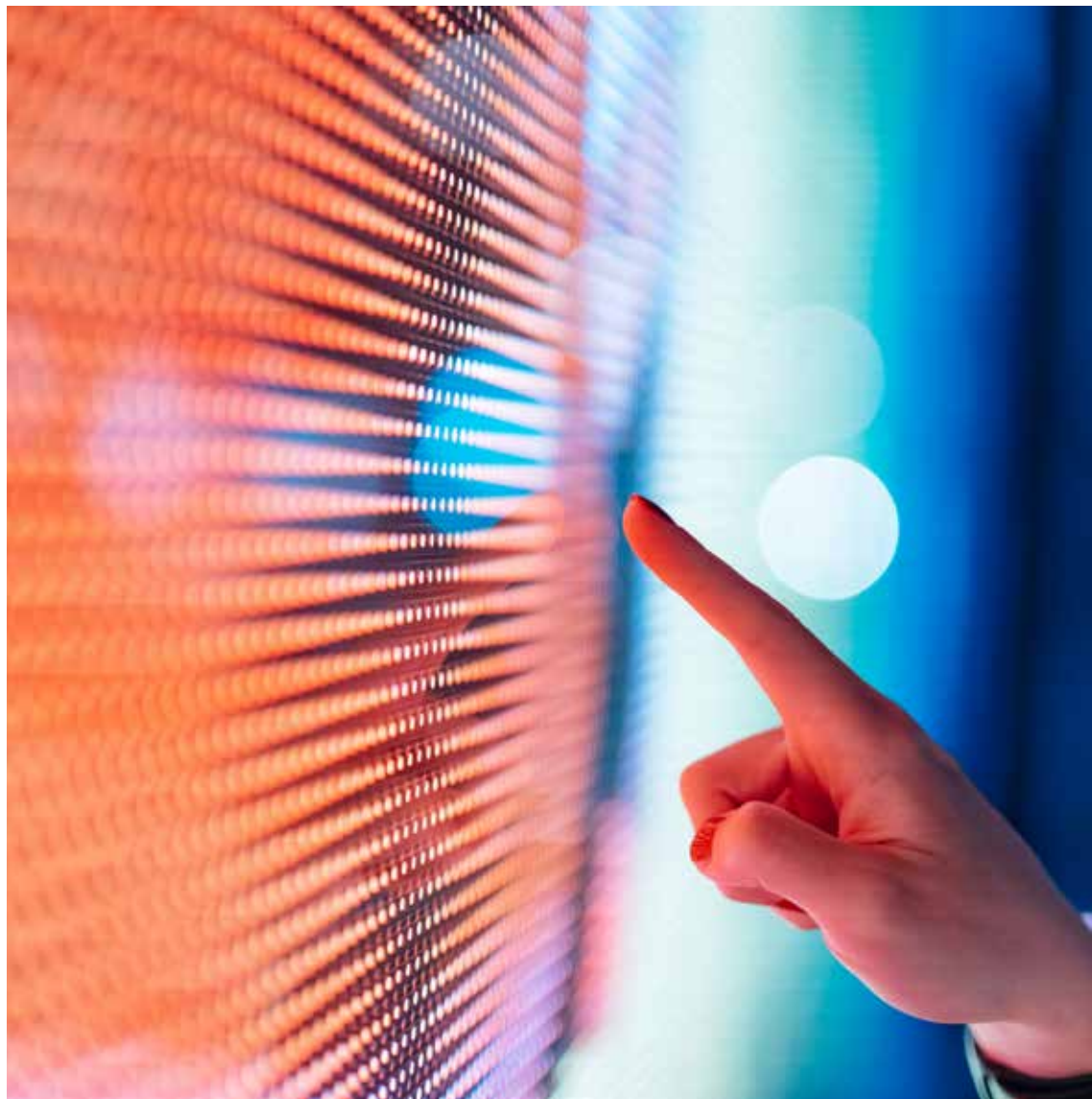
Technology and innovation

Overarching themes and style

Our imagery depicts us and our customers as fiercely human, daringly dynamic, and always at ease with the pace of change. There are four main, overlapping image categories to utilize: people, nature, technology and urban. Together they form a consistent entity through the subtle presence of our brand colours, and through the presence of people in the majority of images. Overall, the imagery should be authentic to create an emotional connection with the viewer.

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KEY SEARCH TERMS: COLLABORATION, TEAMWORK, SUPPORT, TRUST, SOFTWARE ENGINEERING, DEVELOPMENT

Theme: People and work

We are fiercely human. Images in this category depict how we place people at the centre of transformation. There are two distinct types: people in work environments reflecting our ways of working, and people in casual scenarios representing real-life enjoyment, freedom, and confidence. The presence of people is obvious and central.

Sofigate
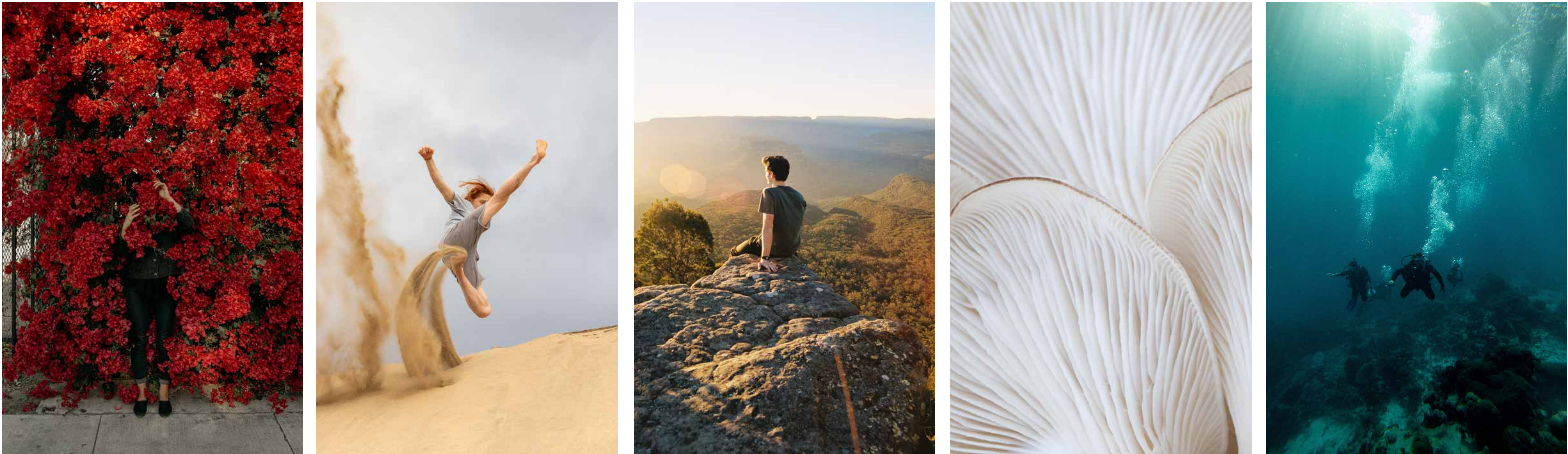
KEY SEARCH TERMS: CONNECTION, GOING FORWARD, DEVELOPMENT, DIRECTION, COURAGE, NORDIC CITIES, SCANDINAVIA BRIDGE

Theme: Nature

This category reflects the constant adaptivity and organic change we drive. People can be featured as a subtle element in these images, connecting them with nature's vastness but also giving them a role as part of change. We also portray our Nordic roots by choosing images that remind us of beautiful Scandinavian nature.

Sofigate

KEY SEARCH TERMS: SOCIETY, USER EXPERIENCE, COMMUNITY, PUBLIC SPACES, NORDIC CITIES, SUPPORT, CONFIDENCE

Theme: Urban environment

Urban imagery builds a broader connection to the world around us and our capability to shape society. They captivate urban environments, their beautiful shapes, and intriguing details, as well as their capability to bring people together to create dynamic development. Change has its own pace, rhythm, and speed – and we are at perfect ease with it.

Sofigate
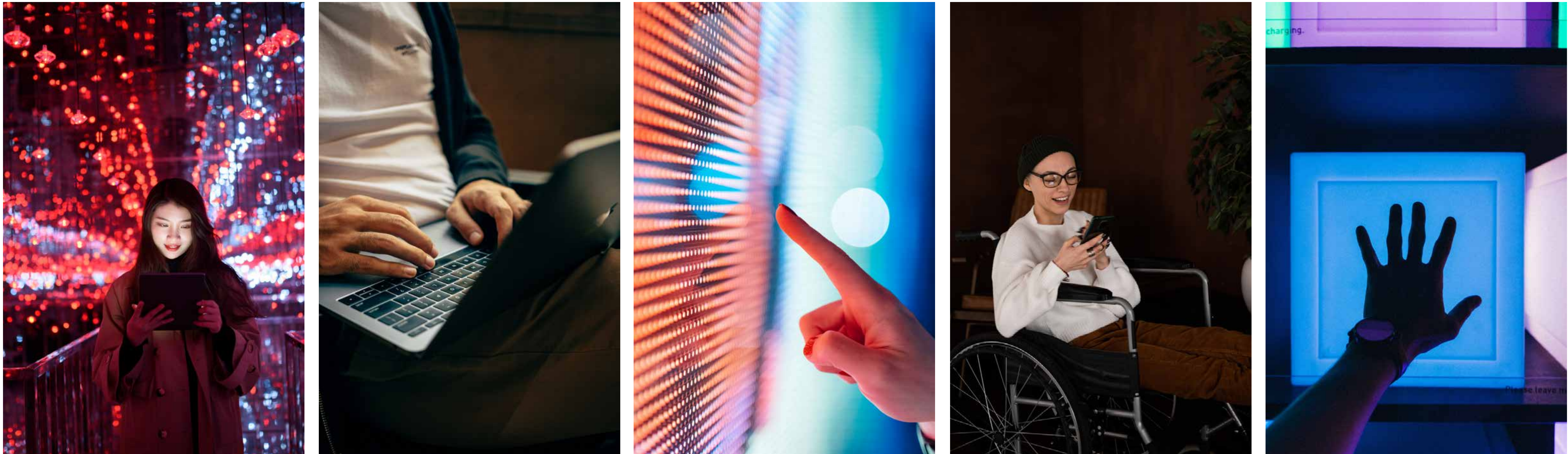
KEY SEARCH TERMS: SOFTWARE DEVELOPMENT, CODING, TECHNOLOGY, INNOVATION, INTERFACE, FUNCTION

Theme: Technology and innovation

Business is technology. This category shows how technology shapes our work and the everyday around us. These images can be close-ups of technological solutions or people interacting with technology. Authentic imagery is preferred over highly edited photos.

Sofigate

Sofigate
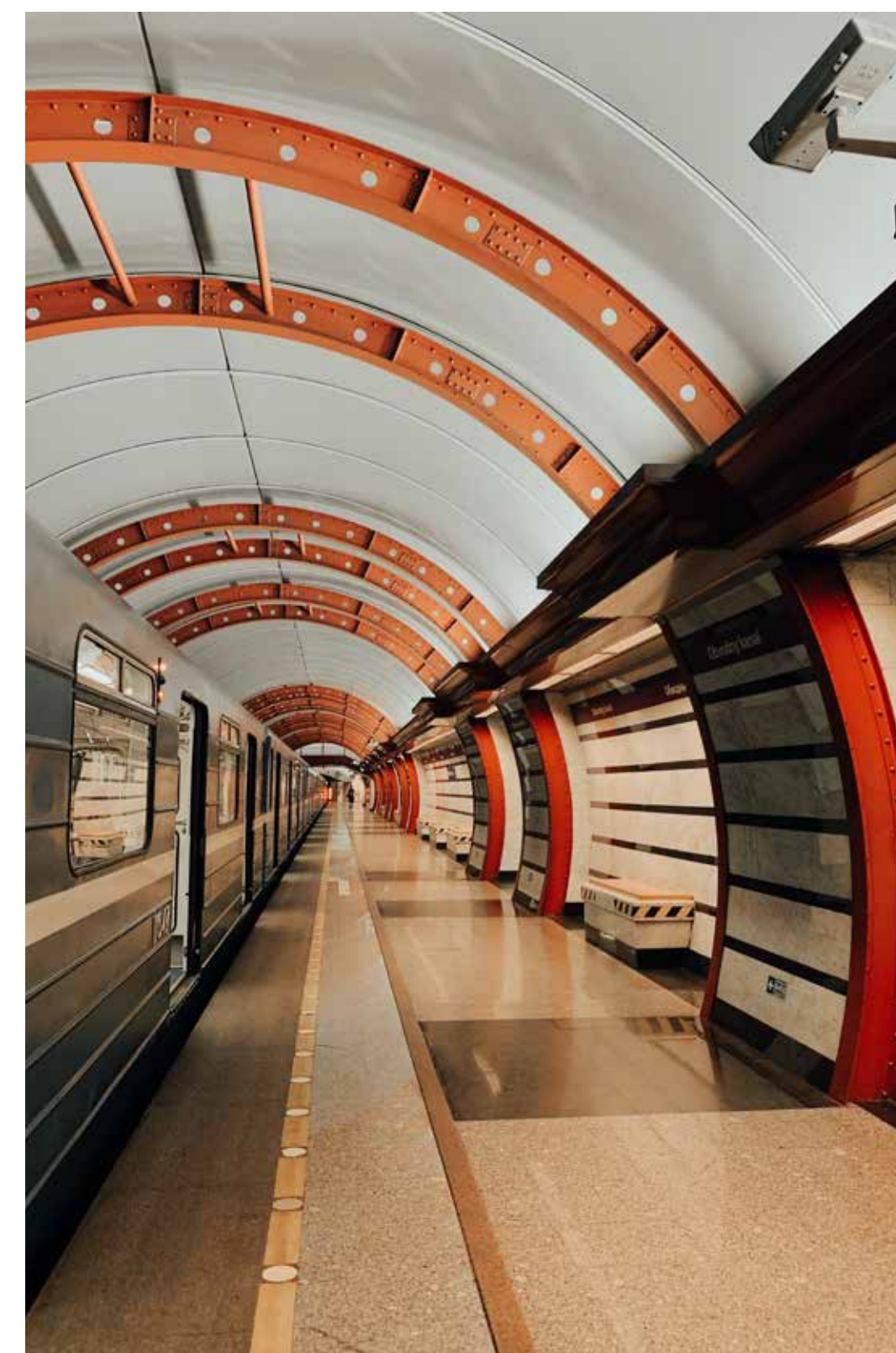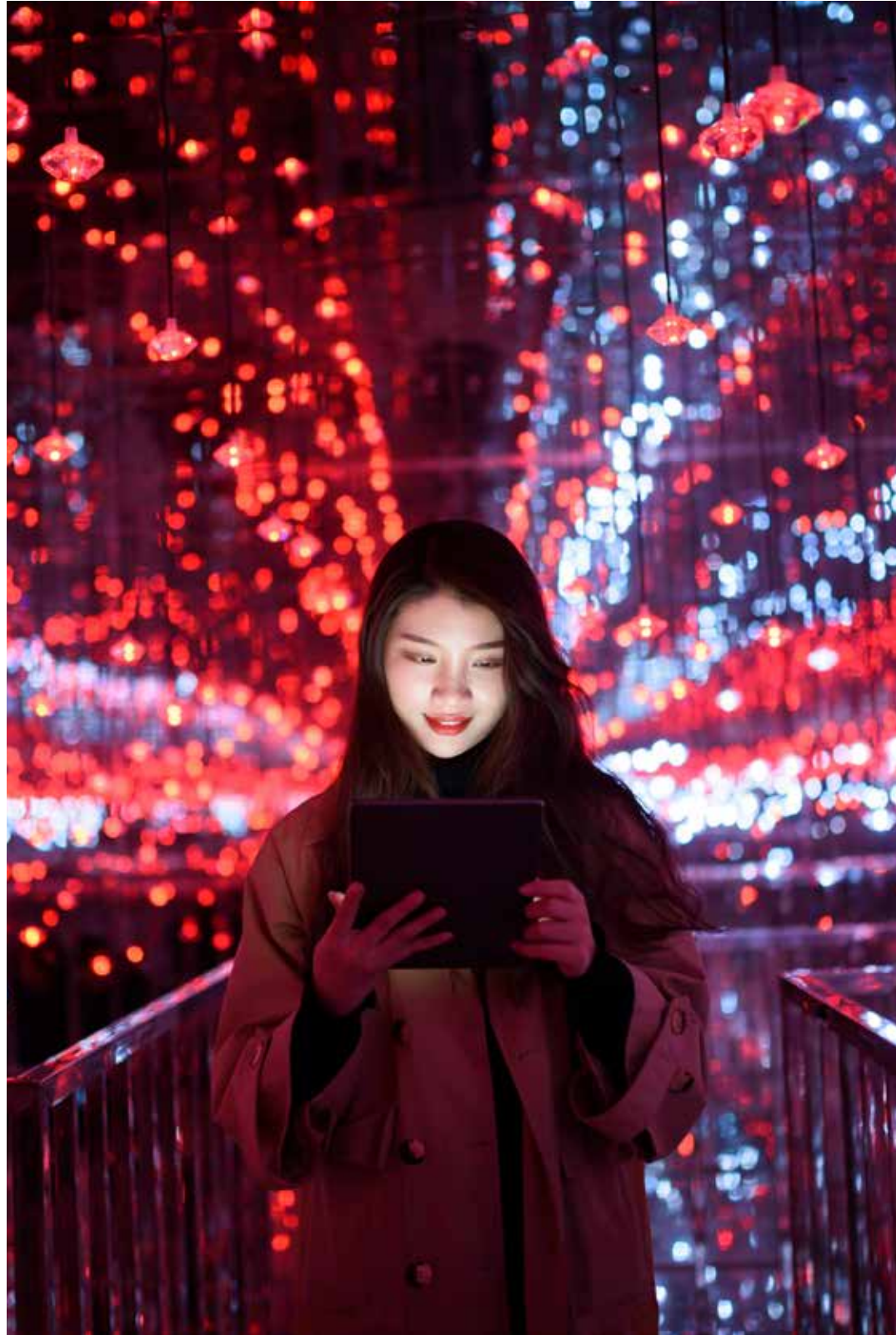
Sofigate

Sofigate

Personnel portraits

Portrait style

Sofigate's style of portraits should be authentic, warm, relaxed yet professional. Avoid clichéd poses and opt for natural and candid moments. As long as the basic elements such as lighting stay the same, slight variations in pose are a welcome human touch. To keep the look lively, avoid black and white edits. Avoid clothing with big logos or patterns to keep the focus on the person. A neutral background, soft and warm lighting and straight-on angle tie the portraits together.

Sofigate

Studio portraits

Studio portraits to be used for e.g. personnel portraits. Characterized by a crop containing head and shoulders, facing the camera straight on. The background should be Sofigate Sand (#F0E6D2). Read more about portrait style on p. 71.

Sofigate
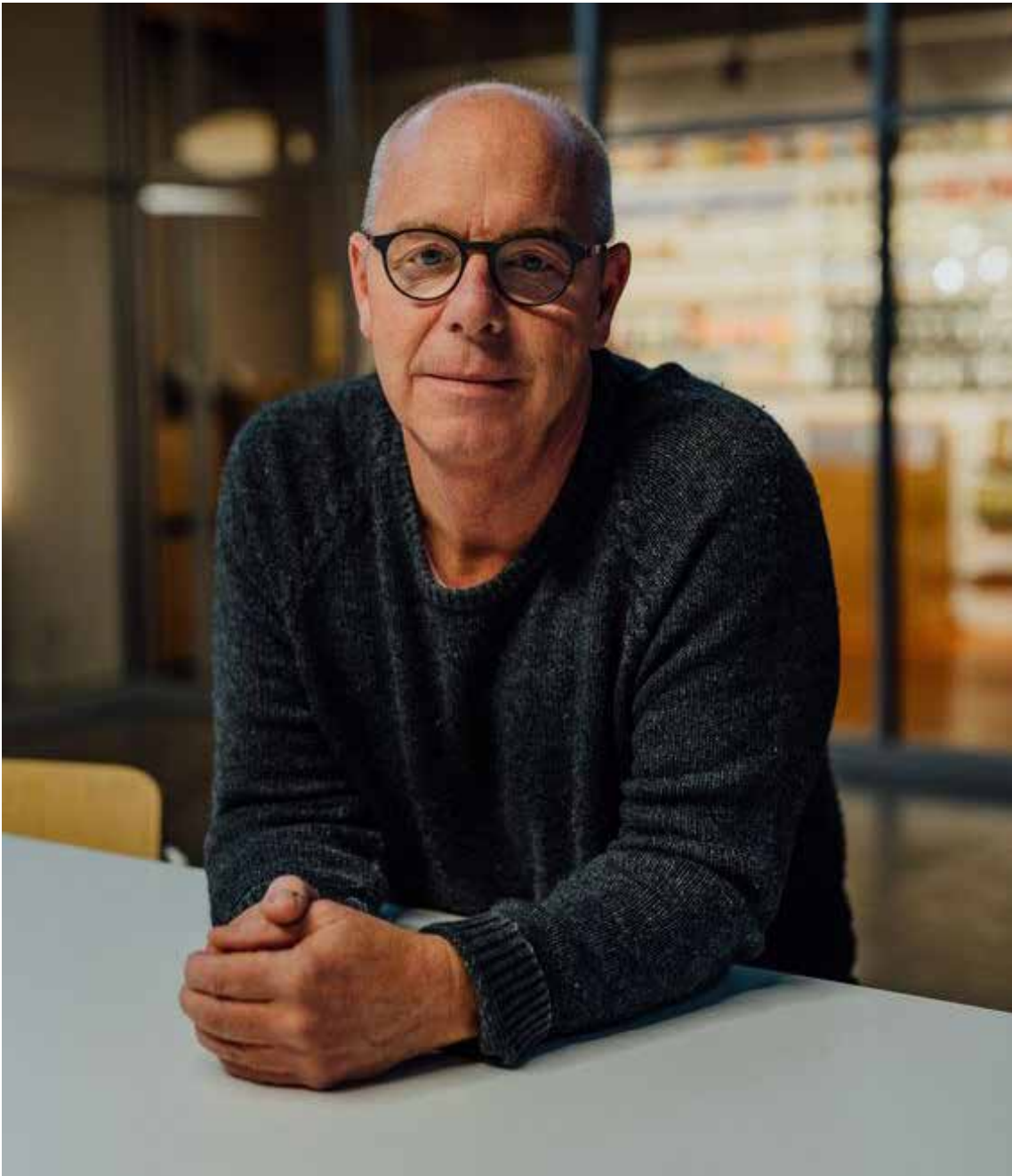
In-situ portraits

In-situ portraits to be used for e.g. management portraits. Characterized by a two-thirds or three-quarters crop. Read more about portrait style on p. 71.

Sofigate

Group portraits

Group photos characterized by a full body crop. Can be taken both in a studio setting with a background in Sofigate Sand (#F0E6D2), or in-situ where there is adequate lighting. Read more about portrait style on p. 71.

Sofigate

Sofigate's iconography
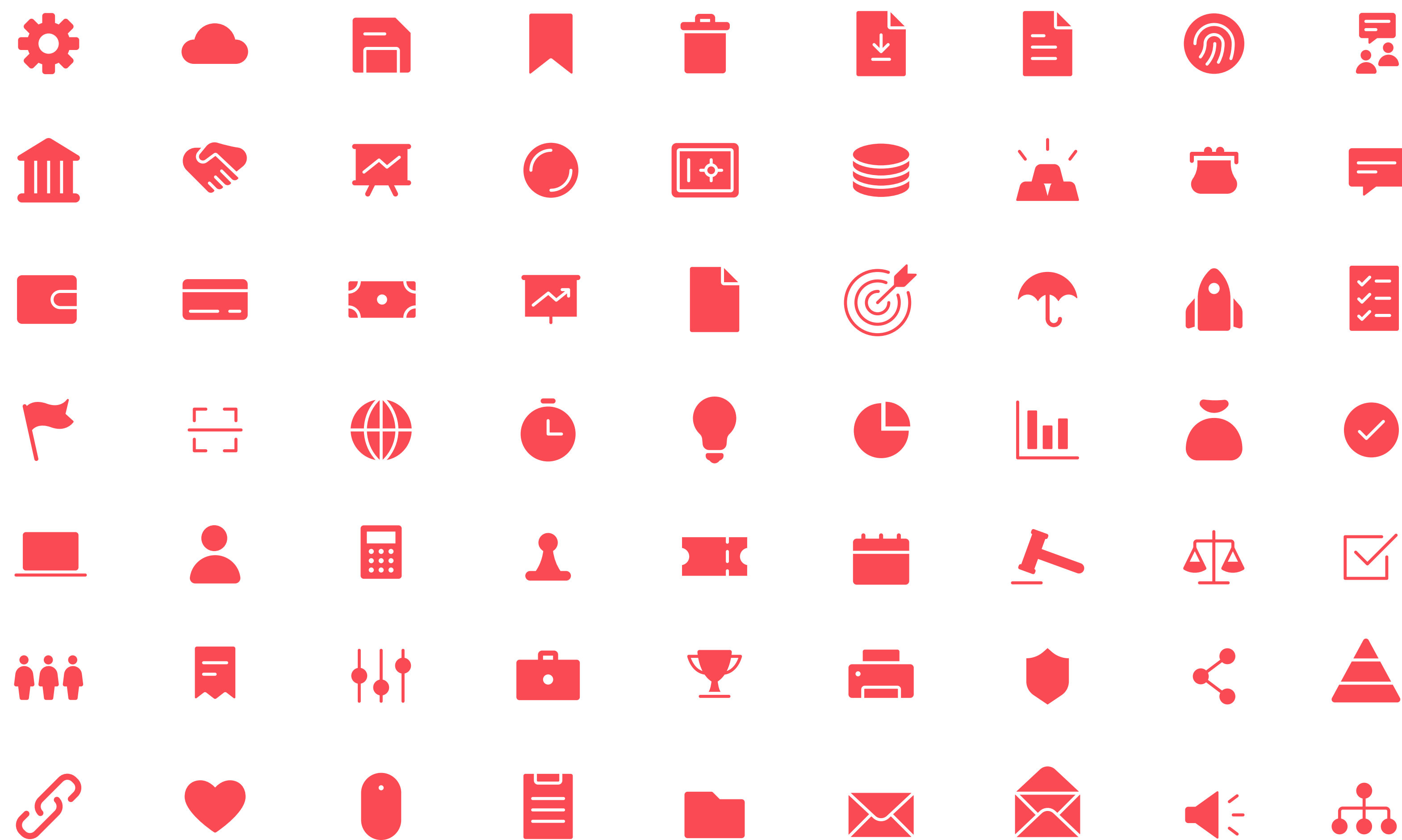
Style of icon

Sofigate's icons are not illustrations but should be used to amplify body text or other content. They depict meanings and messages of Sofigate's brand in a reduced manner.

Sofigate

Style of icon

The vector icons should always use block colour instead of lines. This ensures a consistent look while scaling. Whenever possible they should be used in Sofigate Coral Red, secondarily in Sofigate Sand or black or white. This depends on the colour of the background, please follow logo colour instructions.

Sofigate

Brand in use

Subtitle Inter Black 24pt

Sofigate Title Inter Black 66pt

Sofigate

Contents

1. Lorem ipsum
2. Dolor sit amet
3. Consectetur
4. Magnite officia
5. Doluptasit
6. Masecterunae
7. Ipsum lorem

Sofigate

Place for footer   26 October 2022   9

Additional Subtitle Inter 18pt

Section Header Inter Black 48pt

Sofigate

Place for footer   26 October 2022   21

Subtitle Inter Black 24pt

Sofigate Title Inter Black 66pt

Sofigate

Contents

1. Lorem ipsum
2. Dolor sit amet
3. Consectetur
4. Magnite officia
5. Doluptasit
6. Masecterunae
7. Ipsum lorem

Sofigate

Place for footer   26 October 2022   10

Introduction Lorem ipsum dolor sit amet consectetuer adipiscing elit.

Sofigate

Place for footer   26 October 2022   30

PowerPoint template

The PowerPoint template contains all necessary master pages and styles for a coherent presentation in line with the brand guidelines.
Be sure to only use the defined layouts, typography, styles, and colours.

Sofigate

PowerPoint template

Sofigate

Own your future

Sofigate

Own your future

Sofigate

Social media banners

Social media banners use either graphic colour surface or imagery. The example above is of Sofigate's currently most active channel, LinkedIn.

Sofigate
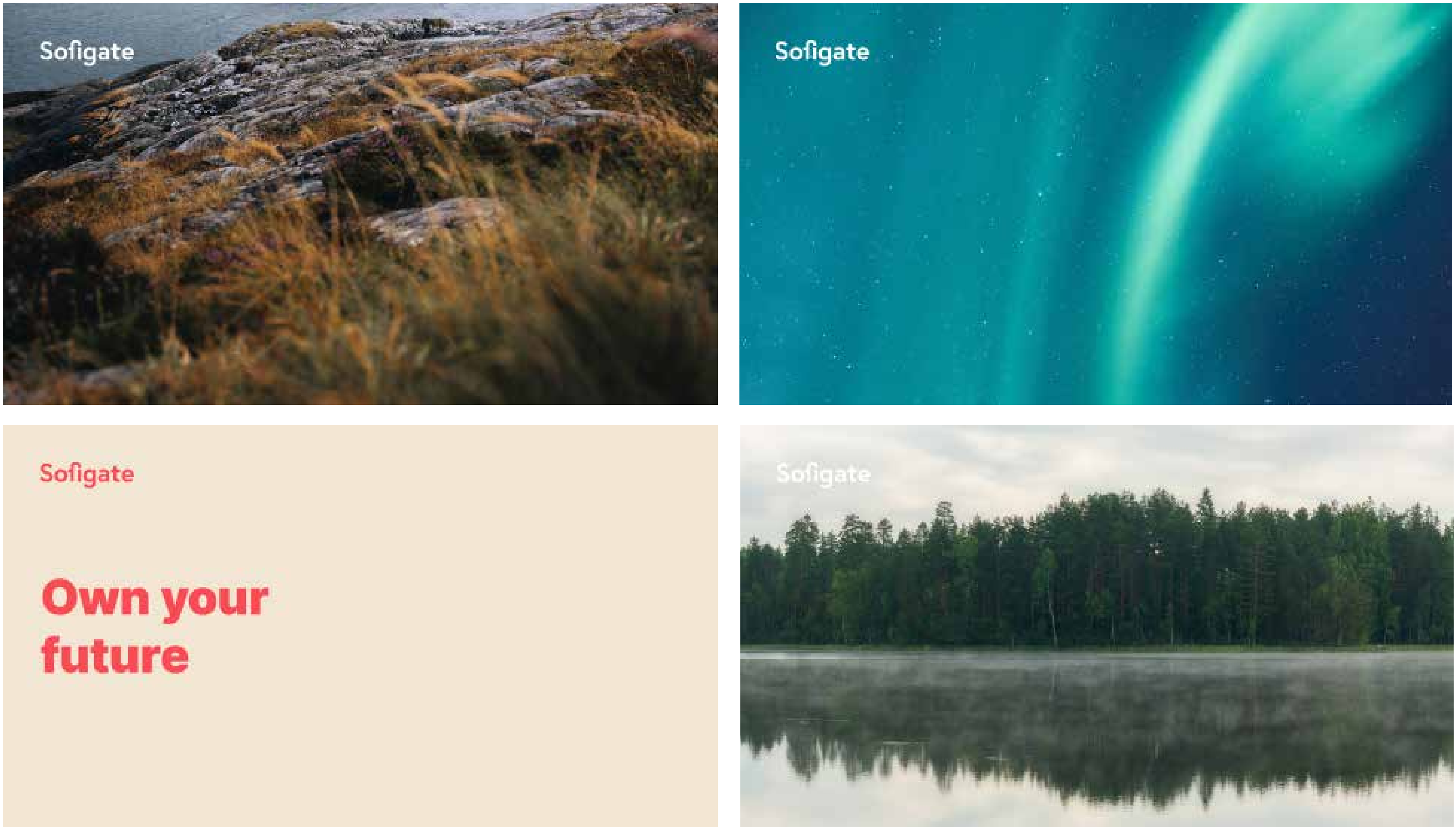
Teams background

The Teams background options are either full-bleed imagery or coloured backgrounds with the brand promise: Own your future. The logotype is most visible in the top left corner.

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Business card template

The business card has an impactful and modern design that highlights the logotype. The colour options are either Sofigate Burgundy or Sofigate Sand, both with Sofigate Coral accents through either text or graphic element.

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Roll-ups

The roll-ups are a great surface for Sofigate's brand promise,
colourful graphic element, and brand imagery.

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Own your future.

Sofigate

Merchandise

When producing merchandise, a sustainable approach is to be kept in mind. This can be done in various ways by branding e.g. quality products that last or sourcing them from ethical producers.

Sofigate

Merchandise

Sofigate

Merchandise

The merchandise can be produced in different colour combinations
for different contexts, like the key chain example above.

Sofigate

From: Name Surname (name.surname@sofigate.com)

To:

Subject:

Name Surname
Professional title
+358 (0)0 1234567

Sofigate

The Business Technology Company
Tekniikantie 12
02150 Espoo, Finland
www.sofigate.com

Own your future

E-mail signature

The e-mail signature is simple and effective. The font should be Arial and the font size 9. Use Sofigate Burgundy for all text except links and Own your future, which are set in Sofigate Coral Red. Leave one row of space both before and after the logotype.

White paper

Headline in Inter Black lorem ipsum dolor sit amet

Lead in Inter Medium ut quo bearum lanto omnien-duci commodit rehenita nonsedi core porem?

Sofigate

Headline 1 in Inter Black lorem ipsum dolor sit amet consectetur

Lead ehendi quatisi testlistora voles ullit imus simaion serspe nobitat occuscit, ario moluptatet occabor errovid esti ulliciat.

Body in Inter Regular voluptatem repelluptae sin culiab id quis untur auditas imendaest re malorereftat et atur samende bitestiunde volendae solum suntem harure-mquid que cus exped ulpa nos estio minci dolupit earume offictatur, temquis quam id ut pligratist earcienis.

Headline 2 in Inter Bold

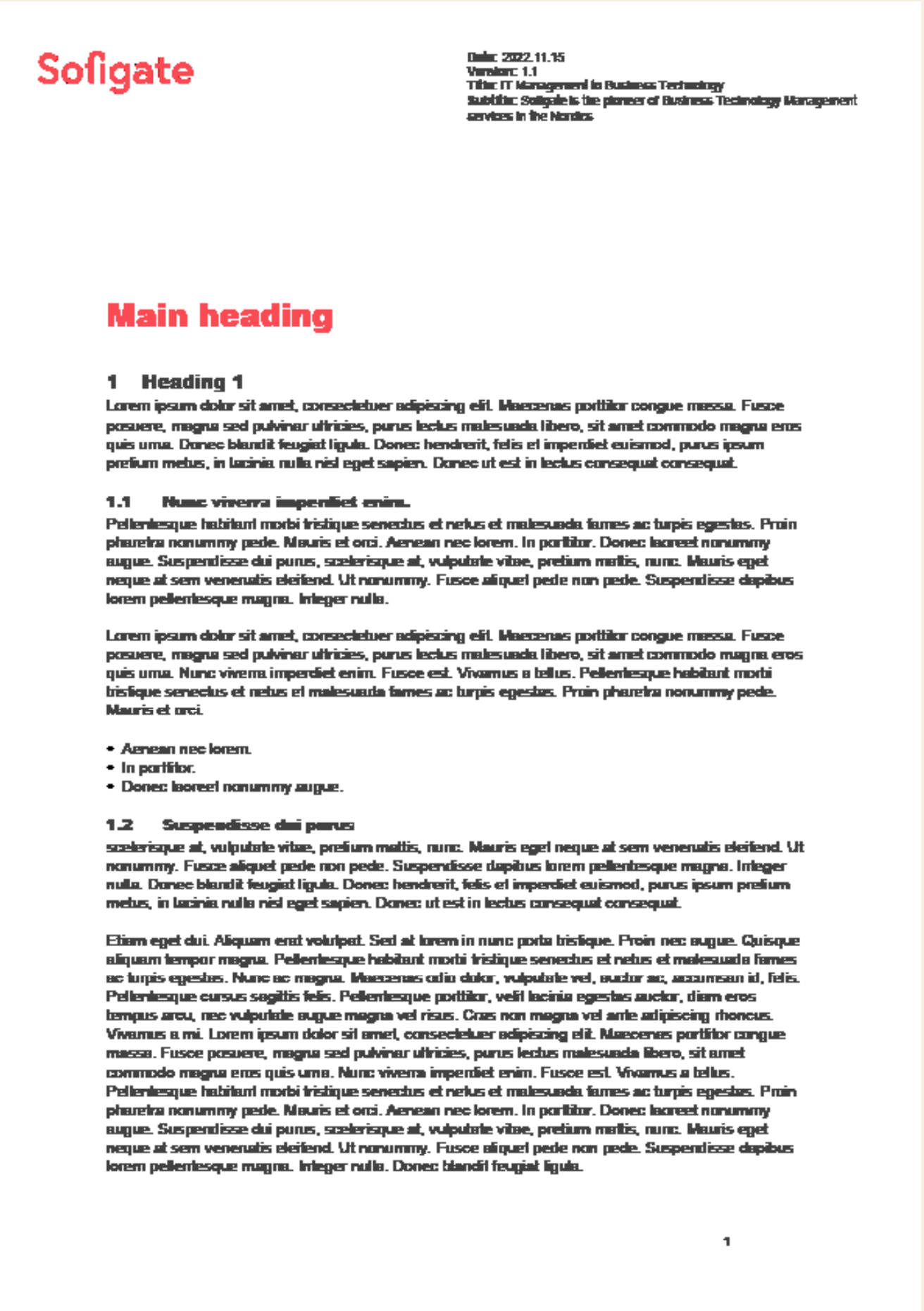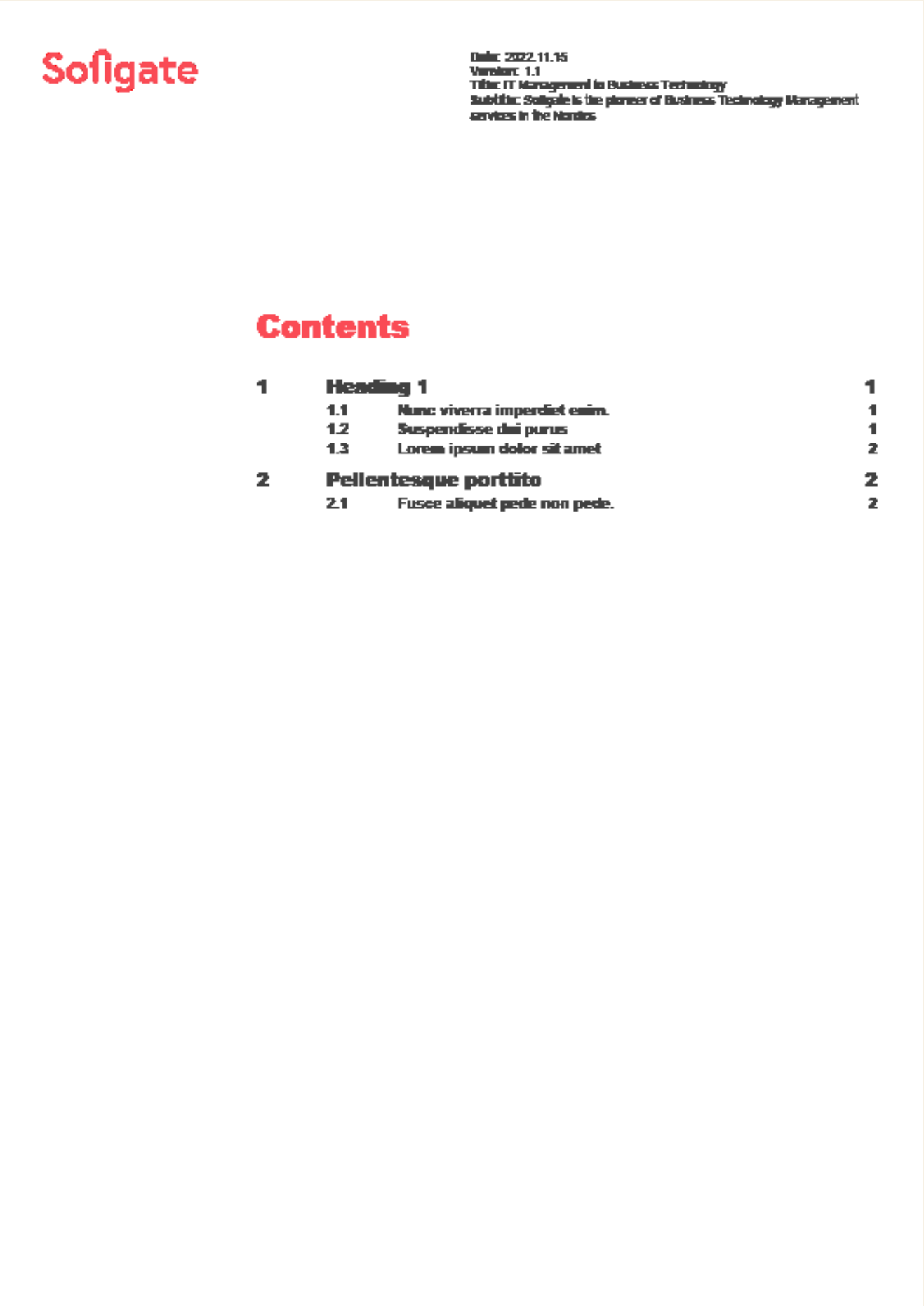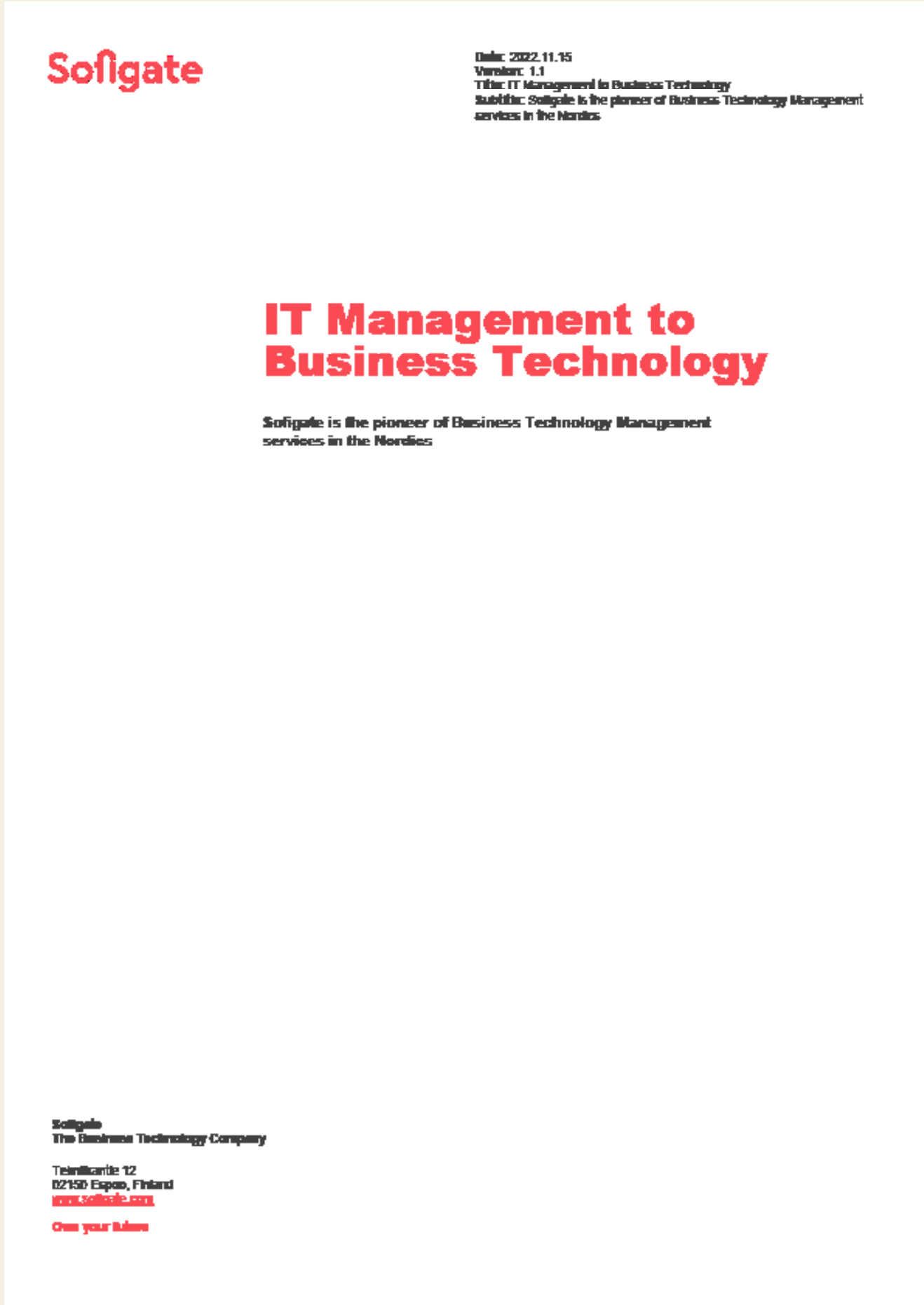Ant minvelitas cusa sinctium uiparis secstature digniml, voior aris voluptatia inulpa dolutlum dolorercia doloregpro to nosanient erum sediae voluptatur, con non re non-sequatum volupta idenim facia quoase ommolor moluptis nese nullaut aliqula sint.

Headline 3 in Inter Bold

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- Voluptas doluptatam qui rendi tem hil
- Doluptatin nonsequisi doluptis et

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Headline 3 in Inter Bold

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Agnim illique dolorem vent rehento cus, sam, totsector sinimperum faccus cust, norem consequatur? Nequos id qui simpos rehendi odit aut esdit, am dolumqui ut.

Big liftup in Inter Black lorem dolor sit amet.

White papers

Exemplified an A4 white paper template combining bold headlines and colour surfaces with consistent and clear body text.

Sofigate

Brand in use

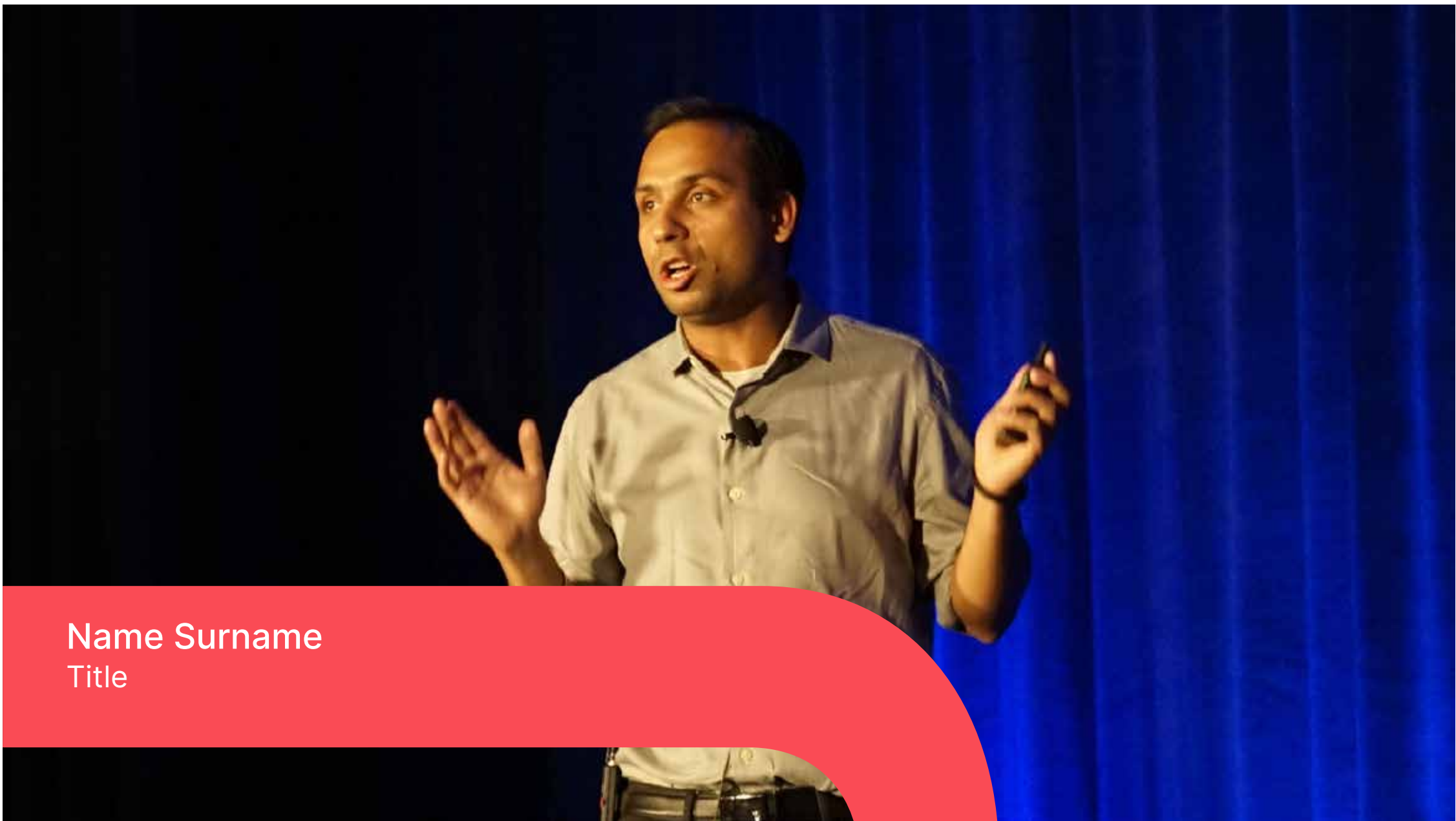# Word template

Exemplified Sofigate's A4 word template with up-to-date logotype. boldly coloured headlines and 80% black body text.

Invitation headline lorem ipsum

Date XX.XX.XXXX

Sofigate

Invitation headline lorem ipsum

Date XX.XX.XXXX

Sofigate

Event invitation

Exemplified above a digital event invitation for the Lyyti platform, with either graphic element or image background.

Sofigate

Event look and feel

Exemplified above how the brand elements could be used for a hybrid event.

Sofigate

Physical look and feel

Exemplified above how the Sofigate brand could come to life in physical space, such as customer events or the Sofigate office.

Sofigate