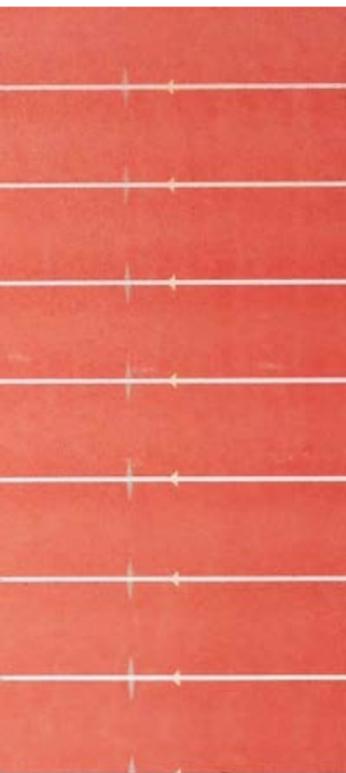


Sofigate's brand book

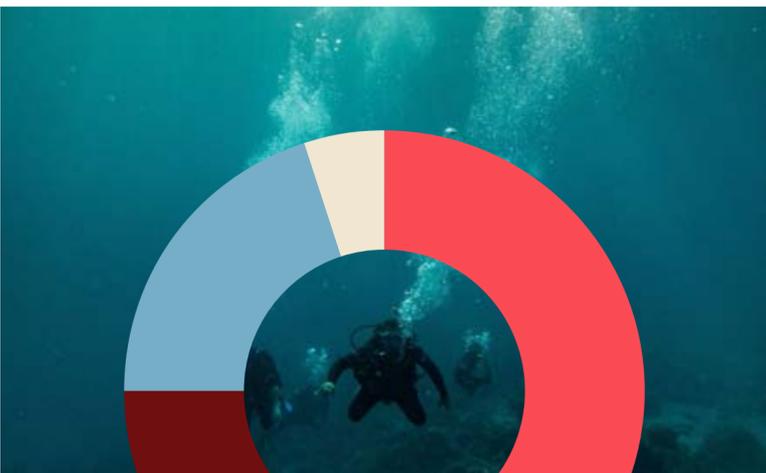
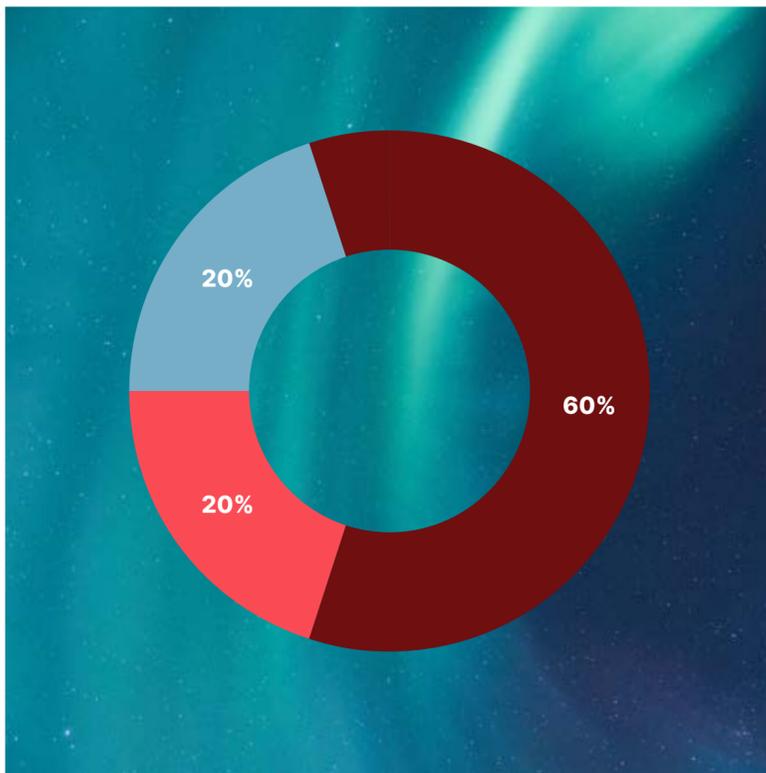
Sofigate



Sofigate



We here at Sofigate have always dared to be different.



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.

A photograph of two women sitting at a table in a cafe, looking at a laptop. The woman on the left is wearing a grey top and the woman on the right is wearing a patterned top. They are both smiling. A Starbucks cup is visible on the table. The background is blurred, showing other people and cafe interior.

Own your future

Sofigate

Content

- 01 Who we are
- 02 Verbal identity
- 03 Logo and symbol
- 04 Graphic element
- 05 Colours
- 06 Typography
- 07 Imagery
- 08 Iconography
- 09 Brand in use

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 transformation 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.

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.

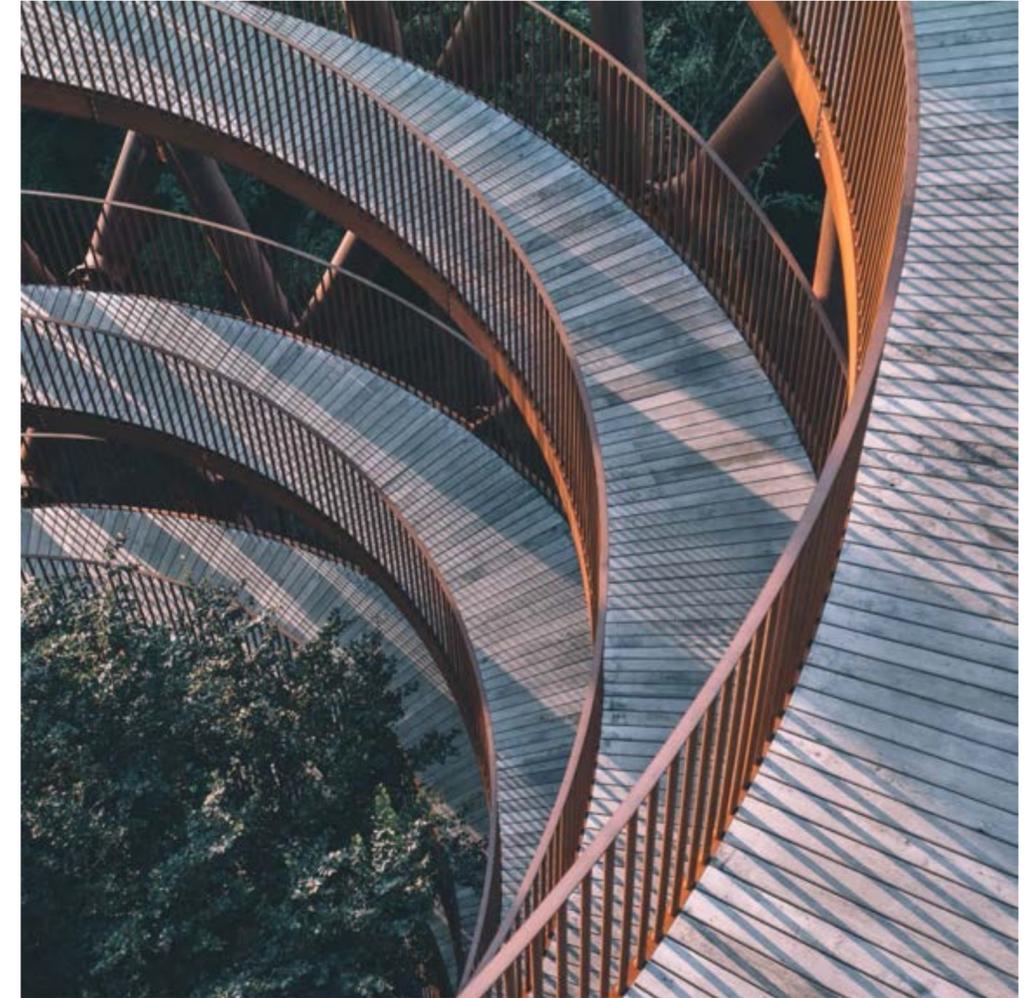
We share our best practices on how to combine leadership and technology wherever we go.

We free customers from technological bottlenecks.

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

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**

Sofigate

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



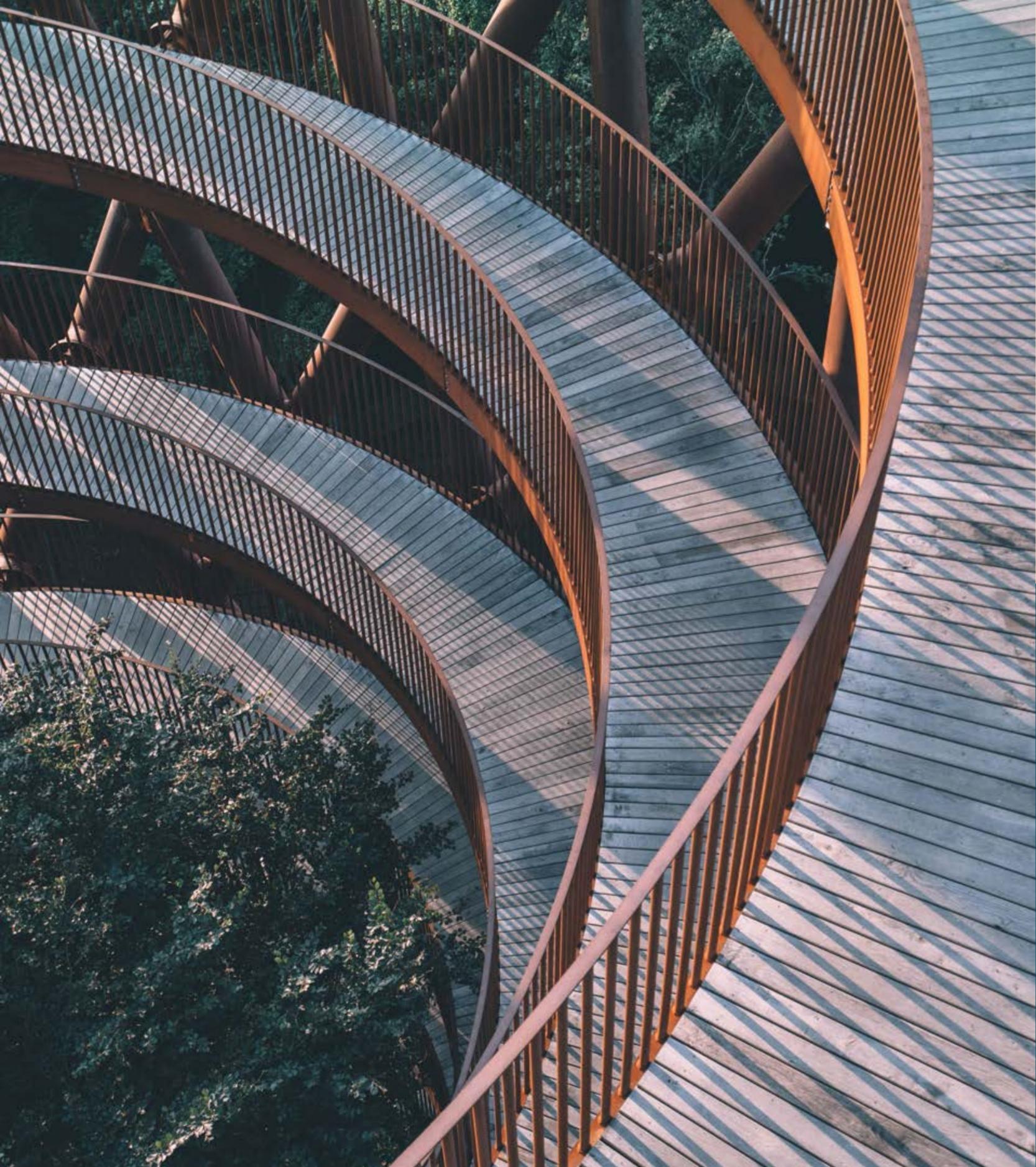
Our way of working feels:

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.

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**.

We use British English consistently in our communication at Sofigate.

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**.

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.

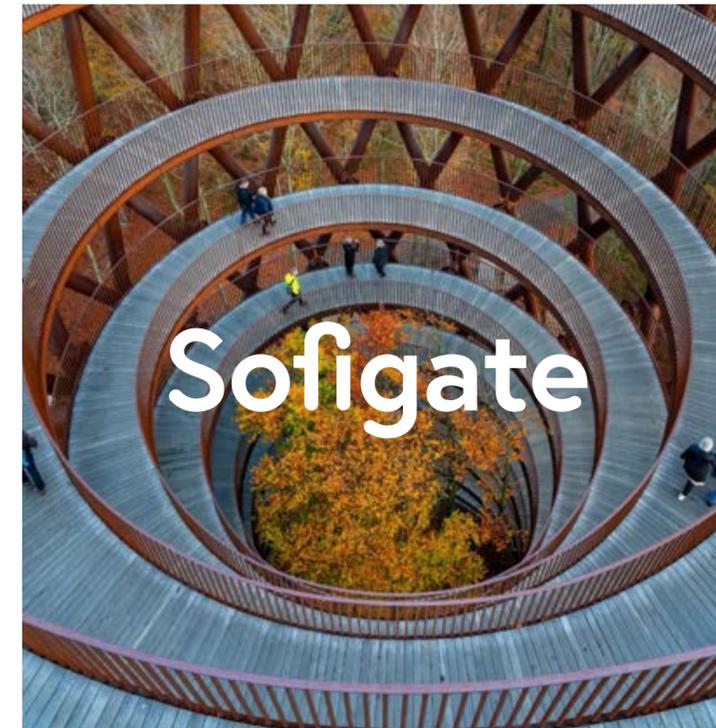
Sofigate



Sofigate Coral Red



Sofigate Sand



White

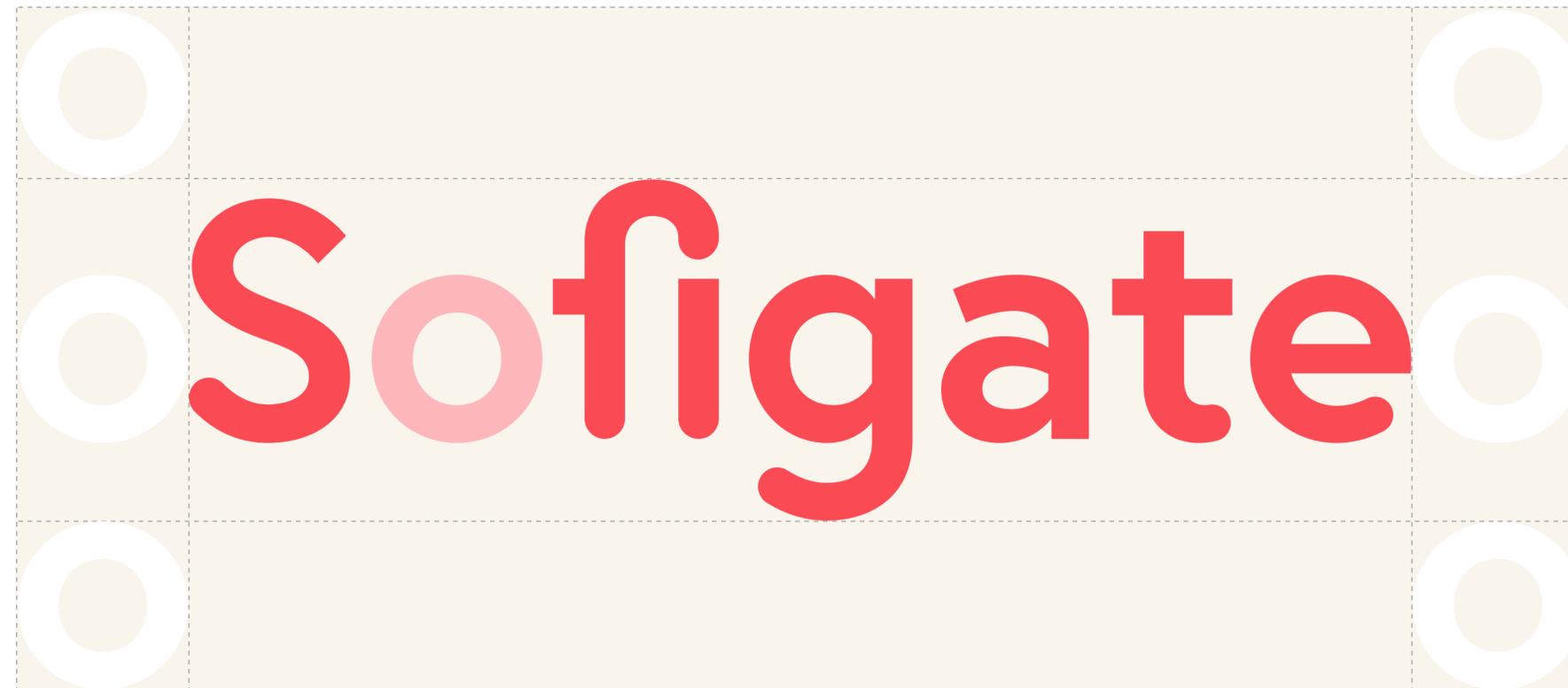


Black

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.



**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.



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's
graphic element**



Ways of using the graphic element

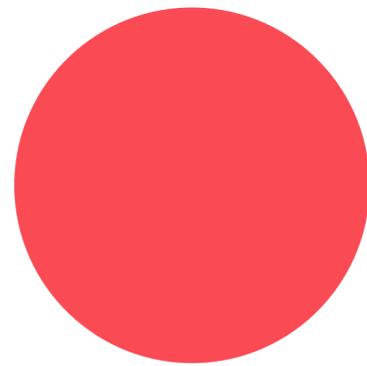
The graphic shape of the symbol can be used as a big expressive and abstract element. The clear graphic surfaces are to be used in contexts where images are deemed unnecessary. The graphic element is to be used as an abstraction primarily in conjunction with the logotype to make a clear connection to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

Go big and bold

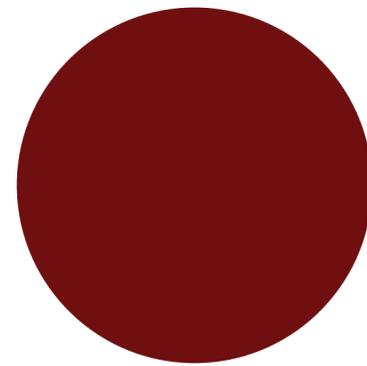
or even bigger.

**Sofigate's
colours**

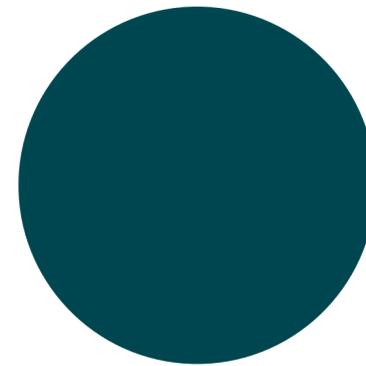
Primary colours



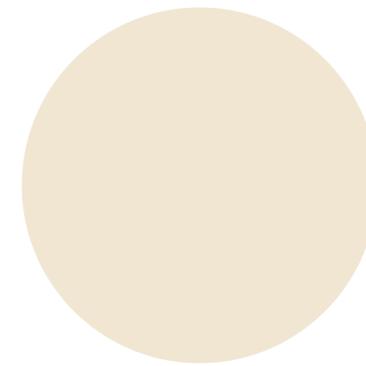
Sofigate Coral Red



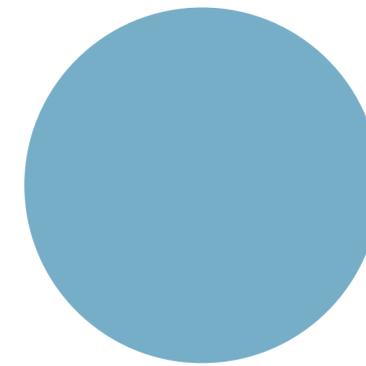
Sofigate Burgundy



Sofigate Petrol



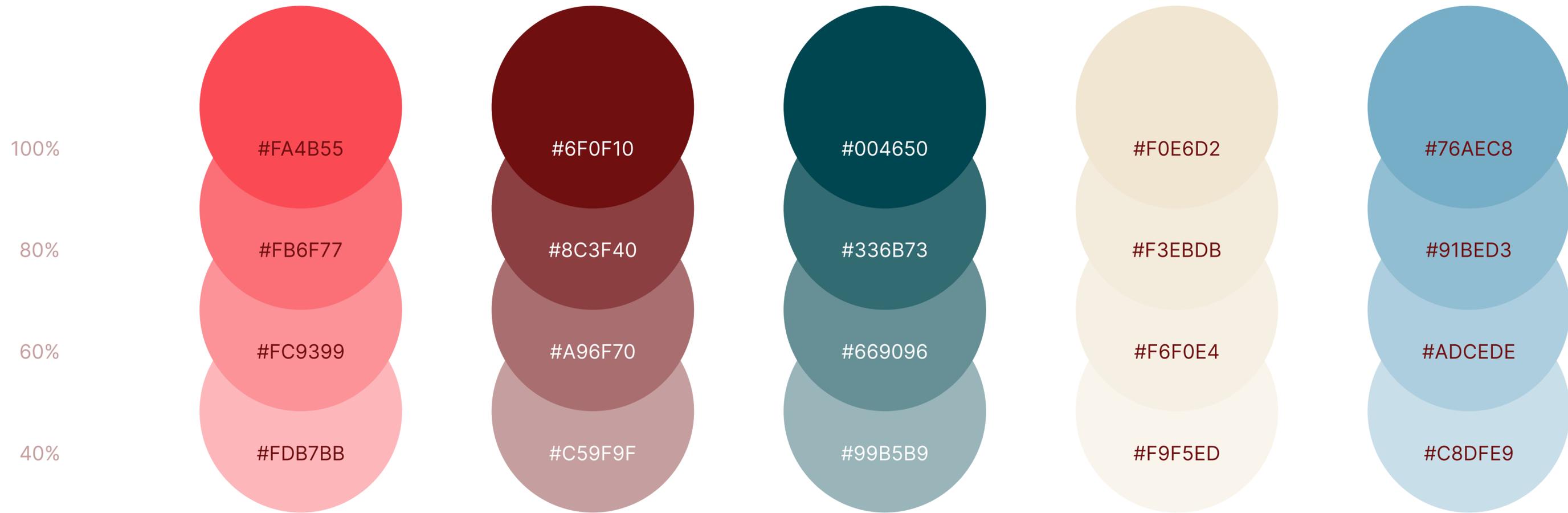
Sofigate Sand



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.



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.

R0 G70 B80
C100 M12 Y20 K69
Pantone 548C

R240 G230 B210
C0 M4 Y13 K6
Pantone 7506C

R250 G75 B85
C0 M80 Y65 K2
Pantone 1785C

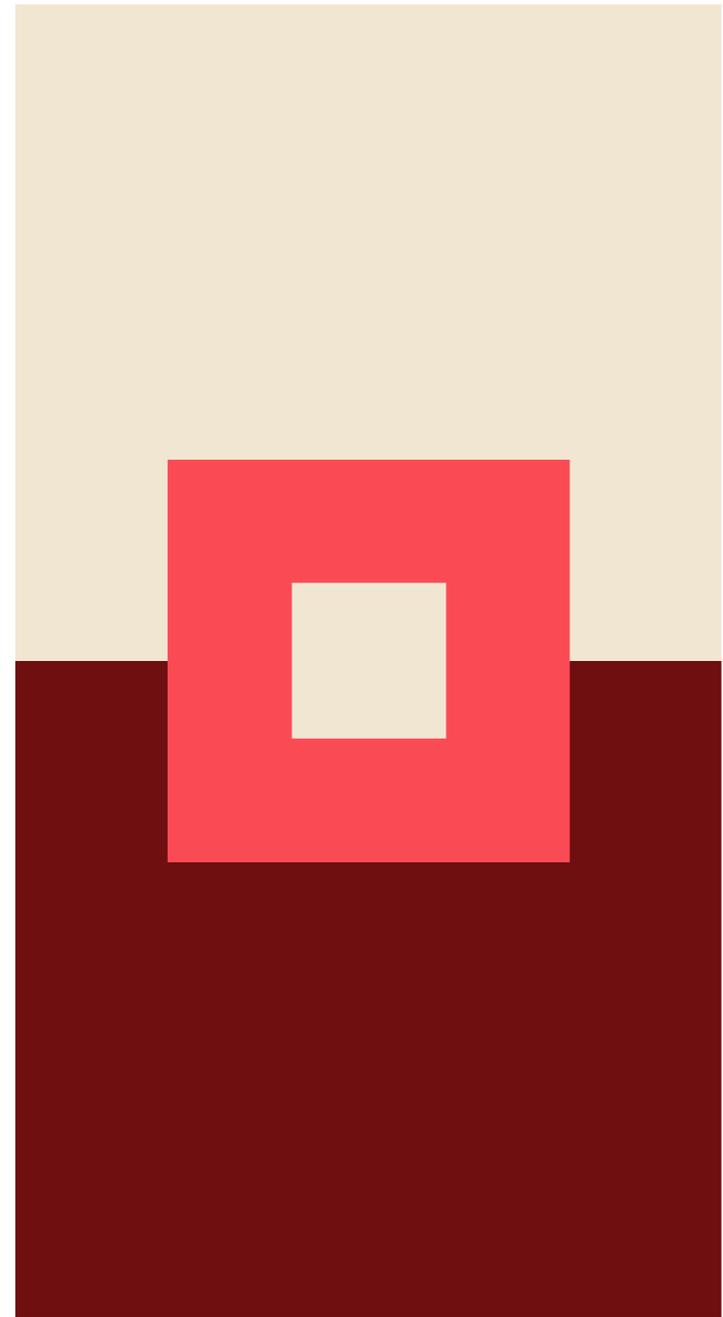
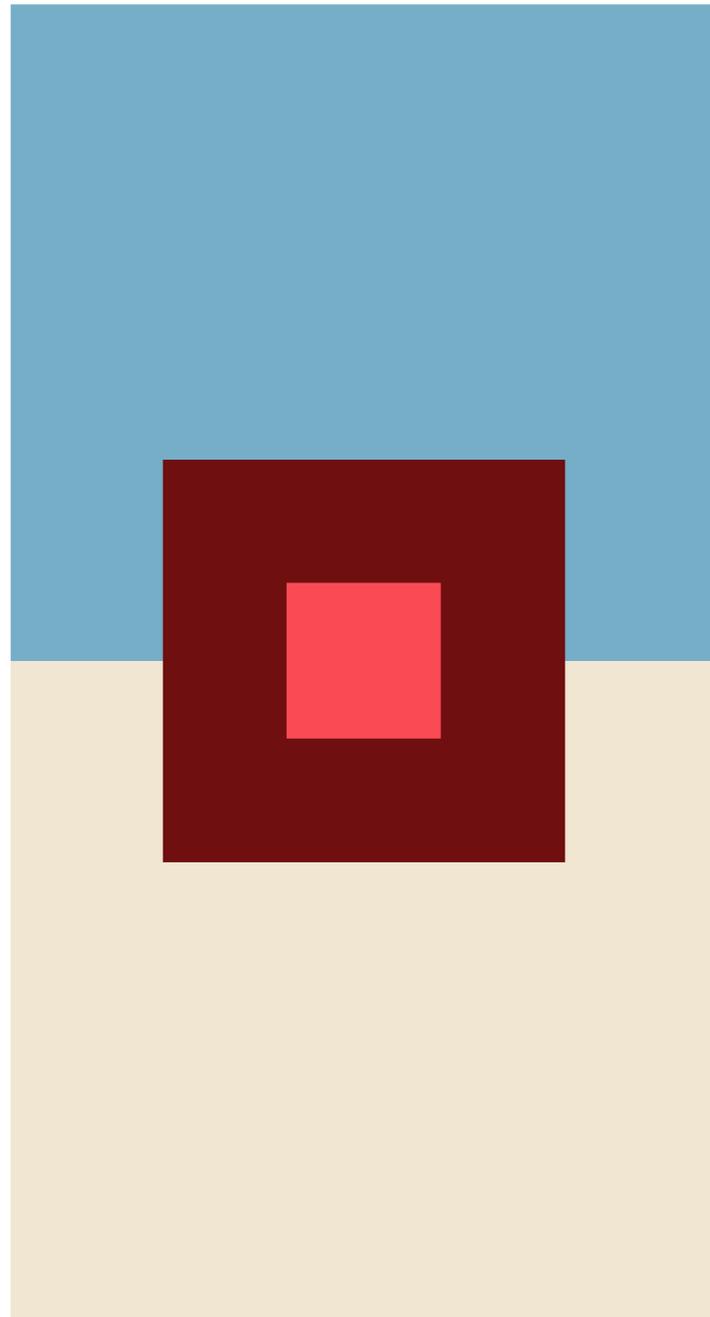
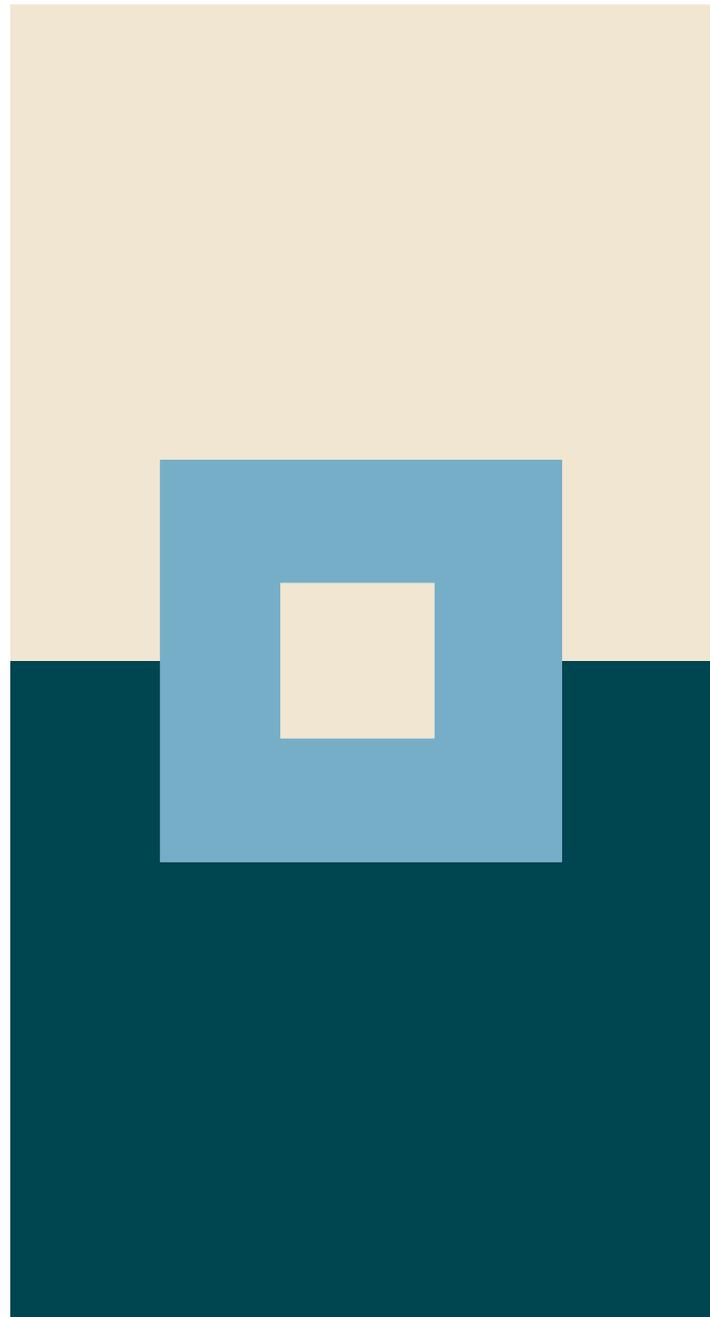
R118 G174 B200
C41 M6 Y0 K22
Pantone 7458C

R111 G15 B16
C0 M96 Y86 K56
Pantone 188C

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.

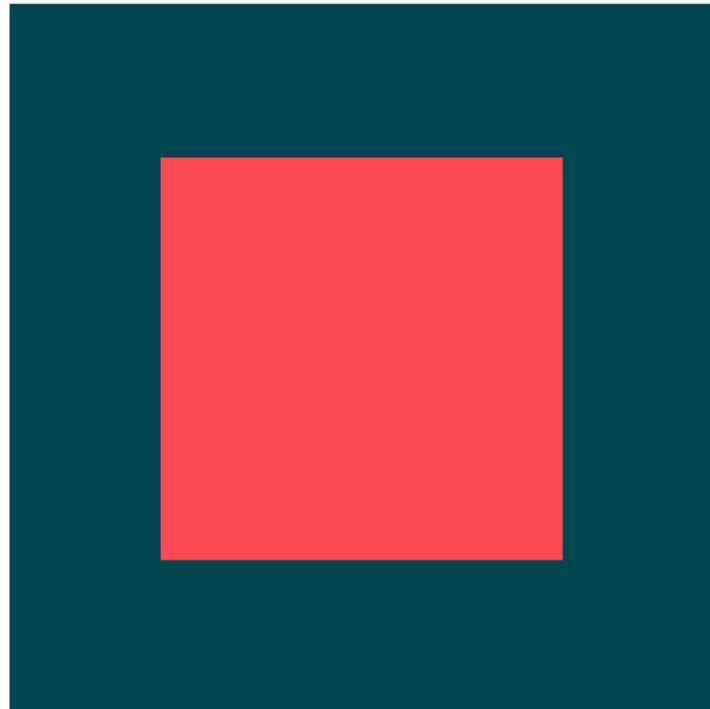


Example of how primary colours can be combined to create different moods.

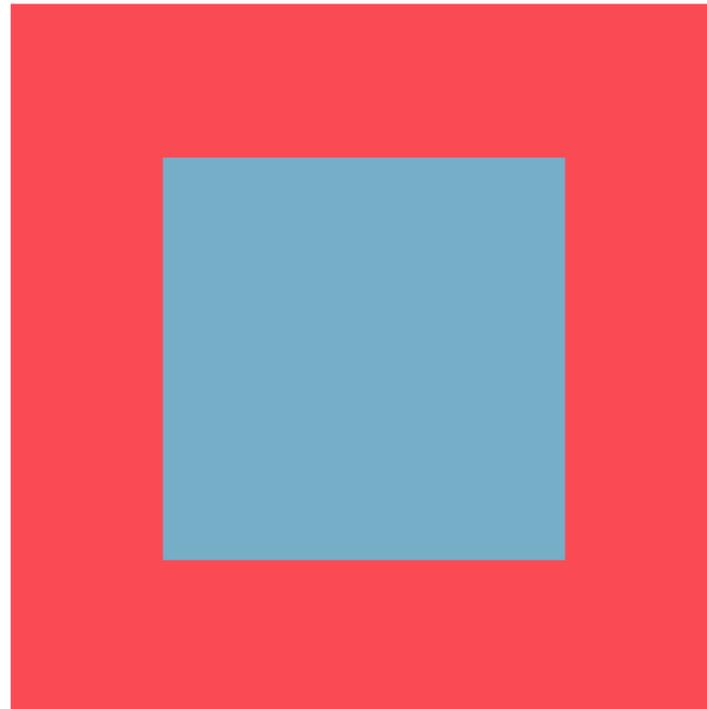


Colour matching

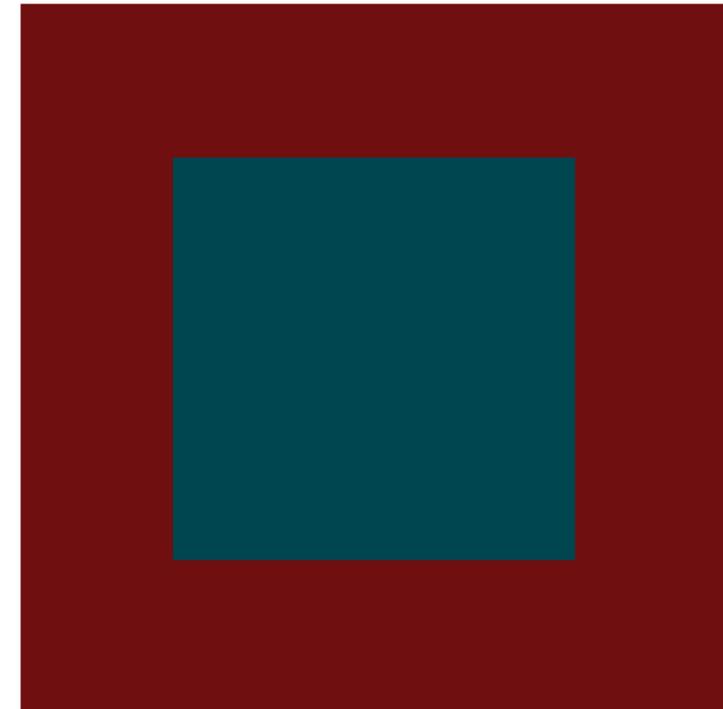
For optimal legibility and balance, aim for colour combinations with high contrast. The examples above are great combinations to use. Sofigate Coral Red, in particular, works best as an accent on top of other colours, but rarely the other way around.



Petrol + Coral Red



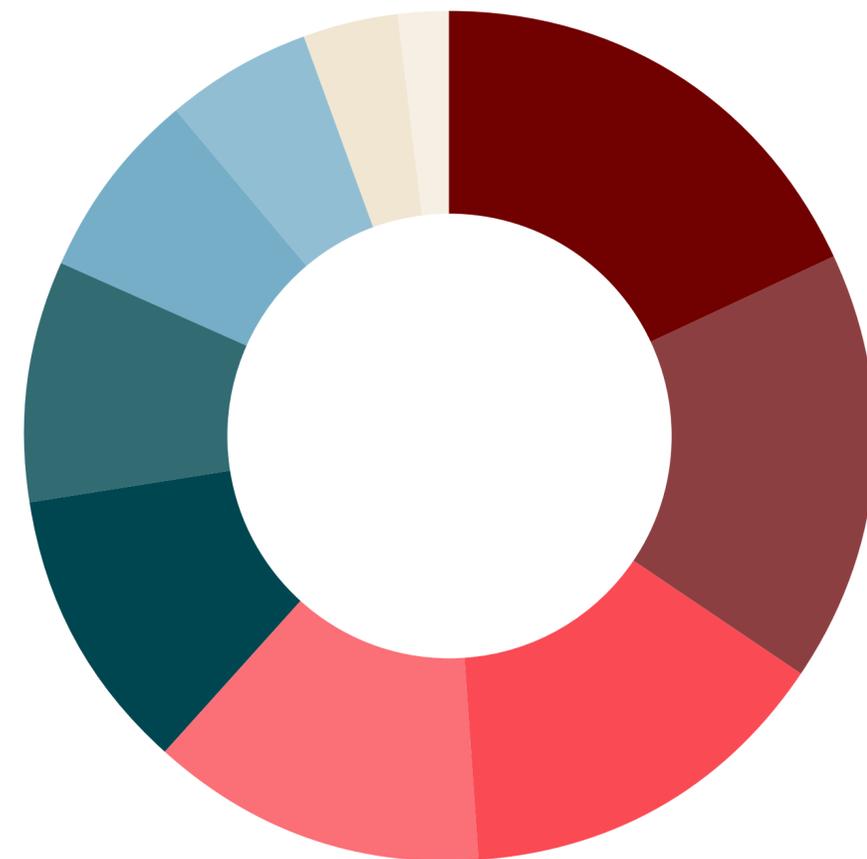
Coral Red + Sky



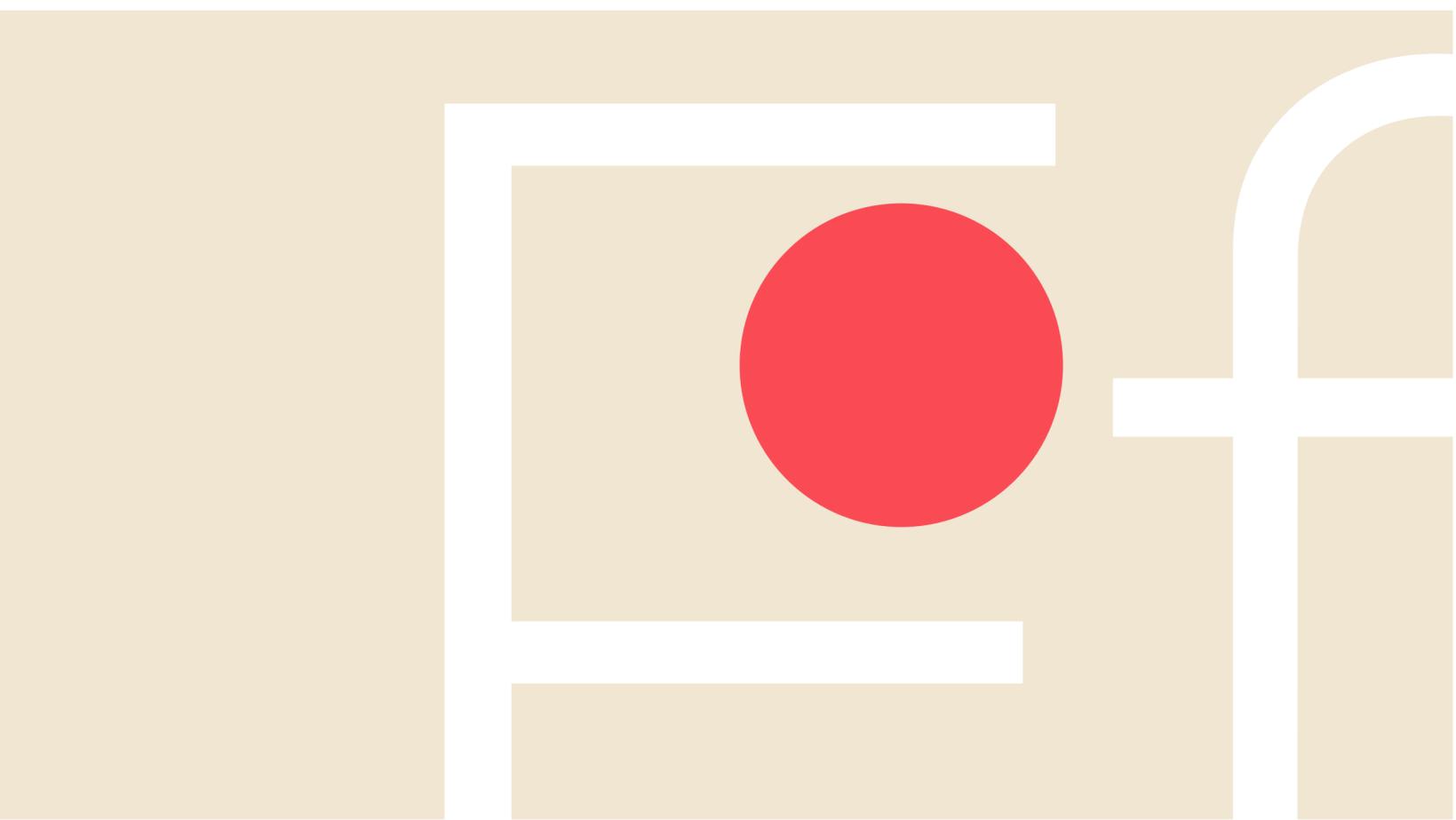
Burgundy + Petrol

Colour mismatching

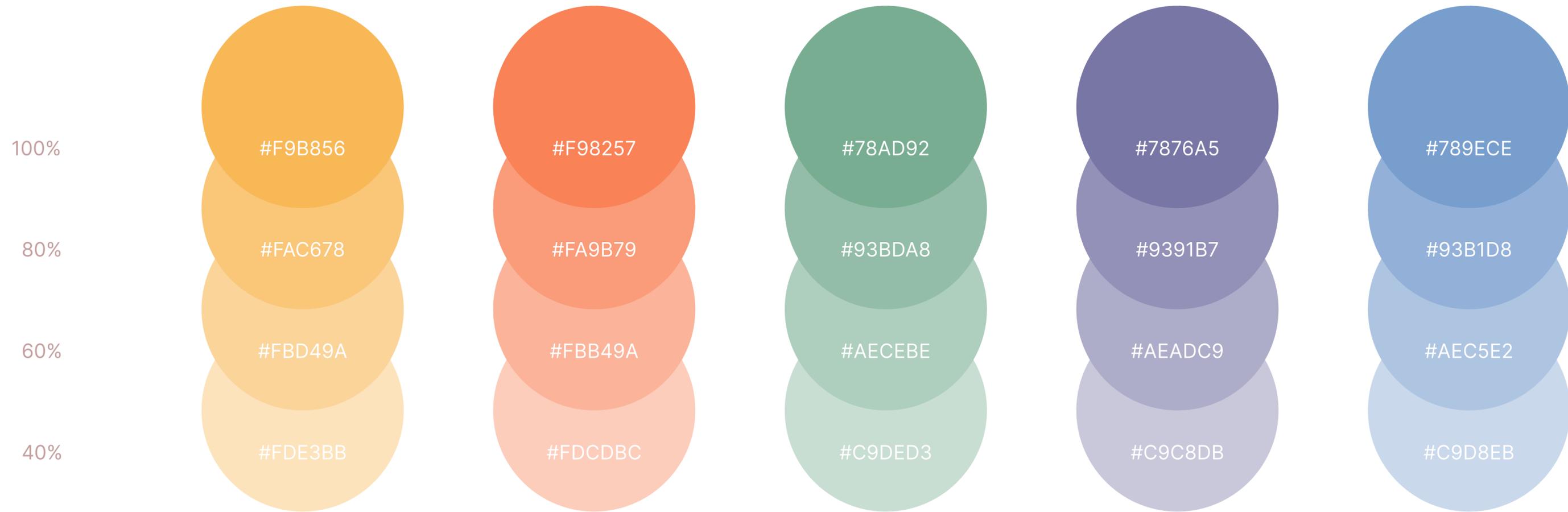
When combining colours, be careful of the colour combinations above. Some colours are either too low in contrast next to each other or too vibrant to function harmoniously together.



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

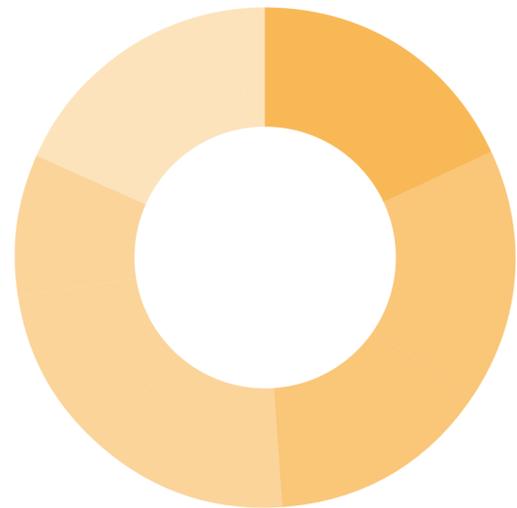


Secondary colours

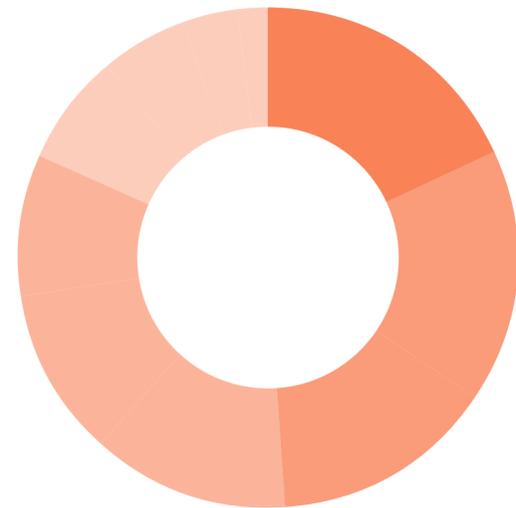


Secondary palette

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



Category 1



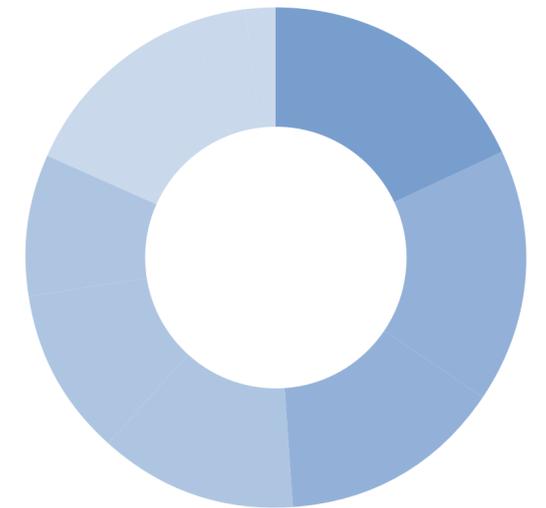
Category 2



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.



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's typography

Hello Inter

**Inter, the primary
typeface**

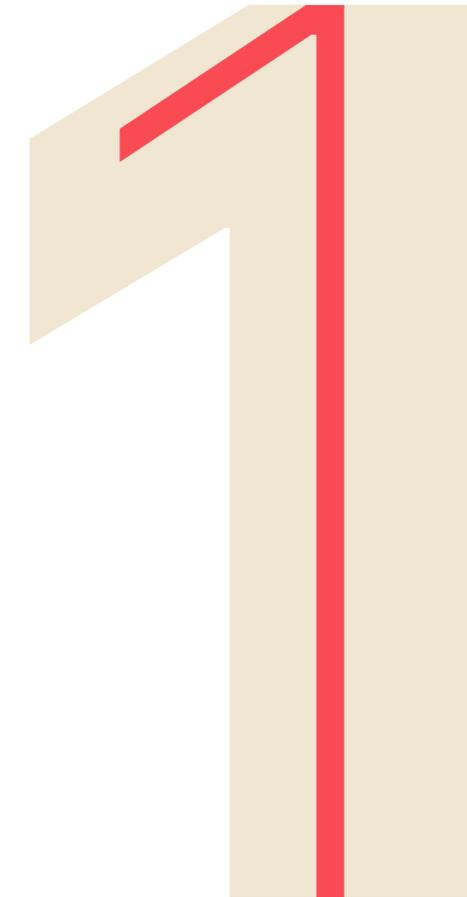
“Inter is a typeface carefully crafted and designed for computer screens.”
– Rasmus Andersson, Designer of Inter

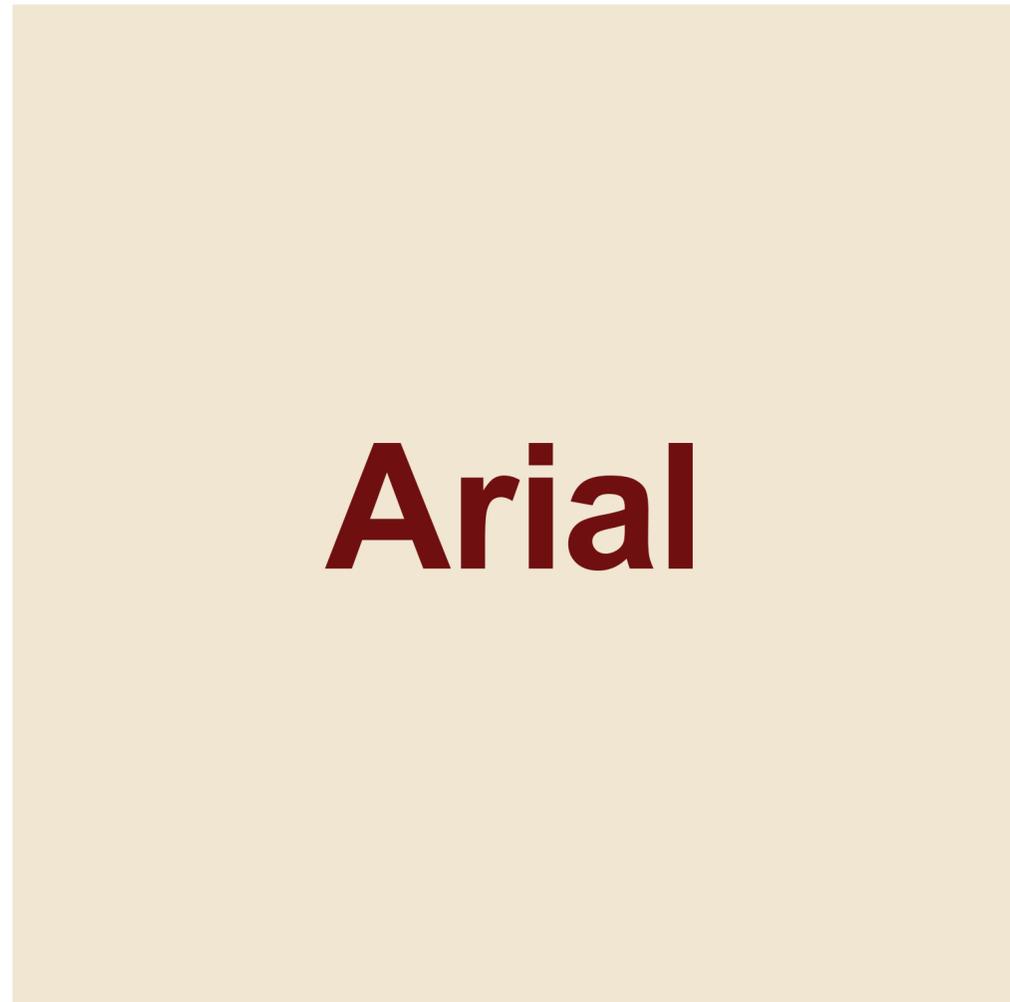
Inter

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.

Inter
Inter
Inter
Inter
Inter
Inter
Inter
Inter
Inter





Arial

Arial
Arial

Arial Black

Arial
Black



**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. **In PowerPoint presentations we only use Arial and Arial Black.**

Headline tiandi rem dus molo int pliam versperro.

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

CALL TO ACTION



Now, here is where the body text starts. Et qui autenditiat fuga. Acepelicıtas do-lum idellibus ex expeliq uatio. Tem dita vid quas eium exeribus voluptium as et perupta taspıen 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

Headline tiandi rem dus molo int pliam versperro.

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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 arc.

CALL TO ACTION



Now, here is where Inter Bold body text starts. And the rest of the paragraph in Inter Regular. Acepelicatas do-lum idellibus ex expeliq uatio. Tem dita vid quas eium exeribus voluptium as et perupta tasprien 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.

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.

**Smart, bold
or both?**

Technology is
**everybody's
business.**

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.

+	Setting text with right justification and no hyphenation should be the most common paragraph style.	→	<p>Is disciis nihitaque vendaestem acimi, officii 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.</p>
×	Avoid flush set text as it creates irregular word spaces.	→	<p>Is disciis nihitaque vendaestem acimi, officii 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.</p>
×	Ragged left, right justified text is rarely the right choice.	→	<p>Is disciis nihitaque vendaestem acimi, officii 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.</p>
×	Avoid centred paragraph styling.	→	<p>Is disciis nihitaque vendaestem acimi, officii 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.</p>

Text justification

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, officii dollandis volore voloreprore valoris 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 dolorry sunt, sin nonem quaes net est, omnis minitaque necestistor similitam sinvendandi occaborit quam re magnimolent fugia sum eumetum at opta sed.
X	The column is too narrow for the selected type size.	→	Uptation sercita dolorem rem facearum id modiam quiatquo volupta suntis mi, culpa eum faccati.
X	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 volupticiist 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

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's
imagery**

Brand imagery



Sofigate



ofigate

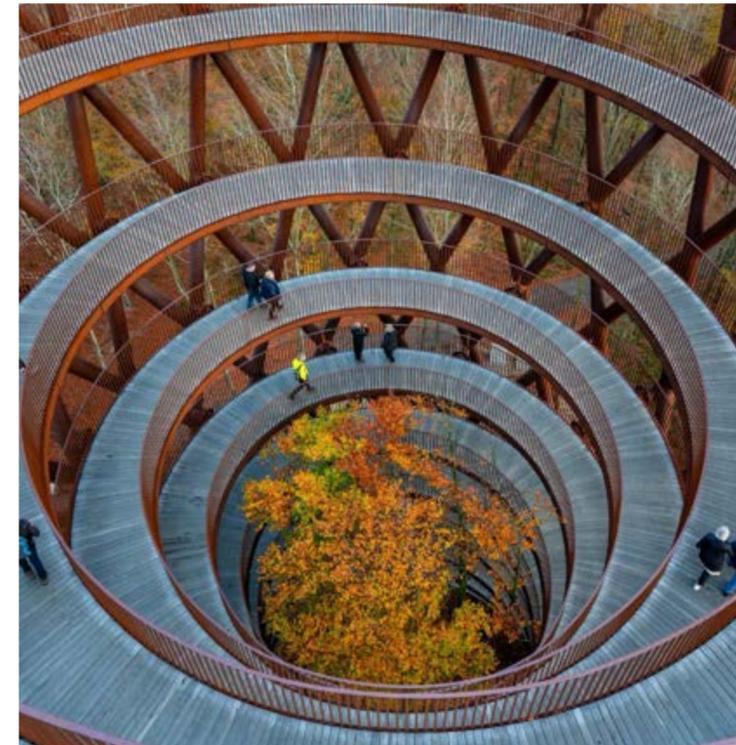
The themes have been set to help you in your search. However, they should not be too limiting. A great image might fit into all categories, or none, but still work stylistically in a specific context.



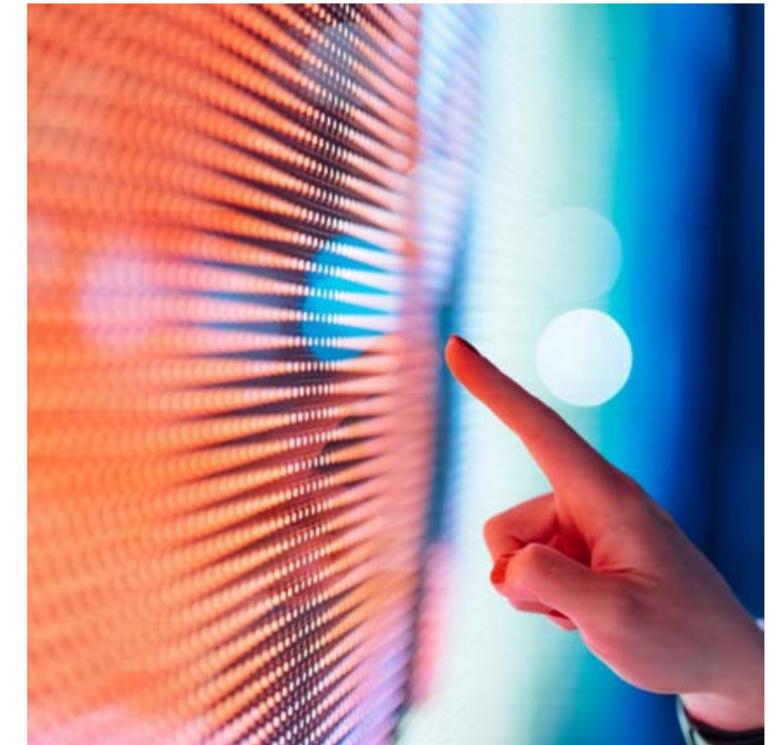
People and work



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

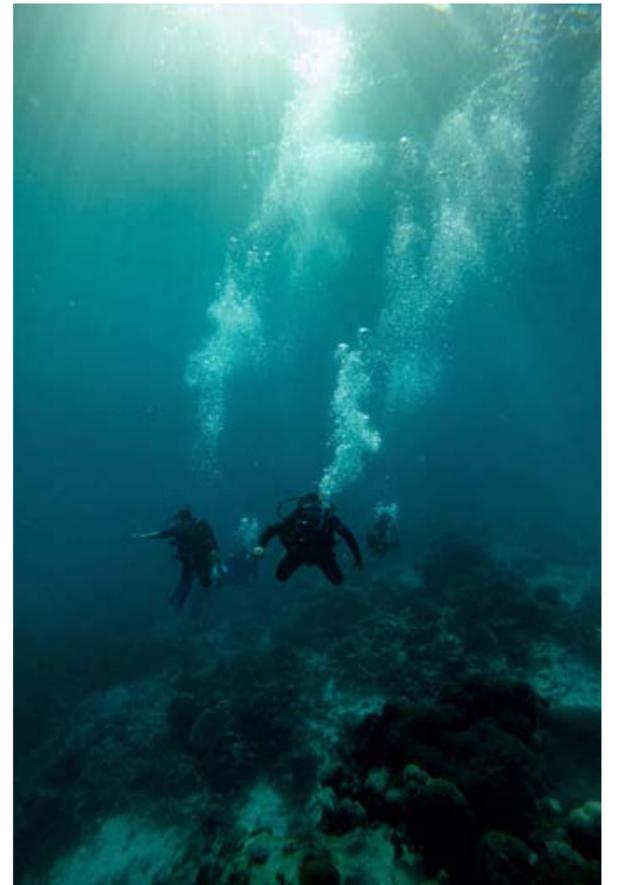
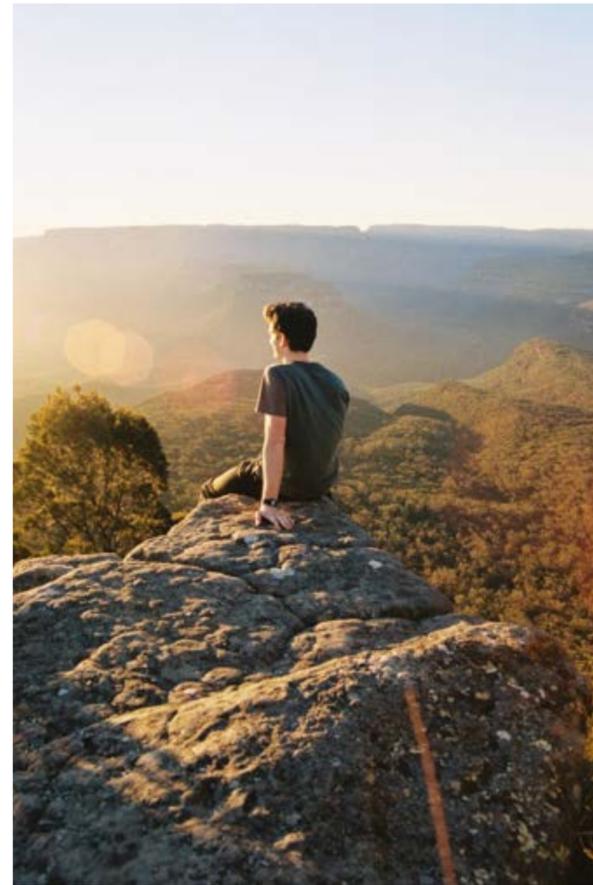
form a consistent entity through the subtle presence of our brand colours, and through the presence of people in the majority of images. Overall, the imagery should be authentic to create an emotional connection with the viewer.



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

Theme: People and work

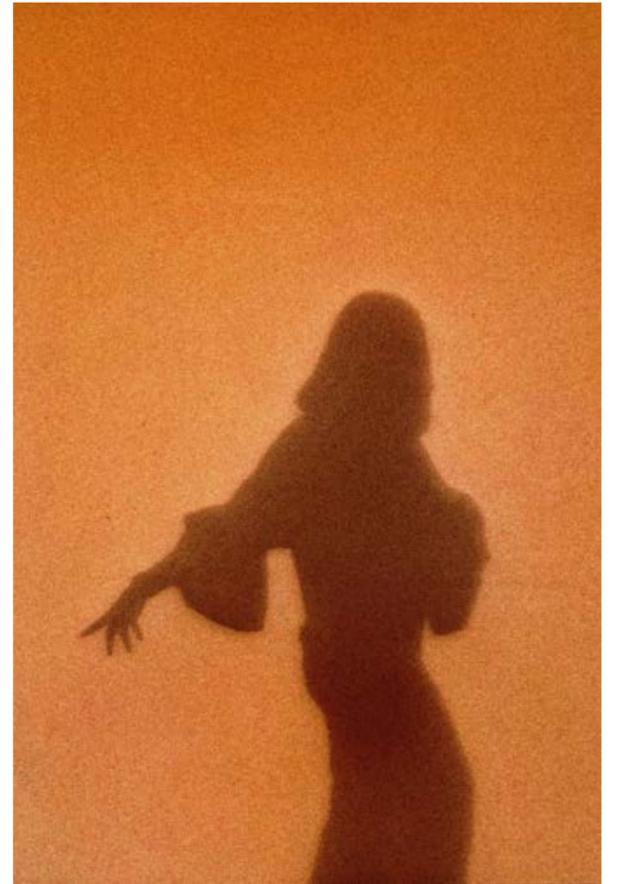
We are fiercely human. Images in this category depict how we place people at the centre of transformation. There are two distinct types: people in work environments reflecting our ways of working, and people in casual scenarios representing real-life enjoyment, freedom, and confidence. The presence of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



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

Theme: Nature

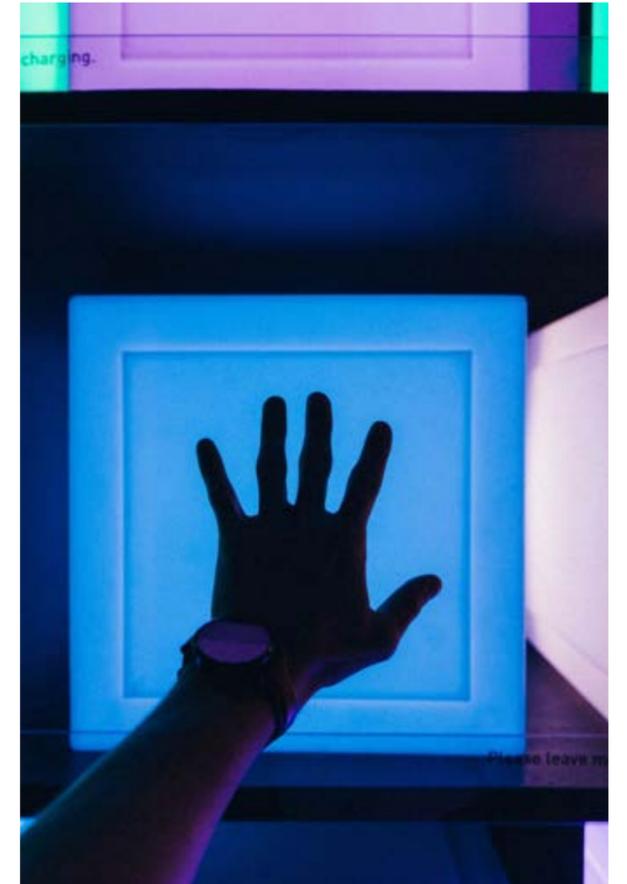
This category reflects the constant adaptivity and organic change we drive. People can be featured as a subtle element in these images, connecting them with nature's vastness but also giving them a role as part of change. We also portray our Nordic roots by choosing images that remind us of beautiful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



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

Theme: Urban environment

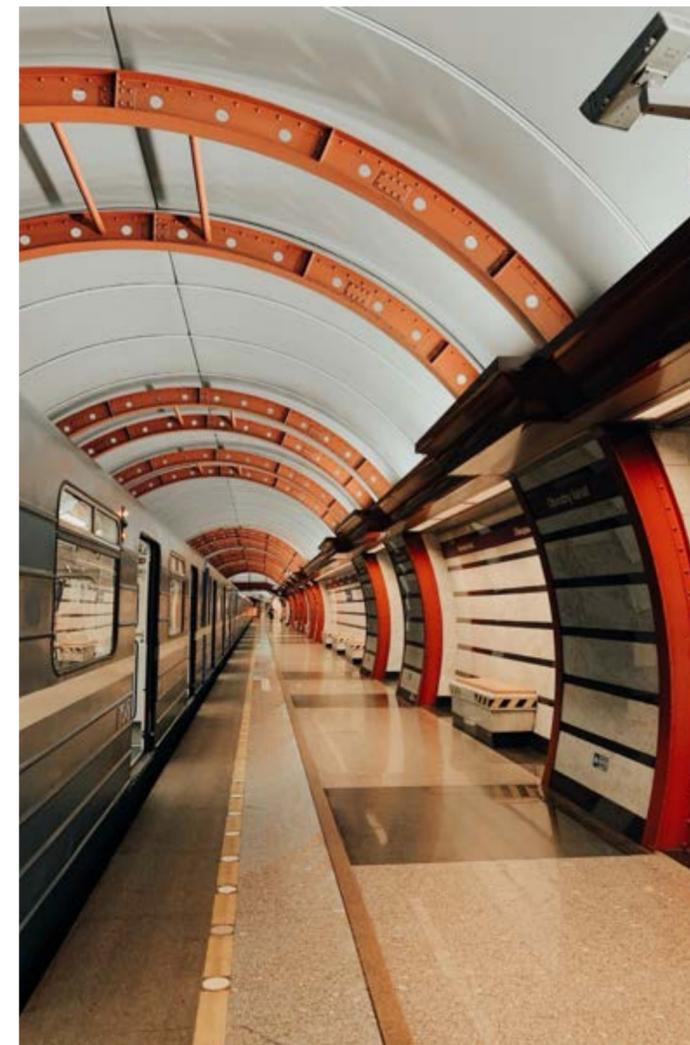
Urban imagery builds a broader connection to the world around us and our capability to shape society. They captivate urban environments, their beautiful shapes, and intriguing details, as well as their capability to bring people together to create dynamic development. Change has its own pace, rhythm,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

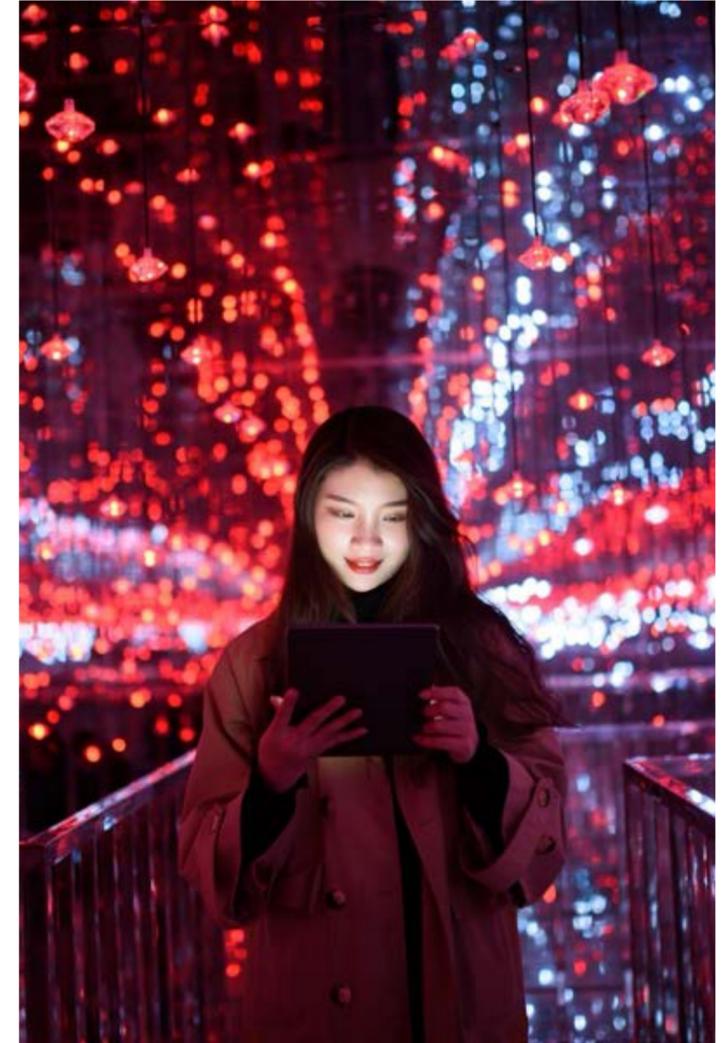


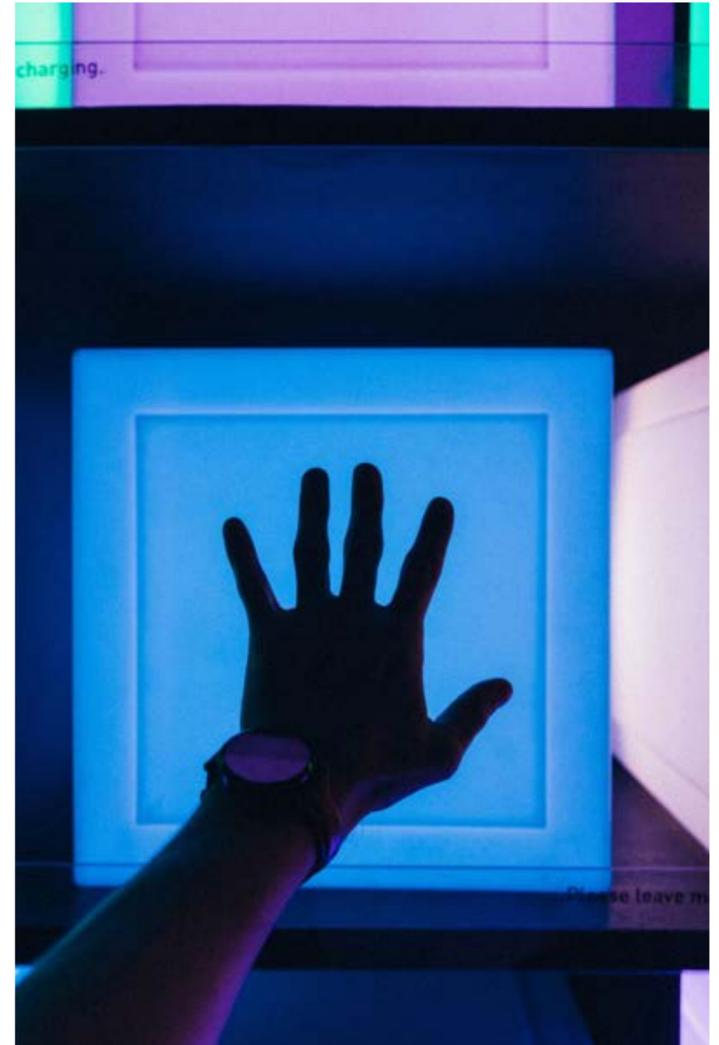
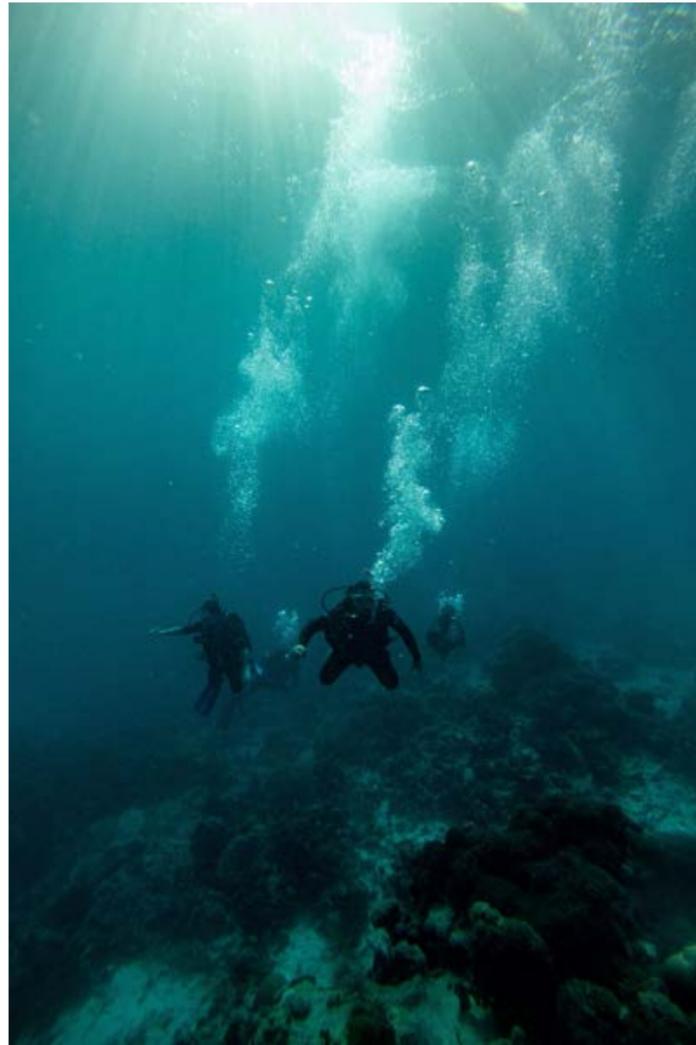
KEY SEARCH TERMS: SOFTWARE DEVELOPMENT, CODING, TECHNOLOGY, INNOVATION, INTERFACE, FUNCTION

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.







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.



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.



In-situ portraits

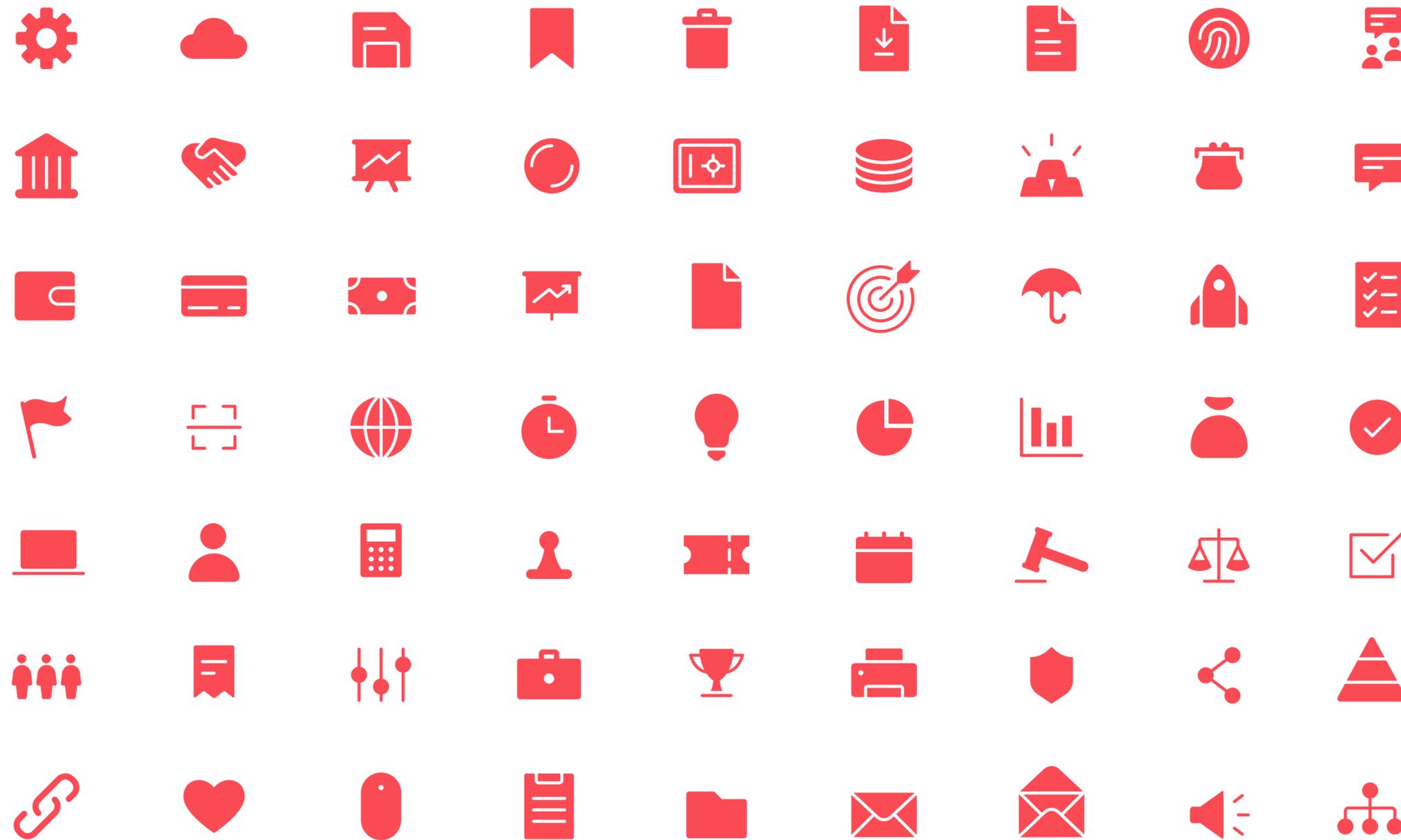
In-situ portraits to be used for e.g. management portraits. Characterized by a two-thirds or three-quarters crop. Read more about portrait style on p. 71.



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'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.



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.

Brand in use



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 Header
Arial Black 32pt

Chart Title Arial Black 18pt

Category	Value
2.8	
8.2	
3.2	
1.4	
1.2	
4.2	

■ Lorem ■ Ipsum ■ Dolor ■ Sit ■ Amet ■ Magna

Chart Title Arial Black 18pt

Group	Series 1	Series 2	Series 3
Lorem	4.2	2.4	2.0
Ipsum	2.5	4.4	2.0
Dolor	3.5	1.8	3.0
Sit	4.5	2.8	5.0

■ Series 1 ■ Series 2 ■ Series 3

Sofigate CONFIDENTIAL 24 March 2026 12

Thank you!

Contact details

Sofigate

Additional Subtitle Arial 18pt

Section Header

Arial Black 48pt

Sofigate CONFIDENTIAL 24 March 2026 9

Introduction

Arial Black 66pt

Lorem ipsum dolor sit amet consectetur adipiscing elit.

Sofigate CONFIDENTIAL 24 March 2026 10

Sofigate PowerPoint Header
Arial Black 32pt

Chart Title Arial Black 18pt

Category	Value
1.2	
8.2	
3.2	
1.4	

■ Lorem ■ Ipsum ■ Dolor ■ Sit

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, Sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Sofigate CONFIDENTIAL 24 March 2026 11

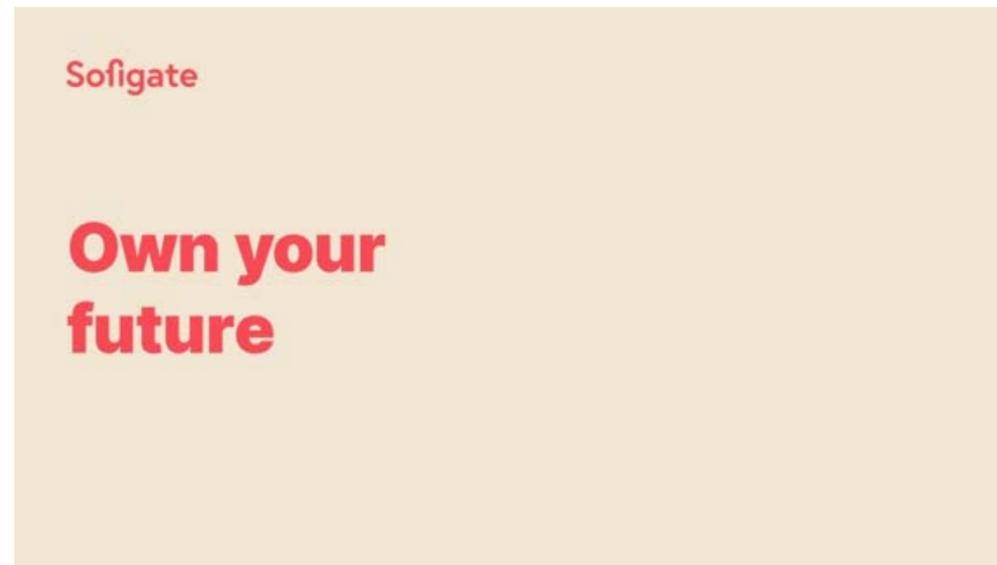
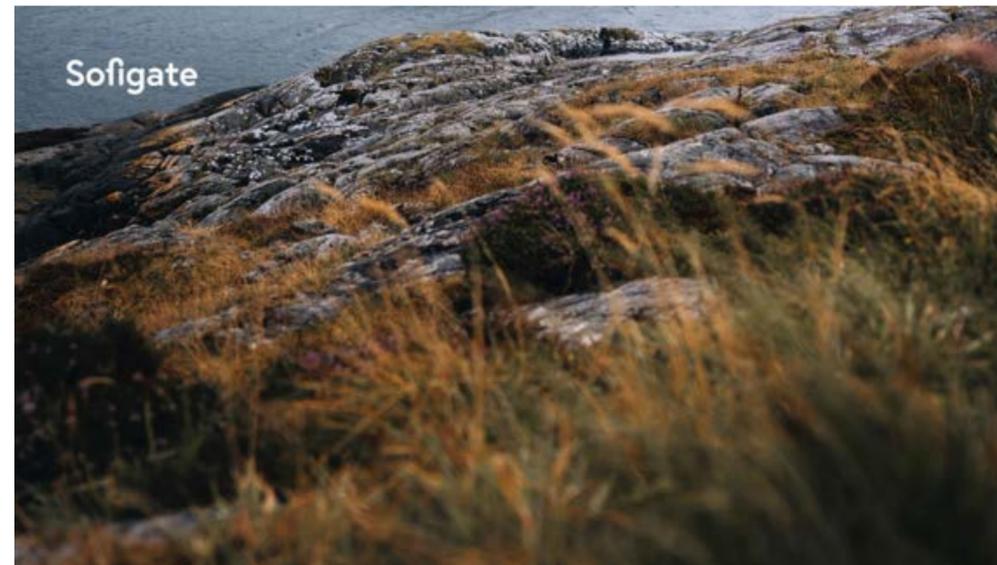
Arial Black 54pt

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.



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.



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.



Roll-ups

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



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.



Merchandise

Sofigate



Merchandise

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



White papers

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

Brand in use

Sofigate

Date: 2022.11.15
Version: 1.1
Title: IT Management to Business Technology
Subtitle: Sofigate is the pioneer of Business Technology Management services in the Nordics

IT Management to Business Technology

Sofigate is the pioneer of Business Technology Management services in the Nordics

Sofigate
The Business Technology Company

Teknikantie 12
02150 Espoo, Finland
www.sofigate.com
Own your future

Sofigate

Date: 2022.11.15
Version: 1.1
Title: IT Management to Business Technology
Subtitle: Sofigate is the pioneer of Business Technology Management services in the Nordics

Contents

1	Heading 1	1
1.1	Nunc viverra imperdiet enim.	1
1.2	Suspendisse dui purus	1
1.3	Lorem ipsum dolor sit amet	2
2	Pellentesque porttito	2
2.1	Fusce aliquet pede non pede.	2

Sofigate

Date: 2022.11.15
Version: 1.1
Title: IT Management to Business Technology
Subtitle: Sofigate is the pioneer of Business Technology Management services in the Nordics

Main heading

1 Heading 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna. Donec blandit feugiat ligula. Donec hendrerit, felis et imperdiet euismod, purus ipsum pretium metus, in lacinia nulla nisi eget sapien. Donec ut est in lectus consequat consequat.

1.1 Nunc viverra imperdiet enim.

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- Aenean nec lorem.
- In porttitor.
- Donec laoreet nonummy augue.

1.2 Suspendisse dui purus

scelerisque at, vulputate vitae, pretium mattis, nunc. Mauris eget neque at sem venenatis eleifend. Ut nonummy. Fusce aliquet pede non pede. Suspendisse dapibus lorem pellentesque magna. Integer nulla. Donec blandit feugiat ligula. Donec hendrerit, felis et imperdiet euismod, purus ipsum pretium metus, in lacinia nulla nisi eget sapien. Donec ut est in lectus consequat consequat.

Etiam eget dui. Aliquam erat volutpat. Sed at lorem in nunc porta tristique. Proin nec augue. Quisque aliquam tempor magna. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Nunc ac magna. Maecenas odio dolor, vulputate vel, auctor ac, accumsan id, felis. Pellentesque cursus sagittis felis. Pellentesque porttitor, velit lacinia egestas auctor, diam eros tempus arcu, nec vulputate augue magna vel risus. Cras non magna vel ante adipiscing rhoncus. Vivamus a mi. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna. Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Proin pharetra nonummy pede. Mauris et orci. Aenean nec lorem. In porttitor. Donec laoreet nonummy augue. Suspendisse dui purus, scelerisque at, vulputate vitae, pretium mattis, nunc. Mauris eget neque at sem venenatis eleifend. Ut nonummy. Fusce aliquet pede non pede. Suspendisse dapibus lorem pellentesque magna. Integer nulla. Donec blandit feugiat ligula.

1

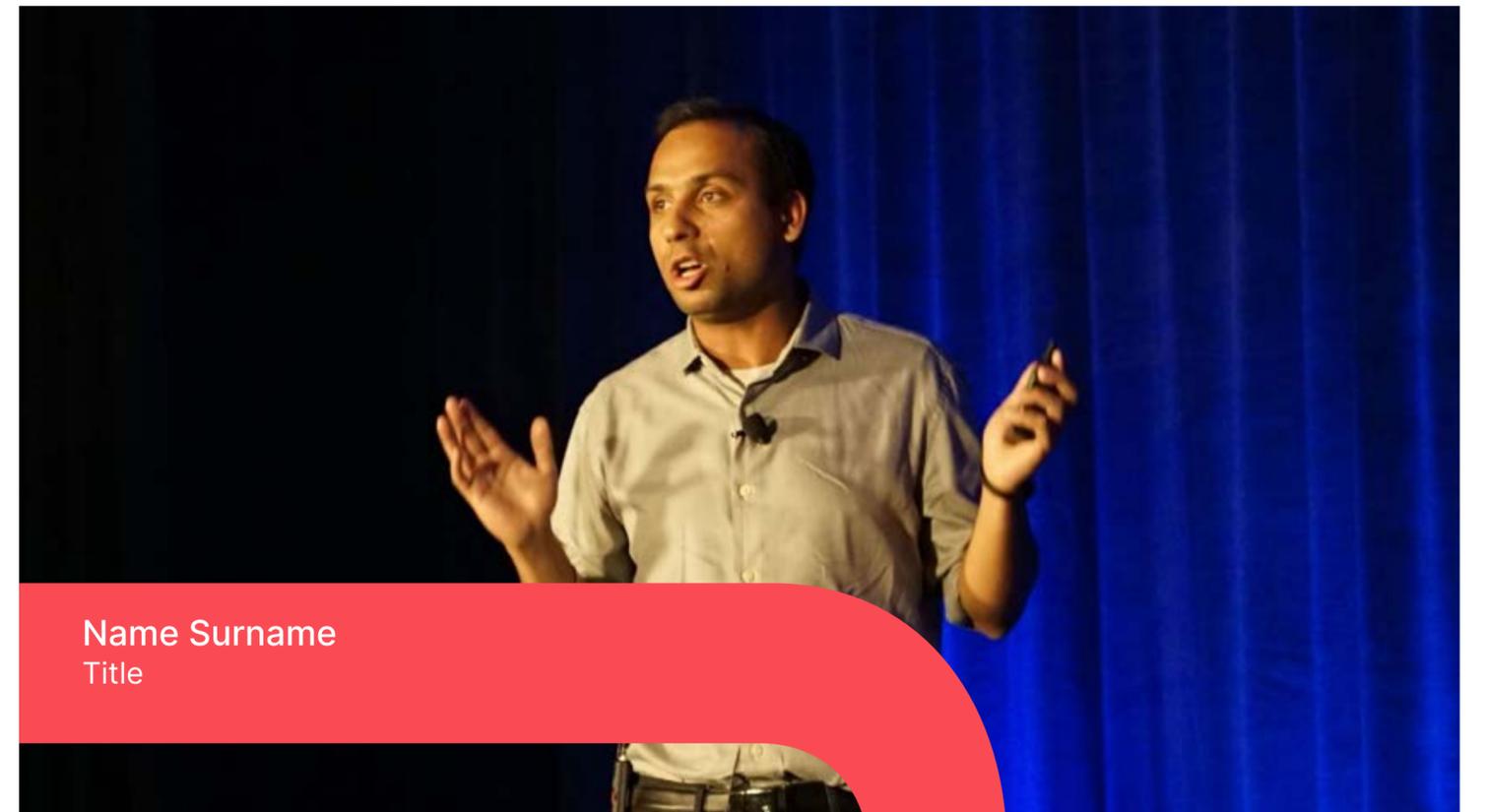
Word template

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



Event invitation

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



Event look and feel

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



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.

A person with long hair, wearing a light blue t-shirt and shorts, is captured mid-air, jumping joyfully on a sand dune. Their arms are raised in a 'V' shape, and their legs are bent. A large plume of golden sand is being kicked up from the dune, creating a dramatic, dynamic background. The sky is a clear, pale blue. The overall mood is one of freedom and achievement.

Own your future

Sofigate