Hello and welcome to Serpact’s brand book!
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Logo variations

Serpact’s logo contains two connected elements: the stylized letter “s” and the word “Serpact”

Although the logo can be used in different ways in some specific applications, which are listed in this manual, the main logo should always be in accordance with the shown example.
Hey, you, listen!
Leave some white space around the logo!

Serpact’s logo requires some space without graphics. That space maintains the entirety and the effectiveness of the logo.
Consistent colors - always a good choice!

For digital or printable materials combine your design with the brand’s colors shown here.

Main colors

- #1853a1
  CMYK: 96 | 76 | 3 | 0
- #fbcf0c
  CMYK: 2 | 16 | 99 | 0
- #f05925
  CMYK: 0 | 80 | 96 | 0

Values of the blue color

- #d3e6f8
- #93d0ef
- #54abe3
- #0473cf
Typeface

Montserrat

“Montserrat” is a font from a rich family, which we chose to add to the modern look of our brand.

When typing the texts, please use Extra-Bold (titles) and Regular (paragraphs) or Bold (titles) and Light (paragraphs). Maintain the contrast and hierarchy in the text for good readability.

You can download the font from: https://fonts.google.com/specimen/Montserrat
Using the logo

Don’t do strange staff with the logo! Keep it solid.

Don’t change the places of the logo’s components. 
Don’t change the color scheme. 
Don’t outline it or distort it. 
Don’t reorganize the logo’s colors differently.
Have in mind the readability when using the logo on photos.

A dark background requires a bright logo to maintain the contrast. Use it as a watermark in this case. On a white background use a full color or mono color logo.

Always check if the photos you are using have copyrights, which prohibit it's usage by other people for commercial or noncommercial purposes.
Illustrations

Use the illustrations created for the brand in order to brighten up the design.

The website has custom-made illustrations which can be used either as added elements and refreshments to your design, or can simply be used by themselves, but always related to the Serpact’s brand.
Website

The website is bright, don’t forget that!

The website has a white main background, which has to be kept in mind when doing other designs related to it and the Serpact’s brand.
Thank you!

We have over 1,000 SEO projects in over 20 countries worldwide. Our team is certified for over 80 international certificates. We are one of the luckiest agencies awarded at the European Search Awards, category Gaming. We are regular speakers at many local and worldwide digital marketing events. Full transparency through video feedback from our customers.

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