



# BRAND GUIDELINES

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**This document outlines the essential elements, standards, and rules governing the use and representation of Service IT+ and its partners.**

This will serve as a reference manual for anyone involved in creating content, design, or communication materials ensuring consistency and coherence across various channels.

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# **BRAND IDENTITY**

# The following outlines the proper usage of the official Service IT+ logos.

These guidelines must be followed for consistent and professional use across all digital or printed collaterals.



*Default ServiceIT+ logo*



*Default ServiceIT+ icon*

S+

*encapsulates what Service IT+ is ready to offer to clients in one look: S+ services and solutions*

# Logo Use Guidelines

The logo **should be white** when placed on a colored background. The only acceptable colors for the logo are orange, blue, and the SIT+ gradient.



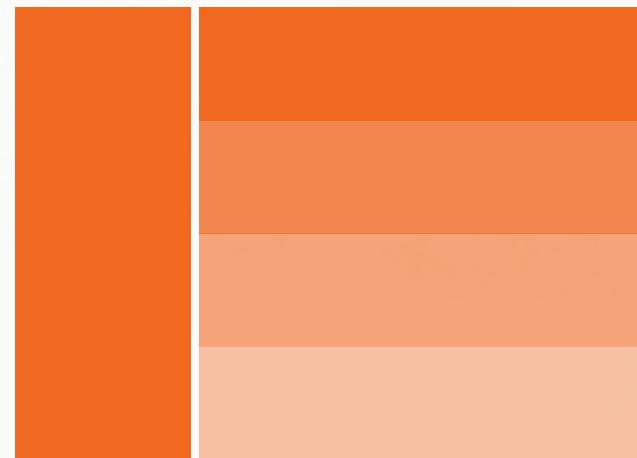
Logo should **not** be stretched vertically or horizontally, and the colors should also not be changed.



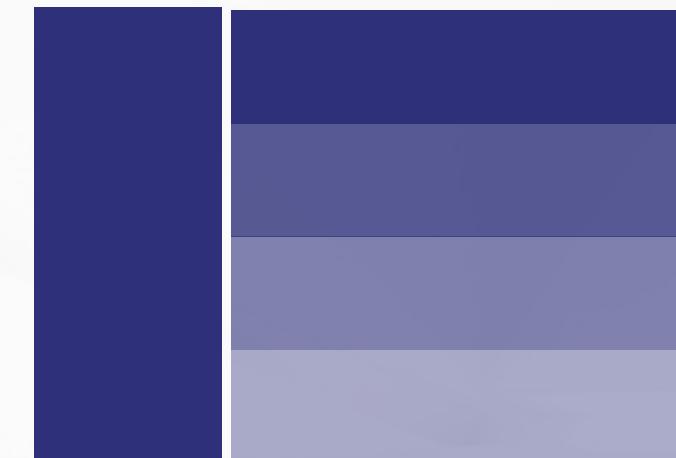


**COLOR PALETTE**

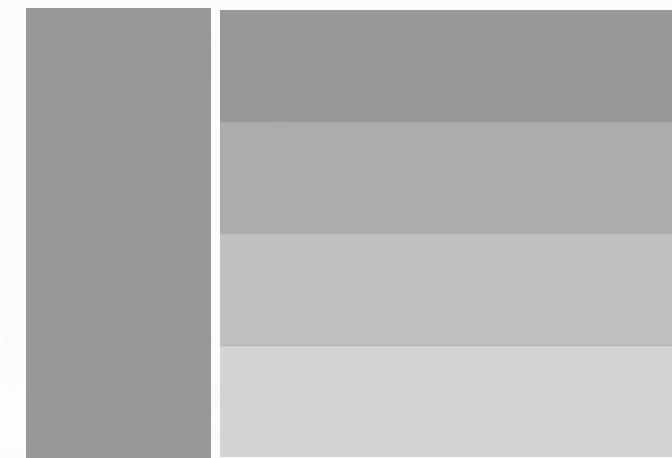
# Service IT+ has Three Primary Colors: Light Orange, Astronaut and Grey



HEX #f16a21  
RGB 241 /106 / 33  
CMYK 0%, 56%, 86%, 5%  
HSV 21°, 86%, 95%  
HSL 21°, 89%, 54%

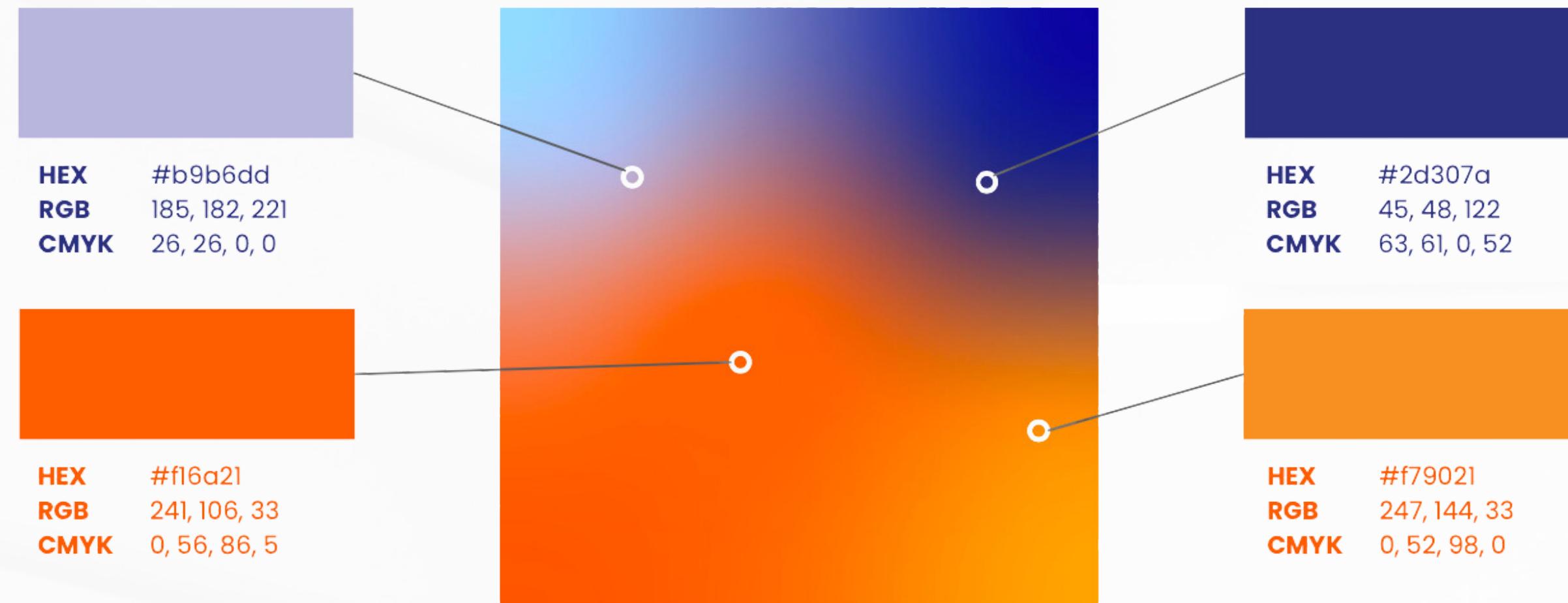


HEX #2d307a  
RGB 45, 48, 122  
CMYK 63%, 61%, 0%, 52%  
HSV 238°, 63%, 48%  
HSL 238°, 46%, 33%



HEX #979897  
RGB 151, 152, 151  
CMYK 1%, 0%, 1%, 40%  
HSV 120°, 1%, 60%  
HSL 120°, 1%, 60%

**Service IT+ features a distinctive gradient, adding a dynamic and modern touch to our brand visuals.**





# TYPOGRAPHY

# Primary Font



## Poppins

Poppins is often used for corporate and editorial design, as well as web and mobile interfaces.

Poppins has an approachable, balanced, and versatile feel. It is a great choice for projects that require a contemporary and professional look.

A large, bold, white sans-serif font is displayed on a solid orange rectangular background. The letters 'A' and 'Q' are prominently featured, with the 'A' on the left and the 'Q' on the right. To the right of the letters, the word 'Poppins' is written in a smaller, white, sans-serif font, with each word stacked vertically: 'Regular', 'Medium', and 'Bold'.

A  
Q

Regular  
Medium  
**Bold**

# Secondary Font



## Arial

Arial is an accessible sans serif font with good clarity and legibility. It can be used with equal success for text setting in reports, presentations, magazines etc, and for display use in newspapers, advertising and any professional look.

A large, white, bold 'Aa' character set is displayed against a solid orange rectangular background. To the right of the characters, the word 'Regular' is written in a smaller white sans-serif font. Below it, the words 'Medium' and 'Bold' are stacked vertically, also in white.

Regular  
Medium  
**Bold**



# ICONS & FIGURES

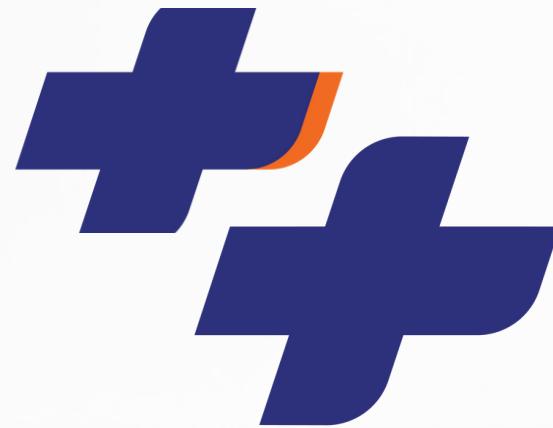
# Company Icons



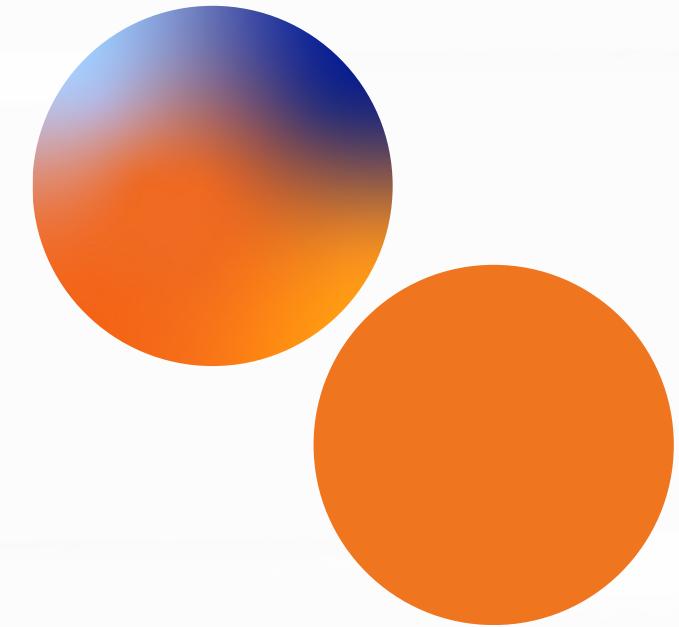
Service IT+ Rhombus



Service IT+ Extended Rhombus



Service IT+ Plus icon



Service IT+ Supplemental Icon

The rhombus, both normal and extended, are the main shapes of Service IT+ to be used in collaterals. Angle brackets in the official logo are incorporated in the sharp corners in upper right and lower left of the rhombus shape. The plus sign is the official shape, which can be used in the variations above and plain white. The circle is a supplemental element that can be incorporated for additional graphic icon.



# Other Icons



The icon style isn't restricted to the provided samples but should mirror their aesthetic.

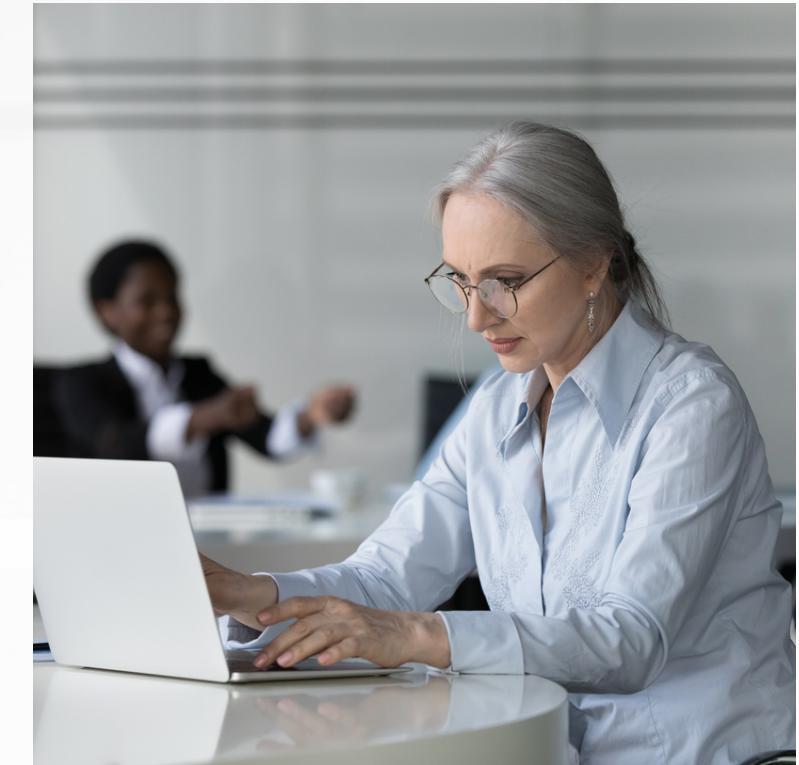
Colors can be adjusted to match Service IT+'s primary colors: orange, blue, and the Service IT+ gradient.



# Lifestyle

Lifestyle images should depict a corporate environment that reflects the vision and mission of the company while mirroring its brand identity. The age demographic represented should range from late 30s to 50s.

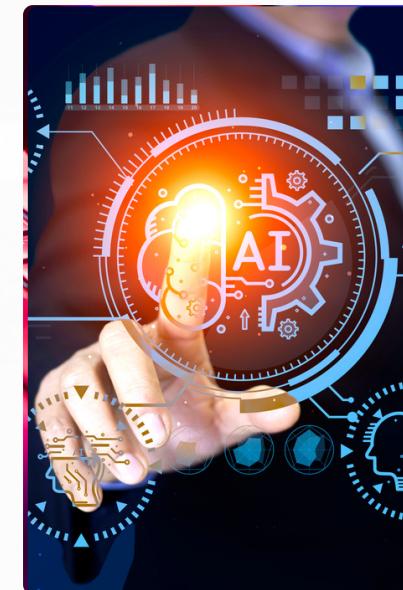
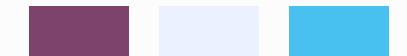
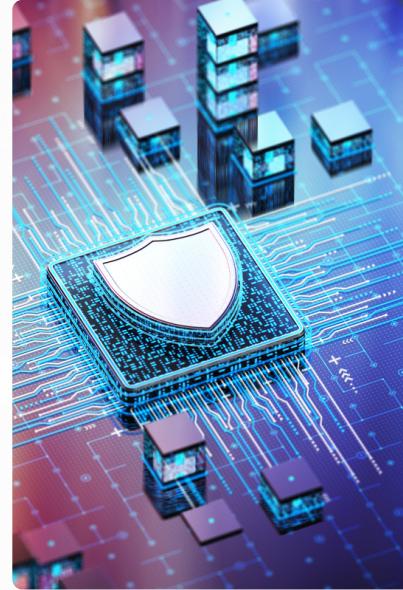
These images must maintain professionalism and emphasize the quality of service provided by the company. They should also convey the trust placed in the company by organizations across various industries.



# Technology

We utilize various technology images in our collaterals, but it's essential to prioritize those that complement our branding consistently across all materials.

We value our extensive network of partners and are flexible in incorporating distinct colors to represent them in our collateral materials. However, it is essential to refrain from using these indicated colors in collaterals that do not feature any partner representation.





# TEMPLATES

# Individual Email

## AAA General (Individual)

You may utilize this template on the CRM (Freshworks).

See link to follow the step-by-step process on how to attach this template:

<https://docs.google.com/document/d/1csEXo4zyxXSWJH1gNI7-bOJSgROQTAGBB-pJIpqDS84/edit>

Once accessed, please make a **CLONE** for you to edit.



The image shows a template for an individual email from Service IT+. The header features the company logo 'SERVICE IT+' with a blue 'S' and orange 'IT+' in a stylized font, followed by the tagline 'Make technology excel to drive organizations forward.' in an orange bar. The main body of the email is a placeholder text template:

Dear [NAME],  
Greetings!  
[insert paragraph here]  
Regards,  
[Service IT+]

At the bottom, there is contact information: a phone icon with '+632 5310 4275', an envelope icon with 'inquiries@serviceitplus.com', and the Service IT+ logo (orange 'S' with a blue '+'). A small note at the bottom states: 'Message sent by {{company::name}} at {{company::address}}, {{company::city}}, {{company::state}}, {{company::country}}'.

# Bulk Email

## AAA-General Template (Bulk)

You may utilize this template on the CRM (Freshworks).

See link to follow the step-by-step process on how to attach this template:

<https://docs.google.com/document/d/1csEXo4zyxXSWJH1gNI7-bOJSgROQTAGBB-pJlpqDS84/edit>

*Once accessed, please make a CLONE for you to edit.*



Make technology excel to drive organizations forward.

Dear {{contact.first\_name}},

Greetings!

[insert paragraph here]

Regards,

ServiceIT+ Communications



+632 5310 4275



inquiries@serviceitplus.com



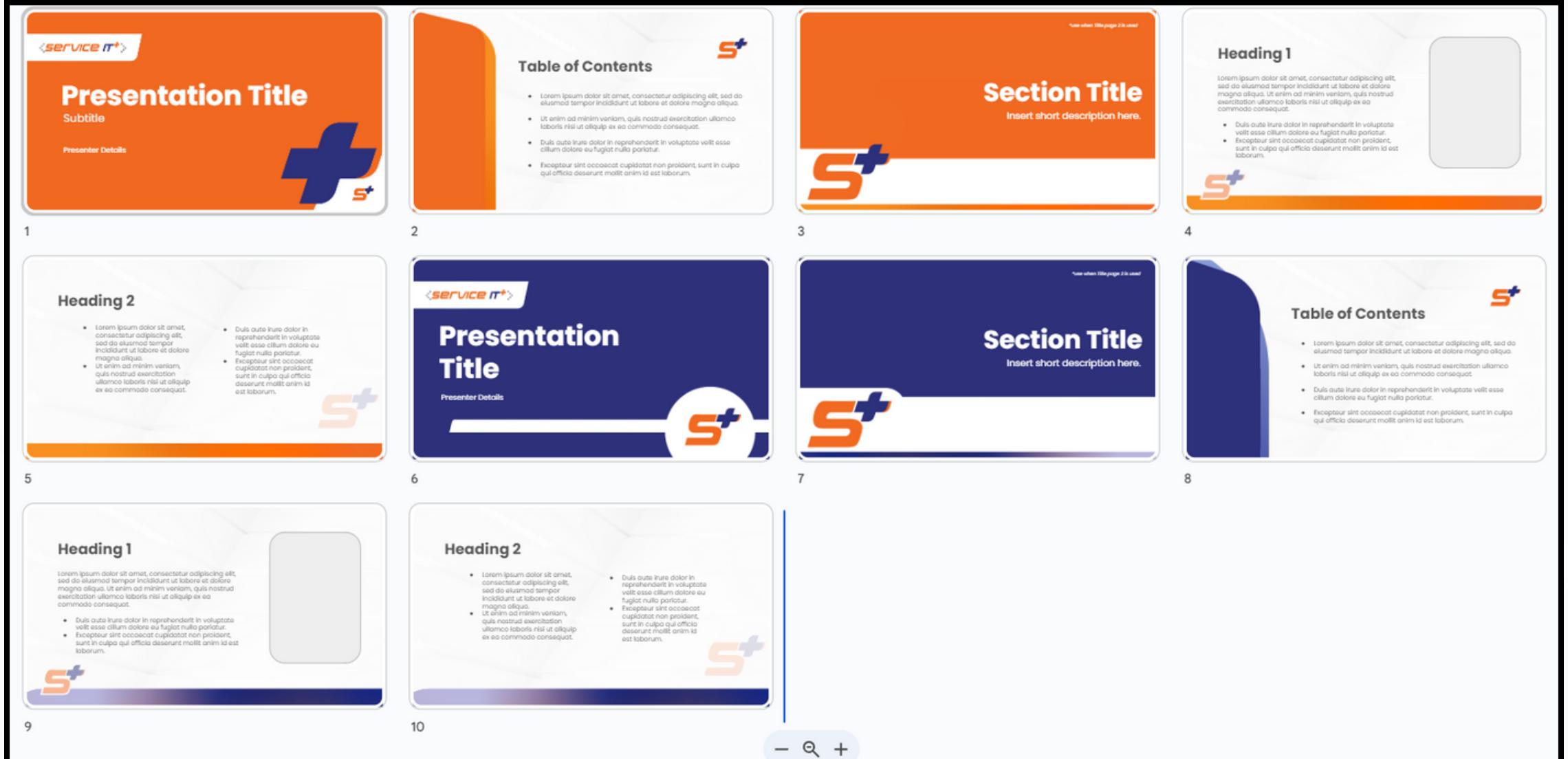
Message sent by {{company::name}} at {{company::address}}, {{company::city}}, {{company::state}}, {{company::country}}.

# Power Point

See link:

[https://docs.google.com/presentation/d/1NC0g39u1jLn0PpMlwIPxTuUYh7OcAYhTCd0SSiFh3Zo/edit#slide=id.g26c76fc29a8\\_0\\_73](https://docs.google.com/presentation/d/1NC0g39u1jLn0PpMlwIPxTuUYh7OcAYhTCd0SSiFh3Zo/edit#slide=id.g26c76fc29a8_0_73)

Once accessed, please make a copy for you to edit.



# Letter Head

See link:

<https://docs.google.com/document/d/1uxxkeGzZMzxWAhyDaC7wSEoCU76aMPpODyURA92V5Uw/edit>

*Once accessed, please make a copy  
for you to edit.*



Make technology excel to drive organizations forward.

Insert text here.

*Placeholder text for the first main section.*  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

*Placeholder text for the second main section.*  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

*Placeholder text for the third main section.*  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Unit 508, VGP Center, 8772  
Ayala Avenue, Makati City  
1226, Philippines

+632 5310 4275

inquiries@serviceitplus.com



# Email Footer

You may edit here. See link:

[https://www.canva.com/design/DAF\\_6xaooQA/7\\_4e\\_T93DZwx9-e6F9TIEw/edit](https://www.canva.com/design/DAF_6xaooQA/7_4e_T93DZwx9-e6F9TIEw/edit)



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