SENNOVATE
BrandBook

Overview

Brand identity is the total proposal and promise that an organization makes to consumers. The brand can be perceived as a product, a personality, a set of values, and a position it occupies in consumer's minds. Brand identity is all that an organization wants the brand to be considere as.

logo
colors
typography
brand voice

sennovate

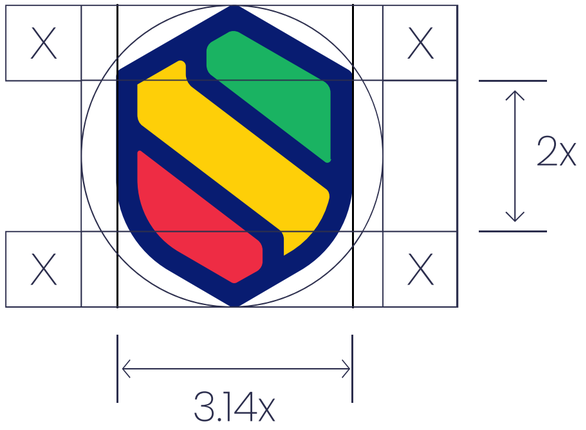
Identity Guidelines

Logo Lockups

Isolation Area

The center of the Nest should align to the center of the Logotype.

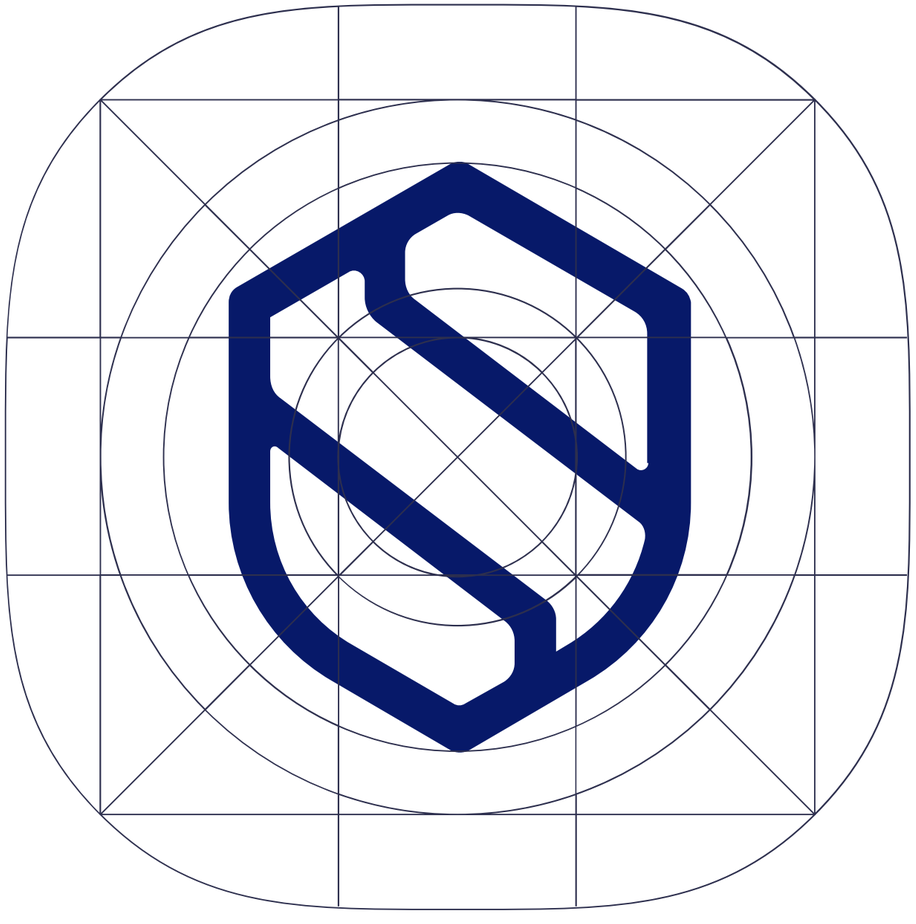
The spacing between the Nest and the Logotype as the isolarion are should be the same unit X which is the half of typeface hight.



Logo Icons

Full color logo should always be first choice.

Nevertheless, at backgrounds with specific colors icon could be monoline or mono chromatic versions



Color Palette

The brand colors for the mark consist of carefully selected colors, designed to stand out across the competitive set. The mark and logotype should never appear in colors other than shown here.

primary color

071969

secondary color

1AB362

FECF08

EE2C44

F5F5F5

080B1C

FFFFFF

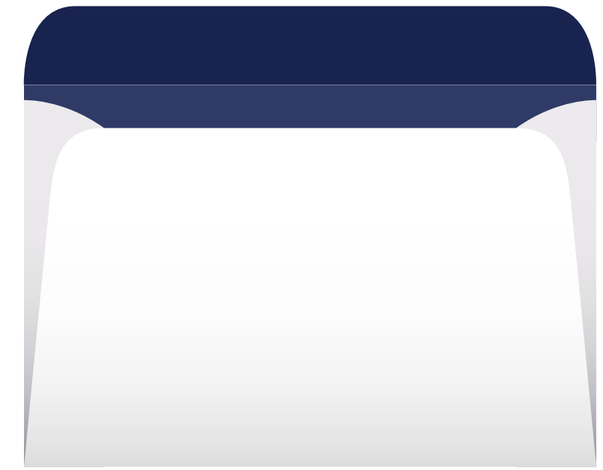
Stationery

sennovate

SENNOVATE
2430 Camino Ramon Suite
#110 San Ramon, CA 94583

Welcome

Amet minim mollit non deserunt ullamco est sit aliqua dolor do amet sint. Velit officia consequat duis enim velit mollit. Exercitation veniam consequat sunt nostrud amet. Amet minim mollit non deserunt ullamco est sit aliqua dolor do amet sint. Velit officia consequat duis enim velit mollit. Exercitation veniam consequat sunt nostrud amet. Amet minim mollit non deserunt ullamco est sit aliqua dolor do amet sint. Velit officia consequat duis enim velit mollit. Exercitation veniam consequat sunt nostrud amet. Amet minim mollit non deserunt ullamco est sit aliqua dolor do amet sint. Velit officia consequat duis enim velit mollit. Exercitation veniam consequat sunt nostrud amet.Amet minim mollit non deserunt ullamco est sit aliqua dolor do amet sint. Velit officia consequat duis enim velit mollit. Exercitation veniam consequat sunt nostrud amet. Amet minim mollit non deserunt ullamco est sit aliqua dolor do amet sint. Velit officia consequat duis enim velit mollit. Exercitation veniam consequat sunt nostrud amet.



Typography

The typeface fits perfectly with almost any font which is particularly useful in today's diverse content sphere. A wide structure makes the font easy to read in small sizes - this is very important for the mobile first generation z.

primary typeface

Aa

primary style and weight

Gilroy Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

secondary typeface

Aa

primary style and weight

Mulish Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Mug

Mobile Splash Page

Thanks!

For questions or contact

hello@sennovate.com

January 2021

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