

The Dogma of Sanctu-Compu

The following document contains excerpts from an article written about the coming of age for a progressive digital development agency known as Sanctu Compu. Along with dogma of their identity this document contains instructions on how best to use the elements of the brand in practice. From making the rules to breaking them, these chapters will provide a framework to work within when demonstrating the brand cohesively across various applications.

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01—Brand

The safest place on earth.

Sanctuary Computer is structured in a unique way that nurtures creative resources while maximising output. Everyone who is a part of Sanctuary Computer comes from an art, music, and design background so naturally everybody has their own side projects and ideas. No matter what that project is, maintaining healthy relationships, paying rent and just having a life in New York City can quickly become stifled while simultaneously bringing that project to life.

Sanctuary Computer operates in such a way where client work is fulfilled to the highest standard to fund time allocations for these projects so that they can come to fruition during the working day. For staff it is a sanctuary in which to refine skills through superb client work and an incubator for personal projects and ideas. For clients it is a sanctuary in which to build a strong and lasting partnership with a group of young talented individuals who understand business, design and the artistry of both.

The space, the people, the working relationships exist and thrive because they have all had an opportunity to grow in a nurtured environment—a decent chicken! When you talk about Sanctu Compu you are talking about a church for non believers, you are talking about friends; family, security, growth and the future.

Brand Sentiment

Sanctu Compu is an arena that cultivates the growth of individual ideas while building others into existence. It is a place to form strong and lasting partnerships with a group of young talented individuals who understand business, design and the artistry of both.

Brand Attributes

Progressive
Friendly
Sophisticated

02—Logo

The logo is what you see first, it is the holy grail of Sanctu Compu. The type sits grounded both in and outside of the house locking the shape in place but hinting that it can and will change. The weight of the line is thickened to match the robust authority set out by the type.

Although the logo type and the form of the house in relation to each other are how we come to understand the brand, it is this shape that does a lot of the heavy lifting and allows for its own form to change in a coherent manner.

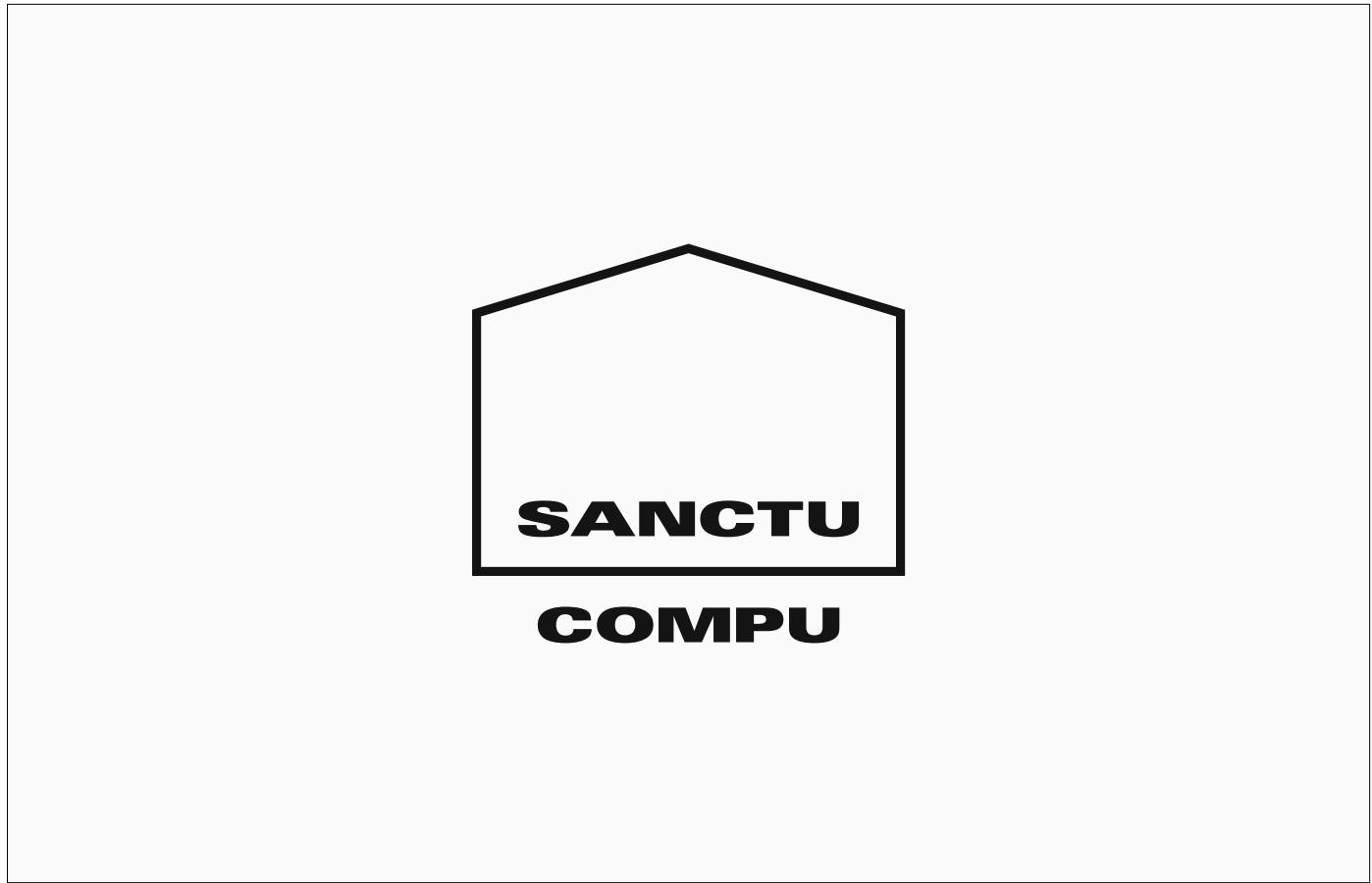
Greetings



This logotype is the champion logo of the brand, front and centre. It is what you see out and about, it shakes your hand and says hello.

When the 'squat house' shape cannot be used to inform the larger composition and the logotype cannot exist in the composition alone, then they may be combined.

When combined the 'squat house' and logotype cannot be employed individually and repeated in the same composition.



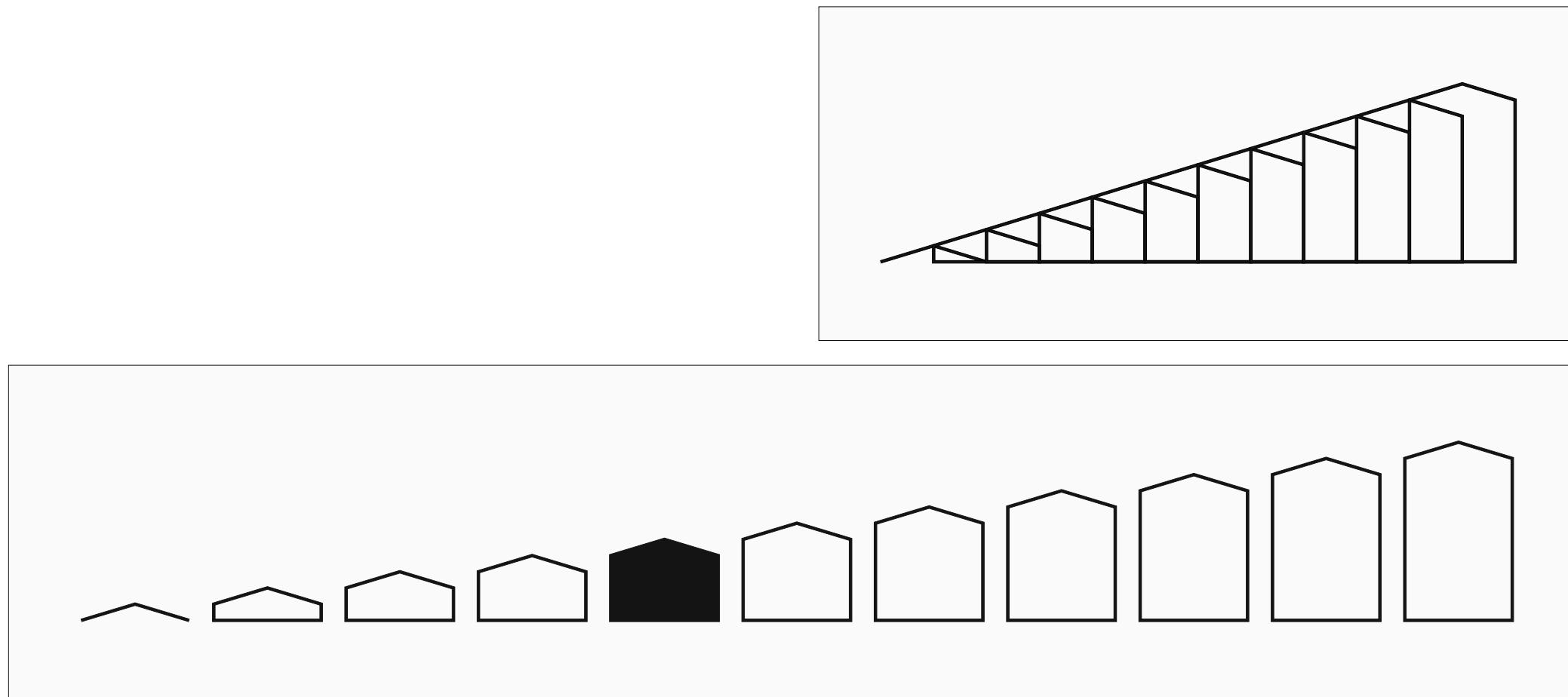
- Social media
- Video (3D Rotating)
- Image
- Apparel

03—Squat House

In 2015 architect João Mendes Ribeiro completed the design for a house in Fonte Boa, Portugal. In a lot of ways the architecture embodies what Sanctu's idea of a sanctuary for non-believers could be. The house takes the form of a simplified church steeple and allows light to pass through its open spaces creating what appears to be a break in the clouds giving the house its holy significance. The relationship with the surrounding area built upon a small hill amidst the valleys of Portugal further reinforce these layers of protection and a kind of secular holiness to the house.

The main Imagery used in the Sanctuary Computer brand is derived from equal divisions of this house. It pulls key elements from the architecture and creates a concise visual encyclopedia of forms that promises spatial relationships and each has their own purpose and treatment. The champion logo divides half the height of the house with half of the angle of the roof keeping the width the same. Throughout the family of forms the angle and the width of the shape does not change but there is always room for it grow taller, housing everything without compromising its shape.

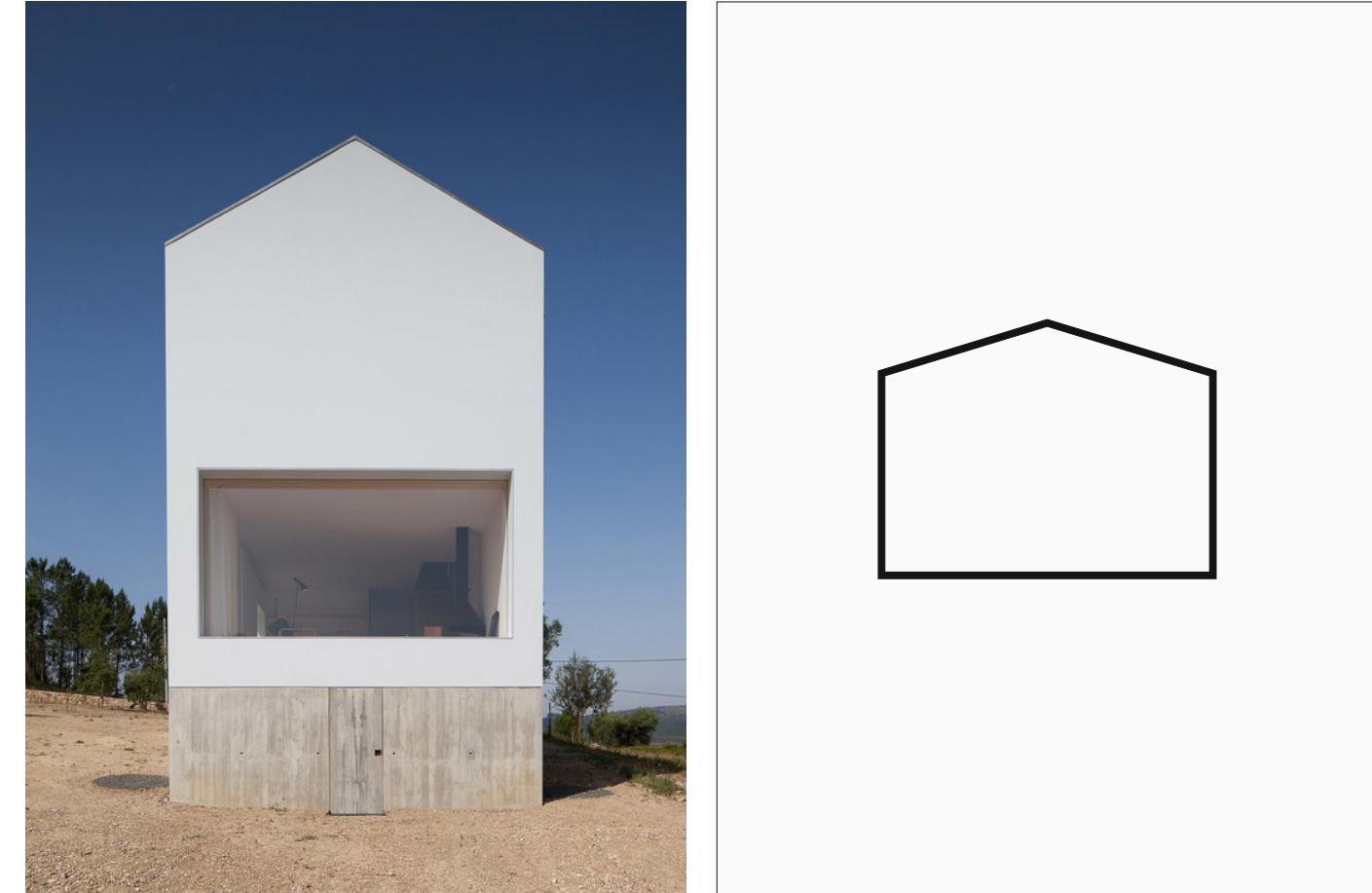
An omni-present attitude



The logo form can be used across a variety of applications as part of the composition or exist within it.

It is always used sparingly as a secondary element that doesn't demand attention but rather supports the composition as a considered afterthought.

When used in conjunction with the 'Sanctu Compu' logotype it should always be notably different in scale as to not get confused as one logo.



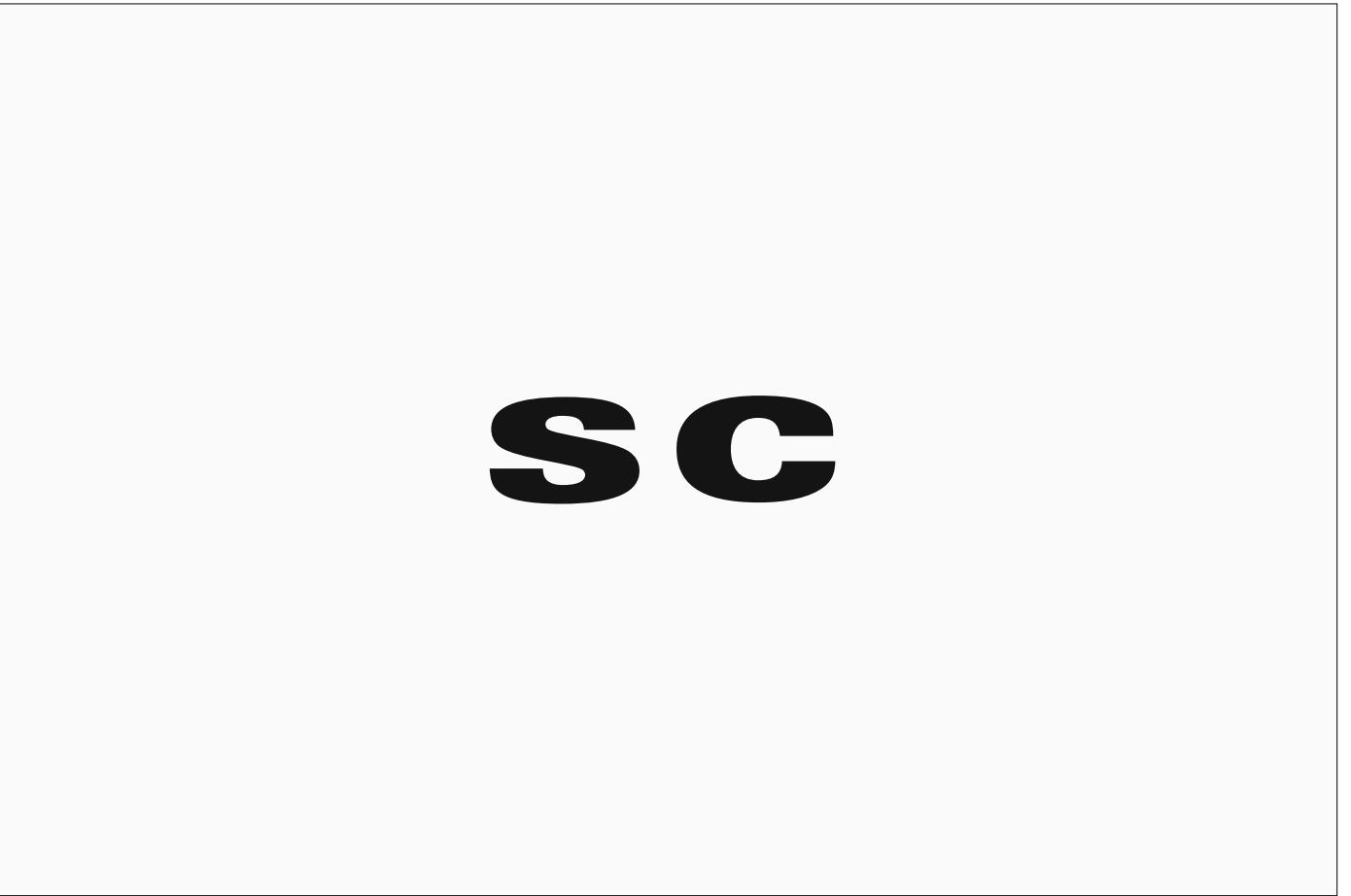
- Format shape (web & grid)
- Scale vertically
- 15° angles do not change

04—Sanctu Compu

Sanctuary Computer is grounded in the fundamentals of digital products but is always looking towards the future. The shortened colloquial version of the name carries with it this sense of urgency and assertiveness to show that it is time to move forward and that they are doing exactly that. It adds a level of ambiguity that when spoken pushes us a little further from the core tenants of the brand but makes it all the more surprising when those layers are uncovered again when you pull in closer.

Set in a custom display font inspired by the generous, playful proportions of Druk and the more authoritative curves of Univers; the Sanctu Compu logotype is a nod to those ideas of urgency and progression and a conscious contradiction to the more human tenants of the brand like safety and kinship. The inverted letters can let “Sanctu Compu” or “Compu Sanctu” be accessible from the inside out and rounds off the logo making a closed structure. It is within these esoteric nuances of industry and progression and the that the domestic qualities of the brand exist and flourish.

The SC



Although this isn't the champion logo it will be the one you see the most.

It is used always at a small scale to draw attention not to its visual qualities, but more to its place in any given environment.

When combined with the brand's main copy type it cannot exist at a similar scale. It must always be read on its own as a series of shapes, not as part of a sentence or any other section of text.

- Social media
- Video (3D Rotating)
- Images
- Website
- Merchandise
- Everywhere

The Stack



Although this isn't the champion logo it will be the one you see the most.

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**SANCTU
COMPU**

- Social media
- Video (3D Rotating)
- Images
- Website
- Merchandise
- Everywhere

The Dash

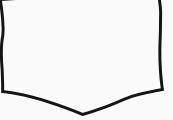
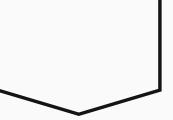


SANCTU - COMPU

05—Logo Family

The brands visual behaviour leads to many ways in which it could defer from the core visual elements of Sanctuary Computer. This is where the considered way in which they ‘break’ the brand can lead them gracefully into new territories. With the brand being more about the relationship between the two main visual components rather than joining them into one, the logo family contains a wide variation of both. True to the behaviours set out by the shapes (flipping, rotating and repeating) the logo family address all of these elements but is carefully used as to not convolute the brands lasting imagery.

White/black

Y 						A 
C SC	C SC	C SANCTU-COMPU	C COMPU-SANCTU	C COMPU-SANCTU-COMPU	B SANCTU-COMPU	B SANCTU-COMPU
Z 	Z 				2 	1 

The back-up forms are to be used in the following order when the scale / form of the logotype no longer fits the format of its application.

When breaking the brand and using these backup logos it takes agency and discretion as long as it is measured and balanced against the brands visual behaviours before being deployed.

- A = Intro logo (how you meet the brand)
- A1 = Default Intro logo for scale
- B = Preferred logo type (how you come to know the brand). To be used in conjunction with the supporting elements of 1 or 2.
- C = Alternative periodic switch ups (to be used in conjunction with 1 or 2)
- Y = Very rare short engagement switch up
- Z = Even rarer, shorter engagement switch up

Blue/white

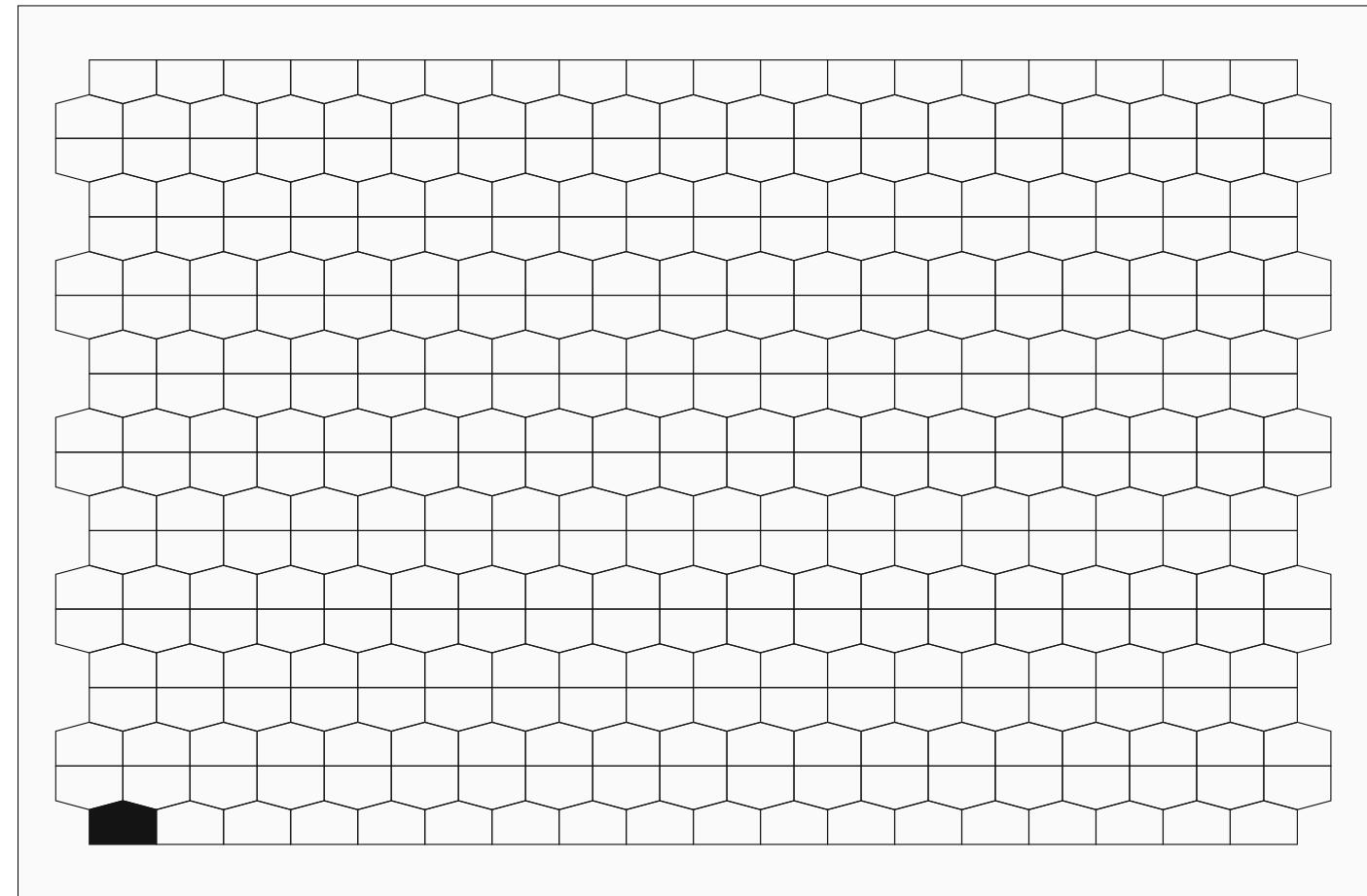
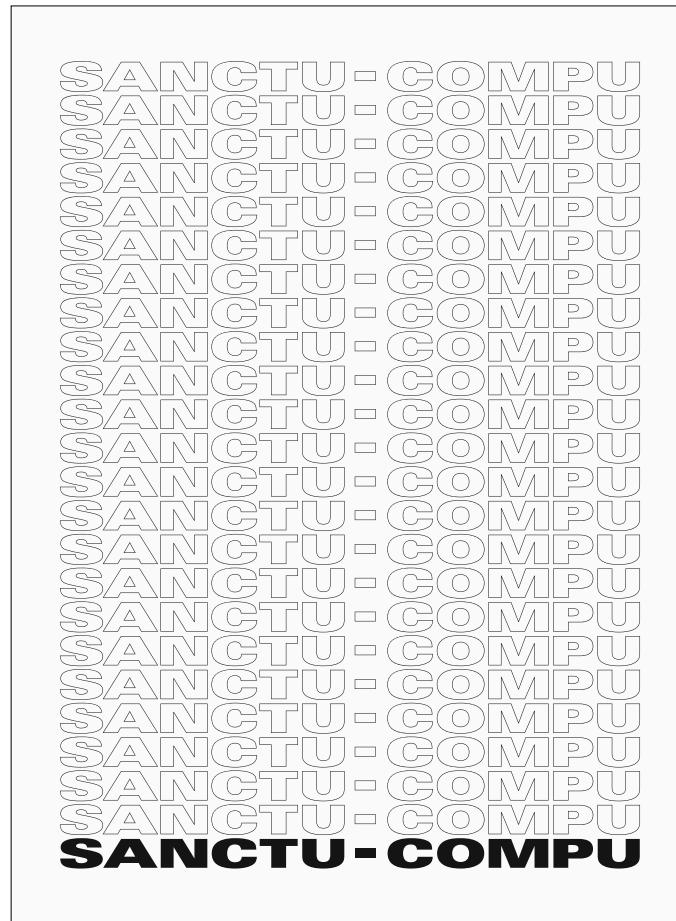


- A = Intro logo (how you meet the brand)
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06—Behaviour

The Sanctuary Computer brand starts to come to life when the two visual components start to flip, rotate and repeat. Playful but elegant graphic treatment and animations turn the logo from shapes into textures that seldom appear but are a nice surprise that humanises the brand for a fleeting moment.

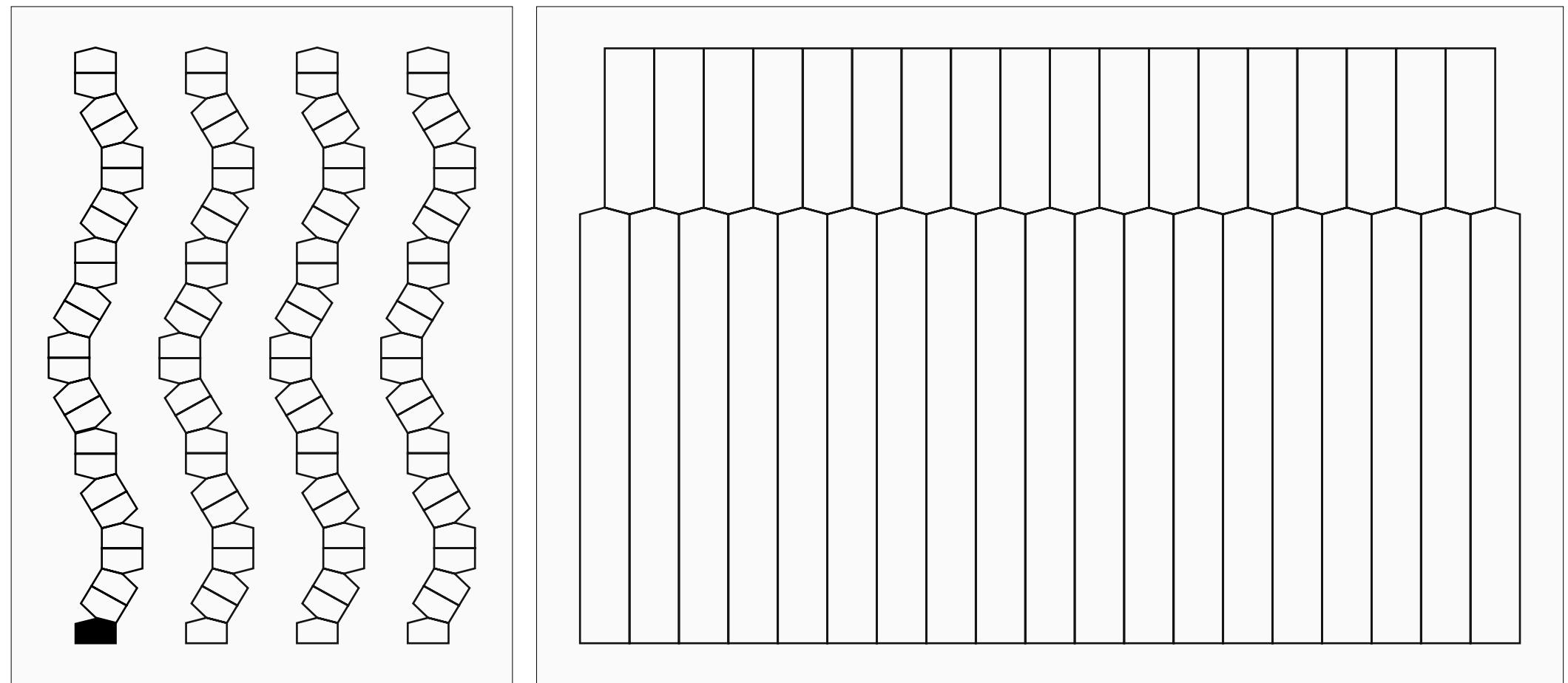
Textures

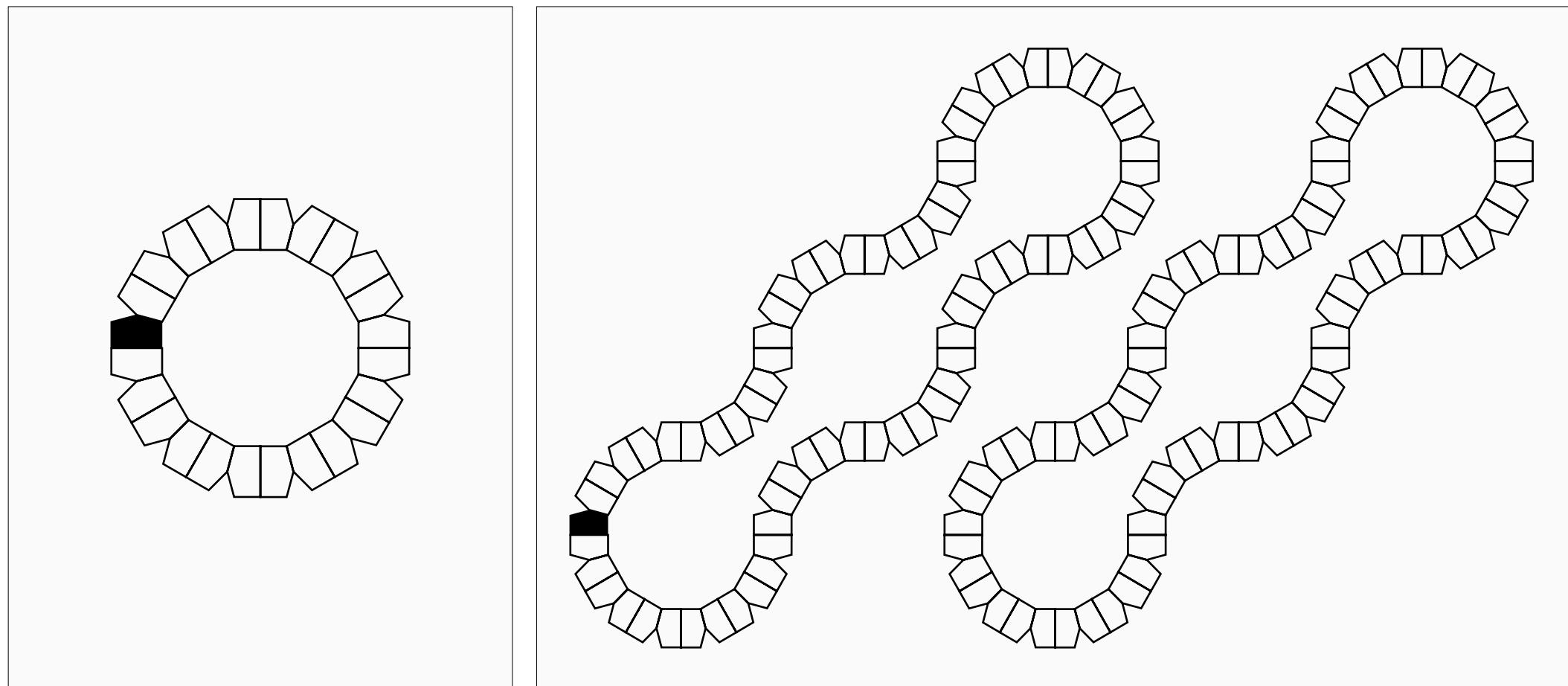


The repetition and rotation of the shapes can be used in the following ways and are good for loading animations, transitions, but must not take away from the main logo and communications.

It is more of a considered surprise than a dazzling lead visual.

- Page transitions
- Menu animations
- Video

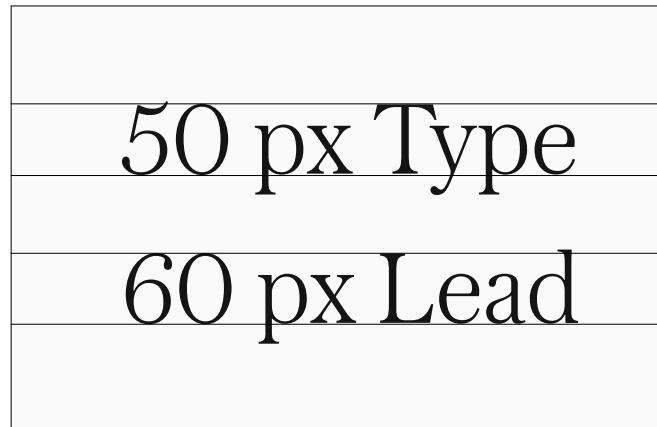




07—Typography

As you get closer to the core of the brand it begins to shed its authoritative exterior and you can glimpse its more human elements. The main copy typography used is Austin News Deck Light and in some cases, Austin News Deck Roman. The font carries with it the delicate curves and weight distribution that perpetuates a sophistication that is just out of reach. Used mostly at a bigger point size this sophistication becomes attainable and approachable. The large type with uniform weights comes down of the stage and speaks with, not to the viewer at eye level. The default grotesque is used for fine detail, raw information and is treated in its most simple and readable form.

Austin News



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

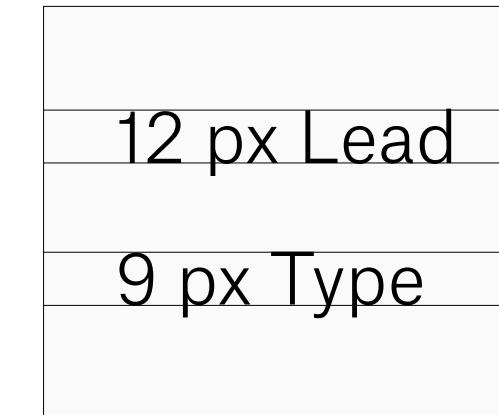
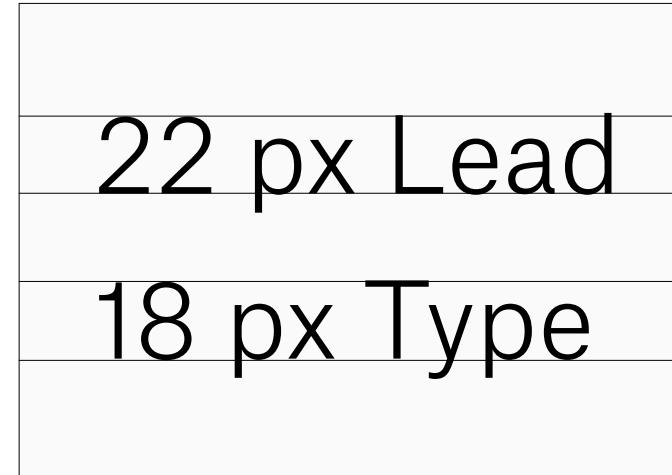
Across any format the type should be used at a uniform size.

Never all caps.

Light = Most all web copy, use a light underline to create just one level of hierarchy.

Roman = Printed matter, always large, always one weight.

Atlas Grotesque



A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
1 2 3 4 5 6 7 8 9 0

For large amounts of copy the default 'Atlas' grotesk is used also at a maximum of two sizes.

More 'nuts and bolts' and administrative information.

Light = Main body copy

Regular = Titles

Where Atlas is unavailable default to Helvetica Neue.

08—Colors

In accordance with the brands tendency to keep everything simple the color pallette follows that format. By owing the royal blue Sanctu Compu marries its assertive and friendly characteristics with an approachable sophistication translates across various content and applications. The off black and white do a lot of the heavy lifting for the color palette to maintain this softened-sophistication at home and the blue is flagship that leads the brand into new territory. The green and yellow play a backseat to all colors and are used sparingly to highlight something of secondary importance that exists between the blue and the blacks and whites.

Royal navy = Sanctu Compu



Sanctu Compu owns that blue. When you think of that blue, you think of Sanctuary Computer.

The off white is for backgrounds and the off black is used for the type. In cases where the background needs to be distinguished from one shade of white a choice of grey scales are available.

The rest of colors take a back seat in the order of their size and are used as a last resort when something cannot be said with the blue or the black/white.

#073763

#141414

#fafafa

#999999

#d9d9d9

#eeeeee

#6aa84f

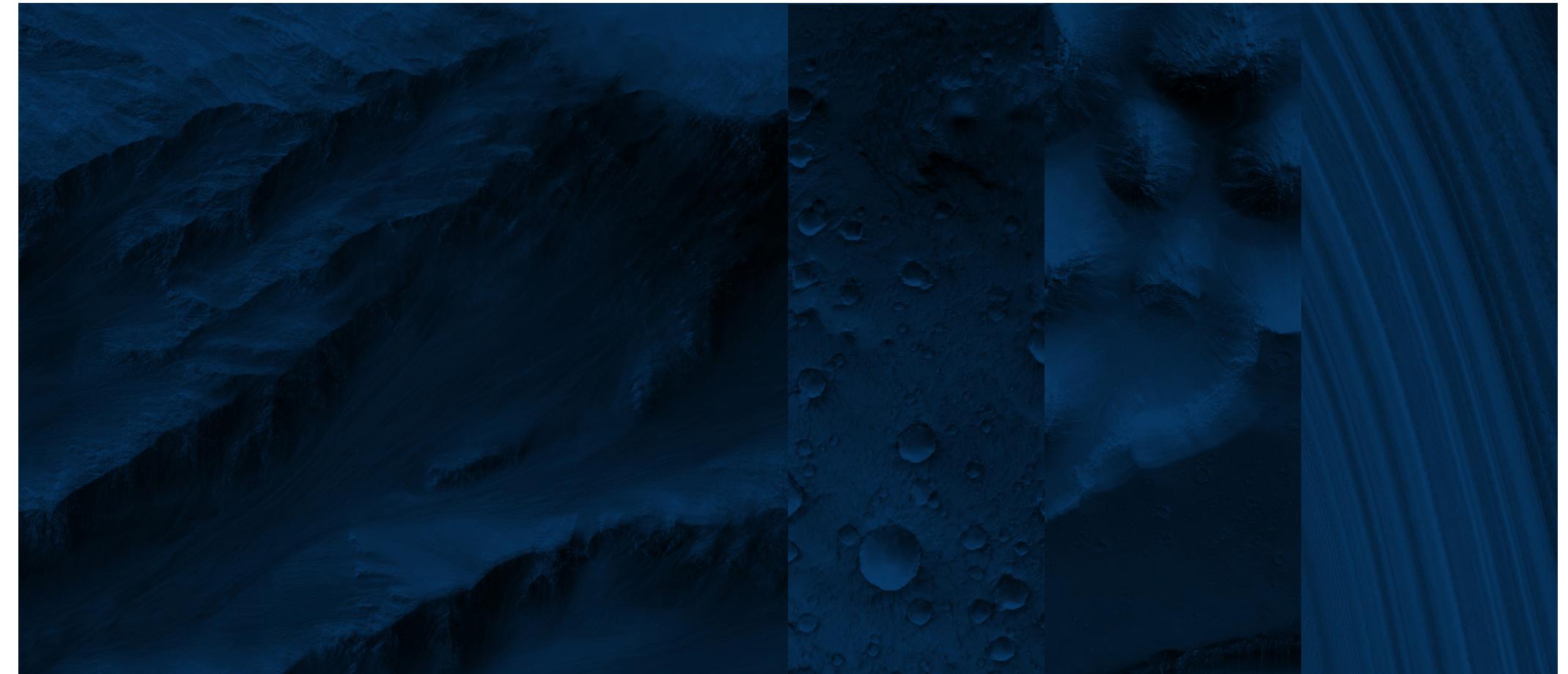
#93c47d

#b6d7a8

09—Image Treatment

The constantly images that Sanctu Compu carefully appropriates further push these ideas of progression and continuity by applying the same image treatment to all foreign content. The theme of this content are the hi resolution scans of Mars that NASA has in the public domain. The beautiful textures and landscapes of a virtually uncharted land are already Sanctu Compu branded and indicate an optimistic thrust towards the future, new places and new ideas.

Mars



These images are mainly used as textual backgrounds that the logo and some important content can sit on.

The images are large and can be animated and repeated and played slowly to give the illusion of flying over these landscapes.

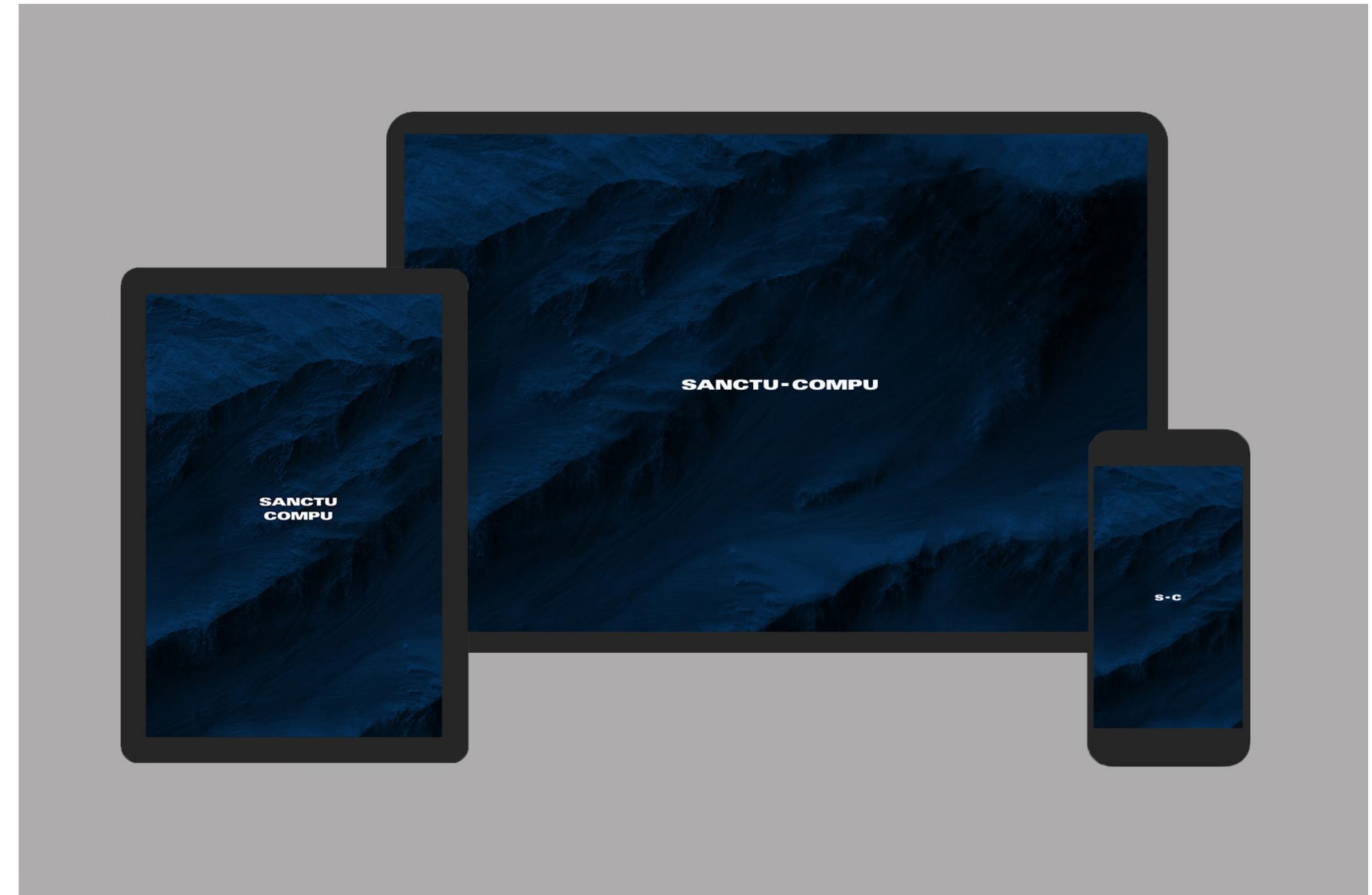
There are over 4000 and can be used randomly with the image filter so long as they are cropped to full bleed.

.PSD Instructions

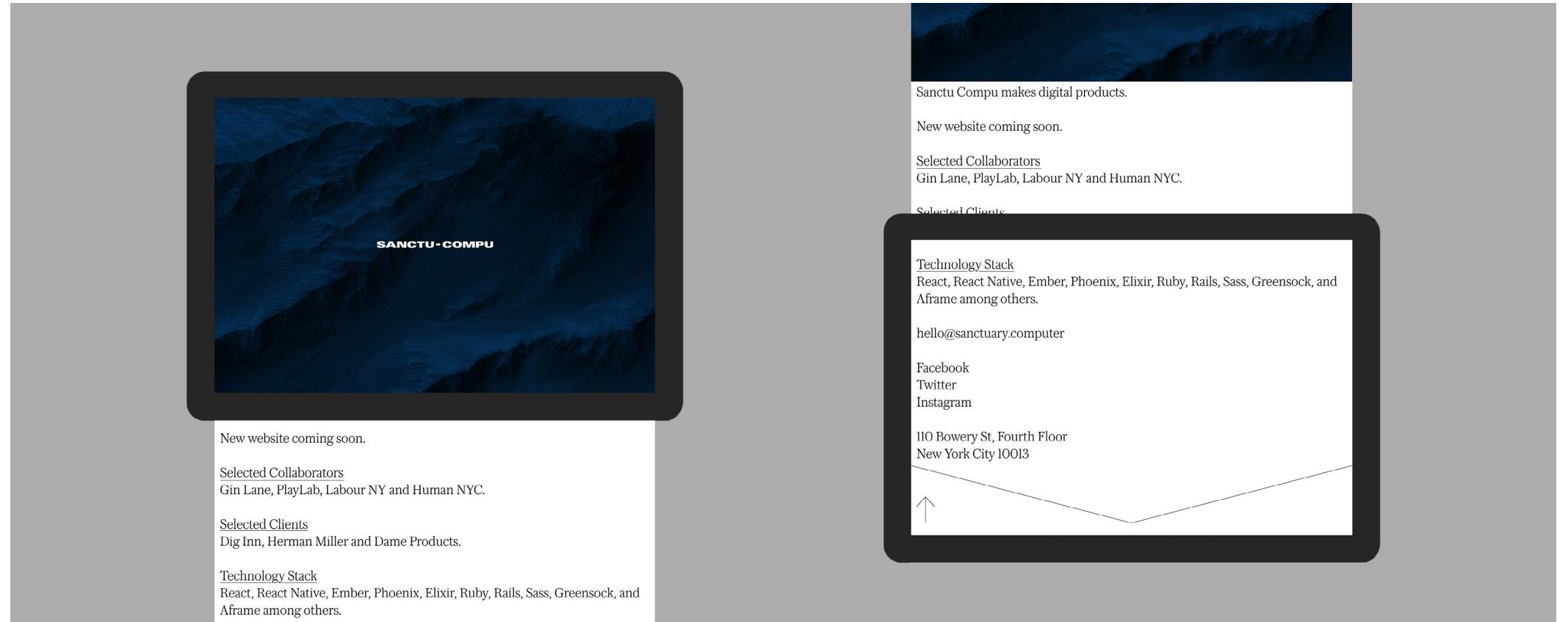
- Browse and choose an [image](#)
- Open file “BLUE_IMG”
- Drag in selected image
- Delete the existing image
- Crop image to fit desired format
- Save

10—Branding In Use

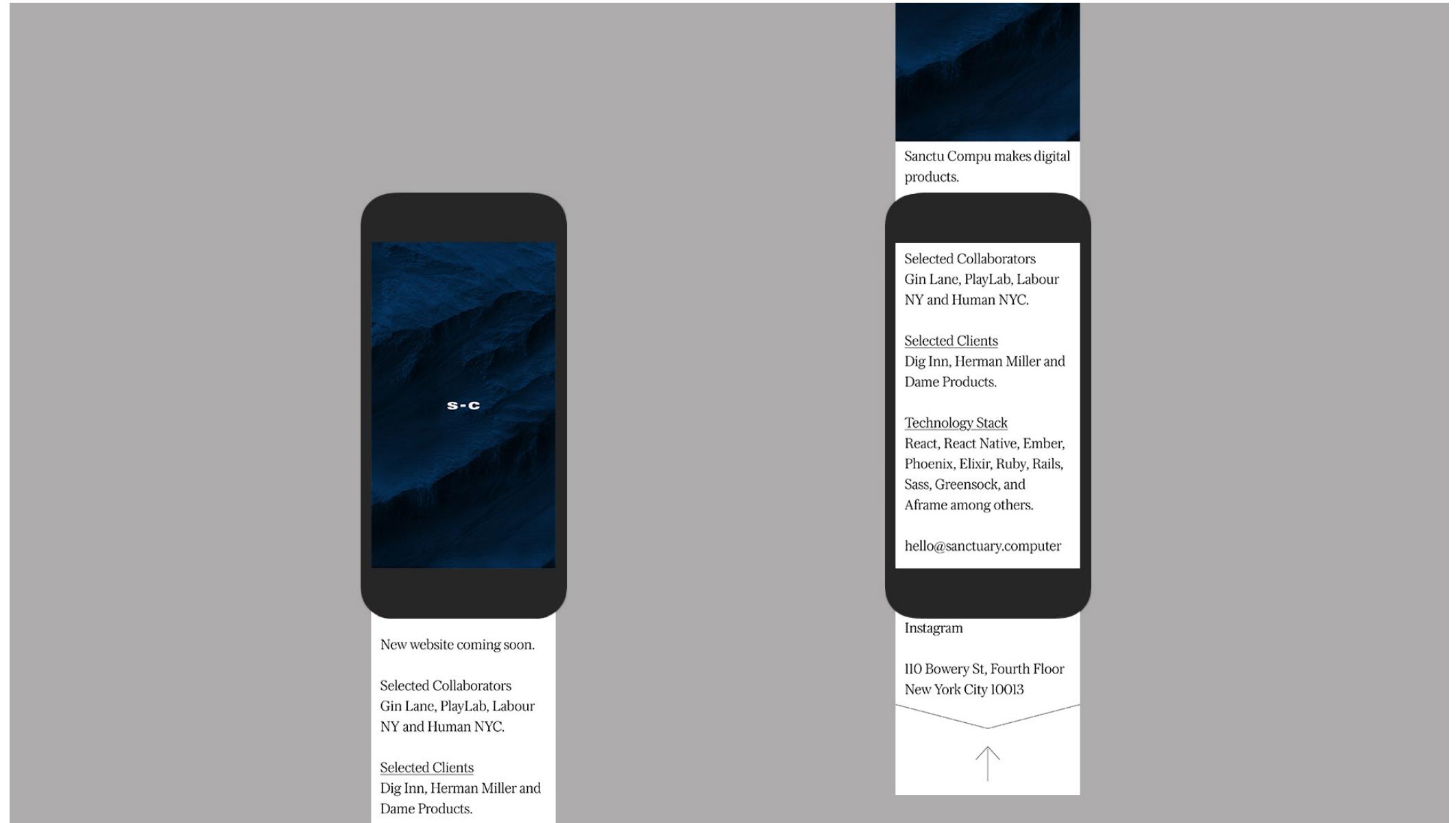
Splash Website



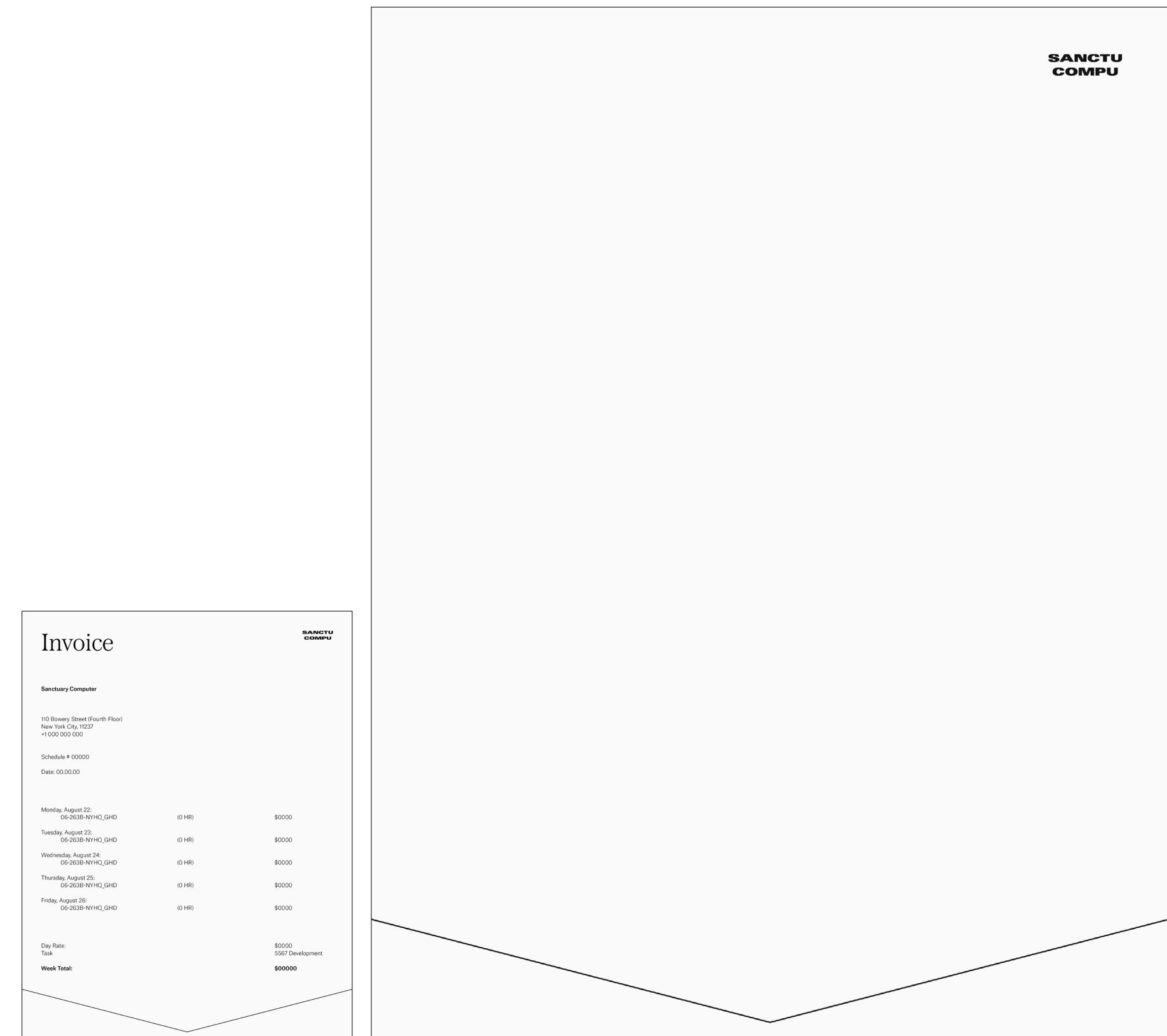
Desktop



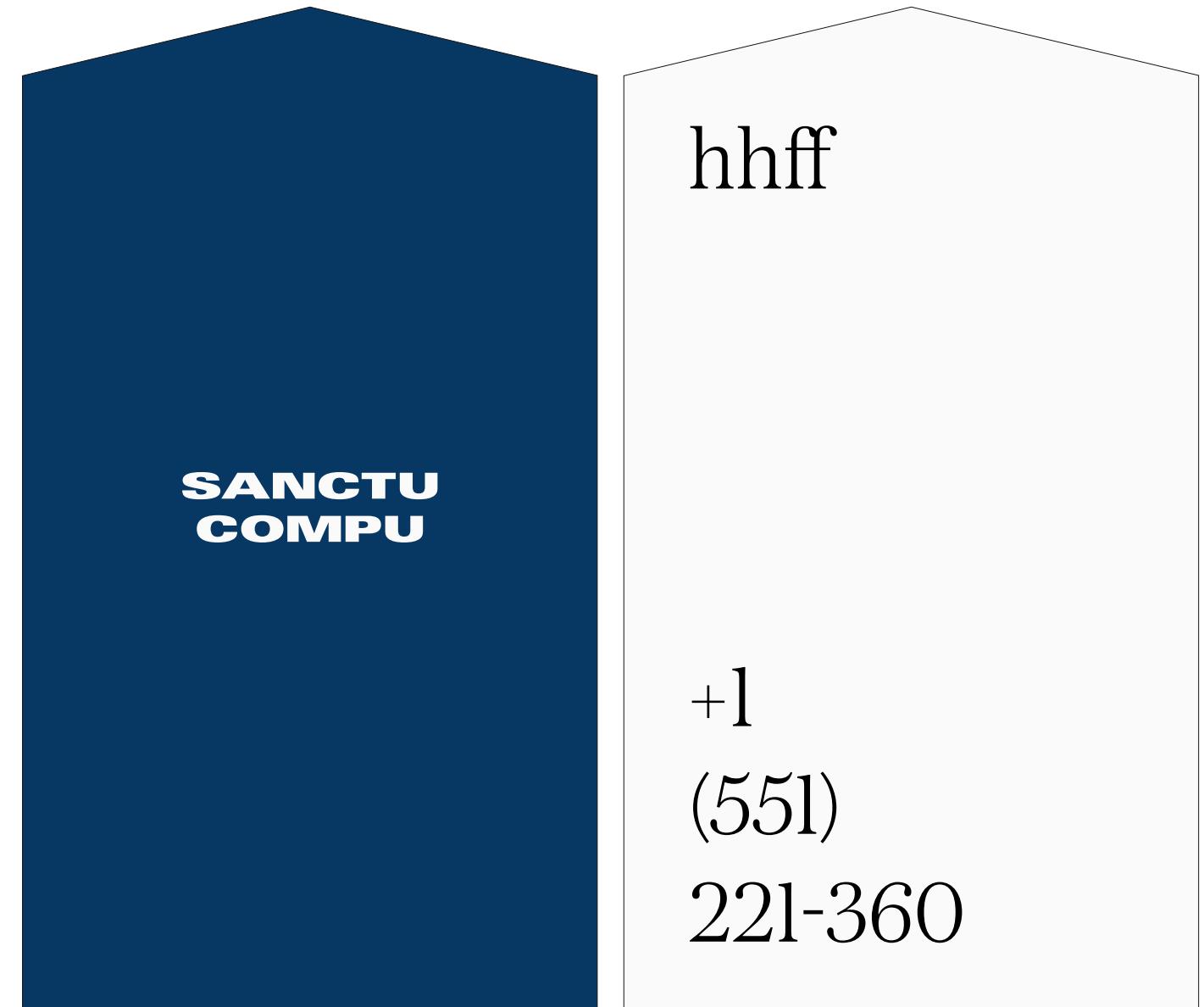
Mobile



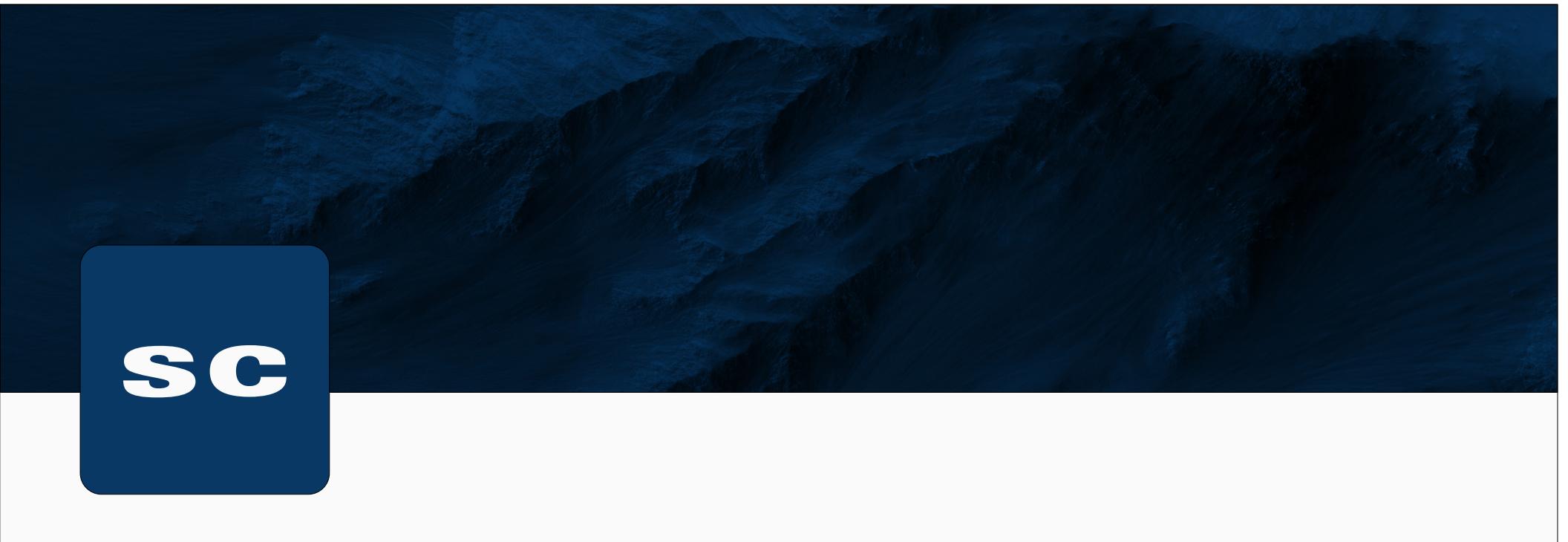
Letterhead



Business Card



Social



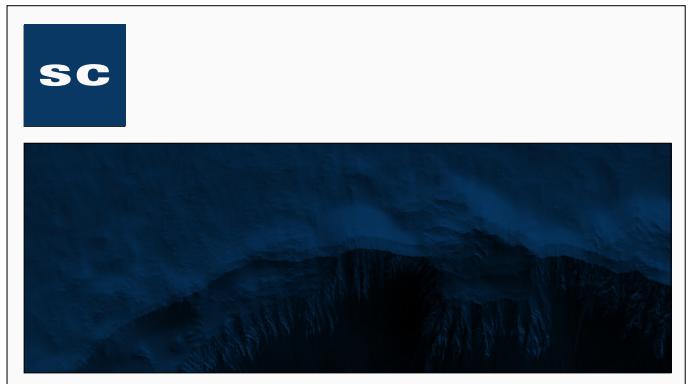
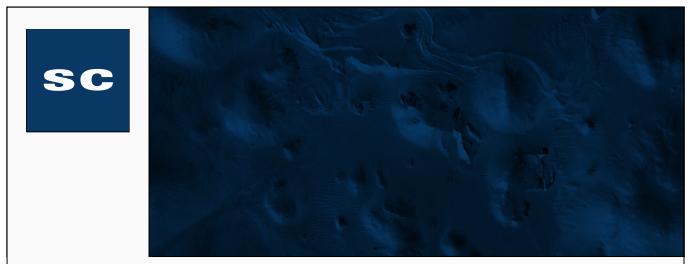
The profile image is the 'Sanctu Compu' logo that can scale well across multiple sizes.

Instagram will always be viewed small so it employs the 'SC' logotype.

After a long period of time a syncronised switch back and forth between the champion logotype and the inverted version every 2 months or so offers a little easter egg for the real Sanctu heads and keeps things moving.

From top to bottom

- Twitter
- Facebook
- LinkedIn
- Instagram
- Flip Profile



11—Product

The Sanctuary Computer brand ethos is understood through both the work, the logo and peripheral brand communications. As a digital production agency, to stand out as a unique outfit with a unique business strategy, Sanctuary Computer also offers a range of physical products. Pulled into the physical world these products of both fantasy and reality continue to embody the core brand tenants in an interesting and humorous way, perpetuating endearing ideas of safety with an 'everything is marketable' attitude.

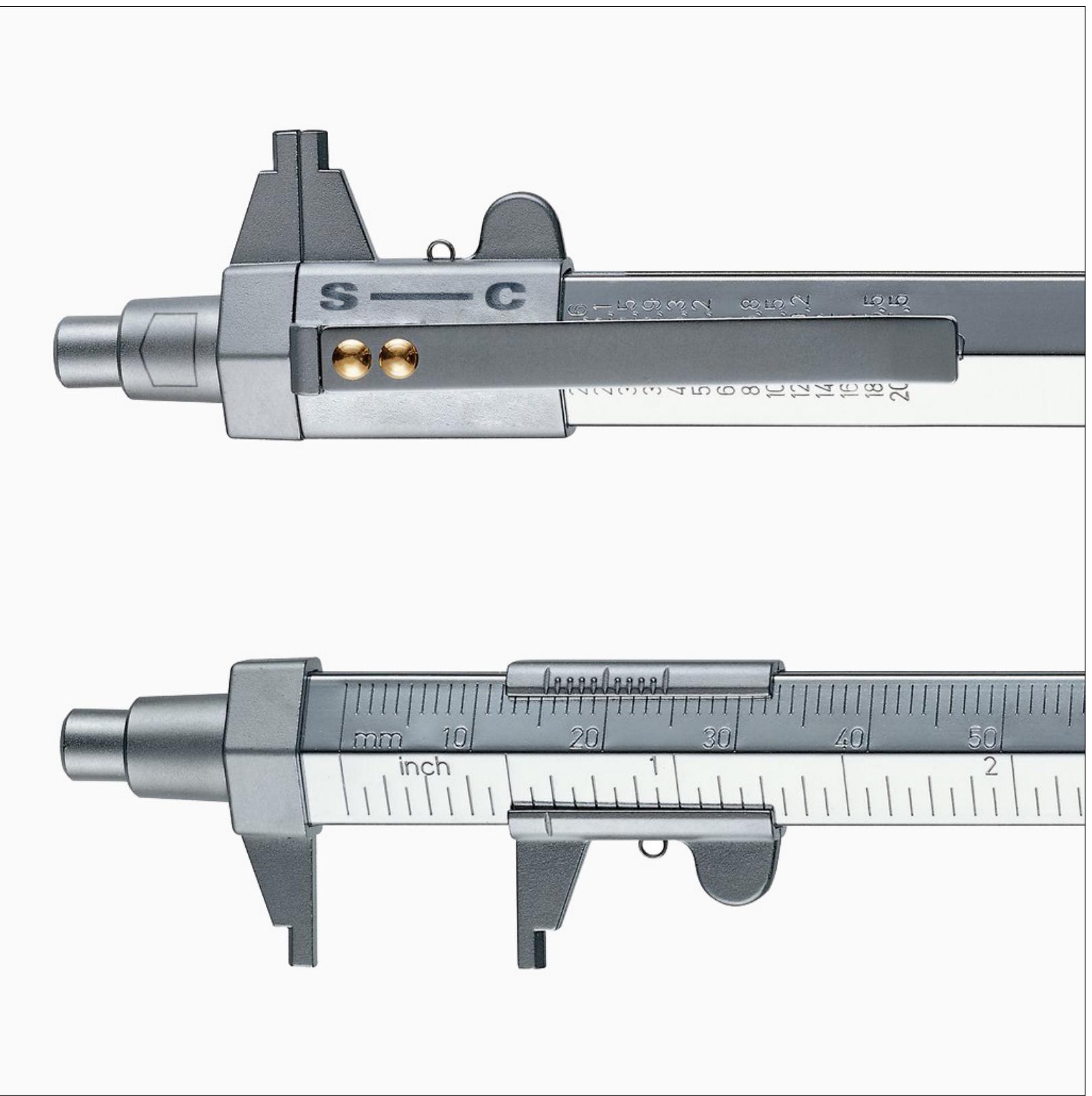
LaCroix



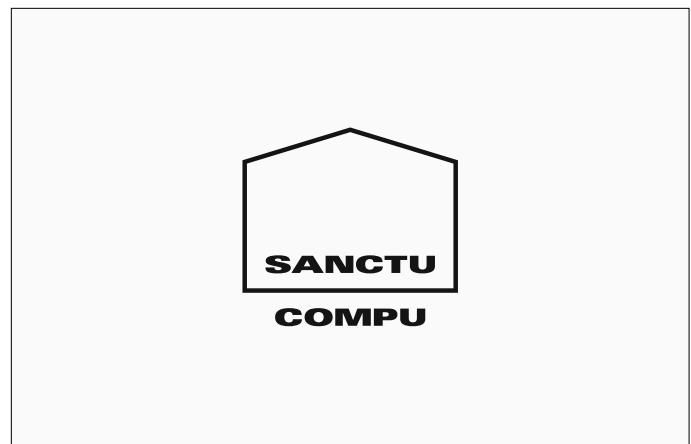
Stationary



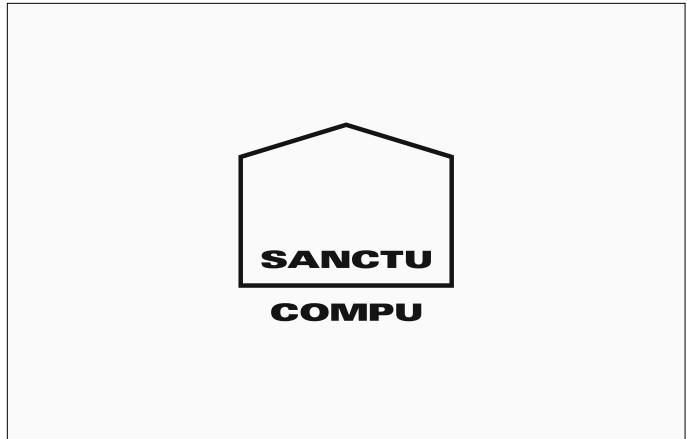
Stationary



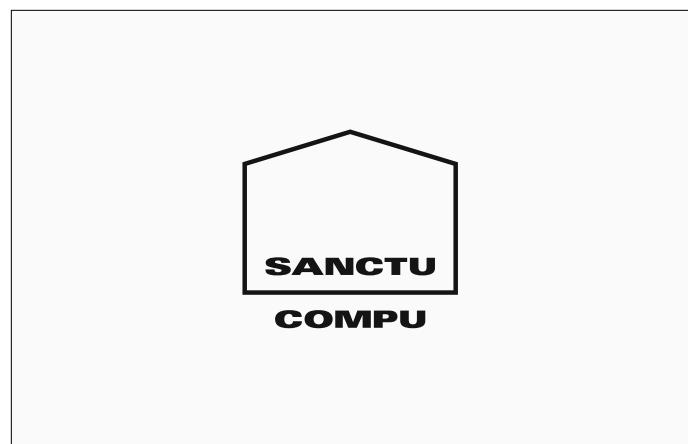
SS Logo Tee



LS Logo Tee



Logo Cap (Launch Special)

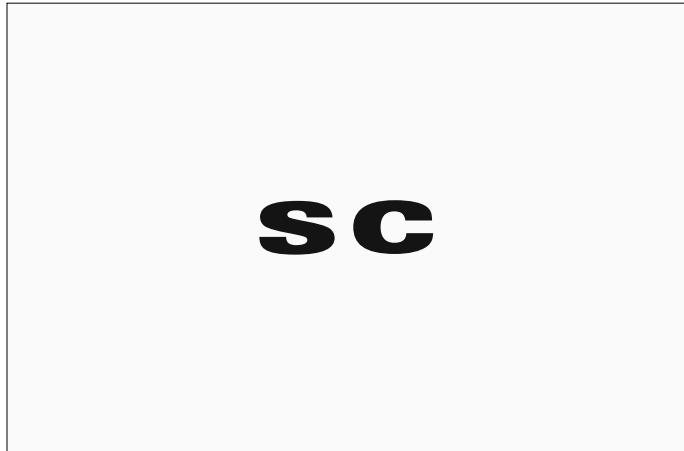


Secondary Product

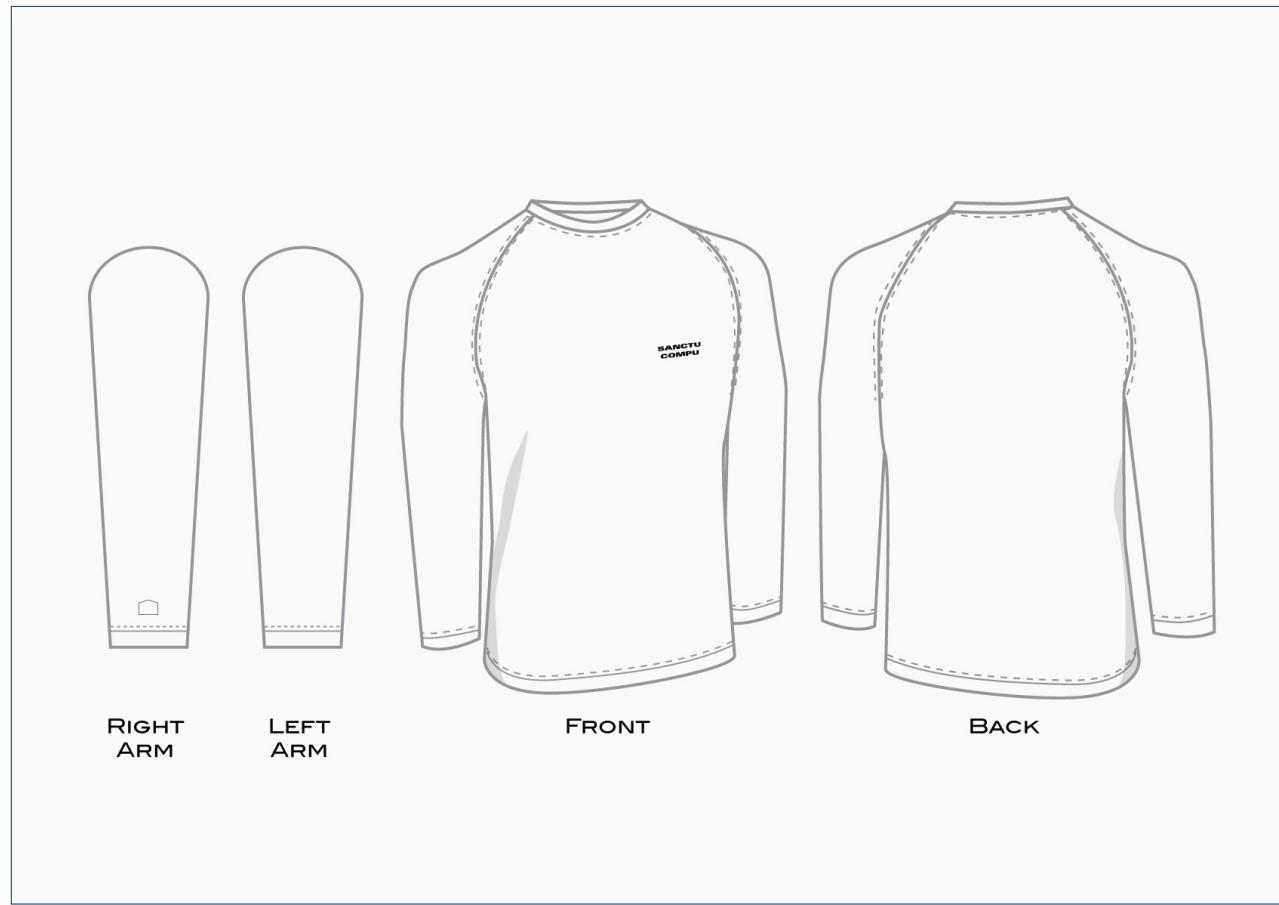
SS Pocket Tee Stack



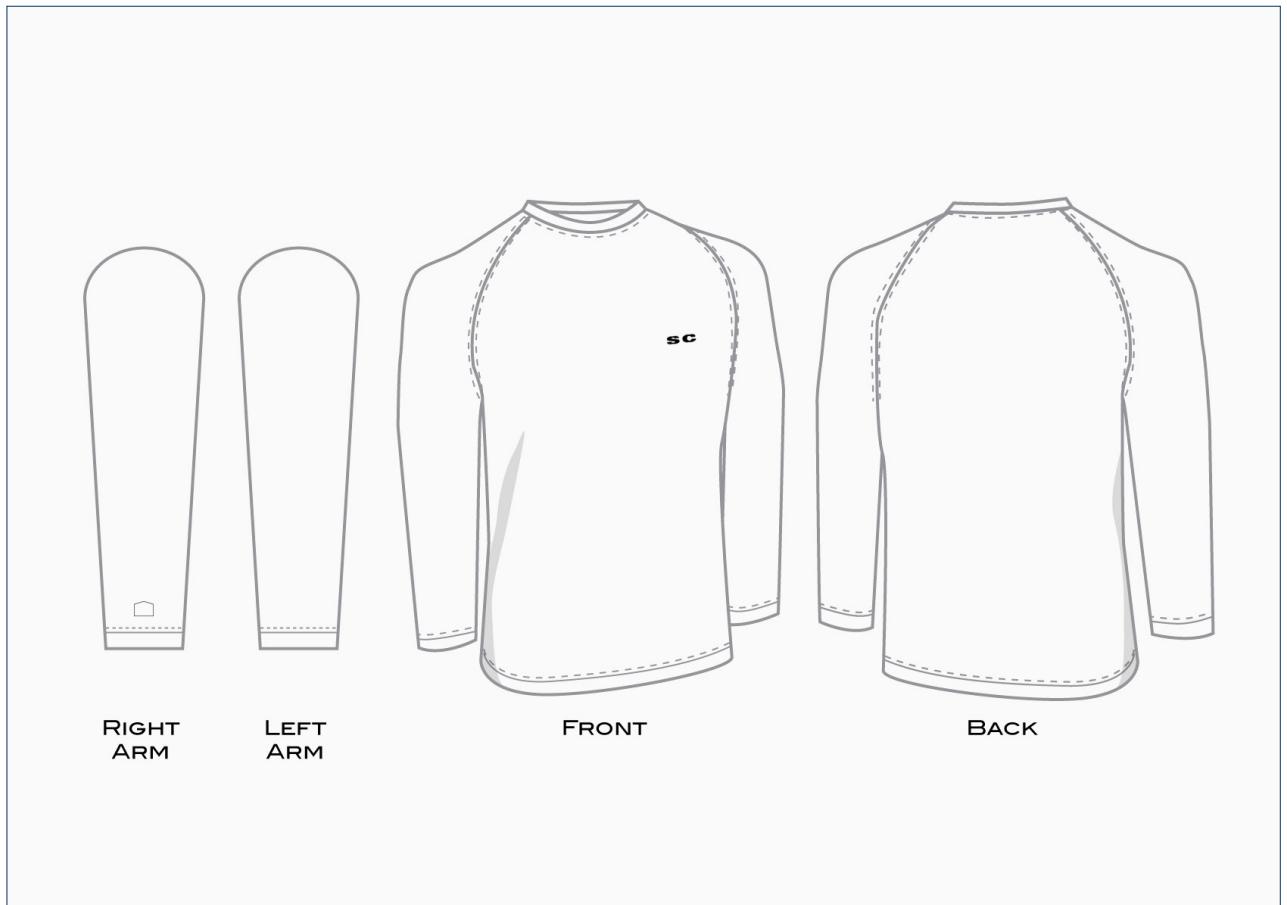
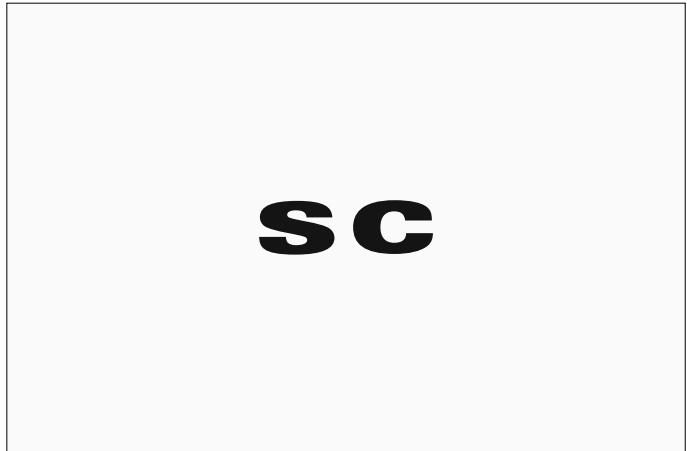
SS Pocket Tee SC



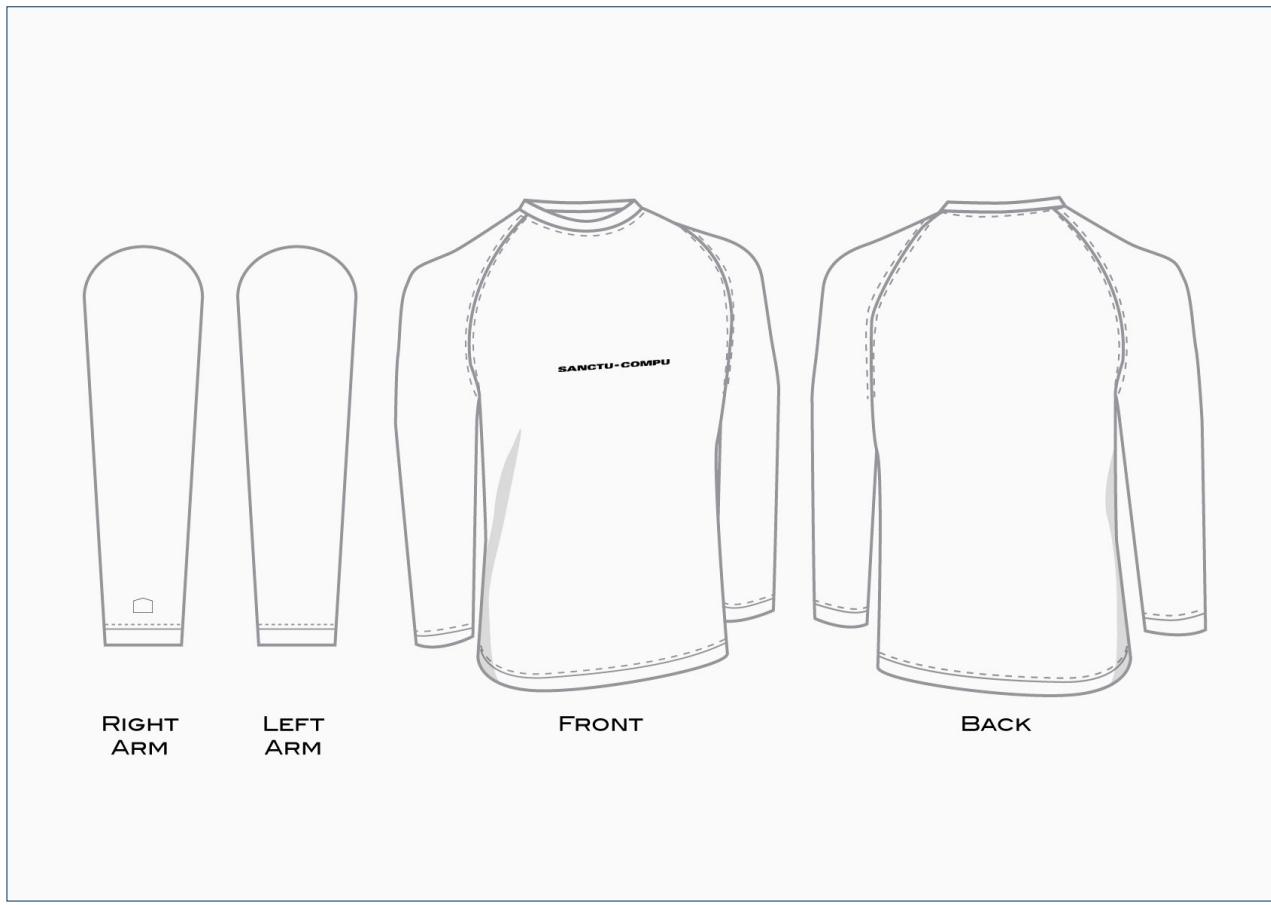
LS Tee Stack



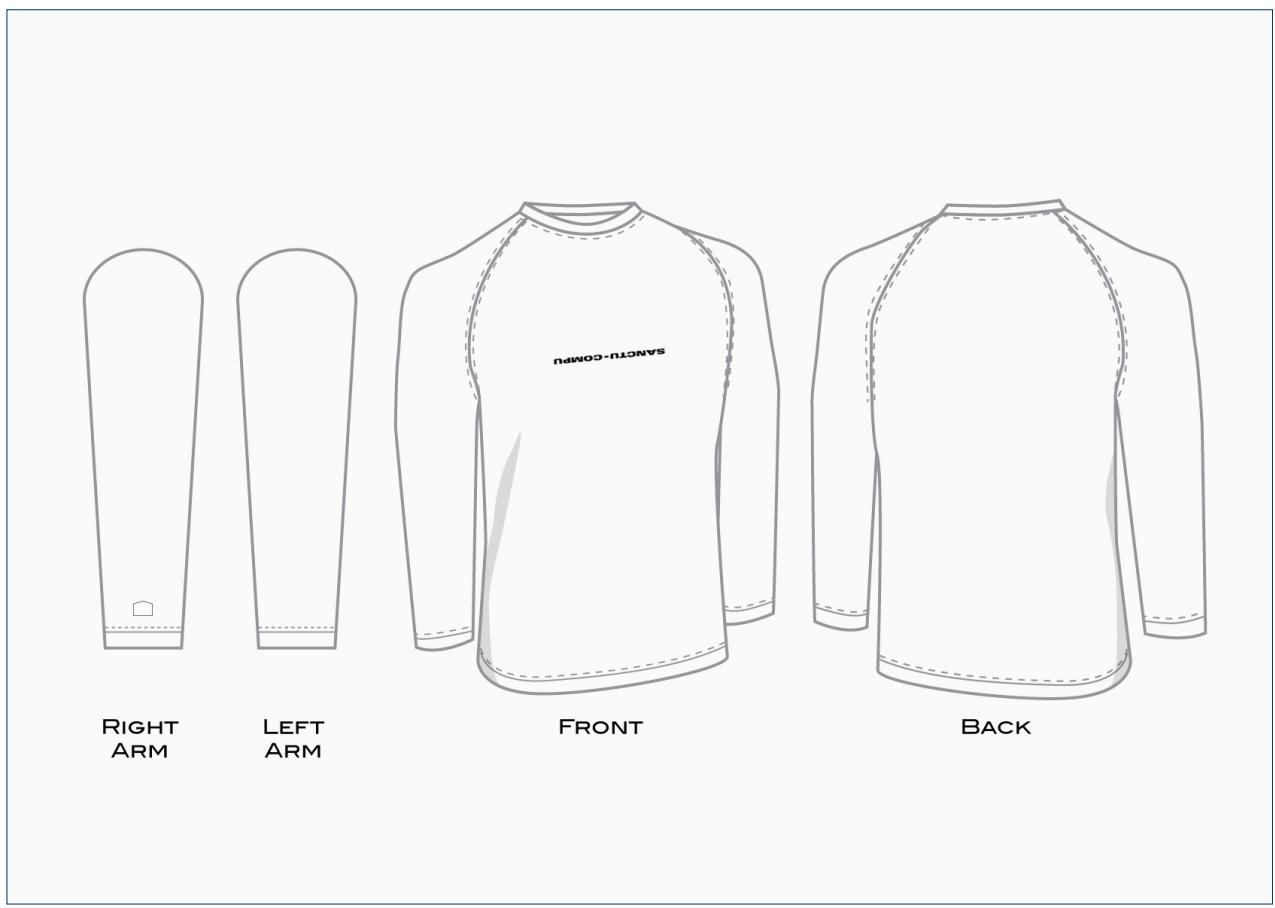
LS Tee SC



LS Tee Dash



LS Tee Flip



Cap Stack

**SANCTU
COMPU**



Cap SC



