



BRAND GUIDE

SACODA SERV LTD

The official and registered name of company is
Sacoda Serv Ltd

The company name will always be written as such.

“Ltd” will not be written out as “limited”.

SACODA SERV LTD

Research | Results | Resolution



THE LOGO

The logo consist of the word mark and the symbol.

The wordmark is set using the brand font [Lato Bold]

The symbol (flower) is used apart from the word mark as:

- An enlarged transparent background image to the full logo
- A watermark



THE LOGO

The symbol (flower) can only be used separate from the word mark as:

- An enlarged transparent background image to the full logo
- A watermark

A small transparent image for social media

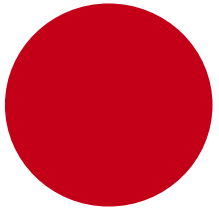


THE LOGO

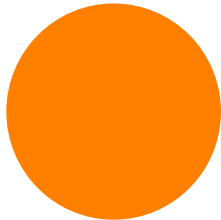
Logo variations can be used on red backgrounds or other background colours where logo artwork is not pronounced:

- Black
- White
- Gold

Primary Colours



HEX: # c30017
CMYK: 15 | 100 | 90 | 10
RGB: 195 | 0 | 23



HEX: # ff8000
CMYK: 0 | 50 | 100 | 0
RGB: 255 | 128 | 0

Secondary Colours



HEX: #f2ba0f
CMYK: 0, 23, 94, 5
RGB: 242, 186, 15



HEX: #dba80c
CMYK: 0, 23, 95, 14
RGB: 219, 168, 12

Secondary colors are not official brand colors but are alternative colors that may be used as an alternative to HEX:FF8000

THE COLOUR PALETTE

Colour Scheme: Warm

Headlines: Lato Semibold | Lato Black

Subhead lines: Lato Thin | Lato Medium

Body: Lato | Lato Light

Specialty: Lato Thin | Lato Hairline |
Lato Italic

TYPOGRAPHY: LATO

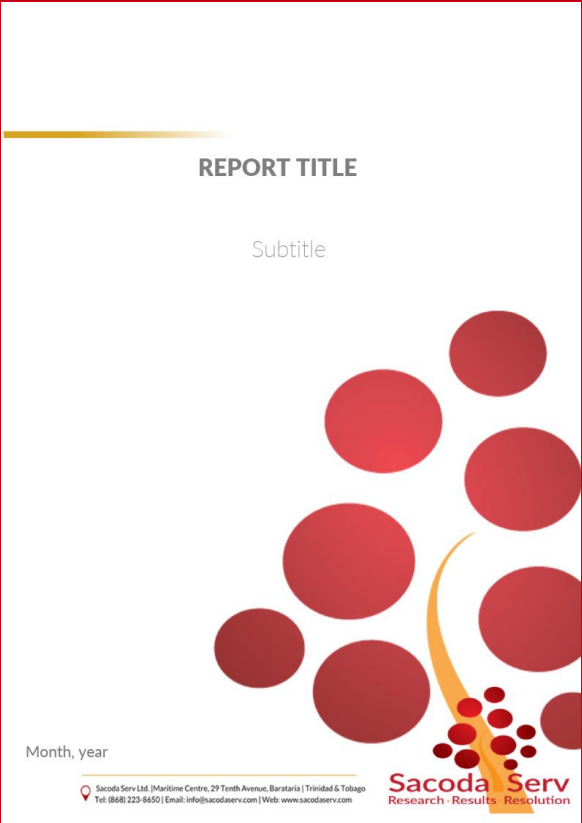
The primary typeface is Lato to be used on all branded or core communications and documents. This includes promotional materials, reports, presentations, brochures, RFPs)

The font is available in .. different weights that can be in variations on branded collateral.

Branded Letterhead

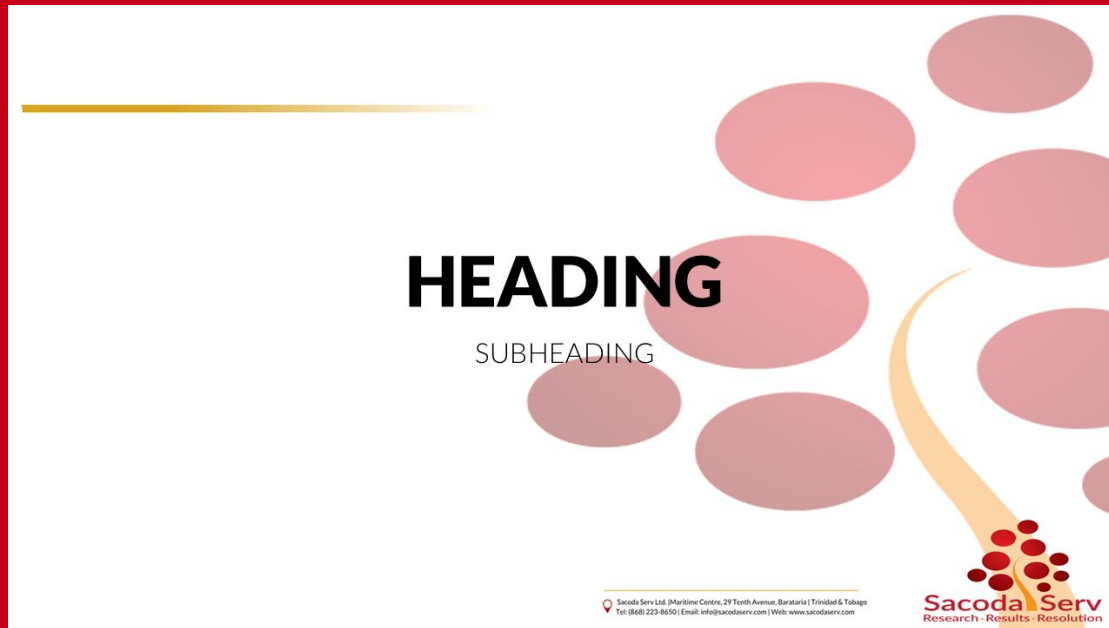


Branded Report Cover



COMMUNICATIONS

Branded PowerPoint Template



COMMUNICATIONS

Branded Email Signature



COMMUNICATIONS

WEARABLES

T-Shirts: logo placed at top left | centre torso for larger prints

Shirts: logo placed on top left

Polo's Round Necks: logo placed at top left

WEARABLES



T-Shirts: logo placed at top left | centre torso for larger prints

Shirts: logo placed on top left

Polo's Round Necks: logo placed at top left

WEARABLES



Logo can be printed in full colors or plain colors
Plain color options are: Black| White| Gold



Retail
InsighTT

Subsidiary of Sacoda Serv Ltd



LOGO



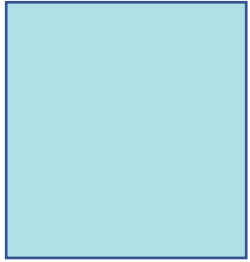
Logo consist of the symbol and wordmark.
Two variations of the Retail InsignTT logo with
or without border

TYPOGRAPHY: MONSERRAT

Montserrat Regular for symbol (RITT)
Montserrat Light for name (RETAIL INSIGHTT)

The primary typeface is Montserrat to be used on all branded or core communications and documents This includes promotional materials, reports, presentations, brochures, RFPs)

COLOUR PALETTE



HEX: # b0dfe7
RGB: (176,223,231)



HEX: # 0c3f63
RGB(12,63,99)

T-Shirts: logo placed at top left | centre torso for larger prints

Shirts: logo placed on top left

Polo's Round Necks: logo placed at top left

WEARABLES

T-Shirts: logo placed at top left | centre torso for larger prints

Shirts: logo placed on top left

Polo's Round Necks: logo placed at top left



WEARABLES

Email signature

COMMUNICATION

Regards,

Elijah Pierre

| Project Manager



 (868) 223 8650

 elijah@sacodaserv.com

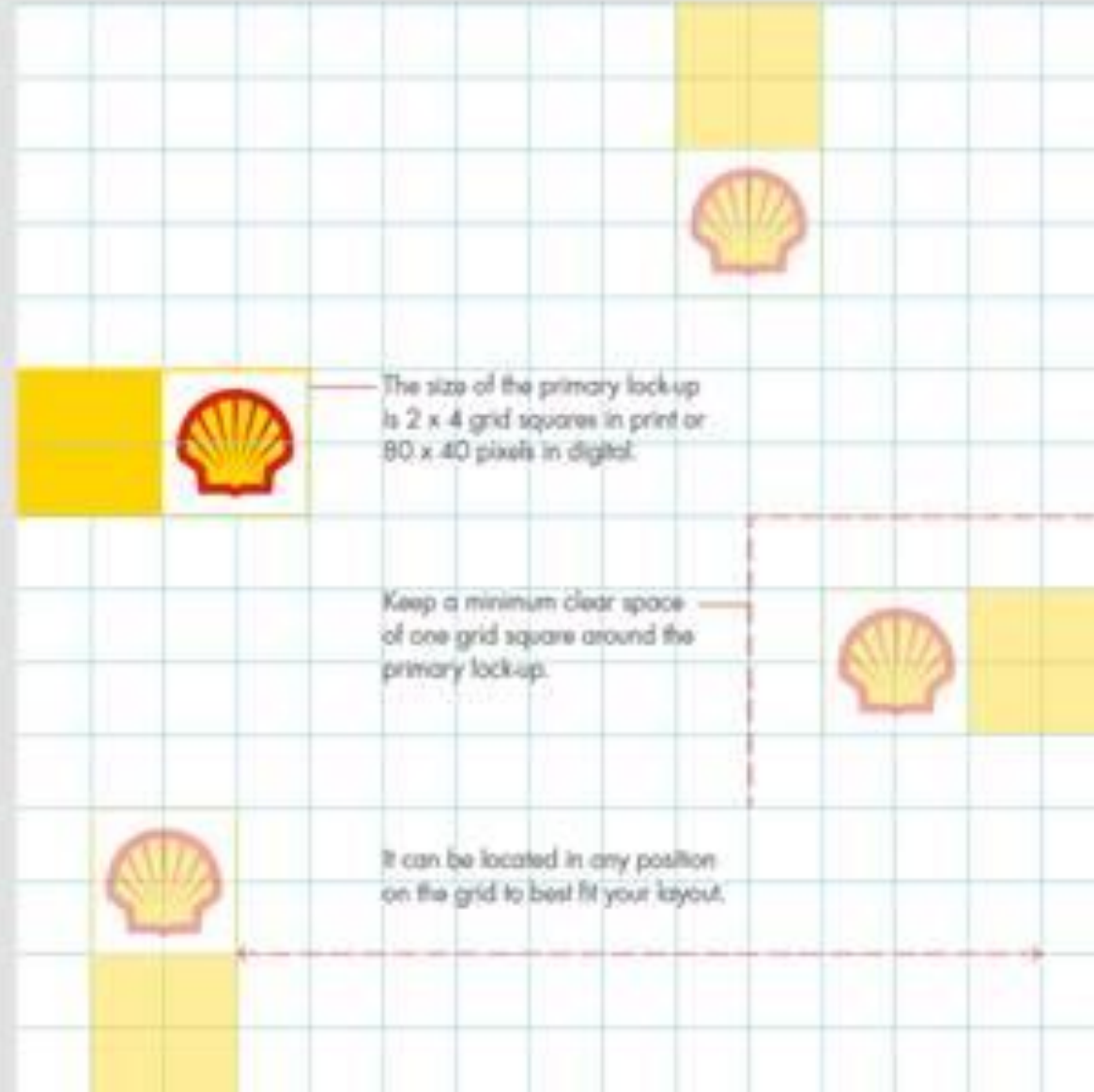
 www.sacodaserv.com

Email signature is to be used in all external email correspondence.

 Retail InsightTT is a subsidiary of Sacoda Serv Ltd. |
Maritime Centre, 29 Tenth Avenue, Barataria | Trinidad & Tobago | Tel: (868) 223-8650 | Email: info@sacodaserv.com | Web: www.sacodaserv.com

Position the primary lock-up at the edge of a layout.

You can choose the exact location and orientation to best suit the composition. The yellow energy tile is always the side joined to the edge.



► Please see the Grid System section for advice on adjusting the size of branding.

Shell Logo guidelines

Guidelines to use Shell's pecten and tile logo on artwork: promotional materials/ads, social content (photos) in relation to the STEM Programme



Shell Logo guidelines

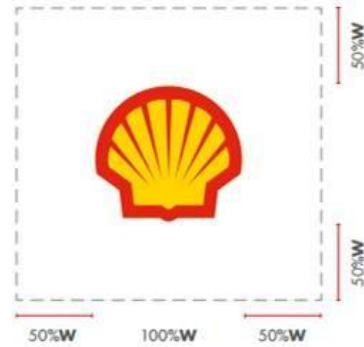
Shell's pecten logo (without tile) used mostly to print on Tshirts and used in older documents and branded materials for e.g newsletter and banners.

Use requires approval from Shell.

Shell Logo guidelines

Using the Pecten

Keeping a clear space around the Pecten gives it the visibility it deserves.



Optimal spacing

An optimal clear space of 50% of the width of the Pecten around each side is best.

Use the full colour version of the Pecten unless prevented by reproduction limitations.



Visible keyline

The white keyline is an integral part of the Pecten. It is always visible when the Pecten is positioned on coloured or image backgrounds.



5mm

Minimum size

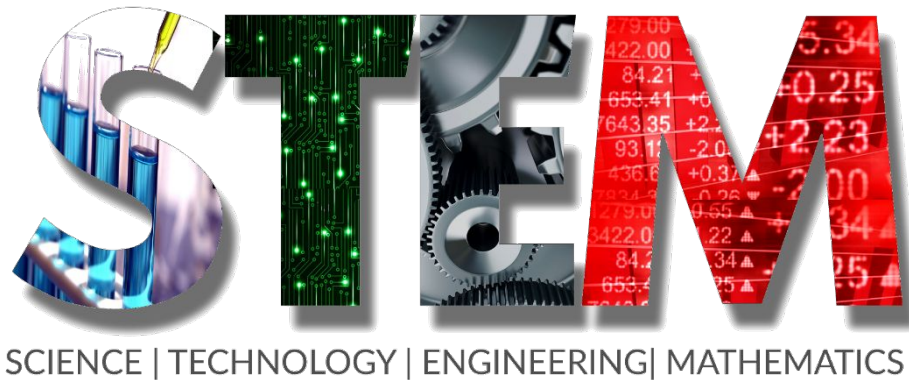
The smallest size the Pecten can be reproduced is 5mm wide.



Production variations

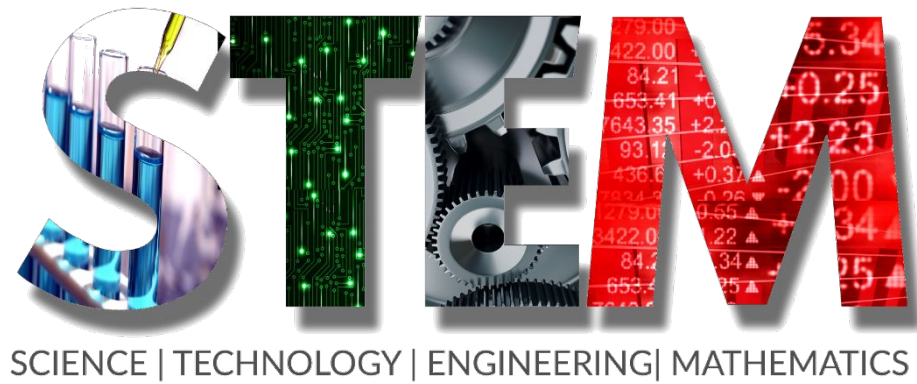
Only exceptionally use white, black, gold or silver.

The Trinidad and Tobago STEM Programme



When referring to the programme:
The Trinidad and Tobago STEM Programme
sponsored by Shell Trinidad and Tobago.

This applies to any information shared with
public about programme by Sacoda Serv Ltd
or any external bodies including ministries,
agencies, facilitators, associations, schools
etc.



LOGO

This is the official logo of the STEM Programme.

Logo will be used by Sacoda Serv Ltd in branding efforts for the programme along with the Shell logo as per guidelines.