



SERTIS

Brand identity guidelines & principles 2025

```
// refresh rates
// Minimal number
// Free margin
// Price of 1 lot
// Stop is changed

extern double StopLoss =200; // SL for an opened order
extern double TakeProfit =30; // TP for an opened order
extern int Period_MA_1=11; // Period of MA 1
extern int Period_MA_2=11; // Period of MA 2
extern double Distance_MA =20.0; // Distance between MAs
extern double Lots =0.1; // Strictly set amount of lots
extern double FreeMargin =0.07; // Percent of free margin
```

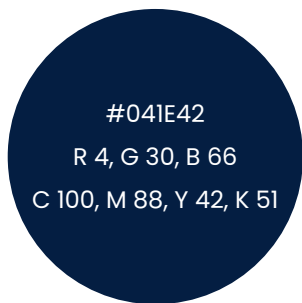
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```



Color

Color

Color palettes



Dark blue



Blue



Light green



White

Color

Color proportion

Formal (Corporate)

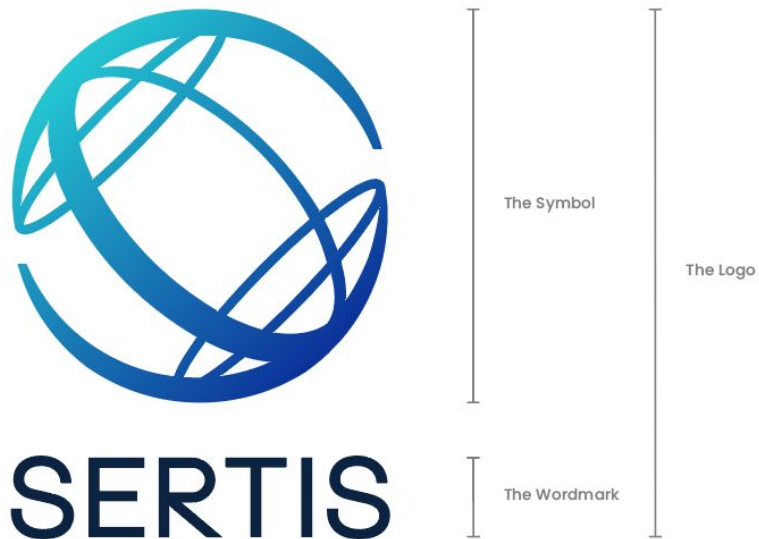


Friendly (Internal Use Only)



A large white circle containing the word "Logo" in blue, with a smaller cyan circle overlapping its bottom right edge.

Logo



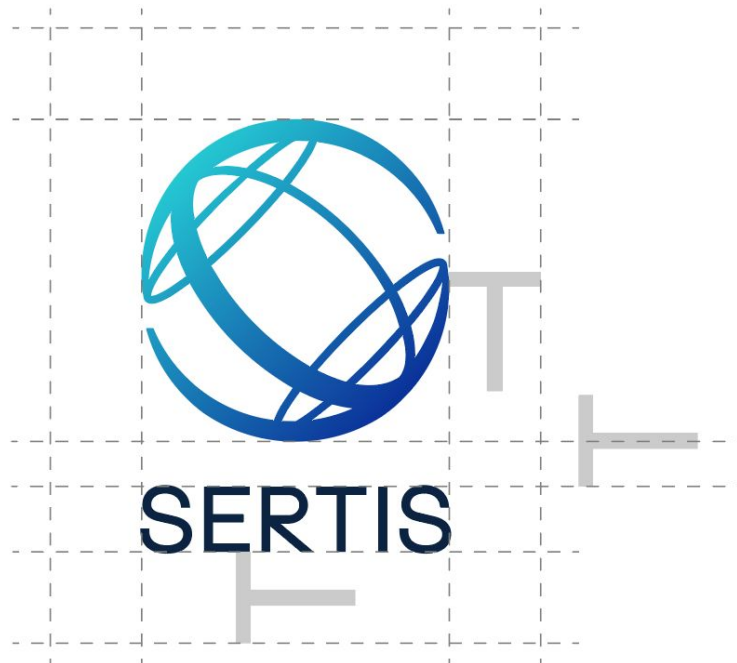


Vertical logo protection zone

0.35 in
9 mm
38 px



Minimum size
Vertical orientation







Logo

Horizontal logo protection zone

0.93 in
6 mm
17 px



Minimum size
Vertical orientation



Logo

Logo usage



Full Color Logo use on **white** or **bright** background



Full Color Logo use on **black** or **dark** background

Logo

Logo usage



SERTIS



SERTIS

Dark blue Color Logo use on **white** or **bright** background



SERTIS



SERTIS

Blue Color Logo use on **white** or **bright** background



SERTIS



SERTIS

Light green Color Logo use on **black** or **dark** background



SERTIS



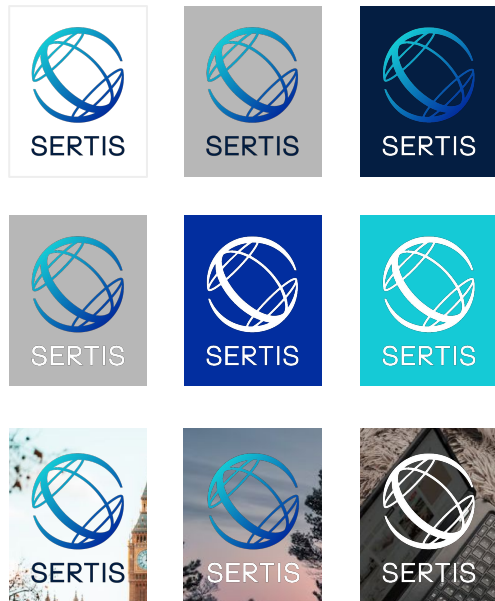
SERTIS

White Color Logo use on **black** or **dark** background

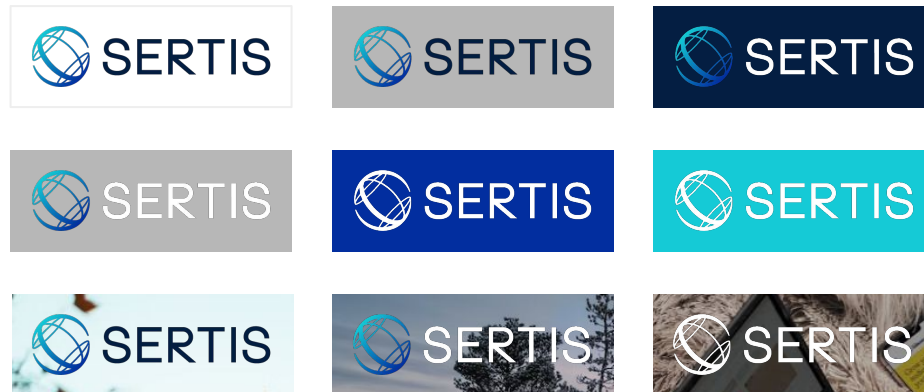
Logo

Background usage

Vertical logo



Horizontal logo





SERTIS



SERTIS



SERTIS



SERTIS



SERTIS



SERTIS



SERTIS



SERTIS



SERTIS



Incorrect usage of the logo

1. Do not reverse the logo.
2. Do not apply colors.
3. Do not rotate any single part of the logo.
4. Do not stretch or alter the proportions of the logo.
5. Do not change the arrangement of the logo.
6. Do not apply gradients, shadows, or other effects



1.

SERTIS 

2.

 SERTIS

 SERTIS

3.

 SERTIS

4.

 SERTIS

5.

SERTIS



6.

 SERTIS

Typeface

DISPLAY TYPE: Poppins Bold

SUB-HEADLINE: Poppins Medium

BODYTEXT: Poppins Normal / Regular

Highlight BODYTEXT: source san 3 Bold

SERTISCORP

Becoming the trusted
Data & AI partner for the world

We enable our clients to achieve their goals
by helping them structure, analyse and
unleash the power of big data.

We enable **our clients to achieve their
goals by helping them structure, analyse and
unleash** the power of big data.

DISPLAY TYPE: Prompt (Bold)

SUB-HEADLINE: Prompt (Semi Bold)

BODYTEXT: Prompt (Normal/Regular)

Highlight BODYTEXT: Prompt (Semi Bold)

เซอร์กิสคอร์ป

ประโยชน์ศาสตร์ดาต้าไซนในองค์กร

ไม่นานข้อมูลจะกลายเป็นสิ่งสำคัญที่ทุกบริษัทขาดไม่ได้
หากพูดถึงสิ่งที่เป็นกระแสในช่วงนี้คงหนีไม่เรื่อง
“ดาต้าไซน” และเทคโนโลยีอันชาญฉลาดอย่าง “เอไอ”
ซึ่งถือเป็นตัวช่วย
สำคัญในการพัฒนาศักยภาพขององค์กร

ไม่นานข้อมูลจะกลายเป็นสิ่งสำคัญที่ทุกบริษัทขาดไม่ได้

On **white** or **bright** background

DISPLAY TYPE

SERTIS

SERTIS

SERTIS

SUB-HEADLINE

Becoming the trusted
Data & AI partner for the world

Becoming the trusted
Data & AI partner for the world

Becoming the trusted
Data & AI partner for the world

BODY TEXT / HIGHLIGHT

We enable **our clients to achieve their goals by helping them structure, analyse and unleash** the power of big data.

We enable **our clients to achieve their goals by helping them structure, analyse and unleash** the power of big data.

We enable **our clients to achieve their goals by helping them structure, analyse and unleash** the power of big data.

On **black** or **dark** background

DISPLAY TYPE

SERTIS

SUB-HEADLINE

Becoming the trusted
Data & AI partner for the world

BODY TEXT / HIGHLIGHT

We enable **our clients to achieve**
their goals by helping them structure,
analyse and unleash the power of big
data.



Incorrect usage of typeface

DISPLAY TYPE

~~SER**TIS**~~

~~SER**TIS**~~

~~SER**TIS**~~

SUB-HEADLINE

Becoming the trusted
~~Data & AI~~ partner for the world

Becoming the ~~trusted~~
~~Data & AI~~ partner for the world

Becoming the trusted
~~Data & AI~~ partner for the world

BODY TEXT / HIGHLIGHT

We enable ~~our clients to~~
~~achieve their goals~~ by
helping them structure, analyse
and unleash the power of big data.

We enable our clients ~~to~~
~~achieve their goals~~ by helping
them structure, ~~analyse and~~
~~unleash the power~~ of big data.

We enable our clients ~~to~~
~~achieve~~ their goals by helping
them structure, ~~analyse~~ and
~~unleash~~ the power of big data.

Photography

Photography

Usage



Use abstract textures for conceptual imagery need



Consider different perspectives in image



Show authentic, real life situations



Asian (70%), Caucasian (20%),
African American (5%), Other (5%)



Conscious of diversity inclusion
(ethnicities, gender, ages..)

Photography

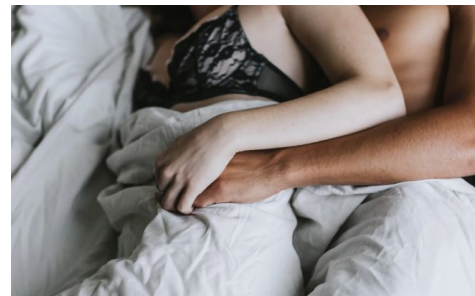
Best practices



Do not use an unrealistic image



Do not use imagery that show violence



Do not show or use images with a over sexual theme



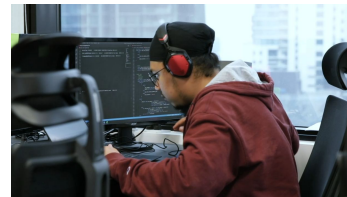
Do not show or use alcoholism images



Do NOT use moody lighting on a subject; lean towards positive, optimistic energy.



Film



Cinematic style is warm, uplifting, & human. Lighting should be natural & not overly saturated.

Illustration

Illustration

Our illustration style uses a simple, bold, & graphic. Illustrations may be used to communicate a story in cases where photography cannot be used as effectively.



Color palettes

Use other colors no more than 15% of the total image.

#041E42

C 100, M 88,
Y 42, K 51

#022E9F

C 100, M 92,
Y 2, K 0

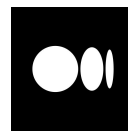
#15CAD6

C 66, M 0, Y
20, K 0

Design system

Design system

Social media



Design system

Formal

Color proportion



Symbol



Design system

Formal





Design system

Formal: grid system – size – fonts type



Size
2,000 x 1,225

Thai
Sukhumvit Set
(Bold/Medium) 85

Leading 110

Design system

Formal: Best practices

Avoid placing symbols around people's necks.



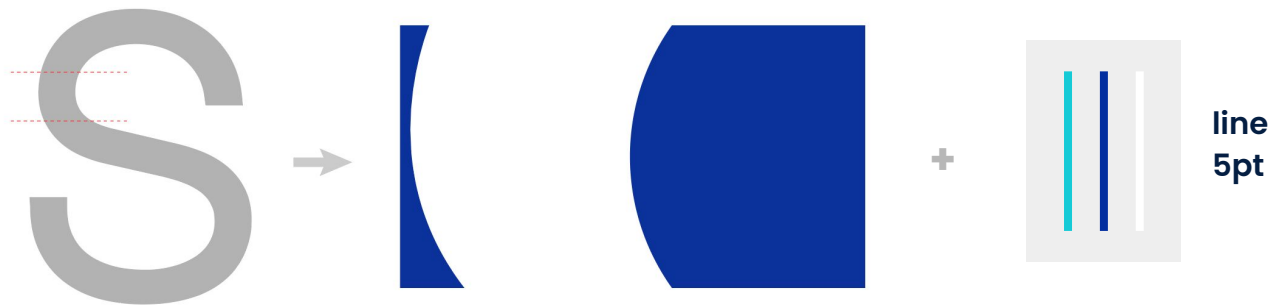
Design system

Friendly

Color proportion



Symbol



Design system

Friendly: Color proportion





Design system

Friendly: grid system – size – fonts type



Size
2,048 x 1,365

English
Poppins
(Bold/Medium) 100

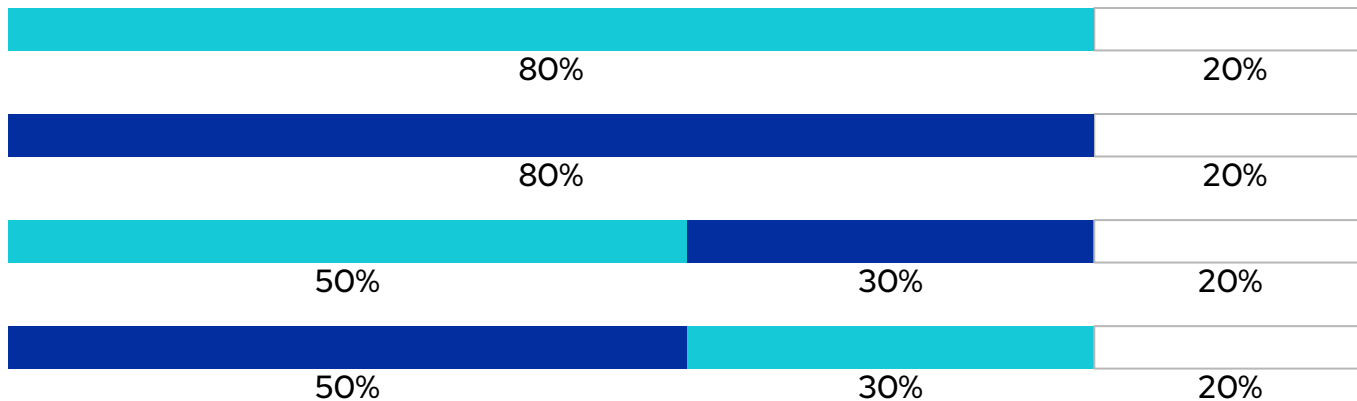
Thai
Sukhumvit Set
(Bold/Medium) 100

Leading 125

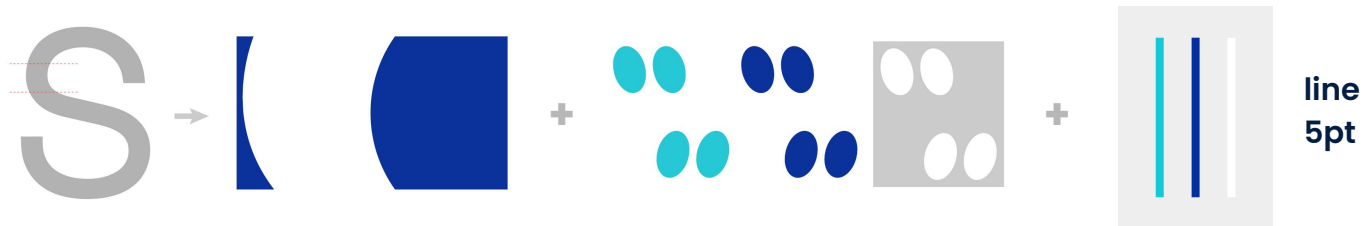
Design system

Playful

Color proportion



Symbol



Design system

Playful: Color proportion



80%

20%



80%

20%

Design system

Playful: Color proportion



Design system

Playful: Dynamic grid system



Ask
Kit Watchareeruetai
Senior AI Researcher
**HOW TO BECOME
A COMPUTER
VISION EXPERT**

What do you do currently?

I have been involved in several research projects, for example, face recognition and video analytics systems. My responsibilities mainly focus on researching and developing state-of-the-art computer vision methods. Our team has recently published research papers in a peer-reviewed journal and conference.

How did you get here?

"It started when I was an undergraduate student. Although my major was electrical engineering, I have been interested in computer programming since my first year of study. Before I graduated, I had to complete a graduation project and it was my first computer vision project."

"Doing this project made me realize that computer vision has the great potential to be a key technology for the world."

What is computer vision

how is it different from other fields?

"Computer vision is a technology that involves all stages of image and video processing pipelines, starting from acquisition, processing, analyzing and understanding. One of its ultimate goals is to make computers be able to understand scenes in the real world through image and video signals."



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Senior AI Researcher
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