SERTIS

Brand identity guidelines & principles 2025

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SERTIS

Color

Copyright 2025 © Sertis Company Limited

Color

Color palettes

Dark blue

Blue

Light green

White

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Color

Color proportion

Formal (Corporate)

Friendly (Internal Use Only)

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Logo

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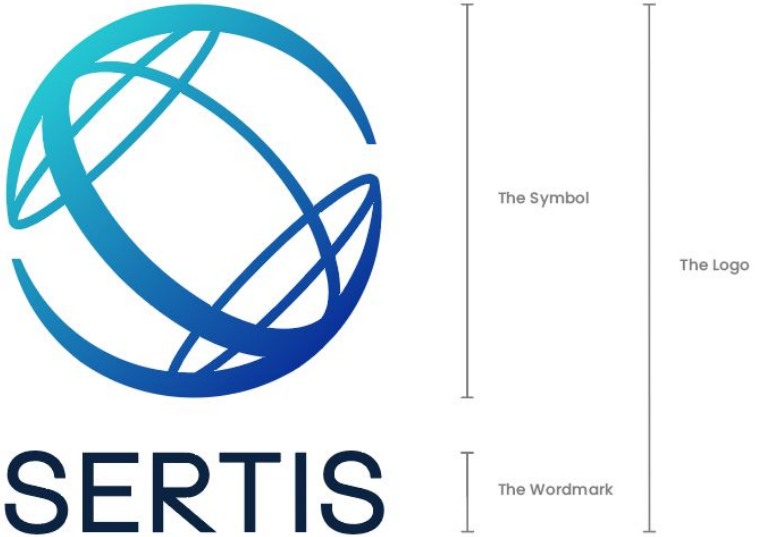
Logo

Vertical logo



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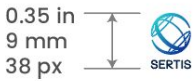
Logo

Vertical logo protection zone



Minimum size
Vertical orientation

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Logo

Horizontal logo

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Logo

Horizontal logo protection zone

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Logo

Logo usage

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

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

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Logo

Logo usage

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

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

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

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

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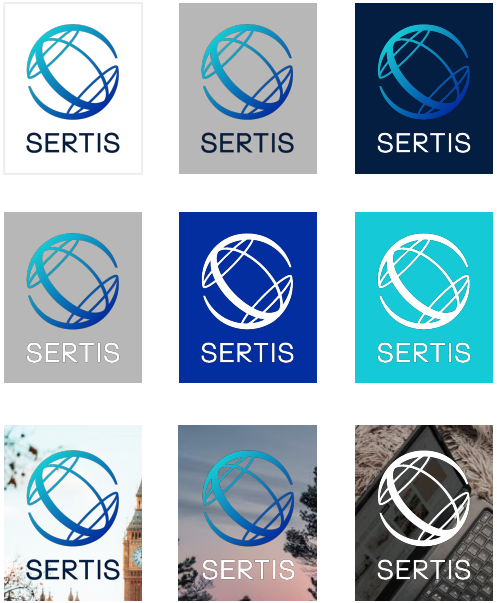
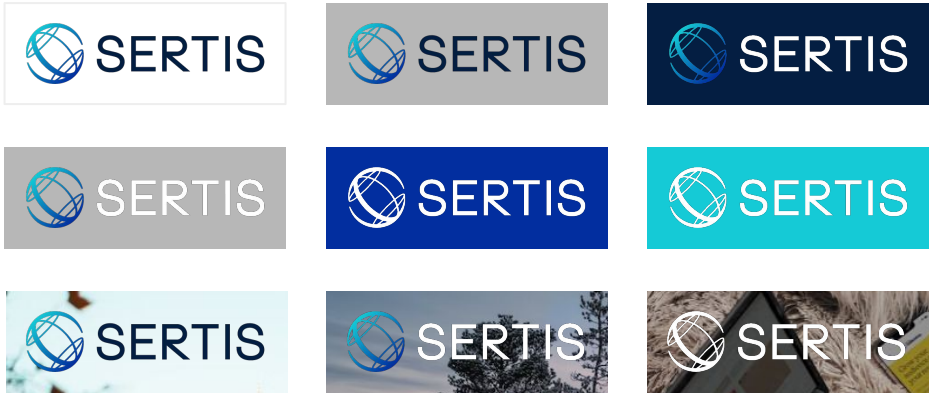
Logo

Background usage

Vertical logo



Horizontal logo



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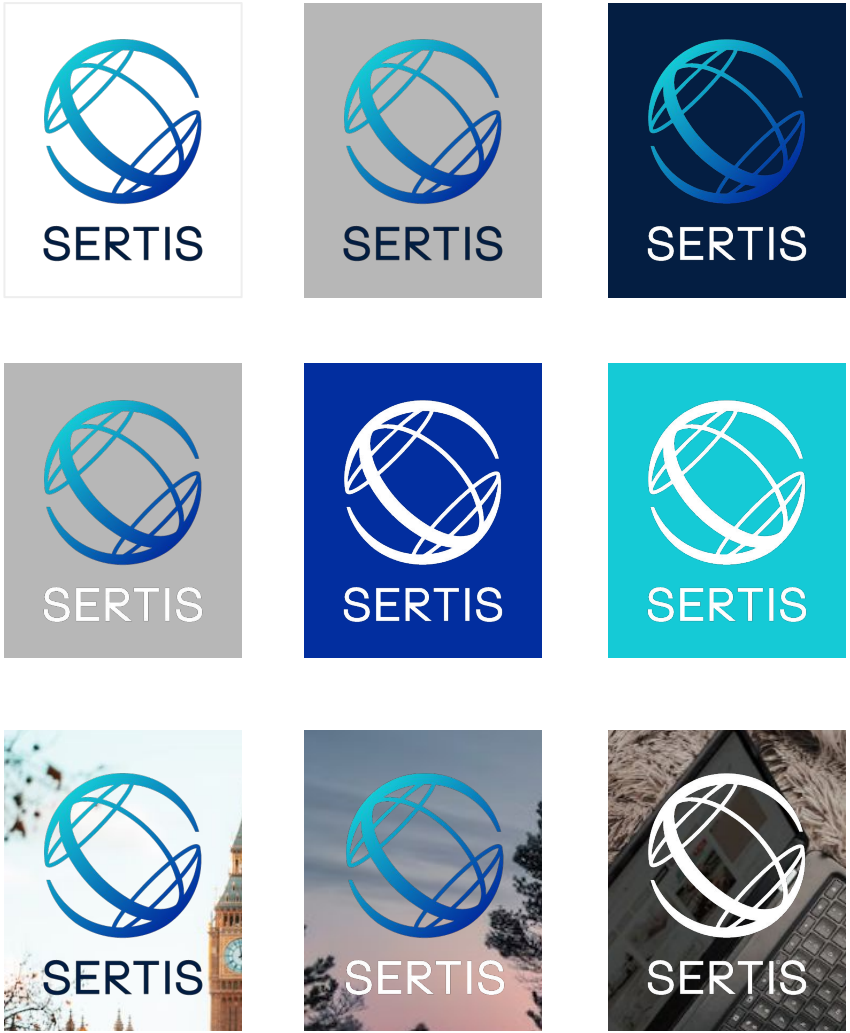
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Logo

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

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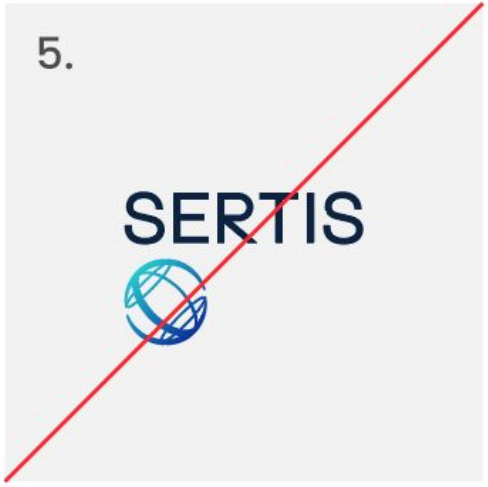
1.

2.

3.

4.

5.



6.

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Typeface

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Typeface

English

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.

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Typeface

Thai

DISPLAY TYPE: Prompt (Bold)	**เซอร์ทิสคอร์ป**
SUB-HEADLINE: Prompt (Semi Bold)	**ประโยชน์ศาสตร์ดาต้าไซน์ในองค์กร**
BODYTEXT: Prompt (Normal/Regular)	ไม่นานข้อมูลจะกลายเป็นสิ่งสำคัญที่ทุกบริษัทขาดไม่ได้ หากพูดถึงสิ่งที่เป็นกระแสในช่วงนี้คงหนีไม่เรื่อง “ดาต้าไซน์” และเทคโนโลยีอันชาญฉลาดอย่าง “เอไอ” ซึ่งถือเป็นตัวช่วย สำคัญในการพัฒนาศักยภาพขององค์กร
Highlight BODYTEXT: Prompt (Semi Bold)	ไม่นานข้อมูลจะกลายเป็น**สิ่งสำคัญที่ทุกบริษัทขาดไม่ได้**

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Typeface

Background usage

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

DISPLAY TYPE	SUB-HEADLINE	BODY TEXT / HIGHLIGHT
SERTIS	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.
SERTIS	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.
SERTIS	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.

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Typeface

Background usage

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.

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Typeface

Incorrect usage of typeface

DISPLAY TYPE	SUB-HEADLINE	BODY TEXT / HIGHLIGHT
SERTIS	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.
SERTIS	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.
SERTIS	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.

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Photography

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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..)

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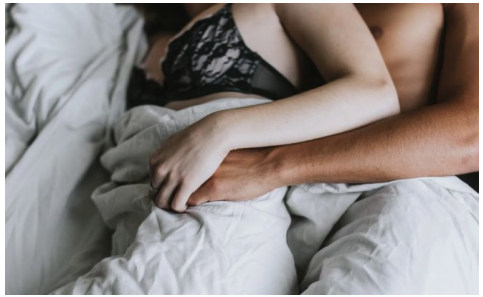
Photography

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.

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Film

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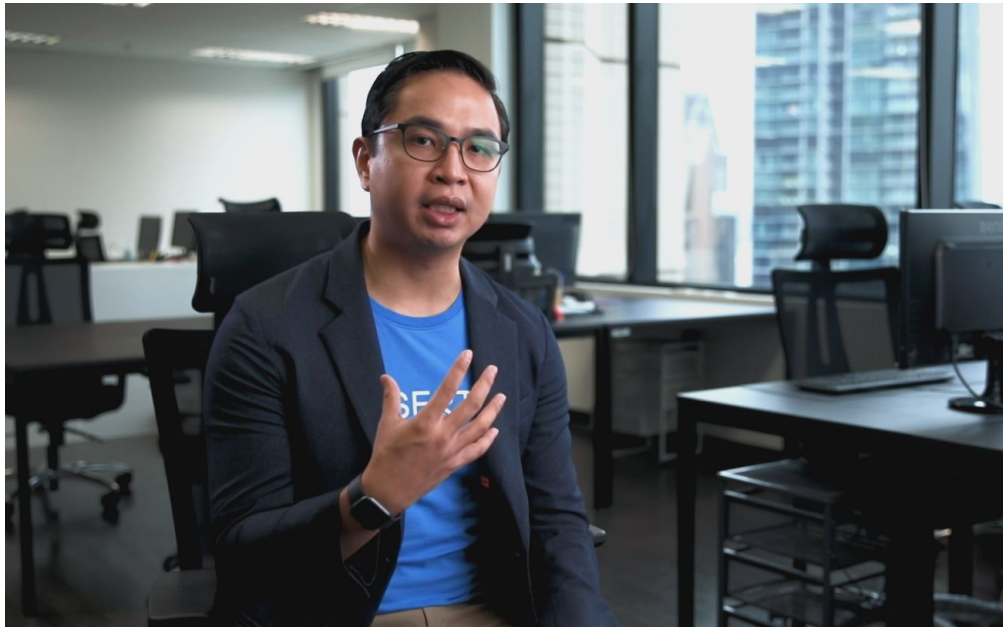
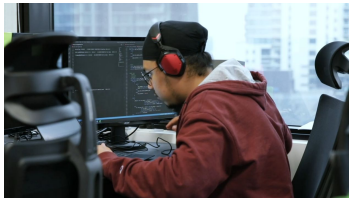
Film





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

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Illustration

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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

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Design system

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Design system

Social media

Copyright 2025 © Sertis Company Limited

Design system

Formal

Color proportion

Symbol

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Design system

Formal

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Design system

Formal: grid system - size - fonts type

Size
2,000 x 1,225

Thai
Sukhumvit Set
(Bold/Medium) 85

Leading 110

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Design system

Formal: Best practices

Avoid placing symbols around people's necks.

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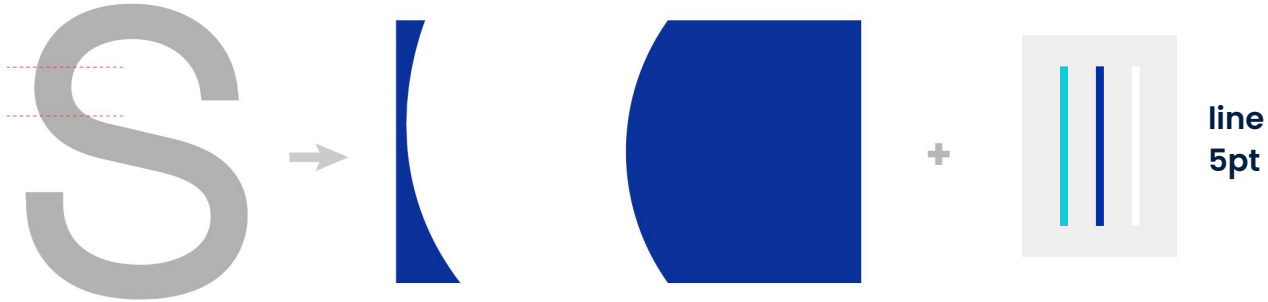
Design system

Friendly

Color proportion

Symbol



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Design system

Friendly: Color proportion

60% 10% 30%

60% 10% 30%

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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

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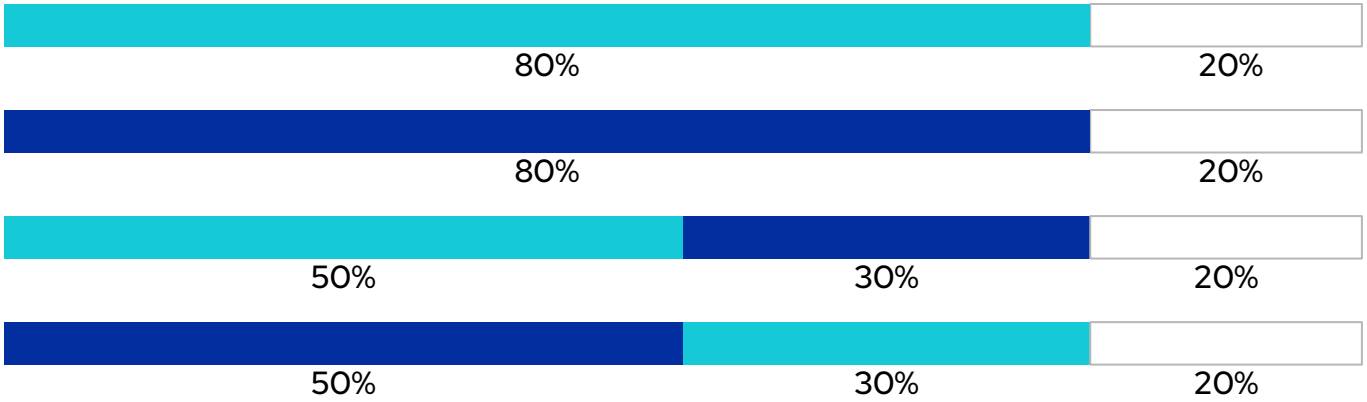
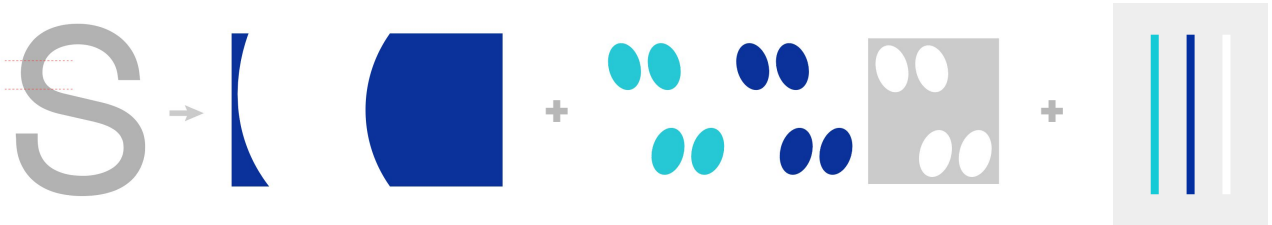
Design system

Playful

Color proportion



Symbol



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Design system

Playful: Color proportion

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Design system

Playful: Color proportion

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Design system

Playful: Dynamic grid system

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