# Style Guide
Version 2.2

For questions please contact marketing@sentirna.com.au.

sentrian_styleguide-babb3ede-3d56c379

# LOGO USAGE

The Logo is often the first thing people will think of when they think about our brand. It is imperitive that it be displayed in a manner that is visually consistent and respects the aesthetics of its design.

**Logo Placement**
Wherever possible, the logo should only be placed on white or solid color backgrounds.

If the logo is used on a dark color or if the background colour is a similar shade to the colors in the logo, the outlined device should be used so that the logo does not bleed into the background.

**Aspect Ratio and clipping**
Care should be taken to ensure that the logo does not have clipped edges and that the aspect ratio is maintained (the logo does not get squished or stretched).

## Acceptable



## Unacceptable



The device is inappropriately coloured and fades into the background.

The aspect ratio is wrong (it's squished).

The device is missing.

The N has been clipped on the right.

The device is in the wrong place.

The device has been outlined, and is not

# LOGO USAGE

The Logo is often the first thing people will think of when they think about our brand. It is imperitive that it be displayed in a manner that is visually consistent and respects the aesthetics of its design.

**Minimum Blank Space**
The logo is not to be used unless the mininum blank space can be provided. The spacing around the logo can be determined by checking it against the size of the E in "SENTRIAN"



## Acceptable



## Unacceptable

# COLOR PALETTE

Colour plays an essential role in our visual system. How colour is used adds personality to our brand and differentiates us from other brands. This colour palette should be the foundation of any branded designs.

CMYK and PANTONE colours should be used for printing, while RGB and HEX codes are for digital or web use.

**Primary Swatches**
The primary swatches will cover the majority of your needs. It's intentionally minimal in variety so as to not dilute the brand visuals, which adds confusion. These are the colours to be used throughout the brand.

Colours from the primary swatches may be used to draw attention to a page or element, but should be used sparingly for maximum impact.

**Secondary Swatches**
To add flexability to the visual system, we have created supporting swatches. Colours from the secondary swatches should be used to compliment and support the primary swatches, especially for large areas of colour.

## Sentrian – Parent Brand

### Primary Blue

#0079c0

R 0
G 121
B 192

Light Text Only

### Light Blue

#88c4fa

R 136
G 196
B 250

Dark Text Only

### Dark Blue

#044c7f

R 4
G 76
B 127

Light Text Only

### Primary Gray

#302f2c

R 48
G 47
B 44

Light Text Only

### Light Gray

#f2f2f2

R 242
G 242
B 242

Dark Text Only

### Green

#58dd91

R 88
G 221
B 145

Dark or Light Text

# COLOR PALETTE

Colour plays an essential role in our visual system. How colour is used adds personality to our brand and differentiates us from other brands. This colour palette should be the foundation of any branded designs.

CMYK and PANTONE colours should be used for printing, while RGB and HEX codes are for digital or web use.

**Primary Swatches**
The primary swatches will cover the majority of your needs. It's intentionally minimal in variety so as to not dilute the brand visuals, which adds confusion. These are the colours to be used throughout the brand.

Colours from the primary swatches may be used to draw attention to a page or element, but should be used sparingly for maximum impact.

**Secondary Swatches**
To add flexability to the visual system, we have created supporting swatches. Colours from the secondary swatches should be used to compliment and support the primary swatches, especially for large areas of colour.

# Sentrian – Parent Brand

**For Print Use**

### Primary Blue

**Pantone 109–16 C**

C 100
M 35
Y 0
K 12

**Light Text Only**

### Light Blue

**Pantone 109–11 C**

C 38
M 13
Y 0
K 0

**Dark Text Only**

### Dark Blue

**Pantone 108–8 C**

C 100
M 52
Y 0
K 50

**Light Text Only**

### Primary Gray

**Pantone 179–14 C**

C 0
M 0
Y 0
K 95

**Light Text Only**

### Light Gray

**Pantone 179–2 C**

C 0
M 0
Y 0
K 11

**Dark Text Only**

### Contrast Green

**Pantone 139–5 C**

C 62
M 0
Y 58
K 0

**Dark or Light Text**

# Sub Brand Logo Usage

Sentrian operates two sub-brands beneath the Sentrian umbrella. These brands use their own logo varients and colour schemes.

The sub brand approach has been chosen as it allows Sentrian to proport to have additional expertise within the specific areas covered by each sub-brand.

**Sentrian Telecom**
Sentrian Telecom is the brand that Sentrian uses to go to market for it's telephony services. At this stage it is not used for data or connectivity.

**Sentrian Labs**
Sentrian Labs is the brand that Sentrian uses to go to market for it's custom development work.

**Spare Logo**
To allow for addtional brand expansion under the Sentrian umbrella, an additional logo, with a complimentary colour scheme was designed. The "Lorem Ipsum" in the logo can be replaced with the name of the next subbrand that is setup.

# COLOR PALETTE

Colour plays an essential role in our visual system. How colour is used adds personality to our brand and differentiates us from other brands. This colour palette should be the foundation of any branded designs.

CMYK and PANTONE colours should be used for printing, while RGB and HEX codes are for digital or web use.

**Primary Swatches**
The primary swatches will cover the majority of your needs. It's intentionally minimal in variety so as to not dilute the brand visuals, which adds confusion. These are the colours to be used throughout the brand.

Colours from the primary swatches may be used to draw attention to a page or element, but should be used sparingly for maximum impact.

**Secondary Swatches**
To add flexability to the visual system, we have created supporting swatches. Colours from the secondary swatches should be used to compliment and support the primary swatches, especially for large areas of colour.

## Sentrian Telecom

### Primary Green

**#00bbbf**

R 0
G 187
B 191

### Light Green

**#67e8e8**

R 136
G 196
B 250

### Dark Green

**#018780**

R 1
G 135
B 128

## Sentrian Labs

### Primary Red

**#bf0048**

R 191
G 0
B 72

### Light Red

**#cd447c**

R 136
G 196
B 250

### Dark Red

**#8b0246**

R 139
G 2
B 70

## Sentrian Spare

### Primary Purple

**#6b00bf**

R 107
G 0
B 191

### Light Purple

**#b779e2**

R 183
G 121
B 226

### Dark Purple

**#56047c**

R 86
G 4
B 124

# COLOR PALETTE

Colour plays an essential role in our visual system. How colour is used adds personality to our brand and differentiates us from other brands. This colour palette should be the foundation of any branded designs.

CMYK and PANTONE colours should be used for printing, while RGB and HEX codes are for digital or web use.

**Primary Swatches**
The primary swatches will cover the majority of your needs. It's intentionally minimal in variety so as to not dilute the brand visuals, which adds confusion. These are the colours to be used throughout the brand.

Colours from the primary swatches may be used to draw attention to a page or element, but should be used sparingly for maximum impact.

**Secondary Swatches**
To add flexability to the visual system, we have created supporting swatches. Colours from the secondary swatches should be used to compliment and support the primary swatches, especially for large areas of colour.

## Sentrian Telecom

### Primary Teal

**Pantone 121–6 C**

| | |
|---|---|
| C | 72 |
| M | 0 |
| Y | 21 |
| K | 0 |

### Light Teal

**Pantone 121–3 C**

| | |
|---|---|
| C | 30 |
| M | 0 |
| Y | 9 |
| K | 0 |

### Dark Teal

**Pantone 123–7 C**

| | |
|---|---|
| C | 83 |
| M | 0 |
| Y | 24 |
| K | 41 |

## Sentrian Labs

### Primary Red

**Pantone 59–16 C**

| | |
|---|---|
| C | 18 |
| M | 100 |
| Y | 63 |
| K | 6 |

### Light Red

**Pantone 70–4 C**

| | |
|---|---|
| C | 0 |
| M | 65 |
| Y | 21 |
| K | 26 |

### Dark Red

**Pantone 74–16 C**

| | |
|---|---|
| C | 0 |
| M | 100 |
| Y | 12 |
| K | 56 |

## Sentrian Spare

### Primary Purple

**Pantone 96–8  C**

| | |
|---|---|
| C | 84 |
| M | 100 |
| Y | 0 |
| K | 0 |

### Light Purple

**Pantone 96–5 C**

| | |
|---|---|
| C | 51 |
| M | 61 |
| Y | 0 |
| K | 0 |

### Dark Purple

**Pantone 95–8 C**

| | |
|---|---|
| C | 75 |
| M | 100 |
| Y | 0 |
| K | 49 |

# FONTS

The way we use type is crucial to making your designs look thoughtful and professional. Use these tips to make sure the typography is consistent.

This font is optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

DM Sans is a freely available font from Google Fonts.

# Primary Typeface

DM Sans – **fonts.google.com/specimen/DM+Sans**

## Regular

the quick brown fox jumped over the lazy dog – THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG

## Medium

the quick brown fox jumped over the lazy dog – THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG

## Bold

**the quick brown fox jumped over the lazy dog – THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG**

## Italic

*the quick brown fox jumped over the lazy dog – THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG*

# FONTS

The way we use type is crucial to making your designs look thoughtful and professional. Use these tips to make sure the typography is consistent.

The secondary typeface selected is extremely common and is safe to use on all devices. It should be used **only as a backup** for when the primary typeface is not available.

Arial comes pre-installed on all Mac and Windows devices.

# Backup Typeface

**Arial**

### Regular - Italic

sphinx of black quartz, judge my vow! - SPHYNX OF BLACK QUARTZ, JUDGE MY VOW!

*sphinx of black quartz, judge my vow! - SPHYNX OF BLACK QUARTZ, JUDGE MY VOW!*

### Bold - Bold Italic

**sphinx of black quartz, judge my vow! - SPHYNX OF BLACK QUARTZ, JUDGE MY VOW!**

***sphinx of black quartz, judge my vow! - SPHYNX OF BLACK QUARTZ, JUDGE MY VOW!***

# SUPPORTING GRAPHICS

## Tagline and Devices
Where required, the adjacent items can be used across branded collateral.

The tagline should only be used with the primary (blue) Sentrian logo. It should not be used with the Sentrian Labs, Sentrian Telecom, or Spare Sentrian Logo.

## Senturion Mascot
Sentrian's Mission is "To have fun providing innovative IT services that make money and leave competition behind".

In the spirit of fun, the Senturion Mascot "Lucius" is a intended as a manifestation of Sentrian's brand values.

He should be used only in situations where levity is appropriate.

**Tagline Mark**

*You Centred Technology.*



SENTRIAN
*You Centred Technology.*

**Devices**



**Senturion Mascot**

# USE OF LANGUAGE

For the brand to be able to develop a distinct personality, that allows us to stand out from our competition, it is imperitive that all content written by Sentrian is created with a distinct tone of voice and with consistent use of language.

**Spelling**
All Sentrian branded collateral is to be produced in English with AUS spelling.

**Oxford Commas**
Use of Oxford Commas is mandatory.
No exceptions. It reduces the ambigutiy in the sentence.

**References to the company**
All refernces to the company should be spelled Sentrian with a capital S. Where the reference is to a sub-brand, eg Sentrian Telecom, the second word

# Oxford Comma Examples

**We invited the plumbers, Mario and Luigi.**

Mario and Luigi are plumbers, who got an invitation.

versus

**Oxford Comma**

**We invited the plumbers, Mario, and Luigi.**

Mario and Luigi were invited along with several plumbers.

**The shirts are blue, green and red.**

There are two kinds of shirts. The latter has two colors.

versus

**Oxford Comma**

**The shirts are blue, green, and red.**

There are three kinds of shirts.